Individual's Perception towards Online Shopping in Uttrakhand : A Case Study

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Abstract

The technology in this digital era is growing with a pace far beyond everyone's imaginations. New Information Technology have brought about a lot of changes in almost all facets of life. The use of information and communications technologies (ICTs) have changed the way of conducting business transactions and meeting the growing demands of customers for most organizations. The rapid development of the internet has strongly impact upon the worldwide marketing environment. Currently it has become one of the popular approaches for business and customers to perform trade over the internet. The significant growth of online shopping makes the competition in this industry become more intense. Businesses have been coming up with creative ways to promote their product via online. Thus it describes how modern market is replacing the traditional markets.

It has become the most efficient way to offer valuable information to the customers like discounts, promotions, new and existing products as per the customer requirements. The objective of this paper is to analyze customer satisfaction level towards online shopping. This paper is descriptive in nature, and data has been collected through various primary and secondary sources. The major findings of the study is that majority of the customers are satisfied.

Key words: *Online Shopping, Customer Satisfaction, Individual Perceptions.*

1.   INTRODUCTION

Online shopping plays a vital role in our lives. Nowadays, online shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information. There are various benefits of online shopping which encourage people to participate in online transaction. Those benefits are the global reach of the internet, whereby consumers can buy goods and services with a wide range of categories anywhere, any time and at any location.

Many of the people don't have a time to go to shopping & choose the product. In fast running world they like to purchase all the things at their door steps within short time. Besides, online sellers deliver the goods to the buyer's home, and customers can order as many items as they can afford. Moreover, it is important for the retailers to ensure that the customers have a good shopping experience that meets up to their requirements during their purchasing period. Thus, that the seller can expect the customer to visit their site again in the future, as well as attract new or potential customers. Customer satisfaction with respect to online shopping is the extent to which customer's perception of the online experience confirms their expectation. If expectations are met, customers achieve a high degree of satisfaction which influences their online shopping attitudes, intentions and decisions positively.

2.   REVIEW OF LITERATURE

Over the last four decades, the marketing literature has defined and measured customer satisfaction in many different ways -

Jyoti Agarwal (2012), studies customer satisfaction in banking services in Aligarh district.

She examined that the banking sector in India is undergoing major changes due to competition and the advent of technology. The customer is looking for better quality service which enhances his/her satisfaction.

Dr. M. Selvachandra (2011), studied customer satisfaction towards E-banking services of ICICI bank in the Chennai city and concluded that the majority of the respondents preferred their branch because of Quality of Service.

Online shopping, referred to as online retailing or e-tailing, is growing every day in India. According to eBay India Census (2011) published on September 28th 2011 at Bangalore, Online Shopping is mainstream & a nationwide phenomenon: India had over 3,311 ecommerce hubs across the country.

Shergill and Chen, (2005) identified web site design characteristics as the dominant factor which influences customer perceptions of online purchasing.

Merrilees and Fry (2002) studied how customers develop brand attitudes about e-retailers.

Morganosky and Cude (2000) studied the criteria of customers selection of products.

Customer satisfaction is defined as the consumer's evaluation that products or services meet or fall to meet the customer's expectations (Oliver and Swan 1989; Yi 1991).

Customer satisfaction is one of the most important metrics in marketing, since firms regard customer satisfaction as one of the key business goals for evaluating the effectiveness of their business operations.

3.   OBJECTIVES OF THE PAPER

The present study seeks to achieve the following objectives:

1.   To investigate major factor affecting the satisfaction level of online customers.

2.   To analyze the satisfaction level of online customers of product & to identify the inhibitions faced by customers during online purchases.

4.   RESEARCH METHODOLOGY

Sources of data : This research paper is an attempt of descriptive research based on Primary data and secondary data. Primary data was collected through well designed questionnaires and Secondary data was collected from various website, journals, magazines which focused on various aspects of customer satisfaction towards online shopping.

Universe of the study : For the purpose of the study, the universe consists of all the online shopping customers of Flipkart, Amazon at District Pauri Garhwal (Uttrakhand).

Sample size : A total of 150 respondents were included is survey. Majority of the respondents were female. Resident of Haridwar area online shopping customers were the highest contributors (68.80%) of the total respondents.

Statistical tool used : Simple statistical tool were used to analyze the collected data.

5.   ANALYSIS OF DATA AND RESULTS

As mentioned above, the study is based on a sample of 150 online shopping customers in District Pauri Garhwal.

Pauri Garhwal is a district in Uttarakhand State of India. Its headquarters is Pauri Town. The Southern boundary of Pauri Garhwal district borders with Bijnor district of Uttar Pradesh and other three sides of Pauri Garhwal district border wilk Haridwar, Dehradun, Tehri

Table 1

DEMOGRAPHIC CHARACTERISTICS OF SAMPLE CUSTOMERS (N=150)

S. No.	Demographics	Dehradun (37)	Haridwar (84)	Roorkee (29)	Total
1.	Gender : Male Female:	 23(15.33) 14(09.33)	 31(20.67) 53(35.33)	 12(08.00) 17(11.33)	 66(44.00) 84(56.00)
2.	Age Group : Less than 20 20 – 35 36 – 50 More than 50	 11(07.33) 15(10.00) 07(04.67) 04(02.67)	 25(18.00) 40(12.67) 14(09.33) 05(03.33)	 07(04.67) 11(07.33) 03(02.00) 08(05.33)	 43(28.67) 66(44.00) 24(16.00) 17(11.33)
3.	Income Group : Less than Rs. 5000 Rs. 5,000 – Rs. 10,000 Rs. 15,000 – Rs. 50,000 More than Rs. 50,000	 06(04.00) 09(06.00) 19(12.67) 03(02.00)	 09(06.00) 13(08.67) 57(38.00) 05(03.33)	 11(07.33) 03(02.00) 08(05.33) 07(04.67)	 26(17.33) 25(16.67) 84(56.00) 15(10.00)
4.	Education :- High School Intermediate Graduate Post Graduate	 02(01.33) 06(04.00) 17(11.33) 12(08.00)	 05(03.33) 16(10.67) 34(22.67) 29(19.33)	 03(02.00) 06(04.00) 08(05.33) 12(08.00)	 10(06.67) 28(18.67) 59(39.33) 53(35.33)

Source: Field Survey

Garhwal, Rudraprayag, Chamoli, Almora and Nainital Districts. This district is located partly in the Gangetic plains and partly in Northern Himalaya. According to the 2011 census. Pauri Garhwal district has a population of 686527. It has a sex ratio of 1103 females for every 1000 males and a literacy rate of 82.02%.

It is revealed from the Demographics that (84.00%) of the respondents is female and (66.00%) are male. Most of the online shopping customers belong to the Income group between Rs.15000-Rs50000 (56.00%). Most of the online shopping customers are graduates (59.00%). Most of the online shopping customers belongs to the age 20-35 (66.00%).

Table No. 2
Frequency of purchase

Frequency of use	Frequency	Percent
Daily	11	07.33
Weekly	28	18.67
Quarterly	37	24.67
Occasionally	74	49.33
	150.00	100.00

Source: Field Survey

Frequency of purchase

Daily   Weekly   Quarterly   Occasionally
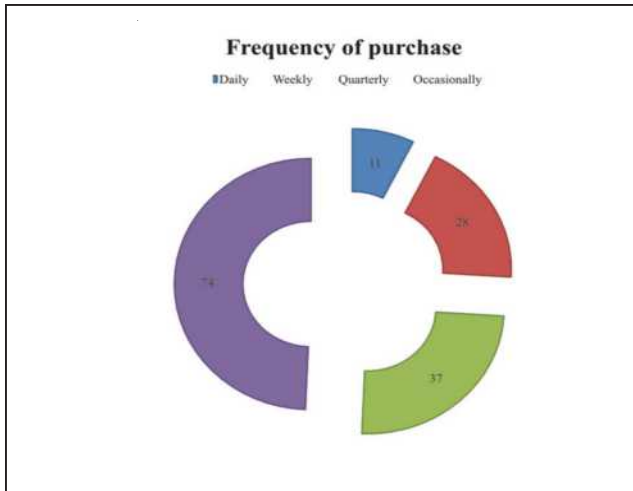
Table No. 3
Place of use

Place of use	Frequency	Percent
Home	61	40.67
Office	49	32.67
Café	24	16.00
Others	16	10.66
	150.00	**100.00**

Source: Field Survey

From the table-2 it is seen that most of the respondent (49.33%) occasionally purchase through online.

The table-3 reveals that (40.67%) of the respondents have done their online shopping from own home, (32.67%) have done from office and (16.00%) from café & only (10.66%) from other place.
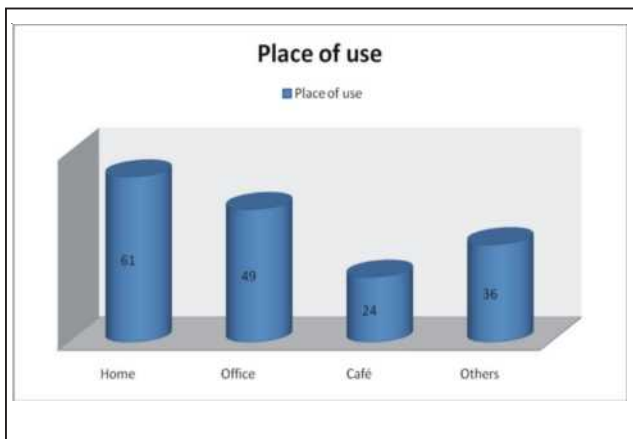

Place of use

Place of use

Table No. 4
Use of Website

Frequency of use	Frequency	Percent
Flipkart	72	48.00
Amazon	34	22.67
Both	44	29.33
	150.00	**100.00**

Source: Field Survey

Use of web site

Use of web site
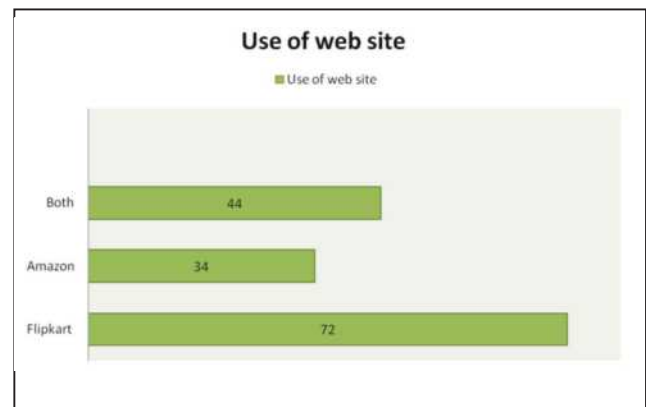
Table No. 5
Online shopping experience

Frequency of use	Frequency	Percent
0-1 year	99	66.00
1-2 year	51	44.00
More than 2 year	00	00.00
	150.00	**100.00**

Source : Field Survey

From the table- 4 it is seen that majority of the respondents (48%) use Flipkart for their online shopping.

The study revealed that most of respondent have 0 to 1 year experience in on-line shopping. This condition is understandable because online shopping in Uttrakhand is a new marketing media compared to traditional marketing.

Online shopping experience

Table No. 6
Mode of payment

Place of use	Frequency	Percent
Debit card/ credit card	54	36.00
Cash on delivery	75	50.00
Net banking	21	14.00
	150.00	**100.00**

Source : Field Survey
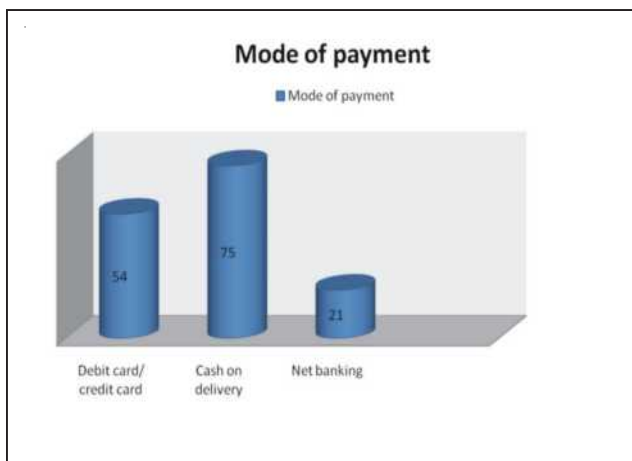
Mode of payment

Table No. 7
Recommended to others

Yes	123	82.00
No	27	18.00

Source : Field Survey

Recommended to others
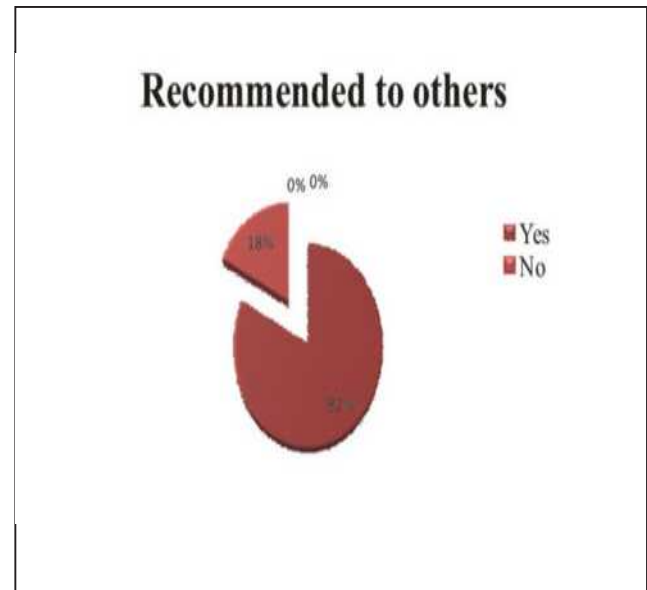
Above table reveals that majority of respondents 50% use cash on delivery as their mode of payment during their shopping.

It is cleared from the above table that (82.00%) of the respondent will recommend online shopping to other; it implies that customers are satisfied with the services of online seller.

6.   FINDINGS

The study observed that, most of the customers are satisfied with online shopping. The distribution of customers according to their individual perception with respect to different attributes/statements is (table-8):

(i)   It is found that customers are satisfied in all the 11 statements. The statements A1 (Price of services are costlier than traditional market) is negatively worded statement. 75.33% of the total respondents are simply dissatisfied with these two statement which clarifies that they are satisfied with the price and services of online shopping.

(ii)   More than 90% respondents are satisfied with the statement A10 (online shopping saves time and money).

(iii)   92 % respondents are satisfied with Services are easily available (A4).

(iv)   More than 90% are satisfied with the statement A8 (Wide variety of product is

Table No 8
Distribution of customers according to their individual perception

S. No.	Attributes	SDA	DA	NAND	A	SA
A1	Price of products are reasonable	14 (9.33)	23 (15.33)	38 (25.33)	53 (35.33)	22 (14.67)
A2	Payment procedure is secure	09 (6)	11 (7.33)	27 (18)	47 (31.33)	56 (37.34)
A3	Easy competition of online transaction	12 (8)	16 (10.67)	21 (14)	42 (28)	59 (39.33)
A4	Services are easily available	03 (2)	09 (6)	17 (11.33)	65 (43.33)	56 (37.34)
A5	Ordered product & service product are different	61 (40.67)	32 (21.33)	38 (25.33)	13 (8.67)	06 (4)
A6	Delivery of product on time	07 (4.67)	10 (6.67)	26 (17.33)	57 (38)	50 (33.33)
A7	Cost of delivery reasonable	10 (6.67)	13 (8.67)	19 (12.67)	25 (16.66)	83 (55.33)
A8	Wide variety of product are available	05 (3.33)	02 (6.8)	20 (7.6)	32 (42)	91 (41.2)
A9	Easy understanding which button is to be clicked for purchasing	26 (17.33)	11 (7.34)	32 (21.33)	37 (24.67)	44 (29.33)
A10	Online shopping saves time & money	12 (8)	02 (1.33)	07 (4.67)	76 (50.67)	53 (35.33)
A11	Complain solving procedure is satisfactory	06 (4)	20 (13.33)	29 (19.33)	54 (36)	41 (27.33)

available) and 88.86% are satisfied with the statement A6 (Delivery of product on time).

(v)   Out of the total respondents, 86.67% are satisfied with the statement A2 (Payment procedure is secure) still 13.33% are not satisfied with the security of payment.

7.   SUGGESTIONS

1.   Major factors which they want to be short the period of delivery.

2.   Consumer were also encountered some problems like mostly need products are out of stock but images can view, they feel what in stock that only shown to sell.

3.   Purchase above the particular value the marketer can give any free gifts to increase customers.

8.   CONCLUSION

On the basis of the present study concludes that online customers are satisfied. This research explicitly indicates that online shopping should give more importance on price factor and security factor. In this competition era all the online seller 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.

9.   LIMITATION OF THE STUDY

a)   The study was confined to the District Pauri Garhwal in (Uttrakhand) only. So the finding may not be generalized in a broader perspective.

b)   Some of the respondents did not read the questionnaire carefully and as a result, they may have been marked some answer incorrectly.

c)   The study is restricted to the customers of Dehradun Haridwar and Roorkee only. In making more generalize, reliable and significant conclusions, a study employing larger samples from all city and all section of customers are needed.

○

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