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A study on customer satisfaction towards online shopping behaviour with special reference to Gobichettipalayam

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ABSTRACT

This paper proposes a new algorithm for a real time charging recommendation for an electric vehicle (EV) driver based on an accurate real-time range indicator system to avoid range anxiety. In this algorithm the graphical user interface (GUI) of the real-time range indicator system is also used to show the driver an accurate estimation of the remaining range to destination and the current state of charge (SoC). This algorithm also calculates the minimum charging time required at the charging station to reach the destination. Charging recommendation system, electric vehicle, energy management, real-time range estimation model, state of charge estimation these are tools required for implementing this paper. The proposed system will enhance the use of electric vehicles by reducing range anxiety and reduce the necessary charging time along a route and also helps the driver to travel over a longer distance by a depleted electric battery.

Keywords: Charging recommendation system, Electric vehicle, Energy management, Real-time range estimation model, State of charge estimation.

INTRODUCTION

Online shopping is the process whereby consumers directly buy goods and services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buying a variety of the items from online stores. The idea of online shopping is to lead customers to a convenient way of shopping. Customers will be able to save their time and money, plus retrieve all the product information with just few clicks in few minutes. Plus, purchasing can be done anywhere, anytime according to their preferences. [1-3]

STATEMENT OF THE PROBLEM

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scamps, fraudulent practices and cheating also increased. Such cheating activities had created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase. The problem area of this survey is consumer's satisfaction towards online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

OBJECTIVES OF THE STUDY

- ❖ To identify the Demographic profile of respondents.

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- ❖ To identify the problems faced by the customers in online shopping.

consumer reviews on product sales using data from the video game industry.

SCOPE OF THE STUDY

- ❖ To know about which purchase type people prefer most
- ❖ To find out the reason for buying products
- ❖ To find out the price range that people prefer most
- ❖ To know which features they admire in their product

LIMITATIONS OF THE STUDY

- ❖ The study is confined to Gobichettipalayam town only.
- ❖ The study is based upon the consumer behaviours of online shopping.
- ❖ The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true.

LITERATURE REVIEW

- ❖ Leva Andersone (2009) 60, has examined the differences in behaviour between online and traditional shopping of Latvian consumers. According to the study the consumers are looking for information about product, shopping frequency, about pricing, buying volume and time.
- ❖ Amar Cheema and Purushottam Papatla (2009)61, made an attempt to study the relative importance of online information versus offline information for internet purchase. The study found that relative importance of online information is higher for utilitarian products such as computer hardware and software than for hedonic products such as books, music and movies, the relative importance of online information decreases with increasing consumer internet experience and consumers' trust of online search engine information decreases with increasing internet experience.
- ❖ A study has conducted by Feng Zhu (2010)62, indicates that how product and consumer characteristics moderate the influence of online

RESEARCH METHODOLOGY

Research design

A Master plan that specifies the method and procedures for collecting and analysing needed information.

Descriptive research

Descriptive research design is used for the study, it is a fact finding investigation with adequate interpretation.

Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

Non – probability sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Convenience sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Size of the sample

The Sample size is **100**.

DATA COLLECTION METHOD

Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by researcher. In this research primary data are collected directly from the Respondent by using Questionnaire.

Secondary data

These are data which are already collected and used by someone preciously. In this research review of Literature, Details of the industry are collected from the Internet.

STATISTICAL TOOLS USED

To analyse and interpret collected data the following simple percentage and ranking were used.

SIMPLE PERCENTAGE ANALYSIS

To analyse and interpret collected data the following simple percentage and ranking were used.

Formula

$$\text{Percentage analysis} = \left(\frac{\text{No. of respondents}}{\text{Total no. of respondents}} \right) \times 100$$

HENTRY GARRETT RANKING

Garrett's ranking technique to find out the most significant factor which influences the respondents; Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent Position} = 100 (R_{ij} - 0.5) N_j$$

Where R_{ij} = Rank given for the i^{th} variable by j^{th} respondents

N_j = Number of variable ranked by j^{th} respondents.

DATA ANALYSIS

The Respondents participated in the research are from diversified background with gender, age group, marital status and educational qualification, Occupation and Monthly income.

Table no 1: Demographic profile of the respondents

Details of the respondents	No of respondents	Percentage
Gender	Male	53
	Female	47
	Total	100
Age	15-25 yrs	32
	26-35 yrs	48
	36-45 yrs	16
	Above 45 yrs	04
	Total	100
Educational qualification	School	11
	UG	36
	PG	50
	Not educated	03
Marital status	Total	100
	Married	59
	Unmarried	41
Occupation	Total	100
	Student	28
	Employee	26
	Business	31
	Agriculture	02
	Professional	08
	Others	05
Total	100	
	Below 10000	11

Monthly Income	10000-30000	37	37
	30001-50000	21	21
	50001-70000	10	10
	Above 70000	01	01
	Total	100	100
Family type	Nuclear	63	63
	Joint	37	37
	Total	100	100
No. of members in family	Below 3	39	39
	4-5	40	40
	Above 5	21	21
	Total	100	100

SOURCE: Primary data

Interpretation

From the study it is evident that 53% of the respondents fall under the gender group of male, 48% of the respondents fall under the age group of 26 – 35 years, 50% of the respondents fall under the Educational qualification is Post Graduate, 59% of the respondents fall under the category of Married, 31% of the respondents fall under the

Occupation of Business, the average monthly income of 37% of the respondents falls under the category of 10000 – 30000, 63% of the respondents fall under the category of Nuclear family, the No. of family members of 40% of the respondents falls under the category of 4 – 5 members.

Table no 2: Problems faced by the customers in online shopping revealed through henry garrett ranking technique

S. No	PROBLEMS	TOTAL SCORE	RANKS
1	Delay in delivery time	3848	3
2	High delivery charges	3978	2
3	Receive wrong product	2700	6
4	Receive damage product	2300	7
5	Not quality of Goods & Services	1770	8
6	Can't touch and seen	4370	1
7	Poor packing	755	10
8	Difficulty in payment	3696	4
9	Unclear return and guarantee policies	1242	9
10	Payment information missing	3186	5

SOURCE: Primary data

Interpretation

From the above table it is evident that “Can't touch and seen” ranked as No.1 with total score of 4370, “High delivery charges” ranked as No.2 with total score of 3978, “Delay in delivery time” ranked as No.3 with total score of 3848, “Difficulty in payment” ranked as No.4 with total score of 3696, “Payment information missing”

ranked as No.5 with total score of 3186, “Receive wrong product” ranked as No.6 with total score of 2700, “Receive damage product” ranked as No.7 with total score of 2300, “Not quality of goods and services” ranked as No.8 with total score of 1770, “Unclear return and guarantee policies” ranked as No.9 with total score of 1242, “Poor packing” ranked as No.10 with total score of 755.

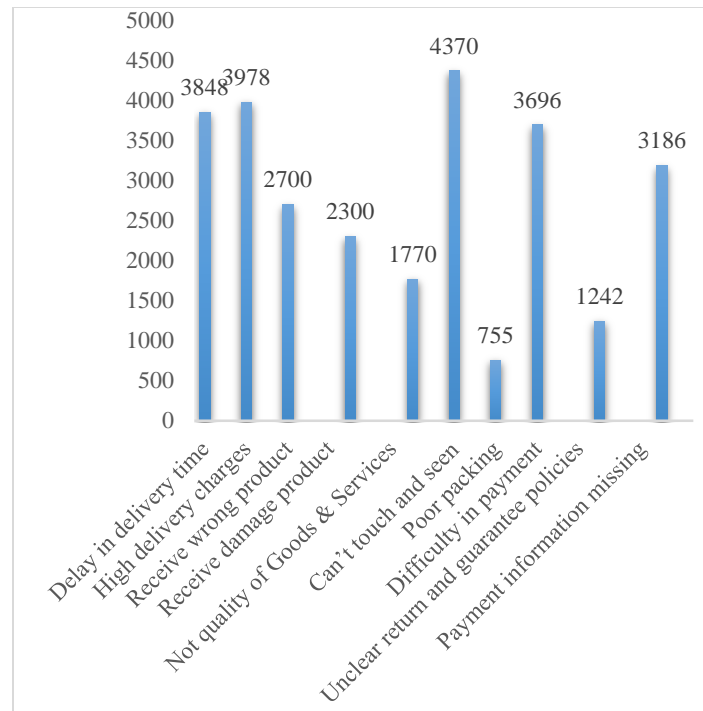


Figure No: 1 Problems faced by the customers in online shopping

Findings

- ❖ The respondents ranked as No.1 “Can’t touch and seen” with total score of 4370 points.
- ❖ The respondents ranked as No.2 “High delivery charges” with total score of 3978 points.
- ❖ The respondents ranked as No.3 “Delay in delivery time” with total score of 3848 points.

SUGGESSTIONS

- ❖ The majority of the customers are faced the problems line can’t touch. Therefore internet online shopping companies should more attentions about the delivery point to interior area of Gobichettipalayam town and deliver the right product and right time to the customers.
- ❖ For regular buyers and for vendors delivery or courier agency can reduce courier charges so that the price of the product could be reduced.

REFERENCES

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- ❖ The customers feel that delivery of the product is one week and more than one week. So the online company should reduce the period of the product delivery within 2-3 days.

CONCLUSION

The result of the study portrays that majority of the customers are highly satisfied in regard to price of the product followed by discount offered and time taken for delivery of product on Online purchase. Further, customer’s satisfaction is associated with their marital status and intensity of problem faced on their online purchase. Customers who face low level of problem on their online purchase are more satisfied, which make them to have repetitive purchase on the same web portals. Therefore internet online shopping companies should more attentions about the delivery point.

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