



A STUDY OF CUSTOMER SATISFACTION FROM ONLINE SHOPPING AND E-COMMERCE

Prof. P. G. Jagtap

Assistant Professor

S. M. Joshi College Hadpasar. Pune, 28

Abstract:-

With the rapid growth e-commerce in India. Online shopping are done by every wear in the India and it is possible due to internet. Customer can buy anything in cheaper that's why it is very popular now days. this paper aims to examine the degree of customer satisfaction with ecommerce system in India.in this researcher investigated the attributes of several websites by finding out the possible elements that plays a major role in a customer's satisfaction on ecommerce. Online shopping means buying goods from merchants over the internet .consumer can visit web stores from home and can buy goods and services from companies. Customer has variety of choices of goods and services. Customer can buy books ,toys, cloths, household appliance from online store. in today's world many people choose online shopping. Customer satisfaction depends on product. a total 128 people were used based on purposive sampling. The entire study concludes with suggestions and customization instruction to improve customer satisfaction in the sector of e-commerce for above research used of research analysis percentage method also displays table and graphs.

Keywords: - E-commerce, customers satisfaction

Objective:-

- 1) To study historical background of ecommerce in world and in India
- 2) To study various business models in ecommerce
- 3) To understand customer satisfaction from ecommerce

Introduction:-

In world online transaction processing developed in the 1960 which was introduced by IBM it was first use for airlines ticket reservation system.

The online shopping developed with the help of internet. Initially it was used only for advertising tool for companies providing information tool for companies. Online shopping transaction due to development of web pages and due to growth of the internet as a secure shopping channel has developed since 1994. In early days online shopping happened for limited product like wine, chocolates and flowers.

In India Online shopping started early in 1995. online shopping become popular in 1999-2000. It was started by bazee.com soon Amazon.com. Jeff Bezos created history by becoming the first bookstore with a presence on internet after that followed by Amazon and many other like Flip kart, Snapdel, yebhi, gadgetguru, myntra, iBibo, makemytrip, yatra and so on. Low cost of internet has shown the huge growth of Ecommerce in India. According to the Indian ecommerce report released by internet and mobile association of India (IAMAI) and IMRB international, in the total online transaction in India was RS 7080 cores in year 2016-2017 and expected to grow by 30% to touch 9210 cores by the year 2020-2022 according to a McKinsey-Nasscom report the ecommerce transaction in India are expected to reach \$100 billion by the 2025.

Research Methodology:-

A) Primary Data:-

The Primary data was collected from the customer to done online shopping. With help of questionnaire 345 Respondent was Selected for Analysis of Data.

B) Secondary Data:-

The Secondary was collected mainly Books Journal, Website & Research paper National & International.

Sample Size:-

Table. No 1.1 Respondents

Sr.No	Respondents	Population	Percent	Sample
1	Customer	3450	10	345

Business Models In Ecommerce:-

1. Business to consumer B2C:-

Business to consumer in B2C is describe a transaction between a business and end customers. The term referred to directly selling products to consumers.

Benefits of B2C in ecommerce

- The global reach
- Small businesses operating can sell to customers on the other side of the world
- Primarily been dominated by store purchases where consumers need to visit a physical store and buy anything from store. By introducing ecommerce it does not need to visit store for shopping. That's why it helps to lower costs
- By ecommerce open the door to more information about your consumers
- Traceable marketing traditional marketing methods is hard to track but through ecommerce online marketing can be easy to track

2. Business to business B2B:-

In B2B the sale of goods or services between business to business via online sales portal generally B2B transaction happen between wholesaler or distributor or retail customer .

For example:- automobile manufacturer do transaction as buying tires glass or windscreens And rubber.it describes transaction between manufacturer and wholesaler.it is increasing now a days because of inter-dependence of many businesses for supplying materials,utilities and services.it helps to reduces time and cost.the advantage of B2B is it eliminates manual activities and reduces errors.

3. consumer to business C2B:-

When a consumer provides a business with opportunity to market the business product made by consumer can sell to retailer. In C2B consumer is selling something to company. This model is opposite to B2C model.price of products are created by individuals.for example, when a consumer give feedback for new product or gives a useful idea for new product so company can adopts the idea. Customer get a choice of variety of product along with the opportunity to specify the rang of prices they can afford or willing to pay for that service or commodity.

4. consumer to consumer C2C

In consumer to consumer e-commerce trade happen between both seller and buyers are consumer. They are not business entity. The term can be done through a third party. with the help of e-commerce seller can find buyer online and sell his product. C2C e-commerce is

business model that facilitates the transactions of product and services between two consumers. Consumer sells product and services directly to other consumer using internet and web technologies. Example, quickr.com,craigslist.org,ebay.co

Growth of Retail E-Commerce in India

India's share of online commerce is projected to grow from 1.6 percent of Asia-Pacific in 2016 to percent by 2021. The projected value of the market over the years and projected for the years are;

2016: \$1600 million

2017: \$2.4 billion

2018: \$2.9 billion

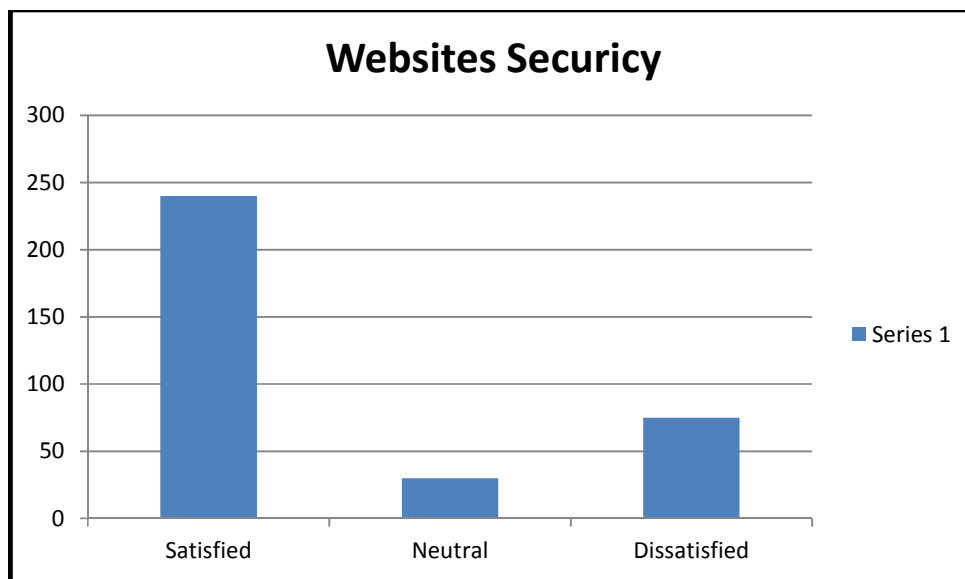
2019: \$4.8 billion

2020:8.2 billion

Table. No 1.2 Satisfaction from Online Services

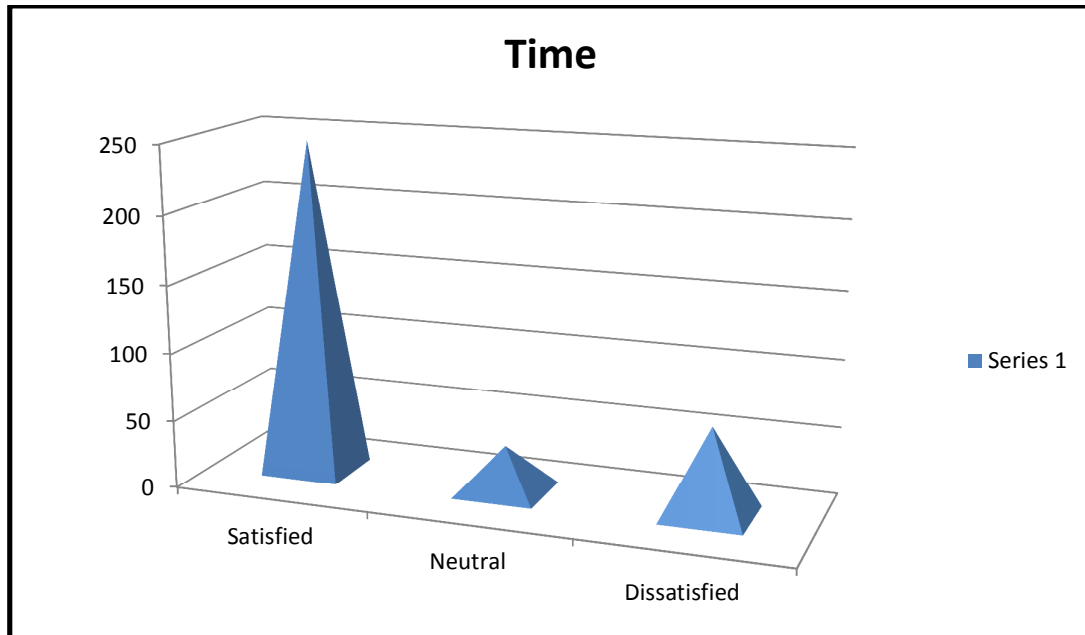
Sr.	Online Serives	Satisfied	Neutral	Dissatisfied
1	Websites (Secure)	240	30	75
2	Time	246	34	65
3	Services	249	40	56
4	Delivery	247	34	64
5	Refund	249	31	65

Sources of Data:- Primary Data



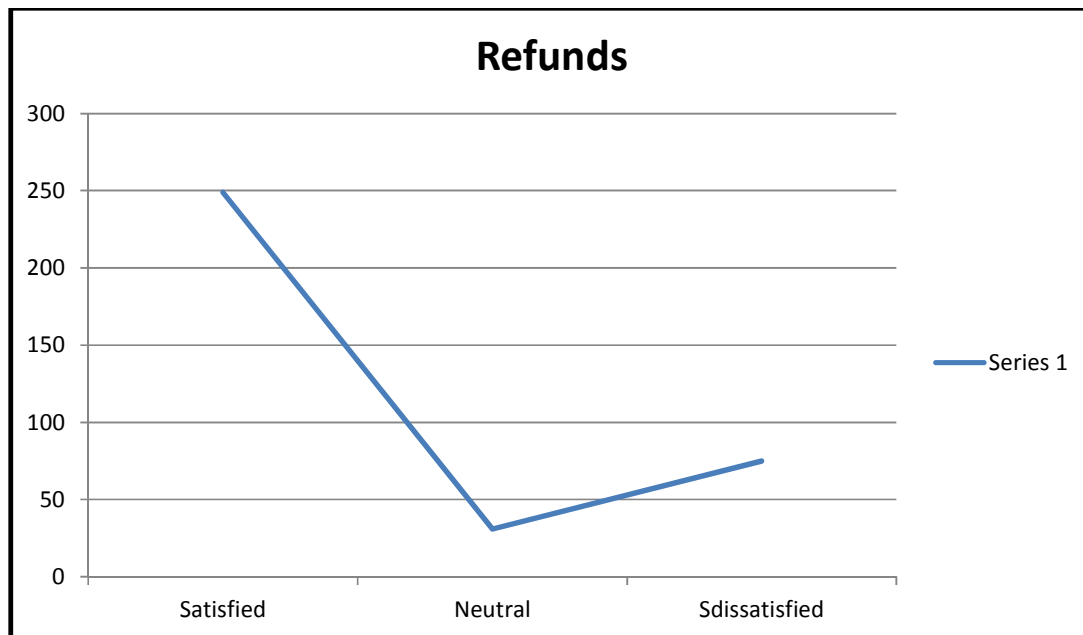
As per above Graph Show that about website Secure or Not Secure

1. 240 Respondents Out of 345 means 69% was Satisfied from security of website & 30 Respondents are Neutral 8.69% and 75 Responded say website are not Satisfied.

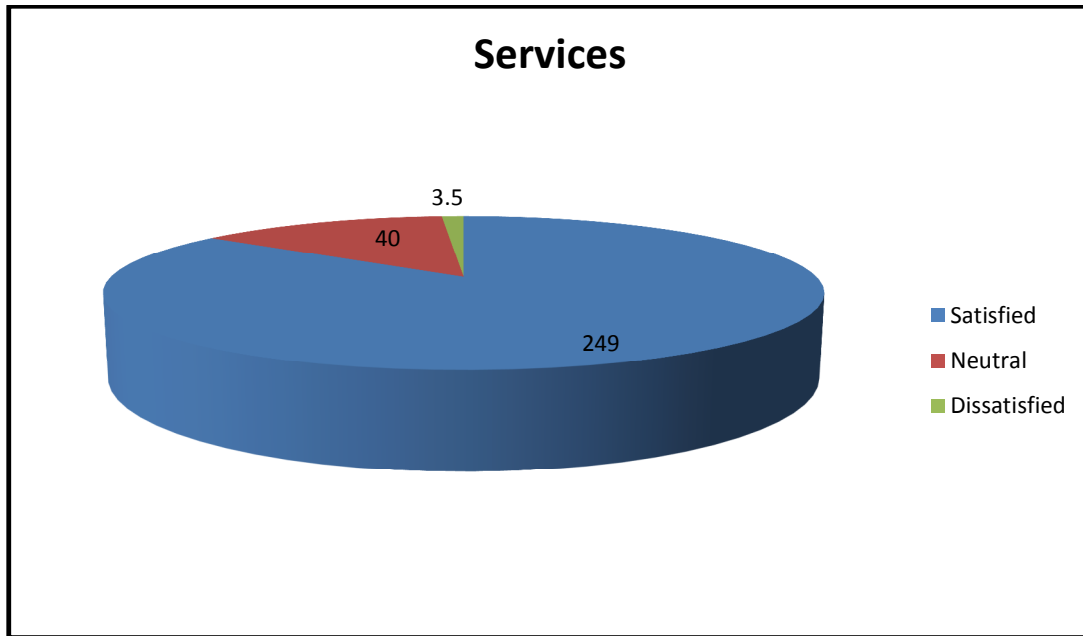


As per above Graph Show that about delivery time of goods and services

- 246 Respondents Out of 345 means 71% was Satisfied from delivery time & 34 Respondents are Neutral 9.85% and 65 Responded say website are not Satisfied



- 249 Respondents Out of 345 means 72% was Satisfied from Refund & 31 Respondents are Neutral 8.98% and 65 Responded say website are not Satisfied.



- 249 Respondents Out of 345 means 72% was Satisfied from services & 40 Respondents are Neutral 11.59% and 56 Responded say website are not Satisfied.



As per above Graph Show that about satisfaction from delivery of goods and services 247 Respondents Out of 345 means 71.59% was Satisfied from security of website & 34 Respondents are Neutral 9.85% and 65 Responded say website are not Satisfied

Conclusion:-

1. 240 Respondents Out of 345 means 69% was Satisfied from security of website & 30 Respondents are Neutral 8.69%
2. 75 Responded say website are not Satisfied.
3. 246 Respondents Out of 345 means 71% was Satisfied from delivery time & 34 Respondents are Neutral 9.85% and 65 Responded say website are not Satisfied
4. 247 Respondents Out of 345 means 71.59% was Satisfied from security of website & 34 Respondents are Neutral 9.85% and 65 Responded say website are not Satisfied
5. 247 Respondents Out of 345 means 71.59% was Satisfied from security of website & 34 Respondents are Neutral 9.85% and 65 Responded say website are not Satisfied
6. Present study concludes that consumer is satisfied from online shopping.
7. Consumer are satisfied they like to porches goods and services on internet.

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