

A Study on the Customer Satisfaction towards Online Stores: A Study With Reference to Kadapa District

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ABSTRACT: In Twenty First Century We Have Witnessed An Extensive Growth Of Internet Based Services From Small Business To Multi Organization That Are Developing Online Stores. Online shopping is a present phenomenon which has developed a good importance in the trendy business environment. The evolution of online shopping has opened door of chance to provide a competitive advantage over firms. In the recent past web possesses a precious place within the economic activities. So this paper focuses on customer satisfaction towards online stores.

This study titled “A Study on Customer Satisfaction towards Online Stores in kadapa” has been undertaken to understand the factors influencing customers satisfaction’ online shopping decisions and how these factors affect satisfaction. Descriptive Research Design has been used for this study.

The study has been undertaken with reference to a sample size of 100 respondents. After collecting the data, the data was classified,. Necessary statistical tools such as Percentage Analysis have been used to interpret the data.. Majority people prefer amazon.com.Young customers are most recreational in their searching shopping’s. Online store customers satisfied with services provided by online stores except Guaranty and warranty & after sale service. So it’s better to improve the warranty and after sales service to attract more customers.

KEYWORDS: Online stories, online customer’s customer satisfaction.

I. INTRODUCTION

Online stories Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, and online storefront

The World Wide Web has grown incredibly since its inception in 1990 and by 1991 it was opened for commercial use. The internet explosion has opened doors to a new electronic world, which facilitated in taking business to another level. The lever-increasing penetration of internet and social media, the purchasing behavior of Indian consumers has change dramatically. The Indian consumer market has higher disposable income the development of modern urban lifestyles and an increase in consumer awareness have affected buyer behavior in cities, towns and even rural areas. Online shopping is a form of electronic commerce whereby consumers directly

Buy goods and services from a seller over the internet without any intermediary services. Customer satisfaction is eminent topic in several fields like marketing, consumer research and psychology. Internet has been constantly gaining importance nowadays. The number of people preferring internet for their day to day activities also keeps on increasing. People today are doing most of their domestic works online. Internet and online shopping is been a boon to people to manage their shopping and work equally. Online shopping allows the consumers to directly buy goods from the seller through internet. It is also called as web-store, e-shop or online store. Online customers must have access to the internet to buy goods form online. People can look at these websites of online stores and purchase products in comfort form home. Until recently, the consumers were mainly visiting online to reserve hotel rooms, buy air, rail or movie tickets for buying books and electronic gadgets, but now more and more offline product like apparels for all segments, cosmetics, accessories, shoes and consumer durables are now being purchased online.

Customer Satisfaction

Kotler(1997) defines customer satisfaction as follows:

“Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a Product's perceived performance (or outcome) in relation to his or her expectations”.

KOTLER

Brown (1992) defines customer satisfaction as:

“The state in which customer needs, wants and expectations throughout the product or service's life are met or exceeded resulting in repeat purchase, loyalty and favorable worth-of mouth”.

Customer Satisfaction is the pillar of the marketing concept.

Satisfaction is consumer's fulfillment response. It is a judgment that a product or a service feature or the product or service itself provides pleasurable level of consumption related fulfillment.

Companies that move towards adopting the market concept benefit themselves and The society. It leads the society's recourse to move in the direction of social needs, there by bringing the interests of business firms and the interest of society in to harmonious relationship. Thus the third pillory of the marketing concept aims to achieve good profits by giving the customer genuine values in the satisfaction.

II. REVIEW OF LITERATURE

- 1) **India Census (2011):** “Online shopping, referred to as online retailing or e-tailing, is growing every day in India. According to eBay India Census (2011) published on September 28th 2011 at Bangalore, Online Shopping is mainstream & a nationwide phenomenon: India had over 3,311 E Commerce hubs across the country. In India, traditionally people used internet to compare and evaluate options and went back to traditional approach for the actual purchase. But this trend is changing now. Several factors like the increasing internet awareness and availability, PC penetration etc have caused an increase in online shopping.
- 2) **The Times of India's (2011):** - article on Online Retail Industry published on July 3rd 2011- "A booming economy and rising disposable incomes have contributed to the evolution of online shopping," said Associated Chambers of Commerce and Industry of India (ASSOCHAM) Secretary General, D S Rawat.
- 3) **Michal Pilik, (2012)** examined that online shopping for behavior is affected by various factors like, economic factors, demographic factors, technical factors, social factors, cultural factors, psychological factors, marketing factors and legislative factors. Customers select an online-shop mainly based on references, clarity and menu navigation, terms of delivery, graphic design and additional services. Complicated customers read discussions on the web before they pay their cash online and once customers are unable to find the product quickly and easily they leave online-shop.
- 4) **Nikhashemiet. al (2013)** found out the customer perceived quality, perceived simple use, perceived security and online payment method have vital positive impact on increasing customer satisfaction toward internet shopping.

Scope of the Study

- ❖ Providing online avenues for customers to make purchases at the click of the mouse. Customers not only use the internet to make purchases but also to search for information about the product or service being purchased. Internet has changed the way of conducting business. Many businesses have started building up their strategies around the internet.
- ❖ Marketing is basically addressing the consumer's needs more effectively and efficiently with better product and services with better price, shopping access and deliver. Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. Online shopping can save a lot of time for them.

OBJECTIVES OF THE STUDY

- 1) To identify and understand the factors affecting customer satisfaction with Respect to online stores in India.
- 2) To analyze the socio economic background of customers
- 3) Identify online store categories for which customers favour online stores
- 4) To analyses the satisfaction levels of the online customers

III. RESEARCH METHODOLOGY

Data sources

Primary data: Primary data is collected from the online customers through a well-designed questionnaire.

Secondary data Secondary data is collected from books, journals, articles, and websites.

Research Design: Descriptive in nature

Research instrument: structured questionnaire

Sampling Design:

a) Sampling Method: Convenience sampling.

b) Sampling size: 110 (Unfilled Questionnaires are 10)

c) Sampling unit: Online Customers in Kadapa, Y.S.R District (A.P)

DATA ANALYSIS AND INTERPRETATION

Table: 1 Demographic .Socio Economic details of respondents

Variables	Categories	No of Respondents	Percentage
Age	Below 25	18	18
	25-30	42	42
	30-40	30	30
	40 Above	10	10
	Total	100	100
Sex	Male	69	69
	Female	31	31
	Total	100	100
Education	SSC	6	6
	Inter	8	8
	degree	30	30
	P.G	38	38
	Others	18	18
	Total	100	100
Occupation	Employee	45	45
	Business	25	25
	House wife	12	12
	Students	14	14
	Others	4	4

	Total	100	100
Income	Below 10000	5	5
	10000-25000	44	44
	25000-50000	30	30
	Above 1 Lacks	21	21
	Total	100	100

- ✚ Age :The above table shows that the highest number of respondents 42 percent belongs to 25-30 years age group and 30 percent respondents 30-40 years category, while 18 percent respondents were below 25 years. And remaining respondents 10 percent are in the group of above 40 years.
- ✚ Gender: The above table shows that 69 percent respondents were male and 31 percent respondents were female respondents.
- ✚ Education: The above table shows that. 38 percent respondents were post graduate and 30 percent respondents were under graduate, and 18 percent respondents were others and 8 percent respondents were inter the remaining 8 percent respondents are SSC.
- ✚ Occupation: The table indicates that 45 percent respondents are employees,25 percent respondents are business,12 percent respondents are house wife, 14 percent respondents are students, the reaming respondents 4 percent others.
- ✚ Income: The above table reveals that 44 percent respondent have annual income between Rs.10000-25000 , 30 percent respondent have annual income between Rs.25000-30000, 21 percent respondent have annual income Above 1 Lacks and remaining 5 percent respondent have annual income is below 10000 .

Table No. 2 Websites preferred by respondents

Websites	No of Respondents	Percentage
Flipkart .com	22	22
Amazon.com	31	31
Snapdeal.com	29	29
Naaptol.com	12	12
Others online stores	06	06
Total	100	100

The above table depict that most of the respondents 31 percent preferred by Amazon.com, 29 percent respondents are Snapdeal.com, 22 percent preferred by flip kart,12 percent preferred by Naaptol. The reaming respondents are 06 percent respectively other online stores

Table No.3 Satisfaction of Respondents percentage (%)

Variable	Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied	Total
On time delivery	06	12	20	22	40	100
Guaranty and warranty	20	18	25	22	15	100
Payment Security	09	16	14	33	28	100
Choice availability	08	15	16	35	26	100
Door delivery	06	16	18	44	20	100
Discounts and offers	11	15	21	38	15	100

After sale service	18	39	12	20	11	100
Price	09	10	28	31	22	100
Time saving	00	5	15	44	36	100
Convenience	06	10	31	39	14	100

The above table analyze that majority of the respondents chose online shopping satisfied & highly satisfied with following variable ,80 percent for time saving, 66 percent door delivery, 61 percent choice of availability, 53 percent price, convenience & discount offers. While the remaining respondents shows dissatisfaction & highly dissatisfaction with Guaranty and warranty (38%) ,after sale service (57%).

IV. CONCLUSION

The online shopping has become a daily activity in the present scenario due to demonstration in India, and also it is so convenient. The web allows customers a comparison buy the most effective deals and find product. Otherwise be difficult to find. Online shopping can be easy and pleasurable with some precaution. Whose age between 25-40 years are mostly buying form online store, most of the males are online customers. Majority people prefer amazon.com Young customers are most recreational in their searching shopping's. Online store customers satisfied with services provided by online stores except Guaranty and warranty & after sale service. So its better to improve the warranty and after sales service to attract more customers.

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