

A STUDY ON CUSTOMER PURCHASE PATTERN & SATISFACTION IN ONLINE SHOPPING

1. S. Kumaran, MBA Student, Saveetha School of Management, India.

2. M.S.Siranjeevi, Assistant Professor, Saveetha School of Management, India.

ABSTRACT:

This study is undertaken to analyse the online shopping pattern and the level of satisfaction of various customers. The aim is to explore the factors that influence the potential customers to choose various e-commerce websites and assess their satisfaction levels accordingly. Data was collected by online survey through questionnaire method and analysed. From the study it is evident that the various factors of e-commerce services tend to influence the purchasing pattern and almost majority of the respondents are highly satisfied in online purchasing.

Keywords: online shopping, purchasing pattern, influencing factors, customer satisfaction.

INTRODUCTION:

Web based shopping is exceptionally useful, where the clients can directly purchase the items or things through web association or portable or framework. This undertaking decreases parcel of workloads for the client and the proprietors. A portion of the online shops are Amazon, Flipkart, Snap bargain and so forth. By this web based shopping, things are directly conveyed to the purchasers' home. Web based shopping framework can oversee merchandise, administrations and items by means of online by picking the recorded items from the internet shopping store sites. The fundamental of this task helps in offering items or products online by means of web association. Purchasing of items on the web, clients can pick diverse items in view of their classification, online instalment, conveyance administrations and covering the disservices of the current framework and making the purchasing less demanding and helping the seller to achieve more extensive market. This framework picks item speedier and less demanding at one place. This framework can likewise help for spares time of making a trip to the venders put. Items purchased online will be conveyed to the strides of the purchaser free cost. The chose items might be gathered in a shopping kart. At the checkout time the things will be available as a request. Around then more data expected to finish the exchange to be specific delivery choices, shipping address and the instalment data like Visa and check card number.

REVIEW OF LITERATURE:

According to Grewal et al (2002), online shopping is more effective and efficient in meeting the consumers' needs and wants. It helps the consumers to easily gather knowledge about the brand's product quality, availability, product specifications and prices, and compare that with those of another brand. This means they can now make more brilliant purchasing decisions in a way which is not possible through traditional shopping (Brown et al., 2003). Moreover, consumers can shop anonymously, which is convenient when it comes to personal products that they might feel uncomfortable buying in stores (Monsuwé et al., 2004).

According to Brown and Reid (1997) observed that routine tasks like shopping for groceries have become easier for customers who do not like crowds and driving the trolley around the store (Brown et al., 2003). It seems that people nowadays, especially younger generation, are becoming more conscious about fashion. For these types of consumers, shopping is an entertaining, exciting and pleasure-filled activity. Online retail outlets often market themselves through low price. For example, Amazon.com uses this tactic to attract more consumers.

According to Haubl and Trifts (2000) also stated that when shopping online, consumers can compare prices and look at alternative options. Websites such as flipkart.com helps customers in making this comparison with just a few clicks. Furthermore, on online shopping websites, consumers can access other customers' reviews which guides their purchasing decision (Chen & Chang, 2003). Shoppers who value convenience can get the benefits of product and services with less effort and this would have a positive relationship with shoppers' excitement (Jayawardhena et al., 2009). Ordered products being directly delivered

to the door is the greatest interest to many consumers because online shopping does not requires us to leave the hours or office (Chen and Chang, 2003)

According to Wolfinbarger and Gilly (2001) concluded that the reason most people like to make online purchases is due to high accessibility and great satisfaction. Shopping from home saves their travelling time because it allows them to shop right from their house. This is great especially for people who have long working hours and not much spare time to shop, as the internet allows consumers to shop at any time during the 24 hours in a day. Therefore, one of the key situational factors is the time limitation.

Convenience is a major factor which motivates consumers to opt for online shopping (Ozen&Engizek, 2014). Most of the present literature research regarding convenience has concentrated on the brick-and-mortar traditional retail environment. Online retailing is beneficial in terms of place and time (Gehrt et al., 2012); customers can be saved from spending time going to crowded malls.

According to Li (1999) e-consumers are more acquainted with convenience during online shopping rather than experience. For consumers , convenience is the most important aspect when making purchases as they have lesstimers shop and are not as bothered by the idea of purchasing goods without physically touching them (Li & Zhang, 2002).

E-consumers of the twentieth century are young, professional, and affluent with higher levels of income and higher education (Palumbo and Herbig, 1998). They value time more than money, which automatically makes the working population with time constraints better customers to be targeted by non-store retailers (Burke, 1997). Confirmatory work shows that income and purchasing power have consistently been found to affect consumers' tendency to shift from brick-and-mortar to virtual shops (Co-mor, 2000). Internet usage history also affect online shopping potential. Consumers with longer histories of Internet usage, educated and equipped with potential skills and perceptions of the Web environment have significantly higher intensities of online shopping experiences and are better candidates to be captured in the well-known concept of flow in the cyber world (Sisk, 2000; Hoffman and Novak, 1996; Liao and Cheung, 2001).

In online shopping, it requires less effort and better decision making for consumers who choose to purchase at the e-store (Jiang and Rosenbloom, 2005). Shoppers may save their time in online shopping because they do not have to make any effort on travelling to a mall or saving their time in other psychology factors such as traffic jam etc. Online shopping increases search efficiency by eliminating travelling costs and brings convenience in e-shopping (Jayawardhena etc. al., 2009). Comparing online and traditional shopping, Alreck and Settle (2002) found that internet shopping was considered to be saving more time.

Shoppers who value convenience can get the benefits of product and services with less effort and this would have a positive relationship with shoppers' excitement (Jayawardhena et. al., 2009). Ordered products being directly delivered to the door is the greatest interest to many consumers because online shopping does not requires us to leave the hours or office (Chen and Chang, 2003).

Consumers also expect that product delivery in online shopping will be quicker as compared to offline stores and timely delivery, factors that keep consumers satisfy in using internet as a tool for shopping is timely and reliable delivery (Ahn, Ryu and Han, 2004).

OBJECTIVES OF THE STUDY:

1. To analyze the various factors that influences the buying behavior of customers.
2. To study the overall purchasing pattern on e-commerce websites.
3. To study the satisfaction levels of various customers.

SCOPE OF THE STUDY:

- Multi item scale may be used in future studies.

LIMITATION OF THE STUDY:

- Limited time period of the study.
- Environmental constraints.

RESEARCH METHODOLOGY:

The study is exploratory in nature. Data was collected by research method through survey questionnaire with 130 random customers for a period of two months from June to August 2017. The collected data was analysed using percentage analysis and chi square method in SPSS. A structured questionnaire of 15 multiple choice questions and demographic details were collected and analysed.

DATA

S.NO	DEMOGRAPHIC FACTORS	PERCENTAGE %
1.	No. of Respondents	100
	Male	63.1
	Female	36.9
2.	Age Group of Customers	100
	15-25	80.8
	26-35	12.3
	36-45	3.8
	45-60+	3.1
3.	Education Qualification of the customer	100
	UG	52.3
	PG	40.8
	Ph.D	1.5
	Others	5.4
4.	Occupation of the customer	100
	Student	34.6
	Public	3.1
	Private	46.2
	Self Employeed	6.2
5.	Income level of the customers	100
	10000-20000	34.6
	20000-30000	21.5
	30000-50000	6.2
	More than 50000	6.2
	Others	31.5

COLLECTION**a. Primary data**

In this study, the primary data was collected through the structured questionnaire. Questionnaire was distributed to collect the primary data from 130 random respondents.

b. Secondary data

The secondary data includes websites and books to facilitate proper understating about the study.

DATA INTERPRETATION AND ANALYSIS:**Inference**

The above table shows that 63.1 % of the respondents are male. Among the respondents 80.8% of the customers belong to 15-25 years of age. More likely the people are from undergraduate of 52.3%. Most of the customers belong to private sector of 46% and least are self-employed of 16.2%. The customer who belong to the income group of 10000-20000 contribute more to online shopping.

1. SHOPPING REASONS:

	Frequency	Percent
TIME SAVING	41	31.5
LOW PRICE	34	26.2
PRODUCT VARIETY	43	33.1
OTHERS	12	9.2
Total	130	100.0

Inference

The above table shows that 31.5% respondents prefer shopping online for saving time, 26.2% respondents shop online because of low price of products, 33.1% respondents shop because they get variety of products online, 9.2% respondents shop online for other reasons.

2. PREFERRED E-COMMERCE PLATFORM:

	Frequency	Valid Percent
AMAZON	74	56.9
FLIPKART	43	33.1
SNAPDEAL	4	3.1
OTHERS	9	6.9
Total	130	100.0

Inference

The above table shows that 55.9% respondents prefer to shop from Amazon, 33.1% respondents prefer to purchase from Flipkart, 3.1% respondents prefer to purchase from Snap deal, 6.9% respondents purchase from other e-commerce platforms.

3. PAST EXPERIENCE:

	Frequency	Valid Percent
The speed of delivery	58	44.6
Packaging	9	6.9
The way of solving conflict	30	23.1
OTHERS	33	25.4
Total	130	100.0

Inference

The above table shows that 44.6% respondents prefer speed of delivery during online purchase, 6.9% respondents prefer packaging of products purchased online, 23.1% respondents prefer the way of solving any conflict during online purchase, and 25.4% respondents prefer other experience.

4. MAJOR ATTRIBUTE:

	Frequency	Percent
Price	35	27.3
Quality	21	15.9
Both	69	53
Others	5	3.8
Total	130	100.0

Inference

The above table shows that 27.3% respondents prefer price during online purchase, 15.9% respondents prefer quality during online purchased, 53% respondents prefer both price and quality and 3.8% respondents prefer other attributes.

5. PURCHASE OF PRODUCTS BASED ON REVIEWS:

	Frequency	Percent
YES	76	58.5
NO	22	16.9
MAY BE	32	24.6
Total	130	100.0

Inference

The above table shows that 58.5% respondents choose products online based on reviews, 16.9% respondents does not choose products based on reviews. 24.6% respondents may or may not choose products based on reviews.

6. INTERNET USAGE

	Frequency	Percent
Less than 1 hr	14	10.8
1-2 hr	30	23.1
2-3 hr	28	21.5

More than 3 hrs	58	44.6
Total	130	100.0

Inference

The above table shows that 10.8% respondents spend less than 1 hour on internet, 23.1% respondents spend 1-2 hours on internet, 21.5% respondents spend 2-3 hours on internet, and 44.6% respondents spend more than 3 hours on internet.

7. FREQUENCY OF SHOPPING

	Frequency	Valid Percent
Every 2 weeks	15	11.5
Once in a month	46	35.4
Every 2- 3 months	42	32.3
Once in 6 months	27	20.8
Total	130	100.0

Inference

The above table shows that 11.5% respondents shop every 2 weeks online, 35.4% respondents shop once in a month online, 32.3% respondents shop every 2-3 months online, 20.8% respondents shop once in 6 months online.

8. PREFERRED PRODUCTS

	Frequency	Percent
Books	3	2.3
Electronics	44	33.8
Electronics, Life style	22	16.9
Electronics, Life style , Books	7	5.4
Electronics , Life style Grocery	1	.8
Grocery	1	.8
Life style	49	37.7
Life style, Books	2	1.5
Life style, Grocery	1	.8
Total	130	100.0

Inference

The above table shows that 31.5% respondents prefer shopping online for saving time, 26.2% respondents shop online because of low price of products, 33.1% respondents shop because they get variety of products online, 9.2% respondents shop online for other reason.

9. SATISFACTION LEVEL

	Frequency	Valid Percent
Yes	74	56.9
No	7	5.4
May be	49	37.7
Total	130	100.0

Inference

The above table shows that 56.9% respondents are overall satisfied with online shopping experience, 5.4% respondents are not satisfied with their overall online shopping experience, and 37.7% respondents are partially satisfied and partially not satisfied with their overall online shopping experience.

CHI SQUARE TEST:

10 .PREFERRED PRODUCTS BASED ON REVIEWS

Null Hypothesis: There is no significant association between the products preferred and review of the other customers

Alternative Hypothesis: There is a significant association between the products preferred and review of the other customers

Which Products do you prefer online * Do you choose & purchase the product based on others reviews Crosstabulation					
Count					
		Do you choose & purchase the product based on others reviews			Total
		YES	NO	MAY BE	
Which Products do you prefer in online	Books	1	0	2	3
	Electronics (eg: mobile, computers anetc)	32	5	7	44
	Electronics (eg: mobile, computers anetc), Life style (Eg : apparels, clothings,watches, shades, shoes.)	15	1	6	22
	Electronics (eg: mobile, computers anetc), Life style (eg : apparels, clothings,watches, shades, shoes.), Books	5	0	2	7
	Electronics , Life style Grocery	1	0	0	1
	Grocery (Eg : Rice, Tomato, surf excel etc.)	0	0	1	1
	Life style (Eg : apparels, clothings,watches, shades, shoes.)	21	15	13	49
	Life style (eg : apparels, clothings,watches, shades, shoes.), Books	1	0	1	2
	Life style (eg : apparels, clothings,watches, shades, shoes.), Grocery (Eg : Rice, Tomato, surf excel etc.)	0	1	0	1
Total		76	22	32	130

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.626 ^a	16	.035
Likelihood Ratio	27.781	16	.034
Linear-by-Linear Association	4.456	1	.035
N of Valid Cases	130		
a. 19 cells (70.4%) have expected count less than 5. The minimum expected count is .17.			

Inference

From the above table, as the assumption value is lesser than 0.05 reject null hypothesis & accept alternative hypothesis. There is a significant association between the products preferred and review of the other customers.

SUGGESTIONS:

Most of the respondents tends to prefer common e-commerce websites for shopping though the same service is offered in company websites. This shows, company websites are lacking in some qualitative aspects which have to be looked into, in future course of time. It is also evident that, online grocery services are least preferred and must be improved.

CONCLUSION:

It is evident the various ecommerce organizations tend to provide numerous effective services that influence the customers to prefer online purchase of products rather than traditional purchase. The observed purchasing pattern reveals that most of the customers tend to purchase the products based on previous ratings and reviews. Almost majority of the respondents are highly satisfied in purchasing online.

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