

## A Study of customer's Satisfaction Towards online Shopping in Gorakhpur



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**ABSTRACT:** Online shopping is the process of shopping where customers interacted to online retailers through website of mobile apps by using internet and computer system or smart phones to buy product or service. In online shopping the customers can buy the products or services from anywhere and anytime (24X7). To satisfying customer is the key for organizational success because satisfied customer becomes the loyal customer. So it is important to measure the customer satisfaction level, because satisfied customers will make recurring purchases and provide recommendations to other customers, thus it helps in generating profit for a particular online seller. The study reveals the main factors attracting customers for online shopping in. In this research paper the study also focused on the satisfaction level of customers towards online shopping and the factors behind customer's satisfaction. In this study it is also trying to find out the factors which create problems in online shopping.

**KEYWORDS:** Online Shopping, Customer satisfaction, factors attracting customers.

### INTRODUCTION

Online shopping is part and form of e-commerce where buyer purchases the product and services using computer, tablets or smart phones over internet. Customer is the king of market and the success of any business depends on the satisfaction of customer. An unsatisfied customer detains more customers from the particular brand and product and a satisfied customer helps in adding more customers for the same product or brand. This is the reason that companies focus on customer's satisfaction on priority. Online shopping has big impact on customer's satisfaction and it has more focused on customer attraction towards buying product online. For knowing about customer satisfaction, the companies time to time take feedback from customer's online using questionnaire or through rating scale.

### OBJECTIVES

- To study the main factors attracting customers towards online shopping.
- To find out the satisfaction level of customers who shop online.
- To explore the factors of satisfaction of customer.
- To identify the problems faced by online shopper.

### RESEARCH METHODOLOGY

The research is based on primary as well as secondary data. Primary data has been collected through questionnaire and personal interview and secondary data is collected through different sources like journals, books, newspapers and different websites etc. Due to the limitation of time and resources the sample size is taken as 100 respondents in the survey from different age group and from different profession. The Sample is taken from different areas of Gorakhpur district. The method used for primary data collection is convenience sampling.

### LITERATURE REVIEW

Dr.V. Dhayalan et all (2020) find in their study that the satisfied customer's percentage is more and the reason behind their satisfaction on online shopping are availability of information about product and its comparability with similar product. They also

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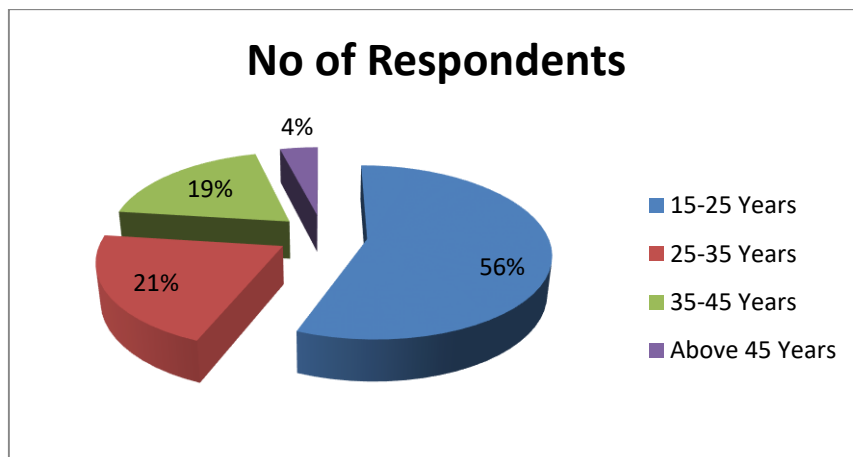
states that attractive price and offers and quality of the product attract customers to shop online. The major threats for online shoppers are payment security.

Dr. Pratima Merugu and Dr. Vaddadi Krishna Mohan (2020), Stated in their study that factors like product variety, product availability, rapid delivery and services are the most attractive factor for online shopping for the customers. They also examine that service reliability, responsiveness and cash on delivery are the factors which contribute in more satisfaction to the consumers. Parvathy. R. Nair (2019), Explain in his study that majority of customers satisfied with service they have experienced while shopping product online. He also stated that quick grievance handling and security provide more satisfaction to customers. He found in his study that product variety is a big factor which attract customer to shop online. He found that there should be chance for online fraud as per customers.

### DATA ANALYSIS

#### 1. a. Age Group

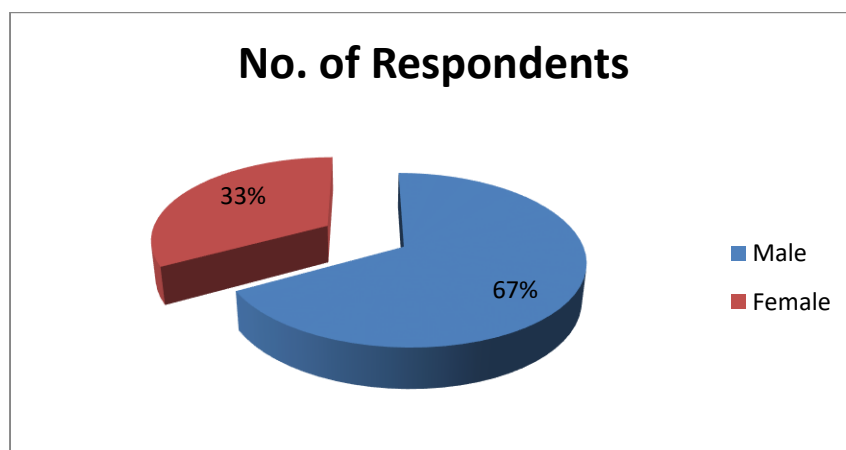
Age Group	No of Respondents
15-25 Years	56
25-35 Years	21
35-45 Years	19
Above 45 Years	4



In the survey of 100 respondents, we have found that 56% of the respondents belong to the age group of 15-25 years, 21% belongs to 25-35 years of age group, 19 % belongs to 35-45 years of age group and rest 4% are above the age of 45 years.

#### b. Gender:

Gender	No. of Respondents
Male	67
Female	33

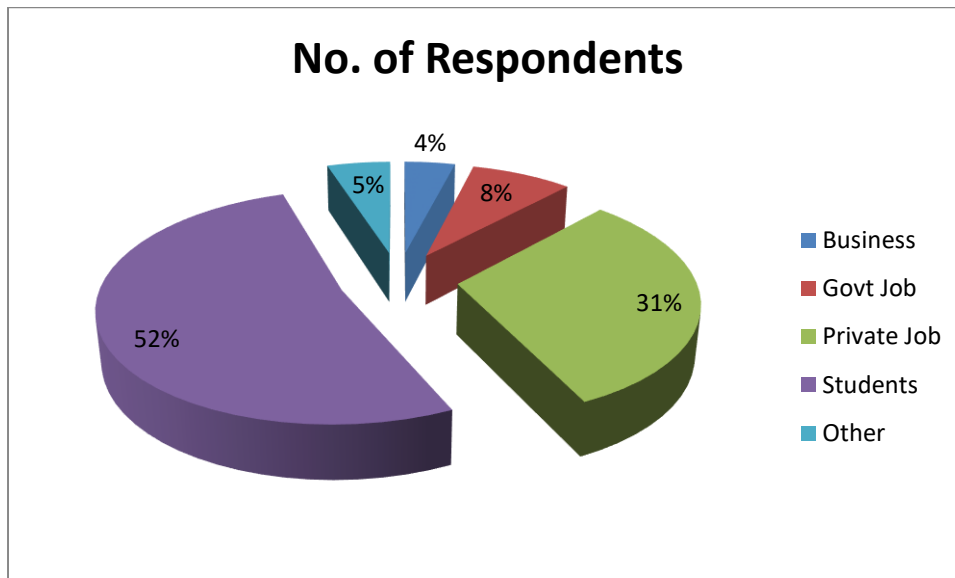


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In the survey 65% of respondents were male and rest 35% was female. So majority of respondents was male.

### c. Occupation:

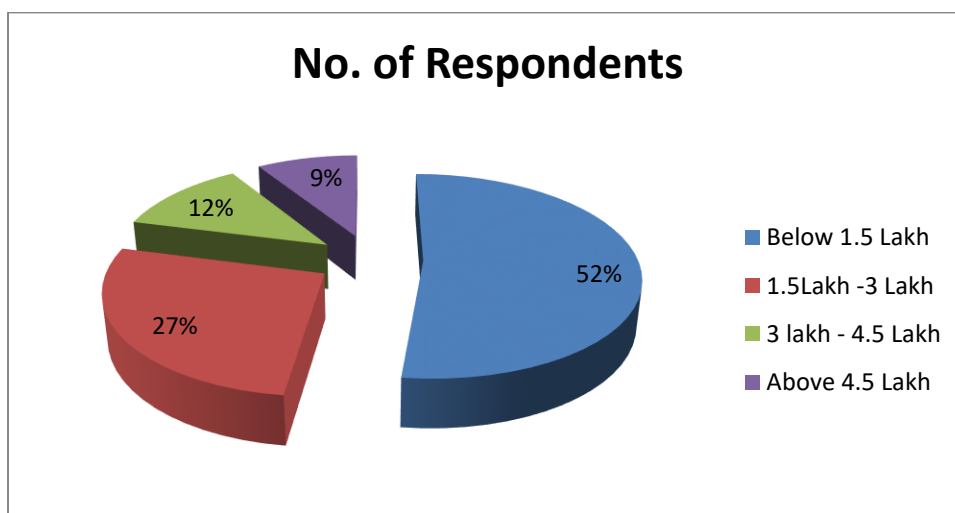
Occupation	No. of Respondents
Business	4
Govt Job	8
Private Job	31
Students	52
Other	5



It is found in the study that 52% of the respondents were students, 31% of respondents were private job holder, 8% were government employees, 4% belongs to self-employed in business and rest were in other occupation.

### d. Income Group:

Income Group	No. of Respondents
Below 1.5 Lakh	52
1.5Lakh -3 Lakh	27
3 lakh - 4.5 Lakh	12
Above 4.5 Lakh	9

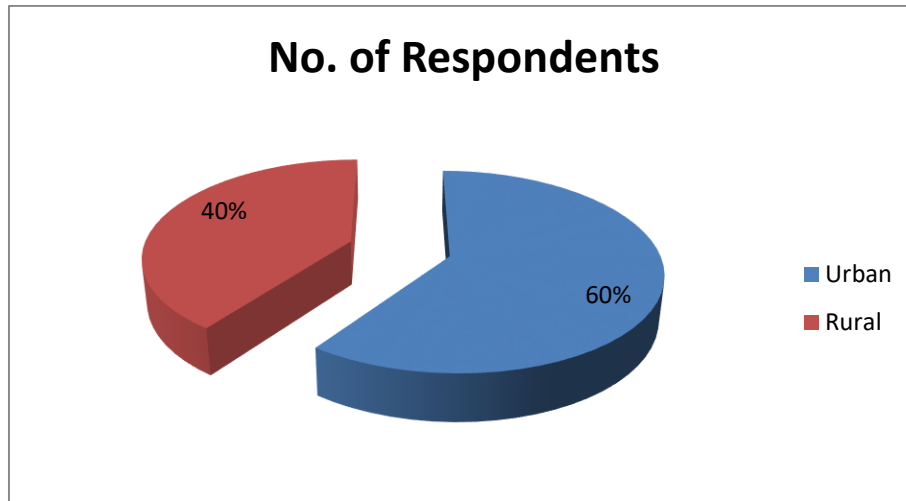


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In the survey 52% of the respondents belong to the income group of below 1.5 lakh because most of the respondents were students. In it 27% of respondents having income between 1.5 lakh to 3 lakh, 12% respondents having income between 3 lakh to 4.5 lakh and rest 9% of respondents were earning more than 4.5 lakh rupees.

### e. Residential Area:

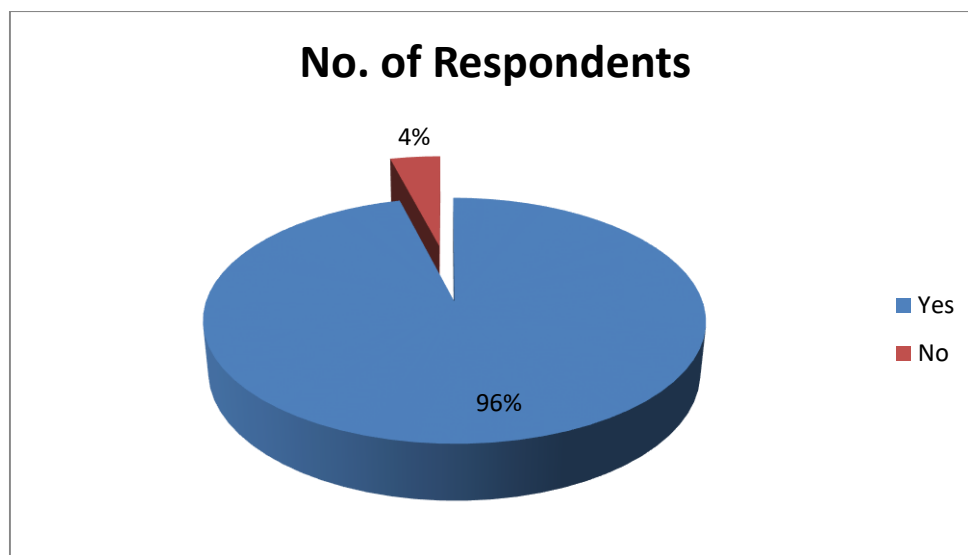
Residents	No. of Respondents
Urban	60
Rural	40



In the survey 60% of the respondents residing in urban area while 40% respondents were residing in rural area.

### 2. Online Purchase:

Do you purchase product online?	No. of Respondents
Yes	96
No	4

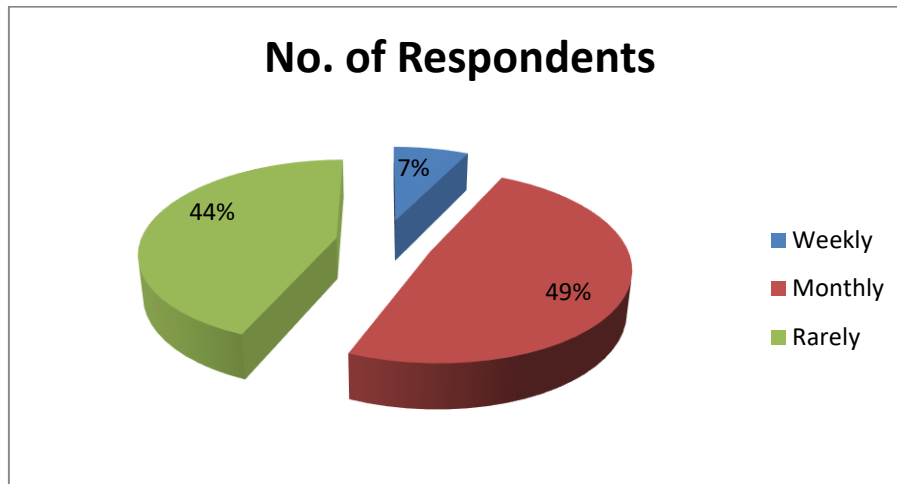


In the survey 4% of respondents told that they have not making purchase online while 96% of respondents told that they have purchase goods and services online.

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### 3. Frequency of online shopping

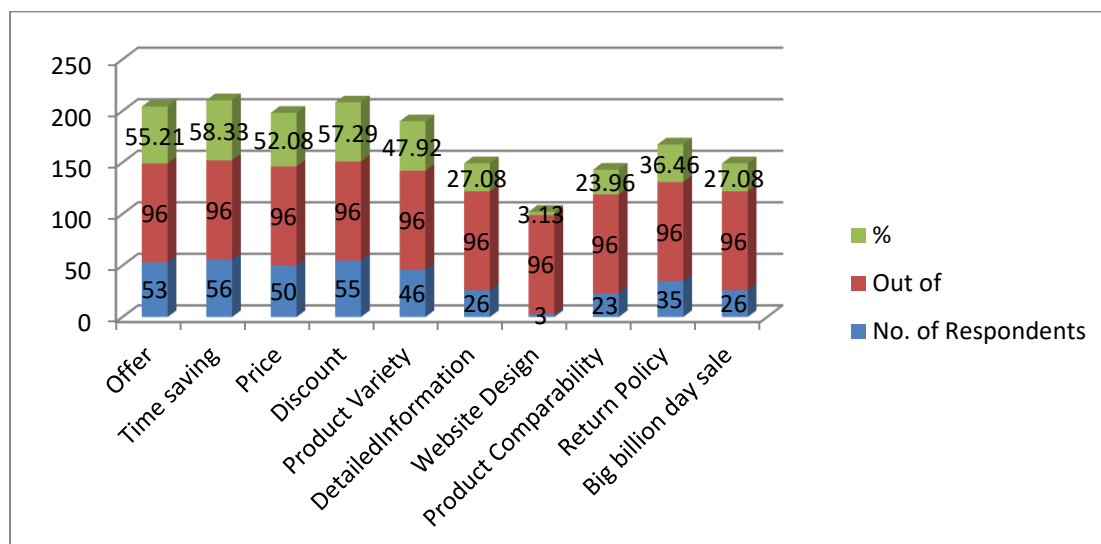
Frequency of Online Shopping	No. of Respondents
Weekly	7
Monthly	47
Rarely	42



It is found in the survey that only 7% respondents were purchasing weekly, 49% respondents were purchasing monthly and 44% of respondents purchase rarely through online mode. So if we talk about the frequency of purchase in online mode it is very poor.

### 4. Factor Attracting for online shopping

Factor attracting online shopping	No. of Respondents	Out of	%
Offer	53	96	55.21
Time saving	56	96	58.33
Price	50	96	52.08
Discount	55	96	57.29
Product Variety	46	96	47.92
Detailed Information	26	96	27.08
Website Design	3	96	3.13
Product Comparability	23	96	23.96
Return Policy	35	96	36.46
Big billion day sale	26	96	27.08

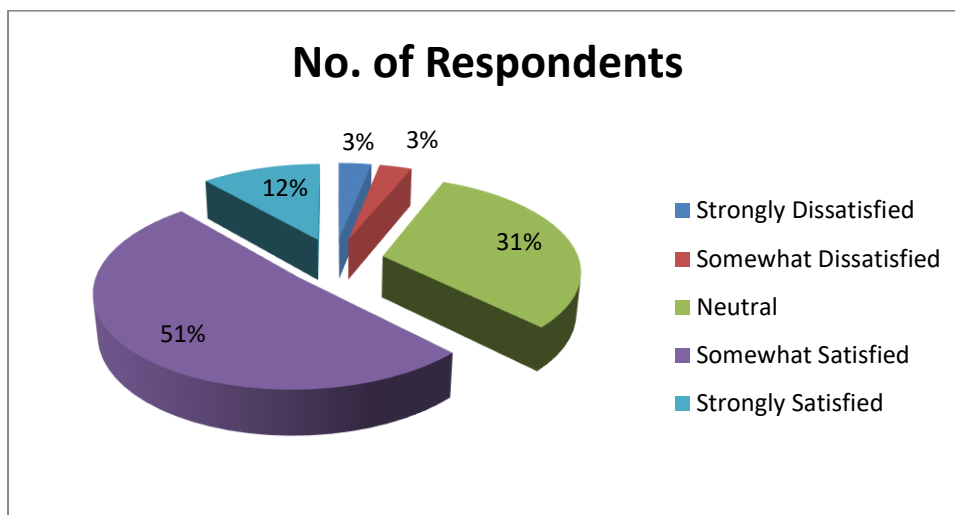


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When question is asked about the factors which attract more to purchase online, 58.38% of the respondents told that they prefer online purchase because it save time, 57.29% respondents told that discount is more attractive factor to purchase online. 55.21% respondents prefer it by offer, 52.03% prefer online shopping by attractive price, 47.92 % respondents reply that product variety is more attractive factor to buy online. 27.08% of respondents told that they prefer because of availability of detail information about the product while only 3.13 % told that they prefer to purchase online because of website design. 28.96% respondents told that product comparability is attracting more while 36.46% prefer online shopping because of return policy of the goods by online retailers. Big billion day sale scheme also attract customers to shop online and the percentage of such respondents in the survey was 27.08.

### 5. Satisfaction with product quality

Satisfaction with quality of product	No. of Respondents
Strongly Dissatisfied	3
Somewhat Dissatisfied	3
Neutral	30
Somewhat Satisfied	49
Strongly Satisfied	11

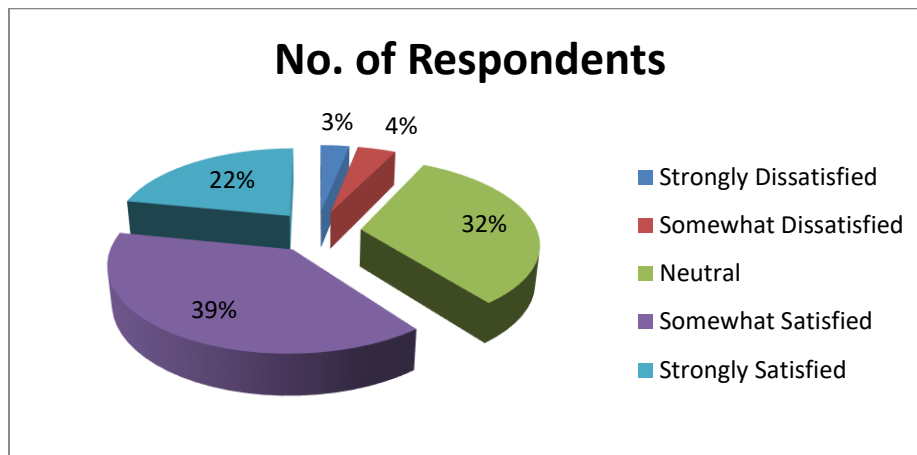


If we talk about the satisfaction level with product quality, 51% respondents somewhat satisfied with the quality of product while 30% respondents were neutral about the quality. 12% of the respondents were strongly satisfied with the quality of product while 3% are strongly dissatisfied and 3% were somewhat dissatisfied with the quality of product.

### 6. Satisfaction level with product delivery time:

Satisfaction level with product delivery time	No. of Respondents
Strongly Dissatisfied	3
Somewhat Dissatisfied	4
Neutral	31
Somewhat Satisfied	37
Strongly Satisfied	21

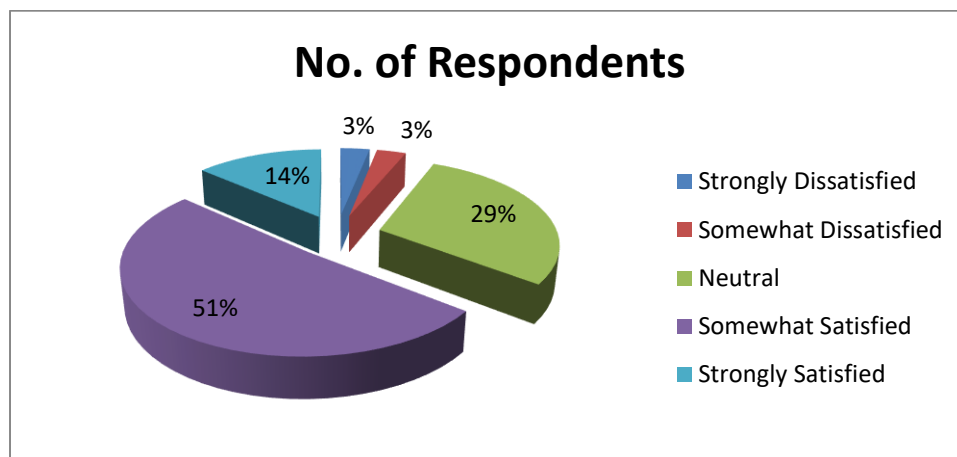
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In the survey it is found that 39% of the respondents were somewhat satisfied with the delivery time of the product while 22% respondents were strongly satisfied with the product delivery time. 32% of the respondents were neutral about the delivery time. 4% respondents were somewhat dissatisfied with product delivery time while 3% respondents were strongly dissatisfied with product delivery time.

### 7. Satisfaction level with price of product

Satisfaction level with price of product	No. of Respondents
Strongly Dissatisfied	3
Somewhat Dissatisfied	3
Neutral	28
Somewhat Satisfied	49
Strongly Satisfied	13

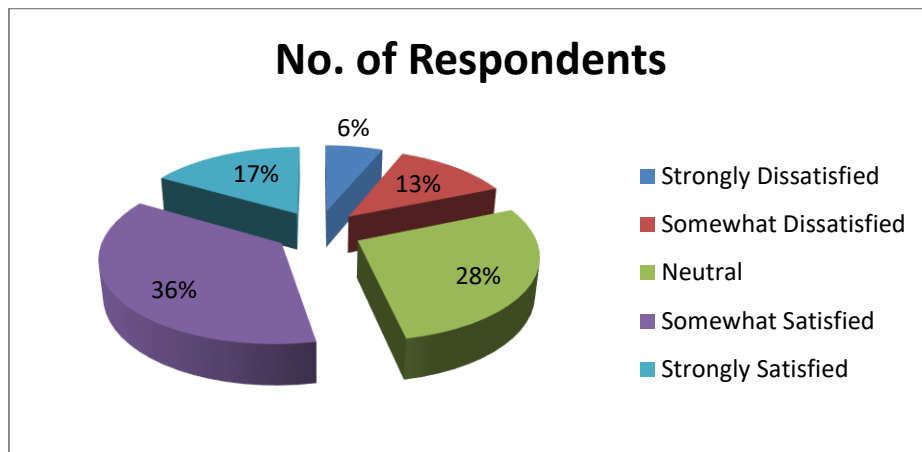


Only 14% of the respondents were strongly satisfied with the price of product while 51% of the respondents were somewhat satisfied with the price of product. 29% of the respondents were neutral satisfaction about the price of product. 3% respondents were somewhat dissatisfied while 3% respondents are strongly dissatisfied about the price of the product.

### 8. Satisfaction level with warrantee and guarantee of product

Satisfaction level with warrantee and guarantee of product	No. of Respondents
Strongly Dissatisfied	6
Somewhat Dissatisfied	12
Neutral	27
Somewhat Satisfied	35
Strongly Satisfied	16

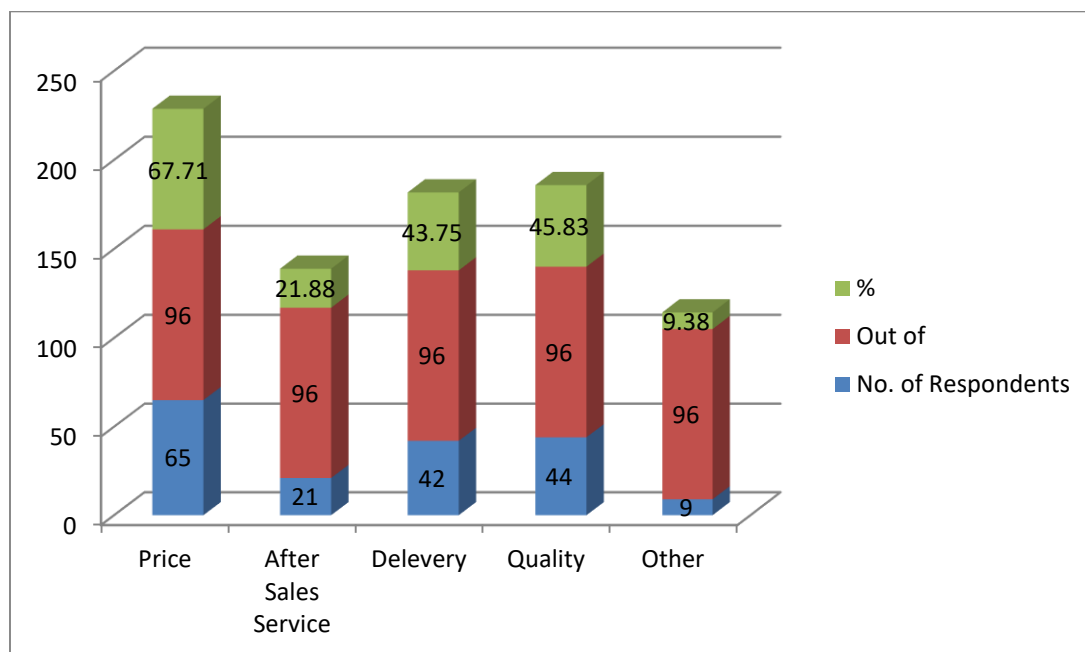
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When we try to know the satisfaction level of respondents about guarantee and warranty of the product, 17% respondents respond that they have strongly satisfied with it while 36% respondents reply that they have somewhat satisfied. 28% respondents were neutral about guarantee and warranty of product. 13% of respondents reply that they have somewhat dissatisfied while 6% reply that they have strongly dissatisfied about guarantee and warranty of the product.

### 9. Factors which provide more satisfaction in Online Shopping

Factors which provide more satisfaction in Online Shopping	No. of Respondents	Out of	%
Price	65	96	67.71
After Sales Service	21	96	21.88
Delivery	42	96	43.75
Quality	44	96	45.83
Other	9	96	9.38



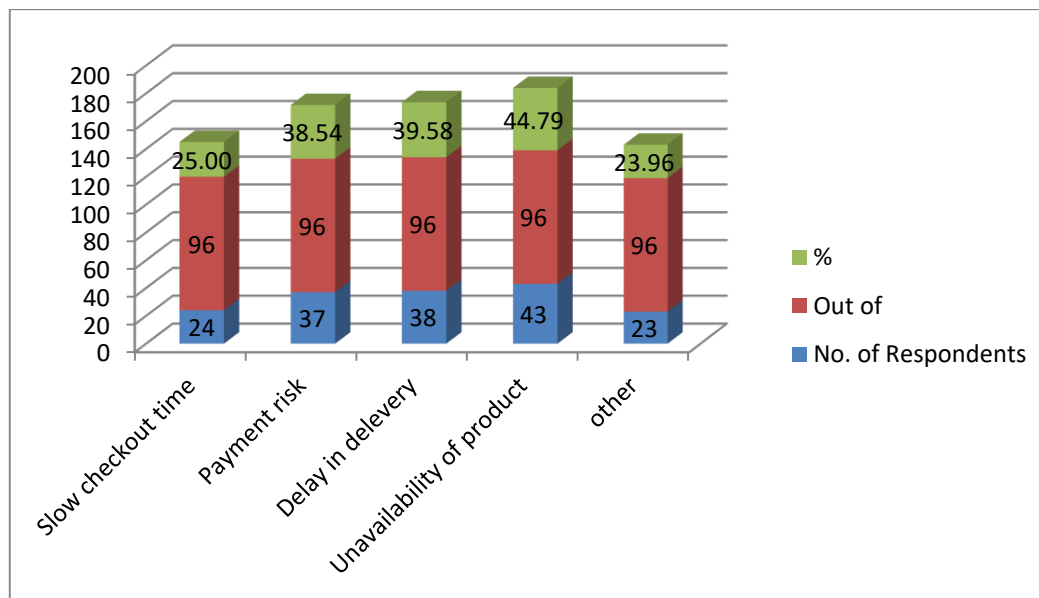
In the study it is found that 67.71% of the respondents were satisfied with the price of the product in online shopping 45.83% satisfied with quality of product, 43.75% of the respondents were satisfied with delivery time 21.88% were satisfied with after sale service and 9.38% were satisfied with other services.



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### 10. Facing problems while purchasing online

Facing problems while purchasing online	No. of Respondents	Out of	%
Slow checkout time	24	96	25.00
Payment risk	37	96	38.54
Delay in delivery	38	96	39.58
Unavailability of product	43	96	44.79
other	23	96	23.96



In the study it is found that 44.79% of the respondents are claiming that they have facing more problems related to product unavailability, 39.58% told that they have facing problem of delay in delivery of product, 38.54% respondents told that they have facing the problems of payment risk in online shopping 25% facing problem related to slow checkout time while 23.96% respondents told that they have facing other problems while shopping online.

#### Finding:

- The majority of the respondents belong to the age group of 15-25 years.
- Most of them were male.
- A large amount of the respondents were students of UG and PG courses.
- The largest part of the respondents belonging to income group of below 1.5 lakh.
- Most of the respondents were from urban area.
- 96% of the respondents having the experience of online shopping.
- Majority of the respondents were shopping online monthly and few of them shopping weekly.
- Highly attractive factor to motivate customers to buy online was time saving, offer, discount, and price and product variety while less attractive attribute for online shopping was website design and product comparability.
- If we talk about satisfaction level of product quality wise then most of the respondents were somewhat satisfied.
- Majority of the people somewhat satisfied with the delivery time of the product.
- Most of the respondents were somewhat satisfied with the price of the product while shopping online.
- Maximum respondents were somewhat satisfied with guarantee and warranty of the product which they bought online.
- More satisfaction providing factors in online shopping was price of the product, delivery time, and quality of the product while less satisfaction providing factors in online shopping were after sales service and other factors.
- Unavailability of products and delay in delivery is most problem facing factors to the online shoppers while slow checkout and other factors provide less problems in online shopping.

#### Suggestions:

- As per the study the online retailers should focus on the frequency of purchase and work to improve it.
- It is also suggested that producer should focus on quality.

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- Delivery should be reduced.
- It is also suggested that retailers of online shopping should maintain sufficient level of stock of the product to maintain supply as per demand.
- The improvement is needed in after sale services.

### Limitations:

The less availability of time and the data collected to this study from only 100 respondents is the major limitation of this study. We cannot predict whole population of Gorakhpur through this sample size. The sampling method was convenience sampling.

### CONCLUSIONS

From the above analysis it is concluded that online shopping provide an alternative to go in the market and buy the product. Today's the people having less time to go to the market physically because of their busy schedule, hence online shopping give them opportunity to buy the product anytime and from anywhere through computer, laptop or smart phones over internet. Offers, discount, product delivery and attractive price attract people to buy the product and services online. Online shopping has better future if it solves the problems like unavailability of product, infrastructure facility for online shopping, payment risk etc. at last we can say that online shopping is a good tool in the hand of online purchaser.

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