

## **CUSTOMER SATISFACTION AND ATTITUDE TOWARDS ONLINE SHOPPING**

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### **ABSTRACT**

With the advancement in technology, the form of shopping has changed significantly. Nowadays online shopping become an important part of life style. Customers choose online shopping because of its high level of convenience and it offers a broader selection; competitive pricing and greater access to information. The aim of the present study is to analyse the customer satisfaction and attitude towards online shopping. Sample for the present study consisted of 100 customers belonging to the age group of 18 -50 years. Google form was used to collect the required information for the present investigation. Monthly family income of the respondents ranged from Rs.10000 to 1.5 Lakhs. Majority of the customers were satisfied with their online shopping majority of them had a positive attitude towards online shopping.

**Key words:** Online shopping, Attitude and customer satisfaction.

### **INTRODUCTION**

Since 19th century the world wide has grown incredibly. Online shopping is a process which where people buy goods from e-commerce sites. Today each and every household is using online shopping. The convenience and quality of online shopping makes the consumers more comfortable. In this technological world most of the companies use online shopping to satisfy the consumer and attract most consumers. Due to increasing internet and mobile penetration, growing acceptability of online payments has provided the unique opportunity to companies to connect with the consumers. Customers choose online shopping because of its high level of

convenience and it offers a broader selection; competitive pricing and greater access to information.

## **REVIEW OF LITERATURE**

Online shopping referred to as an activity of buying and selling of goods over internet directly from a seller without any intermediary. It provides a wide range of goods and the customer can compare the deals with other shopping sites and choose the best deals from them. (Sivanesan, 2017).

Online shopping has become more popular among customers to buy online, as it is handier and timesaving (Huseynov and Yildirim, 2016; Mittal, 2013). As traditional shopping needs more time and energy, the working population prefers online shopping because they have comfortable shopping atmosphere, easy payment modes, product information and reduce the time for travelling. (Akroush and Al-Debei, 2015).

On online mode of shopping price comparisons can be easily done. According to another study, the main influencing factors for online shopping are availability, low prices, promotions, comparisons, customer service, user friendly, time and variety to choose from (Jadhav and Khanna, 2016).

Factors like variety, quick service and discounted prices, feedback from previous customers make customers prefer online shopping over traditional shopping (Jayasubramanian et al., 2015). Rahul ArghaSen (2014) reveals that the cost factor, convenience factor, product factor and seller related factors are the four important factors influencing the online purchase of products.

Attitudes serves as the bridge between consumer's background, characteristics and the consumption that satisfies their needs. This helps to find out whether there is any impact of internet literacy, gender, educational qualification, website usability and online product price on online shopping.

## **OBJECTIVES OF THE STUDY**

- To find out the socio-economic status of the respondents.
- To find out the satisfaction level of the respondents towards online shopping
- To find the attitude of the respondents towards online shopping.

## **METHODOLOGY**

The area selected for the study comprised of Thiruvananthapuram, the capital city of Kerala State and also from major cities like Delhi and Bangalore. The sample for the present study comprised 100 respondents. The online method (Google Form) was used to collect the required information for the present investigation. The data for socio economic status and customer satisfaction for the present investigation was collected by a questionnaire and an attitude scale was constructed to find out the attitude of the respondents towards online shopping. The respondents belonging to the age group of 18 - 50 years were selected by random sampling method.

## **RESULTS AND DISCUSSION**

### **1. Distribution of respondents with respect to their age**

Table 1 depicts the age wise distribution of the selected respondents.

**Table No. 1 Age wise distribution of the respondents**

<b>Sl. No.</b>	<b>Age</b>	<b>Number</b>	<b>Percentage</b>
1	18-25 years	48	48
2	26-40 years	40	40
3	41-50 years	12	12
	<b>Total</b>	<b>100</b>	<b>100</b>

In terms of the age group, the respondents aged 18 to 25 years comprised 48% of the total, those 26 to 40 years comprised 40% and the remaining 12% of the respondents were from the age group 41 to 50 years.

### **2. Personal profile of the respondents**

Table 2 depicts the personal profile of the selected respondents. The variables selected were gender, religion, marital status, educational qualification and the number of family members.

**Table No. 2 Personal profile of the respondents**

<b>Sl. No</b>	<b>Variables</b>	<b>Category</b>	<b>Number</b>	<b>Percentage</b>
1	Gender	Male	51	51
		Female	49	49
		<b>Total</b>	<b>100</b>	<b>100</b>

2	Religion	Hindu	87	87
		Christian	9	9
		Muslim	4	4
		<b>Total</b>	<b>100</b>	<b>100</b>
3	Marital status	Married	42	42
		Unmarried	58	58
		<b>Total</b>	<b>100</b>	<b>100</b>
4	Educational qualification	UG	41	41
		PG	20	20
		Professional degree	18	18
		Plus two	12	12
		SSLC	1	1
		Others	8	8
		<b>Total</b>	<b>100</b>	<b>100</b>
5	Number of family members	2	5	5
		3	9	9
		4	57	57
		More than 4	29	29
		<b>Total</b>	<b>100</b>	<b>100</b>

Regarding the gender of the respondents, 51% of them were males and the remaining 49% were females. In terms of the religion, out of 100 respondents, the majority (87%) were Hindus, followed by 9% Christians and 4% of them were Muslims. In terms of the marital status, 42% of the respondents were married and the unmarried group comprises the majority (58%). Regarding the educational qualification, the table implies that among the 100 respondents, 41% were graduates, 20% of them were Post Graduates, 18% of them hold a professional degree, 12% were studied up to Higher Secondary level, 1% of them hold an SSLC certificate while the remaining 8% secured other certificates like diploma, post graduate diploma etc. In terms of the number of family members, the survey reported that the majority (57%) of the respondents have a 4 member family, 29% have family comprising more than 4 members, 9% of them have a 3 member family while the remaining 5% have a 2 member family.

### **3. Socio-economic status of the respondents**

Table 3 depicts the socio-economic status of the selected respondents. The variables selected are occupation, monthly income, number of earning members, monthly spending pattern, type of house and place of residence.

**Table No. 3 Socio-economic status of the respondents**

Sl. No	Variable	Category	Number	Percentage
1	Occupation	Student	27	27
		Govt. Employee	12	12
		Bank employee	6	6
		I T worker	15	15
		House wife	4	4
		Health care professionals	4	4
		Teacher	3	3
		Others	29	29
		<b>Total</b>	<b>100</b>	<b>100</b>
2	Monthly income (Rs)	Up to 10,000	33	33
		10,000 to 20,000	30	30
		20,000 to 30,000	12	12
		20,000 to 50,000	13	13
		1 to 1.5 lakh	9	9
		Above 1.5 lakh	3	3
		<b>Total</b>	<b>100</b>	<b>100</b>
3	Number of earning members	1	30	30
		2	47	47
		3	18	18
		4	5	5
		<b>Total</b>	<b>100</b>	<b>100</b>
4	Monthly spending pattern (Rs)	Below 500	13	13
		500-1000	26	26
		1000-5000	43	43
		Above 10,000	18	18
		<b>Total</b>	<b>100</b>	<b>100</b>

5	Type of house	Own	82	82
		Rented	18	18
		<b>Total</b>	<b>100</b>	<b>100</b>
6	Place of residence	Urban	61	61
		Rural	23	23
		Semi-urban	16	16
		<b>Total</b>	<b>100</b>	<b>100</b>

Regarding the occupation, 27% of the respondents were students, 12% were Govt. employees, 6% were Bank employees, 15% were I T workers, 4% were House wives and health care professionals respectively, 3% were Teachers and the remaining 29% of the respondents were from other sectors. The diagrammatic representation of occupation is presented in figure 1.

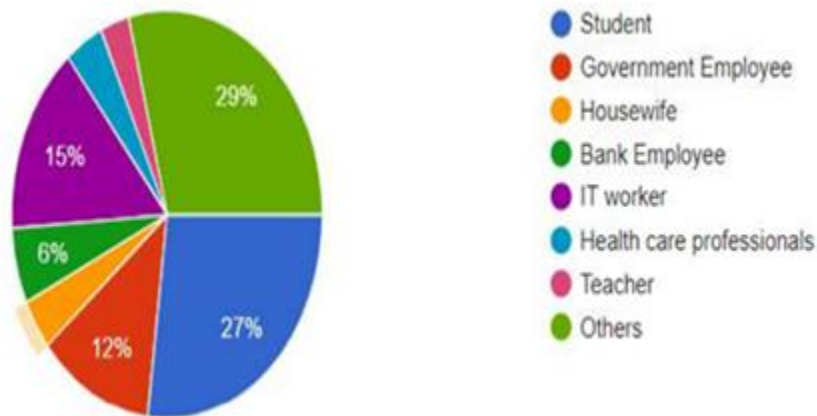


Figure 1 - Occupation

In the case of monthly income, the study revealed that, 33% of the respondents had an income up to Rs. 10,000 per month, 30% of them had an income between Rs. 10,000-20,000, 12% of them had an income between Rs. 20,000-30,000, 13% of them had an income between Rs. 30,000-50,000, 9% of them had an amount between 1 to 1.5 lakh and the remaining 3% of them had an income above 1.5 lakh. Regarding the number of earning members in the family, it may be noted that two members were earning in majority (47%) of the families, 30% of the family had only one earning member, in 18% three members were earning and four family members were earning in the remaining 5% of the respondents.

Regarding the monthly spending pattern of the respondents, the survey reports that 43% of the respondents spends between Rs.1000 to 5000, 26% of them spends between Rs.500 to 1000, 18% of them spends above Rs.10000 while only 13% of them spends below Rs.500 per month. Regarding the type of house, 82% of the respondents owned a house of their own, 18 % of them were lived in rented houses. In the case of place of residence, the table depicts that 61% of the respondents were from Urban area, 23% were from Rural area and 16% were from Semi-urban area.

#### **4. Satisfaction level among the respondents**

Table 4 depicts the satisfaction level of the selected respondents towards online shopping. The variables included were overall experience, speed of delivery, provide satisfaction, returning policy, payment process, cost, choice of availability and type of offers.

**Table No. 4 Satisfaction level of Respondents**

<b>Sl.No</b>	<b>Variables</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
1	Overall experience	85	15	<b>100</b>
2	Speed of delivery	78	22	<b>100</b>
3	Provide satisfaction	58	42	<b>100</b>
4	Returning policy	89	11	<b>100</b>
5	Payment process	96	4	<b>100</b>
6	Cost	86	14	<b>100</b>
7	Choice of availability	95	5	<b>100</b>
8	Offers	85	15	<b>100</b>

Regarding the overall experience, 85% of the respondents reported that they were satisfied with the shopping experience and the remaining 15% opined that they were not satisfied with the online shopping experience. In the case of speed of delivery, it was observed that 78% of the respondents were satisfied with the timeliness of delivery while the remaining 22% were not satisfied with the pace. When enquired if the products provide satisfaction, the table depicted that 58% of the respondents were satisfied and the rest 42% were not satisfied with the satisfactory level of the products.

In the case of the returning policy, it was observed that the majority (89%) of the respondents were satisfied with the approach whereas 11% of them were not satisfied with the returning

policy. Regarding the payment process, it was reported that 96% of the respondents were satisfied with the remittance process while the remaining 4% were not satisfied. In the case of the cost of the products, it was inferred from the table that 86% of the respondents were satisfied with the price and the rest 14% of them were not satisfied with the product's cost.

Regarding the choice of availability of the products, it was observed that the majority (95%) of the respondents were satisfied with the product's availability and the remaining 5% of them were not satisfied with its obtainability. In the case of the offers provided, it has been observed that 85% of the respondents were satisfied with the offers provided while the rest 15% were not satisfied with the offers.

### **5. Attitude towards online shopping**

Table 5 and 6 depict the respondent's attitude towards online shopping. In table 5 the statements included were saves time, availability of multi brands, cheaper, risky, better than traditional shopping and variety in products.

**Table No. 5 Attitude towards online shopping**

<b>Sl. No</b>	<b>Variables</b>	<b>Agree</b>	<b>Neither agree nor disagree</b>	<b>Disagree</b>	<b>Total</b>
1	Saves time	81	16	3	<b>100</b>
2	Availability of multi brands	91	8	1	<b>100</b>
3	Cheaper	45	45	10	<b>100</b>
4	Risky	23	47	30	<b>100</b>
5	Variety in products	85	13	2	<b>100</b>
6	Better than traditional shopping	37	49	14	<b>100</b>

In the case of time saving, 81% of the respondents agreed with the statement, 16% of them seem to neither agreed nor disagreed and 3% of them strongly disagreed. In the case of the perception of the availability of multi-brands, the majority (91%) of the respondents agreed to with the statement, 8% of them neither agreed nor disagreed and the remaining 1% of the respondents strongly disagreed to this perception. Regarding the opinion of being cheaper, it may be noted



that, 45% of the respondents agreed, 45% neither agreed nor disagreed and the remaining 10% of them strongly disagreed.

In the case of being risky, it was inferred from the table that 23% of the respondents agreed with the statement, 47% neither agreed nor disagreed while the remaining 30% disagreed to this perception. In the case of the availability of variety in products, it may be noted that the majority (85%) of them agreed to this, 13% neither agreed nor disagreed and 2% of them strongly disagreed to this perception. Regarding the online shopping being better than traditional shopping, it is inferred from the table that, 37% of the respondents strongly agreed, 49% neither agreed nor disagreed and the remaining 14% of them strongly disagreed to this attitude.

The statements selected for Table 6 were better product quality, saves energy, safe and secure, lack of touch and feel, product information, shopping depends on education and 24 hours availability.

**Table No. 6 Attitude towards online shopping**

<b>Sl. No</b>	<b>Variables</b>	<b>Agree</b>	<b>Neither agree nor disagree</b>	<b>Disagree</b>	<b>Total</b>
1	Better product quality	37	52	11	<b>100</b>
2	Saves energy	86	9	5	<b>100</b>
3	Safe and secure	34	53	13	<b>100</b>
4	Lack of touch and feel	71	24	5	<b>100</b>
5	Product information	56	36	8	<b>100</b>
6	Shopping depends on education	64	29	7	<b>100</b>
7	24 hours availability	80	15	5	<b>100</b>

Regarding the concept of better quality product, it's observed that, 37% of the respondents strongly agreed to this concept, 52% neither agree nor disagree and the remaining 11% of them

were strongly disagreed. In the case of the perception of online shopping saving energy, it may be noted that the majority (86%) of the respondents were agreed, 9% neither agreed nor disagreed and the rest 5% of them strongly disagreed. Regarding the opinion of being safe and secure, it is observed that 34% of the respondents had an agreement, 53% neither agree nor disagree and the remaining 13% of them strongly disagree to this perception. While observing the concept of lack of touch and feel, it was observed that the majority (71%) of the respondents were agreed to this statement, 24% neither agreed nor disagreed and the remaining 5% were strongly disagreed. Regarding the product information, it is to be noted that 56% of the respondents had an agreement towards its accuracy, 36% neither agreed nor disagreed while 8% of them strongly disagreed. While observing the concept that online shopping depends on education, it may be noted that 64% of the respondents were agreed, 29% neither agreed nor disagreed while the remaining 7% strongly disagreed to this perception. In the case of the 24hours availability of the products, it is to be noted that the majority (80%) of the respondents were strongly agreed, 15% neither agreed nor disagreed and the rest 5% of them strongly disagreed in this regard.

## **CONCLUSION**

The present study revealed that 43% of the respondents spent an average amount of Rs.1000 to Rs.5000 per month. Regarding the satisfaction level, majority of them reported that they are satisfied with the overall experience, speed of delivery, returning policy, payment process, cost, choice of availability and offers provided by the online retailers. Majority of the respondents had a positive attitude towards online shopping and agreed that online shopping saves time, energy, provides multi branded products and 24hours availability.

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