

TO STUDY THE IMPACT OF CUSTOMER SATISFACTION ON ONLINE SHOPPING IN INDORE CITY

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Abstract

The purpose of this study is to explore the impact of customer satisfaction level towards online shopping in Indore and the influence of online shopping perceived benefits namely Pricing, convenience, Branded quality products, and effective service provided by online shopping companies. The data has been collected from 100 respondents who experienced of at least online shopping in the current year.

The result of the study state that customer satisfaction towards online shopping more attracted from quality product, convenience and speed of delivery of products.

Keywords : online shopping experience, customer satisfaction, convenience, quality product.

2.INTRODUCTION :-

2.1 ONLINE SHOPPING:-

Online shopping (sometimes known as e-tail from "electronic retail" or e-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

An online shop evokes the physical analogy of buying product or services at a bricks and mortar retailer or shopping center ; the process is called business to consumer online shopping. In the case where a business buys from another business, the process is called business to business online shopping.

2.2 HISTORY OF ONLINE SHOPPING:-

English entrepreneur Michael Aldrich invented online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. He believed that videotex, the modified domestic TV technology with a simple menu-driven human-computer interface, was a 'new, universally applicable, participative communication medium — the first since the invention of the telephone.' This enabled 'closed' corporate information systems to be opened to 'outside' correspondents not just for transaction processing but also for e-messaging and information retrieval and dissemination, later known as e-business. His definition of the new mass communications medium as 'participative' [interactive, many-to-many] was fundamentally different from the traditional definitions of mass communication and mass media and a precursor to the social networking on the Internet 25 years later.

In March 1980 he went on to launch Redifon's Office Revolution, which allowed consumers,

customers, agents, distributors, suppliers and service companies to be connected on-line to the corporate systems and allow business transactions to be completed electronically in real-time.

During the 1980s he designed, manufactured, sold, installed, maintained and supported many online shopping systems, using videotex technology.[5] These systems which also provided voice response and handprint processing pre-date the Internet and the World Wide Web, the IBM PC, and Microsoft MS-DOS, and were installed mainly in the UK by large corporations.

The first World Wide Web server and browser, created by Tim Berners-Lee in 1990, opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994: online banking, the opening of an online pizza shop by Pizza Hut, Netscape's SSL v2 encryption standard for secure data transfer, and Intershop's first online shopping system. The first secure retail transaction over the Web was either by NetMarket or Internet Shopping Network in 1994. Immediately after, Amazon.com launched its online shopping site in 1995 and eBay was also introduced in 1995. Alibaba's sites Taobao and Tmall were launched in 2003 and 2008, respectively.

Retailers are increasingly selling goods and services prior to availability through pretail for testing, building, and managing demand.

2.3 How is online shopping evolving in india:-

Online shopping has had a rather slow and tumultuous journey in India, it has not picked up as much as it should have primarily due to the fact that internet penetration itself is quite low and secondly (and importantly) the online shopping experience has been bad to say the least.

Although there are grass root problems, I still believe that Online Shopping in India is evolving fast and has the potential to grow exponentially in the times to come, as the internet penetration reaches far and wide across the rural area.

Traditionally, Indians are conservative in their approach to shopping. They want to touch and feel the products and test its features before buying anything.

In fact, selected price-savvy customers would also like to squeeze in an economical deal for themselves with appropriate price negotiation with the vendor. They are not the ones to accept the price at the face value. Well, nothing wrong in that as well ;)

With the passage of time came an era of less popular tele-shopping which dealt in limited range of products such as Astrology and spirituality products (such as Rudraksha Mala, Hanuman Kavach, Bal Raksha, etc), Health and fitness equipments (such as Tread Mill, Leg Massager, Height Increaser, Sauna Belt, etc) and even some of the Cooking ranges (including Juicers and Mixers, Vegetable Choppers, etc). But, most of these products could be termed as low-intensity and niche products which could interest only a limited target of people.

Most of us are also a witness to the recent mall culture where all the products are available under a single roof and at competitive price points. Little needs to be analyzed about it over here as most of you might have visited a mall at least for once as a past time on a weekend, if not for shopping precisely. Well, I often do it, to be frank.

Next in line is the concept of virtual mall or online shopping which is already existent at its preliminary stage in India and is gradually growing exponentially. The market opened up with innovative online shopping initiatives from eBay, Rediff shopping and futurebazaar.com just to name a few.

In a sort of change of version from tele-shopping to a broader form of online plus television shopping saw the emergence of a 24-hour shopping channel from Network 18 – TV 18 Home Shopping Network.

As per the report, this fast growing channel has spread speedily with market presence across a range of products. It accounts for 4.5% of all digital camera sales in the country and largest seller of Reebok merchandises. In fact, the report further says that Home Shop 18 sells 480 brands under its portfolio.

Thus, with modernization and fast paced life, came the constraints of time and eventually increasing dependence on online shopping. This has led to online shopping coming off age in India. People have commenced shopping through the convenience of online portals from the

comforts of their drawing rooms.

With case study of Home Shop 18 narrated above also points towards a new trend of convergence of online and TV shopping. It is needless to say that shopping has been revolutionized by its wide spread presence across the various mediums such as TV, online portals and even cell phones now that even internet can be accessible through affordable category smart phones.

Given above all the facts, Indian marketers are also increasingly becoming conscious about the viability of returned goods, if customer is not satisfied with the product. This may not sound true over here, but it is a part-and-parcel of the game involved in online shopping.

It is estimated that about a fifth of the buy orders get returned for the goods bought online. As such, most of the online sales are carried out on the condition of 'If not satisfied with the product, full money to be returned'. Another factor is that most buyers pay on delivery which also keeps their options to return good open, if they do not like a particular product.

2.4 Rise in online shopping in India :-

If the Internet is anything to go by, India's technological and economic growth has moved into the top gear.

With more India's online shopping registering a phenomenal 100 per cent annual growth, many retail chains and consumer durable companies are joining the Web bandwagon to tap the eshopping market.

"The online shopping industry in India is fast catching on, not just in the larger metros but also in the smaller cities. At present the market is estimated at Rs 46,000 crore and is growing at 100 per cent per year," Ajit Chauhan, managing director, Synergy Promotions and Marketing Services, said.

According to Google, India has more than 100 million Internet users, out of which around half opt for online purchases and the number is growing every year. With such a large market size, companies, right from retail shops to consumer goods, are entering the Web space to attract potential customers.

Even traditional retailers like Shoppers Stop, Westside and Pantaloons are looking at the online shopping space for growth.

According to the Associated Chambers of Commerce and Industry of India (Assocham), the size of the online retail industry is expected to touch Rs 7,000 crore by 2015, up from Rs 2,000 crore now, at an annual growth rate of 35 per cent.

According to industry leaders, portals offering daily deals and discount offers with good delivery services attract the largest number of online shoppers.

"The companies that provide daily deals or discount offers are doing brisk business. People are looking for value shopping that saves their money as well as time," Chauhan said.

He added that the company's Synergy discount cards offer 15-90 per cent discounts on deals from about 2,000 dining, movie and retail chains in various cities - for movie tickets, dining, hospital bills or for shopping for local brands.

"The customer behaviour is changing dramatically. People are not only using the Web to book air tickets and movie tickets but also do not hesitate in placing orders for mobiles, laptops and other consumer electronics and home appliances," a senior marketing executive from Flipkart.com, an online shopping portal, told Mail Today.

"Seeing this bold consumer behavior, more companies are collaborating with such daily deal and discount sites. All the top consumer electronics and home appliances companies are listed with us. In the growing competition space companies with good delivery services score points over others," the executive said.

Keeping in mind this growing potential, not just large brands but even general retail chains are upgrading their sites for ecommerce, making it more convenient for customers to place online purchase orders.

According to eBay, Indian online shoppers remain brandsavvy, even when they are shopping online. The eBay India Census has found that brands such as Sony, Nokia, Samsung, Apple and

Reebok continue to top buyers' charts.

Category-wise lifestyle products, such as cosmetics, jewellery, watches, fashion products and fitness equipment contribute over 45 per cent to eBay's sales in India.

2.5 CONSUMER SATISFACTION:-

Customer satisfaction is essential for business success in today's marketplace. In this lesson, you'll learn what customer satisfaction is and be provided some examples. A short quiz follows the lesson.

Definition

"Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by your company have been met".

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Business always starts and closes with customers and hence the customers must be treated as the King of the market. All the business enhancements, profit, status, image etc of the organization depends on customers. Hence it is important for all the organizations to meet all the customers' expectations and identify that they are satisfied customer. Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer.

Customer satisfaction is a part of customer's experience that exposes a supplier's behavior on customer's expectation. It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.

Customer satisfaction is the overall essence of the impression about the supplier by the customers. This impression which a customer makes regarding supplier is the sum total of all the process he goes through, right from communicating supplier before doing any marketing to post delivery options and services and managing queries or complaints post delivery. During this process the customer comes across working environment of various departments and the type of strategies involved in the organization. This helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction.

It is necessarily required for an organization to interact and communicate with customers on a regular basis to increase customer satisfaction. In these interactions and communications it is required to learn and determine all individual customer needs and respond accordingly. Even if the products are identical in competing markets, satisfaction provides high retention rates. For example, shoppers and retailers are engaged with frequent shopping and credit cards to gain customer satisfaction, many high end retailers also provide membership cards and discount benefits on those cards so that the customer remain loyal to them.

Higher the satisfaction level, higher is the sentimental attachment of customers with the specific brand of product and also with the supplier. This helps in making a strong and healthy customer-supplier bonding. This bonding forces the customer to be tied up with that particular

supplier and chances of defection very less. Hence customer satisfaction is very important panorama that every supplier should focus on to establish a renowned position in the global market and enhance business and profit.

In the era of globalization and with the wonderful expansion of the Internet, various businesses have globalized their sales and marketing efforts for their products and services all through the net. Over the decades maximum business organizations have been providing various products like books, hardware, software, toys, household appliances etc to their customers through online. Online shopping is the process of buying and selling of the goods and services through online.

It includes transferring of funds online, supply chain management, marketing over internet. It is the use of technology for better marketing performance. Through online shopping different type of business and organizations has gained a tremendous opportunity to increase their sale and to maintain a direct relationship with its customers. The increasing use of internet by the young generation in India provides an emerging prospect for online retailers. Unlike traditional marketing, online marketing has many advantages like global reach, availability of wide variety and cheaper products, 24X7 timing etc. If online retailers know the factors affecting Indian consumer's buying behaviour they can further develop their marketing strategies to convert potential customers into active ones. Customer satisfaction is the key factor for customer retention and acquisition in online shopping system. Customer satisfaction with respect to online shopping is the extent to which customer's perception of the online experience confirms their expectation.

Basically in online shopping environment a customer has one to one interaction with the vendors website, and in such a situation it is essential on the part of the vendor to provide high quality service over internet. In contrast to traditional shopping, online shopping involves nonhuman interaction between the customer and online vendor via information system.

Thus customer satisfaction is the key factor for customer retention and acquisition in online shopping system. Customer satisfaction with respect to online shopping can be defined at the extent to which customers perception of the online shopping experiences confirm their expectation. Most customers form expectation about the product vendor, service and quality of the website that they patronize before engaging in online shopping activities. These expectations influence their decision making and intention to shop at a certain internet store and consequently their decision making process and purchasing behavior. If expectations are met, customers achieve a high degree of satisfaction which influences their online shopping attitudes, intentions and decisions positively.

3. LITERATURE REVIEW:-

Several studies have been conducted in order to identify the customer satisfaction in internet shopping. forecasted whether an individual will purchase their desired product or services via online or not. One of the basic challenges and concern of online product purchasing is how to attract and grab the consumer's attention to motivate them in shifting from the traditional way to prepare their product and services through internet channel. Critical factors in determining customer satisfaction toward internet shopping in malaysia www.ijbmi.org 45 Page instead of traditional channel. Find out that a problem which is obvious is that there is no actual assurance that a particular service can be sold online due to certain factors.

From other significant point of view, customers, as of now, do not feel fairly confident to engage in online transaction because of the insecurity associated with the disclosure of personal private information and data such as age, date of birth, and details of credit card on websites which are conditions often required by the vendors, due to lack of secure websites; because of this, they may prefer traditional shopping where social and physical interactions with the vendors seem effective in executing purchases. Therefore, an e-sales strategy must take all these limitations and barriers into account to efficiently deal with potential online shoppers so that increased numbers of customers may enter e-business environment.

The Internet provides an information-rich environment offering to the customers' continuous

upto-date information, about different suppliers, products and/or services (Bruner, 1997; ChungHoon,2003; Settles, 1995). As a result of the information available to the customers and the ease of switching from one supplier to another, the power as Lindstrom (2002) argues has moved away from the brand and onto the customer. Previous researchers have studied aspects related to customers' behaviour online. For example, Rowley considered how customers search the Web for information.

Rowley (1996 and 2000), Morganosky and Cude (2000) studied the criteria of ecustomers selection of products.

Merrilees and Fry (2002) studied how customers develop brand attitudes about e-retailers. The factors determining the customers' purchasing decisions are changing as they embrace e-commerce with expectations about efficiency, service and support.

International Journal of Research in Management, Economics and Commerce www.indusedu.org 44 studied how customer loyalty is developed and maintained in cyberspace is a critical tool for marketers developing future marketing strategies in this area.

Currall and Judge (1995) defined trust as an individual's reliance on another party under conditions of dependence and risk. Considering that risk is a function of the probability that a hazard arises and the consequences of the hazard (Schneider, 1998), an individual's trusting behavior depends on the nature of the consequences.

Alam et al. (2008) found that website design is one of the unique features affecting online shopping environment. Shergill and Chen, (2005) identified web site design characteristics as the dominant factor which influences customer perceptions of online purchasing.

Ho and Wu (1999) study confirmed homepage presentation and reliability are the important factors that have most influential effect on online shopping. It can be argued that online shoppers want to receive the right quality and right quantity of items that they have ordered within the stipulated time offer by the e-tailers.

Studies like Ahn et al. (2004); Szymanki and Hise (2000) and Athanassopoulos et al (2001) have found product variety to be important factor influencing e-satisfaction. Time and cost saving are the main advantages of online shopping.

Alam and Yasim (2010) reported that that website design, reliability, product variety and delivery performances are the four key factors influencing consumers' satisfaction of online shopping.

Crawford, (1997) in his paper said that traditional consumer behaviour shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last postpurchase behaviour.

Lee and Joshi (2007) found that delivery performance has significant influence on customer satisfaction.

4. OBJECTIVE OF THE STUDY:-

This study has been designed with the following objectives:

1. To analyse the customer satisfaction level of online shopping in Indore.

5.HYPOTHESIS OF THE STUDY:-

H0: There is no impact of customer satisfaction on online shopping.

H1: There is impact of customer satisfaction on online shopping.

6.RESEARCH METHODOLOGY

This study is exploratory in nature. It provides a description of contemporary satisfaction parameter in the Online shopping.

The sources of data collection is both primary as well as secondary data.

The source of the secondary data is drawn from various publications and the sites of the online shopping companies to which respondents are customers.

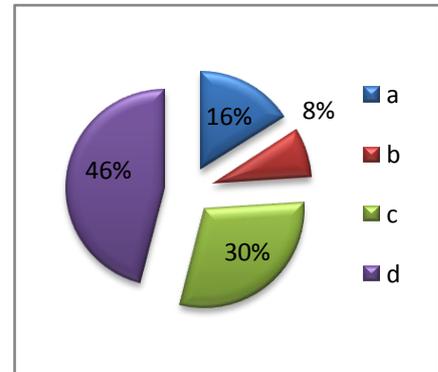
For obtaining primary data, a structured questionnaire is designed to collect data from customers of online shopping.

7. DATA ANALYSIS

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

Every day.

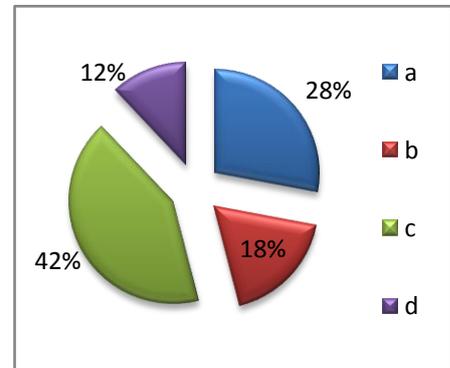
a	Weekly	8	16%
b	Once every two weeks	4	8%
c	Once a month	15	30%
d	Every 2 or 3 months	23	46%



Interpretation: According to the chart, Minimum part 8% and 16% of people are in favor of shop online once every two weeks and weekly while 30% people are shop online once a month, major part 46% of people are saying they shop online every 2 or 3 month .

2. How much time do you spend on internet every day?

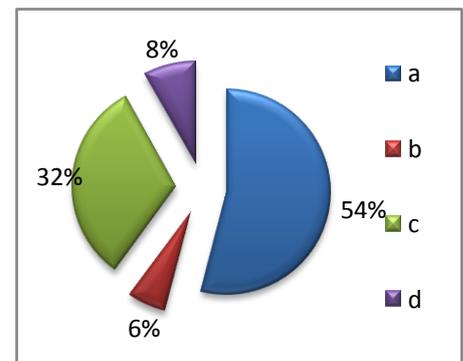
a	Below 1 hour	14	28%
b	1 hour	9	18%
c	2-3 hours	21	42%
d	Above 9 hours	6	12%



Interpretation: According to the chart, Minimum 12% and 18% of people spend above 6 hours and 1 hours on internet every day while 28% people are spend below 1 hour on internet , major part 42% of people are spending 2-6 hours on internet every day, it is good sign that people may be aware towards use of internet.

3. Why are you choosing shop online?

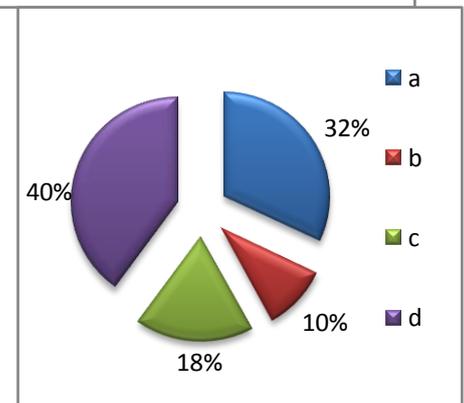
a	Very convenience and time saving	27	54%
b	Low price	3	6%
c	Products variety	16	32%
d	You can buy the rare Products here	4	8%



Interpretation: According to this chart, Only 8% people are choosing online shopping for low price and to buy the rare products, while 32% people choosing it for product variety, major part 54% of people choosing it for convenience and time saving.

4. Please indicate which one effects your satisfaction most during your previous shop online experience.

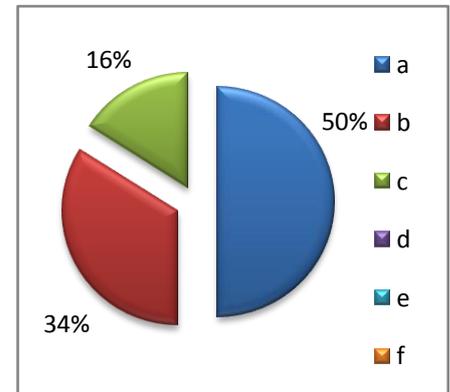
a	Price	16	32%
b	The way of solving your complaint	5	10%
c	Loyalty for this online shop	9	18%
d	The speed of delivery	20	40%



Interpretation : According to this chart, Minimum part 10% and 18% of people are satisfied for the way of solving complaint and loyalty of online shopping , while 32% of people are satisfied for price, The Major part 40% of people are satisfied with the speed of delivery of online shopping.

5 .The service quality of sellers is important.

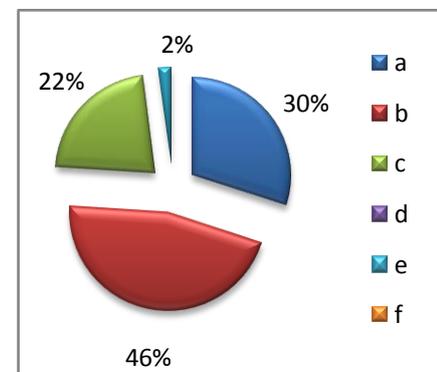
a	Strongly Agree	25	50%
b	Agree	17	34%
c	Neutral	8	16%
d	Disagree	0	0%
e	Strongly Disagree	0	0%



Interpretation: According to this chart, 16% people are in favor of neutral while 34% people are in favor of agree to the service quality of seller is important. The major part 50% of people are strongly agree to the service quality of product is important.

6. So far, I am generally satisfied with the service quality among these online shops.

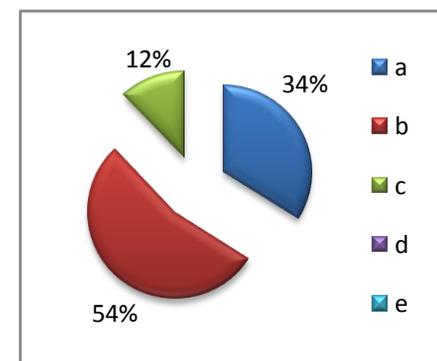
a	Strongly Agree	15	30%
b	Agree	23	46%
c	Neutral	11	22%
d	Disagree	0	0%
e	Strongly Disagree	1	2%



Interpretation: According to this chart, Minimum part 2% and 22% of people are in favor of strongly disagree and neutral to the satisfied with the service quality of online shopping while 30% people are in favor of strongly agree, The Major part 46% of people are agree to satisfied with it.

7. The speed of delivery is important to you.

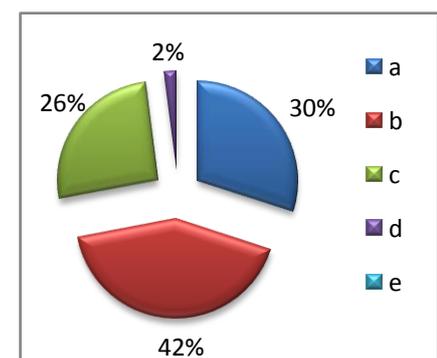
a	Strongly Agree	17	34%
b	Agree	27	54%
c	Neutral	6	12%
d	Disagree	0	0%
e	Strongly Disagree	0	0%



Interpretation: According to this chart, Only 12% people are in favor of neutral for the speed of delivery is important while 34% people are strongly agree with it. The Major part 54%of people are agree to the speed of delivery is important.

8. So far, I am satisfied with the speed of delivery for online shops.

a	Strongly Agree	15	30%
b	Agree	21	42%
c	Neutral	13	26%
d	Disagree	1	2%
e	Strongly Disagree	0	0%



Interpretation: According to this chart, Minimum part 2% and 26% of people are in favor of disagree and neutral for satisfied with the speed of delivery of online shopping while 30% people are strongly agree to it. The major part 42% of people are in favor of agree to it.

9. The price is important when you shopping online.

a	Strongly Agree	14	28%
b	Agree	26	52%
c	Neutral	10	20%
d	Disagree	0	0%
e	Strongly Disagree	0	0%

Interpretation: According to this chart, Only 20% people are in favor of neutral to the price is important when shopping online while 28% people are strongly agree to it. The Major part 52% of people are agree to this statement.

10. So far, I am generally satisfied with the price among these online shops.

a	Strongly Agree	10	20%
b	Agree	25	50%
c	Neutral	15	30%
d	Disagree	0	0%
e	Strongly Disagree	0	0%

Interpretation: According to this chart, Only 20% people are strongly agree to the satisfied with the price among online shopping, while 30% people are in favor of neutral. The Major part 50% of people are agree to these.

11. The differences between your expectations and the real products would influence your satisfaction.

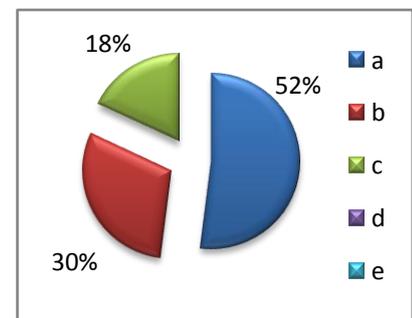
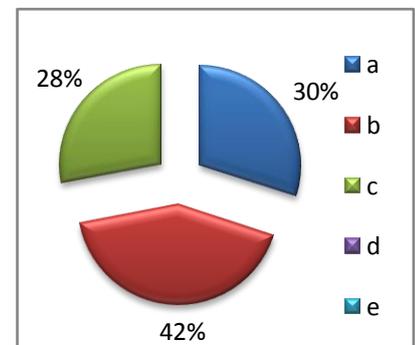
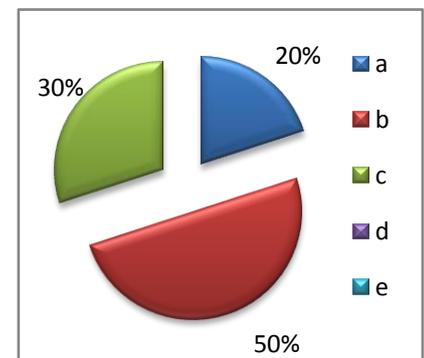
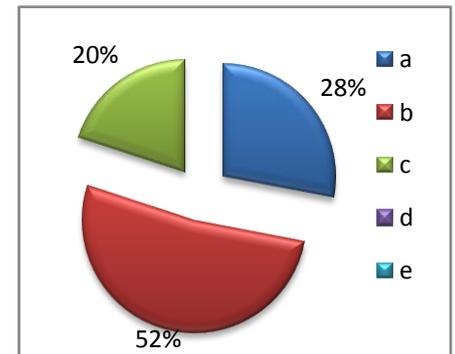
a	Strongly Agree	16	30%
b	Agree	21	42%
c	Neutral	13	28%
d	Disagree	0	0%
e	Strongly Disagree	0	0%

Interpretation: According to this chart, Only 28% people are in favor of neutral to the differences of expectation and the real product influence their satisfaction. While 30% people are strongly agree to it. The Major part 42% of people are agree to these statement.

12. You will not repurchase the products again in this shop if there is

a great differences between your expectation and the real.

a	Strongly Agree	26	52%
b	Agree	15	30%
c	Neutral	9	18%
d	Disagree	0	0%
e	Strongly Disagree	0	0%

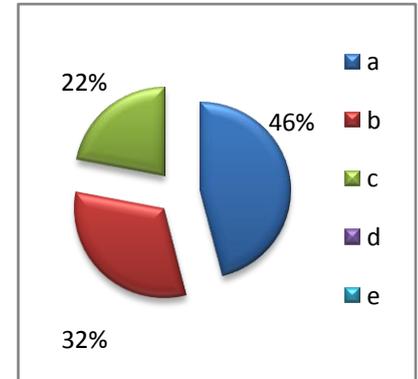


Interpretation: According this chart, Only 18% people are in favor of neutral if there is great differences between there expectation and the real that they will not repurchase the product again to this shop, while 30% people are agree to it. The major part 52% of people are strongly agree to these statement.

13. You will buy the products again from a same shop if you are satisfied with it.

a	Strongly Agree	23	46%
b	Agree	16	32%
c	Neutral	11	22%
d	Disagree	0	0%
e	Strongly Disagree	0	0%

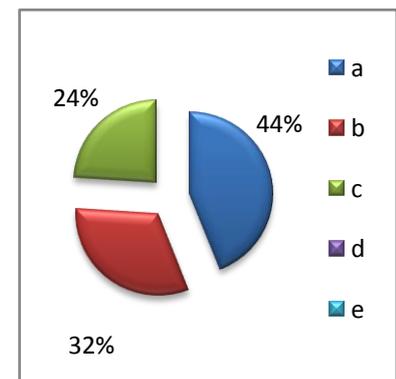
Interpretation: According to this chart, Only 22% people are in favor of neutral to buy the products again from a same shop if they satisfied with it, while 32% people are agree to it. The major part 46% of people are strongly agree to these statement.



14. If an online shop deals with your complaints very well I will continue to buy something from it.

a	Strongly Agree	22	44%
b	Agree	16	32%
c	Neutral	12	24%
d	Disagree	0	0%
e	Strongly Disagree	0	0%

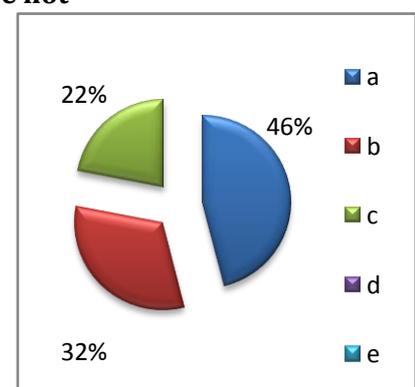
Interpretation: According to this chart, Only 24% people are in favor of neutral, to continue online shopping if an online shop deal with their complaints very well, while 32% people are in favor of agree. The major part 44% of people are strongly agree to these.



15. You will tell your friends or return the products directly if you are not Satisfied with the products.

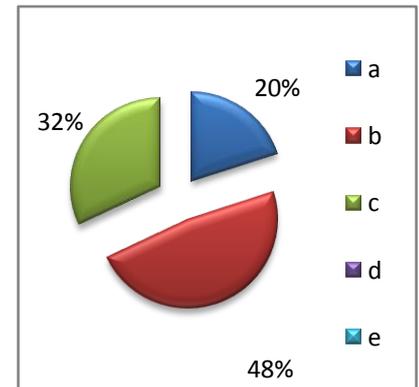
a	Strongly Agree	23	46%
b	Agree	16	32%
c	Neutral	11	22%
d	Disagree	0	0%
e	Strongly Disagree	0	0%

Interpretation: According to this chart, Only 22% people are in favor of neutral to return the product directly it they are not satisfied with the product while 32% people are agree to it. The major part 46% of people are saying strongly agree to these statement.



16. You are overall satisfied with your experience of shopping online.

a	Strongly Agree	10	20%
b	Agree	24	48%
c	Neutral	16	32%
d	Disagree	0	0%
e	Strongly Disagree	0	0%



Interpretation: According to this chart, Only 20% people are in favor of strongly agree to the overall satisfied with the experience of online shopping while 32% people are in favor of neutral. The major part 48% of people are agree to these statement.

Major Recommendations :

1. Online shops must advertise their products on higher bases through which public can familiar through the online shopping. For the 46% of population, companies can conduct a seminar and giving the knowledge about online shopping to the public, Companies can also give them sample products ,so that they can experience of usage and quality of product, This will helpful in increasing online shopping.

2. To online shopping at first people must know about uses of internet , For the 28% of population, companies can conduct a seminar to giving knowledge of uses and importance of internet, this will motivate people to spend much more time on internet.

3. In today's world people is much more busy so they are diverting from local market to the online shopping ,It is good sign for online shops so companies must have to maintain more effective convenience facility for online customers. For 8% of population companies must try to give focus on price factor which is suitable for all type of customers.

4. Time is much more precious for people, It is most important that customers must get their products on time so companies must try to maintain their speed of delivery through which customer always feel happy to online shopping. For 10% of population companies have to give focus on customers feedback for their problems, which is faces by them through online **shopping** and try to solve them efficiently.

5. Quality of products is one of the most important factor on which the company have to give more attention, companies have to always try to made good quality or branded product through which customers more attract on online shopping. For 16% of population companies must try to maintain quality gap between local products and branded products.

6. Service quality of product plays an important role for customers so the companies have to give good quality products to the customers always through which customers choose more and more online shopping. For 22% of population companies must give more focus on service quality or try to made more effective quality products.

7. Reach products on correct time maintain the positive goodwill of company, so the companies always try to delivered the products on right time which is given by them which plays an important role to made more and more customers for online shopping.

8. Speed of delivery is important factor which is more important for customers, customers always wants their product on time, So the companies have to give attention on delivery of product. For 26% of population companies must have to take good changes to developed good delivery service.

9. Price plays most important role for both customers and companies also, It is important for the company they sale reasonable price product to the comparison of local market. For 20% of population companies have to give proper focus on pricing factor through which customers never disappointed from pricing of products

10. Different types of people wants to different types of pricing products, companies must always try to made different pricing product so that all types of customers can purchase them. For 30% of population companies have to maintain the gap between the pricing of products.

11. Customers always expect more and more for products, expectation are always change from time to time. For 18% of population Companies must have to conduct seminar on time to time and try to know the causes of differences between expectation and the real, and try to remove this causes and give them exact products which the customers expects.

12. It is the fact if customers see the great differences between their expectation and the real one they will never repurchase it from the similar company or shop. For the 52% of population, companies must try to maintain zero gap between expectation and the real one and give always good quality products.

13. Customers always wants their expected products which they seen on display pictures if they find differences on them they never repurchase it again from similar shop, So it is needed for company they sales same quality products which they shown on display, which maintains the goodwill of company .For 46% of population companies have to made good quality product and also sales the same to the customers.

14. It is important for company to know the complaint about their products , so they can do effective changes on their products to make it effective. For 44% of population companies have to give focus on the complaint comes from customers and try to make the effective changes in product quality, pricing and other factors to solve their complaints.

15. Companies must always try to made good quality and reasonable pricing products so they attract or satisfied the consumers. If consumers are not satisfied from the products they return them and also tells other that particular products is not eligible for use, It is very harmful for the goodwill of particular company or products. For 46% of population companies have to focus on to made good or effective products.

16. Overall satisfaction from online shopping shows the overall satisfaction level of consumers towards online shopping in Indore city. For 48% of population, Companies have to give overall focus towards their products. Companies must be try to made effective quality products with the reasonable pricing and also give better services to the consumers through which more customers are satisfied and attract towards online shopping. This will helpful to increase online shopping.

CONCLUSIONS:

The findings, and reflect the consumer satisfaction level on online shopping in Indore City. The results indicate that the respondents are becoming more internet savvy every day. As they become more confident they are ready to buy high value products online as well Businesses venturing into or expanding into the online market need to educate people for uses of internet, to reduce the customer perceived risks by making shopping portals easier to navigate, providing secure payment options as per norms, ensuring speed and quality of delivery to gain and maintain customer trust, better presentation and categorization to make up for the missing touch and feel experience, give high speed of delivery and branded products etc.

Efforts need to be taken to educate the online buyers on the steps that need to be undertaken while making an online purchase. Moreover, the Feedback of an online buyer should be captured to identify flaws in service delivery. This can be done through online communities and blogs that serve as advertising and marketing tools and a source of feedback for enterprises. This will helpful in gaining trust of consumers and improve the services which affect to the increasing of online business.

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