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A STUDY OF CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN ROHTAK DISTRICT

JYOTI
Research scholar, Department of commerce,
Maharshi Dayanand University, Rohtak, Haryana, India.
Email:- jyoti82288@gmail.com

ABSTRACT

Online shopping is a way through which goods and services are bought and sold on the internet. Online shopping has become a rapidly industry. Various users of internet have stated that they primarily use internet for online shopping. Through online shopping clothes, mobiles, books, footwear, computer hardware etc. can be easily bought. It is easier to access and compare a large variety of brands and their products through internet. Internet has resulted into being the most convenient method of shopping. A few clicks and a person can buy products of his own choice. it has become necessary to understand that how people perceive online shopping. So the objective of this paper is to analyze whether customers are satisfied towards online shopping in Rohtak District. Data is collected through questionnaire and analyzed by SPSS. It is resulted that customers are satisfied towards online shopping.

Keywords:-Online Shopping, Customer Satisfaction, Internet

Introduction

Online shopping is a process where buying and selling of goods and services take place on the internet. From the beginning of the internet, traders had thought of doing business on the internet and selling their goods and services to the internet surfers. To remain ahead in the present competitive market alot of companies are using internet in order to reduce the price of their products and to cut their marketing cost. The vast use and rapid growth of information and technology have resulted in the creation of new market for sellers and buyers. In Today's time internet is not an ordinary medium for customers and sellers rather it is an important medium where sellers can find the new customers and also keep in touch with their old or existing customers. With the help of computer and internet, shoppers can anytime visit the websites, online stores and shop comfortably while sitting in their homes. There is a large variety of products on the online stores. By using a web browser, one can shop products of any variety and as

many as they want. Online shopping allows customers to directly buy goods and services from a seller by using internet. There are some alternative names of online shopping viz electronic Retail, e-tail, web-shop, web-store, online store, online storefront, virtual store, internet, shop, e-shop, e-web-store. When a business buys products and services from another business such buying and selling is known as business to business online shopping. In the present scenario, online shopping is growing very fast. People shop online, collect product information or at times browse the web store for enjoyment. The number of such persons has been increasing gradually. In such scenario online shopping has been instrumental in increasing the overall relationship between the markets and their customers. The customer basically buys product on the basis of their online appearance such as video clips, pictures, quality information etc. and not based on his actual experience. Basically online shopping is a convenient way for customers to buy and sellers to sell. It saves everyone's time and money. Every information on the internet just one click away. It is a method where buying is possible anywhere and anytime.

Literature of review

Sudhakar & Kumari (2016) conducted a study to know the customer satisfaction towards online shopping. For the purpose of research study data was collected from 120 respondents from chittoor district. Data was analysed by using Percentage method. Researcher found that customers are satisfied with time delivery, choice availability, save time, door delivery, discounts offer while doing online shopping. Vaghela (2014) conducted a study on consumer perception towards online shopping. For this purpose the data was collected from 150 respondents from varachha region, Surat. Data was analyzed by using tool of percentage, cross tabulation, chi-square test by using SPSS. Researcher found that online shopping is better than manual shopping. Most of the customers were satisfied with online shopping but still there were many problems which customers were faced while doing online shopping. Ashwini and manjula(2016) examined that customer bought product online after they compared the price and after sale services. Most of the respondents said that cash on delivery, quick accessibility and easy replacement are the main advantages of online shopping. Kala & Sharma (2015) conducted a research to compare the perception of males and females towards online shopping. A sample of 100 employees was taken from jaipur region. Researcher found that there is no significant difference between perception of males and females towards online shopping. Gurleen (2012) Conducted a research to identified the demographic profile of adopter and non-adopter of online shopping and also identified the various

reasons for adoption and non-adoption of online shopping. A sample of 400 respondents was taken from Punjab. Researcher revealed that customer feel online shopping is most convenient way of shopping and has much variety with different discounts available in their prices. But consumers feel fear in trustworthiness of some websites while doing online shopping.

Objectives of the Study

The main objective of this paper is to Study the customer satisfaction towards online shopping in Rohtak District.

Research Methodology

This paper is descriptive in nature as it describes the customer satisfaction towards online shopping. This study is conducted at Rohtak District. Data is collected from 100 respondents who buy products online. Convenience and purposive sampling techniques is used for the study. The present study is based upon primary as well as secondary data. The primary data is collected through questionnaire. The secondary data is collected from books, magzines, newspapers, websites, national and international journals etc. Data is analyzed with the help of tables, percentage, weighted mean scores by using SPSS (Statistical package for social analysis) software. After entering the data in SPSS, the reliability of data was checked with the help of cronbach Alpha. This gave a value of .821 which represents that data is reliable.

Analysis and Interpretation

Table 1: Demographic Profile of the Respondents

Variable	Classification	Frequency	Percentage
Gender	Male	56	56
	Female	44	44
	Total	100	100
Age	Up to 20 years	23	23
	21-30 years	39	39
	31-40 years	26	26
	Above 40 years	12	12
	Total	100	100
Education	School level	15	15
	Graduate	55	55
	Post-Graduate	30	30
	Total	100	100
Occupation	Student	12	12
	Business	25	23
	Service	28	28
	Professional	20	20
	Others	15	17
	Total	100	100
Income	Up to 10000	27	27
	10001 to 20000	21	21
	20001 to 30000	32	32
	Above 30000	20	20
	Total	100	100

Source: Researcher's Calculation

On the basis of the above table, it is revealed that out of 100 respondents 56% are males and 44% are females. On the basis of age groups 23% respondents belongs to the age group up to 20 years, 39 respondents are from the age group 21-30 years, 26% respondents are from the age 31-40 years, and 12% respondents are in the age group of 41 and above years. 15% respondents are from school level, 55% respondents are graduates and 30% respondents are post-graduates. It represents that out of 100 respondents 12% respondents are students, 25% respondents are doing business, 28% respondents are in service, 20% respondents are professionals and 15% are from other occupation. The above table shows that 27% respondents have monthly income up to 10000 followed by 21% respondents between 10,001-20,000, while 32 percent respondents have monthly income 20,001- 30,000. The remaining respondents have Monthly income above 30,000.

Table 2: Websites Preferred by Respondents

Website	Frequency	Percentage
Amazon	36	36
Flipcart	22	22
Snapdeal	16	16
eBay	10	10
Myntra	9	9
Others	7	7
Total	100	100

Source: Researcher's Calculation

On the basis of the above table, it reveals that 36% of the respondents preferred amazon website, 22% of the respondents preferred flipcart, 16% of the respondent preferred snapdeal, 10% of the respondents preferred eBay, 9% of the respondent preferred myntra and 7% of the respondents preferred other websites for online shopping.

Table 3: Products Buy by the Respondents

Products	Frequency	Percentage
Electronics	28	28
Clothes	15	15
Books	11	11
Mobiles	22	22
Computer hardware	12	12
Footwear	7	7
Others	5	5
Total	100	100

Source: Researcher's Calculation

On the basis of the above table, 28% of the respondents purchased electronic products from online channels, 15% of the respondents purchased clothes, 11% of the respondents purchased books, 22% of the respondents purchased mobiles, 12% of the respondents purchased computer hardware, 7% of the respondents purchased footwear and 5% of the respondents purchased other products from online channels.

Table 4: Customer Satisfaction towards Online Shopping

Dimension	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Mean	Rank
Product delivery	6	8	18	21	47	3.95	4
Price	6	6	17	35	36	3.89	5
Time saving	6	9	7	20	58	4.15	2
Discount and offers	7	5	13	22	53	4.09	3
Payment option	7	12	14	40	27	3.68	7
Guarantee and warranty	8	14	16	20	42	3.74	6
After sale service	10	18	13	24	35	3.56	8
Convenience	6	5	7	18	64	4.29	1
Personal information privacy	16	20	19	22	23	3.16	9

Source: Researcher's Calculation

On the basis of the above table, respondents feel that online shopping is a more convenient way of shopping. Respondents give first rank to convenience, second is to time saving, third is to discounts and offers, fourth is to product delivery, fifth is to price, sixth is to guarantee and warranty, seventh rank is

to payment option, followed by payment option and personal information privacy. The mean score of all of the dimensions are more than three which represents most of the customers are satisfied with online shopping.

CONCLUSION

Online shopping has become a regular part of our lives. With each day its popularity is increasing as the use of internet is increasing. Access to online shopping has brought a revolution in our society and has influenced it as a whole. The regular use of technology has provided us as earlier life style and also provided various new opportunities to everyone in the market. After following the current trends, we can easily say that online shopping is an attractive, much appreciated and widely accepted in today's world. Now days, the attitude of people has changed towards online shopping. convenience, time saving, discount and offers, product delivery, price, guarantee and warranty , payment option , after sale service, personal information privacy are some important factors which have taken people towards online shopping. The present study reveals that customers are satisfied with online shopping. They feel convenient while doing online shopping. Customer save their time, gets discount and offers on different products. Customer can compare the price, guarantee and warranty of products of different brands. But customer feels that there is a problem of personal information privacy while doing online shopping. If a customer is satisfied it is highly possible that he will give more business to company where as an unsatisfied customer is a hindrance in the growth of the company. Today's competitive era requires that companies keep their customers satisfied and it also forces companies to offer regular discounts for its own growth.

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