

INSIGHTS OF ELITE CUSTOMER: USER'S PERSPECTIVE TOWARD SONLINE SHOPPING

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ABSTRACT

The increase in information technology, high speed of internet and gave change in the worldwide marketing environment. Currently it has become popular throughout the world to do business in internet. Businesses have been coming up with creative ways to promote their product via online. Thus it gives new paradigm shift in the entire market and to replace the traditional markets. The customers can visit retail stores from their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. This study is taking place to identify the factors that may influence customer's online shopping satisfaction.

KEYWORDS: Customer Satisfaction, Online Shopping, Customer loyalty.

INTRODUCTION

Computers and the internet have completely changed the way one handles day to day transactions. Online shopping is the process whereby consumers directly buy goods and services from a seller directly without an intermediary service over the internet. The introduction of the World Wide Web, retailers have sought to sell their products to customers who surf the Internet. The customers can visit retail stores from their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. Companies like Flipkart have already crossed billion dollar valuation. If anyone has a product to sell, this is perhaps the best time to start selling it through online.

REVIEW OF LITERATURE

Leena Jenefa (2016) In this research it she found that customer delight does not differ

with gender, place, marital status, monthly income, pre-budgeting but it differs with number earning member in the family, occasion of purchase and shopping companion. There is an emotion and savings which make them delight apart from shop related factors.

Johnson (2001) Customer loyalty is a psychological predisposition that influences the customer to make repeat purchases from a specific service provider. Customer loyalty can be built when the online business focuses on providing exceptional customer service and exceeding the expectations of the customer.

Carroll (2001) Excellent customer service will help in retaining customers like online businesses offer special discounts, promotional offer and exclusive service for customers who have a personal shopping account with them.

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RESEARCH METHODOLOGY

Descriptive research design was employed in this study to describe customer influencing factor to use online purchase. In the present study 100 online shopping customers of Flipkart, eBay, myntra, snapdeal and Amazon only. My research confined to looyal customers that are purchasing only through online purchase online. Convenience sampling technique is used for collected by administering a structured questionnaire to consumers who use online for shopping. The questionnaire was

circulated in google forms and was completed by the sample respondents.

ANALYSIS

DEMOGRAPHIC FACTORS

Majority i.e., 51 per cent of customers' surveyed are female and the rests of 49 per cent of respondents' are male. Out of 100 respondents' surveyed, 79.60 per cent of customers' have opined that they are highly satisfied in online shopping.

Table 1. Online Shopping Websites Visited By the Respondents

Online Shopping Websites	No of Respondent	Percentage
Flipkart.com	29	29
Amazon.com	31	31
eBay.com	14	14
Myntra.com	16	16
Snapdeal.com	10	10

Source: Primary data

Majority of 31 percentage of the respondents purchased through amazon , followed by flipart.

Table 2. Factor influencing to purchase through online

Influencing Factor	No of Respondents N=583
Quality & availability of the product	78
Mode and Speed of delivery of the product	71
Product price / Offers provided for online shoppers	83
Accessibility	82
Payment options available for the customers	74
Shipping, Return and Exchange policies	56
Design of website	67
Ease of use	72

Source: Primary data

Majority of the respondents influenced by product price and offer provided by the online retailers.

Table 3. Products Purchased By the Respondents

Products Purchased	No of Respondents	Percentage
Electronics	11	11
Women's Accessories	05	05
Baby care	06	06
Mobiles	06	06
Garments	10	10
Footwear	11	11

Watches	06	06
Books	21	21
Toys	07	07
Computer	05	05
Games	08	08
Home appliances	04	04

Source: Primary data

Majority of the elite respondents 21 percentage, preferred to buy books through online.

CONCLUSION

Online shopping is an experience and has greatly influenced and have higher impact to the customers. It is expected to grow with advancements in technology. Online shopping has made consumers more effective and efficient in their shopping behavior. Further, in spite of best assurances given by online retailers, e-customers are highly satisfied with security and privacy. However, it is a big challenge to retain customers and urge them to be loyal in a volatile environment like internet shopping.

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