# CUSTOMERS' SATISFACTION TOWARD ONLINE SHOPPING IN LUNGLEI TOWN



*A report submitted to Department of Commerce, Higher and Technical Institute, Mizoram (HATIM) for the academic year 2022-23*

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## CERTIFICATE

This is to certify that the dissertation entitled "Customers' Satisfaction Towards Online Shopping in Lunglei Town" submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Lallunghnemi, Roll No. 2123BCOM023, IV Semester B.Com. She has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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# DECLARATION

I, **Lallunghnemi,** hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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My thanks are due to those whose names have not been mentioned but who have, nevertheless, played their part in making this research work successful.

Finally, I thank my Lord, my Shepherd who leads me in the path of righteousness and it is to Him I dedicate this work.

Thank you,

Lallunghnemi

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## CHAPTER-I

## INTRODUCTION

### 1.1 Conceptual framework

The term 'online' refers to being 'on the Internet.' The term encompasses not only purchasing items online, but also searching for them. In other words, some people may have gone internet shopping but did not purchase anything. Its popularity has grown dramatically. We can now buy almost everything online. Indeed, retail experts predict that internet shopping will soon outperform traditional shopping in terms of revenue.

### 1.1.1    Introduction of online shopping:

Online shopping is the process of purchasing goods or services over the internet, generally through an online retailer or e-commerce website. The concept of internet shopping has revolutionised the way people shop, giving consumers with ease, accessibility, and a wide range of possibilities.

When a customer purchases something online, they are doing so through a digital platform. Bikerringshop.com, an online motorcycle ring retailer from Thailand, is one example of such a platform. It is not required to live in this nation to purchase goods from the store. One of the biggest advantages of purchasing goods online is global coverage.

Customers can browse online shops while lounging in their homes or while using a computer. Customers purchase a wide range of goods from online retailers. Among the hundreds of items, customers can purchase from an online store are books, clothes, furniture, toys, hardware, software, and health insurance.

Online shopping eliminates the need to browse a store's merchandise while lugging potential purchases like jeans, shirts, belts and shoes around on one arm. Online shopping also gets rid of the annoying yet catchy music and the hundreds or even

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thousands of other people who appear to have made the same decision to go shopping that day.

### 1.1.2 Reasons to shop online:

- This saves time and effort.
- The ease of buying from home.
- There is a wide choice of items accessible.
- Discounts and reduced rates are available.
- Obtain extensive product information.
- We can contrast several models and brands.

### 1.1.3 Advantages of online shopping:

1. **No-hassle shopping:**

In most physical establishments, sales personnel attempt to persuade customers to purchase a product. When purchasing online, one is free to do whatever.

2. **Shopping online saves time:**

Customers do not have to wait in long lines at cash registers to pay for the things they have purchased. They can purchase from the comfort of their own home or workplace, saving time on transportation.

3. **Comparisons:**

There is a vast variety of products available online. The merchants display everything they have. Buyers can select from a selection of models after analysing the quality, features, and prices of the products on exhibit.

4. **Availability:**

The mall is open 365 days a year, 24 hours a day, seven days a week. So, wherever the vendor and buyers are, time is not an impediment.

5. **Online surveillance**

Online customers can track the status of their orders, and shipping delivery status tracking is also available.

**6. Shopping online saves money.**

To persuade people to shop online, e-retailers and marketers provide discounts to customers. Because they have reduced real estate and maintenance costs, sellers will not back down from offering large discounts.

### 1.1.4 Disadvantages of online shopping:

**1. Delivery Delay**

Shipment delays are caused by long lead times and a lack of adequate inventory management. Though selecting, purchasing, and paying for an online goods may take less than 15 minutes, delivery to the customer's door may take up to 1-3 weeks.

**2. Online stores do not offer large discounts.**

When opposed to online businesses, physical stores promise to offer large discounts; this is a significant disadvantage for the elder generation.

**3. Missing the shopping experience.**

Traditional shopping delivers a lot of fun in the shape of showroom atmosphere e, smart sales associates, scent and sounds that cannot be experienced through a website. Indians in general adore shopping. Consumers look forward to Christmas as an occasion to go shopping.

**4. Online shopping fraud**

The shopping site itself may occasionally vanish. In addition to the foregoing, online payments are not very secure. Customers' credit card and bank details have been exploited, raising privacy concerns.

## 1.2 Literature Review

(Singh, 2014): The purpose of this study was to examine and analyse the consumer's buying behavioural pattern towards online shopping (especially in case of flipkart.com users in Lucknow city). Also tried to find out various attitudes of Flipkart users of Lucknow city towards the online shopping. The study result concluded that future of e-tailers in India specially in cities looking very bright. Flipkart.com offering best prices, good products and completely hassle-free shopping experience for our customers.

(Bhatt, 2014): This paper studied on factors which online Indian buyers keep in mind while shopping online. This research found that information; perceived usefulness, perceived enjoyment and security or privacy are the five dominant factors which influence consumer perceptions on Online purchasing.

(Sharma, 2014): The objective of the study was to understand the online buying behaviour of consumers in India. It had also made an attempt to get information about the scope of improvement in online shopping website. The study was descriptive in nature and it has made an attempt to understand the behaviour of Indian consumers towards online shopping. Although statistical significance of various parameters had not been examined but the generalized results obtained through data analysis has given clear indication of increasing significance of online stores in the life of Indian people.

(Sharma R. K., 2015): This study investigated the relationship between various characteristics of online shopping and customer purchase behaviour. Results of this study shows about the behaviour of customers towards online shopping and future of online shopping in India.

(Shukla, 2016): The purpose of this research was to study the consumer behaviour in online shopping of electronic goods especially in Bhopal and Jabalpur city of Madhya Pradesh. The main research question in thesis is how consumers behave while shopping online. In this study Customer-oriented factors 'time saving', 'product quality', 'product price', 'convenience', 'accessibility', 'shop anywhere and anytime'.

(Ramar, 2016): This study was directed amid focusing online marketing, Individual influencing factor and psychological influencing factor. The information was gathered

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from respondents through a planned Questionnaires and scheduled interviews. The study result inferred that eventual growth of e-tailors in India uniquely in urban communities looking splendid.

**(Gopal, 2016):** This paper tries to analyse studies done by various researchers in order to explore what online channels consumers use when they are in a particular stage of the buying decision process. The study will create more understanding about why and how on-line consumers go through their buying decision process.

**(Naziya Maldar, 2017):** This study aims to establish a preliminary assessment, evaluation and understanding of the characteristics of online shopping. As the research suggests that increase in usage of internet increases the online shopping so there is a need to increase in broadband penetration as it accelerates the growth of online trade.

## 1.3 Rationale of the study

Businesses can obtain insights into consumer behaviour by measuring customer satisfaction with purchasing online, including the factors that drive purchase decisions, customer expectations, and the customer journey. It can assist organisations in identifying areas for improvement in the online purchasing experience, such as website design, ease of navigation, product selection, and customer service.

Customers who are satisfied are more likely to return and promote the firm to others, which can help organisations establish a loyal client base. Businesses that can provide a superior online buying experience have a competitive advantage over those that cannot in today's digital world. Customer satisfaction research can assist organisations in identifying methods to differentiate themselves from competition and attract and keep customers.

Numerous research and study had been conducted in this field but this research focuses on the youths and adults of Lunglei, Mizoram. It aims to identify the online shopping behaviour of people and the impact it has on them. People tends to spent more money on online shopping rather than traditional shopping as it is much more convenient and due to the availability of different products it lures the customers to buy and spend more on online shopping then they did in traditional shopping.

## 1.4 Statement of the problem

In the current state of marketing, online marketing has become increasingly significant. However, along with its essential expansion, shady characters, dishonest behaviour, and cheating have grown in number. These dishonest practices have instilled fear in the hearts of consumers and negatively impacted their attitudes towards online purchases. Consumer satisfaction and attitudes about online buying will be used to identify the characteristics that motivate people to shop online, and those factors will assist marketers in developing risky methods for online marketing.

## 1.5 Objectives of the study

1. **To identify the impact of online shopping on Lunglei town**

   The objective was framed to find out what impact does online have among the people in Lunglei

2. **To determine the difficulties faced towards online shopping.**

   The difficulties and hardships faced by the respondents in term of online shopping was the main aim of this objective

3. **To identify the customers' attitude towards online shopping.**

   The objective aims to identify the respondent's perception, their attitudes and behaviour towards online shopping

## 1.6 Research Methodology

### 1.6.1 Population of the study:

This study is focusing on the customer's insight towards UPI with special reference to Lunglei. The district of Lunglei, encompassing a total area of 4,538 square kilometres (1,752 sq. mi), has a population of approximately 78,000 (2023 census) with the current estimation.

### 1.6.2 Sample size:

the study was conducted in Lunglei town. Sample size denoted the number elements selected for the study. For this research,38 respondents were selected who are willing to participate and share their opinions and experiences regarding the topic.

### 1.6.3 Sources of data:

Collection Primary data has been collected through structured questionnaire. The questionnaire was distributed by using Google forms. WhatsApp was used to reach the respondents by sending questionnaire link. The secondary data were collected through different sources, such sources include journals and thesis published, existing research articles and various websites of the internet.

### 1.6.4 Design of the questionnaire:

A variety of question were prepared for this study in order to achieve the study's objective. The question used to conduct the survey were close -ended question. The respondents were asked to choose from a distinct set of pre-defined responses, such as yes/no or from a set of multiple-choice question and Likert scale questions. Google form were used in order to distribute the questionnaire.

### 1.6.5 Period of the study:

The research was conducted for a period of about 4 months, from February to early May. The period of the distribution of questionnaire was approximately 1 week.

### 1.6.6 Data analysis procedure:

The data in this study was displayed using several techniques such as bar graph, pie charts and tables were utilized to analyse and understand the obtained data. This is done with Microsoft Excel.

### 1.7 Limitations of the Study

- The researcher had to solely rely on the information provided by the respondents which could be biased.
- The survey has been conducted only on 50 respondents.
- The respondents of the study are confined only in HATIM.
- Unwillingness of some respondents to provide information is another limitation.

- The accuracy of the findings of study depends upon the correctness of the responses provided by the respondents

## 1.7 CHAPTERISATION

The present study is divided into four chapter as follows

I.    Introduction

     1.1 Conceptual Framework

     1.2. Literature Review

     1.3. Rationale of the study

     1.4 Statement of the study

     1.4. Objectives of the Project

     1.5. Research Methodology

     1.6. Limitations of the project

     1.7. Chapter Plan

II.   Analysis and Interpretation of data

III.  Results and Discussion

IV.   Conclusion and Suggestion

# CHAPTER-II

## DATA ANALYSIS AND INTERPRETATION

### 2.1 Demographic profile

Demographic data gives information about research participants and is required to determine whether the people in a study are a representative sample of the target population for generalisation purposes.

| Demographic profile | Classification | No. of Respondents (N=38) | Percentage (%) |
|---|---|---|---|
| 1. Gender | Male | 16 | 42.1% |
| | Female | 22 | 57.9% |
| 2. Age | Below20 | 10 | 26.3% |
| | 20 to 25 | 20 | 52.6% |
| | 26&above | 8 | 21.0% |
| 3. Educational Qualification | HSLC | 0 | 0 |
| | HSSLC | 1 | 2.6% |
| | Under graduate | 29 | 76.3% |
| | Post graduate | 8 | 21% |
| 4. Occupation | Government employee | 0 | 0 |
| | Stay at home | 2 | 5.3% |
| | Student | 31 | 81.6% |
| | Business | 2 | 5.3% |
| | Others | 3 | 7.9% |

Source: Primary data.

**Interpretation**

It can be interpreted from the demographic profile that the majority of the respondents are female with a percentage of 57.9% and the other remaining respondents are male with a percentage of 42.1%

In terms of age, the study shows that majority of the respondents belong to 20 to 25 years category securing 52.6 %. While 26.3% of the respondents belong to the below 20 years category and the remaining 21.0% belong to the 26 and above years category.

It can also be interpreted that majority of the respondents are undergraduates with 76.3%. While 21% of the respondents are postgraduates and the remaining 2.6 % have completed their HSSLC.

The study explores the occupation of the respondents and found that majority of the respondents are students with 81.6%.  While it was found that 5.3% of the respondents are both stay at home and have a business. And the remaining 7.9% of the respondents have others as their occupation.

**Table2.2 Orders delivered at home/work place by the courier.**

| Particulars | Frequency | Percentage |
|-------------|-----------|------------|
| Yes | 36 | 94.7% |
| No | 2 | 5.3% |
| Total | 38 | 100% |

Orders delivered at work/home

Source: Primary Data

**Interpretation**.

The table above represents the orders that are delivered at home or workplace. We can see that majority of the respondents have voted for yes with 94.7 % and the remaining 5.3% voted for no.

**Table2.3 Most purchased product through online.**

| Product | Frequency | Percentage |
|---------|-----------|------------|
| Electronic | 9 | 23.6% |
| Furniture | 2 | 5.2% |
| Personal care | 15 | 39.4% |
| Fashion | 12 | 31.5% |
| Total | 38 | 100% |

**Most purchased** product
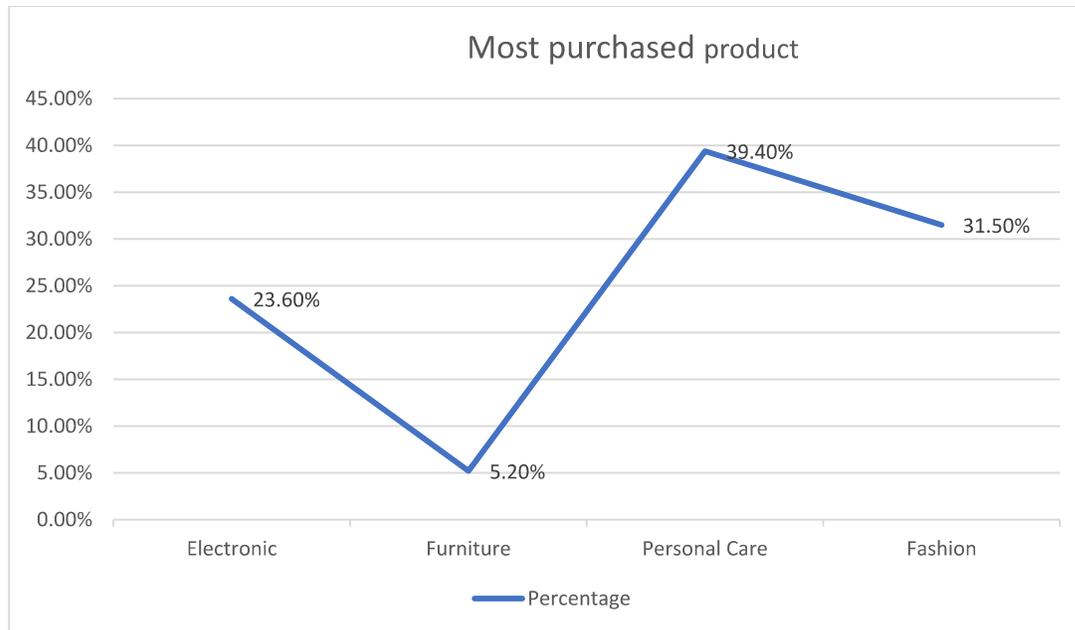
Source: Primary Data.

**Interpretation**

From the table 2.3 above, it can be interpreted that majority of the respondents have purchased personal care products the most with 39.4 %, whereas fashion products are the second most purchased product with 31.50 %. While 23.60 % of the respondents have purchased electronic products online the most and the remaining 5.20 % of the respondents have purchased furniture products the most through online shopping.

## Table2.4 Factors considered shopping online.

| Statement | Very unimportant | Unimportant | Neutral | Important | Very important | Total |
|-----------|------------------|-------------|---------|-----------|----------------|-------|
| Christmas discount | 23.6% | 5.2% | 18.4% | 31.5% | 15.7% | 100% |
| Diwali/Festival discount | 18.4% | 7.8% | 7.8% | 44.7% | 18.4% | 100% |
| End of season sale | 18.4% | 7.8% | 15.7% | 39.4% | 7.8% | 100% |
| V-Day discount | 10.5% | 7.8% | 23.6% | 34.2% | 5.2% | 100% |
| New year discount | 13.1% | 5.2% | 23.6% | 36.8% | 7.8% | 100% |



Figure 2.4 Factors considered shopping online
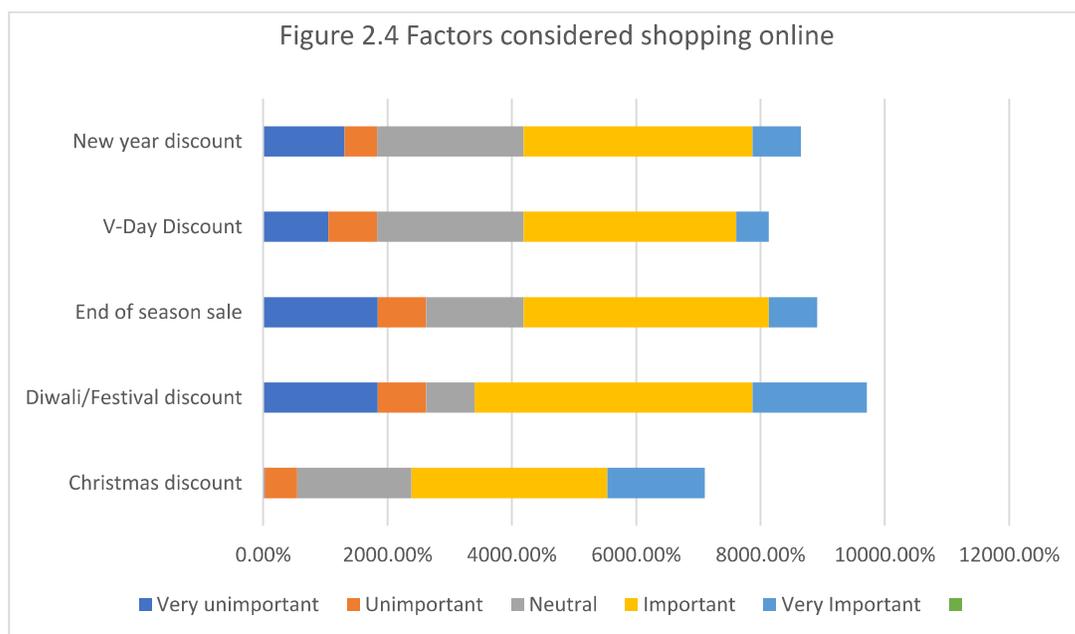
Source: Primary Data

**Interpretation**

From the table above we can interpret that 23.6% of the respondents consider Christmas discount to be very important,5.2% of the respondents considered it to be unimportant, while 18.4 % of the respondents considered it to be neutral, whereas 31.5% considered it to be important and 15.7 % considered it to be very important.

We can also see that 18.4% of the respondents consider Diwali/ Festival to be very important, 7.8% of the respondents considered it to be both unimportant and neutral, while 44 .7% of the respondents considered it to be important, whereas 18.4 % considered it to be very important.

It can also be interpreted that 18.4% of the respondents considered end of season sale to be very unimportant, 7.8% of the respondents deemed it be unimportant, while 15% of them considered it to be neutral, whereas 39.4 % of the respondents considered it to be important and 7.8% of the respondents considered it to be very important.

It is also clear that 10.5% of the respondents consider V-Day discount to be very unimportant, 7.8% consider it to be unimportant, while 23.6 % consider it to be neutral. Whereas 34.2 % deemed it to be important and 5.2% it to be very important.

It can be inferred that 13.1% consider the New Year Discount to be very unimportant, 5.2% consider it to be unimportant and 23.6% consider being neutral whereas 36.8% considered it to be important and 7.8% to be very important.

**Table2.5 Different factors statisfaction level.**

| Statement | Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied | Total |
|---|---|---|---|---|---|---|
| Delivery time | 5.2% | 13.1% | 13.5% | 47.3% | 2.6% | 100% |
| Product quality as expected | 15.7% | 15.7% | 10.5% | 34.2% | 5.2% | 100% |
| Size/fitting of the product | 7.8% | 13.15 | 15.7% | 36.8% | 0 | 100% |
| Ease of return | 13.1% | 13.1% | 13.1% | 31.5% | 5.2% | 100% |
| Wide range of choice | 7.8% | 2.6% | 18.4% | 47.3% | 7.8% | 100% |
| Refund policy | 7.8% | 13.1% | 13.1% | 36.8% | 2.6% | 100% |
| Save time | 13.1% | 10.5% | 10.5% | 47.3% | 2.6% | 100% |

Figure 2.5 Different factors satisfaction level
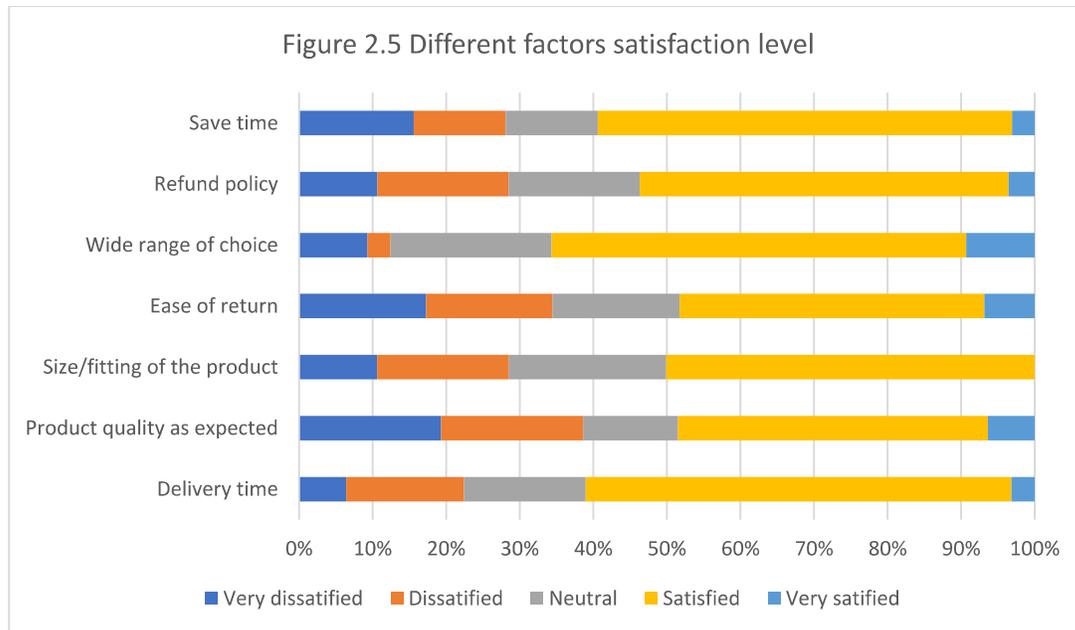
Source: Primary Data

**Interpretation**

From the table above we can interpret that 5.2% of the respondents are very dissatisfied with the delivery time, 13.1% are dissatisfied and 13.5 % of the respondents are neutral about it, whereas majority of the respondents are satisfied with the delivery time with 47.3% and 2.6% are very satisfied.

We can see that 15.7% of the respondents are very dissatisfied with the product quality, also 15.7% are dissatisfied and 10.5 % of the respondents are neutral about it, whereas majority of the respondents are satisfied with the product quality with 34.2% and 5.2% are very satisfied.

It can also be interpreted that 7.8 % of the respondents are very dissatisfied with the size/fitting of the product, also 13.15 % are dissatisfied and 15.7 % of the respondents are neutral about it, whereas majority of the respondents are satisfied with the size/fitting of the product with 36.8 %.

It is also clear that 13.1 % of the respondents are very dissatisfied with the ease of returning back    the product, also 13.1 % are dissatisfied and 13.1 % of the respondents are neutral about it, whereas majority of the respondents are satisfied with the ease of returning back the product with 31.5 % and 5.2.% are very satisfied.

It can be inferred that 7.8 % of the respondents are very dissatisfied with the wide range of choices available on online shopping, 2.6% are dissatisfied and 18.4% are neutral about the wide range of choices. Whereas majority of the respondents are satisfied with 47.3% and 7.8% are very satisfied.

We can also see that 7.8 % of the respondents are very dissatisfied with the refund policy, also 13.1% are dissatisfied and 13.1 % of the respondents are neutral about it, whereas majority of the respondents are satisfied with the refund policy with 36.8 % and 2.6 % are very satisfied.

It is also clear that 13.1% of the respondents are very dissatisfied with the time saving factor, also 10.5% are dissatisfied and 10.5 % of the respondents are neutral about it, whereas majority of the respondents are satisfied with the time saving factor with 47.3 % and 2.6 % are very satisfied.

**Table 2.6 Over all online shopping experience.**

| Particulars | Frequency | Percentage |
| --- | --- | --- |
| Excellent | 10 | 26.3% |
| Average | 25 | 65.8% |
| Poor | 3 | 7.9% |
| Total | 38 | 100% |

**FIGURE 2.6 ONLINE SHOPPING EXPERIENCE**
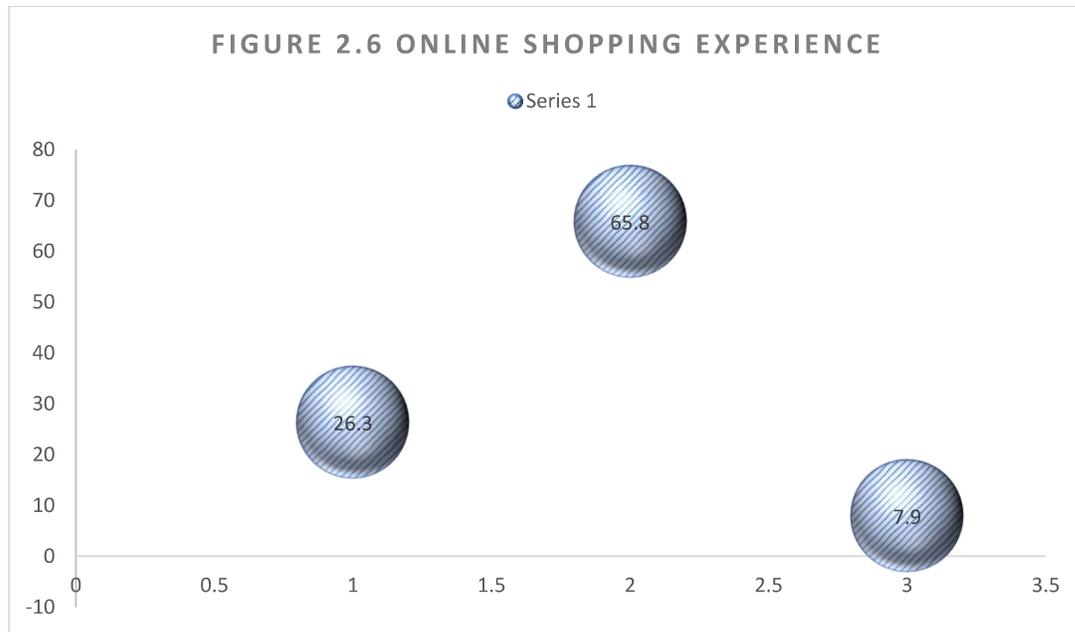
Source: Primary Data

**Interpretation**

The above table 2.6 shows the respondents the rating based on their experiences on online shopping where 26.3 percent rate as Excellent, 65.8 percent rate as Average, and 7.9 percent rate as Poor.

**Table2.7 Amount spent on online shopping per month.**

| Particulars | Frequency | Percentage |
|:-----------:|:---------:|:----------:|
| Less than Rs 1,000 | 24 | 63.2% |
| Between 2,000-5,000 | 3 | 7.9% |
| More than Rs 5,000 | 11 | 28.9% |
| Total | 38 | 100% |

Amount spent per month on online shopping

Source: Primary Data

**Interpretation**

The above table 2.7 shows that 63.2% of the respondents spent less than Rs 1,000 for purchasing products through online shopping. While, 7.9 % spend between Rs. 2,000-Rs 5,000 and 28.9 % spend more than Rs 5,000.

**Table 2.8.  Dedication for online shopping.**

| Particulars | Frequency | Percentage |
|---|---|---|
| Self | 15 | 39.4% |
| Family | 14 | 36.8% |
| Friends | 6 | 15.7% |
| Colleagues | 3 | 7.8% |
| Total | 38 | 100% |

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FIG. 2.8 DEDICATION FOR ONLINE SHOPPING

■ Family  ■ Friends  ■ Colleagues
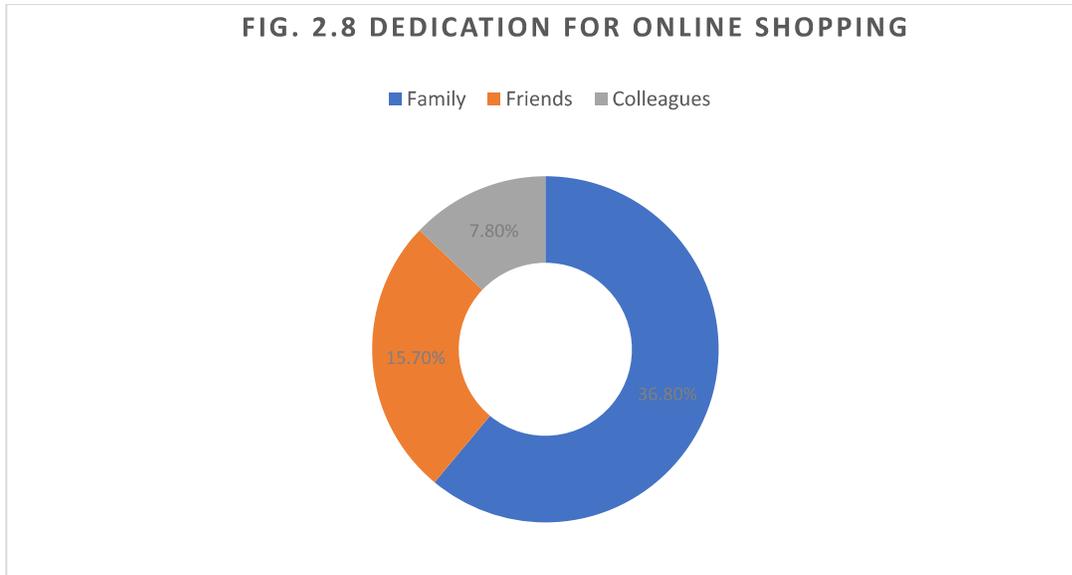
Source: Primary Data

**Interpretation**

It can be inferred from the above table 2.8 that majority of the respondents shop for themselves with 39.4 %, while 36.8% shop for their family and the remaining 7.8% of the respondents shop for their colleges.

**Table2.9 Recommendation of online shopping over offline shopping.**

| Particulars | Frequency | Percentage |
|---|---|---|
| Very unlikely | 9 | 23.7% |
| Unlikely | 2 | 5.3% |
| Neutral | 25 | 65.8% |
| Likely | 1 | 2.6% |
| Very likely | 1 | 2.6% |
| Total | 38 | 100% |

Fig.2.9 Recommendation of online shopping over offine shoping.
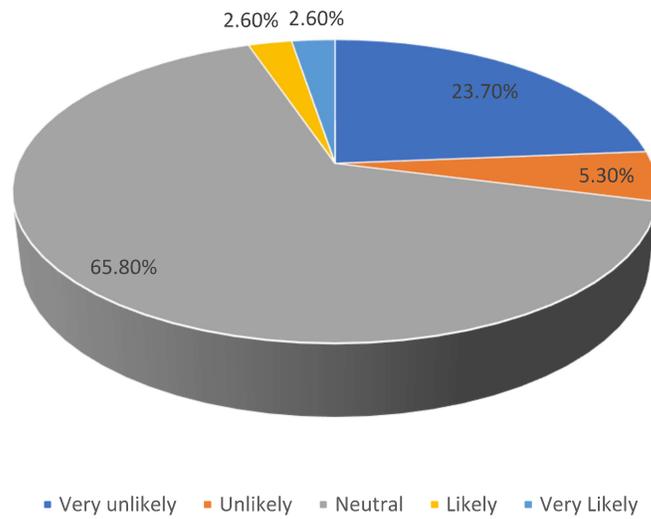
Source: Primary data.

**Interpretation.**

The above table 2.9 shows that majority of the respondents are neutral about recommending online shopping over offline shopping with 65.80%, while 23.7% are very unlikely to recommend, 5.3% are unlikely to recommend. Whereas both 2.6% of the respondents are likely and very likely to recommend online shopping over offline shopping.

## Table2.10 Preferred payment method.

| Particulars | Frequency | Percentage |
|---|---|---|
| Debit card/Credit card | 2 | 5.2% |
| Internet banking | 3 | 7.8% |
| Cash on delivery | 26 | 68.4% |
| UPI (G pay /Paytm/Phone Pe/ Amazon pay ,etc) | 2 | 5.2% |
| Wallet (Paytm wallet/Mobi Kwik, etc) | 5 | 13.1% |
| Total | 38 | 100% |



Fig. 2.10 Preferred payment method
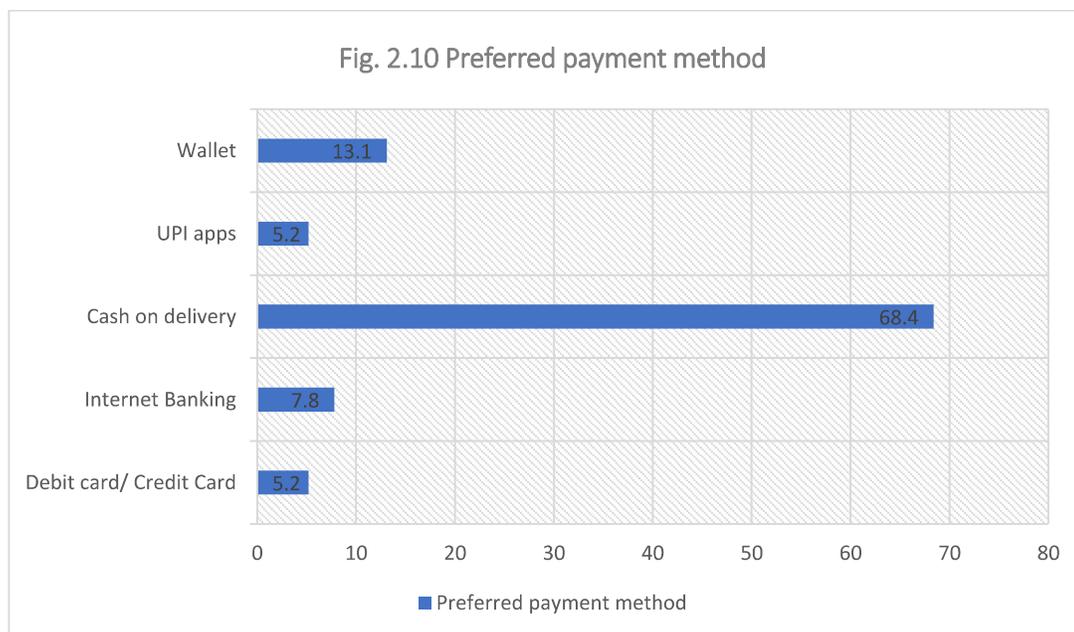
Source: Primary Data

**Interpretation**

The above table 2.10 shows the respondents preferred payment methods on online shopping. 5.2% of the respondents prefer Debit Card /credit card while 7.8 % prefer internet banking. Whereas 68.4 % prefer cash on delivery and 5.2 % of the respondents prefer UPI apps for payment and the remaining 13.1 % prefer Wallet.

**Table2.11 Challenges faced during online shopping**

| Statement | Strongly disagree | Disagree | No idea | Agree | Strongly agree | Total |
|---|---|---|---|---|---|---|
| Slow check out time | 7.8% | 15.7% | 34.2% | 42.1% | 0 | 100% |
| Slow webpage response time | 7.8% | 13.1% | 28.9% | 50% | 0 | 100% |
| Overpricing product | 5.2% | 18.4% | 31.5% | 42.1% | 2.6% | 100% |
| Refund policy | 10.5% | 21.0% | 31.5% | 36.8% | 0 | 100% |
| Delayed delivery | 7.8% | 21.0% | 23.6% | 36.8% | 10.5% | 100% |

Fig. 2.11 Challenges faced during online shopping
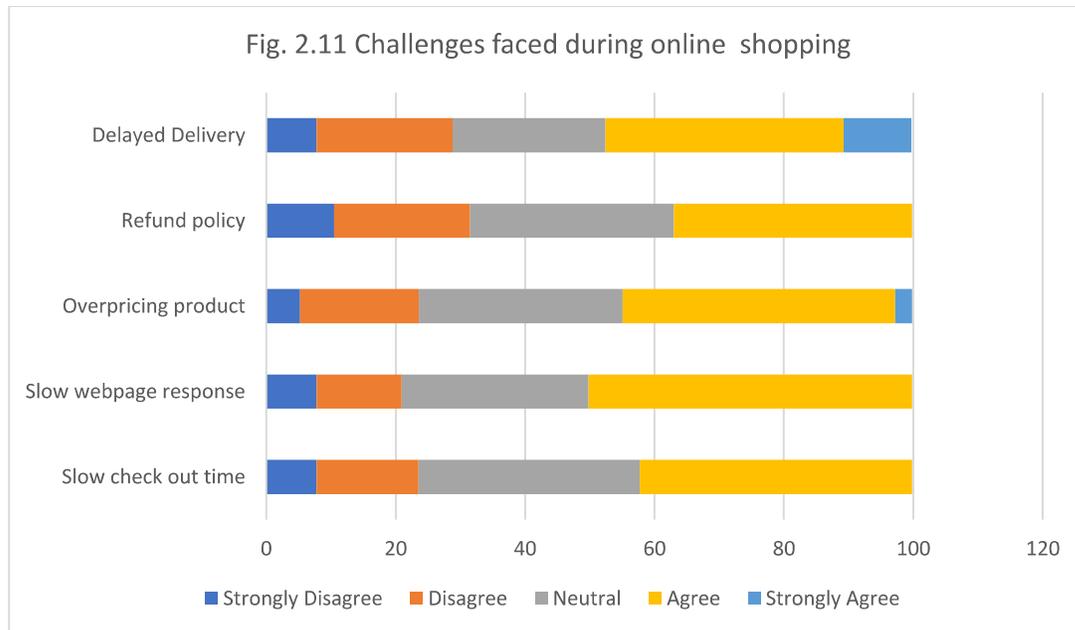
Source: Primary Data

**Interpretation**

The table above shows that 7.8% of the respondents have strongly disagree on facing the problem of slow time check out, 15.7% have disagree and 34.2% are neutral about it. Whereas majority of the respondents have strongly agreed on facing slow time check out with 42.1%

We see that 7.8 % of the respondents have strongly disagreed on facing slow webpage response, 13.1% have disagreed and about 28.9% of the respondents are said to be neutral. Whereas half of the respondents have agreed on having a slow webpage response.

It can also be inferred that 5.2 % of the respondents have strongly disagreed on overpricing of the product, 18.4 % have disagreed and about 31.5 % of the respondents are said to be neutral.

Whereas majority of the respondents have agreed on overpricing of the product and 42.1 % agree on overpricing of the product.

We also see that 10.5 % of the respondents have strongly disagreed on facing a challenge on refund policy, 21 % have disagreed and about 31.5 % of the respondents are said to be neutral.

Whereas 42.1 % of the respondents have agreed on facing a challenge regarding refund policy and 2.6 % having strongly agree on facing a challenge regarding refund policy.

It can be interpreted that 7.8 % of the respondents have strongly disagreed on facing the problem of having delayed delivery, 21 % have disagreed and about 23.6 % of the respondents are said to be neutral. Whereas majority of the respondents agreed with 36.8 % and 10.5 % strongly agreed

Whereas half of the respondents have agreed on having a slow webpage response on facing the problem of having delayed delivery.

**Table 2.12.  Reasons for choosing online shopping over local shopping.**

| Statement | Strongly disagree | Disagree | Neutral | Agree | Strongly agree | Total |
|---|---|---|---|---|---|---|
| Availability of free shopping | 5.2% | 13.1% | 13.1% | 63.1% | 5.2% | 100% |
| Available payment method | 13.1% | 10.5% | 13.1% | 60.5% | 2.6% | 100% |
| Return and cancellation policy | 2.6% | 18.4% | 15.7% | 55.2% | 7.8% | 100% |

**Fig.2.12. Reasons for choosing online shopping**
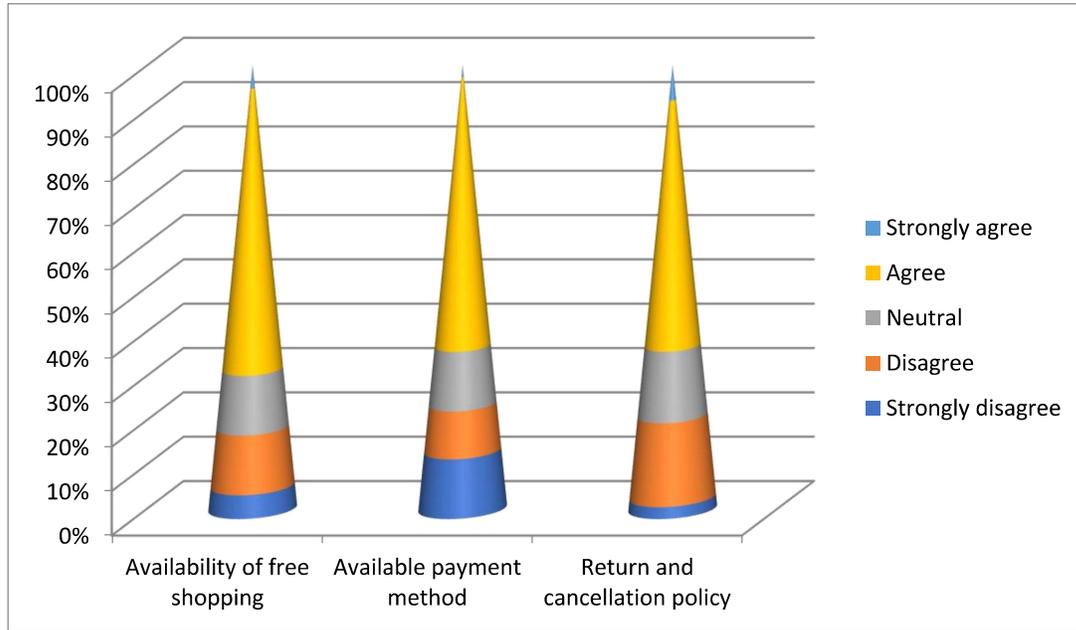


Source: Primary Data

**Interpretation**

The table above shows that 5.2 % of the respondents have strongly disagree on choosing online shopping for availability of free shopping, both 13.1 % of the respondents have disagree and are neutral about it. Whereas majority of the respondents have agreed on choosing online shopping of it with 63.1 % and 5.2% have strongly agree for choosing it.

We see that 13.1 % of the respondents have strongly disagree on choosing online shopping for availability of payment method, 10.5 of the respondents have disagree and 13.1% are neutral about it. Whereas majority of the respondents have agreed on choosing online shopping of it with 60.5 % and 2.6 % have strongly agree for choosing it.

It can also be inferred 2.6 % of the respondents have strongly disagree on choosing online shopping for its return and cancellation policy, 18.4 % of the respondents have

disagree and 15.7 % are neutral about it. Whereas majority of the respondents have agreed on choosing online shopping for its return and cancellation policy with 55.2 % and 7.8 % have strongly agree for choosing it.

**Table 2.13. Negative experiences faced in online shopping**.

| Statement | Strongly disagree | Disagree | Neutral | Agree | Strongly agree | Total |
|-----------|-------------------|----------|---------|-------|----------------|-------|
| Fake quality | 18.4% | 18.4% | 21.0% | 36.8% | 5.2% | 100% |
| Fake size | 15.7% | 18.4% | 21.0% | 39.4% | 5.2% | 100% |
| Fake product | 10.5% | 18.4% | 21.0% | 42.1% | 7.8% | 100% |

**Figure 2.13 shows the negative experiences faced in online shopping.**



27
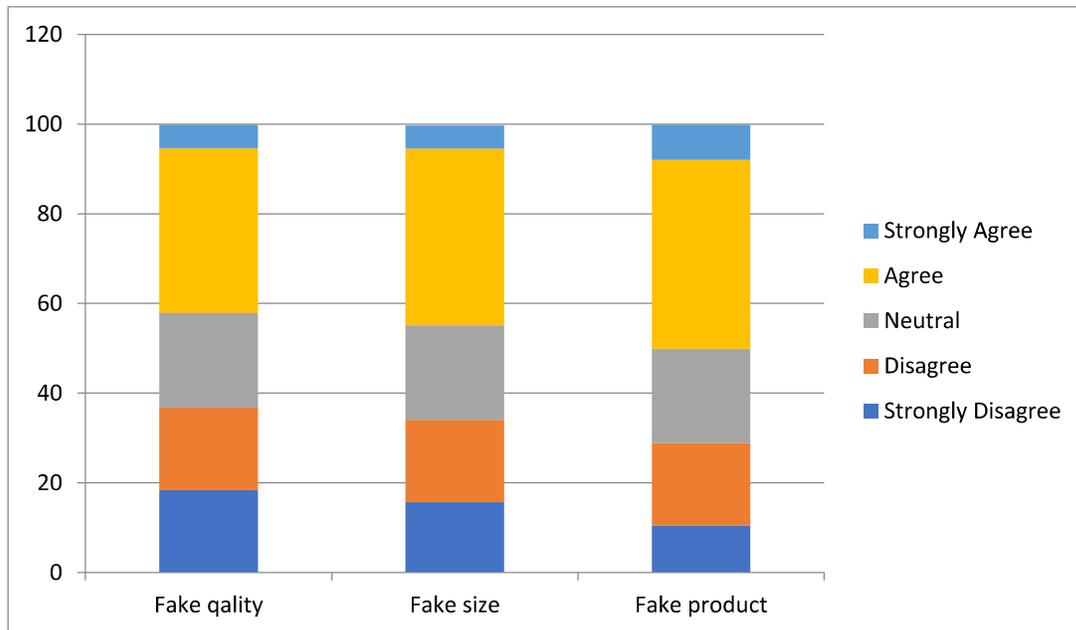
Source: Primary Data

**Interpretation**

From the table above, we can say that both 18.4% of the respondents have strongly disagree and disagree on facing a situation where the quality of the product was fake, 21% of the respondents are neutral whereas majority of the respondents have agreed with 36.8 % and 5.2% have strongly agreed on experiencing a situation where the quality of the product was fake.

We can also say that both 15.7 % of the respondents have strongly disagree on facing a situation where the size of the product was fake, 18.4 % have disagree on facing a situation where the size of the product was fake, 21% of the respondents are neutral whereas majority of the respondents have agreed with 39.4 % and 5.2% have strongly agreed on experiencing a situation where the size of the product was fake.

It can be interpreted that both 10.5 % of the respondents have strongly disagree on facing a situation where the product delivered was fake, 18.4% of the respondents have disagree and 21% are neutral whereas majority of the respondents have agreed with 42.1 % and 7.8 % have strongly agreed on experiencing a situation where the product delivered was fake.

# CHAPTER-III

# RESULT AND DISCUSSION

This chapter deals with the representation of major findings of the study in relation to customer's satisfaction towards online shopping. It describes the major findings related to the impact of online shopping in Lunglei town, the difficulties faced towards online shopping and to identify the customer's attitude towards online shopping.

## FINDINGS OF THE STUDY

The main findings of a research study; what the study showed, revealed, or indicated. This usually refers to the entire set of results rather than the conclusions or suggestions reached as a result of those results. Findings are the investigation's most important outcome. It's essentially a major fact discovered throughout an investigation. Facts and phrases, observations, and experimental data are all examples of research findings.

In this study the Statistical tools like Frequency table, charts and different graphs were used to analyse the data collected. The data for the analysis was collected through the survey method using structured questionnaire. The questionnaire for the survey was framed based on the objectives. The questionnaire consists of the socio-demographic factors and the customer's satisfaction towards online shopping in Lunglei town. The total respondents collected for this study was 38 and it was distributed through Google form.

The outcome of the survey and data analysis is explained as follows:

## 3.1 Demographic factors

- **Gender:** In the study we can see that majority of the respondents are female. It can be seen that women are more engaged in online shopping than men.
- **Age:** We can see that in the study reported, more than half of the respondents belong to the age category of 20 to 25 which signifies that the young adults are more involved in online shopping.
- **Educational Qualification:** The study reveals that 76.3% of the respondents are undergraduates.
- **Occupation:** It can be seen that 81.6% which is the major percentage of the respondents are students.

## 3.2 Impact of online shopping in Lunglei town.

The study revealed that majority of the respondents has their orders delivered at their home / workplace by the courier. It saves the hassle of going out to purchase the product and it was revealed that their most purchased product was related to the personal care category, with the fashion category coming in second place.

According to the data, we can see that Diwali / festival discount and end of season sale were some of the important factors considered when shopping online. The products are sold at a much lower price during these events which encourages people to buy them.

From the data we can conclude that factors like delivery time, the wide range of choices, time saving factors were the most satisfying factors when shopping online. When shopping online, we can compare the products in different sites as well as have more variety of choices over off line shopping and it saves the hassle of going out and has it delivered at one's home.

It was revealed that majority of the respondents rated their overall online shopping experience as average and the amount spent on online shopping per month was less than Rs 1,000.

## 3.3 Difficulties faced towards online shopping.

The data reported some of the challenges faced by the customers in online shopping where factors like slow webpage response time, slow check out time and overpricing products were the major concern.

The study also reveals some of the negative experiences faced by the respondents in online shopping where they were delivered fake products, the quality of the product was found to be fake and fake size products.

## 3.4 Customer's attitude towards online shopping

It can be interpreted from the data that majority of the respondents shopped for themselves and their family and voted for being neutral about recommending online shopping to offline shopping.

It was revealed that majority of the respondents preferred payment method was Cash on delivery. It could be because they prefer paying only after having the products delivered.

The data showed that majority of the respondents chose online shopping over local shopping because of the factors like availability of free shopping, payment method and the return and cancellation policy. Online shopping saves the time, can be done through the comfort of one own's couch without having the need to go out at their own convenience.

## CHAPTER IV

### Conclusion and Suggestion

**Suggestion**

- Before making a purchase, one should make sure that if he/she really needs the item and is it really necessary to purchase the item as youths these days increase their expenditure on unnecessary things.

- Although Internet and social media provides us a better platform for online shopping, one should be more careful about internet and online shopping scams and frauds.

- One should track his/her own budget before making any purchase to prevent over-spending of money.

- From the study, it can be highlighted that, online shopping is visibly more convenient than traditional shopping and one must be aware of that and make use of that advantage to prevent from any monopoly exploitation.

**Conclusion**

To improve customer satisfaction with shopping online requires a diversified approach. Key strategies include user-friendly website design and navigation, clear product descriptions and images, an easy checkout process, fast and reliable shipping, excellent customer service, personalization and customization options, secure payment options and data protection measures, social proof through customer reviews and ratings, and loyalty programmes and incentives. By employing these tactics, online

businesses can improve the overall customer experience and establish long-term relationships with their customers. It is also critical to regularly collect client input and make necessary modifications in order to stay ahead of the competition and fulfil changing customer wants and preferences. The study concludes that the respondents preferred online shopping than traditional shopping due to its conveniency and availability of more products. Online shopping is an important part in the development of the country's economy, and it helps in generation of employment.

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**CUSTOMERS' SATISFACTION WITH ONLINE SHOPPING**

This survey is only for academic purpose; the identity of the respondents will keep and only composite data will be displayed. The main purpose of this questionnaire is to find out the satisfaction level of the online shoppers of Lunglei town. Kindly answer the following question.

1.Gender

a) Male

b) Femail

2.Age

  a) Below 20

  c)  20 to 25

  d) 26 & above

3.Qualification

 a)  HSLC

b)  HSSLC

c) Under graduate

d) Post graduate

4.Occupation

a) Government employee

b) Stay at home

c) Student

d) Business

5.Do you get your orders delivered at your home/work place by the courier?

a) Yes

b) No

6.What kind of product did you purchase through online the most?

a) Electronic

b) Furniture

c) Personal care

d) Fashion

7.How do you consider the following factors when shopping online?

| | Very unimportant | Unimportant | Neutral | Important | Very important |
|---|---|---|---|---|---|
| Christmas discount | | | | | |
| Diwali/Festival discount | | | | | |
| End of season | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| discount | | | | | |
| V-day discount | | | | | |
| New year discount | | | | | |

8.To what extent do you agree with the following points while shopping online?

| | Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very satisfied |
|---|---|---|---|---|---|
| Delivery time | | | | | |
| Product quality as expected | | | | | |
| Size/Fitting of the product | | | | | |
| Ease of return | | | | | |
| Wide range of choice | | | | | |
| Refund policy | | | | | |
| Save time | | | | | |

9.How would you rate your overall online shopping experience?

a) Excellent

b) Average

c) Poor

10.how much do you usually spent on online shopping every month?

a) Less than Rs 1000

b) Between Rs 2000-5000

c) More than Rs 5000

11.Who are you shopping for?

a) Family

b) Friends

c) Colleagues

12.How likely are you to recommend online shopping over offline shopping?

a) Very unlikely

b) Unlikely

c) Neutral

d) Likely

e) Very likely

13.Which payment method do you prefer on online shopping?

a) Debit card/Credit card

b) Internet banking

c) Cash in delivery

d) UPI (G-pay/Paytm/Ponape/Amazon Pay, etc)

e) Wallet (Paytm wallet/Mobi Kwik, etc)

14.What is the biggest challenge you faced when shopping online?

| | Strongly disagree | Disagree | Neutral | Agree | Very agree |
|---|---|---|---|---|---|
| Slow checkout time | | | | | |
| Slow webpage response time | | | | | |
| Overpricing product | | | | | |
| Refund Policy | | | | | |
| Delayed delivery | | | | | |

15.Reason for choosing online shopping over local shopping?

| | Strongly disagree | Disagree | Neutral | Agree | Very agree |
|---|---|---|---|---|---|
| Available of free product | | | | | |
| Available | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| payment method | | | | | |
| Return and cancellation policy | | | | | |

16.Have you ever experienced receiving the following points in online shopping?

| | Strongly disagree | Disagree | Neutral | Agree | Very agree |
|---|---|---|---|---|---|
| Fake quality | | | | | |
| Fake size | | | | | |
| Fake product | | | | | |