

## **A STUDY ON CONSUMER SATISFACTION TOWARDS DESIGN THINKING - ONLINE SHOPPING WITH SPECIAL REFERENCE TO COIMBATORE CITY**

**Mrs.S.SARATHAMANI, M.Com CA., Assistant professor,**

Department of Commerce,

**Mr. M.LIZOREYA, M.Com, Department of Commerce, Dr.SNS Rajalakshmi**

College of Arts and Science, Coimbatore-49

### **ABSTRACT:**

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

**Keywords:** Online Shopping, Consumer Behavior, Attitude

### **INTRODUCTION**

A few years back, when online shopping was at its nascent stage, there were very limited sales as well as purchases on the online shopping arena. This was due to many reasons such as lack of internet friendly population, low penetration of computers and internet connections in India, low percentage of credit and debit cardholders, as well as non-willingness of people to use their credit card on the internet due to the fear of being scammed. But with the passage of time, this scenario has improved tremendously as people have started gaining confidence about purchasing products through online and it has become an integral part of modern life across the

world. In India, with abundance and diversity of information, easily found and conveniently shared facilities, Internet usage has grown exponentially by reshaping peoples' informational and social needs. There are around 71 million Internet users in India (IAMAI, 2009) 5. Consumers on one hand have the ease of choice, the comfort of shopping from home and an endless variety of products, while saving time and money. Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. An online shop, e-shop, e-store, Internet shop, web-shop, web-store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping centre. The process is called business-to consumer (B2C) online shopping. When a business buys from another business, it is called business – to – business (B2B) online shopping. Tamilnadu is an Indian state that lies in the southern part of India. It is the third largest contributor to India's Gross Domestic Product (GDP) and the most urbanized state in the country with the highest number of Business enterprises, pegged at 10.56%, compared to the overall population share of 6%. It is in this regard, a fundamental understanding of factors causing customer satisfaction in online shopping has attained greater importance. The present study examines the satisfaction level of customers using online shopping in Coimbatore city.

Design Thinking Stage	Potential Questions
Empathy	How do the online shopping influences the customer to buy a product?
	What was the level of satisfaction of consumer using online shopping?
	How did the online shopping provide service to the customers?
	What are the problems faced by customers using online shopping?

**OBJECTIVES OF THE STUDY:**

- To know the factors influencing the consumers’ preference for online shopping.
- To analyze the consumers’ satisfaction towards online shopping.
- To study the problems faced by the consumers’ towards online shopping.
- To offer suitable suggestions for enhancing consumers’ satisfaction through onlineshopping.

**LIMITATIONS OF THE STUDY:**

- The study is confined to Coimbatore City only.
- The study is based upon the consumer behaviors of online shopping.
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So, the accuracy is not true.
- Due to shortage of time and other constraints, the study has been limited to 50 respondentsonly.

**RESEARCH METHODOLOGY:**

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study’s overall validity and reliability. The methodology section answers two main questions, how was the data collected or generated? How was

it analysed?

**TOOLS USED:**

- Percentage analysis
- Chi-square
- ANOVA

**STATEMENT OF THE PROBLEM:**

Due to the rapid development of the technologies surrounding the Internet, companies which are interested to sell their products through their website even though buyers and sellers can be thousands of miles apart, may belong to different parts of world, might speak different languages also. Since Internet is a new virtual medium and so many potential consumers, the online retailers is most important to understand the wants and needs of consumers. The importance of analyzing and identifying the factors influencing the consumer when he or she decides to purchase on the Internet is vital because new virtual market will bring significant differences to the consumers. Analyzing consumer behavior is not a new phenomenon. Many theories have been used for many years not only to understand the consumers’ attitude, but also create a marketing strategy that will attract the consumer efficiently. However, some distinctions must still be made when considering traditional consumer behavior and online consumer behavior.

**DEFINE PROBLEM STATEMENT**

Design Thinking Stage	Interference
Define	<ol style="list-style-type: none"><li>1. What are the problems faced by the consumer using online shopping?</li><li>2. What are the solutions to be provided for the problem faced by the consumer using online shopping?</li></ol>

### SCOPE OF STUDY:

To know their brand loyalty.  
To know about which purchase type people prefers most.  
To find out the reason for buying products.  
To find out the price range that people prefer most.

### REVIEW OF LITERATURE

Vijay, Sai. T. & Balaji, M. S. (2009) revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India.

Chinting (2010), said that few school or school research concurrently investigated both internet marketing and corporate engagement as well as those which had only direct impacts. This thesis clarifies the connection between the internet marketing of the school organisation, instructor interpersonal engagement, and teacher satisfaction.

Guo et al., (2012) identified that eight determinants had positive relation with consumer satisfaction viz., website design, security, information quality, payment method, e-service quality, product quality, and product variety and delivery service.

Ajitabh Dash (2012) identified the key

factors influencing customer's satisfaction through online shopping. These factors are privacy, trust, 5 complexity, product variety, risk, time utility and reliability multiple regressions were used to know impact of these factors online shopping.

Hamed Golrokhsari (2012) found out that time efficiency, convenience of purchasing any time and place, direct access to information and customer service are the factors which build convenience.

Nikhashemi et al., (2013) found out that customer perceived quality, perceived ease of use, perceived security and online payment process have significant positive effect on increasing customer satisfaction towards internet shopping.

Sanjeev Kumar and Savita Maan (2013) The Study provides insights into consumers' online shopping behaviors and preferences. Moreover, paper also identify the hurdles that customers face when they want to adopt internet shopping as their main shopping medium. Present study is a descriptive study based on the detailed review of earlier relevant studies related to the various concepts of online shopping to explore the concept of online shopping. Findings reveal that online shopping brings optimum convenience to the consumers. Privacy and security risk emerges frequently as a reason for being wary about internet shopping.

### DATA ANALYSIS AND INTERPRETATION

**TABLE 1.1 HOW DO YOU MAKE PAYMENT IN ONLINE SHOPPING?**

	Observed N	Expected N	Residual
Debit card	15	26.8	-11.8
Cash on delivery	68	26.8	41.2
Credit card	14	26.8	-12.8
Third party (paytm wallet. PayPal etc)	10	26.8	-16.8
Total	107		

**Test Statistics**

	How do you make payment in Amazon shopping
Chi-Square	85.336
Df	3
Asymp. Sig.	.000

a.0 Cells(.0%) have expected frequencies less than 5. The minimum expected cell frequency is26.8.

**TABLE 1.2 WHAT DISAPPOINTED YOU MOST ABOUT ONLINESHOPPING?**

	Observed N	Expected N	Residual
Quality	32	26.8	5.2
Price	41	26.8	14.2
Shopping experience	21	26.8	-5.8
Customer service	13	26.8	-13.8
Total	107		

**Test Statistics**

	Disappointed you most about Amazon
Chi-Square	16.925 <sup>a</sup>
Df	3
Asymp. Sig.	.001

Cells(.0%) have expected frequencies less than 5. The minimum expected cell frequency is26.8.

**TABLE 1.3 WHICH ONLINE SITE WILL YOU PREFER?**

**Descriptive**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Amazon	55		
Flipkart	30	1.4000	.49827	.09097	1.2139	1.5861	1.00	2.00
Snapdeal	12	1.3333	.49237	.14213	1.0205	1.6462	1.00	2.00
Others	10	1.3000	.48305	.15275	.9544	1.6456	1.00	2.00
Total	107	1.2804	.45130	.04363	1.1939	1.3669	1.00	2.00

**ANOVA**

	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	.822	3	.274	1.359	.260
Within Groups	20.767	103	.202		
Total	21.589	106			

**TABLE 1.4 HAVE YOU EVER DONE ONLINE SHOPPING?**

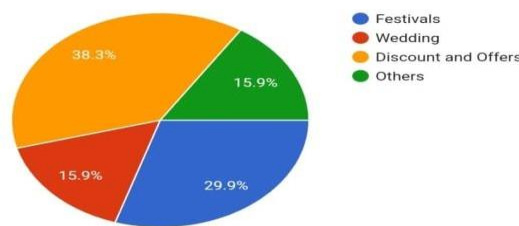
**ANOVA**

	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	1.375	1	1.375	1.434	.234
Within Groups	100.681	105	.959		
Total	102.056	106			

**TABLE 1.5 WHICH OCCASIONS DO YOU MAKE**

### PURCHASE IN ONLINE SHOPPING?

PARTICULARS	FREQUENCY	PERCENTAGE%
Festivals	32	29.9%
Wedding	17	15.9%
Discount and offers	41	38.3%
Others	17	15.9%
<b>TOTAL</b>	<b>107</b>	<b>100%</b>



**INTERPRETATION:**

The above table indicates that 29.9% of the respondents are prefer FESTIVALS, 15.9% of the respondents are prefer WEDDING, 38.3% of the respondents are prefer DISCOUNT AND OFFERS, 15.9% of the respondents are prefer OTHERS.

**FINDINGS:**

Majority (63.6%) of the respondents are CASH ON DELIVERY

Majority (38.3%) of the respondents are PRICE

Majority (51.4%) of the respondents are prefer to AMAZON

Majority (72%) of the respondents are having the ONLINE SHOPPING YES

Majority (38.3) of the respondents are DISCOUNT AND OFFERS

**SUGGESTIONS:**

One the major drawbacks that the respondents have felt are no proper returning policy to the product.

After getting opinion from the respondent if the above said problem occurs, then they should be guided in a proper way to return the product.

This will create a good website

reputation and repurchasing power of the respondents.

The respondents face major problems on theft of credit card information, and lack of security on online payments.

Implementing precautionary steps to solve these problems shall create consumer confidence on online shopping. Online shopping follows international market standards and do not know about the local market standard.

This will help to increase consumer buying pattern and help the vendors to increase the sale.

**CONCLUSION:**

Online shopping is becoming more general day by day with the growth in the usage of World Wide Web known as www. Sympathetic customer's need for online selling has become challenge for marketers. Specifically accepting the consumer's satisfaction towards online shopping, making development in the factors that impact consumers to shop online and working on factors that affect consumers to shop online will help

dealers to gain the competitive edge over others. In assumption, having access to online shopping has truly transformed

and unfair our society as a whole. This use of knowledge has opened new doors and chances that enable for a more convenient existence today. Variety, quick service and reduced prices were three significant ways in which online shopping subjective people from all over the world. However, this concept of online shopping led to the opportunities of fraud and privacy conflicts. Unluckily, it has shown that it is possible for criminals to operate the system and access personal material. Luckily, today with the latest features of knowledge, events are being taken in order to stop hackers and criminals from inappropriately opening private databases

128- 139, 2011.

#### **REFERENCE:**

- Zhou, L., Dai, L., Zhang, D. (2007), "Online shopping acceptance model-A critical survey of consumer factors in online shopping", *Journal of Electronic Commerce Research*, Vol.8(1), pp.41-62.
- Vijay, Sai. T. & Balaji, M. S. (May 2009), "Online Shopping in India: Findings from a Consumer Research", *Marketing Mastermind*, Vol. 5, the ICAI University Press.
- Norazah Mohd Suki, Norbayah Mohd Suki, "Cellular Phone Users" Willingness to Shop Online", *World Academy of Science, Engineering and Technology International Journal of Social, Human Science and Engineering* Vol. 3, No. 6, pp. 70-74, 2009.
- Stephen, A., T., Toubia, O. (2009), "Explaining the power-law degree distribution in a social commerce network", *Social Networks*, Vol.31 (4), pp.262-270.
- Kauffman, R., J., Lai, H., Ho, C., T. (2010), "Incentive mechanism, fairness and participation in online group-buying auctions", *Electronic Commerce Research and Applications*, Vol.9 (3), pp.249- 262.
- Yulihhasri, Md. Aminul Islam, Ku Amir Ku Daud, "Factors that Influence Customers" Buying Intention on Shopping Online", *International Journal of Marketing Studies*, Vol. 3, No. 1, pp.