Customers' Satisfaction of Online Shopping In Thanjavur District

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Abstract*: The Indian online market has a remarkable success in the recent years. The success of online shopping depends on customer's satisfaction. This study examines the factors affecting customers' satisfaction of online shopping. Convenience, product characteristics, website quality and security are the independent variables identified for this study. There are five major online websites identified for this study. Primary data was collected from 200 respondents in Thanjavur District. Percentage analysis, Chi-Square analysis and regression analysis are done by using SPSS 25.0. The table values are interpreted in the results. The findings are observed from the results. The chi-square result shows that there is a significant association between educational qualification and overall satisfaction. The regression analysis result shows product characteristics and website qualities are positively predicting customer satisfaction.*
Keywords: *Online shopping, customer satisfaction, website*

I. Introduction

Internet has changed the business scenario. Firms are changing their traditional selling methods to e-commerce platform. Developed countries business firms are doing business in the developing countries like India through their advanced technology. Electronic commerce will be in trillions in the next few years. Websites are an integral part of the manufacturing sector (Monica Perry and Charles D.Bodkin, 2002). Online shopping is the best way to purchase goods. Multi-national companies' products are available through electronic platforms. E-commerce is used by the people around the world to purchase online. Convenience, competitive price, product variety, less stress, no transportation are advantages for online shopping.

Internet shopping became popular in India for products and services. Indian online market is growing fast. Online websites are providing interesting product categories (AbhishekChilka and SandeepChauhan, 2018). Now-a-days friendly interface, social media, online stores and attractive websites are changing the behavior of the Indian population to move towards online. This research paper has studied various factors affecting online shopping in the study area. They are awareness, attitude, convenience, product characteristics, intention, website security and customer satisfaction. This paper brings out the major functions in the online shopping activities.

Electronic commerce creates superior value which leads to business growth. Assurance and empathy are the major factors and website quality, reliability, price, responsibility which affects customer satisfaction (TaweeratJiradilok et. al., 2014). This study has identified convenience, product characteristics, website quality and security as an independent variables and customer satisfaction is the dependent variable.

Firms can find better solutions for customers' problems in the electronic platform. There is a need to analyze the consumer behavior of online shoppers in Thanjavur District.

Objectives of the Study
➢ To study the demographic details of the consumers in Thanjavur District.
➢ To identify the factors affecting online shopping at Thanjavur District.
➢ To analyze the effect of online shopping factors towards customer satisfaction.

II. Review of Literature

Ahmad (2002) studied about the convenience in online shopping. The study identified convenience is a major factor. This study described about service failure and internet users experience towards online shopping. Berry et. al., (2002) described about convenience factor in the service industry.Service convenience is the major factor which affects the consumer decision for online purchase.

Jahnget. al., (2001) analyzed the consumer behavior by using Technology Fit Model. This model described the relationship between product charactristics and consumer outcome. There is positive fit between e-commerce environment and product characteristics. Collier (1995) studied about security. Privacy is the right of the consumer to protect their details in the online shopping. Laudon and Traver (2009) briefed about website security. Customer are worried about the online payment due to security issues. Internet shoppers are afraid about fake websites and hackers.

JasurHasanov and Haliyana Khalid (2015) explained about website quality and its impact on purchase intention. Website quality which affects the purchase decision has positive relationship.

III. Research Methodology

This study has used descriptive research design to for the research work. Both primary data and secondary data were collected and used in the data analysis. Structured questionnaire is used to collect primary data from the respondents at Thanjavur District. There are 200 respondents from Thanjavur District urban and semi-urban area. Secondary data is collected from websites, journals and other sources. Stratified random sampling is used to identify the samples. Pilot study has been conducted to check the validity of the research instrument. Percentage analysis, Chi-Square analysis and regression analysis are used in the data analysis.

IV. Results and Discussion

The study research instrument has identified demographic variables, online shopping pattern of the customers and independent variables. The below table describes the demographic distribution of the respondents.

Table No.1 : Demographic Analysis

Sl.No.	Demographic Details	No. of Respondents	Percentage
1.	**GENDER**		
	Male	150	75.0
	Female	50	25.0
2.	**AGE**		
	Less than 25 years	77	38.5
	From 26 to 35 years	79	39.5
	From 36 to 45 years	21	10.5
	Above 45 years	23	11.5
3.	**MARITAL STATUS**		
	Married	68	34.0
	Unmarried	110	55.0
	Single	22	11.0
4.	**FAMILY TYPE**		
	Nuclear	169	84.5
	Joint	31	15.5
5.	**EDUCATIONAL QUALIFICATION**		
	10th Std	7	3.5
	U.G. Degree	111	55.5
	P.G. Degree	57	28.5
	Others	25	12.5
6.	**OCCUPATION**		
	Private Employee	93	46.5
	Government Employee	49	24.5
	Business	31	15.5
	House Wife	12	6.0
	Un-Employee	10	5.0
	Agriculture Business	5	2.5
7.	**MONTLY INCOME**		
	No Income	22	11.0
	Less than 20000	98	49.0
	From 20001 to 40000	56	28.0
	Above 40000	24	12.0
8.	**RESIDENCE**		
	Urban	132	66.0
	Semi Urban	68	34.0

Source: Compiled from SPSS 25.0 output

The above table shows gender is classified into two categories. 75.0 percent of the respondents belong to male and 25.0 percent of the respondents belong to female category. In the Thanjavur study area more male are using internets for online shopping.

The age demography classified into four divisions. 38.5 percent of the respondents are less than 25 years old category, 39.5 percent of the respondents belongs to age 26 to 35 years, 10.5 percent of the respondents are between 36 to 45 years old and 11.5 percent of the respondents are above 45 years old

The marital status is classified into two options. 34.0 percent are married, 55.0 percent are unmarried and 11.0 percent are single. Family type is classified into two. 84.5 percent are living in nuclear family and 15.5 percent are living in joint family.

The respondents' educational qualification is classified into four options. 3.5 percent have completed 10thStd, 55.5 percent are U.G. Degree holders , 28.5 percent are P.G. Degree holders and 12.5 percent are under others category. The occupation is divided into six options. 46.5 percent are private employees, 24.5 percent aregovernment employees, 15.5 percent are doing business, 6.0 percent are house wife, 5.0 percent are un-employee and 2.5 percent are doing agriculture business.

The above table describes the monthly income distribution. 11.0 percent has no income, 49.0 percent are earning less than 20000, 28.0 percent are earning from 20001 to 40000 and 12.0 percent are earning above 40000. The residence is classified in to two. 66.0 percent of the respondents are living in urban and 34.0 percent of the respondents are living in semi urban

The below tables describe about the online shopping pattern. There are eleven instruments used to collect information about online shopping pattern. They are knowledge about online shopping, internet usage per day, frequency of online shopping, online purchase adoption mode, website application preference, online mobile applications, product category, average purchase value, reasons to buy online products, online shopping benefits and online shopping problems.

Table No.2: Knowledge about online shopping

Sl.No.	Knowledge about online shopping	Frequency	Percentage
1.	Advertisement	45	22.5
2.	Friends	61	30.5
3.	Email	41	20.5
4.	Mobile Message	28	14.0
5.	Company website	25	12.5
	Total	200	100.0

Source: SPSS 25.0 output

The above table result shows the description options for knowledge about online shopping. 22.5 percent of the respondents know about online shopping through advertisements. 30.5 percent of the respondents know from their friends, 20.5 percent of the respondents came to know from emails, 14.0 percent know about online shopping from mobile messages and 12.5 percent came to know about online shopping through the company websites.

Table No.3: Internet usage per day

Sl.No.	Internet usage per day	Frequency	Percentage
1.	Minimum one hour	43	21.5
2.	From 1 to 3 hours	103	51.5
3.	From 3 to 5 hours	36	18.0
4.	More than 5 hours	18	9.0
	Total	200	100.0

Source: SPSS 25.0 output

The above table describes the usage of internet by the respondents in the study area. 21.5 percent use for one hour, 51.5 percent use from one to three hours 18.0 percent of the respondents use from three hours to five hours and 9.0 percent are using more than five hours.

Table No.4 : Frequency of online shopping

Sl.No.	Frequency of online shopping	Frequency	Percentage
1.	Weekly	20	10.0
2.	Monthly	60	30.0
3.	According to the need	88	44.0
4.	Rarely	32	16.0
	Total	200	100.0

Source: SPSS 25.0 output

The above table shows the frequency of online shopping. 10.0 percent are purchasing weekly, 30.0 percent are purchasing monthly, 44.0 are purchasing according to their need and 16.0 percent are purchasing rarely.

Table No.5: Online purchase adoption mode

Sl.No.	Online purchase adoption mode	Frequency	Percentage
1.	Mobile application	111	55.5
2.	Third party website	68	34.0
3.	Company website	21	10.5
	Total	200	100.0

Source: SPSS 25.0 output

The above table explains the online purchase mode. 55.5 percent of the respondents are using mobile applications, 34.0 percent are using third party websites and 10.5 percent are using company official websites for online purchase.

Table No.6: Website preference

Sl.No.	Website preference	Frequency	Percentage
1.	Amazon.com	82	41.0
2.	Flipkart.com	64	32.0
3.	Paytm.com	32	16.0
4.	Snapdeal.com	10	5.0
5.	Myntra.com	12	6.0
	Total	200	100.0

Source: SPSS 25.0 output

The above table describes about website preference. There are five websites selected for this study. From the survey results 41.0 percent of the respondents prefers amazon.com, 32.0 percent of the respondents, 16.0 percent of the respondents prefer paytm.com, 5.0 percent prefer snapdeal.com and 6.0 percent prefer myntra.com for online purchase.

Table No.7: Product category purchase preference

Sl.No.	Product category purchase preference	Frequency	Percentage
1.	Apparel	34	17.0
2.	Book	64	32.0
3.	Electronic	36	18.0
4.	Cosmetic	28	14.0
5.	Toy	20	10.0
6.	Gift	14	7.0
7.	Others	4	2.0
	Total	200	100.0

Source: SPSS 25.0 output

The above table classifies the major product category by the online shopping websites. They are apparel, book, electronic, cosmetic, toy, gift and others with the respondents' response with 17.0 percent, 32.0 percent, 18.0 percent, 14.0 percent, 10.0 percent, 7.0 percent and 2.0 percent respectively.

Table No.8 : Average purchase value

Sl.No.	Average purchase value	Frequency	Percentage
1.	From 100 to 1000	64	32.0
2.	From 1001 to 5000	76	38.0
3.	From 5001 to 10000	47	23.5
4.	From 10001 to 15000	7	3.5
5.	Above 15000	6	3.0
	Total	200	100.0

Source: SPSS 25.0 output

The above table found the average purchase value in rupees into five categories. 32.0 percent bought from 100 to 1000, 38.0 percent bought from 1001 to 5000, 23.5 percent bought from 5001 to 1000, 3.5 percent bought from 10001 to 15000 ad 3.0 percent bought above 15000.

Table No.9: Reasons to buy online products

Sl.No.	Reasons to buy online products	Frequency	Percentage
1.	Non-availability of products in the local market	94	47.0
2.	Online payment	54	27.0
3.	Bundle offer	52	26.0
	Total	200	100.0

Source: SPSS 25.0 output

The above table describes the reasons to buy online products. 47.0 percent buy because of non-availability of products in the local market, 27.0 percent prefer online shopping for online payment and 26.0 percent of the respondents choose because of bundle offer.

Table No.10: Online shopping benefits

Sl.No.	Online shopping benefits	Frequency	Percentage
1.	Variety of selection	46	23.0
2.	Convenience	88	44.0
3.	Time save	38	19.0
4.	Price discount	28	14.0
	Total	200	100.0

Source: SPSS 25.0 output

The above table list the online shopping benefits. 23.0 percent found variety of selection, 44.0 percent found convenience,19.0 found time saving and 14.0 percent of the respondents found price discount as online shopping benefits in the study area.

Table No.11: Online shopping problem

Sl.No.	Online shopping problem	Frequency	Percentage
1.	Damaged goods	32	16.0
2.	Website speed	54	27.0
3.	Lack of physical touch	50	25.0
4.	Old stock	28	14.0
5.	Complex to choose	36	18.0
	Total	200	100.0

Source: SPSS 25.0 output

The above table describes the online shopping problems. They are damaged goods, website speed, lack of physical touch, old stock and complex to choose are opted with 16.0 percent, 27.0 percent, 25.0 percent, 14.0 percent and 18.0 percent respectively.

H1: There is significant association between gender and overall satisfaction
Chi-Square test is used to the above hypothesis. The Chi-Square test finds the association between gender and overall customer satisfaction.

Table No.12: Chi-Square test between Gender and Overall customer satisfaction

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.607ᵃ	19	.858
Likelihood Ratio	14.218	19	.771
Linear-by-Linear Association	.390	1	.532
N of Valid Cases	200		
a. 29 cells (72.5%) have expected count less than 5. The minimum expected count is .25.			

The above table p value is> 0.05. There is no significant association between gender and overall customer satisfaction.

H2: There is a significant association between age and overall customer satisfaction
Chi-Square test is used to the hypothesis. The Chi-Square test finds the association between age and overall customer satisfaction.

Table No.13: Chi-Square test between age and overall customer satisfaction

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	61.992ᵃ	57	.303
Likelihood Ratio	69.458	57	.125
Linear-by-Linear Association	1.160	1	.281
N of Valid Cases	200		
a. 69 cells (86.3%) have expected count less than 5. The minimum expected count is .11.			

The above table p value is >0.05. This show there is no significant association between age and overall customer satisfaction.

H3: There is a significant association between marital status and overall customer satisfaction
Chi-Square test is used to test the above hypothesis. The Chi-Square test finds the association between marital status and overall customer satisfaction.

Table No.14: Chi-Square test between marital status and overall customer satisfaction

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	47.955[a]	38	.129
Likelihood Ratio	55.811	38	.031
Linear-by-Linear Association	1.077	1	.299
N of Valid Cases	200		

a. 47 cells (78.3%) have expected count less than 5. The minimum expected count is .11.

The above table p value is >0.05. This shows that there is no significant association between marital status and overall customer satisfaction.

H4: There is a significant association between educational qualification and overall customer satisfaction
Chi-Square test is used to test the above hypothesis. The Chi-Square test find the association between educational qualification and overall satisfaction.

Table No.15 : Chi-Square test between educational qualification and overall satisfaction

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	91.445[a]	57	.003
Likelihood Ratio	71.570	57	.093
Linear-by-Linear Association	.642	1	.423
N of Valid Cases	200		

a. 69 cells (86.3%) have expected count less than 5. The minimum expected count is .04.

The above table 'p' value is <0.05. This shows that there is a significant association between educational qualification and overall satisfaction.

Regression Analysis
Regression analysis is used to test the overall satisfaction with predictors. Overall convenience, overall product characteristics, overall website quality and overall security are the predictors for this analysis.

H5: There is impact on overall satisfaction with convenience, product characteristics, website quality and security.

Table No.16 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.099[a]	.010	-.010	1.09025

a. Predictors: (Constant), Overall Security, Overall Product Characteristics, Overall Website Quality, Overall Convenience

Table No.17: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.303	4	.576	.484	.747[b]
	Residual	231.786	195	1.189		
	Total	234.088	199			

a. Dependent Variable: Overall Satisfaction
b. Predictors: (Constant), Overall Security, Overall Product Characteristics, Overall Website Quality, Overall Convenience

From the above model summary R Square is 0.010 and R valued is 0.099. The regression sum of squares is 2.303 and with 4 degrees of freedom.

Table No.18: Multiple RegressionCoefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.132	.522		5.999	.000
	Overall Convenience	-.134	.184	-.115	-.724	.470
	Overall Product Characteristics	.198	.193	.161	1.024	.307
	Overall Website Quality	.076	.092	.060	.825	.411
	Overall Security	-.007	.082	-.006	-.088	.930

a. Dependent Variable: Overall Satisfaction

The regression coefficient table shows overall product characteristics beta value is 0.161 and overall website quality beta value is 0.060. Both the above two factors are positively affects the overall satisfaction.

V. Conclusion

This study reveals that the factors are influencing the online shopping in the study area. This study finds the relationship between independent, moderate and dependent variables. This shows that the firms are gaining competitive advantage through online sales. In India, youth population and their earnings initiate them for online shopping activities. Few online website companies cannot serve for the huge population. The online websites required best mobile technologies to tap the Indian online consumer market. Multi brands retailers are expanding in a fast manner to capture the market in second tier cities. There is a need for online shopping industry with customized products, languages and services.

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