Innovation The Research Concept

Consumer Satisfaction and Comparative Study on Various Online Shopping Websites and Their Impact

Abstract

This study tries to explore the trust on online Shopping and Comparative study on various online web sites and their impact. Consumer satisfaction with online shopping is directly dependent on number of factors. There is a constant dilemma in the market related to the question which online shopping determinants affect the customer satisfaction. This issue is particularly important for underdeveloped markets, where online commerce is not sufficiently present. In order to increase the online commerce participation, it is necessary to explore and analyze the connection between customer satisfaction and diverse determinants. Accordingly, this paper develops the research model to determine the impact of certain online purchase determinants on the consumer satisfaction.

Input model parameters were collected through surveys, with the aid of appropriate Internet tools. The validity of the developed model was verified through the chi square.

Introduction

Online shopping is shopping where customer can purchase goods through internet from different online sites like house hold goods daily usages goods include cloth, shoes, books, and electronic items and so on. with the rapid growth of internet in India online shopping became trend in everyone's life, people more focus on online shopping because of easy approachable, quality, and time consuming concept.ICICI Bank is the first to launch online banking site 1997 (Murli, 2011).Air Deccan launched India first online air ticketing sites (team cds). India has third largest internet population in the world with 150 million internet user after china (at 575 m) and US (at 275). In India there is so many online sites like flipkart.com, myntra.com, jabong.com.snapdeal Etc. Banking ID and password provided by bank in which the individual customer has an account. Online banking is becoming more and more popular because the advantages of online banking for the majority of banking users. You can apply most of it without leaving your home, if u you wish.

Objective of Study

The objective of this paper is to study the importance of online shopping by evaluating its position in consumer behavior and comparison among different online shopping sites and their impact on consumer's satisfaction and to analyze how the consumer is going to day by day dependent on online shopping and how getting the benefits of E-Commerce.

Materials and Methods

The present study is descriptive in nature, the data is collected from various sources such as research articles, publication,, magazines ,newspaper and from various authenticated websites. Data is collected in tabulated and analyzed form .The interview schedule comprised of the statements indicate the use, advantages and Limitation of online shopping

Reason for E-Banking

1. Branchless Banking.
2. Combination of regulatory and competitive reason.
3. Increased number of transaction.
4. Cost Effective service.

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5.   Differentiation of product.
Tools of E-Banking
The various tools for E-Banking are as follows:
1.   Smart card
2.   Debit Card
3.   Credit Cards
4.   ATM
5.   Internet Banking
Service Provided by E-Banking
The following services are providing by E-Banking
1.   Electronic Fund transfer.
2.   Credit Card payments.
3.   Railway reservations.
4.   Online trading of share.
5.   Electronic clearing systems.
6.   Pre paid phone recharge.
7.   Bill payment service.

8.   Investments
Process of E- Banking
Opening the Websites
Authentication
        After opening the websites the user authenticates to the website server and server authenticate to the user. The user uses his/her ID and password for purpose.
Select the option
        Various options may be available on the websites, can choose the services of his/her type.
Process the request
        After authentication and selection of service the requested service is processed.
Payments
        The user may be required to make payment instantly using his/her credit or debit card.

Table1: Personal Profile of the Respondents

Characteristics	Category	Frequency	Percentage %
Age	Young	64	64
	Middle	46	46
Martial status	Married	22	22
	Unmarried	78	78
Family occupation	Businessman	23	23
	Service	38	38
	Artesian	11	11
	Farmer	28	28
Types of family	Nuclear	68	68
	Joint	32	32

        Analysis of data presented in table 1. Shows that more than fifty percent of youngster   and rest are more than age of 25.It was observed that majority of them (78%) maximum were married in the marital status .Almost equal percentage of respondent were found to be businessman (23%), farmer (28%) but with high (38%) category of serviceman were found. As far as types of family concerned of respondent, (68%) are preferred nuclear family.

Table 2: Source of Information N = 100

Source	Frequency
TV	14
Newspaper	13
Pamphlets	05
Cell phones	48
Friends	20

        Analysis of data presented in table 2. show that source from where respondent got information of online shopping, with rapid growth of technology everyone has cell phone in their pocket so maximum respondent were found with 48 frequency followed by 13 frequency and with very lowest frequency that is pamphlets.

Table3: Most preferred sites N=100

Site name	Preference	Percentage %
Amazon.com	34	34
Flipkart.com	14	14
Snapdeal.com	18	18
Jabong.com	08	08
Myntra.com	10	10
Clubfactory.com	16	16

        Data regarding most preference sites by respondents revealed (table 3) that 34 % possessed Amazon followed by 18 % who owned snap deal and with 10% who owned myntra andwith16 % club factory, besides that only 8 % respondent are with jabong.

Observed frequency	Highly satisfied	Satisfied	Neutral	Dissatisfied	Total
Satisfaction level	28	49	15	08	100

Hypothesis Testing (chi square Test)
Step 1: setting up hypothesis:
Ho- There is no significant relationship between the price of the product and satisfaction level at online shopping.

H1- There is significant relationship between the price of the product and satisfaction level.
Step -2 to find the expected frequency

Expected frequency = $\frac{\text{Corresponding row total * corresponding column}}{\text{Total No of sample}}$

Step- 3: Calculation of chi square value
Computation Table for chi square
Observed frequencies- (satisfaction)

We will now calculate a chi square statistic. We have a random sample of 100 person's students with following distribution.

28 students are highly satisfied

49 students are satisfied

15 students are neutral

08 students are dissatisfied

If the null hypothesis were true then the expected counts for each of these person would be (1/4) ×100=25.We now uses this in our calculation of chi square statistics.

We calculate the contribution by statistics (Actual-expected)/expected:

For highly satisfied we have (28-25)/25=0.36

For satisfied we have (49-25)/25=23.04

For neutral we have (15-25)/25=04

For dissatisfied we have (08-25)/25= 11.56

Total　　　　　　　　　38.96

Total of these contribution and determine that our chi square statistics is 38.96

$\sum(O-E)2/E=38.96$

Step 4 Level of significance

Level of significance∞=0.05

Degree of freedom　　= (5-1) =4

Tabulate value at 5% level of significance and degree of freedom 4 is 9.488

Step-5 comparing with table value:

The calculate value is greater than the tabulated value 38.96>9.488

Finding

Therefore null hypothesis (H0) is rejected and alternate hypothesis (H1) is accepted

Inference

As calculate value is more than table value. Therefore null hypothesis is rejected and it concluded that students are satisfied with online shopping

Factors Driving the Increased Popularity of Online Shopping

For the past two decades, electronic commerce has matured from an inconspicuous invention to a global multimillion-dollar industry. It has become a common practice for millions of people around the world to buy things online.

Digital Transformation Era

With emerging technologies that have been intensively gaining traction over the last decades, digital transformation has become pervasive and has penetrated literally every business, industry, as well as people's daily routines, bringing significant changes with it.

The trade industry felt the impact of digital transformation in the early days of the internet with evolving web development, when retailers started creating websites for their shops. These were the first steps in moving shopping online and creating the e-Commerce concept. Later, the industry benefited from improved connectivity options and expanded with help from various services based on cloud computing and the Internet of Things. Today, the shopping experience depends on numerous digital technologies to a large extent.

Mobility

The invention of smart phones, tablets and other mobile devices was one of the triggers for e-Commerce evolution. Mobile shopping app development resulted in obvious benefits for customers: they were given an opportunity to search for goods and place orders anytime, anywhere.

Such a growth rate can be explained by the fact that users start their buying journey from researching goods online and expect instant results. The most convenient way to begin the journey is to use mobile devices.

Advanced Customer Experience

Another reason why online shopping has grown so much recently is advance customer experience that modern companies can offer to their users:

1. Unique content personalization
2. Omni channel experiences
3. 24/7 customer support

Thanks to new features and services, the digital shopping experience can compare to in-store shopping by many parameters. In some ways, it is becoming even more comfortable as retailers can get as well-acquainted with their online customers as face-to-face.

Convenience and Time-Saving

It's always important for buyers to feel comfortable in all aspects and waste no time throughout the buying process. Modern online shopping portals offer various opportunities to customize shopping experiences, so they seem more attractive to many users.

Critical needs of today's online shoppers include:

1. Relevant information about products
2. Multiple interaction channels
3. Checkout and delivery options
4. Ongoing support
5. Seamless returns policy

If an online e-Commerce store is based on the appropriate software, it is able to fulfill these needs easily. SAP is currently the leading e-Commerce software provider. Its Customer Experience (CX) Suite integrates solutions for digital marketing, sales, data management and customer support, providing a consistent and personalized Omni channel shopping experience.

Disadvantages of Online Shopping

No doubt E-Banking is very efficient and beneficial for the stakeholder but still it was various practical limitation face.

Lack of Knowledge

There is lack of information and knowledge to the Customer, who cannot be aware of their facilities as well as their rights.

Hesitation of Customer

Sometime customers are reluctant to use internet and computers for their betterment. They think it is waste of time and not reliable as well.

Security Issue

Cyber crimes are the major threats for the better implementation of the electronic banking. Consumer information and data should be protected at every cost so that customer's money can remain safe.

Indian Banking Sector Reforms

Indian Banking system is under the reform process and is transforming into better and improved

system but still it is not ready to adopt such type of change in shorter duration of time.

Conclusion

It can be summarized from the present research as per the keyword Online shopping, Customer satisfaction, Security, Shipping, Quality, Pricing , Price comparison, availability of goods, Quality, Easy approachable. satisfaction level of highly satisfied is 23% ,satisfied is 40% ,neutral is 16%,dissatisfaction is 03%,By applying chi square method it is found that null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted because calculated value is greater than tabulated value that determine   most of people want to go with online shopping.

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