



**A STUDY OF ONLINE SHOPPING AND CONSUMERS' SATISFACTION
IN MEHKAR TOWN**



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ABSTRACT

Today, online shopping is a fast growing phenomenon. Large numbers of customers shop online to buy goods and services, collect product information. Online shopping environments are playing an vital role in the relationship between producers and their customers. So, the customer's perches are mainly based on the inclement appearance such as pictures, images quality information and video clips of the product. Internet permits the 24/7 and 365 days availability of goods and services without cost. In 2018,an estimated 1.8 billion people worldwide purchase goods online. During the same year, global e-retail sale amounted to 2.8 trillion U.S. dollars and projection show a growth of up to 4.8 trillion U.S. dollars by 2021. Internet technologies create market places for customers to buy goods and services from online websites instead of traditional shopping. Online shopping is the process to buy the goods and

services directly where by the consumers. Many consumers choose online shopping because of the convenience. The importance of this satisfaction towards online shopping in Mehkar town .The data will be collected from 50 respondents through a questionnaire. The result of this study is that, the number of respondents satisfaction level is high.

KEYWORDS

Online shopping, consumers' satisfaction, goods and services, employment, internet

RESEARCH PAPER

Introduction

In the age of globalization ,e-marketing is a great revolution in the world. Online shopping is the use of technology for better satisfaction of consumer. Online shopping is to lead customers to convenient way of shopping. Consumers will be able to save their time and money and benefits retrieve all the product information with just click just a few minutes. The wide use of internet and rapidly changes in technology have created a new market for both the customer and business. Online shopping environment are playing vital role played in the overall relationship between markets and customers. The number of internet users in the world is 1.8 billion by 2010 according to survey of clickz stats. Today, internet is not only to get touch with consumers but also is an important medium to find potential of consumers. Therefore, we have to study of consumers satisfaction through online shopping .

Online shopping was invented and pioneered by Michael Aldrich in the United Kingdom in 1979. Online shopping occurs when customer buys through a digital platform. The biggest benefit of online shopping is vantage as it can be done from anywhere, anytime and even from mobiles as all you need to do so is have a decent internet connection. In 2018,an estimated 1.8 billion people worldwide purchase goods online. During the same year, global e-retail sale amounted to 2.8 trillion U.S. dollars and projection show a growth of up to 4.8 trillion U.S. dollars by 2021. According to statistis calculations India will rank first in terms of B₂C e-commerce development with a compound annual growth rate of 17.8 in the period of 2019-2023. Online shoppers in India are expected to reach 120 million in 2018 and eventually 220 million by 2025. E-commerce websites have become the shopping destination for millions of people in India.

Objectives of the study

- 1) To find out customers satisfaction level of online shopping in Mehkar town.
- 2) To know the customers perception on online shopping.
- 3) To analyze the benefits of online shopping.

Research Methodology

Descriptive research structure used for this study. The research has been based on the primary data. The sample size is 50 respondents in Mehkar town who has been buying the goods and services through online mode. The data is collected through questionnaire and analyzed using the statistical tools such as percentage and 't' test.

The best e-commerce portals in India compete on the basis of offers, discounts and products offerings to remain top. IRCTC-First place , m Junction – Second place, Flipcart- Third place , Paytm-Fourth place, Amazon India – Fifth place, Snap deal- Sixth place , Shopclues - Seventh place , Make My Trip-Eighth place.

Number of digital buyers in India

Table -01

Number of digital buyers in India

(2014 to 2020)

(in millions)

Year	Digital buyers in India
2014	54.1
2015	93.4
2016	130.4
2017	180.1
2018	224.1
2019	273.6
2020	329.1

Source: Statista 2018

India had the fastest growing online retail market in 2019. The number of digital buyers across the country was estimated approximately 330 million in 2020. The figure suggests that almost 71 percent of internet users in the region will have purchased products online for the period of 2014-2020.

Benefits of online shopping

The benefits of online shopping are as follows.

- 1) It saves time.
- 2) Consumer can get a larger variety to shop from literally anywhere in the world.
- 3) Consumer can compare prices instantly and get best value
- 4) Consumer can instantly avail promotions and discounts.
- 5) Customers saves their energy and cost that would be needed to go to a retail shop.
- 6) Consumer get delivery wherever they want.
- 7) Online shopping is an easier refund process.
- 8) Flexible payment options are available in that process.

Data Analysis and Interpretation

Table no.02

Demographic profile of selected respondents

Sr. No.	Variable	No. of Respondents (n= 50)	Percentage (100%)
1	Age group		
	Below 20 yrs	28	56
	20 to 30 yrs	12	24
	Above 30 yrs	10	20
2	Marital Status		
	Married	22	44
	Unmarried	28	56

3	Occupational status		
	Employed	18	36
	Unemployed	32	64
4	Monthly Income (Rs.)		
	10000 Rs. to 20000 Rs.	13	26
	20000 Rs. to 40000 Rs.	18	36
	40000 Rs. to 60000 Rs.	19	38

Source: Field Survey 2018.

From the above table indicates that,56 percent online customers were below 20 yrs of age group,24 percent were in 20 to 30 yrs and remaining 20 percent were above 30 yrs .56 percent of online customers were unmarried and 44 percent were married. Employed online consumers were 36 percent and unemployed customers were 64 percent. 38 percent online customers monthly income in the range of 40000 Rs. to 60000 Rs. and 36 percent were in 20000 Rs. to 40000 Rs .as well as 26 percent respondents monthly income is 10000 Rs. to 20000 Rs.

Distribution of the respondents and their overall customer satisfaction

Table no.03

Sr. No.	Particulars	Number of Respondents (n=50)	Percentage(100%)
1	Low	12	24
2	High	38	76
	Total	50	100

The above table reveals the 76 percent respondents were in high level satisfaction and 24 percent were in low level.

Research hypothesis (H₀) : There is no significant difference between employment and unemployment of the respondents and their overall satisfaction.

Difference between employment and unemployment of the respondents and their overall satisfaction.

‘t’ Table

Sr. No.	Consumers Satisfaction	Sample Size	Percentage (%)	Mean	S.D.	Statistical Inference
1	Employed	18	36	28.33	0.945	T= 1.721
2	Unemployed	32	64	27.96	0.927	0.97>0.05
	Total	50	100	--		Not significant

From the above ‘t’ table reveals that 64 percent of online customers were unemployed and 36 percent were employed. The mean and S.D. value is 28.33 and 0.945. The unemployed respondents value is 27.96 and 0.927. Therefore, there is no significant difference between Employment and unemployment of the respondents and their overall satisfaction level. So, the calculated value is greater than the table value. The research hypothesis is accepted.

Conclusion

Online shopping is a new technology and it has been created along with the development of the internet. Today there is radical change in the entire scenario. Everything in today’s world is internet oriented such as E-Data Interchange, E-mail, E-Business and E-Commerce. Mehkar town population is tech savvy. Large number of customers has been purchased through online shopping. The study consisted with the aspects in which customers of various portals are satisfied. If online shopping is properly utilized with assured safety and security for the transactions, it will be create the competitive and dynamic environment.

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