

RESEARCH PROJECT REPORT

“CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING”

**UNDER THE GUIDANCE OF
PROF.VIVEKA ROHILLA**

**SUBMITTED BY:
SRISHTI SINGHAL
1708101077**



**SCHOOL OF FINANCE AND COMMERCE
GALGOTIAS UNIVERSITY**

ACKNOWLEDGEMENT

All praise to the almighty with whose auspicious blessings i have been able to accomplish my research project report successfully. Equal credit goes to my parents and teachers who made me what i am today by their hard labor, devotion, support & prayer.

My special thanks to my parents for generic cooperation coordination and valuable support. I must not forget to render my deep feelings of gratitude and thanks to all the respondents of the survey for valuable information, co-operation, advice and suggestion to make this Endeavour a great success.

I am grateful to my guide **PROFESSOR VIVEKA ROHILLA** for her efforts during my project work. My sincere thanks to all other who were associated with the project directly or indirectly for providing me the excellent guidance during the project.

DECLARATION

I SRISHTI SINGHAL (ADMISSION NO.- 17GSFC101007) student of finance and commerce declare that the project report on “CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING” is an outcome of my own efforts under the guidance of Prof. VIVEKA ROHILLA. This project submitted to the Galgotias University.

I also declare that this project report has not been previously submitted to any other university.

Name and Signature of the Student:
SRISHTI SINGHAL

CERTIFICATE

This is to certify that the project report “CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING” has been prepared by SRISHTI SINGHAL under the guidance and supervision of Prof. VIVEKA ROHILLA. The project work is submitted towards the partial fulfillment of 3 years, Full time BACHELOR OF COMMERCE.

Name and Signature of Faculty:

PROF.VIVEKA ROHILLA

INDEX

| S NO. | PARTICULARS | PAGE NO. |
|--------------|-----------------------|-----------------|
| 2. | INTRODUCTION | 7 |
| 3. | DATA COLLECTION | 8 |
| 4. | RESEARCH METHODOLOGY | 9 |
| 5. | RESULT/ DATA ANALYSIS | 10-20 |
| 6. | FINDING | 21 |
| 7. | SUGGESTION | 22 |
| 8. | CONCLUSION | 23 |
| 9. | BIBLIOGRAPHY | 24 |

ABSTRACT

To identify the customers needs and satisfaction, every organization needs to pay more attention. In this span of time electronic marketing is uprising. Over the last decade, maximum businesses are running with the technological change as per the demand of customers. Online shopping is one of the use of technology for better marketing performance. Most of the retailers try to achieve competitive advantage by taking the responses of the customer and making strategies to meet the demand of online shoppers. Customer satisfaction is that concept in which more and more companies are putting all the efforts for their success. The online shoppers also decided to study consumer's attitude and particularly the factors which influence consumers to shop online.

OBJECTIVES OF MY STUDY

- 1.To be informed about the satisfaction level of the customer towards online purchase.
- 2.To find out the particular reason for which consumers choose to purchase online.
- 3.To know about the difficulty faced by costumers during the online shopping.
- 4.Company should know further about the current trend and requirements need by customers.
- 5.To analysis features that consumers expect at an online shopping.

INTRODUCTION

CUSTOMER SATISFACTION is the process to which customer expectations of a product or services are met or expanded. In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key element for business strategy. In this era electronic marketing is a great revolution over the last few years maximum business organizations are running with technological changes. Online shopping or marketing technology is used for better marketing performance and retailers are also busy in studying consumer behavior to see the consumer attitude towards online shopping. Online shopping is nothing but a process of selling and purchasing goods and services on the world wide web. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey messages, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. In addition to the rapid growth of E-commerce market, the Internet provides a unique opportunity for companies to reach more efficient customers. Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumer commerce should not lose confidence.

Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace. Many of their studies have posited new emergent factors or assumptions which are based on the traditional models of consumer behavior, and then examine their validity in the Internet. ONLINE SHOPPING IN INDIA The birth and growth of Internet has been the biggest event of the century.

E-commerce in India has taken a rapid growth in the 1999-2000 to a period where one can sell and find all sorts of items from a very expensive item to a meager peanut online. Most corporations are using internet to represent their product range and services so that it is accessible to the global market and to reach out to a larger range of their audience.

Computers and the Internet have completely changed the way of people doing their day-to-day transactions; online shopping is one of them now they don't want to go outside in the market roaming here and there and then do shopping they simply want items at their doorstep in a single click. It completely changes the purchasing habits of people. In the comfort of one's home, office or cyber cafe or anywhere across the globe, one can log on and buy just about anything from apparel, books, music and to digital cameras, mobile phones, MP3 players, video games, movie tickets, rail and air tickets. Ease, simplicity, convenience and security are the key factors turning the users to buy online. It is a fact that a great online shopping revolution is expected in India in the coming years. There is a huge purchasing power of a youth population aged 18-40 in the urban area.

DATA COLLECTION

The primary motive of every organization is to satisfied costumers as it guides the business owner decisions to make it successful. In the dealing with any real life problem it is often found that data at hand are insufficient and hence, it becomes necessary to collect data that are relevant. There are several ways of collecting the appropriate, which differ considerably about money costs, time and other resources at the disposal of the researcher.

Primary Data:- This data can be collected either through study or experiment. If the investigation is conducted then there would be quantitative measurements, in regard of survey, any one or more of the succeeding can collect data;

- By inspection
- Through personal interview
- Questionnaire

Secondary Data:-This is the data collected through the writings and the publications are already available to researcher in the library or on the web sites these are the data, which has been used by other also for any kind of their use.

RESEARCH METHODOLOGY

MEANING OF RESEARCH

Research in common parlance for exploring knowledge to get the new ideas. Through this way the research problem solved systematically. It is careful exploration to set benchmarks and can improve satisfaction level. In other words, research comprises of defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

TYPES OF RESEARCH

The basic types of research are as follows:-

- **Descriptive research:-** This includes surveys and enquiries of different finding- facts. Report suggests that what has happened and what is happening.
- **Analytical research:-**This type of research is concerned with the uses of available information as prior to find out the further evaluation.
- **Applied research:-**This research is for the action research and to find out the solution of the problem. This is done through practical design, process design and policy making.
- **Fundamental research:-**As the name suggests it is made for performing research as it is more theoretical.
- **Quantitative research:-**This research is based on measurement of amount or quantity by using quantitative analysis techniques.
- **Qualitative research:-**This type of research is concerned with quality circumstances.

RESEARCH PROCESS

Research process made up of series of actions or steps necessary which successfully carry out research and desired arrangement of these steps.

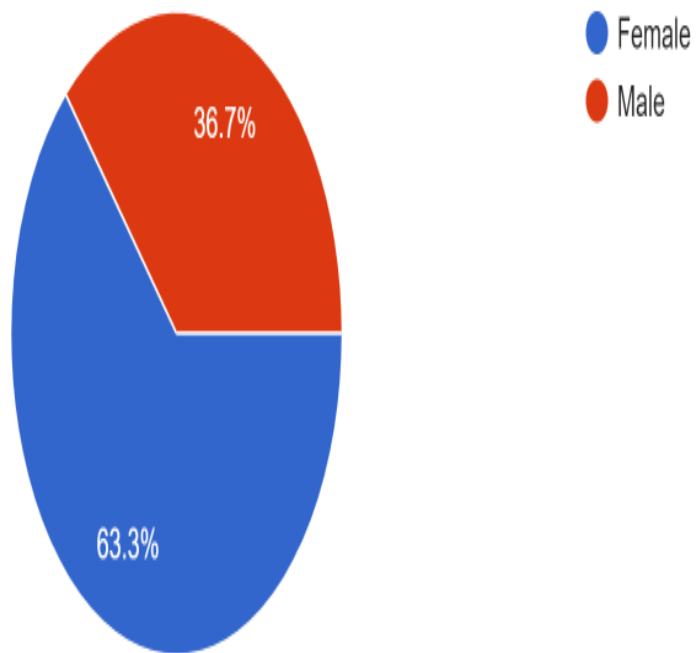
SAMPLE DESIGN AND SIZE

A sample of 30 people was taken on the basis of convenience. Primary data comprises information survey of “*study of consumer satisfaction towards online shopping*” the data has been collected directly from respondents with the help of structured questioner.

DATA ANALYSIS

What's your gender?

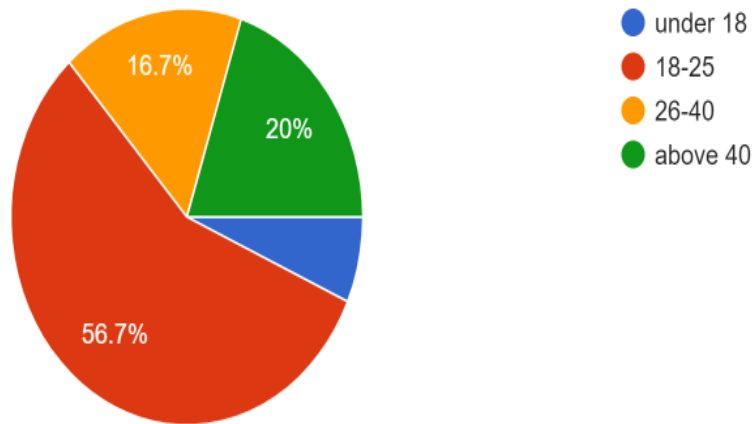
30 responses



| GENDER | NO. OF RESPONDENTS |
|--------|--------------------|
| MALE | 11 |
| FEMALE | 19 |
| TOTAL | 30 |

What's your age?

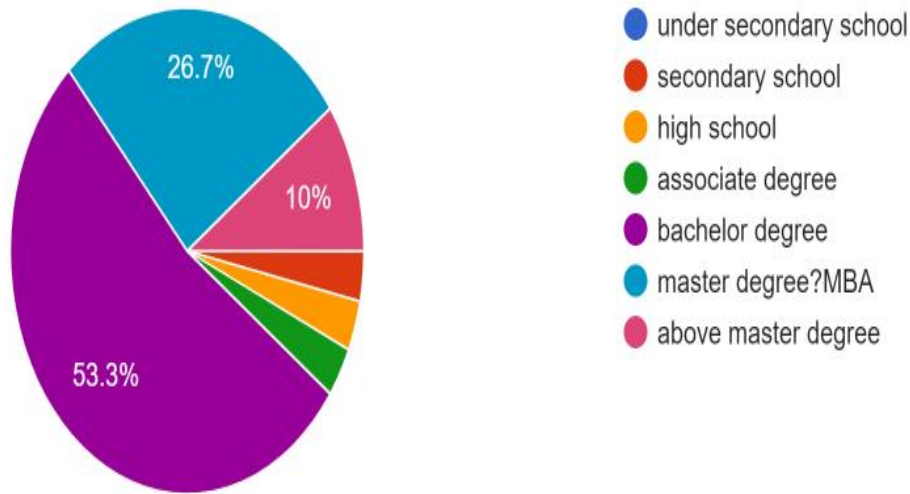
30 responses



| AGE | NO. OF RESPONDENTS |
|----------|--------------------|
| UNDER 18 | 2 |
| 18-25 | 17 |
| 26-40 | 5 |
| ABOVE 40 | 6 |
| TOTAL | 30 |

What is your degree of education currently?

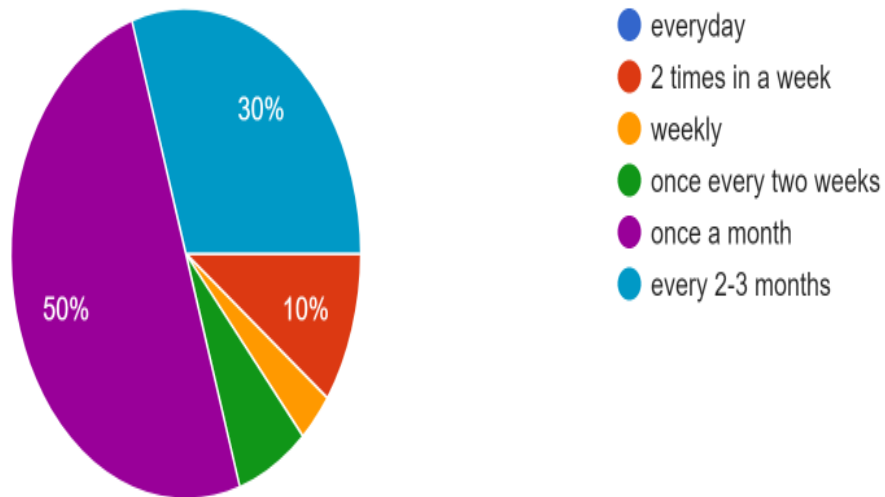
30 responses



| QUALIFICATION | NO. OF RESPONDENTS |
|------------------------|--------------------|
| UNDER SECONDARY SCHOOL | 0 |
| SECONDARY SCHOOL | 1 |
| HIGH SCHOOL | 1 |
| ASSOCIATE DEGREE | 1 |
| BACHELOR DEGREE | 16 |
| MASTER DEGREE | 8 |
| ABOVE MASTER DEGREE | 3 |
| TOTAL | 30 |

On average, how often do you shop online in the last six months?

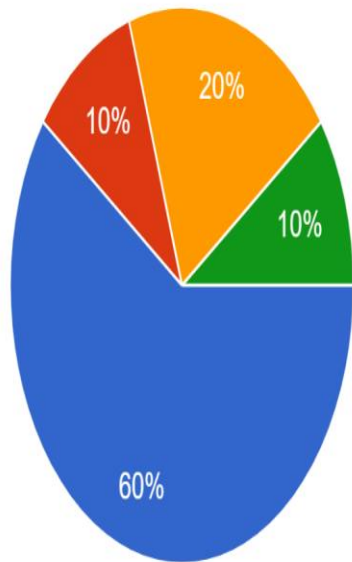
30 responses



| TIME | NO. OF RESPONDENTS |
|----------------------|--------------------|
| EVERDAY | 0 |
| 2 TIMES IN A WEEK | 3 |
| WEEKLY | 1 |
| ONCE EVERY TWO WEEKS | 2 |
| ONCE A MONTH | 15 |
| EVERY 2-3 MONTHS | 9 |
| TOTAL | 30 |

Why are you choosing shop online?

30 responses

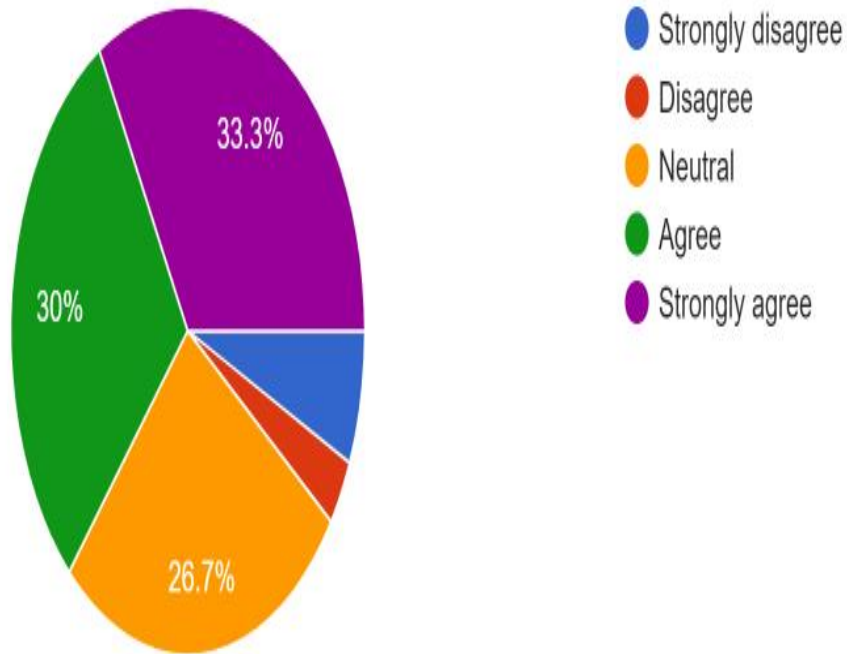


- very convenience and time saving
- low price
- products variety
- you can buy rare products here

| WHY SHOPPING ONLINE | NO. OF RESPONDENTS |
|----------------------------------|--------------------|
| VERY CONVENIENCE AND TIME SAVING | 18 |
| LOW PRICE | 3 |
| PRODUCTS VARIETY | 6 |
| YOU CAN BUY RARE PRODUCTS | 3 |
| TOTAL | 30 |

The service quality of sellers is important?

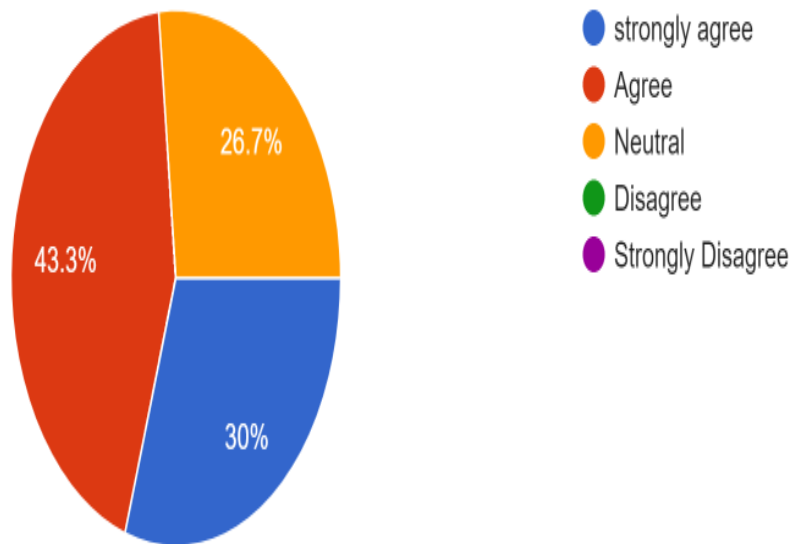
30 responses



| SERVICE QUALITY OF SELLER | NO. OF RESPONDENTS |
|---------------------------|--------------------|
| STRONGLY DISAGREE | 2 |
| DISAGREE | 1 |
| NEUTRAL | 8 |
| AGREE | 9 |
| STRONGLY AGREE | 10 |
| TOTAL | 30 |

The difference between your expectations and the real products would influence your satisfaction?

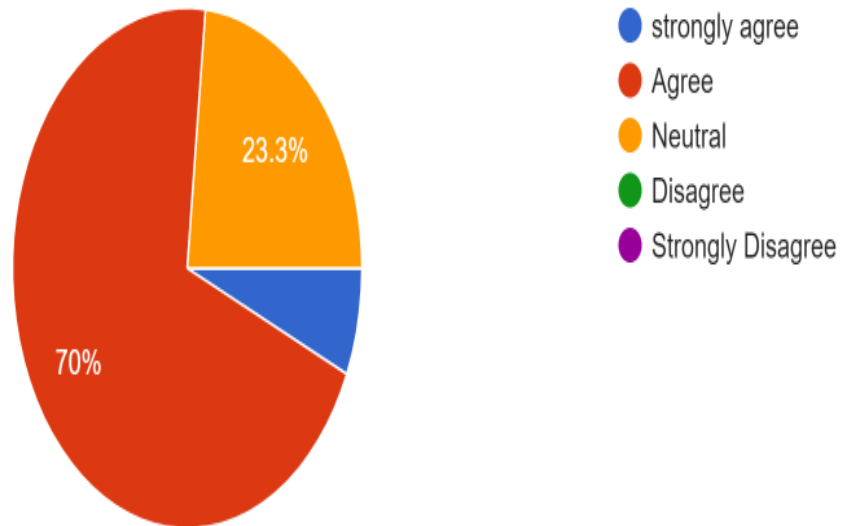
30 responses



| EXPECATIONS AND THE REAL PRODUCT | NO. OF RESPONDENTS |
|----------------------------------|--------------------|
| STRONGLY AGREE | 9 |
| AGREE | 13 |
| NEUTRAL | 8 |
| DISAGREE | 0 |
| STRONGLY DISAGREE | 0 |
| TOTAL | 30 |

So far, i am satisfied with the speed of delivery for online shops?

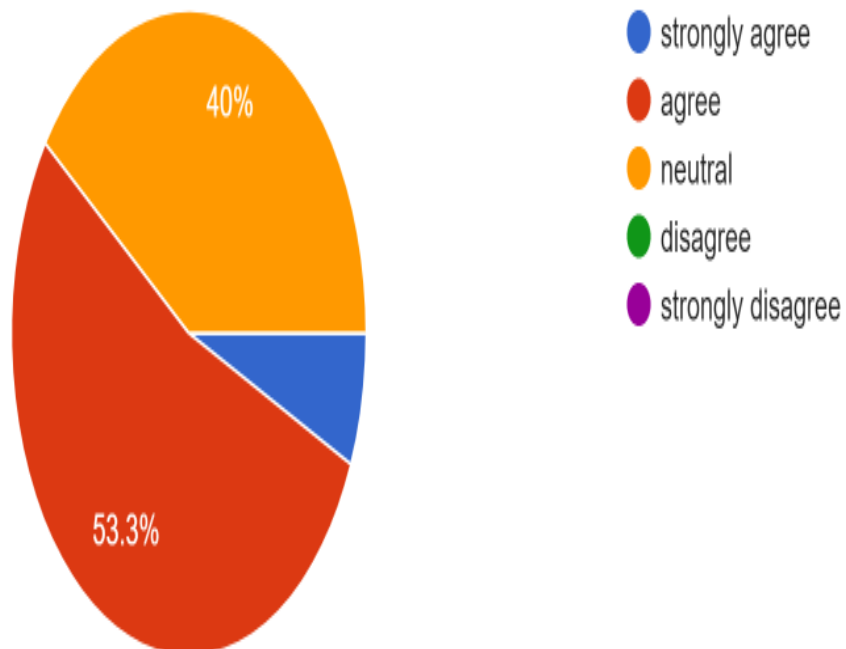
30 responses



| SPEED OF DELIVERY | NO. OF RESPONDENTS |
|-------------------|--------------------|
| STRONGLY AGREE | 2 |
| AGREE | 21 |
| NEUTRAL | 7 |
| DISAGREE | 0 |
| STRONGLY DISAGREE | 0 |
| TOTAL | 30 |

So far, i am generally satisfied with the price among these online shops?

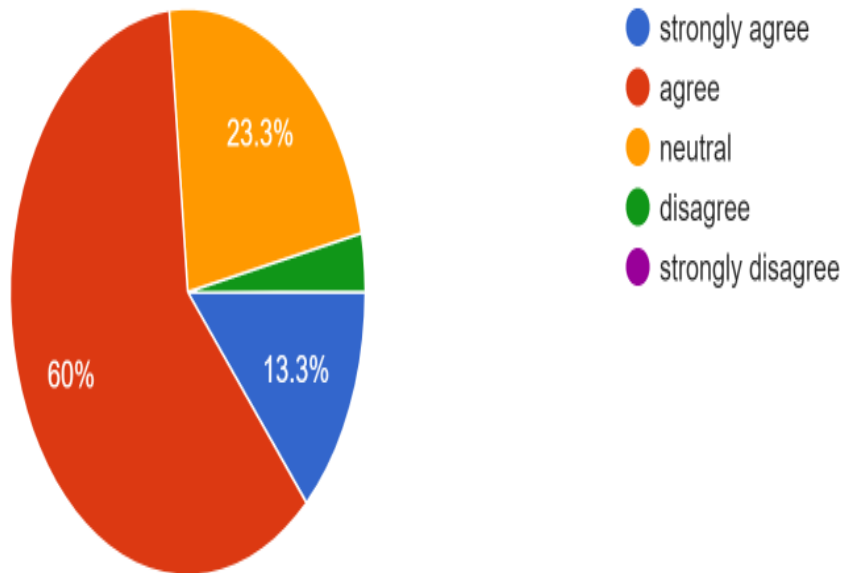
30 responses



| PRICE OF PRODUCTS | NO. OF RESPONDENTS |
|-------------------|--------------------|
| STRONGLY AGREE | 2 |
| AGREE | 16 |
| NEUTRAL | 14 |
| DISAGREE | 0 |
| STRONGLY DISAGREE | 0 |
| TOTAL | 30 |

You are satisfied with the overall experience of online shopping?

30 responses



| OVERALL SATISFACTION LEVEL | NO. OF RESPONDENTS |
|----------------------------|--------------------|
| STRONGLY AGREE | 4 |
| AGREE | 18 |
| NEUTRAL | 7 |
| DISAGREE | 0 |
| STRONGLY DISAGREE | 1 |
| TOTAL | 30 |

FINDINGS

1. According to the responses there are more females than the males who often do online shopping.
2. Age between(18-25) often use online shopping than the other categories.
Percentage of the group lies between 57%.
3. 53% Respondents who are having bachelor degree are often use online shopping.
4. Mostly respondents do online shopping once in a month.
5. Comparativelytherespondents are using e-commerce because of their own satisfaction, convenience and time saving.
6. The service quality of seller is matter to the respondents.
7. Nearly 43% respondents agreed that the expected products are same with the real products.
8. 70% respondents are satisfied with the speed of delivery of their products.
9. 53% respondents are satisfied with the online prices. As compared to the retailers prices, e-retailers provide products at the less cost.
10. 60% respondents are convinced with the overall experiencewith the online shopping. A good overall experience by the customers will influence the repurchasing power of the respondent and it will lead to create a good image of the particular website.

SUGGESTIONS

I found in my project that online shopping services are mostly available in metro cities or in urban areas for e-retailers to expand the customers in smaller towns so that they tie ups with small entrepreneurs and local suppliers.

If they will provide Automatic Product Recommendations to their customers then it will lead to increase sales which based on past transaction history.

If there are more choices among the single product then it will attract consumers as they found more options in a single variety of product.

Customized products should be launched accordingly in order to make it easier for customers to purchase.

Prices of the products should be balanced as per the convenience of the customers.

Customers get each and every information through their websites and they should not indulge in any kind of malpractices.

Consumers should get emails, SMS, blinks as consumers don't get alerts and messages regarding the launched of new product.

More of brand and trust building exercises should be carried out in order to position a positive image of online shopping in consumers mind.

They should offer more discounts for the long term business as compared to the physical stores through this is a major pull of customers purchases products from e-retailers.

Websites should give the importance to privacy and security concerns and by ensuring that no irrelevant and personal questions to be asked from the customer.

One of the major drawback is there are no proper returning policy of the product. Consumers should be guided in a proper way to return the product.

CONCLUSION

The online become daily part of our lives, mainly because it is so convenient. Online shopping is not so easy but it should only carried out through with some precautions. Variety, quick service and reduced prices were three significant ways to expand online business. Online shoppers expect to visualize sensible deals and provide free shipping. More offers and discounts attracts costumers especially when there is free shipping charges. Consumers are looking for trust, security and wider choice throughout online shopping. With nearly one-third of internet users already making purchases online and the e-retailers were mostly depend on the regular customers then the first time customers.

The growth of e-retailers will rely on existing customers because this will lead to increase sales and growth of the business. When it comes to liking the most about online shopping, most of the e-consumers likes cheaper prices as their primary motivation for the online shopping. And every consumers prefer cash on delivery method as compared to the other payment options. As it is easier method as well and the e-consumers feels safe at the time of spending money at the time of online shopping. As comparatively with the other factors e-consumers attracts towards online shopping because of their convenience and it is time saving. And they feel that the expected products are same with the real products. They are happy with speed of delivery of the particular products and some of the respondents are agreed with service quality of the sellers.

However, the concept of online shopping led to the opportunities of fraud and privacy conflicts but it is that possible that criminals can operate the system and access the personal material so e-retailers should work more on it so can consumers can relaxed and purchase products without any kind of fear. Overall, most of e-consumers reported to have satisfied experience with the quality and services offered to them by e-retailers.

BIBLIOGRAPHY

1.INTERNET

www.google.com

[www.Wikipedia.c](http://www.Wikipedia.com)

[om](http://www.Wikipedia.com)

www.indiaonlineshopping.com

2.MAGZINES

3.NEWSPAPER

