

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE
SHOPPING WITH SPECIAL REFERENCE TO CHENGALPATTU DISTRICT**

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Abstract

The recent development of online shopping has significantly transformed the retail sector, enabling consumers to conveniently purchase goods from any location and at any time. The digital environment has been undergoing tremendous transformation, and the outlook for online commerce appears highly favorable. Regarding this matter, we will examine some forecasts and patterns for e-commerce that will influence the sector in 2024. The utilization of augmented reality (AR) and virtual reality (VR) has emerged as a highly captivating phenomenon within the realm of online commerce. These technological advancements will enable consumers to engage with items in a novel manner, conveniently within the confines of their own residences. AR and VR will allow consumers to visually see things in three dimensions, digitally test out clothing, and envision how furniture would appear in their own living spaces. Retailers have increasingly adopted social media platforms as a popular means to advertise their items and expand their consumer base. In the future, social commerce is poised to gain further significance as retailers leverage social media platforms to directly sell products to customers. Social media platforms such as Instagram and Facebook have implemented functionalities that enable users to make purchases within the application itself. It is anticipated that in the year 2024, there will be an increase in the utilization of social media platforms by merchants for the purpose of product sales, accompanied by a greater level of integration between these platforms and e-commerce systems.

Keywords: *Online Shopping, Digital Landscape, Technology, Social Media and E-commerce.*

INTRODUCTION

A significant number of individuals globally exhibit a preference for engaging in online shopping, wherein they procure goods from various brands and companies that are either unavailable or inaccessible inside their respective domestic markets. In the present era,

facilitated by advanced technology and the internet, individuals worldwide have begun to make online purchases from the comfort of their own homes. Acquiring commodities and products via the Internet is a really convenient endeavor. It currently plays a crucial role in the lives of individuals, particularly the elderly and

those with hectic schedules. The company offers a highly convenient service to its clientele, enabling them to conveniently store items in their personal shopping bags and make subsequent purchases at a later time. Online shopping is accessible to anybody who own a legitimate credit card, debit card, or internet bank account. The presence of an online business eliminates the constraint on revenues imposed by the limited consumer base that can be accessed through a physical brick-and-mortar establishment. One has the ability to engage in cross-town, cross-state, and even cross-border sales, so eliminating any geographical constraints. Your e-commerce platform also enables you to accommodate customers who prefer the convenience of browsing and purchasing at times when physical retail stores are not typically operational.

STATEMENT OF THE PROBLEM

The objective of this study is to create an online shopping platform that facilitates convenient access to a wide range of online shopping sites, hence enhancing the convenience of users in purchasing their preferred items. This technology enables individuals to engage in internet shopping from the comfort of their own homes. The login credentials for an online shopping system are highly secure, ensuring that no one will be able to simply decipher them. After successfully logging in, clients have the ability to make purchases of various items, including mobile phones, books, apparel, jewelry, newborn care products, gifts, and tools. These purchases can be conveniently dispatched using the online shopping system. In addition to these, we may also make purchases from foreign countries with just a few clicks on our computer. Naturally, the desired products will be delivered at our doorstep. There is no necessity to visit brick-and-mortar stores using this, allowing us to allocate more time to our family. A computer and various payment alternatives such as net banking, credit card, debit card, or PayPal are required.

REVIEW OF LITERATURE

A literature review provides a comprehensive summary of the existing scholarly works pertaining to a certain subject. A scholarly paper might encompass an entire academic document or a specific segment of a scholarly work, such as a book or an essay. In any case, the purpose of a literature review is

to furnish the researcher/author and the intended audience with a comprehensive overview of the current body of knowledge pertaining to the subject matter being investigated.

The present review of literature consists of four important parts which are mainly related to the research work.

1. Online Shopping – Awareness
2. Online Shopping – Preference
3. Online Shopping – Satisfaction
4. Online Shopping – advantages

According to the findings of **Tarun Gupta and Dheeraj Gandhi (2015)**, it can be inferred that the Indian consumer market is currently undergoing a time of transformation with regards to their purchasing patterns and perceptions. Many major participants in the internet market have successfully capitalized on this transition period, and this trend is expected to continue for an extended duration.

In their study, **Bindia Daroch et al. (2021)** identify the challenges encountered by consumers when making online purchases. The findings indicate that a majority of the participants reported experiencing both good and negative aspects when engaging in internet shopping. Consumers encountered numerous challenges and concerns when utilizing e-commerce platforms.

According to **Angamuthu (2020)**, online shopping has gained significant popularity among the younger demographic in India. A growing number of adolescents and university students are now utilizing E-Commerce platforms to satisfy their shopping needs. The majority of them possess comprehensive knowledge regarding the advantages and disadvantages of online shopping.

According to **Ankit Male (2018)** travel tickets are the most favored product for online purchases, while clothes are the least chosen option among online consumers. Among the available payment choices, cash payment on delivery is considered the most secure choice, followed by credit card transactions as the second most chosen option. On the other hand, online bank transfers are seen as the least preferred choice.

OBJECTIVES OF THE STUDY

1. To study the online shopping in India.
2. To know the customer awareness about the online shopping with special reference to Chengalpattu District.

- To identify the customer satisfaction of online shopping with special reference to Chengalpattu District.

METHODOLOGY OF RESEARCH

The research technique is a crucial component of the research process, since it determines the framework and design of the study. Research technique encompasses several elements, including the research's nature, data source, and the tools used for data collecting, sampling, and data analysis.

Research Nature

The current research investigation adopts a descriptive approach, including both primary and secondary data sources.

Methods of Sampling

The respondents for the study on customer satisfaction of buying behavior towards online shopping, specifically in Kadapakkam, were selected using a Stratified Random Sampling technique. During the initial phase, a total of five villages were discovered within the Kadapakkam region. In the second stage of the investigation, a sample size of 140 respondents (30%) was selected. For the third phase, a total of 28 participants were selected from each hamlet. The sample respondents were selected using proportionate stratified random sampling techniques.

Data Sources

The research necessitates the collection of primary data. The primary data for this study, titled "Customer Satisfaction of Buying Behaviour towards Online Shopping with Special Reference to Kadapakkam," were obtained using structured interview schedules. These schedules were delivered to the respondents.

Sampling Size

Table Number: 1.1
Sampling Size

S . N o	Name of the Villages	No. of Questionnaire Issued	No. of Questionnaire Received
1	Panaiyur	38	28
2	Vilambur	38	28
3	Kadapakkam	38	28
4	Nallur	38	28
5	Kappivakkam	38	28
Grand Total		190	140

Source: Primary Data

Population Size : 135746
 Confidence level : 95%
 Confidence Interval: 4.36
 Sampling Size : 140

Statistical tools for analysis

The researcher employed a range of advanced and suitable statistical tools for data analysis, including descriptive statistics for Percentage analysis, Trend Percentages, Chi-square test, Multiple Regression Analysis, Factor Analysis, and Structural Equation Modelling (SEM).

Preliminary Investigation

Prior to the commencement of data gathering, a preliminary research was conducted. The pilot study has a sample size of 30 respondents from the study area. The interview schedules were updated and redesigned based on the feedback provided by the respondents, taking into consideration the specific needs and relevance of the study.

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Research Field

The focus of this study is the Chengalpattu District, specifically examining Kadapakkam Village. For the purpose of data collecting and analysis, it is regarded as 'universe'.

RESEARCH SCOPE

This study aims to conduct fact-finding research on the performance and impact of marketing strategies in the context of online purchasing in Kadapakkam, the designated study area. This research is limited to examining customer satisfaction regarding their purchasing behavior in the context of online shopping, with a specific focus on Kadapakkam and its beneficiaries. This study examines the operational performance of the

marketing strategy for online shopping and its effects on consumer happiness and socio-economic development. The data collection process involves the distribution of interview schedules to gather relevant information. This study is limited to examining the perspectives of young individuals regarding marketing strategies from the standpoint of customers.

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Table Number 1
The world's Top Leading Online Retail Websites by Monthly Traffic

Websites	Monthly Traffic
amazon.com	3,161.64 million
ebay.com	589.1 million
walmart.com	581.22 million
aliexpress.com	486.47 million
etsy.com	467.64 million
amazon.de	340 million
rakuten.co.jp	278.59 million
homedepot.com	200.74 million
target.com	194.91 million

According to Table Number 1, Amazon.com is the most often visited online retail website worldwide in terms of traffic, with a monthly traffic of 3,161.64 million.

RESULTS AND DISCUSSION

Table Number – 1.1
Demographic Profile of the Respondents

Demographic Profile (N = 140)	Demographic Profile		
	Description	Frequency	Percentage
Gender	Male	45	32.85
	Female	95	67.15
Marital Status	Single	57	40.00
	Married	83	60.00

Nature of Family	Nuclear Family	91	65.71
	Joint Family	44	32.14
Place of Living	Urban	96	67.85
	Semi-Urban	11	07.85
	Rural	38	27.14
Age of the Respondents	25-30	38	27.85
	31-36	88	67.25
	37-42	38	27.85
Educational Qualification	Under Graduate	47	33.57
	Post Graduate	93	67.14
Nature of Education	Arts/Humanities	10	06.42
	Science	14	10.02
	Engineering	52	37.14
Type of Educational Institution	Management	65	46.42
	Self-Financing/Private	54	38.58
	Government/Govt. Aided	86	61.42
Descriptive Statistics (Age)			
Mean	Std. Deviation	Minimum	Maximum
21.432	1.634	25	42

According to Table 1.1, the data reveals that a significant proportion of the participants are female (67.15%), married (60%), belong to nuclear families (65.71%), reside in urban areas (67.85%), fall within the age range of 31-36 (67.25%), hold postgraduate degrees (67.14%), are employed in management roles (46.42%), or are affiliated with government educational institutions (66.12%). The employees who participated in the review had an age range of 25 to 42 years, with a mean age of 21.432 and a standard deviation of 1.634, as indicated by descriptive data.

Table Number – 1.2
Significant Difference of Online Shopping group in Awareness Factor (AF)

AWARENESS FACTOR (AF)		Mean	SD	t-test/F value	P value	Inference
Basic Information	Product Knowledge	31.150	2.634	2.412	0.969	S
	Company Features	31.279	3.741			
	Technical Knowledge	31.175	3.033			
	Risk Factors	30.257	3.010			
Transaction	Terms and Conditions	31.247	2.555	2.682	0.496	S
	Safety and Security	31.322	3.638			
	Making Payments	30.000	2.132			
	Offer and Discount	30.947	2.990			

There is no significant difference in the Online Shopping group in Awareness Factor ($t=2.412$, $P= 0.969$). Thus, the null hypothesis has been accepted at a significance level of 5%. When assessing the Online Shopping group in Awareness Factor (AF), Basic information exhibit comparable perspectives on awareness factors.

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Table Number 1.3
Customer Satisfaction in the Multiple Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients	T	P value
	B	Std. Error	Beta		
(Constant)	22.235	1.212	-	3.093	0.001
PF	3.112	0.054	0.086	21.534	0.154
CF	2.324	0.117	0.146	2.953	0.001
KF	1.865	0.028	0.487	7.634	0.000
RF	1.432	0.064	0.162	2.454	0.001
Multiple R-value	0.832				
R square value	0.587				
F-value	36.245				
p-value	0.000				

Note: ** Denotes significant at 1 % level. * Denotes significant at 5 % level.

The R-squared coefficient of determination

The coefficient of determination, sometimes referred to as R-Square, is a statistical measure that measures the extent to which the estimated regression model effectively captures the variability seen in the dependent variables. The quantification pertains to the extent to which the fitted sample regression equation can account for the observed variation.

The value of R square is 0.587. The projected SRP, comprising Product Factor (X1), Company Factor (X2), Knowledge Factor (X3), and Risk Factor (X4) as independent variables, accounts for approximately 83% of the variability in consumer satisfaction with online purchasing. The statistical significance of the R-square value is observed at a significance level of 1%. The calculated F-value is 36.245, with a corresponding p-value of 0.01.

The mathematical equation that represents multiple regressions is given by: The sum of 22.235, 3.112X1, 2.324X2, 1.865X3, and 1.432X4 is equal to Y. The reported coefficient of X1 is 3.112, which signifies the partial effect of the Product Factor while accounting for the influence of other independent variables. A positive sign in the estimation suggests a positive observable effect. The findings indicate that there is a positive relationship between the Product Factor and customer satisfaction, with a ratio of 3.112 units for each unit rise in the Product Factor. Moreover, the measured coefficient of value exhibits statistical significance at a significance level of 1%.

Figure No. 1
Structural Equation Modeling on Impact of Customer Satisfaction towards online shopping

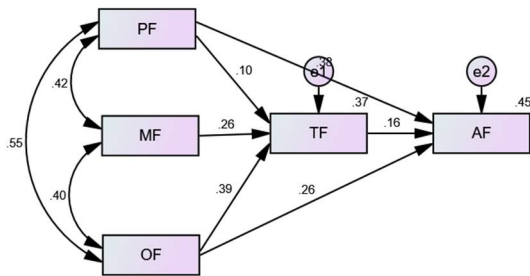


Table Number 1.4
Variables in the Structural Equation Model Analysis

Measured Variables		Latent Variable	S W	US W	S. E.	C. R.	P
RF	< -- -	PF	0.104	0.155	0.094	1.646	.100
RF	< -- -	CF	0.257	0.400	0.090	4.456	** *
RF	< -- -	KF	0.389	0.646	0.104	6.214	** *
KF	< -- -	PF	0.380	0.536	0.082	6.520	** *
KF	< -- -	CF	0.263	0.415	0.100	4.170	** *
KF	< -- -	RF	0.162	0.154	0.055	2.787	0.005

Note: ** Denotes significant at 1% level.
* Denotes significant at 5% level

The unstandardized coefficient of 0.389 represents the partial influence of performance attributes on Customer Satisfaction, after controlling for Product factor, company factor, and knowledge Factor. The presence of a positive sign in the computed results suggests a positive impact, indicating that a one-unit increase in Risk Factors would result in a 0.389 gain in impact of Customer Satisfaction towards online shopping. The coefficient value demonstrates statistical significance at a significance level of 1%.

CONCLUSION

At the moment, the majority of us are acquainted with the term "online shopping." The internet has significantly transformed the shopping experience. Currently, the cost of internet access has decreased significantly, and the widespread use of Smartphone's has greatly increased the popularity of internet usage. Due to the substantial benefits and advantages, an increasing number of individuals exhibit a preference for online purchasing as opposed to the traditional approach of visiting physical retail establishments. Convenience is the fundamental advantage of internet shopping. There is no need to hurry to the store before it shuts, as online shopping allows us to shop 24/7 from any location. Typically, purchasing goods online is more cost-effective than purchasing them offline. The absence of intermediaries results in the direct delivery of things from the producer or merchant. You can conduct a price comparison of the products across multiple websites. Usually, online platforms provide more competitive prices together with reduced costs and additional incentives to entice customers. The majority of respondents hold the belief that internet purchasing offers the benefits of time efficiency, enhanced security, and improved quality. The majorities of respondents exhibit a preference for cash on delivery, home delivery, and express satisfaction with the goods and service provided by online shopping platforms when recommending this technique to others.

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