Research Article

Study on factors affecting satisfaction of customers towards online shopping in Kochi city
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ABSTRACT

India has witnessed high growth rate in e-commerce industry which has significantly improved transaction over online platforms. Technological growth and customer experiences in these platforms are major factors for the growth hence e-commerce based customer satisfaction and service quality turns to be important. This paper explores factors on customer satisfaction by analysing customer needs during online shopping. Here, online shopper's satisfaction, preferences and problems encountered during online shopping were studied. The result of this study illustrates transaction security, product cost, delivery time, product review, product quality, product return policy and grievance handling have significant implications on customer satisfaction towards online shopping in Kochi city.

Keywords- *e-commerce, customer satisfaction, online shopping*

INTRODUCTION

With extensive growth of internet and its limitless influence worldwide are considered to be a bottom line to reach entrepreneurship to next evolutionary level. E-commerce (electronic commerce) makes companies to sell its items to well established brick to mortar stores. Business with internet has gained huge newer dimensionalities while in communication with other organizations and businesses. E-commerce turns to be a general method for performing businesses along with the social trust development; it may drastically lead to significant contributions in economic growth.

The whole concept of online shopping is purchasing a product over the internet. The online purchase habits of people have got the momentum with the easiness it provides for shopping from any were. The time-saving aspect of online shopping gives an upper edge to customers. This particular study identifies four key factors that influence the online shopping of customers. The study also gives an insight into the aspect of social and demographic factors that influence the online shopping. Recent studies reveal that most of the physical retailers are trying to enter into the online segment and trying to cater all segment of customers. Online shopping gives them the freedom to choose a wide variety of goods with a lot of offers. The shoppers are trying hard to make the customers revisit the sites with the offers and promotions.

LITERATURE REVIEW

This section explains about various analysed studies for determining customer satisfaction in cities all around the world.

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Prof. Ashish Bhatt (2014) article revealed the popularity of online shopping among younger generation. As per study income level has an impact on the payment options the customers choose. The customer attitude is not constant and it varies regularly. Indian consumers are fascinated by online shopping because of the convenience it provides.

Prashant Singh (2014) article stated that future of online sellers in India is prospective in nature. Online sellers provide the customers the option to save money by providing products with wide price range. Flipkart offers best price range products and the ease of shopping and delivery process give customers a best shopping experience.

U Kanchan, N Kumar and A Gupta (2015) stated that online shopping popularity is increase in younger generation. The study also revealed about the concerns of people with regard to internet security. At the same, there is a resistant to change towards online shopping because of the complexity in technology in purchasing products online. The main focus for online retailers is to build trustworthy relationship between product sellers and customers.

Tandon U, Kiran R, Sah A [2017] studied the satisfaction of customers by perspective of users towards the Indian online shopping scenario. The study shows the positive impact of perceived usefulness and website functionality on satisfaction of customer, whereas they found a negative impact on customer satisfaction by perceived usability factor.

Kumar VM, Velmurugan R [2017] study revealed the association of marital status and level of problems faced by customers affect the satisfaction of customers on their online purchases. The study indicated the customers who faced more problems their satisfaction level is less. The study also indicated about the urgency of good delivery time and website security. Product quality also plays a major role in satisfaction level.

Varghese, S., Nandhini M (2020) study revealed the influence of demographic factors towards the purchase intention of customers through online. The study indicated about the association of age and income in the online shopping behaviour.

RESEARCH PROBLEM

E commerce platforms have become the major mode of purchase to fulfil the customer needs and wants. The number of players offering products and services are also increasing in the ecommerce industry. Competition among these platforms has significantly increased due to the aggressive customer acquisition and customer retention strategies. The customer migration from one platform to another in different product classes are frequent because of the competiton.Customer satisfaction during the process of purchase over the online platforms plays a significant role in retaining the customer and engage the customer in the future transactions. Extensive survey of the literature also indicates the importance of customer satisfaction on predicting the success of the ecommerce platforms. Here, the researcher attempts to study the customer satisfaction in the online platform with special reference to Kochi city

OBJECTIVE

The following objectives are coined to study the customer satisfaction over the online shopping experience of the customers.
1. To identify the most favoured online shopping platforms among the customers in Kochi city.
2. To analyse the customers level of satisfaction in online shopping platforms
3. To study the factors that contributes towards customer satisfaction of online shopping platforms.

SAMPLING PLAN & RESEARCH INSTRUMENT

The Research paper is based on the empirical data from the respondents who are actively involved in online shopping platforms. The present study is based on the online shopping consumer's perception; hence, the sampling has been conducted in Kochi city. The primary data is collected from hundred and fifty respondents. Convenient sampling technique is used to select the respondents. A structured questionnaire is used to collect the data. For the data analysis descriptive statistics is used to test the hypotheses framed in the study.

Data Analysis and Interpretation

Gender	Respondents Count	Percentage
Male	84	56%
Female	66	44%
Total	150	100%
Age	**Respondents Count**	**Percentage**
Less Than 20	23	15.3%
Age Between 21-30	64	42.7%
Age Between 31-40	58	38.7%
Age More than 41	5	3.3%
Total	150	100%
Marital status	**Respondents Count**	**Percentage**
Married	67	44.7%
Unmarried	83	55.3%
Total	150	100%
Educational qualification	**Respondents Count**	**Percentage**
Up to high school	5	3.3%
Undergraduate	79	52.7%
Postgraduate and professional	66	44%
Total	150	100%
Occupation	**Respondents Count**	**Percentage**
Student Community	23	15.3%
Employees	51	34%
Businessman	21	14%
Professionals	55	36.7%
Total	150	100%
Monthly income (Rupees)	**Respondents Count**	**Percentage**
Up to 15,000	26	17.3%
15,001-25,000	38	25.3%
25,001-35,000	51	34%
More than 35,000	35	23.4%
Total	150	100%

Source: Primary Data of the Paper

From the above table it's evident that 56% of the respondents are male and 44% of respondents are female. 42.7 % of people with in the age group of 21-30 were found to be the major buying category, followed by 38.7 % of buyers in the age category of 31-40. The data also reveals that the 34% of buyers are in the age below 20 years and above 40 years represents only 3.3%. It is evident from the data that, among the marital status of the buyers 44.7% are married and 55.3 % are un-married. It's been evident that 52.7% of respondents were under graduate,

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44% were post graduate and professionals. Only 3.3% were in the category up to high school. With respect to the occupation of respondents 36.7% are professionals and 34 % are employees. Also 15.5 % are students and 14% are doing business. With regard to annual income of the respondents, it has been found that 34 % of respondents are earning 25,001-35,000. This was followed by 25.3% of respondents in the income group of 15,001- 25,000 and 23.4% of respondents have income above 35,000 per month. The respondents with income up to 15,000 are found to be 17.3% of the total sample

Table 2: Customers Online Purchase Behavior

Online purchase Behavior Traits	Particulars	Frequency	Percentage
Buying Frequency	Monthly once	90	60.0
	Buy once in 3 Months	26	17.3
	Buy once in 6 Months	31	20.7
	Yearly Once	3	2.0
Factors that customers consider while purchase online	Free from Hidden Charges	22	14.7
	Product Variety	44	29.3
	Product Quality	81	54
	Others factors	3	2
Product Category	Electronic Product	55	36.7
	Apparels	14	9.3
	Reading Materials	9	6.0
	Appliances	38	25.3
	Ticket Booking	31	20.7
	Others	3	2.0
Preferred Online Portal	Myntra	36	24
	Amazon	64	42.7
	Flipkart	47	31.3
	others	3	2

Source: Primary data

It has been seen from the table that the purchase frequency of respondents is found to be 60% for those who buy once in a month. Whereas 20% of them buy once in six months. There are 17.3% of respondents who buy once in three months and 2% buy once in a year.

Among the factors that respondents are looking for during online purchase are found to be quality, variety, hidden cost and other factors. Most of the respondents 36.7% bought electronic gadgets followed by 25.3% home appliances. Online reservation was done by 20.7% of respondents. 9.5 % of respondents bought clothing and 6% bought books. Amazon ranks first with 42.7% of the respondents bought from products from Amazon followed by Flipkart (31.3%) and Myntra (24%).

Table 3: Chi-square test result of Age and Amount spent by online shoppers

Age		Spending Amount				Total
		Less Rs 5000	Rs 5,000-10,000	Rs10,000 -20,000	Above Rs 20,000	
Less Than 20	No of respondents	8	9	0	11	28
	percentage	5.3%	6.0%	0.0%	7.3%	18.7%
Age	No of respondents	17	13	17	19	66

Between 21-30	percentage	11.3%	8.7%	11.3%	12.7%	44.0%
Age Between 31-40	No of respondents	29	11	11	0	51
	percentage	19.3%	7.3%	7.3%	0.0%	34.0%
Above 40	No of respondents	0	1	4	0	5
	percentage	0.0%	0.7%	2.7%	0.0%	3.3%
Total	No of respondents	54	34	32	30	150
	percentage	36.0%	22.7%	21.3%	20.0%	100.0%

Hypothesis:

H_0 significant relationship between age and amount spent for online shopping is not present

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.330	9	.000

The chi-square value 45.330 computed is found to be higher than the tabulate value at 5 per cent level of significance. This shows a significance relationship between spending habit and age of online customers.

Table 4: Chi-square test result of product category and monthly income of online shoppers

Monthly income		Products Category						Total
		Electronic Gadgets	Apparels	Books	Home appliances	Online ticket reservation	Others (specify)	
Up to Rs.15,000	No of respondents	11	0	0	9	12	0	32
	percentage	7.3%	0.0%	0.0%	6.0%	8.0%	0.0%	21.3%
Rs.15,001-25,000	No of respondents	24	6	9	18	16	1	74
	percentage	16.0%	4.0%	6.0%	12.0%	10.7%	0.7%	49.3%
Rs25,001-35,000	No of respondents	18	5	0	11	3	2	39
	percentage	12.0%	3.3%	0.0%	7.3%	2.0%	1.3%	26.0%
Rs 35,001 - 45,000	No of respondents	2	3	0	0	0	0	5
	percentage	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	3.3%
Total	No of respondents	55	14	9	38	31	3	150
	percentage	36.7%	9.3%	6.0%	25.3%	20.7%	2.0%	100.0%

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Source: Primary Data of the Paper

Hypothesis:

H$_0$ The significant relationship between product category and monthly income of online shoppers are not present.

Chi-Square Test			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.945	15	.000

The computed chi–square value of 40.945 is found to be greater than the tabulated value at 5 per cent level of significance which reveals the relationship between product category and monthly income of online shoppers.

T-Test Analysis

In this section, T-test was applied to find whether consumers are satisfied or not satisfied with various variables involved in online shopping.

Hypothesis:

H$_0$ The significant relationship between the satisfaction level of online shoppers with respect to online shopping variables are not present.

Table- 5: T-Test for satisfaction of online shoppers with online shopping variables

Sr.no	Study variables	T-Test Value	Table Value	Significant/ Not Significant
1	Large choice products	1.487	0.467	S
2	Easily information available.	2.383	0.998	S
3	Time saving	2.554	1.743	S
4	Less expensive	0.256	1.785	NS
5	Easy payment option	1.987	1.654	S
6	Service quality	0.374	1.853	NS
7	Product quality	1.087	1.890	NS
8	Discounts and offers	2.914	0.815	S
9	Easy exchange schemes	1.682	1.289	S
10	Convenience	2.483	1.872	S

(S: Significant, NS: Not-Significant)

The table shows that column 1, 2, 3,5,8,9 and 10 show that the respondents are satisfied with the factors involved in online shopping. Whereas, column 4, 6 and 7 respondents are not satisfied with the factors involved in online shopping. So, in seven cases hypothesis is rejected (significance) and only three cases hypothesis is accepted (not significant)

FINDINGS AND SUGGESTIONS

- With the revolution in telecom sector and the increase in the band width, internet speed and accessibility increased the number of online shoppers.
- The study reveals that working professionals are shopping through online effectively.
- The customers give importance to product quality and product assortments, price and customer service.
- The study also revealed the influence of income and level of education of customers towards online shopping.
- The most preferred online shopping platform was found to be Amazon.

Based on the above study the e-retailor should consider the factor of education and income level of customers while formulating the promotion strategy as well as the product assortment. The pricing of the product should also be made wisely. Marketers should try to improve the reputation of their online portal; thereby they can win the trust of customers towards their website. This will enable customers to choose other payment option too.

LIMITATIONS

The limitations of this study are:

1. This study is confined in Kochi city alone.
2. This work concentrates on customer behaviours on online shopping.
3. Data gathered for this research is completely based on primary data provided by respondents.
4. There may be some personal factors related to it, which provides lesser accuracy level.

CONCLUSION

The study has made an attempt to assess the factors that influence the process of online shopping. The study shows that the new generation has no time to spare for anything. They find difficulty in going out for shopping in search of goods. This problem is solved by the online shopping platforms. This study reveals the association of education and income level towards attitude.

The future for online shopping is lucrative, but the companies have to address certain issues like shipping charges, web site safety in terms of online transactions and data privacy of customers. If the customers are provided with more access to the price comparison, it gives more value addition to the online shopping.

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