

A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING AT MUMBAI
REGION

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ABSTRACT

Online shopping is also known as E-commerce shopping from which consumer can buy goods and services directly from the seller by using websites and applications. Internet is not only used for shopping purpose but also helps for comparing price, features and after-sales service facility. Customers can visit web stores from the comfort of their homes and shop easily by sitting in front of the digital tools. The main objective of the research study is to explore Consumer satisfaction towards online shopping in the Mumbai region. Researcher in this paper has collected the responses of 52 respondents by circulating Google form questionnaire.

The researcher has framed three objectives which were measured and achieved by data analysis and interpretation. The findings of the study show that youngsters have started adopting the new concept of shopping and other age group of peoples are also moving towards online shopping. Some factors like delay in delivery, payment method, quality of products, are affecting online shopping. Some customers are getting satisfied because of the factors like it saves time, easily availability of products, and we can compare prices of products from different websites.

Keywords: Online shopping, Questionnaire, Mumbai, Customer satisfaction, E-commerce.

INTRODUCTION

In the era of digitalization, the usage of the Internet and technology is growing day by day. Internet and technology help us to connect with many peoples in worldwide. Most of the businessman and wholesalers shifted their business from traditional market to online market because of ongoing situation of Covid-19. Online shopping is an easy way to connect directly with retailers and wholesalers. E-retailing is a type of tool from which we can promote and sell our products and services with the help of websites and applications. Customer satisfaction is recognized as the main role for success in the business region and also a key for the growth and survival in the market sector of India.

Giving preferable service quality increases customer satisfaction and hearten more participation among customers. With the extensive adoption of online marketing services and understanding of a factor which leadsto customer satisfaction which is helpful for business. As, this knowledge will way them to focus and further strengthen the critical areas that lead to customer satisfaction. Therefore, to attract more new customers and retain the existing customers towards the portal, company should have to ascertain their customers desire and their satisfaction level by receiving continuous comments and feedback from the customers and redressing their grievances.

REVIEW OF LITERATURE

Customer Satisfaction Towards Online Shopping With Reference To Jalandhar City. Dr. Pratima Merugu and Dr. Vaddadi Krishna Mohan. In this literature, researchers mentioned how retailing helps retailer to serve their customers, and they also stated about product quality, responsiveness, assurance, and security. According to them, Online shopping is based on residential area of customer, Age, Occupation, Gender, and salary of the Consumer. Finding of the study shows that service quality factors such as ease of use, service reliability and security are the major determinants of customer satisfaction. Efforts need to be taken to educate the online buyers on the steps that much been taken while making an online purchase. Most of the online retailers have a feedback system for customers.

A Study on Consumer Perception Towards Online Shopping. Mr. Pratiksinh Vaghela. According to the researcher, most customers are buying clothes, electronics, and accessories from online mode. But, online shopping is more expensive than manual shopping, it's take more time to deliver the products and customers are facing problems while making online purchases because of glitch in websites. The most alarming barrier for online shopping is that customers have to give their credit card number, which may can cause fraud, and they can't see the products personally. The finding of the study stated that online shopping helps the wholesalers and businessmen to grow their business, and it will enable more financial benefit in the organizational context. Some negative effects of online shopping had also mentioned in this research paper.

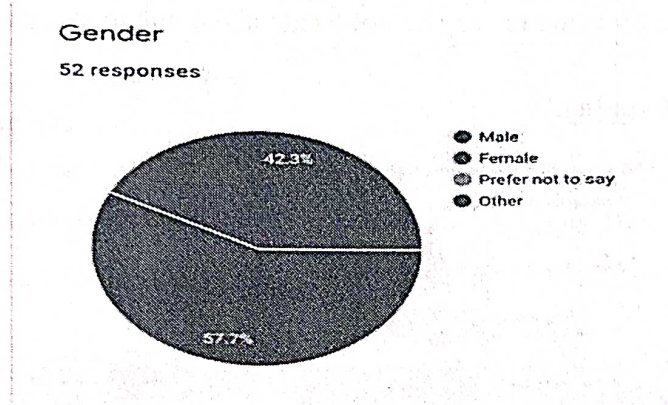
Factors Affecting Customer Satisfaction towards Online Shopping. Halinda Musa, Mohd Amin Mohamad, Fararishah Abd Khalid. The researchers analyze that product quality, brand, and shopping experience are the main factors in their research. They also mentioned factors which are affecting for traditional shopping like crowded area, traffic jam, -time, parking space, etc. which cause to decrease in ratio of consumer towards offline shopping. They also stated that because of digitalization, many youngsters are moving towards online shopping because they know this modern concept. This modern concept is helping customers for saving their time. The finding of the researcher concludes that all the components of factor that impact the customer satisfaction towards online shopping have a significant effect. Easily availability of products and services, and easy payment method helps customers during shopping.

RESEARCH METHODOLOGY:

Objectives of The Research Study:

- To find out the satisfaction level of the customer for online shopping.
- To analyze the factors affecting customer satisfaction towards online shopping. 3.To identify obstacles which customer face during online shopping.

Data Analysis and interpretation:

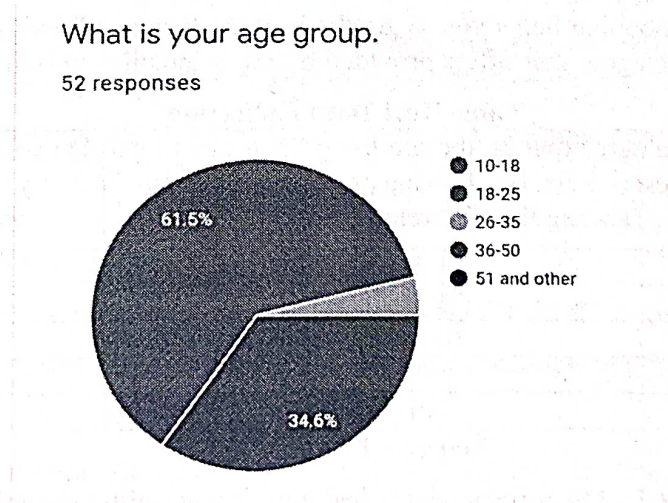


1. Gender of the respondent.

Graph No.1 Source - Primary Data

According to the survey shows that the researcher has collected data of 52 respondents by circulating a Google form questionnaire, from this 57.7% of respondents are male and 42.3% of respondents are from female category.

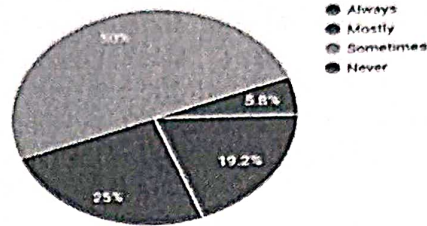
2. Age Group of Respondent.



Graph No.2 Source – Primary Data

From the above pie chart, it indicates that out of 52 respondents, 61.5% of respondents are from the age group of 18 to 25 years, 34.6% between the age group of 10 to 18 years and about 3.9% of respondents from age group of 26 to 35 years.

Are you using the online shopping facility for purchasing any products.
 52 responses



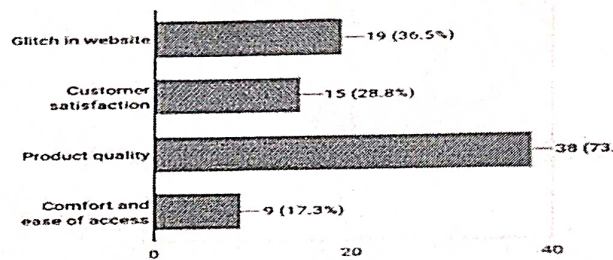
3. Are You Using the Online Shopping Facility For Purchasing Any Product?

Graph No.3 Source – Primary Data

The above pie chart clearly specifies that out of 52 respondents, 21.7% of respondents are using the online shopping method and 79.3% of respondents are not using online shopping on daily basis, which pretends that most of the peoples are not slightly using or may be not aware about online shopping as compared to traditional shopping.

4. Major Issues in Online Shopping.

Major Issues in online shopping.
 52 responses



Graph No.4 Source – Primary Data

From the above graph, it can be seen that product quality which E-Commerce companies provides to customer, affecting customer satisfaction. 73% of the respondents are facing this issue. Glitch in website is also one of the major issues which customer faced during online shopping.

5. Do you agree that online shopping helps you to get the best product by allowing product comparison among different companies and do you agree that offers provided by the companies in online shopping is satisfactory.

Table No.1 Data Collection

Questions	Do you agree that online shopping helps you to get thebest product by allowing productcomparison among the different companies?	Do you agree that offers provided by the companies in online shopping is satisfactory.
Highly agree	13.5%	2%
Agree	53.8%	69.2%
Neutral	30.8%	19.2%
Disagree	1.9%	Nil
Strongly disagree	Nil	9.6%

Source – Primary Data

The above table indicates that 67.13% of respondents had agreed that online shopping helps customers to getthe best product by allowing product comparison among the different companies.71.2% respondents had agreed about the offers provided by the companies in online shopping is satisfactory, which pretends that offers providing strategy is helping E-commerce companies to reach more customers.

Source of Data collection

Primary Data

- The researcher created question based on objective which was prepared on Google form for collecting data which helps researcher in the data analysis and interpretation
- In all 52 respondents given their opinions.
- Most of the questions are based on likert scale.

Secondary data:

- Secondary data was collected by browsing through various websites, articles, literature, and newspapers.

Significance of the study:

- The study undertaken by the researcher is to understand the satisfaction level of the customer in online shopping.
- The research studies signifies that most of the people have not adopted online shopping method because of some problems which customer face during their shopping.
- E-Commerce companies also trying to give tough competition to traditional Marketers by increasing facilities from which customers get satisfied.

LIMITATION OF THE STUDY

- The study of the research is limited only in Mumbai city.
- The researcher collected data of 52 respondents, which are limited in numbers.
- The respondents maybe bias, which could affect the studies.

SCOPE OF THE STUDY

This research study has taken various factors and more than 50 respondents from Mumbai region given their opinion which helps E-Commerce companies for improvement in their facilities. Digitalization widened the scope of online shopping by introducing more features which help customers to compare the prices and after sales services.

CONCLUSION AND FINDINGS OF THE RESEARCH PAPER

- Hunger of the young people for online shopping is growing day by day because they have a completely unique mindset about online shopping because this concept is based on modern techniques. Also, it saves our time, and we got a variety of products with our satisfied price range.
- The customers are using both platforms online shopping and traditional shopping concurrently.
- Customers believe that online shopping is the best option, but they are facing several issues like delay in Delivery, quality of products, and glitches in websites, these things are unsatisfying customers needs.
- As a result, the quality of the goods & services and improving facilities can lead to getting happy and loyal customers.

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