

CUSTOMER SATISFACTION TOWARDS E-RETAILING WITH SPECIAL REFERENCE TO ALANGUDI TALUK, PUDUKKOTTAI DISTRICT

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ABSTRACT

In recent days rural peoples also start buying products through online. Convenience is one of the major reasons, but huge discounts and offers provided by the online merchants was the important reason for ever-increasing sales in online shopping. This study attempts to find out the customers satisfaction towards e-retailing in Alangudi Taluk, Pudukkottai District. The required data were collected from 50 respondents those who are buying products in online; by using structured questionnaire. This study helps to find out the most preferred shopping site, Reason for buying products, product preferences satisfaction of online consumers and also to suggest the steps have to be taken to the online merchants to improve their sales. Youth's curiosity towards online shopping is increasing day by day. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this competition era all the online marketers should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers.

Keywords: Online Customer, E-retailing customers, Customer satisfaction.

INTRODUCTION

The Indian consumer market has higher disposable income the development of modern urban lifestyles and an increase in consumer awareness have affected buyer behavior in cities, towns and even rural areas. Online shopping is a form of electronic commerce whereby consumers directly buy goods and services from a seller over the internet without any intermediary services. Customer satisfaction is eminent topic in several fields like marketing, consumer research and psychology. The satisfactions a feeling which is a consequence of the assessing

process which notifies what has been received against what was expected, including the purchase decision and needs associated with the purchase. Internet has been constantly gaining importance nowadays. The number of people preferring internet for their day to day activities also keeps on increasing.

People today are doing most of their domestic works online. Internet and online shopping is been a boon to people to manage their shopping and work equally. Online shopping allows the consumers to directly buy goods from the seller through internet. It is also called as web-store, e-shop or online store. Online customers must have access to the internet to buy goods form online. People can look at these websites of online stores and purchase products in comfort form home. Until recently, the consumers were mainly visiting online to reserve hotel rooms, buy air, rail or movie tickets for buying books and electronic gadgets, but now more and more offline product like apparels for all segments, cosmetics, accessories, shoes and consumer durables are now being purchased online. The youth's perception towards online shopping is entirely different; they see this as new trend, time saving, easy accessible, variety and with more interesting. When online shopping had just come into the picture, the perception was of low security, poor in quality and untrustworthy. But gradually, the perception has changed and at the moment it is showing positive signs among youth's.

Due to increasing internet and mobile penetration, growing acceptability of online payments has provided the unique opportunity to companies to connect with their customers. Online shopping creates a craze among both young males and females because previously where they spent a lot of time for shopping, today just by sitting at home they can browse through many sites and choose the best deal and place an order within few minutes.

REVIEW OF LITERATURE

Internet usage history and intensity also affect online shopping potential. Consumers with longer histories of Internet usage, educated and equipped with better skills and perceptions of the Web environment have significantly higher intensities of online shopping experiences and are better candidates to be captured in the well-known concept of flow in the cyber world (Hoffman and Novak, 1996;). Those consumers using the Internet for a longer time from various locations and for a higher variety of services are considered to be more active users. Sultan and Henrichs (2000) reported that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness. In 2000, women represented the major online holiday season buyer (Rainne, 2002; Sultan & Henrichs, 2000). According to a report by the Pew Research Center (2001), the number of women (58%) who bought online exceeded the number of men (42%) by 16%. Among the woman who bought, 37% reported enjoying the experience "a lot"

compared to only 17% of male shoppers who enjoyed the experience “a lot”. More recently, Akhter (2002) indicated that more educated, younger, males, and wealthier people in contrast to less educated, older, females, and less wealthier are more likely to use the Internet for purchasing. Consumer Behaviour is the study of consumer’s actions during searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. (Schiffman, Wisenblit and Kumar, 2014:2). Yan, Z. (2012) describes, cyber behaviour is any social, physical or mental activities that humans engage in connecting to and interacting with the internet. Chinting (2010) stated that few school or educational studies have simultaneously explored both internet marketing and organizational commitment, and of those that have, only direct effects were examined. This study clarifies the relationship between school organization’s internet marketing and teachers’ organizational commitment by examining the mediating role of teachers’ job involvement and job satisfaction. Kanwalgurleen (2012) discussed that different options in internet encouraged them to search and eventually purchase online, because more than 100 million internet users in India. People those who are using internet from 5 to 7 hours a day were found to be adopter of online shopping. Price consciousness, convenience and variety, easy payment options and challenges of online shopping are the factors found to be a significant in online shopping. Without rush traffic and vehicles one can purchase a huge variety of product by spending minimum timing. Ashish Pant (2014) concluded in his research article that a successful web store is not the just a good looking website with the dynamic technical features but is also emphasis on building the relationship with customers with making money. Firstly understanding the customer’s needs and wants is very essential for building a relation with the customers keeping companies’ promises gives a customer a reason to come back and meeting the expectations gives them a reason to stay.

NEED FOR THE STUDY

Marketing is basically addressing the consumer’s needs more effectively and efficiently with better product and services with better price, shopping access and deliver. A good marketer constantly adapts to change and to satisfying consumers need in better way. Sometimes opportunity to address the consumers in better way is designed by marketers himself and sometimes it is offered by the technology. Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. People are getting busy with their own work. In their busy schedule they don’t find time for shopping. Online shopping can save a lot of time for them. They can do this from their office or home by browsing on the net this paper is to analyse who the consumers are satisfied out of the online services.

OBJECTIVES OF THE STUDY

- To analyse the socio economic background of customers
- To analyses the satisfaction levels of the customers of the selected online products

MATERIALS AND METHODS

The present study is based on the perceptions, and buying behavior and satisfaction of the consumers in Indian market. Sources of the primary and secondary data are discussed. The interview schedule is used for the purpose of collecting primary data. The study is conducted in Alangudi Taluk, Pudukkottai District by taking 50 respondents using convenient sampling method. The secondary data have been collected form the websites, national and international journals is used related to the field of management as well as marketing business magazines.

DATA ANALYSIS AND INTERPRETATION

Variables	No.of respondents (n=50)	Percentage (100%)
Gender		
Male	31	62
Female	19	38
Marital status		
Married	08	16
Unmarried	42	84
Age		
Below 25yrs	36	72
Above 25yrs	14	28
Preferable goods		
Electronics	13	26
Clothing & Fashion	27	54
Books & Media	04	08
Accessories	04	08
Others	02	04

The above percentage analysis table reveals that majority (62 per cent) of the respondents were male and remaining 38 per cent were female. Vast majority (84 per cent) of the respondents were unmarried and remaining 16 per cent were married. Vast majority (72 per cent) of the respondents were below 25yrs of age group and remaining 28 per cent were above 25yrs. More than half (54 per cent) of the respondents were preferred cloths, 26

per cent were preferred electronic goods, each 8 per cent were books & media and accessories and remaining 4 per cent were others.

Research Hypothesis (H_0): There is no significant difference between customer preferable goods and their overall satisfaction

Oneway ANOVA difference between customer preferable goods and their overall satisfaction

Overall customer satisfaction	Mean	S.D	Statistical inference
Electronics	18.22	0.876	F=5.427 0.124>0.05 Not Significant
Clothing & Fashion	18.01	0.917	
Books & Media	17.55	0.881	
Accessories	16.96	0.923	
Others	18.04	0.897	

The above oneway ANOVA 'f' test table indicates that mean and S.D values of electronics goods 18.22 ± 0.876 , clothing & fashion goods 18.01 ± 0.917 , books & media goods 17.55 ± 0.881 , accessories goods 16.96 ± 0.923 and remaining other goods 18.04 ± 0.897 . Therefore, there is no significant difference between customer preferable goods and their overall satisfaction. The calculated value is greater than table value ($0.124 > 0.05$). The research hypothesis (H_0) is accepted.

SUGGESTIONS

Online shopping is the new fashion in shopping products through online. Mostly the online consumers are in the age group of below 25yrs; others not having much awareness about online shopping. The website merchant should take necessary steps to create awareness among the public. The online merchant has to take maximum effort to offer the wide range of products with competitive price because the price of the product plays a vital role in purchase decision of a product. To reach the all category of consumer the online shopping website must use different methods of advertisement strategy. Most of the customers prefer the cash on delivery to make payment for their shopping but some of the products are not coming with cash on delivery option. To improve the effectiveness of online shopping this issue must be addressed. Considerable number of respondents facing some problems while shopping in online. This problem should be carefully observed, analyzed and settled.

CONCLUSION

The current technological development with respect to the internet has given rise to a new marketing system. The study brought to the fact that most of the online shoppers are educated people and students who have a positive perception towards online shopping, Risk perceptions particularly concerns about online security, are preventing many people from shopping online. Ensure adequate safety measures in delivery of products are a challenging task in front of online sellers to increase their sales. Online sellers have to resolve these problems and also introduce wide range of products with additional discounts. This will create more demand from customers. On the basis of the present study concludes that online customers are satisfied. In this competition era all the online marketers should have to focus on the customer's satisfaction to retain the existing customers and have to offer new attractive schemes day by day to attract the new customers.

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