

## CUSTOMER SATISFACTION TOWARDS E SHOPPING USING TECHNOLOGY ACCEPTANCE MODEL APPROACH

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### ABSTRACT

**Objectives:** This paper aims at the study of the customer satisfaction towards E-shopping using the Technology Acceptance Model Approach in which we study that how new trend of online shopping is being adopted by the customers and how much they are satisfied with it.

**Methods/Statistical analysis:** Research has been done by filling the online google form from the customers having the demographic parameter of age, gender. Questionnaire focus on the preference of online website, frequency of doing online shopping, mode of payment, monthly expenditure on the online shopping. Questionnaires have been filled and analyzed and interpreted using the hypothesis and SPSS. Graph, tables and diagrams have been used to interpret or to show the results.

**Findings:** According to the findings age group between 20-29 prefer online shopping and women prefer more online shopping than men. Amazon is preferred more than any other site and customers prefer to buy clothes than any other commodity from these online websites.

**Improvements:**Online websites should give more security to the customers in the payment mode as there are a lot of frauds which come to site when customers use online shopping websites. Online shopping websites should be more user-friendly to be used by the customers.

## 1. INTRODUCTION

E-shopping has taken a new space in today's world and more and more e-shopping websites are coming up. E-shopping means when there is no physical contact between the buyer and the seller and the purchasing takes place via online i.e. with the use of internet. Many companies are opting for the e-shopping as there is no infrastructure or physical shop required thus it saves the cost of setting of the shop. There is no need to have a shop to keep the stock or the inventory, only a room to keep the stock is required thus saves the money. In the traditional shopping, the buyer would go to the supplier at the shop to buy the product, would give the cash and buy the product or the service. In the e-shopping process the buyer must open his laptop, desktop or connect to the internet via mobile. Open the website or the mobile app, search for the product or the service, places his/her order and can pay online also via e-wallets, e-cash, credit card or debit card. Once the order is placed the supplier gives the confirmation and thus buyer receive the details regarding the order confirmation and order place and order delivery. On the successful delivery of the product if the customer is not satisfied with the product he/she can return the product or

ask for the refund. E-shopping eases the work of the shopping as it is convenience to use, easy available 24 hours and 7 days, customers can easily return the product also, it saves time also as customer don't need to visit the shop to buy the product. Online shopping is nowadays available for the small to smallest of the products and for every product. As e-shopping has the advantages similarly it has the issues also as the security issue, misuse of the payment gateways, as there is no physical contact between the supplier and the buyer, so the customer can't see the quality of the product. Technology Acceptance Model is the model which describes how well customers adopt the new technology. E-shopping being new to the customers, so it is not well accepted by the customers due to its issues.

### **FACTORS AFFECTING E-SHOPPING-**

- It is faster buying as easily buyers can find the product which they want to buy.
- Convenience to use by the buyers as well as the suppliers.
- E-shopping is available for 24 hours for complete 7 days.
- More reach to the customers as there is no geographical limitation as internet can be accessed by anyone and in any part of the world.
- Suppliers can easily manage their business.
- No need for the physical infrastructure of the company to be set up.
- Greater variety is available for the customers to choose from.

## **2. DATA SOURCE AND METHODOLOGY**

### **1. DATA SOURCE**

Data source of the research is primary data and secondary data. Primary data is filled with the help of the google forms. Google form questionnaire consist of the questions of demographic parameter of age, gender. Questionnaire focus on the preference of online website, frequency of doing online shopping, mode of payment, monthly expenditure on the online shopping. Other questions were based on the Likert scale data.

Apart from the primary data, secondary data is also needed for this study which includes the previous study, journals, internet, etc.

The sample size of the research is 87 which included the youth from the Chandigarh, Panchkula and Mohali.

Hypothesis are made, and SPSS is used to find out the results of the hypothesis.

## **2. DATA INTERPRETATION AND METHODOLOGY**

2.1 Objective 1- To study the relation between consumer demographics and TAM dimensions.

- Age and TAM Dimensions
- Gender and TAM Dimensions

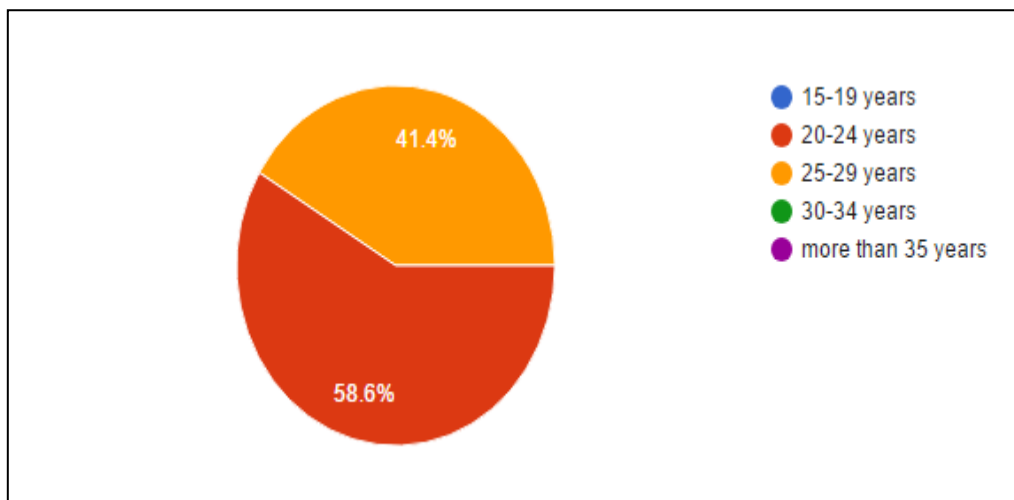
Objective 2- To determine the relationship between customer satisfaction and dimensions of technology acceptance model.

- Satisfaction and TAM dimensions

Objective 3- To determine the relationship between customer satisfaction and dimensions of technology acceptance model

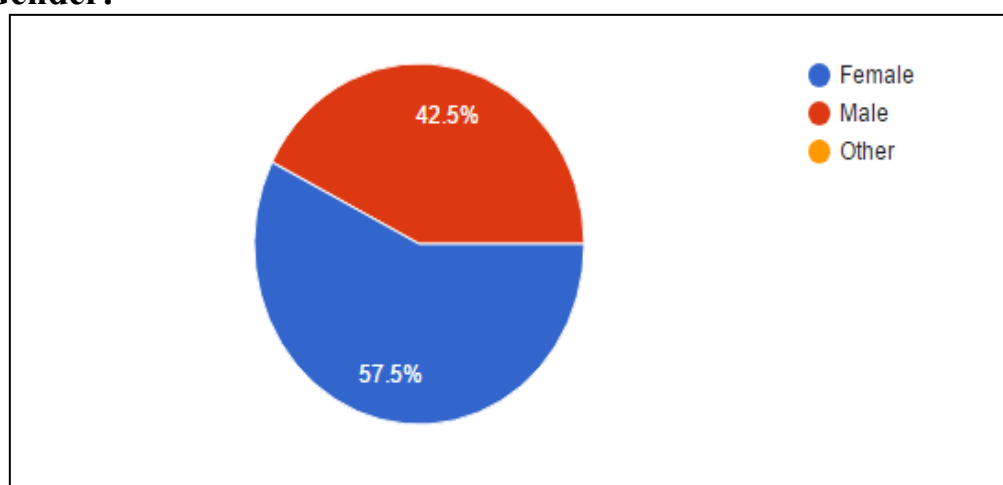
- Satisfaction and TAM dimensions

#### Age:



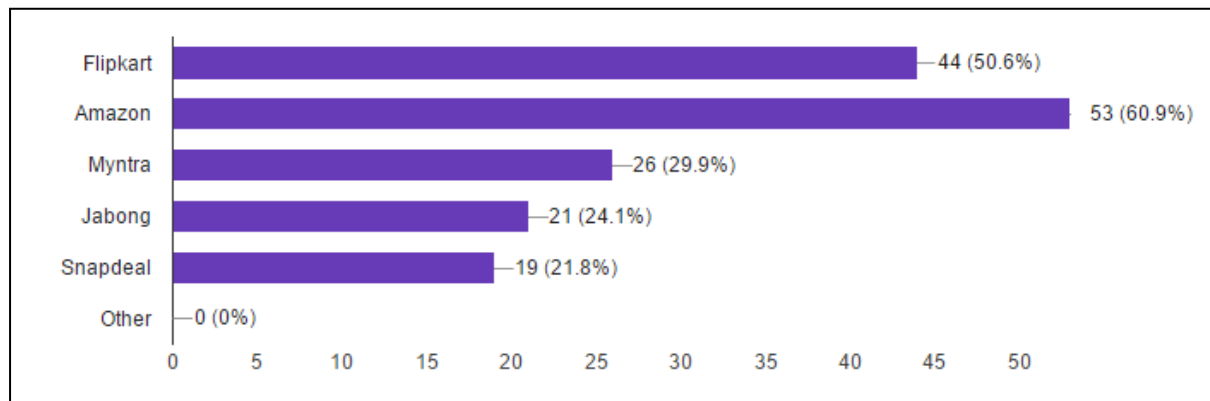
Analysis: The data shows that most of the respondents were in the middle age category i.e. 20-29 years.

#### Gender:



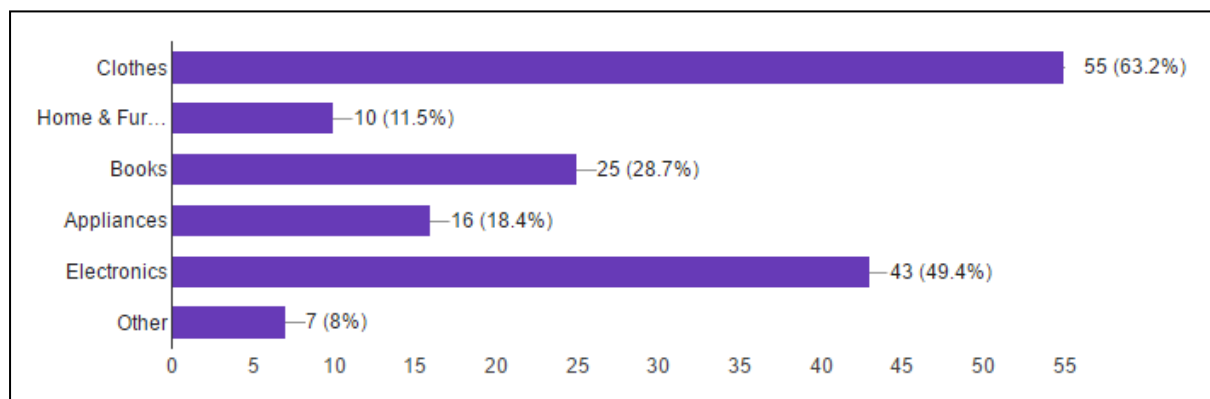
Analysis: The results show that there were 57.5% females and 42.5 % males in the sample.

### Website Preference:



Analysis: This interprets that 60.9% customers use Amazon website. 50.6% use Flipkart and rest 29.9% Myntra, 24.1% Jabong and 21.8% use Snapdeal.

### Type of commodity buy:



Analysis: This interprets 63.2% buy clothes, 49.4% electronics, 28.7% books, 18.4% appliances, 11.5% home & furniture products and rest 8% buy other products.

Maximum customers prefer buying clothes online.

### **3. FINDINGS**

- According to the study customers are from the middle age between 20-29 years.
- Females have more interest towards online shopping than males.
- Amazon site is the popular site among customers to do e-shopping.
- Customers prefer more buying of the clothes than any other commodity from the e-shopping websites.
- On an average customer spend Rs 1000- 5000 on online shopping.
- Customers prefer cash on delivery to buy the products from e-shopping websites.

### **SUGGESTIONS**

Based on the results of the project findings, the following recommendations can be as follows:

1. E-shopping websites should be quick to access whether on computer or mobile.
2. For the products images, high quality should be used so that customers can have right view of the images.
3. Customer reviews should be more reliable.
4. Offer live chat.

5. Offer free shipping.
6. Implement the customized option in the website.

## **CONCLUSION**

E-Shopping is the process of buying and selling the goods or services online or through internet. In e- shopping the customers don't need to go the market and purchase the products, customers can easily sit at home and can buy the products just with the use of the internet on the laptop, desktop or mobile. E-shopping gave an advantage to the customers as well as the suppliers. TAM model i.e. Technology acceptance model is a model which says how easily the customers adopt the change. In this search it is viewed how any customer accepts the e-shopping and how well they change their preference from traditional shopping to e-shopping. Through technology acceptance model it is analyzed how well customers accepts this change in their buying pattern. It is concluded that though e-shopping is having a great preference among the customers but due to some of its negative points the preference is low. So, focus should be on these negative points to make positive and making more preference of online shopping among customers with customers satisfaction also.

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