



## An Assessment on client satisfaction through e-commerce

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**Abstract:** E-commerce has played a significant role in enabling customers to make direct purchases from sellers utilizing a computer browser and the internet. The terms "online shopping," "Internet store," and "e-marketing e-commerce" are also used. The researcher used primary data sources for this study. In this study, the data will be analyzed using percentages, t-tests, and chi-square tests. 76 samples were collected through google form. The satisfaction of internet buying and gender are unrelated. E-commerce for items has grown in popularity over the past several years. Home appliance, Healthcare and Accessories are the most popular product categories for internet shoppers. Gpay is most preferred digital payments while doing online shopping and feel security. By using shopping platforms like Amazon, Flipkart,Ajio and first cry which customers frequent, they felt secure and comfortable. Customers are motivated to shop online since it saves them time and money to not have to travel. Mismatch in the information provided in the website are problem encountered by customer while shopping online. Return policy, time saving and wide variety of product is the key that motivating customer to purchase in online shopping. Data were gathered using through Google form method. The IBM SPSS 26 statistical package is used to analyze the statistical data. Customers are happy with their internet buying experiences.

**Key Words:** online shopping, e-commerce, security, motivation, Satisfaction, product quality, product delivery, e- payments, safety and return policy.

### 1. INTRODUCTION:

Online shopping is a purchase of products and services by the way through the internet. It is also an electronic commerce or E-Marketing when the buyers can buy a product through the internet or websites. It is the easiest way to purchase the products and to select a variety of product. It can make easy payment through credit or debit card and cash on delivery. Nowadays the consumer no time to go shopping, so the persons are likely to prefer online shopping is a time saving for the job going people. Include the people can buy grocery products also. Through online shopping price comparison are easy to purchase and time-saving. It allows you to shop whatever you want and wherever according to our convenience. Digital marketing is a major challenge in marketing research because it allow businesses to create more profitable and customer-focused strategies. As more consumers gradually switched from the conventional form of buying to relying on the internet, many businesses want to benefit from themomentum of digital retail stores.

### 2. LITERATURE REVIEW:

Customer satisfaction and repurchase intention in online shopping. As life is busier, more people tend to purchase online (Duarte et al., 2018). One of the advantages of shopping online is convenience, which allows the consumers to purchase products anytime and anywhere (Beauchamp&Ponder2010). Parasuraman et al. (2005) define responsiveness as "the effective ability to handle problems and returns through the website".

Online shopping simply is the procedure of purchasing goods and services from e-commerce Company or merchants over the Internet. Today, India is one of the fastest-growing e-commerce markets worldwide and may become second largest e-commerce market in the world in 2034. The statistics mentioned in the India Brand Equity foundation Report 2017, clearly states that the mindset of the customers are usually positive towards online shopping. Customer's mindset towards online shopping indicates their psychological behaviors in terms of making purchases over the Internet. Many case studies and surveys are conducting by the e-commerce companies to know the customer's



behaviors about online shopping nowadays. This type of study helps to identify the customer's view about particular product or service also helps to know the customer's demand for buying particular product online. In this way this type of study definitely helps to understand the customer's mindset towards online shopping.

Pushpak Singhal and Dr. Supriyopatra (2018) investigated the customer behaviour in Kolkata on the use of online shopping websites. The primary purpose of their research was to get an understanding of the elements that influence consumers' choices regarding payment gateways and online purchases. After completing their research, they came to the conclusion that convenience was not a primary motivator for local internet buying. Therefore, when individuals shop online, their primary priorities are typically convenience and speed of delivery. And internet banking using debit or credit cards is the most popular method for making online payments at this time. ManishaKinker, N.K. Shukla (2016) performed a search study on "An Analysis of Consumer Behaviours towards Online Shopping of Electronic Goods With special reference to Bhopal and Jabalpur city". The main objective of the research was to clarify and get insight into consumer Behaviour towards online shopping of electronic goods, to study consumers' expectations of online stores, to find out factors that influences the consumers towards online shopping and to analyze the consumer's wants and needs especially in Bhopal and Jabalpur city of Madhya Pradesh .The sample size of the research was 40 respondents of Bhopal and Jabalpur city. The findings of the proposed research work are as follows as Customer-Oriented Factors Time Saving, Product Quality, Product Price, Convenience, Accessibility, Shop Anywhere and Anytime are the main specific factors influence customers attitudes toward electronic product online shopping. The minor factors that influences customer's attitudes toward electronic product online shopping are technological factors, assured quality, cash on delivery and various promotions and discounts .The attitude towards online shopping is different in Bhopal and Jabalpur city. After the data analysis, the researcher concludes that the electronic product online market takes a high percent of individuals shopping on it. People who are concerned about their health frequently choose to purchase organic food products online (M.Mohanraj, J.Sureshkumar, & A.T.Jaganathan, 2019). Education, the number of times they shop online, and preferred payment methods all play a big part in how well someone understands and uses the online shopping experience (M.Vidya & P.Selvamani, 2019). They appreciate how convenient it is to be able to shop whenever they want. Online shopping is more common in India now that there are more computers and internet access (Dr S Shanti, S Anuska, Dansi, & Senthilkumari, 2017). Due to the widespread use of online shopping, marketing has undergone a paradigm shift (Sharma, 2016). Saroj (2018) aimed to assess online retailing trend and future growth opportunities in India. The study showed that consumers are highly becoming well-known with online and digital transactions. It was found that online retailing have opened up for consumers with different product and services. Ease of use and convenience of internet helps to buy anything from the online retail store. In addition to that secured payment options may promote customers to transact online with less hesitation. Findings showed that payment options, discounts, choice and convenience drive the consumers to go for online shopping. Moreover, price, wider selection, accessibility and replacement options also shape the consumer behaviour. It was concluded that online retailers understand the needs of consumer and their shopping habit to serve them better with stylish products.

Vidya & Selvamani (2019) examined the consumer behaviour towards online shopping with product dimensions. The study considered the product dimensions like product reviews, repeat purchase, payment mode, brand, duration, delivery time, quality, information, price, and product comparison. Findings showed that online shoppers are highly satisfied with the online shopping practice. It was also found that customers are benefitted with cost, product offers, delivery, low formalities, convenience, and so on. Findings also disclosed that product dimensions.

Kumar & Gopinath (2019) attempted to measure customer satisfaction towards Amazon. The study focused to assess buying pattern, satisfaction, customer loyalty in online shopping. The study showed that customer can purchase any product from online like electronic goods, toys, hardware and software, household appliances, books and so on. The study showed that personalization, trust, responsiveness, reliability, website designs are the important considerations in online shopping. Findings showed that consumers are highly satisfied with Amazon because of its website quality and ease of use. Furthermore, customers are satisfied with the safety aspects, innovation, quality of product, product availability, and so on concerning online shopping. In conclusion, it was found that customers are satisfied with different dimensions of product, service, safety and customer welfare provided by the Amazon to its customers.

## 2. OBJECTIVES OF STUDY :

- ✓ To know about customer satisfaction towards e-commerce.
- ✓ To identify what type of product are sold in e-commerce
- ✓ To know the attractive activities to make a buying decision towards in online shopping.



- ✓ To know that offers in online shopping are motivating to buy more product in digital marketing.
- ✓ To know the customer service and customer satisfaction.

**3. SCOPE OF THE STUDY:**

- To know about which purchase type people prefer most.
- To find out the reason for purchasing products.
- To know the different payment and delivery system preferred by the customers.

**4. NEED FOR THE STUDY:**

This survey is being undertaken to gather data for my study on “the Success of E-commerce Website ,analyze customer satisfaction in online shopping and also identify the wants and needs of the consumers towards online shopping in Vellore district.

**5. LIMITATIONS OF STUDY:**

- The data was using limited tools is used for analyzing the data.
- The study conducted on customer satisfaction towards e-commerce only selected areas in Undivided Vellore District.
- The sample size was limited to 76.

**6. METHODOLOGY OF THE STUDY:**

The collection of questionnaire from the undivided Vellore district includes Ranipet, Vellore, Ambur, Vaniyambadi, Tirupattur, and Gudiyattam. A Sample of 76 respondents was taken into consideration for my study and data was collected. To study the survey using convenient samples. A convenience sample is a type of non –probability sampling method where the sample is taken from a group of people easy to contact or to reach. The primary data was collected by using Questionnaire. The statistical package used in this study MS-excel and IBM SPSS 26 .The data will be analyzed using statistical methods including Friedman ranking test and Chi-square test.

**7. DATA ANALYSIS AND DICUSSION:**

**Reliability Analysis for overall construct**

Reliability statistics	
Cronbach’s Alpha	N of Items
<b>0.946</b>	<b>87</b>

**Reliability Analysis for research**

Variable	Cronbach Alpha
elements that affect internet sites.	0.940
client satisfaction in digital marketing.	0.943
struggles while shopping	0.945
most preferred website in digital marketing.	0.947
Factor determine to buy online	0.949
kind of products you consume digitally.	0.902

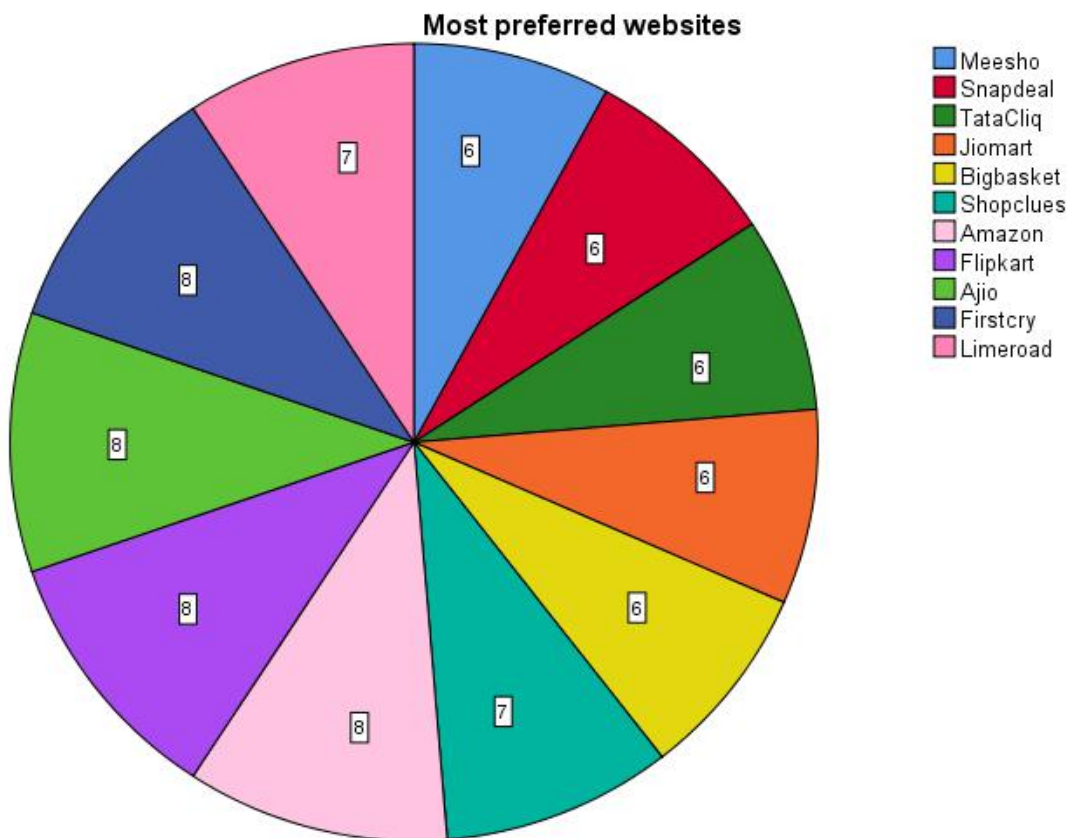
The researcher had used SPSS software for composite(CR), Cronbach’s alpha had examine for determining the reliability. The reliability test( Cronbach’s alpha) for the entire data set used for factor analysis is 0.946. All variable are subjected to reliability analysis to assess the dimensionality of the measurement scale. The test outcomes indicates that all constructs exhibited high reliabilities, as Cronbach’s alpha exceed the acceptable level of 0.07(Hair et al.(2003).

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	29	38.2	38.2	38.2
	Female	47	61.8	61.8	100.0
	Total	76	100.0	100.0	



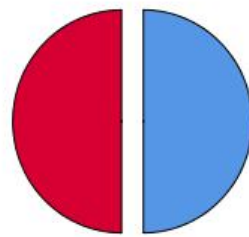
Area of residence					
Particulars		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	35	46.7	46.7	46.7
	Rural	41	53.3	53.3	100.0
	Total	76	100.0	100.0	

Members in the family					
Particulars		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 members	20	26.7	26.7	26.7
	3 to 4 members	17	21.3	21.3	48.0
	5 to 6 members	24	32.0	32.0	80.0
	Above 7 members	15	20.0	20.0	100.0
	Total	76	100.0	100.0	



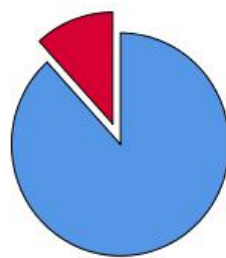


Customer satisfaction  
 Marital status

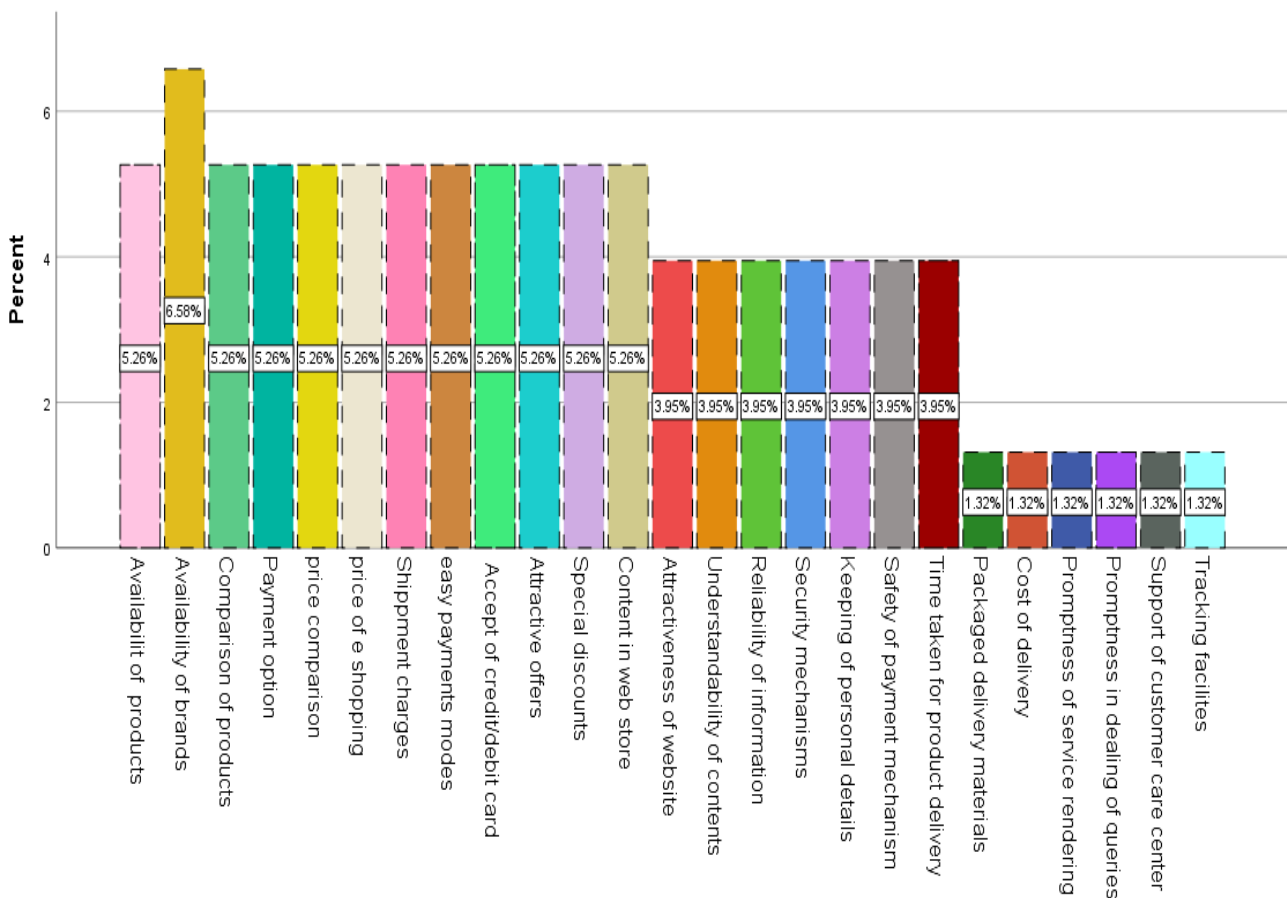


Male

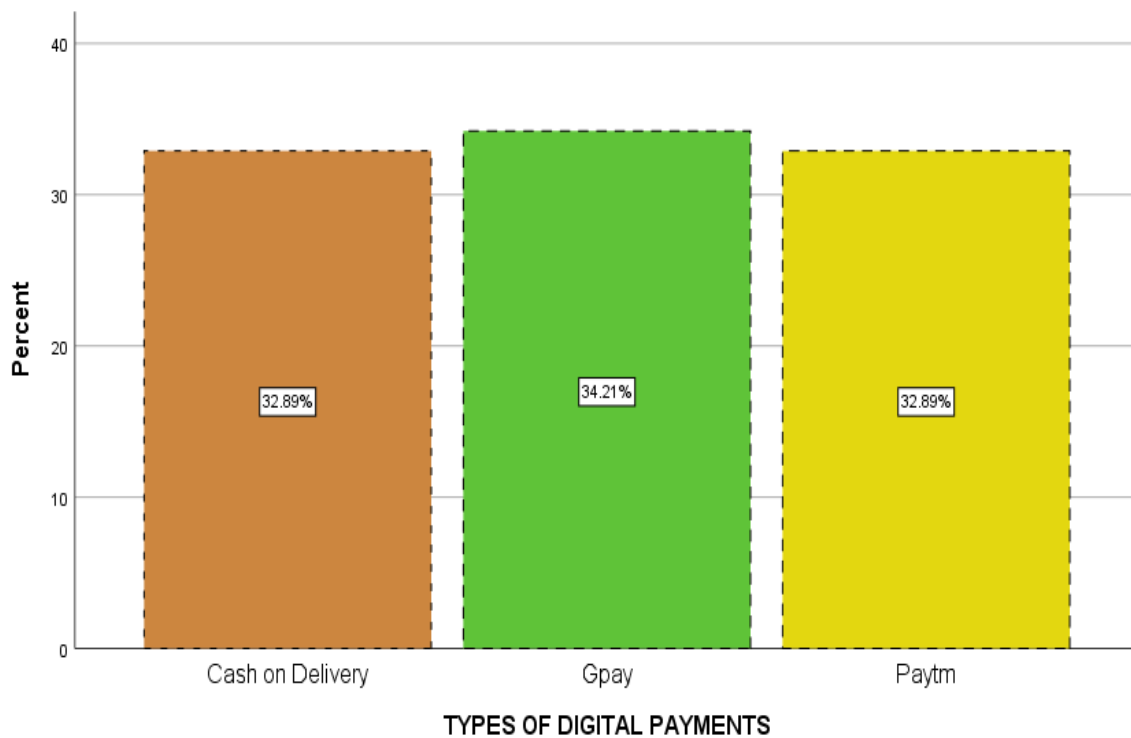
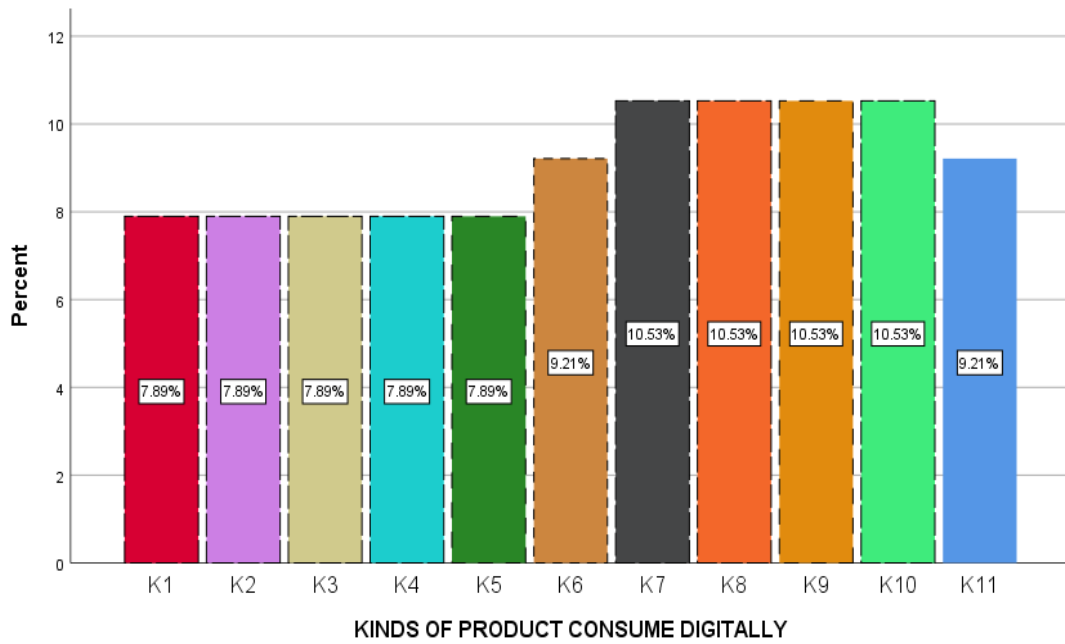
@ Gender

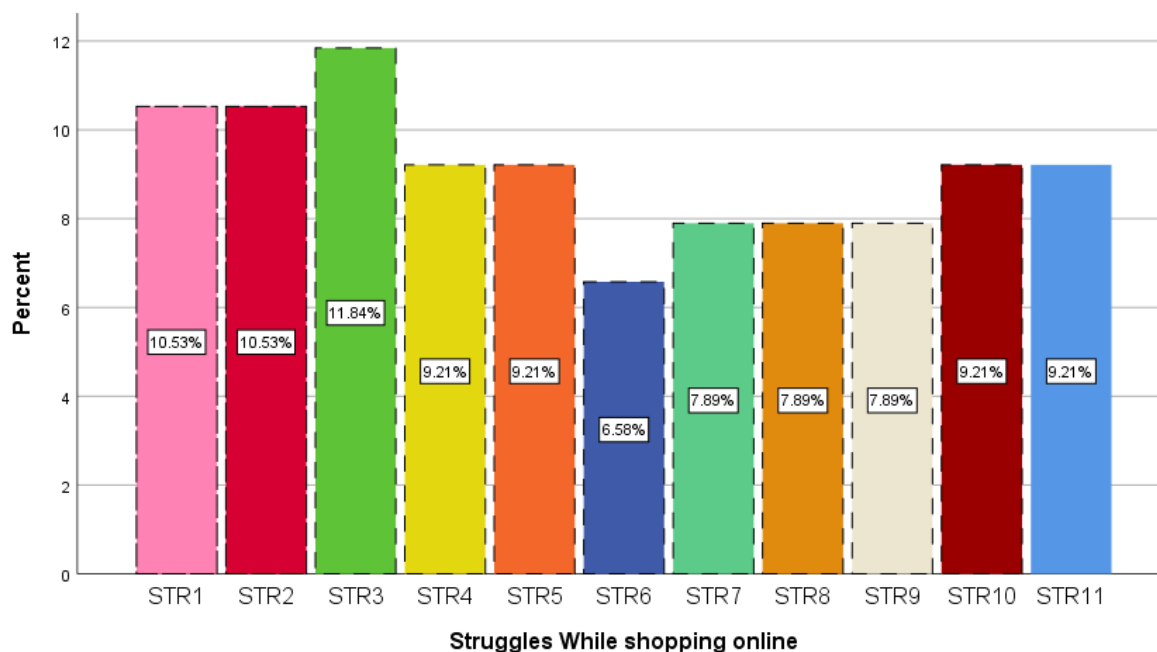


Female



Customer Satisfaction during online purchase





**THE EFFECT ON STRUGGLES WHILE SHOPPING ONLINE AND IMPACT OF CUSTOMER SATISFACTION USING CHI-SQUARE TEST**

Chi-Square value	P value	Significance
2.102	0.147	Significant

Significant level of 0.05%.

The above table demonstrate that the respondent of struggles and impact level of customer satisfaction is significantly with a P-value of 5% or lower. Therefore, the null hypothesis for these variables was rejected.

**THE ATTITUDE AND LEVEL OF SATISFACTION USING CHI-SQUARE TEST**

Chi-Square value	P value	Significance
1.637	0.001	Significant

Significant level of 0.05%.

The above table demonstrate that the respondent of attitude and level of customer satisfaction is significantly with a P-value of 5% or lower. Therefore, the null hypothesis for these variables was rejected.

**THE EFFECT OF SOCIO-ECONOMIC ON STRUGGLES WHILE SHOPPING ONLINE AND IMPACT OF CUSTOMER SATISFACTION USING CHI-SQUARE TEST**

Socio-Economic variables	Chi-square values	P Value	Significance
Gender	0.752	0.386	Not Significant
Age	2.102	0.147	Significant
Marital status	1.106	0.776	Not Significant
Educational Qualification	0.363	0.547	Not Significant
Monthly Income	26.623	0.009	Significant
Occupation	22.64	0.010	Significant

Significant level of 0.05%.

The above table demonstrates that the respondents preferred features of shopping portals and impact of online shopping is significantly correlated with socio-economic variables, such as age, income per month, and Occupation with a P-value of 5% or lower. Therefore, the null hypothesis for these variables was rejected. Gender ,Marital status



, educational qualification and educational attainment do not have a meaningful impact on the respondent's preferred by respondent by shopping portals and impact of online shopping. This means that for these variables, the null hypothesis has been accepted.

**THE EFFECT OF FACTOR INFLUENCING ON CUSTOMER SATISFACTION AND IMPACT OF ONLINE SHOPPING USING CHI-SQUARE TEST**

Chi-Square value	P value	Significance
27.590	0.000	Significant

Significant level of 0.05%.

The above table demonstrate that the respondent of factor influencing and level of customer satisfaction is significantly with a P-value of 5% or lower. Therefore, the null hypothesis for these variables was rejected.

**THE EFFECT OF ATTITUDE AND FACTOR INFLUENCING OF ONLINE SHOPPING USING CHI-SQUARE TEST**

Chi-Square value	P value	Significance
5.444	0.709	Not Significant

Significant level of 0.05%.

The above table demonstrate that the respondents attitude while shopping online and factor influencing of customer while shopping is significantly with a P-value of 5% or lower. Therefore, the null hypothesis for these variables was accepted.

**THE EFFECT OF SOCIO-ECONOMIC AND FACTORS AFFECTING SHOPPING ONLINE USING CHI-SQUARE TEST**

Socio-Economic variables	Chi-square values	P Value	Significance
Gender	0.752	0.386	Not Significant
Age	2.102	0.147	Significant
Marital status	1.106	0.776	Not Significant
Occupation	22.090	0.338	Not Significant
Educational Qualification	15.786	0.015	Significant
Monthly Income	11.583	0.171	Not Significant

Significant level of 0.05%.

The above table demonstrates that the respondents socio-economic of shopping portals and factors affecting of online shopping is significantly correlated with socio-economic variables, such as age, and Educational Qualification with a P-value of 5% or lower. Therefore, the null hypothesis for these variables was rejected. Gender, Marital status, occupation and monthly income attainment do not have a meaningful impact on the respondent's preferred features of shopping portals and impact of online shopping. This means that for these variables, the null hypothesis has been accepted.

**THE EFFECT OF FACTOR THAT DETERMINE ON CUSTOMER SATISFACTION AND IMPACT OF ONLINE SHOPPING USING CHI-SQUARE TEST**

Chi-Square value	P value	Significance
22.020	0.087	Significant

Significant level of 0.05%.

The above table demonstrate that the respondent of factor that determining and impact level of customer satisfaction is significantly with a P-value of 5% or lower. Therefore, the null hypothesis for these variables was rejected.





**THE EFFECT OF KINDS OF PRODUCT PREFER ON CUSTOMER SATISFACTION AND IMPACT OF ONLINE SHOPPING USING CHI-SQUARE TEST**

Chi-Square value	P value	Significance
14.776	0.013	Significant

Significant level of 0.05%.

The above table demonstrate that the respondent of types of product prefer online and impact level of customer satisfaction is significantly with a P-value of 5% or lower. Therefore, the null hypothesis for these variables was rejected.

**THE EFFECT OF REASONS ON CUSTOMER SATISFACTION AND IMPACT OF ONLINE SHOPPING USING CHI-SQUARE TEST**

Chi-Square value	P value	Significance
15.266	0.018	Significant

Significant level of 0.05%.

The above table demonstrate that the respondent of reason to buy online and level of customer satisfaction is significantly with a P-value of 5% or lower. Therefore, the null hypothesis for these variables was rejected.

**PAIRED SAMPLE T-TEST ATTITUDE AND STRUGGLES WHILE SHOPPING**

PAIR	N	Mean	Standard deviation	't' Value	Significant
ATTITUDE	76	3.76	12.68	0.042	0.325
STRUGGLES	76	5.72	9.19		

Source: Primary data.

The calculated t-value for attitude and struggles level is 0.042 with a p-value of 0.325 based on the table above. This finding demonstrates that the degree of contentment with online purchases is statistically significant at 5 % level, indicating that there is a statistically significant difference between the preferences of attitude and struggles of respondents with e-shopping.

**PAIRED SAMPLE T-TEST ATTITUDE AND FACTOR AFFECTING SHOPPING**

PAIR	N	Mean	Standard deviation	't' Value	Significant
ATTITUDE	76	3.76	12.68	0.355	0.402
FACTOR AFFECTING	76	8.50	9.19		

Source: Primary data.

The calculated t-value for attitude and struggles level is 0.355 with a p-value of 0.402 based on the table above. This finding demonstrates that the degree of contentment with online purchases is statistically significant at 5 % level, indicating that there is a statistically significant difference between the attitude and factors affecting of respondents with e-shopping.

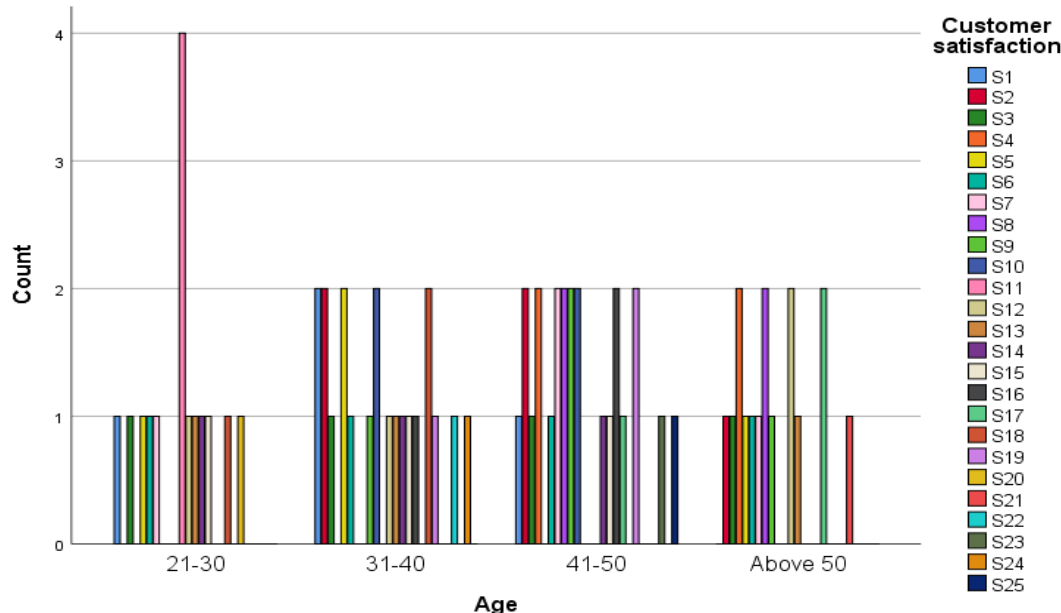
**PAIRED SAMPLE T-TEST ATTITUDE AND REASON FOR E -SHOPPING**

PAIR	N	Mean	Standard deviation	't' Value	Significant
ATTITUDE	76	3.76	1.53	0.301	0.401
REASON FOR CHOOSING E-SHOPPING	76	3.50	1.43		

Source: Primary data.



The calculated t-value for attitude and struggles level is 0.301 with a p-value of 0.401 based on the table above. This finding demonstrates that the degree of contentment with online purchases is statistically significant at 5 % level, indicating that there is a statistically significant difference between the attitude and reason for shopping of respondent.



### 8. FINDINGS :

1. From the study it was found that majority 46% of the respondents are male.
2. According to the study, the bulk of participants, or 30%, were between the ages of 21 and 30.
3. From the study it was found that 26% of the respondents are salaried customers in occupation.
4. Majority of the respondents 51.3% of the respondents were Undergraduate.
5. 27.6% of participant are having monthly income below Rs.20, 000
6. From the study it was found that majority of the respondents often 63.2% of frequency purchase product in online.
7. From the study it was found that majority of the respondents 48.7% prefer Home appliance, Healthcare and Accessories products in online shopping.
8. From the study it was found that majority of the respondents 49.3% were motivation to buy online shopping.
9. Majority of the respondents 50.4% were website used by the respondents is amazon and flipkart.
10. Majority of the respondents are unmarried 40% in online shopping.
11. According to the survey, there is a considerable correlation between gender and how often people shop online.
12. . Based on the analysis, there is a considerable correlation between gender and online shopping satisfaction.
13. The findings of the study, there is no conclusive link between gender and online purchasing awareness.
14. As shown in the analysis, there is no clear link between gender and the online buying website.
15. According to this findings, there is no noticeable connection between gender and occupation in internet buying.

### 9. RECOMMENDATIONS :

Considering pricing is such an important factor in purchasing decisions, the online vendor must make every effort to offer products at competitive prices. Customers prefer to pay by cash on delivery for their purchases, but some products do not offer this option, and customers receive mismatch product packaging deliveries. These difficulties must be addressed in order to enhance the efficiency of e - shopping. This issue must be thoroughly studied, investigated, and resolved. Customers' nervousness about making online purchases with a credit card is growing. Credit card usage would be minimized if businesses and banks collaborated to provide banks with direct access to online accounts. Return policy should be properly maintained.

### 10. CONCLUSION :

In the Modern world, e-commerce is now widely used. Businesses concentrating on both manufacturing and services are now increasingly eager to use innovative marketing techniques in order to outperform their competitors, thanks to the growing size of the worldwide market. As the breadth of product sales generally expands, classic marketing tactics



are becoming more widespread. Consequently, the online market is expanding, and clients are increasingly acting differently based on whether they are placing orders or purchases online. The rapid growth of the internet has had a considerable influence on worldwide marketing circumstances. The most popular items to purchase online are prefer Home appliance, Healthcare and Accessories. Even though customers are motivated and feel secure when making online purchases, the most trusted websites are Amazon, Flipkart, Ajo and first cry .Customers are pleased with their online purchases. More customers should know the advantages of e-commerce and use it properly. Males are the most frequent online purchasers when compared to females; female customers should also increase their purchases in e-commerce. The effect of attitude and factors influencing online shopping is statistically significant. Customers are motivated to buy online because they have security to stores. Mismatch in the information provided in the website are problem encountered by customer while shopping online. Return policy, time saving and wide variety of product is the key that motivating customer to purchasing in online shopping. Gpay is most preferred digital payments while doing online shopping and feel security. Customers in the undivided Vellore district felt secure, motivated, reliable, easy to use, trusted, and satisfied when shopping online, according to this study.

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