A STUDY ON CUSTOMER SATISFICATION TOWARDS E-GROCERY SHOPPING

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Abstract

Online shopping is the biggest part customer attraction as well as customer satisfaction. In this technological world, most of the companies use online shopping for making satisfy the customer and for attracting more customers as well. This research paper is based on the topic of the impact of online shopping on improvising the customer satisfaction in the retail company. The focus of this research paper has been to identify the impact of online shopping on the retail business. A part from this aim, the research paper also has some other aims which such are as to determine the customers' satisfaction towards the products as well as services of the retail companies. The research study also aimed at identifying the impact of online shopping on the improvement of customers satisfaction. The researcher has used positivism philosophy, descriptive design, deductive research approach and primary data collection method for conducting the research. 30 customers and 2 employees working in retail industry had been selected by the researcher for collecting data related to the research topic.

Introduction

Customer satisfaction is defined as "A measurement that determines how happy customers are with a company's products, services, and capabilities." Customer satisfaction data, including overviews and evaluations, can assist an organization with deciding how to best improve or changes its items and administrations. Consumer loyalty is viewed as a key execution marker inside business and is regularly important for a Balanced Scorecard. In a serious commercial center where organizations vie for clients, consumer loyalty is viewed as a key differentiator and progressively has become a vital component of business technique. Consumer loyalty is measure a significant dynamic. At the point when a brand has steadfast clients, it acquires positive informal promoting, which is both free and exceptionally viable." Therefore, it is fundamental for organizations to successfully oversee consumer loyalty. To be capable do this, organizations need dependable and delegate proportions of fulfilment.

Review of Literature

Muthupriya (2019) the fast improvement of the web has emphatically swayed upon the overall advertising climate. As of now it has gotten one of the mainstreamapproaches for business and client to perform exchange over the web. Organizations have been concocting innovative approaches to advance their item through on the web. In this way it depicts how current market is supplanting the customary business sectors. This examination is occurring to recognize the elements that may impact client's web-based shopping fulfilments. For the most part, the accomplishment of internet shopping basically relies upon the consumer loyalty during their buy. Prasad And Raghu (2018) examined traits of online shopping for food which has been inspirational components for purchasing staple goods on the web. Accommodation, security, trust, administration uphold, adaptable exchange, customized consideration, value advancements and so on Where seven components have been read which are impacting for shoppers online staple purchasing conduct. The outcome appeared uplifting demeanour toward shopping for food additionally examined significant indicators of online staple like apparent trust, security and quality help uphold, customized consideration, and cost advancements

Research Methodology

There are three basic research design are existing in the research onion that are explanatory, exploratory and descriptive research design techniques. Explanatory research design process in the research work helps in finding out the basic problems that has arisen in the work. Exploratory research design helps in identifying and highlighting the key problems and background information. Type of research carried out was exploratory in nature; the objective of such research is to determine the approximate area where the drawback of the company lies and also to identify the course of action to solve it.

Analysis

1. Gender of the Respondent

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	64	64.0	64.0	64.0
	Female	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Interpretation;From 100 respondents, 64.0% of them were Female and 36.0% of them were Male.

2 Age of The Respondent

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	30	30.0	30.0	30.0
	21-25	56	56.0	56.0	86.0
	26-30	12	12.0	12.0	98.0
	31-35	1	1.0	1.0	99.0
	above 36	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Interpretation

From the above table, it is interpreted that 30.0% of respondents are having their age between 15-20, 56.0% of respondents are the age between 21-25, 12.0% of respondents are having their age between 26-30, 1.0% of respondents are having their age between 31-35 and 1.0% of respondents are above 36.

3.Monthly Income of The Respondents

MONTHLY INCOME					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25000	56	56.0	56.0	56.0
	26000-35000	31	31.0	31.0	87.0
	36000-45000	9	9.0	9.0	96.0
	Above 56000	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Interpretation

From the above table it is interpreted that the number of respondents Below 25,000 monthly income of respondents are 56.0%, between 26,000-35,000 monthly income of respondents are 31.0%, between

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36,000-45,000 monthly income of respondents 9.0%, Above56,000 monthly income of respondents are 4,0%.

4. Percentage analysis for how satisfied are you with the variety of products available for purchase on the e-grocery platform

How satisfied are you with the variety of products available for purchase on the e-grocery platform?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unsatisfied	11	11.0	11.0	11.0
	Unsatisfied	28	28.0	28.0	39.0
	Neutral	33	33.0	33.0	72.0
	Satisfied	27	27.0	27.0	99.0
	Very satisfied	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Interpretation
From the above table it is interpreted that 11.0% of the respondents said very unsatisfied. 28.0% of the respondents said unsatisfied. 33.0% of the respondents said neutral. 27.0% of the respondents said satisfied. 1.0% of the respondents said very satisfied.

1. Chi Square Test
To find the difference between gender and to identify ways e-grocery shopping services can improve to increase customer satisfaction levels.

Null hypothesis (HO): There is no association between gender and to identify ways e-grocery shopping services can improve to increase customer satisfaction levels.

Alternative hypothesis (H1): There is association between gender and to identify ways e-grocery shopping services can improve to increase customer satisfaction levels.

Test Statistics		
	GENDER	To identify ways e-grocery shopping services can improve to increase customer satisfaction levels.
Chi-Square	7.840[a]	21.300[b]
df	1	4
Asymp. Sig.	.005	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.		
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.		

Interpretation
From the above test it is found that the significance value is 0.000 which less than the table value of 0.05, therefore the null hypothesis was rejected. That is there is an association between genders and to identify ways e-grocery shopping services can improve to increase customer satisfaction levels.

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2. Regression

To find out the impact of overall satisfaction and price, location, quality, and customer service on overall shopping experience.

Null hypothesis (HO): There is no impact of overall satisfaction and price, location, quality, and customer service on overall shopping experience.

Alternative hypothesis (H1): There is an impact of overall satisfaction and price, location, quality, and customer service on overall shopping experience.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.556	4	8.889	9.657	.000^b
	Residual	87.444	95	.920		
	Total	123.000	99			
a. Dependent Variable: Would you recommend this e-grocery platform to 5s?						
b. Predictors: (Constant), How satisfied are you with the delivery time and process?, How satisfied are you with the variety of products available for purchase on the e-grocery platform?, How satisfied are you with the pricing of products on the e-grocery platform?, How satisfied are you with the quality of products delivered to you?						

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.696	.388		1.794	.076
	How satisfied are you with the variety of products available for purchase on the e-grocery platform?	.135	.110	.121	1.229	.222
	How satisfied are you with the pricing of products on the e-grocery platform?	.488	.112	.428	4.341	.000
	How satisfied are you with the quality of products delivered to you?	.033	.099	.034	.338	.736
	How satisfied are you with the delivery time and process?	.071	.099	.076	.719	.474
a. Dependent Variable: Would you recommend this e-grocery platform to 5s?						

Interpretation

From the above test it is found that the significance value is 0.474 which is greater than the table value of 0.05, therefore the null hypothesis was accepted and alternative hypothesis was rejected. That there is no impact of overall satisfaction and price, location, quality, and customer service on overall shopping experience.

3. Anova

To find out the difference between monthly income and the frequency of e-grocery shopping among customers.

HO: There is no significant difference between monthly income and the frequency of e-grocery shopping among customers.

H1: There is a significant difference between monthly income and the frequency of e-grocery shopping among customers.

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ANOVA					
MONTHLY INCOME					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.732	3	3.911	6.945	.000
Within Groups	54.058	96	.563		
Total	65.790	99			

Interpretation
From the above table, we find that the significant value is 0.000, which is less than table value 0.05, so the Null hypothesis is rejected and alternative hypothesis is accepted. Therefore, there is a significant difference between monthly income and the frequency of e-grocery shopping among customers.

Suggestion
- Create an account: Start by creating an account with your preferred e-grocery store. This will allow you to save your preferences, view your order history, and make future orders easier.
- Browse the store: Take some time to browse the store and add items to your cart. Most e-grocery stores have a search bar to help you find specific items quickly.
- Check for deals and discounts: Many e-grocery stores offer deals and discounts on certain items or for first-time customers. Be sure to check for these before placing your order.

Findings
- According to the study, 36% of them were Female and 64% of them were Male.
- According to the study, 30% of respondents were fall under the age group of 15-20 years. 56% of respondents were fall under the age group of 21-25 years. 12% of respondents were fall under the age group of 26-30years. 1% of respondents were fall under the age group of 31-35years.1% of respondents were fall under the age group of above 36 years.
- According to the study, 12% of respondents are School,48% of respondents are PG, 28% of respondents are UG and 9% of respondents are PC and the remaining 3% of respondents are others.

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