

STUDY OF ONLINE SHOPPING AND CUSTOMER SATISFACTION OF AHMEDABAD CITY

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ABSTRACT

The city of Ahmedabad, much like the rest of the globe, has seen a significant rise in the number of people buying online, which is reflective of a general trend in consumer behavior. Because of the convenience, variety, and cheap prices offered by stores, many people in the city have begun to choose shopping online as their preferred method of purchasing goods. A study that was carried out in Ahmedabad investigated the level of satisfaction that customers had with internet shopping. According to the findings, the factors that had the most impact on the level of satisfaction experienced by customers were the ease of navigation of the website, the range of products offered, and the effectiveness of the delivery service. Other essential variables that contribute to positive shopping experiences are the availability of knowledgeable customer service professionals and the ability to accommodate a range of payment options (customer support personnel). On the other hand, issues such as concerns over the quality of the goods, delays in delivery, and difficulties with returns or exchanges may result in a decrease in levels of satisfaction. Generally speaking, residents of Ahmedabad like making purchases online; nevertheless, in order to meet the requirements of a highly competitive sector and to ensure that their consumers are satisfied, retailers need to continually develop the products and services they provide.

Keywords: Online Shopping, Self-Employed, Digital Platforms.

Introduction

The practice of selling goods to the general public was lucrative in the distant past. Improving and lowering the price of your goods or service was a certain way to increase sales and profit. The regulations are obviously different now. A lot of people can create something cheaper than you, and it's hard to maintain an advantage when you provide a superior product or service for the same price. Meanwhile, enterprises' production has grown significantly thanks to technical advancements. As a result of these technical advancements, there is now more fierce rivalry in the facilitator services as well. These days, outsourcing is a popular term, globalization has progressed to the point where Tata produces Jaguars and a little, unnamed company in Vietnam makes Nike Sneakers. Good product development alone will not be enough to build a successful company anymore; consumer tastes have evolved. These days, it's all about listening to what customers want and establishing a loyal consumer base. It is much more cost-effective to hold on to an existing client than to get a new one. Businesses are increasingly putting a lot of effort into client retention and loyalty programs. Nowadays, businesses will stop at nothing to guarantee that consumers buy their products. The firm saves a lot of money compared to what it would cost to acquire a new client since a loyal customer not only buys from them again but also brings in other consumers via word of mouth. Online shopping is set to grow and spread like wildfire in the next years, thanks to consumers' heightened internet knowledge, worry, and use. Because of this, the internet purchasing business is booming, which means that competition will be fierce in this sector. This research

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was motivated by the fact that companies are increasingly realizing the need of maintaining current customers via ensuring consumer trust, contentment, and loyalty as a means to compete for consumer pie.

A kind of electronic commerce, "online shopping" entails buyers and sellers doing business entirely online, via the use of a computer, tablet, or smartphone app. Customers may either go straight to the store's website to locate what they're looking for, or they can use a shopping search engine to compare prices and availability at other online stores. Customers will be able to use a variety of devices, including desktop PCs, laptops, tablets, and smartphones, to purchase online as of 2020. One kind of online shopping, known as business-to-consumer (B2C) online shopping, mimics the experience of purchasing goods and services in a traditional "brick-and-mortar" store. Firms engage in business-to-business (B2B) online shopping when they establish an online store to facilitate purchases from other firms. Customers visiting a standard online shop may peruse the wares offered by the company, see product photographs and descriptions, and research each item's attributes, specs, and pricing. Customers may access online purchasing portals at any time, day or night, unlike traditional establishments that may shut at certain times. Online retailers often provide "search" tools that customers may use to locate certain brands, models, or products. To make a purchase online, consumers need a device that can connect to the Internet and a way to pay, such as a PayPal account, a credit card, or a debit card that can be used with the Interac network. Online retailers often transport tangible goods (like books or clothing) to customers, whereas digital goods (like software or audio files) are typically sent to customers via the Internet. Online marketplaces like Alibaba, Amazon, and eBay are among the biggest in the world.

Objectives of the Study

- To research the elements affecting consumers' inclination for internet buying
- To determine how customers feel about purchasing online

Research Method

The study is planned to concentrate on "Consumers' attitude towards online purchasing with specific reference to Coimbatore city" as its primary area of investigation. The methodology addresses a variety of topics, such as the geographical location of the research, the data sources, the sampling technique, and the statistical tools.

The city of Ahmedabad, which is also known as the "Manchester of India," is the location where the majority of the study is being conducted. The city of Ahmedabad is ranked highly among the ten cities in India that are growing at the fastest rate.

The study only makes use of primary gathered information. For the purpose of acquiring information. In order to collect information on customers who have made purchases online, a questionnaire was sent to participants. In order to guarantee that the data collected from the respondents is objective, every step that was required has been taken.

For the purpose of this study, a convenience sample was used to conduct a survey with two hundred different consumers. A number of different analytical methods are at your disposal, including the percentage, rank, chi-square, analysis of variance, and factor measures.

Data Analysis

Table 1: An Overview of the Demographics

Demographic Considerations	Particulars	Frequency	Percent
Gender	Male	91	45.5
	Female	109	54.5
	Total	200	100
Age	Up to 25	41	20.5
	25-35	82	41
	35-45	47	23.5
	45-55	17	8.5
	More than 55 years	13	6.5
	Total	200	100
Marital status	Single	85	42.5
	Married	115	57.5
	Total	200	100

Type of family	Nuclear	114	57
	Joint	86	43
	Total	200	100
family's numerical composition	2	41	20.5
	3	30	15
	4	58	29
	5	41	20.5
	More than 5	30	15
	Total	200	100
Level of education	Expert certification	88	44
	Post graduation	60	30
	Under graduation	26	13
	Diploma	26	13
	Total	200	100
Occupation	Government employee	30	15
	Private employee	129	64.5
	Self employed	11	5.5
	Business/profession	30	15
	Total	200	100

Women make up 54.5% of the population, while men make up 45.5% of the total population. It is clear that the bulk of the answers come from females. Twenty-five percent of the people who are represented are under the age of twenty-five, forty-one percent are between the ages of twenty-five and thirty-five, twenty-three-point five percent are between the ages of thirty-five and forty-five, eighty-five point five percent are between the ages of forty-five and fifty-five, and six point five percent are beyond the age of fifty-five. A total of 42.5% of the population does not have a spouse, while 57.5% of the population is married. Nuclear families make up 57% of all families, while joint families make up 43%. Twenty-five percent of the persons who were polled had two members in their immediate family, whereas twenty-five percent had three, almost thirty percent have four, more than fifty percent have five, and nearly twenty-five percent have six or more members. There are thirteen percent of students who have received a master's degree, thirteen percent who have achieved a master's plus degree, and thirteen percent who have earned a diploma. A quarter of the students have gotten a bachelor's degree. They account for 64.5% of the workforce in the private sector, 5.5% of those who are self-employed, and 15% of those who run their own businesses. It demonstrates that the most. A total of fourteen percent are earning between one and two lakhs, forty-eight percent are earning between two and three lakhs, and fifteen percent are earning less than one lakh dollars.

Table 2: Average Amount of Time Spent on the Internet each Day

	Frequency	Percent
Less than 1 hour	97	48.5
1-2 hour	59	29.5
2-3 hour	14	7.0
3-4 hours	30	15.0
Total	200	100.0

In the table that is located up there, you can see the average amount of time that individuals spend online on a daily basis. There were a total of 200 participants who participated in the poll. Out of them, 48.5% spent less than an hour every day, 29.5% spent between one and two hours, 7% spent between three and four hours, and 15% spent more than four hours. In accordance with the statistics, the majority of respondents spend an average of less than one hour every day.

Table 3: Someone who is Persuaded to Buy Goods or Services Online

	Frequency	Percent
Self	170	85.0
Children	15	7.5
Friends and relatives	15	7.5
Total	200	100.0

The information shown in the table that is located above illustrates the elements that motivate individuals to make purchases online. We polled two hundred individuals on their shopping routines, and eighty-five percent of them said that they do it on their own. 7.5% of respondents said they allow their children to have an effect on their purchasing decisions, and 7.5% said they also allow their friends and family to have an influence on their purchasing decisions. The results of the poll indicate that the vast majority of respondents are making purchases of goods and services over the internet.

Factor Analysis

Analysis of Variables Pertaining to Consumer Attitude Acceptance

There were a total of fifteen criteria that were brought to light in order to achieve the goal of acceptability with regard to consumer attitude. Factor analysis is used to find the main aspects that impact the customer's attitude by reducing the number of variables. KMO and Bartlett's test is used in order to ascertain whether or not the sample at hand is sufficient.

Table 4: Bartlett's Test and the KMO Test

Kaiser-Meyer-Olkin Assessment of Excessive Sampling		.639
Sphericity as Tested by Bartlett	Chi-Square estimated	727.215
	Df	325
	Sig.	.000

The sample size is sufficient to assume that the data follows a normal distribution, as shown by the KMO of sampling adequacy value for the service quality measures, which is 0.639.

The common factors that are bigger than 0.5 are taken into consideration while making judgments on the study. The inability of respondents to haggle or negotiate prices, the absence of substantial discounts, the meticulous preparation that respondents make before making online purchases, the respondents' consistent satisfaction with the value that they receive, the respondents' ability to take advantage of fast shipping, and the difficulty that respondents have in making decisions based solely on product descriptions or visuals are all factors that contribute to this phenomenon.

Comparison of Age and Online Buying Factors

It has been determined that there is a link between the age group and the frequency with which they purchase online, and this correlation has a degree of significance of 0.000, which is less than 0.05. There is a considerable association between the age group of 55 and above and the frequency of online transactions; more specifically, persons in this age bracket make purchases on a monthly basis. As a result of the fact that the level of significance is more than 0.05, which is 0.050, there is no connection between the acceptance of time and the attitude of customers towards online shopping and their age. Considering that the level of significance is less than 0.05 at 0.000, it can be concluded that there is a connection between age and acceptance of pre-purchase option, which in turn influences the preference for online shopping. As a consequence of their high degree of acceptance of pre-purchase decision impacts, individuals in the age bracket of 25–35 years old are more likely to prefer online shopping and make weekly product purchases, as shown by the findings.

As a result of the fact that the level of significance is more than 0.05, which is 0.050, there is no connection between the acceptance of time and the attitude of customers towards online shopping and their age. There is a correlation between an age-related preference for online shopping and a degree of acceptability toward post-purchase decision impacts that is less than 0.05 (0.001). According to the findings, customers who are over the age of 55 are more likely to shop online and make weekly purchases. Furthermore, the acceptance of post-purchase choices has a bigger effect on the shopping behaviors of these consumers. As a result of the fact that the level of significance is less than 0.05 at 0.000, there is a connection between age and acceptance of alternative possibilities, which has an effect on the preference for online shopping. According to the findings, those who are between the ages of 45 and 55 are more likely to shop online and make weekly purchases. Furthermore, this inclination is affected by the fact that they are open to taking advantage of various possibilities. Due to the fact that the p-value is lower than 0.05 (0.027), we are able to assert that there is a link between age and the level of satisfaction experienced while buying online. The findings indicate that individuals in the age range of 25 to 35 years old are the most content with online shopping and make purchases on a weekly basis.

In the chart that is located at the very top, you can see how numerous factors that apply to consumer complaints regarding online purchase stack up against one another. A rank correlation is

indicated by a value of -0.12 in the matrix. An negative connection between the ranks that were supplied is seen here.

Findings

The great majority of research participants are in favor of making sure that after-sale services are provided. The overwhelming majority of respondents believe that suppliers' helpful criticism and assistance should be taken into account. Nearly all of the individuals who participated in the poll felt that the store is reliable. Information that pertains to events that have occurred more recently is favored by the majority of respondents. The vast majority of respondents to the study are in favor of products that are easy to return. The vast majority of respondents are in support of removing any time constraints that may be placed on the act of shopping. A significant proportion of the individuals who participated in the poll expressed favorable sentiments and trust in the website. The vast majority of respondents are in accord with the idea that customer support should be straightforward. The vast majority of respondents to the study expressed their appreciation for the tranquil environment that the business provided. The vast majority of respondents to the study are of the opinion that businesses are acting promptly in response to the concerns of their customers. When it comes to making purchases, the majority of respondents who participated in the poll put their faith in the opinions of their friends and family members. According to the findings of the poll, the vast majority of respondents believe that shopping online provides extra opportunities to purchase previously owned items. When questioned about the reliability of the information provided regarding the product, the overwhelming majority of respondents reported contentment within the product. A significant proportion of respondents are satisfied with the level of assurance provided on the quality of the goods. According to the results of the poll, the vast majority of respondents are pleased with the availability of new brands.

Conclusion

Since customers' internet usage is influenced by their degree of education, the research concludes that education plays a significant role in increasing the number of online shoppers. As a result of providing excellent policies, services, and promotional offers, many businesses have earned the confidence of their customers. Businesses should plan their advertising strategies around certain product categories, such as electronics, clothes, accessories, and food. Customers aren't happy with their online shopping experiences because of discriminatory product names and pricing; instead, they should strive to make online buying processes as simple and convenient as possible because convenience and durability are the main criteria leading to the respondents' prejudice. While most respondents are familiar with and make frequent use of a few specific websites—Amazon, Flipkart, Myntra, Swiggy, and Zomato—other businesses, like Netmeds, Jabong, and Snapdeal, have a lot of name recognition but far less action. Some respondents still don't like buying online because they don't trust websites sufficiently or aren't happy with the items or services they get. This group is distinct from online shoppers.

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