

CUSTOMER SATISFACTION OF ONLINE SHOPPING: A STUDY WITH REFERENCE TO HINGOLI DISTRICT OF MAHARASHTRA.

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Abstract

The customers for online shopping in the future coming days will increase and spreading parallel to the Traditional market. The updated technology and updated knowledge of the customers change their decision towards online. The number of Mobile apps are available at android platform for easily perform online shopping such as Amazon, Flipkart, Meesho, Snapdeal, Jiomart, etc. Online shopping is beneficial to the customers when they purchase their product from local to global market. The factors motivates customer for online shopping such as the 24 hours services, Advance Technology and Internet, brand name, quality in the product, chief price, heavy discount and fair after sale services. Apart from that, the modern digitalization process improved technical awareness of the Indian society and customers are available for online shopping at various geographical region. India has the highest mobile data consumption rate at 12 GB per user a month in the world and the country is adding as much as 25 million new smart phone users every quarter. A Study report shows that only 6% of the smart phone users from age of 50 year and above have used only 1% of mobile data. The youngster has generally preferred online shopping instead of offline.

Keywords: E-commerce, Internet, Mobile Data, Customer satisfaction.

Introduction:

Online shopping is process and way of trading of goods and services using Mobile over the Internet. It is a change the traditional retail way of business to modern retail business. Today the online business show tremendous growth in Indian Market. The analysis of the various study shows that; the Indian retail market is largely unorganized market. However, over the next 3 to 5 years, share of the modern retail using e-commerce will increase to 30% to 35% with share of traditional retail coming down to 65% to 70%¹.

The customers for online shopping in the future coming days increase and spreading parallel to the physical market. The number of apps are available for easily perform online shopping such as Amazon, Flipkart, Meesho, Snapdeal, Jiomart, etc. The online shopping is beneficial to the customers where they purchase their product from local to global market. The factors motivates customer for online shopping such as the 24 hours services, Advance Technology and Internet, brand name, quality in the product, chief price, heavy discount and fair after sale services. Apart from that, the modern digitalization process improved technical awareness of the Indian society and customers are available for online shopping at various geographical region. The Indian societies are categorized as different geographical regions like metro, urban, semi urban and rural area. The Mobile apps provide attractive appearance to

understand product details, look, usability and number of verity. These factors are considered as the primary determinants to effectively change customers buying behavior towards online shopping.

Online shopping is one of the convenient ways open at 24 hours; it is modern business activity without any physical excretion. The awareness of internet increased customer base and market potential from Hingoli district to performed online shopping. A survey shows that Indian population has bought at least one product online in 2021 from five category of product such as Furniture & Appliances accounts for 37% of the e-commerce revenue followed by Fashion with 20%, Food & Personal Care with 20%, Electronics & Media with 15%, and Toys, Hobby & DIY with the remaining 8%²,

Maximum customers are satisfied with online shopping except only 10% to 15% were unsatisfied from Hingoli District. The customer satisfaction is a key factor to increase the customer base from respective area. Most of the online retailer provided telephonic call, online Feedback to rating the customer opinion individually. Hence the study “Customer satisfaction of online shopping: a study with reference to Hingoli District of Maharashtra” is to be performed with the help of survey and structured questionnaires to measures the customer satisfaction. The present study is an important for the analysis of the future opportunities and market potential from Hingoli District.

Design Methodology:

Researcher is intended to study the research “Customer satisfaction of online shopping: a study with reference to Hingoli District of Maharashtra”, have completed with the help of self prepared questionnaires along with personal interview to know the impact of various determinants on customer satisfaction in online shopping. The sample collection for research paper is collected from Hingoli District of Maharashtra from Semi urban and rural area.

Different statistical tool and techniques used for data analysis. The study report was depends upon a sample collection of 100 online shopping customers out of them only 91 number of customers are performed online shopping, from 16 customer of Female category and 75 from Male category with different age group. For the study of research, the researcher selected a sample of during three months from 1 April 2022 to 31 July 2022.

India has the largest mobile data consumption rate at 12 GB (Gigabytes) per user a month in the world and the country is adding as much as 25 million new smart phone users every quarter³. A Study report shows that only 6% of the smart phone users from age of 50 year and above have used only 1% of mobile data⁴.

To increase the awareness with the help of Digital India campaign, the Government of India designs a policy to create a trillion dollar online economy by 2025. The commerce ministry of India formed a new steering committee that look after the development of a government based e-commerce platform, it provides oversight on the policy for the Open Network for Digital Commerce (ONDC). The ONDC serves as the infrastructure for setting up the final storefront, which is similar to Flipkart and Amazon⁵.

Factors influence the customer for online shopping & Challenges faced by Indian Customer

Factors influence for online shopping	Challenges faced by Indian customer
<ul style="list-style-type: none"> ➤ Online payment or Cash on delivery ➤ Easy to find ➤ Easy to find ➤ 24 Hours service ➤ More Variety ➤ Discount offer ➤ Product can be cheaper ➤ Save time and Energy ➤ Convenience use ➤ Mouth to mouth publicity ➤ Logistic and Supply chain 	<ul style="list-style-type: none"> ➤ Speed of Internet ➤ Language Barrier ➤ Plastic Money. ➤ Inefficient and Delay in service. ➤ Over pricing of Product. ➤ Return and Exchange Goods

Source: A Study of factors influence Consumer towards online shopping Vadodara City⁶

Profile of Hingoli District:

Hingoli District is categorized as semi urban area. As per census report 2011 District consist of 1177345 population which male and female were 606294 and 571051 respectively, the present population status shows that the district have most of the opportunities for online business to take over the physical business.

Review of Literature:

Nimitha Aboobaker(2014): The lower price and convenience set as strong motivate while refund policy and privacy concern were the biggest barriers to online shopping.

Jyoti (2018): 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.⁷

Dr R. Amgamuthu (2020): Many teenagers and bachelors are now using the E-commerce for fulfilling their shopping desires. Technology has made significant progress over the years to provide consumer a better online shopping experience and will continue to do so for years to come. With the rapid growth of product and brands, peoples can stipulated that online shopping will overtake physical shopping. In exchange, online shopping has opened up doors to many small retailers that would never be in business if they had to incur the high cost of owning a brick and mortar store. At the end, it has been win-win situation for both consumer and seller.

Basheer K.T (2020) E-commerce is emerging as an important tool to certify exploding growth of Indian economy. It has the scope to lead India into Economic superpower.

With a rapidly growing internet penetration e-commerce offers an attractive option for retailers to expand. To achieve this, there should be more investments in supporting infrastructure and innovation and game changing business model in India.

Patan Pragya (2020) There are many benefits of online purchasing like time saving, access from anywhere, convenience, availability 24 hours a day, variety of products, various options available to compare products and brands⁸.

Rachana Jain(2020) The study shows that security; information quality; payment mode; customer support; quality and assortment significantly and positively impacts the satisfaction among customer in online shopping⁹.

Objective of the studies:

- 1) To analyze the customers satisfaction about service of online shopping.
- 2) To analyze customer satisfaction about product quality of online shopping.
- 3) To analyze the Customers difficulties of online shopping.

Hypothesis:

There is no difference in the satisfactions of Product Quality considered in the male and female category for online shopping.

Data Analysis:

The population in the studies comprised of 100 customers of Hingoli District from male and female category of different age groups, out of them 82 customers from male category and 18 from female category. Secondary data applied whenever necessary.

Research Methodology:

The Data collection depends upon Primary and Secondary Data Source

Primary Data collection:

A Structured Questionnaires is prepared and personal interview taken for primary information.

Secondary Data Collection:

Various Magazine, Research Paper, Websites, Articles, Newspaper information is to be used and considered for previous references.

Analysis of Data:

Table No 1: The Age group wise Customer Satisfaction in Product Quality.

Age group	Total	Online shopping	Yes	No
21-30	15	15	12	3
31-40	27	27	23	4
41-50	33	32	25	7
51-60	21	17	15	2
61-70	4	0	0	0
Total	100	91	75	16

Source: Primary Data

The above table shows that 100% of the respondents from 21-30 and 31-40 age group performed online shopping, 96.96% of the respondents from 41-50 age group performed online shopping, 80.95 % of the respondents from 51-60 age group performed online shopping, the age group of 61-70 could not participate online shopping.

Table No 2: The category of customers for satisfaction in the Product Quality.

Customer	Total	Online shopping	Quality product			
			Satisfied	Percentage	Unsatisfied	Percentage
Male	82	75	65	86.66	10	13.33
Female	18	16	13	81.25	3	18.75
Total	100	91	78		13	

Source: Primary Data

The above table shows that 65 numbers i.e. 86.66% and 13.33% of the male customers are satisfied and unsatisfied respectively with product quality. Similarly 13 numbers i.e. 81.25% and 3 numbers i.e. 18.75% of female respondents are satisfied and unsatisfied respectively with product quality.

Hypothesis testing for Product Quality.

Ho: There is no difference in the satisfactions of Product Quality considered in the male and female category for online shopping.

A statistical tool of Chi-square test is applied to verify the hypothesis the question ‘Did you buy quality product easily which you find (Q.9)’ was formed in the questionnaires and taken in to consider for analysis. For this question, the responses are recorded from the 100 online shopping customers of Hingoli District and tabulated in the Table 2.

To test the hypothesis “The customer are satisfied of product quality in the online shopping”

Null Hypothesis: Ho: There is no difference in the satisfactions of Product Quality considered in the male and female category for online shopping.

Alternative Hypothesis : H_a: There is difference in the satisfactions of Product Quality considered in the male and female category for online shopping.

Table No3: Chi-square test for Hypothecation Testing

Rating	Male	Expected Value	Female	Expected Value	Total
Satisfied	65	64.28	10	13.71	75
Unsatisfied	13	10.71	3	2.28	16
Total	78		13		91

Degree of Freedom

DF=1

$(x^2=0.05\%=3.84)$

$\{(\frac{\sum(O-E)^2}{E})=1.728 < (x^2=3.84) \}$

E

As per the result of Chi-square test calculated tabulated value 1.728 is less than critical tabulated value is 3.84. The observed average option is statistically significant thus we accept the null Hypothesis and reject the alternative hypothesis.

Table No 4: Service Rating

Age group	Total	Online shopping	Excellent	Average	Poor
21-30	15	15	8	7	0
31-40	27	27	14	12	1
41-50	33	32	23	4	5
51-60	21	17	8	9	0
61-70	4	0	0	0	0
Total	100	91	53	32	6

Source: primary Data Collection:

The above table shows that 91 customers performed online shopping out of them 53 customers rating Excellent, 32 customers rating Average and 6 customers rating Poor service respectively.

Findings, Conclusion and Suggestions:

Findings:

The Maximum of the respondents from youth group and the respondents from middle age group also performed online shopping, the age group of above 61 could not participate online shopping. Most of the male and female category from the respective area also satisfied with the product quality of online shopping. The Maximum numbers of customers are rating excellent service followed by average service of online shopping.

Conclusion:

The result from the study is that, the customers from Hingoli District are comes from semi urban and rural area, they have favorable as well as barriers between online shopping. Maximum of the customer are satisfied with the online shopping. Largest discount offer and quality in the product are most favorable factor; limited Internet connectivity, payment mode and supply chain management are the area which have a scope for online retailers to improve their services.

Suggestions:

- Enhancement in the supply chain management, once customer given orders to online retailer, they required the product within the time span, online retailer take some days to execute and complete the process, during the period customers change mind towards the physical market hence online retailers loss their customer, they try to reduce their time span to complete entire process.
- Amount return policy should be improve, after sale service in important part in online retailer the maximum customers from Hingoli district are belongs to semi urban and rural area as per the expectation in the product if it not provided by online retailer, they must refund customer amount as early as possible.

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