

A Study on Customer Satisfaction on Purchasing Mobile Phones Towards Online Shopping Special Reference With Mannargudi

Dinesh A¹, Mervin Sesu Raj S²

¹Dept of MBA

²Assistant Professor

^{1,2} PRIST School of Business PRIST University Thanjavur

Abstract- *The present study was under taken with such a task in mind and its aims at unearthing the customer satisfaction of online mobile purchasing. The leads us to the topic of “A STUDY ON CUSTOMER SATISFACTION ON PURCHASING MOBILE PHONES TOWARDS ONLINE SHOPPING SPECIAL REFERENCE WITH MANNARGUDI”. The data was collected by administrating questionnaire and by adopting direct personal contact method. The collection data were analyzed and tabulated in a sequential manner and the interpretations are given along with the tabulation. The suggestions and conclusion are given in this report. The conclusion and suggestion is used to improve the satisfaction level of the customers.*

I. INTRODUCTION

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. The online companies are develop the business in large scale. The marketers are sold the mobile phones to the customers in particular time and lowest price. The amount was differ from a showroom price.

The Amazon and Flipkart is the biggest online marketers to sell the mobile phones. The comparison of their price is lower than the showroom price. The availability of mobile brands, models design, colors also encourage the online mobile purchasing.

Many people choose to conduct shopping online because of the convenience. The central concept of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores on the server side (store). The Server process the customers and the items are shipped to the address submitted by them. The application was designed into two modules first is for the customers who wish to buy the articles. Second is for the storekeepers who maintains and updates the information pertaining to the articles and those of the customers.

The end user of this product is departmental store where the application is hosted on the web and the administrator maintains the database. The application which is deployed at the customer database, the details of the items are brought forward from the database for the customer view based on the selection through the menu and the database of all the products are updated at the end of each transaction. Data entry into the application can be done through various screens designed for various levels of users. Once the authorized personnel feed the relevant data into the system, several reports could be generated as per the security.

II. PROBLEM IDENTIFICATION

- There are many issues with online shopping faced by the customers. And these challenges are not limited to fake products or hidden costs.
- Product quality is not good and delivery time is not clear.
- Rural areas don't have delivery facilities so the customers face some delivery issues.
- The non-branding goods are dissatisfied the customers.

III. OBJECTIVE OF THE STUDY

Every research is managed and did with some purpose to achieve at the end and finding some decisions or

the research managed and did for some problem solving. The researcher has carried out this research with sole objective of analyzing customer satisfaction on online mobile purchasing special reference with Nagapatnam district.

To study the present level of customer satisfaction and the benefits of the online mobile purchasing.

SECONDARY OBJECTIVES:

- To find out the satisfaction level of the customer for the online purchase.
- To find the specific reasons for which customers purchase online shopping.
- To find out the consumers satisfaction level for services provided by the online shopping.
- Makes company to more about current trend and requirements.

IV. SCOPE OF THE STUDY

- To know there brand loyalty.
- To know about the mode of purchasing.
- To know about which mobile brand people prefer most.
- To find out the reason for buying mobile products.
- To find out the price range that people prefer most.
- To know which features they admire in their product

V. METHODOLOGY

• The Research Design Used for the Study

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

• Population Size

The total population size is indefinite.

• Sample size

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 100.

• Sample design

It is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are selected based on convenient sampling.

• Statistical Tools

The data collected through questionnaires were analyzed using simple percentage analysis and ranking analysis.

VI. REVIEW AND LITERATURE

Chruden(1980) [74], **Testa** (2008) [75] in their studies have found that high turnover rates of skilled professionals can pose as a risk to the business or organization, due to human capital (such a skills, training and knowledge) cost. Notably, given the natural specialization of skilled professionals, these employees are likely to be reemployed within the same industry by a competitor.

Price & Muller (1981)[76] in their study on 1091 registered nurses in seven hospitals found that job dissatisfaction influenced actual turnover indirectly through its direct effect on turnover intention.

Costly et al. (1987) found that the main causes of high labour turnover in an organization are poor personnel policies, poor recruitment policies, poor supervisory practices, poor grievance procedures, or lack of motivation. All these factors indicate that there is no proper management practices and policies on personnel matters hence the employees are not recruited scientifically, promotion policy of the organization is not communicated to the employees properly, no grievance procedures are there in the organization and as such the employees decides to quit.

Zedeck and Mosier, (1990) [77] has mentioned that the issue of employee turnover is very crucial and important to managers, researchers and individuals.

Jackson, (1981) [78] and **Stear** (1991) [79] have stated in their studies that high turnover is caused by unhappiness with the work, inadequate compensation, unsafe and unhealthy conditions, unrealistic expectations, inappropriate processes or tools, and poor candidate screening. Other causes are lack of career opportunities and challenges, dissatisfaction with the job-scope or conflict with management. From the point of view of **Susskind et al.**, (2000) [80] turnover problem should be dealt with careful strategies exclusively concentrating on human resource problems.

Zuber, (2001) [81] found that employees are more likely to stay when there is a predictable work environment and vice versa. Zuber also stated that instable organization have a high degree of employee turnover.

Kevin et al. (2004) [82] have stated that although, there is no standard framework for understanding the employees turnover process but a wide range of factors are useful in predicting employee turnover.

Henry Ongori (2007)[83] concluded in his study that employees are the long-term investments in an organization and as such management should encourage job redesign, task autonomy, task significance and task identity, open book management, empowerment of employees, recruitment and selection must be done scientifically with the objective of retaining employees and decreasing employee turnover.

VII. FINDINGS

- 54% of the respondents belong to female.
- 45% of the respondents belong to the age 20-30.
- 35% of the respondents belong to the monthly income 20000-30000.
- 72% of the respondents belong to married.
- 39% of the respondents are accept price is the influencing online purchase.
- 32% of the respondents are accept 2 years of using online mobile purchasing.
- 59% of the respondents are satisfied online purchasing.
- 39% of the respondents are dissatisfied about the delivery of mobiles in a particular timing.
- 48% of the respondents are satisfied about the features of online market.
- 41% of the respondents are dissatisfied about the packaging of online purchasing.
- 36% of the respondents are satisfied about mobile models availability of every times.
- 40% of the respondents are neutral about the satisfaction level about the delivery return.
- 54% of the respondents are satisfied about the online company provide any offers or discounts for the mobile purchase.
- 56% of the respondents are agree about the refunding of the delivery return.
- 44% of the respondents are satisfied about the mobile brands availability in online market.
- 34% of the respondents are highly satisfied about prefer the online mobile purchasing to their friends.
- 54% of the respondents are neutral about the specified mobile launched only on online shopping.

- 52% of the respondents are neutral about the online shopping helps to increase product availability.
- 52% of the respondents are friends about the how they know about online market.
- 46% of the respondents are using flipkart for their online mobile purchasing.
- 52% of the respondents are paying money for their online mobile purchase through debit and credit cards.
- 30% of the respondents are using online shopping for color selection.

VIII. TOOLS USED FOR ANALYSIS

This part of study is mainly focused on verifying main objectives of the study. Research used SIMPLE PERCENTAGE ANALYSIS, CHI-SQUARE, REGRESSION CORRELATION and ONE WAY ANOVA as statistical tool for analysis of data.

(i) CHI SQUARE TEST:

HYPOTHESIS 1:

RELATIONSHIP BETWEEN THE GENDER AND SATISFACTION LEVEL OF PACKAGING OF ONLINE PURCHASING.

SATISTICAL INFERENCE:

C.V= 1.008

T.V= 9.488

C.V< T.V

NOT SINGNIFICANT

HO (NULL HYPOTHESIS)

There is no significant relationship between gender of the respondents and satisfaction level of packaging of online purchasing.

HA (ALTERNATIVE HYPOTHESIS)

There is significant relationship between gender of the respondents and satisfaction level of packaging of online purchasing.

$$\begin{aligned} \text{DEGREE OF FREEDOM} &= (r-1) (c-1) \\ &= (2-1) (5-1) \\ &= (1) (4) \\ &= 4 \end{aligned}$$

4 at 5% Level of significance.

C.V < T.V

Hence, the null Hypothesis is accepted, alternative hypothesis is rejected.

Result:

There is no significant relationship between the gender and satisfaction level of packaging of online purchasing.

(ii)ANOVA:

NULL HYPOTHESIS:

There is no significant ANOVA between age and satisfaction level of packaging of online purchasing.

CONCLUSION:

Calculate F value is 216.5921 and F critical value 3.889341 so calculated value is more than the table value so null is rejected.

(iii)CORRELATION:

Calculation value is 0.052899 and so calculated that there is no significant correlation between rate statement and facilities for online mobile shopping.

IX. SUGGESTION

- More variety of mobile brands with different models should be made available and provide the quality mobile phones.
- The online company's wants to develop the delivery facilities because the rural peoples affected by the delivery facilities. The delivery is not reach the rural places so the customer affect by the lack of timing and unwanted travels.
- Provide more offers for the new and regular customers for sustaining customers.
- Mobile phones price are better than the showroom price but the mobile accessories price are two high like mobile case cover, temper class, and etc.
- Improve the refunding timing for the delivery return.

X. CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of online markets like Flipkart, Amazon, Ebay, Shop clus, Snapdeal and etc. The mobile phone usage is the main reason for the development of online shopping because the most of the online orders placed

from the mobile phone users. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online mobile purchasing.

In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information.

Now a days the most of the peoples use credit/ debit cards for online mobile purchasing. The online mobiles price are lower than the showroom price so the peoples likes to buy a mobile phone's from online markets. The online company provide offers for mobile phones in a festival days like Flipkart big billion day.

Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

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