

Consumer Satisfaction Towards Service After Sales In Online Shopping Special Reference To Electronic Items (Special Reference to Kalkulam Taluk of Kanyakumari District)

⁽¹⁾Ms. D. Mary Prema, ⁽²⁾Ms. R. Kinsa Jenifer

⁽¹⁾Assistant Professor of Commerce St.Alphonsa College of Arts & Science,
Karinkal, Kanyakumari District, Tamil Nadu

⁽²⁾I.M.Com St.Alphonsa College of Arts & Science, Karinkal, Kanyakumari District, Tamil Nadu

Abstract: *With the increasing internet literacy, the prospect of online marketing is increasing. There are millions of people online any time and they all are a potential consumer in the online market.*

Since there are so many providers, the most important thing for organizations is to understand what are consumer wants and needs in this competitive business environment. Customer buying behaviors are influenced by different factors such as culture, social class, references group relation, family, salary level and salary independency, age, gender etc. and so they show different customer behaviors. These studies explain online shopping important and consumer buying behavior in online shopping.

Keywords: *Online shopping, Consumer Buying Behavior Influences of Online Shopping Decision*

I. Introduction

The project online shopping system is very helpful for where the customer can directly buy the products or items from home through internet connection on mobile system. The transaction of money is completed in real time system. Some of the online shops are EBAY Amazon by this online, shopping items is directly delivered to buyer home. Online shopping system can help to manage goods, products and services online by choosing store websites. The main of the project helps in sell products or goods online through internet connection. Buying of products online customer can choose different product based on categories, online payment, delivery services and covering the disadvantages of the existing system and making the easier and helping the vendors to reach wider market.

II. After Sales Service

Customer satisfaction is related to the human activity directed at satisfying human wants through the exchange of goods and services. The major task of organization is to satisfy customers by meeting their needs and wants policies and programs, which are formulated to service efficiency the customer demand satisfying customers limited only till the service is provided after the sales but they include all functions necessary to satisfy the customer such as financing, after sales services, etc. After sales service is an important aspect of a marketing transaction. Such service covers repairs, spare parts and smooth maintenance at lower charges after the product has been sold and being used.

III. Objectives

The following are the important objectives of the study:

To study the availability of service centers for digital marketing products in K.K.DIST.

To study the satisfaction level of customers regarding digital marketing products.

To give some suggestion regarding service centers.

IV. Scope Of The Study

This study is confined only to Indian online users particularly Kanyakumari District of Tamil Nadu. This study has been conducted to analyze availability of service centers for the online shopping of electronic items

V. Research Methodology

Both primary and secondary data has been used for the purpose of this study.

Primary data is collected with the help of a structured questionnaire the same is finalized after conducting a pilot study.

The secondary data is collected from various published sources such as books, journals, newspapers, websites etc.

Sampling frame: individuals who purchased electronic products through online

Sampling unit: People in Kanyakumari district of Tamil Nadu usings online shopping.

Sample size: 60 respondents.

Sampling method: Simple random sampling

Statistical tools used : Percentage, 5 point scale , simple average method

VI. Analysis And Interpretation

Researchers analyse the influence of digital marketing towards used products

I. Demographic profile of the respondents:

Demographic profile is playing very important role for analyzing the customer satisfaction towards service after sales in digital marketing. The Table 1 shows the demographic profile of Kanyakumari district consumers in digital marketing.

TABLE 1: DOMOGRAPHIC PROFILE

Demographic Factor	Characteristics	Total (N=60)	
		Resp.	Perc.
Age	Below 20	24	40.00
	20-30	30	50.00
	30-40	4	06.67
	Above 40	2	03.33
Total		60	
Gender	Male	12	20.00
	Female	48	80.00
Total		60	
Marital Status	Married	25	41.67
	Un-Married	35	58.33
Total		60	
Education	Up-to HSC	3	05.00
	Degree	15	25.00
	Professional	42	70.00
Total		60	
Occupation	Dependent	12	20.00
	Employee	15	25.00
	Professional	30	50.00
	Businessman	3	05.00
Total		60	
Monthly Income	Below Rs.10000	30	50.00
	Rs.10000 to Rs.20000	18	30.00
	Rs.20000 to Rs.30000	9	15.00
	Above Rs.30000	3	05.00
Total		60	

Source: Primary data

Table 1 reveals that, Among the selected respondents 24 respondents (40 percent) are lies in the age group of below 20,

30 respondents (50.00 percent) are lies in the age group of 20 to 30, 4 respondents (06.67 percent) are lies in the age group of 30 to 40 and 02 respondents (03.37 percent) are lies in the age group of above 40.

Among the selected respondents 80 percent (48 respondents) are female and 20 percent (12 respondents) are male.

Among the selected respondents 58.33 percent (35 respondents) are unmarried and 41.67 percent (25 respondents) are married.

Among the selected respondents, 42 respondents (70 percent) are professionals, 15 respondents (25 percent) are qualified with degree, and 03 respondents (05 percent) are qualified with up-to H.S.C.

Out of 60 respondents, 30 respondents (50 percent) are professionals, 15 respondents (25 percent) are private employees , 12 respondents (20 percent) are dependent, and only 03 respondents (05.00 percent) are businessmen.

Out of 60 respondents, 30 respondents (50 percent) earned monthly income below 10,000, 18 respondents (30 percent) earned monthly income of Rs.10000 to Rs.20000 ,09 respondents (15 percent) earned monthly income of Rs.20000 to Rs.30000, and only 03 respondents (5 percent) earned monthly income of above Rs.30000.

TABLE 2: Opinion Regarding After Sales Service

Factor	Characteristics	Total (N= 60)	
		Resp.	Perc.
Satisfied with the digital marketing service than traditional marketing	Yes	42	70
	NO	18	30
Total		60	100
Availability of service centers in their place for the online shopping products	Yes	27	45.00
	No	33	55.00
Total		60	100
Delivery of product within the prescribed time	Yes	57	95.00
	No	3	5.00
Total		60	100
Availability of the same products in shops	Yes	42	70.00
	No	18	30.00
Total		60	100
Price relation between traditional and digital marketing	Equal	30	50.00
	Low in digital marketing	27	45.00
	High in digital marketing	3	5.00
Total		60	100
Willingness to introduce the same product to others	Yes	57	95.00
	No	3	5.00
Total		60	100

Source: Primary data

Table 2 reveals that 70% of the respondents satisfied with the services of online shopping than the traditional shop, and 30% of the respondent satisfied with the traditional market than online shop

Among the selected respondents 33 (55%) respondents are not benefited with the service centers for their online shopping products and 27 (45%) respondents are benefited with the service centers for their online shopping products .

Out of 60 respondents 57 respondents satisfied with the delivery of the product within the specified time but only 3 respondents not received the delivery within the prescribed time .

Among the selected respondents 42 respondents agree with the availability of the same product in shops also but 18 respondents disagree with that.

50 percent of the respondents have the opinion that price in shops and online marketing is equal, 45 percent of the respondents have the opinion that price in online shopping is lower than shops, 5 percent of the respondents have the opinion that price of the products is higher in online shopping than traditional shops

Out of 60 respondents 57 respondents are willing to suggest the same product to others only 3 respondents are not willing to suggest the same product to others

Table 3: The satisfaction level of the customers towards the service after sales in Online shopping of electronic items

Criterion	Very Highly Satisfied	Highly Satisfied	Satisfied	Neutral	Not Satisfied	Total Score	Mean Score	Rank
Quality	18	21	15	6		231	3.85	I
Price	6	9	24	18	3	174	2.95	II
Customer care	6	9	24	18	3	174	2.95	II
Service after sales		12	30	12	6	162	2.8	IV
Guarantee period		6	27	15	12	135	2.45	V

Source: Primary data

The table 3 shows that the rating of different factors of satisfaction towards service after sales of online shopping of electronic items..The customers are very highly satisfied with the Quality of products in online shopping , highly satisfied with price and customer care in online shopping towards online shopping of electronic items , Neutral about service after sales and not satisfied with guarantee period.

Table 3: The factors affecting the buying process

Criterion	Rank I	Rank III	Rank III	Rank IV	Rank V	Rank VI	Rank VII
Price	30	3	3	3	15	6	
New models	6	6	12	6	12	18	
Time saving	9	9	6	12	9	15	
Quality	6	21	9	9	12	3	
service after sales	9	3	12	15	12	9	
Cash on delivery		18	15	15	6	6	

Source: Primary data

Findings of the Study

This study is conducted to find the customer satisfaction towards service after sales for online shopping products in Kanyakumari district. This analysis was done through statistical tools based on primary data acquired through survey conducted with questionnaires distributed to the users of online shopping the major findings are .

- ❖ People who belong to the age group of 20 to 30 shop electronic item through online more often than people of other age groups.
- ❖ Amongst the respondents the number of female respondents is more than the male respondents.
- ❖ People who have Professional qualification purchase through online than any other qualified person.
- ❖ Amongst the respondent professionals are using digital marketing more often than other occupational groups.
- ❖ People prefer online shopping than traditional market.
- ❖ In the survey conducted most of the customers not benefited and satisfied with service after sales of online shopping products.
- ❖ People are satisfied with door delivery facility provided in online shopping
- ❖ People can get the same products in shops also
- ❖ According to the responses given by the respondents , price of the products is more or less equal in traditional shops and online shops
- ❖ Almost all the respondents are ready to suggest the same product to others also.
- ❖ People are satisfied with the quality of online products and not satisfied with Guarantee period.

Suggestions and Recommendations

Based on the findings of the study the following suggestions are given by the researchers to overcome the problems associated with the service after sales of online shopping of electronic items

- ✓ The online sellers should provide more service in rural areas also
- ✓ The online sellers may introduce more choices and varieties.
- ✓ The website should induce the companies to provide service centers in different areas
- ✓ The online sellers may give more choices for color , height and varieties of the product.

VII. Conclusion

Digital marketing is providing better service to customers in all the ways, by means of online shopping the sellers enjoy their life by time saving, more choice, door delivery , getting quality products and in more ways, but there are some problems also available for the online shoppers because the sellers have much interest to sell their products, but they are not showing interest to service the customers after sales, if they concentrate in that , then everybody will be benefited and digital marketing can do wonders.

References

- [1] Michael J Etzel, Bruce J Walker, William J Stantoo, Ajay Pandit Marketing, Mc Grow Hill education (India) Private Limited, New Delhi,2014.
- [2] David Whiteley, Mc Grow Hill education (India) Private Limited, New Delhi,2016.
- [3] Regi, S. B., & Golden, S. A. R. (2014). Customer Preference Towards Innovative Banking Practices Available In State Bank Of India At Palayamkottai. Sankhya International Journal Of Management And Technology, 3(11 (A)), 31-33.
- [4] Rahul, G. S. A. Subscribers' Attitude towards Mobile Communication Service Problems in Tuticorin District. International Journal of Research-Granthaalayah, 4(5), 53-57