

**A STUDY ON CUSTOMER SATISFACTION OF BUYING
ELECTRONIC GOODS ONLINE WITH SPECIAL REFERENCE
TO THIRUVALLA TOWN**

*A Project report submitted in partial fulfilment of the
requirement for the award of*

Bachelor's Degree in Commerce

Submitted by

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CERTIFICATE

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DECLARATION

I do hereby declare that the project titled “A STUDY ON CUSTOMER SATISFACTION OF BUYING ELECTRONIC GOODS ONLINE WITH SPECIAL REFERENCE TO THIRUVALLA TOWN is a bonafide report of the project work undertaken by me in partial fulfilment of the requirements for the award of the Bachelor of Commerce (Computer Application) of Mahatma Gandhi University, under the guidance of Ms. Surabhi Sudhakaran P, Lecturer, PG Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. I also declare that this project report has not been submitted by me anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of my knowledge and belief.

Pathamuttom

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In partial fulfilment of the award of the B. Com Degree by Mahatma Gandhi University, it is mandatory for the regular students of B. Com of the university to prepare a project report to be submitted to the college/university.

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION

The role of E-commerce has brought a revolution in recent times. The internet era largely contribute to the development of electronic commerce, as now a days thousands of companies are selling goods and services over the internet. Market experts predict that e commerce is showing the growth pie of all the commerce pie and is also expected to increase in near future, as shopping is so handy that just an application away purchase of product is done. As things are turning so convenient, it becomes important to understand the perception of the customer while he is making a purchase online.

The central concept of the application is to allow the customer to shop virtually using the internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stored on the server side (store).The Server process the customers and the items are shipped to the address submitted by them. The application was designed into two modules first is for the customers who wish to buy the articles. Second is for the storekeeper who maintains and updates the information pertaining to the articles and those of the customers. The end user of this product is departmental store where the application is hosted on the web and the administrator maintains the database. The application which is deployed at the customer database, the details of the items are brought forward from the database for the customer view based on the selection through the menu and the database of all the products are updated at the end of each transaction. Data entry into the application can be done through various screens designed for various levels of users. Once the authorized personnel feed the relevant data into the system, several reports could be generated as per the security.

Customer satisfaction is the degree to which customer expectations of a product or service are met or exceeded. It is seen as a key performance indicator within business. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behaviour in the field of online shopping, to see the consumer attitudes towards online shopping.

ELECTRONIC DURABLES

Consumer electronics are equipment intended for everyday use, typically in private homes. Consumer electronics include devices used for entertainment (flat screen TVs, DVD players, video games, remote control cars, etc.), communications (telephones, cell phones, e-mail-capable laptops, etc.), and home-office activities (desktop computers, printers, paper shredders, etc.).

USES OF ELECTRONIC GOODS

Using electronics today is so much a part of our daily lives we hardly think of the way the world would be without electronics. Everything from cooking to music uses electronics or electronic components in some way. Our family car has many electronic components, as does our cooking stove, laptop and cell phone. Children and teenagers carry mobile phones with them everywhere and use them to take and send pictures, videos, and to play music. They send text messages on the cell phone to other phones and to their home computers.

WHY ELECTRONIC DURABLES?

The use of electronic goods in the daily life of people has increased drastically. Everything from cooking to health services uses electronics or electronic components in some way. These goods are in the nature of durables as they are able to last and be used for long time without becoming damaged. Non-electronic items which are available in the online websites like fashion, cosmetics, household items, books, art and craft, comparing to these goods electronic durables are pricey and they needed to be long lasting.

The aim of this study focuses on the electronic durables and to find the satisfaction of customer while buying electronic appliances through online media. In this report, we shall try to evaluate the perception of e-buyers and draw some conclusions for the same using qualitative as well as quantitative analysis.

1.2 OBJECTIVE OF THE STUDY

- To study the satisfaction level of customer for online shopping.
- To examine the specific factors and buying preference towards consumer durables (electronics).
- To examine the quality and guarantee provided by the e-sellers regarding the durables.

1.3 SIGNIFICANCE OF THE STUDY

This study gives information about customer feedback on online shopping regarding the purchase of electronic durables, as now a days the demand for the electronic goods are widely increasing, also thousands of companies are using digital marketing as the platform to sell their goods and services, therefore this study tells the difference between direct and online purchases. This study helps to find out customer preference factors on doing e-shopping.

1.4 SCOPE OF THE STUDY

The present study is focused on the online shopping of electronic goods among the prospective customers in Thiruvalla town. Information regarding the satisfaction level customers and the preference factors of customers were collected. The feedback helps to find out the loophole in overall services provided by them.

1.5 STATEMENT OF THE PROBLEM

The study that is explored in this project work is e-shopping. The internet era largely contribute to the development of electronic commerce, as now a days thousands of companies are selling goods and services over the internet. It has become possible for user to have an insight about their status and operations. The study focuses on various opportunities such online purchases have brought across. On deeper level it aims to acquire a better understanding of the factors influencing the customers on purchase of electronic durables. The study also examine the trust level of customer on e-shopping.

1.6 RESEARCH METHODOLOGY

- The current study is based on primary data collected from 50 respondents from different areas of Thiruvalla town. A well-structured questionnaire was designed to collect the information from the respondents. The questionnaire was designed to study perception of customer towards adoption of internet as a source of shopping. The responses have been collected by means of questionnaire and we have also received information from previous study and through articles for secondary data collection.
- **Sampling plan:** This call is for defining the target population to be surveyed. In this study the sampling unit was the customers who have been using the online shopping modes.
- **Sample size:** In this survey the sample size decided was 50 heads within the communities.
- **Sampling procedure-** We adopted questionnaires method for collection of primary data. Purpose of this study was told to the respondents and questions were explained to them in case there was any need for understanding any particular questions. We collected information through the **Snowball Sampling**, a non-probability sampling technique where existing study subjects recruit future subjects from among their acquaintances.

1.7 LIMITATION OF THE STUDY

1. The area of study is limited to Thiruvalla town
2. The use of E- shopping is dominated by the younger population.
3. Lack of adequate resources which lead us to survey a small population with a simple questionnaire.
4. Possibility of error in analysis and collection of data.
5. Data given by the respondents may not be accurate.

CHAPTER – 2
LITERATURE REVIEW & THEORETICAL
FRAMEWORK

2.1 LITERATURE REVIEW

1. **Rashant Singh (2014), Consumer's Buying Behavior Towards Online Shopping-**
The main aim of study was to examine and analyze the consumer's buying behavior pattern towards online shopping. The research is based on both primary data and secondary data. The total sample sizes of 40 were collected through questionnaire by using convenient sampling method, the outcome of the study is most number of users are happy on online shopping and mainly interested in buying online apparels.
2. **Nikhashemi et. al (2013) increasing customer satisfaction on online shopping –**“the customer perceived quality, perceived simple use, perceived security and online payment method have vital positive impact on increasing customer satisfaction toward internet shopping.”
3. **Michal Pilik, (2012) factors affecting online shopping-** examined that online shopping behavior is affected by various factors like, economic factors, demographic factors, technical factors, social factors, cultural factors, psychological factors, marketing factors. Customers select an online-shop mainly based on references, clarity, terms of delivery, graphic design and additional services. Complicated customers read discussions on the web before they pay their cash online and once customers are unable to find the product quickly and easily they leave online-shop.
4. **ASSOCHAM (2011), online purchase of electronic goods-** One of the main reasons why customers prefer online shopping for such products is because of the large variety of these items available in the market. The websites enables customers to search and compare products with ease. Another important reason for the number of online shoppers to constantly multiply is because of 24X7 shopping advantage and the home delivery of products. Shopping websites also provide discounts, vouchers and free gifts to attract customers.
5. **Wang & Yang (2010), increase in demand for purchase of electronic goods online-**The electronic equipment takes a high percent of the individuals shopping compared with other goods. Online shopping of electronic goods add great convenience to the life of people. Buying electronic gadgets online gives customers an opportunity to find a great variety of product online and customers can review a

wide selection of products and find special offers and discounts with best deals online.

6. **Christian & France (2005) proved that customers satisfied-** the most were privacy, merchandising and convenience also followed by trust, delivery, usability, product customization, product quality and security.
7. **Rodgers et al. (2005)** who stated that quality of service like system quality and service quality is deemed as a critical factors leading to customer satisfaction among high experienced customer

2.2 THEORETICAL FRAMEWORK

THE CUSTOMERS

A customer is an individual or business that purchases another company's goods or services. Customers are important because they drive revenues; without them, businesses have nothing to offer. Most public-facing businesses compete with other companies to attract customers, either by aggressively advertising their products or by lowering prices to expand their customer bases.

E COMMERCE

Electronic commerce is the activity of electronically buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry.

ADVANTAGES OF ECOMMERCE

- E-commerce provides the sellers with a global reach. They remove the barrier of place.
- Electronic commerce will substantially lower the transaction cost. It eliminates many fixed costs of maintaining brick and mortar shops. This allows the companies to enjoy a much higher margin of profit.
- It provides quick delivery of goods with very little effort on part of the customer.
- One other great advantage is the convenience it offers. A customer can shop 24×7.

- Electronic commerce also allows the customer and the business to be in touch directly, without any intermediaries. This allows for quick communication and transactions. It also gives a valuable personal touch.

DISADVANTAGES OF ECOMMERCE

- The start-up costs of the e-commerce portal are very high. The setup of the hardware and the software, the training cost of employees, the constant maintenance and upkeep are all quite expensive.
- Although it may seem like a sure thing, the e-commerce industry has a high risk of failure. Many companies riding the dot-com wave of the 2000s have failed miserably. The high risk of failure remains even today.
- At times, e-commerce can feel impersonal. So it lacks the warmth of an interpersonal relationship which is important for many brands and products. This lack of a personal touch can be a disadvantage for many types of services and products like interior designing or the jewellery business.
- Security is another area of concern. Only recently, we have witnessed many security breaches where the information of the customers was stolen. Credit card theft, identity theft etc. remain big concerns with the customers.
- Then there are also fulfilment problems. Even after the order is placed there can be problems with shipping, delivery, mix-ups etc. This leaves the customers unhappy and dissatisfied.

IMPACT ON CUSTOMERS

E-commerce brings convenience for customers as they do not have to leave home and only need to browse website online, especially for buying the products which are not sold in nearby shops. It could help customers buy wider range of products and save customers' time. Consumers also gain power through online shopping. They are able to research products and compare prices

among retailers. Also, online shopping often provides sales promotion or discounts code, thus it is more price effective for customers. Moreover, e-commerce provides products' detailed information; even the in-store staff cannot offer such detailed explanation. Customers can also review and track the order history online.

IMPACT ON EMPLOYMENT

E-commerce helps create new job opportunities due to information related services, software app and digital products. It also causes job losses. The areas with the greatest predicted job-loss are retail, postal, and travel agencies. The development of e-commerce will create jobs that require highly skilled workers to manage large amounts of information, customer demands, and production processes. In contrast, people with poor technical skills cannot enjoy the wages welfare. On the other hand, because e-commerce requires sufficient stocks that could be delivered to customers in time, the warehouse becomes an important element. Warehouse needs more staff to manage, supervise and organize, thus the condition of warehouse environment will be concerned by employees

IMPACT ON SUPPLY CHAIN MANAGEMENT

For a long time, companies had been troubled by the gap between the benefits which supply chain technology has and the solutions to deliver those benefits. However, the emergence of e-commerce has provided a more practical and effective way of delivering the benefits of the new supply chain technologies. E-commerce has the capability to integrate all inter-company and intra-company functions, meaning that the three flows (physical flow, financial flow and information flow) of the supply chain could be also affected by e-commerce. The affections on physical flows improved the way of product and inventory movement level for companies. For the information flows, e-commerce optimised the capacity of information processing than companies used to have, and for the financial flows, e-commerce allows companies to have more efficient payment and settlement solutions

ONLINE SHOPPING

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers.

CUSTOMERS SATISFACTION

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, non-profit organizations, and every subgroup within an organization.

CUSTOMER PURCHASE DECISION BEHAVIOUR

Consumer behaviour defined as “The study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.”

Everyday consumers make numerous decisions in their daily life. Consumer behaviour is not just summarizing in making decision or the act of purchasing, consumer interaction and the range of experiences that associated with consuming is a part of consumer behaviour as well

ELCTRONIC DURABLES

Consumer electronics are equipment intended for everyday use, typically in private homes. Consumer electronics include devices used for entertainment (flat screen TVs, DVD players, video games, remote control cars, etc.), communications (telephones, cell phones, e-mail-capable laptops, etc.), and home-office activities (desktop computers, printers, paper shredders, etc.).

E - RETAILING

Electronic retailing is the sale of goods and services through the Internet. E-tailing can include business-to-business (B2B) and business-to-consumer (B2C) sales of products and services. E-tailing requires companies to tailor their business models to capture Internet sales, which can include building out distribution channels such as warehouses, Internet webpages, and product shipping centers.

CHAPTER 3
DATA ANALYSIS AND INTERPRETATION

3.1 Showing the age group of Respondents

Table 3.1

Age group of the Respondents

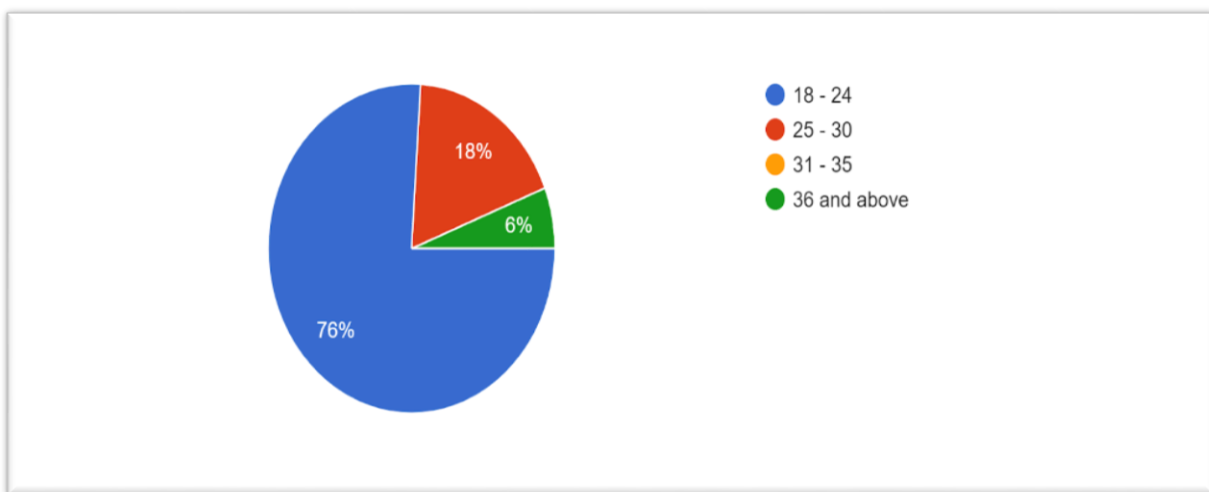
PARTICULARS	FREQUENCY	PERECNTAGE
18-24	38	76%
25-30	9	18%
31-35	0	-
36 and above	3	6%
Total	50	100%

Source: Primary Data

Interpretation: The table 3.1 shows the respondents age groups as per this 76% are of the age of 18 to 24 ,18% are 25 to 30 and 6% is from 36 and above.

Figure 3.1

Age group of the Respondents



3.2 Showing the Gender

Table 3.2

Gender of the Respondents

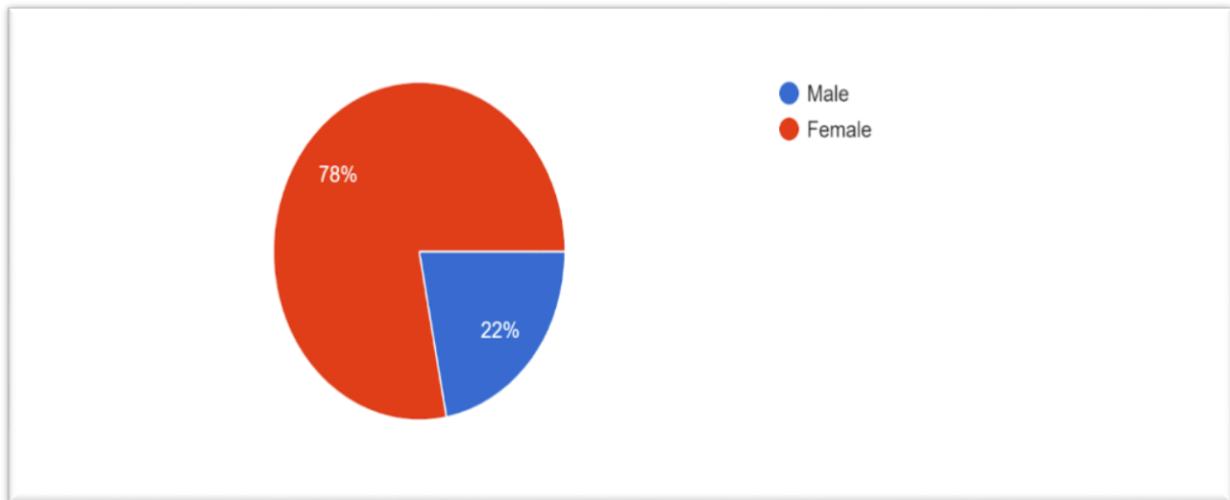
PARTICULARS	FREQUENCY	PERCENTAGE
Female	39	78%
Male	11	22%
Total	50	100%

Source: Primary Data

Interpretation: The table 3.2 shows that 78% are female and 22% are male

Figure 3.2

Gender of the Respondent



3.3 Showing data of current occupation

Table 3.3

Current occupation

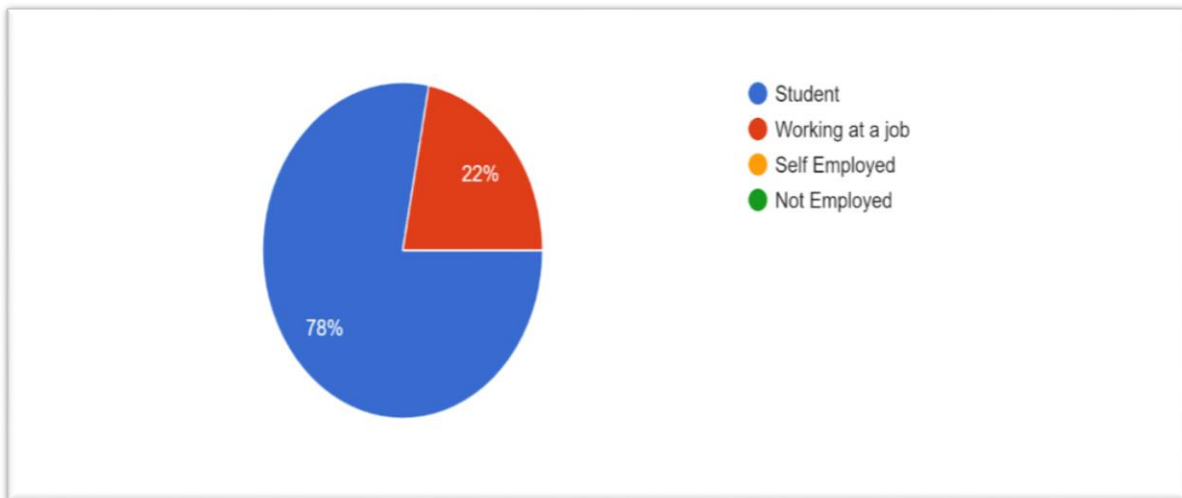
Source: Primary Data

PARTICULARS	FREQUENCY	PERCENTAGE
Student	39	78%
Working at a job	11	22%
Self employed	-	-
Not employed	-	-
Total	50	100%

Interpretation : The table 3.3 shows that 78% of all respondents were college students and 22% were employed at a job.

Figure 3.3

Current occupation



3.4 Data on how often do the respondent shop online in the last 6 months.

Table 3.4

Frequent user

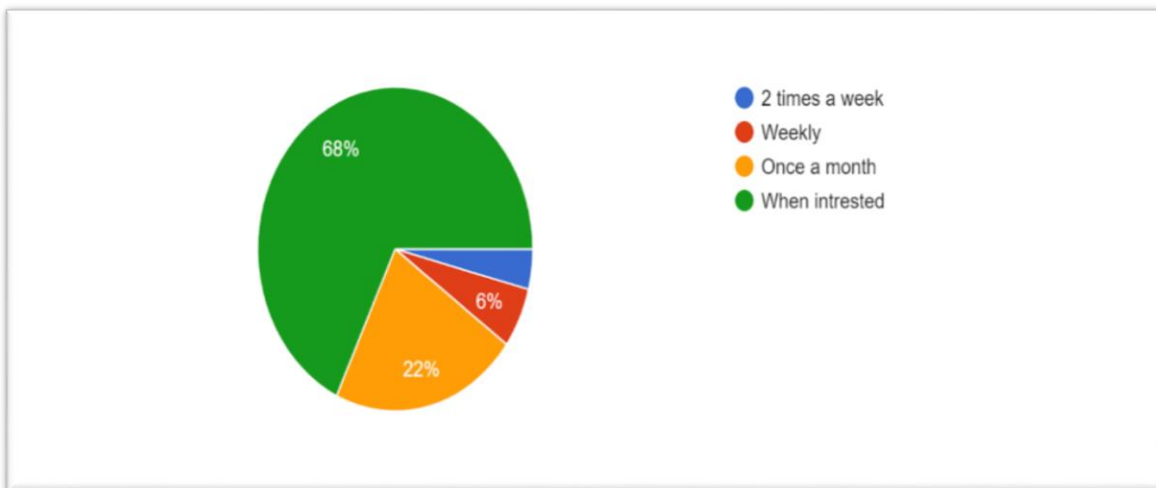
PARTICULARS	FREQUENCY	PERCENTAGE
2 times a week	2	4%
Weekly	3	6%
Once a month	11	22%
When interested	34	68%
total	50	100%

Source: Primary Data

Interpretation: The table 3.4 shows that 68% of the respondents shop online only when they are interested, 22% of respondents once a month, 6% of them do online shopping weekly and 4% two times a week

Figure 3.4

Frequent user



3.5 Data on the amount of time spend on internet.

Table 3.5

Time spent on internet

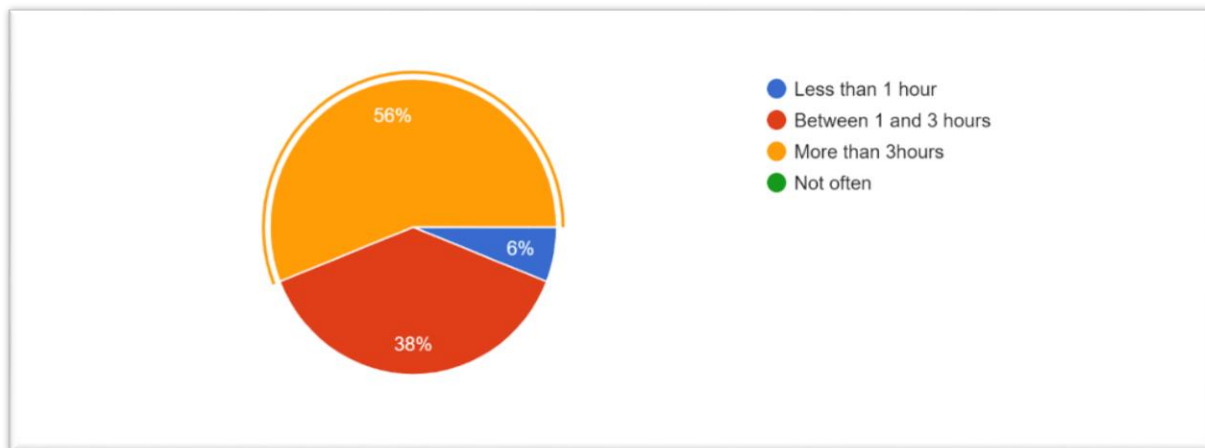
PARTICULARS	FREQUENCY	PERCENTAGE
Less than 1hour	3	6%
Between 1 and 3 hours	19	38%
More the 3 hours	28	56%
Not often	-	-
Total	50	100%

Source: Primary Data

Interpretation : The table 3.5 shows that highest percentage of people engage in internt for a period more than 3 hours(56%),followed by users of period between 1 and 3 hours(38%),and then the last being the users of period of less than 1 hour(6%).

Figure 3.5

Time spend on internet



3.6 Data showing the respondents reason for shopping online.

Table 3.6

Reason for online shopping

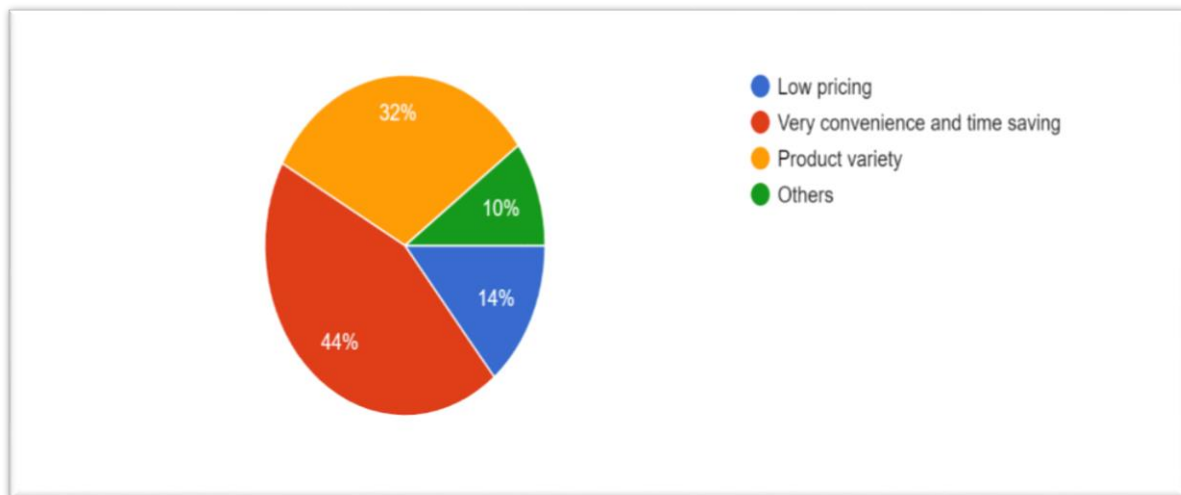
PARTICULARS	FREQUENCY	PERCENTAGE
Low pricing	7	14%
Very convenient and time saving	22	44%
Product variety	16	32%
Others	5	10%
total	50	100%

Source: Primary Data

Interpretation: The table 3.6 shows most of the respondent (44%) choose online shopping as it is convenient and time saving, followed by users (32%) for product variety and 10% as it is low pricing.

Figure 3.6

Reason for online shopping



3.7 Data showing the respondents reason affecting the satisfaction on buying electronics during previous online shop experience.

Table 3.7

Factors effecting previous online shop experience

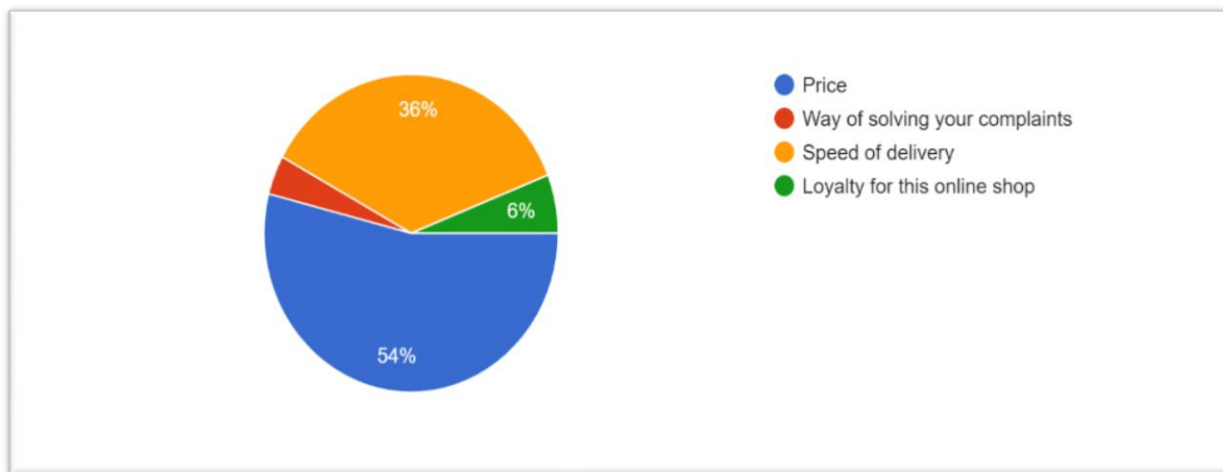
PARTICULARS	FREQUENCY	PERCENTAGE
Price	27	54%
Way of solving your complaints	2	4%
Speed of delivery	18	36%
Loyalty for this online shop	3	6%
Total	50	100%

Source: Primary Data

Interpretation: The table 3.7 shows that most of the respondents satisfaction effect on price of the product(54%),followed by speed of delivery(36%), only a few respondents satisfaction effect on loyalty for online shops(6%) and way of solving complaints(4%).

Figure 3.7

Factors effecting previous online shop experience



3.8 Data showing whether the users’ satisfaction effect on real product and the one expected.

Table 3.8

Satisfaction on real product and expected one

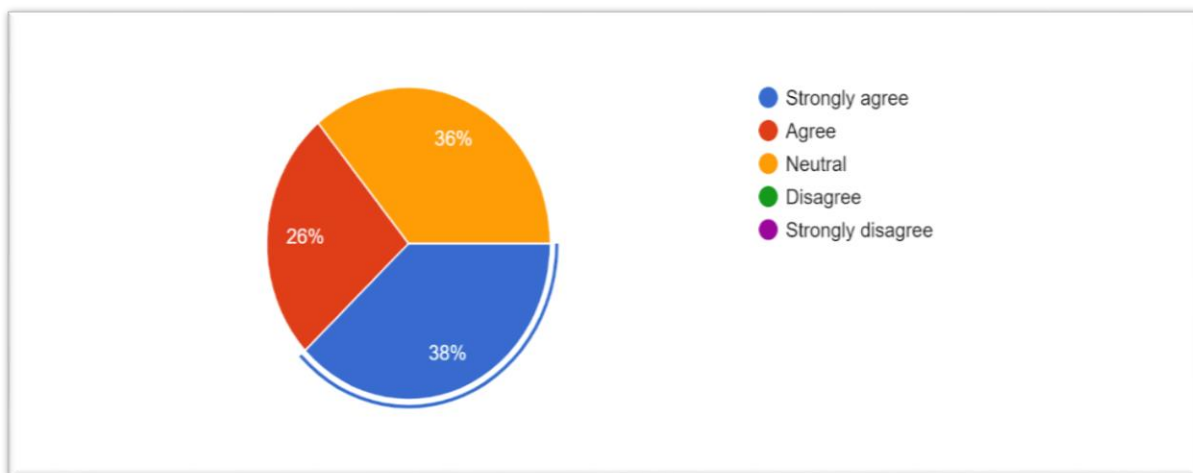
PARTICULARS	FREQUENCY	PERCENTAGE
Strongly agree	19	38%
Agree	13	26%
Neutral	18	36%
Disagree	-	-
Strongly disagree	-	-
Total	50	100%

Source: Primary Data

Interpretation: The table 3.8 shows that most of the users satisfaction effect on the difference between the real product and the expected one. 38% being strongly agree and 26% agree, but a neutral position is held by 36% of the users.

Figure 3.8

Satisfaction on real products and expected one



3.9 Data showing the satisfaction of the users on the same shop.

Table 3.9

Satisfaction on same shop

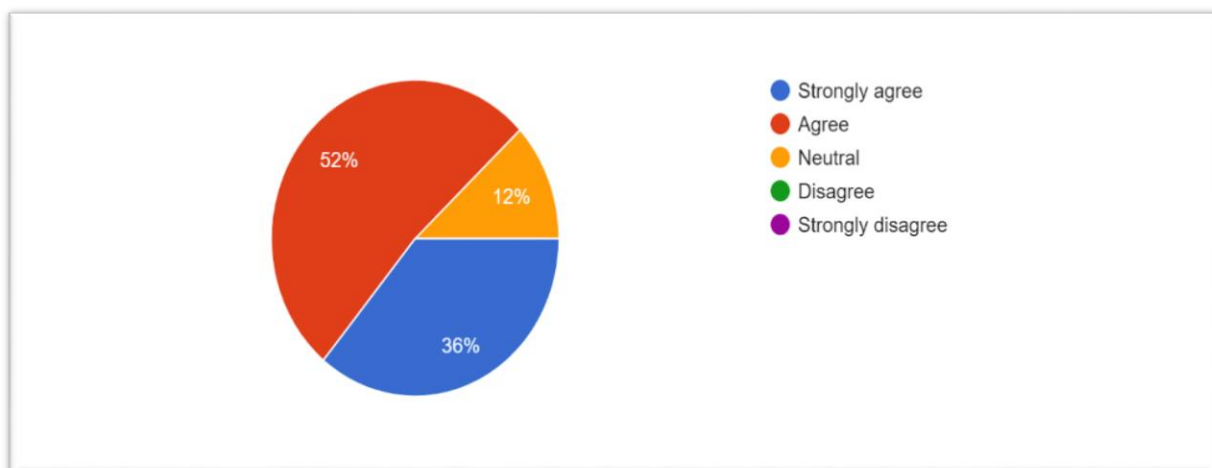
PARTICULARS	FREQUENCY	PERCENTAGE
Strongly agree	18	36%
Agree	26	52%
Neutral	6	12%
Disagree	-	-
Strongly disagree	-	-
Total	50	100%

Source: Primary Data

Interpretation: The table 3.9 clearly shows that most of the users who are satisfied with the shop will purchase the product again from the same shop, 52% agree and 36% strongly agreed, but a neutral position held by 12% of the users.

Figure 3.9

Satisfaction on same shop



3.10 Data showing overall satisfaction level of customers on online shopping of electronic goods.

Table 3.10

Overall satisfaction on online shopping

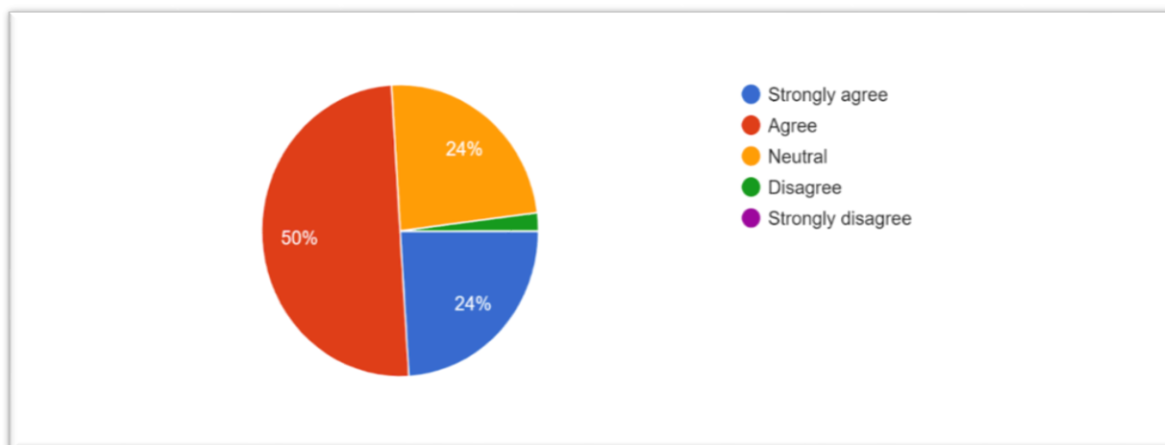
PARTICULARS	FREQUENCY	PERCENTAGE
Strongly agree	12	24%
Agree	25	50%
Neutral	12	24%
Disagree	1	2%
Strongly disagree	-	-
total	50	100%

Source: Primary Data

Interpretation: The table 3.10 shows highest percentage of users are satisfied with their online shopping experience. 50% being agree and 24% strongly agree. A neutral position held by 24% of the user and only 2% of the users are not satisfied with the online shopping.

Figure 3.10

Overall satisfaction on online shopping



3.11 Data showing factors on which effect the users look high end electronic product online.

Table 3.11

Factors effecting the users to buy online

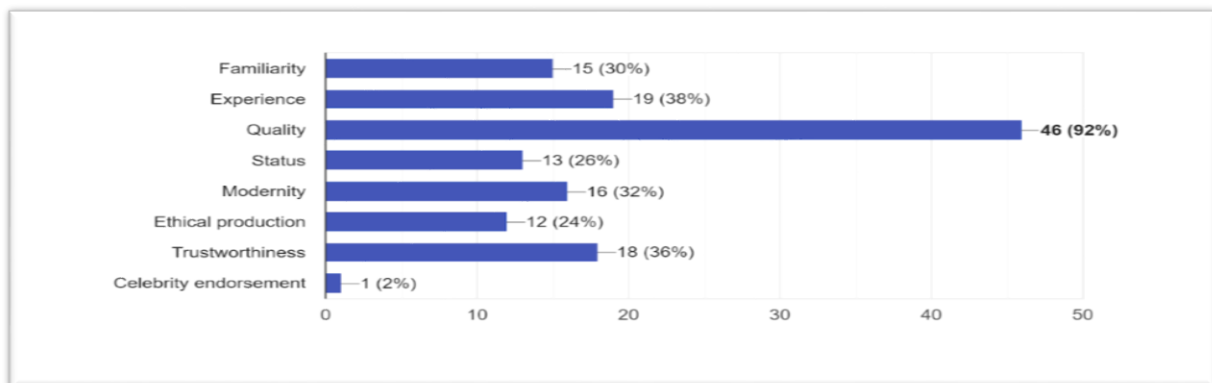
PARTICULARS	FREQUENCY	PERCENTAGE
Familiarity	15	30%
Experience	19	38%
Quality	46	92%
Status	13	26%
Modernity	16	32%
Ethical production	12	24%
Trustworthiness	18	36%
Celebrity endorsement	1	2%
Total (multiple choices)	50	100%

Source: Primary Data

Interpretation: The table 3.11 shows that most of the users look on quality (92%), experience (38%), trustworthiness (36%), modernity (32%), familiarity(30%), followed by status (26%), ethical production(24%) and the least number of users effect celebrity endorsement(2%).

Figure 3.11

Factors affecting the users to buy online



3.12 Data showing the users purchase decision for online shopping of electronic goods.

Table 3.12

Buying preferences

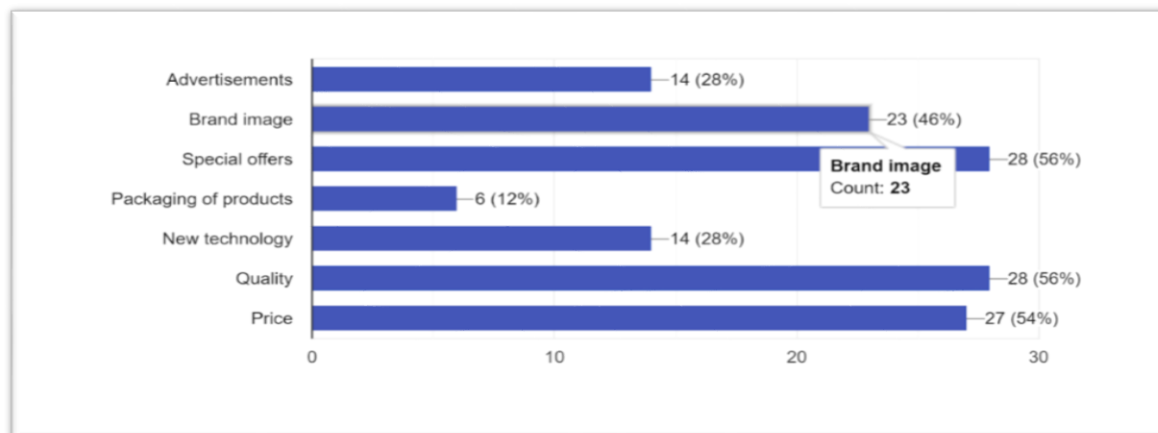
PARTICULARS	FREQUENCY	PERCENTAGE
Advertisement	14	28%
Brand image	23	46%
Special offers	28	56%
Packaging of product	6	12%
New technology	14	28%
Quality	28	56%
Price	27	54%
Total (multiple choices)	50	100%

Source: Primary Data

Interpretation: The table 3.12 shows that most number of users are influenced by special offers (56%), quality (56%), price (54%), followed by brand image (46%) and least number of users are influenced by advertisement (28%), new technology (28%) and packaging of product (12%).

Figure 3.12

Buying preferences



3.13 Data showing whether the users purchase decision effect on the availability of stock (electronics).

Table 3.13

Purchase decision on the availability of stock

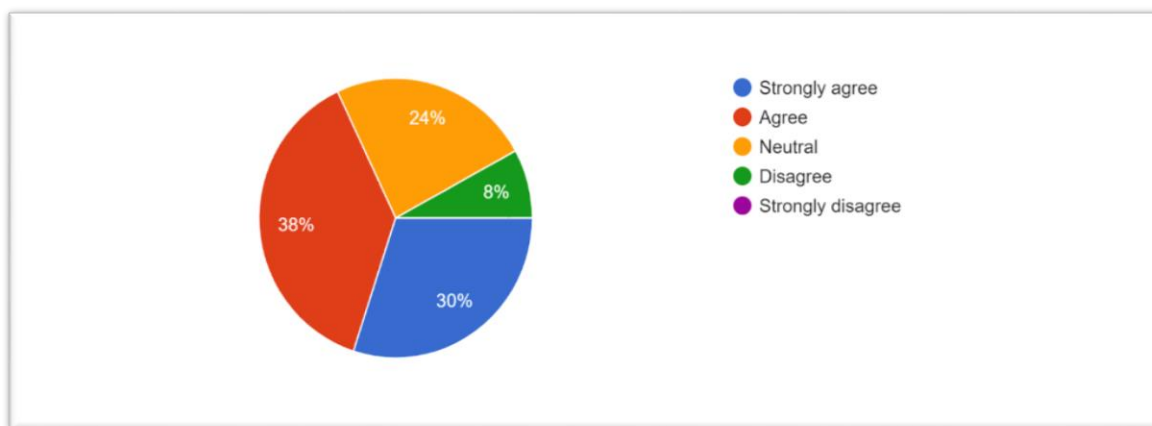
Source: Primary Data

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly agree	15	30%
Agree	19	38%
Neutral	12	24%
Disagree	4	8%
Strongly disagree	-	-
Total	50	100%

Interpretation: The table 3.13 shows that highest number of users purchase decision effect on the availability of the stock. 30% being strongly agree and 38% agree, but 24% held neutral position and least number of users are disagreed (8%).

Figure 3.13

Purchase decision on availability of stock



3.14 Data showing whether the users purchase decision effect when the store is new.

Table 3.14

Purchase decision when the store is new

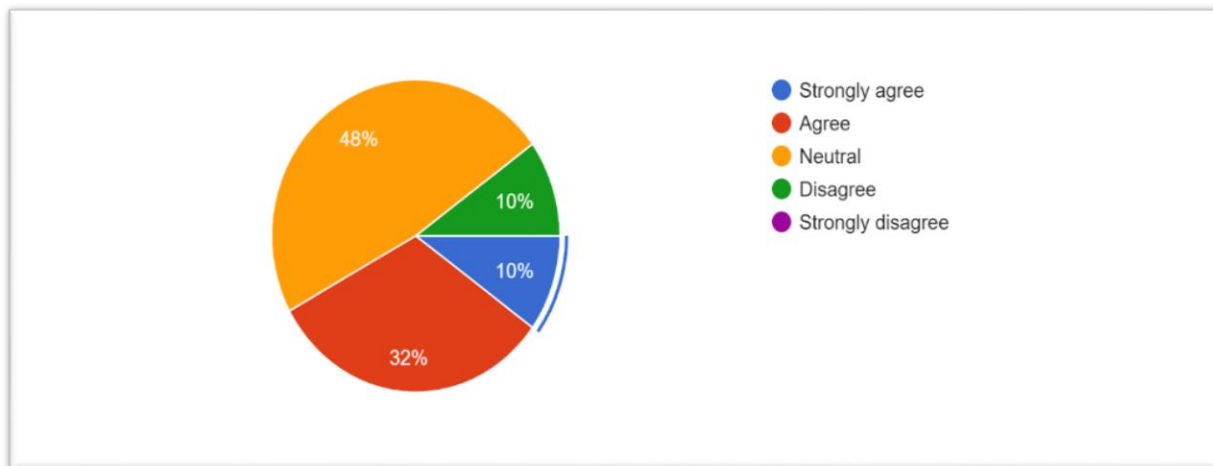
Source: Primary Data

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly agree	5	10%
Agree	16	32%
Neutral	24	48%
Disagree	5	10%
Strongly disagree	-	-
Total	50	100%

Interpretation: The table 3.14 shows that highest percentage of users are held a neutral position (48%), as their purchase decision effect when the store is new, followed by 32% of users agree and 10% of the users are strongly agree

Figure 3.14

Purchase decision on when the store is new



3.15 Data showing the users preferences towards availability of multi brand of electronics in one outlet.

Table 3.15

Preference towards multibrand in one outlet

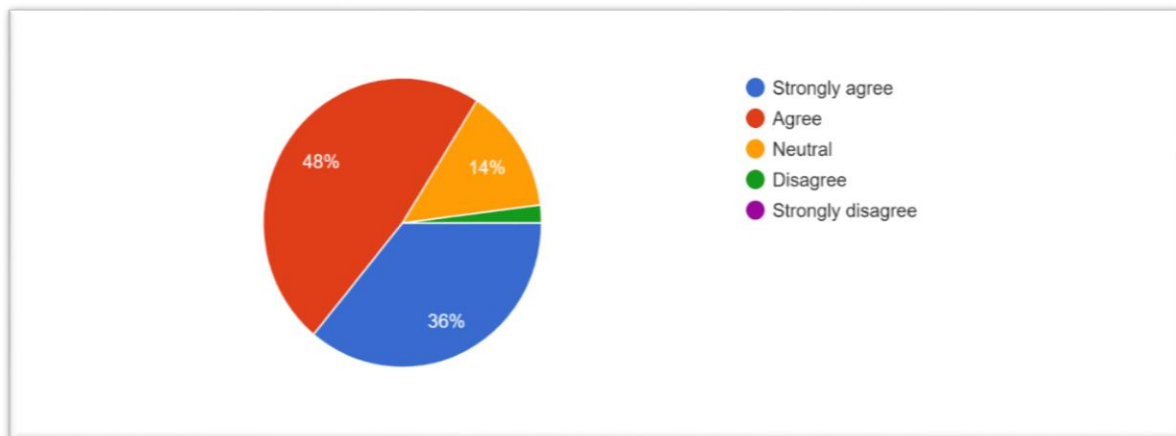
Source: Primary Data

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly agree	18	36%
Agree	24	48%
Neutral	7	14%
Disagree	1	2%
Strongly disagree	-	-
Total	50	100%

Interpretation: The table 3.15 shows that highest number of users agreed that they prefer multi brands in one outlet, 36% strongly agree and 48% agree. There is also a neutral position held by 14% of the users, and only 2% of the users does not prefer multi brands in one outlet.

Figure 3.15

Preference towards multibrand in one outlet



3.16 Data showing the safety of online shopping.

Table 3.16

Safety of online shopping

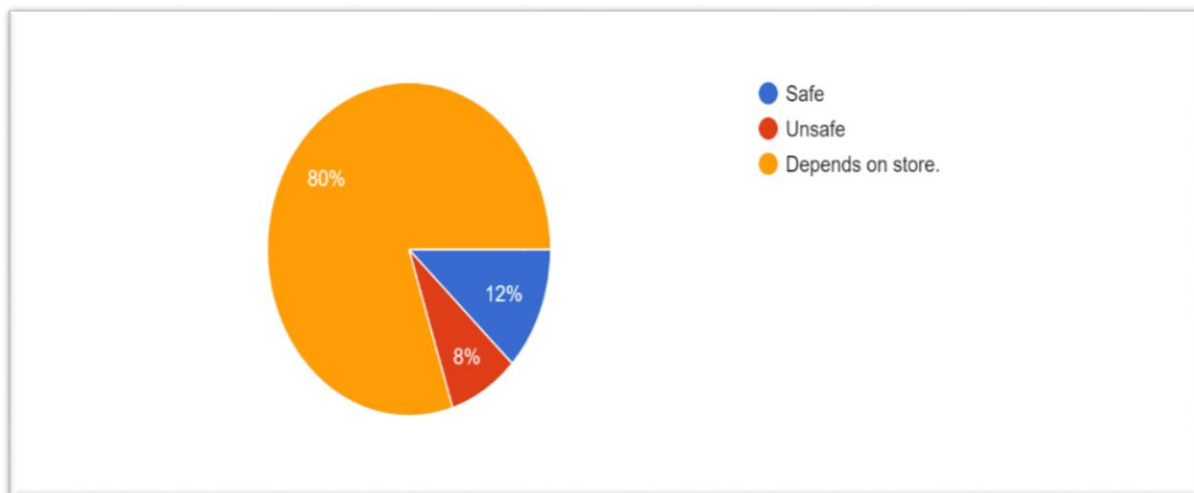
PARTICULARS	FREQUENCY	PERCENTAGE
Safe	6	12%
Unsafe	4	8%
Depends on store	40	80%
Total	50	100%

Source: Primary Data

Interpretation: The table 3.16 shows that 80% of users states that the safety of online shopping depends on the store they choose, only 12% of users state it is safe and 8% states online shopping is not safe.

Figure 3.16

Safety of online shopping



3.17 Data showing the electronic goods purchased through online are long lasting.

Table 3.17

Long lasting nature of products.

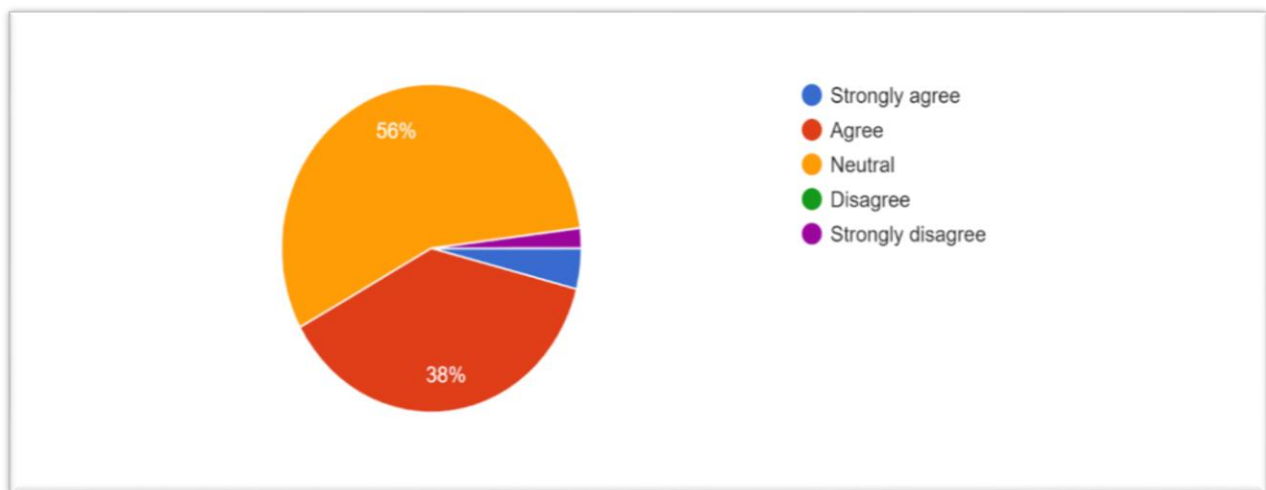
PARTICULARS	FREQUENCY	PERCENTAGE
Strongly agree	2	4%
Agree	19	38%
Neutral	28	56%
Disagree	-	-
Strongly disagree	1	2%
Total	50	100%

Source: Primary Data

Interpretation : The table 3.17 shows a neutral position held by the users on whether the products are long lasting(56%), followed by 38% being agree and 4% strongly agree, also 2% of users find the products are not lasting.

Figure 3.17

Long lasting nature of product



3.18 Data showing the quality of the electronics.

Table 3.18

Quality of electronics

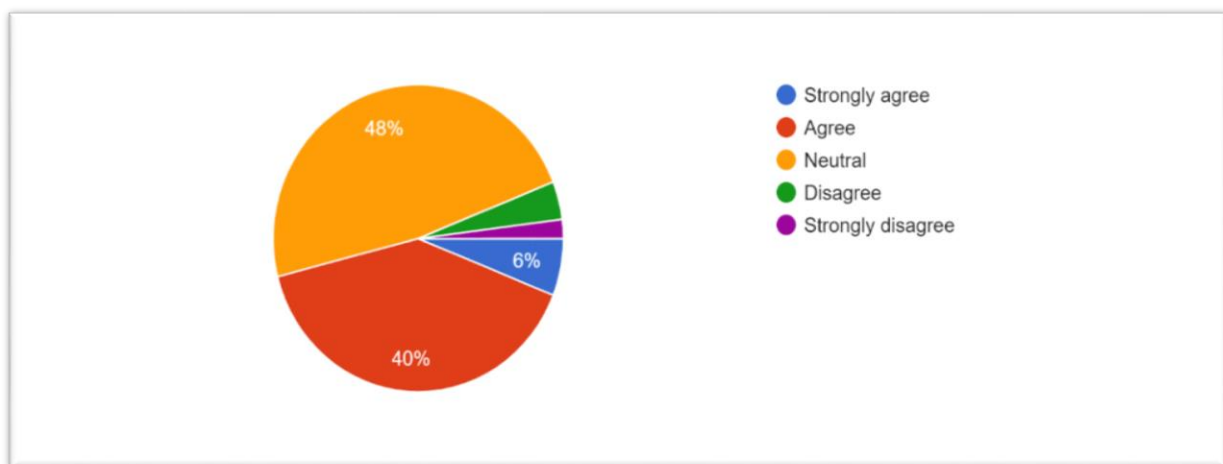
PARTICULARS	FREQUENCY	PERCENTAGE
Strongly agree	3	6%
Agree	20	40%
Neutral	24	48%
Disagree	2	4%
Strongly disagree	1	2%
Total	50	100%

Source: Primary Data

Interpretation: The table 3.18 shows that highest number of users held a neutral position on the quality of electronics they purchased through online (48%), followed by 40% agree and 6% strongly agree, also 4% of user disagreed and 2% of users disagreed.

Figure 3.18

Quality of electronics



3.19 Data showing the users purchase decision effect on attitude and efficiency of the e-sellers.

Table 3.19

Attitude and efficiency of the e- sellers

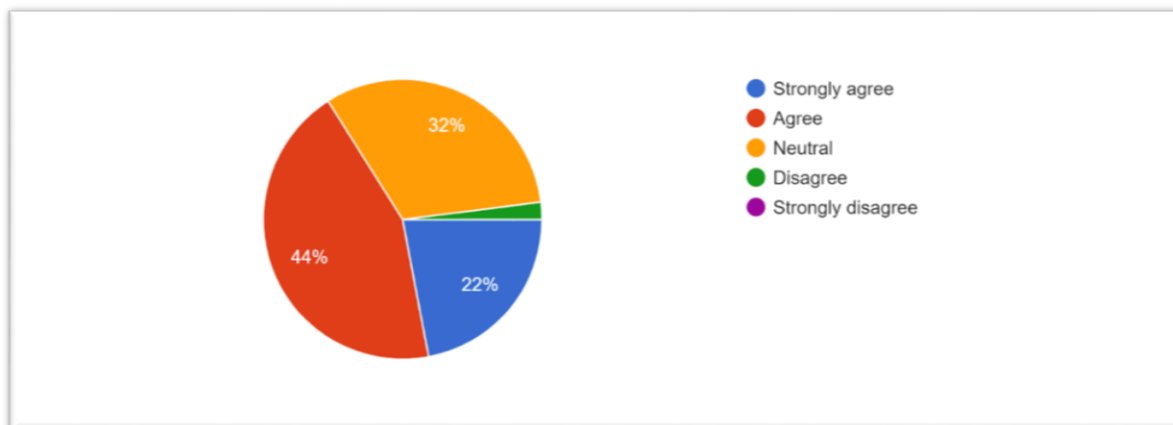
PARTICULARS	FREQUENCY	PERCENTAGE
Strongly agree	11	22%
Agree	22	44%
Neutral	16	32%
Disagree	1	2%
Strongly disagree	-	-
Total	50	100%

Source: Primary Data

Interpretation: The table 3.19 shows that most of the users purchase decision effect on the attitude and efficiency of the e-sellers. 44% of users agree and 32% of users strongly agreed followed by 32% of users held a neutral position and 2% of users purchase decision does not effect on attitude and efficiency of e-sellers.

Figure 3.19

Attitude and efficiency of e-sellers



3.20 Data showing the accuracy of after sale services for electronic products.

Table 3.20

Accuracy of after sale services

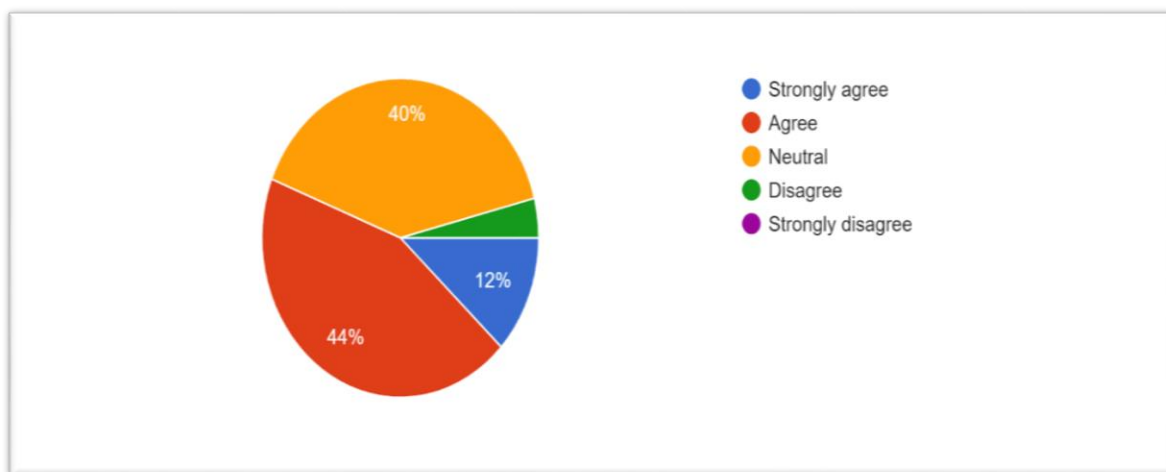
PARTICULARS	FREQUENCY	PERCENTAGE
Strongly agree	6	12%
Agree	22	44%
Neutral	20	40%
Disagree	2	4%
Strongly disagree	-	-
Total	50	100%

Source: Primary Data

Interpretation: The table 3.20 shows that most of the users state that the after sale services are accurate. 44% of users agreed and 12% strongly agree, followed by 40% of users held a neutral position and 4% of users states that after sale services are not accurate.

Figure 3.20

Accuracy of after sale services



3.21 Data showing the guarantee provided by E- sellers are satisfying by the users.

Table 3.21

Guarantee provided by the e-sellers

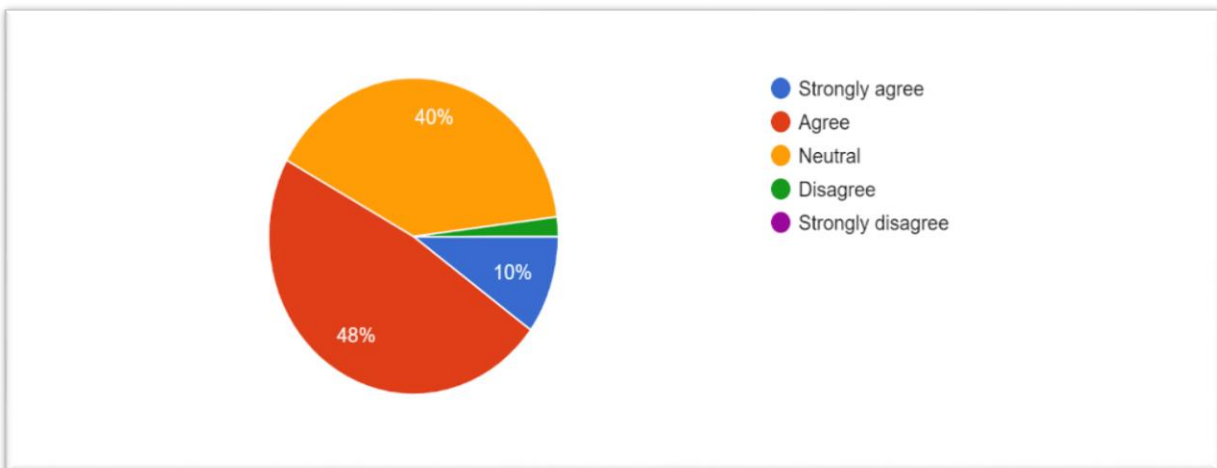
PARTICULARS	FREQUENCY	PERCENTAGE
Strongly agree	5	10%
Agree	24	48%
Neutral	20	40%
Disagree	1	2%
Strongly disagree	-	-
Total	50	100%

Source: Primary Data

Interpretation: The table 3.21 shows that most of the users find guarantee providing the E-sellers are satisfying. 48% of the users agreed and 10% strongly agree, followed by 40% of users held a neutral position also 2% of users find it is not satisfying.

Figure 3.21

Guarantee provided by the e- sellers



CHAPTER 4
FINDINGS, SUGGESTIONS, CONCLUSIONS

4.1 FINDINGS

- The study shows that the respondents age groups shows 76% are of the age of 18 to 24 18% are 25 to 30 and 6% is from 36 and above.
- As per the study it is found that 78% are female and 22% are male.
- Based on the data collected, it is found that 78% of all respondents were college students and 22% were employed at a job.
- As per the data collected, it shows that 68% of the respondents shop online only when they are interested, 22% of respondents once a month, 6% of them do online shopping weekly and 4% two times a week
- The data collected shows that highest percentage of people engage in internet for a period more than 3 hours(56%), followed by users of period between 1 and 3 hours(38%), and then the last being the users of period of less than 1 hour(6%).
- Based on the data collected, it shows most of the respondent (44%) choose online shopping as it is convenient and time saving, followed by users (32%) for product variety and 10% as it is low pricing.
- As per the data collected, it shows that most of the respondents satisfaction effect on price of the product(54%), followed by speed of delivery(36%), loyalty for online shops(6%), only a few respondents satisfaction effect on way of solving complaints(4%).
- The data collected shows that most of the users' satisfaction effect on the difference between the real product and the expected one. 38% being strongly agree which given 5 points and 26% agree given 4 point, but a neutral position is held by 36% of the users.
- Based on the data collected it is clearly found that most of the users who are satisfied with the shop will purchase the product again from the same shop, 52% agree and 36% strongly agreed, but a neutral position held by 12% of the users.
- The data collected shows highest percentage of users are satisfied with their online shopping experience. 50% being agree and 24% strongly agree. A neutral position held by 24% of the user and only 2% of the users are not satisfied with the online shopping.

- The data collected shows that most of the users look on quality (92%), experience (38%), trustworthiness (36%), modernity (32%), familiarity (30%), followed by status (26%), ethical production (24%) and the least number of users effect celebrity endorsement (2%).
- The data collected shows that most number of users are influenced by special offers (56%), quality (56%), price (54%), followed by brand image (46%) and least number of users are influenced by advertisement (28%), new technology (28%) and packaging of product (12%).
- The data collected shows that highest number of users purchase decision effect on the availability of the stock. 30% being strongly agree and 38% agree, but 24% held neutral position and least number of users are disagreed (8%).
- The data collected shows that highest percentage of users are held a neutral position (48%), as their purchase decision effect when the store is new, followed by 32% of users agree and 10% of the users are strongly agree.
- The data collected shows that highest number of users agreed that they prefer multi brands in one outlet, 36% strongly agree and 48% agree. There is also a neutral position held by 14% of the users, and only 2% of the users does not prefer multi brands in one outlet.
- The data collected shows that 80% of users states that the safety of online shopping depends on the store they choose, only 12% of users state it is safe and 8% states online shopping is not safe.
- The data collected shows a neutral position held by the users on whether the products are long lasting(56%), followed by 38% being agree and 4% strongly agree, also 2% of users find the products are not lasting.
- As per the data collected, it shows that highest number of users held a neutral position on the quality of electronics they purchased through online (48%), followed by 40% agree and 6% strongly agree, also 4% of user disagreed and 2% of users disagreed.
- The data collected shows that most of the users purchase decision effect on the attitude and efficiency of the e-sellers. 44% of users agree and 32% of users strongly agreed followed by 32% of users held a neutral position and 2% of users purchase decision does not effect on attitude and efficiency of e-sellers.

- Based on the data collected it shows that most of the users state that the after sale services are accurate. 44% of users agreed and 12% strongly agree, followed by 40% of users held a neutral position and 4% of users states that after sale services are not accurate.
- Based on the data collected it is found that most of the users find guarantee providing the E-sellers are satisfying. 48% of the users agreed and 10% strongly agree, followed by 40% of users held a neutral position also 2% of users find it is not satisfying.

4.2 SUGGESTIONS

1. As there are no proper laws for online purchases, it is very risky as we do not know the originality of the electronic product bought. Implementation of such laws will help to maintain security and private information properly concerning the respondents.
2. Web based technologies upgrades creative conceptualization that would improve the response from technology attract consumers. So the firms have to invest in such new technologies for the comfort of customers.
3. One of the minor drawbacks that few of the respondents have felt is no proper returning policy to the product. After getting opinion from the respondent if the above said problem occurs, then they should be guided in a proper way to return the product. This will create a good website reputation and repurchasing power of the respondents.
4. The corporate vendors and other types of online vendors should start service centres in all major cities. In case of foreign companies, they should direct the nearest service centres. This could help to rectify the consumer problem within a short span of time. This will create consumer confidence on online vendors and service providers.
5. Due to the technological development the service providers should implement new innovative ideas to display information about the product.
6. Even though consumers are educated they are not interested to purchase products through online because of infrastructure shortage, they have lack of confidence on payments. So the vendor companies and online service providers have to create awareness to consumers as how to order the product online.

7. Majority of the respondents are youth who shop online, hence the businesses must focus a lot more in other age groups as well to extend their market.
8. Online shopping follows international market standards and do not know about the local market standard. So the online vendors should introduce the products according to the local market standard. This will help to increase consumers buying pattern and help the vendors to increase the sales.
9. The reliability and responsiveness of the delivery system is the key success factor for any online business and this will attract the consumers repurchase intention.

4.3 CONCLUSION

In this technological world, most of the companies use online shopping for making satisfy the customer and for attracting more customers as well. Online shopping imparts a huge impact on customer satisfaction. Online shopping is the main part of electronic commerce and many customers are guided by this electronic commerce regarding the way of buying products from the companies. The consumers can make a direct connection to the retailer through the process of online shopping and by visiting the company's website and the other alternative apps.

Online shopping can be easy and pleasurable with some precautions. The web allows customers a comparison to buy the most effective deals and find product that might otherwise be difficult to find. Online shoppers expect that the product which are shown in the website and the real one should be the same.

Therefore, the study was carried out in the perception of consumers to identify the satisfaction level of customers in online shopping and to find out the specific factors and buying preference towards consumer durables (electronic). The questionnaire were designed to narrow down the subject and to and help the study to identify the explanation to the objective.

At the essence, the consumers are vigorously helped by online shopping as it saves their time in their hectic life and becomes most convenient way to purchase their product as per the requirements. It was able to find that most of the users who are satisfied with the shop will purchase the product again from the same shop. The study helped us to find that most of the

customers were satisfied with their online shopping experience. Y' generation which are youths between the age group of 18-35 years were mostly attracted towards online shopping of electronic product through smart phones.

As the collected feedback from individuals it has emphasized, consumers are looking for trustworthiness, security and privacy of data, timeliness, accessibility and a wider choice of products. Especially when it comes to online shopping of electronic products the factors which affect the user to look high end electronic products are quality, after sale services and guarantee provided by the e- sellers, familiarity of the product, and the main factor include the discount and special offers in the price.

The scope for online marketing is still in its infancy, as many of the customers find that the online shopping is not safe and the products purchased through internet are not long lasting, also they have a doubt in the quality of goods purchased through online. Thus a more level of improvement are possible causing a very strong market to control over in the future. The future of online shopping thus moving from traditional means to more creative and engaging strategy would contribute to a larger share of consumers preferring the brand.

On the basis of the present study concludes that online customers are satisfied with their shopping experience. 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.

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APPENDIX

QUESTIONNAIRE

Customer's satisfaction level on online shopping of electronic goods.

1. Age
 - 18 – 24
 - 25 – 30
 - 31 – 36
 - 37 and above

 2. Gender
 - Male
 - Female

 3. Current Occupation
 - Student
 - Working at a job
 - Self employed
 - Not employed

 4. On an average how often do you shop online in the last 6 months?
 - 2 times a week
 - Weekly
 - Once a month
 - When interested

 5. How much time do you spend on internet every day?
 - Less than 1 hour
 - Between 1 and 3 hours
 - More than 3hours
 - Not often

 6. Why are you choosing online shopping?
 - Low pricing
 - Very convenience and time saving
 - Product variety
 - Others
-

7. Please indicate which one effects your satisfaction most during your previous online shop experience on electronic products.
- Price
 - Way of solving your complaints
 - Speed of delivery
 - Loyalty for this online shop
8. The difference between your expectation and real products would influence your satisfaction?
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
9. You will buy the products again from a same shop if you are satisfied with it?
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
10. You are overall satisfied with your experience of shopping online of electronic goods.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
-

11. Which of the following describes you look high end electronic products? (Any three).

- Familiarity
- Experience
- Quality
- Status
- Modernity
- Ethical production
- Trustworthiness
- Celebrity endorsement

12. What influence you shopping decision for online shopping of electronic goods? (Any three).

- Advertisement
- Brand image
- Special offers
- Packaging of products
- New technology
- Quality
- price

12. The availability of stock (electronics) affect my purchasing decision when I shop online.

- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
-

13. Whether the store is new open or not affect my purchasing decision.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
14. It is good to have multi brand available in one outlet where I can shop different brands of electronic goods.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
15. Is online shopping safe?
- Safe
 - Unsafe
 - Depends on store
16. The electronic product purchased through online are long lasting?
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
-

17. The quality of the electronics are up to your expectation.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

18. The attitude and efficiency of online sellers affect my repeat purchasing behaviour.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

19. The availability of after sale service (exchange and refund) for electronic goods are accurate and met your needs.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

20. The guarantee regarding the electronics provided by the E- sellers are satisfying and met your needs.

- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
-

21. Comment your opinions.