

14. The Study of Consumer Satisfaction Related with Online Shopping in India

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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.

Internet is an unusual thing that rules the digital world in recent time. "India's digital landscape is growing very fast and the major proliferation of internet is through mobile devices. Due to easily and well accessed internet the usage of the same is huge. There is 243.2 million internet users and 106 million active users in India. This growing and diverse Internet population means that people having diverse tastes and purposes are now going to the Web for information and to buy products and services. The internet offers various benefits and offers to consumers that drive them more towards online shopping. Online shopping provides quick access to product related information, saving consumers time, effort and money, quality of the product, and shopping experience.

Key words: E-Commerce, Marketing, Online Shopping, Consumer Satisfaction.

Introduction

Online marketing is a new way of performing the task of marketing and shopping, made feasible by the advent of new technology, namely the Internet. On-line marketing is a form of direct marketing and entails the use of Internet technologies to reach out to customers. It is not a new philosophy of marketing. Broadly speaking, it means marketing online via the Internet. Personal computers, (PC), televisions (TV), cellular phones or personal digital assistance in a digital way, can serve the purpose. With advancement in technology, newer and newer means of going on-line are being devised.

Marketing can be defined as the process of satisfying human needs and wants with the help of information, services or goods through the exchange process. On-line marketing is a new branch of marketing. For a successful online marketer, one need to understand the basic

principles of marketing and marketing processes, including segmentation, targeting, need assessment, marketing research, product development, pricing, distribution and promotion. Online marketing should support the entire marketing programme. It does not and should not exist in a vacuum because the online component is only one part of the marketing solution and not the complete solution.

Objective of the Study

1. To understand the consumers satisfaction with online shopping.
2. To study the impact of online shopping on consumers lifestyle.

Research Methodology

The secondary data for this research study is collected through internet, websites, books, magazines, periodicals and business journals.

Review of Literature

Parikh Darshan (2011) in his thesis on “**Customer acceptance of internet shopping in India: impact of shopping orientations, knowledge and security**” revealed that demographic indicators such as age, gender, marital status, and income have been traditionally used in the study of consumer behavior and market segmentation.

DahiyaRicha (2012) in the study entitled **Impact of demographic factors of consumers on online shopping behaviour**: a study of consumers in India and the study found that On-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services online.

Bashir (2013) in the study **Consumer Behavior towards online shopping** of electronics revealed that online shopping is getting popular among the young generation as they feel more comfortable, time saving and convenient. It was analyzed from the survey that when a consumer makes a mind to purchase online electronic goods was affected by multiple factors.

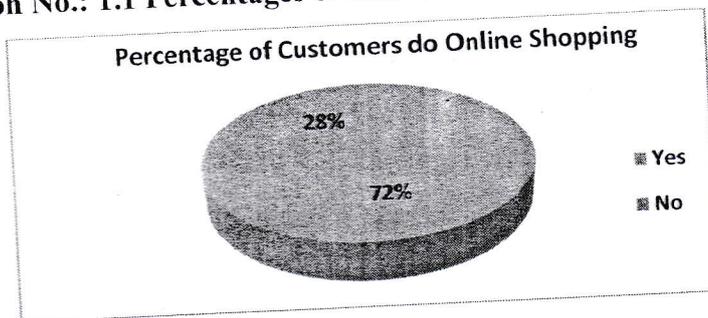
Online shopping in India

Online shopping had a slow journey in India, it has not picked up as much as it should have primarily due to the fact that internet penetration itself is quite low and secondly the online shopping experience has been bad to say the least. Although there are grass root problems, Online Shopping in India is evolving fast and has the potential to grow exponentially in the times to come, as the internet penetration reaches far and wide across the rural area.

Traditionally, Indians are conservative in their approach to shopping. They want to touch and feel the products and test its features before buying anything. Most of us are also a witness to the recent mall culture where all the products are available under a single roof and at competitive price points. Little needs to be analyzed about it over here as most of you might have visited a mall at least for once as a past time on a weekend, if not for shopping precisely. Well, I often do it, to be frank. Next in line is the concept of virtual mall or online shopping which is already existent at its preliminary stage in India and is gradually growing exponentially. The market opened up with innovative online shopping initiatives from eBay, Rediff shopping and futurebazaar.com just to name a few. In a sort of change of version from tele-shopping to a broader form of online plus television shopping saw the emergence of a 24-hour shopping channel from Network 18 – TV 18 Home Shopping Network.

Analysis

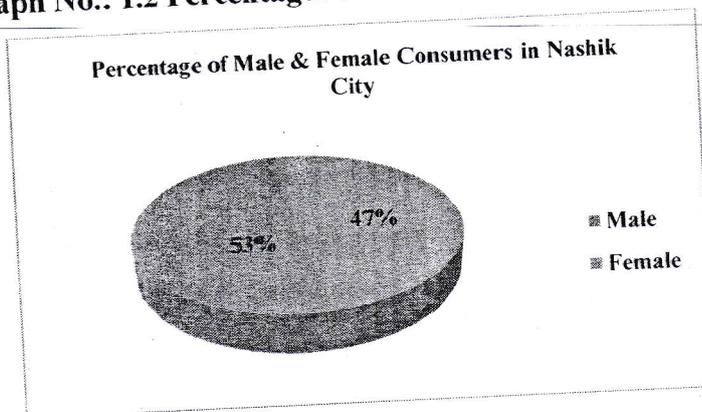
Graph No.: 1.1 Percentages of Customers do Online Shopping



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It is the result of above graph no. 1.1 represent that the percentages of customers do online shopping. The data collected from respondents was studied and the result of this that out of 100 respondents 72% people do online shopping where as 28% people do not shop online.

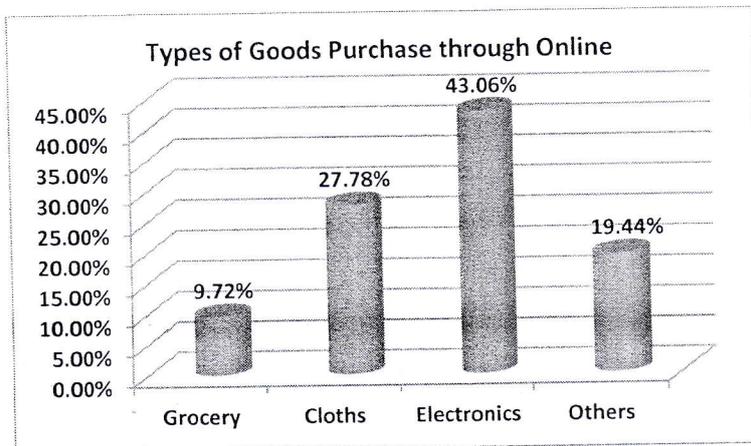
Graph No.: 1.2 Percentages of Male & Female Consumers



Graph No 1.2 shows the comparison between male respondents & female respondents those who are buy the products with the help of online shopping. In this global era the people use

new technology and modern shopping techniques for shopping, out of 100 respondents most of the i.e. 53% of female consumer buy products online and 47% male respondents shop products online.

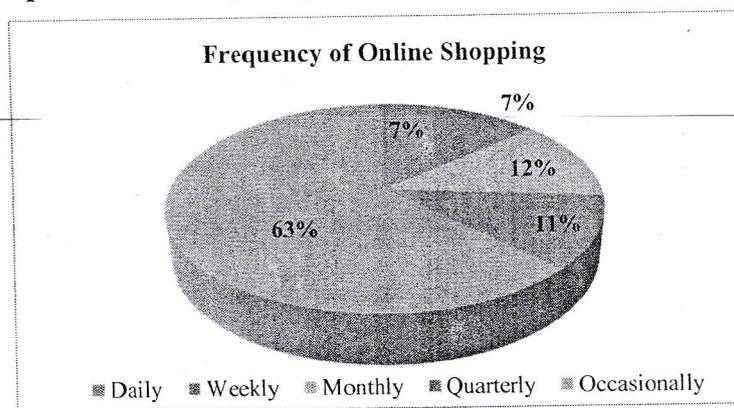
Graph No. : 1.3 Types of Goods Purchase through online shopping



Graph No. 1.3 indicate that various goods purchase by the respondents through online shopping now a days in this global era there are various products are available for the online shopping on various websites the result of the data collected is that most of the respondents purchase electronics goods and cloths which includes major part of mobiles, pen drive, accessories etc.,

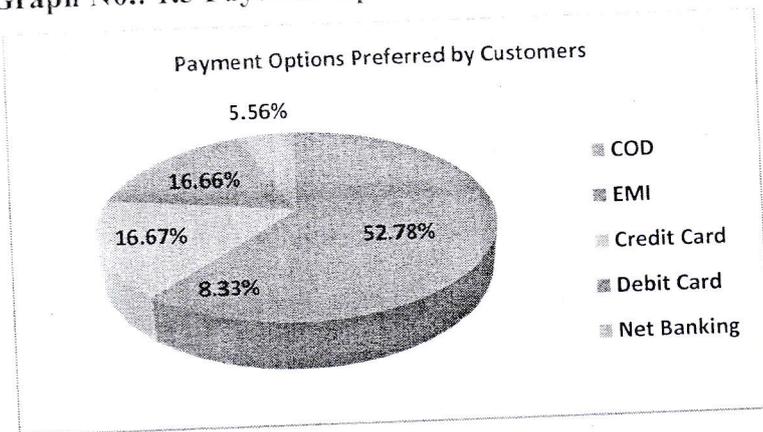
43.05% respondents purchase electronics good, 27.27% respondents purchase cloths through online shopping, 9.72% respondents buy grocery items where as 19.44% people purchase other goods.

Graph No: 1.4 Frequency of customers do Online Shopping



Graph No. 1.4 represent the 62.5% of the respondents did online shopping occasionally, 12.5% of the respondents did online shopping on monthly basis, 11.11 % of respondents did online shopping quarterly and 6.94% of respondents did online shopping weekly as well as daily.

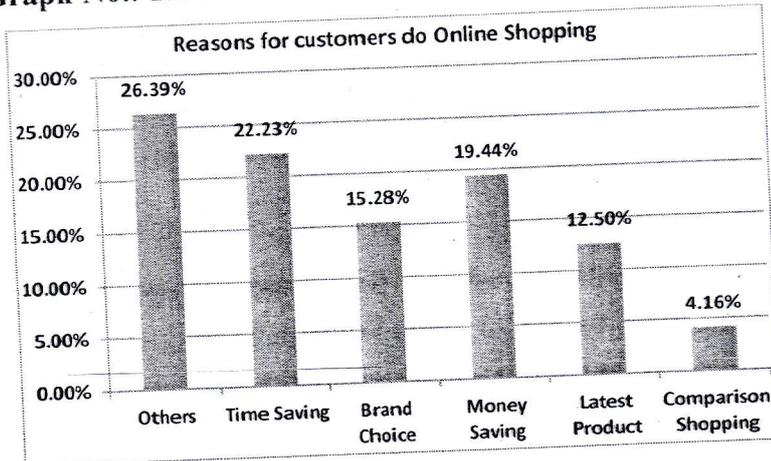
Graph No.: 1.5 Payment Option Preferred by Customers



The above Graph no.1.5 represent about the payment option preferred by the customers to payment of online shopping.

From the above graphical presentation shows that the most of the customers use cash on delivery mode to payment for online shopping, 52.77 % of the respondents use the cash on delivery mode for payment, 8.33 % of respondents prefer Installment System (EMI) mode for payment, 16.67 % of the respondents use debit card and the same percentage of respondents use credit card mode for payment and 5.56 % of respondents use the net banking mode for payment.

Graph No.: 1.6 Reasons for customers do Online Shopping



The above graphical presentation indicate that respondents gives the various views on reasons of online shopping.

From the above we can say that 26.39% of respondents buy good online because of comparison shopping, 22.23% respondents buy online products because of availability of latest products, 15.28% respondents gives the reasons of money saving, 19.44 % of respondents gives the reasons wide variety of brand choice, 12.5 % respondents give the reasons of time saving and 4.16 % respondents told the other reasons.

Problems Faced By Consumers While Doing Online Shopping

1.Delay: The main problem of online shopping is, you cannot receive the product immediately. You have to wait until the product arrives. Sometime it is better to have an item instantly than keep waiting for it for many days.

2.Inferior product: You don't know about the actual quality of the product. Sometimes the description of the product might be different than the actual product. As a result you might end up with inferior quality product.

3.Shipping Charge: Shipping charge and shipping delays are one of the main problems of shopping online. Items are generally cheaper in online web store. But sometime the addition of shipping charge makes the price similar or more expensive than your nearby local store.

4.Delivery Problem: Sometime you may face Delivery risk. Delivery risk occurs when the seller fails to deliver the original product or delivers a damaged product due to shipping problems.

5. Some items are better to buy from the real Store: You wouldn't like to buy any clothing products because you won't be able to know whether they are going to look good on you or not.

6.Return problem: Returning an item is difficult in case of online shopping. Although seller accepts sells return, they usually want the item within a short period of time and you also have to pay for the shipping charges.

7.Warranty issues: Many electronic items are sold without international warranty. So make sure you contact with the seller to verify whether the item has international warranty or not.

Conclusion

From the above study it can be concluded that online shopping is increasing continuously, where the percentage of female consumers is higher. Consumers give the preference for electronics goods. Most of the people do online shopping occasionally, consumers considered various factors before online shopping like prices of products and offer given by sellers. People do online shopping on the basis of suggestions and reviews on products given by friends & relatives. Customers used various shopping website for online shopping. Most of the customers use flipkart and amazon shopping website for shopping. Some customers do not shop

online because of they want to enjoy the traditional shopping with family and friends. Some customers do not prefer for online shopping because of product quality provided by sellers.

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