ONLINE SHOPPERS SATISFACTION TOWARDS ONLINE SHOPPING

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ABSTRACT
To shop on Internet becomes an alternative for consumers since it is more comfortable than conventional shopping which usually attributed with anxious, crowded, traffic jam, limited time, parking space and etc. Internet in India is still considered as a new medium toll between the retailers and the consumers, and also retaining customers on e-retail is the most issue that is faced any e-retail store. A satisfying online shopping experience is crucial and this very much influences his/her inclination to buy online in the future. The online shoppers are asked about their satisfaction level in respect of their online shopping experience and whether or not they would continue online shopping in future. With a view to understand the consumer dynamics behind the newly evolving consumption culture, this research work has been undertaken. In the study, an attempt has been made to analyze the online shoppers satisfaction towards online shopping. The population of the study was online retail customers in the city of Coimbatore (India). A total of 226 customers were surveyed through non random technique for testing the hypotheses. Convenience factor has emerged as the prime determinant in both willingness to buy and patronage of online stores. The findings also prove that internet usage score, family income are crucial for increasing customer satisfaction.

KEYWORDS: consumer satisfaction, e-shopping, online shopping, Internet shopping, online shopping satisfaction