

“A STUDY OF CUSTOMER SATISFACTION ON E COMMERCE EMERGING MARKET”

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND

TECHNOLOGY (DEEMED TO BE UNIVERSITY)

**Accredited with Grade “A++” by NAAC I 12B Status by UGC I CATEGORY - 1
UNIVERSITY BY UGC I Approved by AICTE JEPPIAAR NAGAR, RAJIV
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December 2023



SATHYABAMA

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **JESWIN PETERRAJ J (42410296)** who carried out the Project Training “under my supervision from September 2023 to October 2023.

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DECLARATION

I JESWIN **PETERRAJ J** (42410296) hereby declare that the Project Report entitled “**A STUDY OF CUSTOMER SATISFACTION ON E-COMMERCE EMERGING MARKET**” done by me under the guidance of **DR. MEERA** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration Degree.

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ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., - Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR. A.MEERA M.Com., M. Phil., MBA., Ph.D.**, for her valuable guidance, suggestions and constant encouragement which paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **school of management studies** who were helpful in many ways for the completion of the Project.

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ABSTRACT

The e-commerce era has thrown open a new pathway for today's marketing. The mobile application has made all traditional modes of business outdated and generated amazing new possibilities in business. Mobile application is a combination of marketing acumen and technology uses the Internet as a medium to advertise and sell services and goods. Today, more

people are getting connected through mobile application and they are ready to trade through it. It also affects the operation of companies and organizations. Companies have changed their traditional business strategies into online marketing to suit customer needs and taste at any time. This research paper aims to discuss the consumer's perception towards the online ordering and delivery services in Chennai. The survey was conducted for a purposeful analysis of the study on around 153 respondents. The research is focused on the study and analysis of data collected from all those users who are already using the online delivery services. The purpose is to know what are the influencing factors, their perceptions, needs, positioning of various attributes of different online portals in their 4mind and overall satisfaction towards online delivery services. To achieve the objective, data from different areas of Chennai have been collected and also visited shops to know their point of view. Four parameters are taken under consideration for analysis using positioning study. An ECommerce website should be user-friendly, making it easy for users to navigate and find the products they are after. It should establish trust and create a strong brand identity.

CHAPTER-1

1.1 INTRODUCTION:

Online Ordering on the internet is conceptually different from other sources of ordering, as the internet promotes a one-to-one Communication between the seller and the end user with round the clock customer service. Technology has played a vital role in revolutionizing the delivery service from phone-based to online ordering to satiate consumers' everchanging demands, making its way to the top. Today, the business of delivery services is one of the fastest growing segments of e-commerce. The major difference between traditional and online Ordering is the

extent of interaction between the consumer and the seller an enormous amount of people is gravitating towards the more intensive use of the Internet as the accessibility of technology, the availability of information, and the ability to interact through the Internet increase and evolve. The Internet has contributed to the changes in consumer preference as their dependence on technology has moved them to do everything on the internet including getting cooked meals delivered on their doorstep. Convenience is the biggest determinant to the consumers as the steps required to make an order is as simple as few clicks on mobile devices like Smartphone, tablets, or laptops. In a modern and young consumer may be labelled as 'lazy' for depending on technology and convenience. In addition to that, the time taken for the online to be delivered serves as a good reason for consumers when they do not have plans on where and what to eat.

Online order system is a website designed primarily for use in the online delivery industry. This system will allow e-commerce and shops to increase scope of business by reducing the labor cost involved. The system also allows to quickly and easily managing an online product which customers can browse and use to place orders with just few clicks. Shop employees then use these orders through an easy to navigate graphical interface for efficient processing. The purpose of this project was to build an online ordering client server application. For the customer, this application provides a view of current online information (category, name, image price, description etc.) on the website and Android application. The customer can order online from these two platforms. For the administrator in shop, this application offers a series of operations to add, update, delete and query the information of online, online order and employee. Consumer value is also very important as a consumers overall utility assessment of the product based on their perception. When a product

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can meet customer value, the customer will feel happy and satisfied because of what he hoped for in accordance with what they have earned. Based on the phenomenon that has been described in this study will be sorted the influence of customer value, customer experience, user experience, brand image, price, promotion, service quality and trust to customer satisfaction

1.2 LITERATURE REVIEW

The study done by Michelle A. Morgan sky et.al in 2000 among 243 US customer who buy their groceries online found that majority of online users were younger than 55 years of age, female, and reported annual incomes of \$70,000 or more. Over 70 percent reported convenience and saving time as their primary reasons for buying groceries online but 15 percent cited physical or

constraint issues that made it difficult for them to shop at grocery store.

The study done by P. Jaya Subramanian, D. Sivasakthi, Ananthi Priya K. in Coimbatore city found that student was the major user of online shopping with graduate level education. About 62% respondents use online shopping to purchases mobile and 56% of the respondents said online shopping save time. In Likert Scale 52% of the respondents agree with the easy to choose and make comparison with other products in online shopping.

The study done by Kanupriya, Dr. Rita, Manpritkour showed that 32% of the shopping had been done by the regular shopper who think convenience is the main driving force while 23% of the shopping had been done for whom price was the main orientation for shopping online. Other motivating forces, which had led to online shopping, were saves time (26%), product availability and superior selection (12%), and product comparison (7%). Also, it shows that the highest category of goods purchased by the respondents (22%) is tickets. Whereas the lowest category of goods purchased online are toys and software by 1% of the respondents.

The study done by Sharon Radinsky-Kloppers, in South Africa showed the majority of respondents (70.2%) fall in the 30–64-year age group, while 19.8 percent fall in the 18– 29 age category and only 9.9 percent are older than 65. Where the gender of the respondents is concerned, 41.4 percent were male, while the majority (58.6%) were female. Regarding education, 79.2 percent of the respondents have post-school qualifications, with 54.9% of the respondents having completed at least a degree. The study done by Pervaiz Ali, Sudha Sankaran, in Norway showed that 65% of Norwegians are satisfied with the internet method of shopping, 43% people are loyal to the websites where they do their purchases frequently, 30% of the Norwegians make use of customer

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service facility in case of inconvenience, 23% of Norwegians provide feedback regarding their purchases on seller websites.

The study revealed that while a good percentage of Norwegians are satisfied with online shopping only less than half of them stay loyal to their online sellers. However, on the long run, these customers will be loyal and can be retained only when online businesses constantly satisfy them by providing detailed product information on websites, superior customer service, quality and timely delivery of goods and importantly effective website designs.

“Service quality, service convenience, price and fairness, customer loyalty, and the mediating role of customer satisfaction” was a study conducted by (Kaura, Durga Prasad et al. 2015) in

Rajasthan, India. The aim of this study was to examine the impact of service quality, perceived price and fairness, and service convenience on customer loyalty by considering the mediating role of customer satisfaction variable in Indian retail banking sector. The study revealed the influence of service quality, perceived price and fairness, and service convenience on customer loyalty. Moreover, the mediating role of customer satisfaction was shown between its antecedents and loyalty of customer.

A study done in China found that there were relationships between the perceived usability, perceived security, perceived privacy, perceived after-sales service, perceived marketing mix, perceived reputation and consumers' attitude to adopting online shopping in China. However, only marketing mix and reputation were found to significantly influence consumers' attitude to adopt online shopping. The findings help us in understanding consumers' online purchase behavior. The study entitled "The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan" done by Hamad Saleem and Anantara Sarfraz Raja in different cities of Pakistan found the positive and significant link between service quality and satisfaction of customer as well as service quality and customer loyalty. Besides, it was found a significant impact of customer satisfaction on customer loyalty. Also, customer satisfaction and brand image had the positive relationship as well as customer loyalty and brand image.

A study done by Karim of Bangladesh discovered that respondents use internet to purchase products through online because they believe it is convenience to them and the term convenient includes elements such as time saving, information availability, opening time, ease of use, websites

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navigation, less shopping stress, less expensive and shopping fun. In contrast, along with respondents' mindsets, online payment security, personal privacy and trust, unclear warranties and returns policies and lack of personal customer service are the foremost barriers of online shopping. Furthermore, the result of hypotheses established that even though online shopping is convenient to all consumers, online payment system and privacy or security anxieties have significant impact on online shopping. The study published in India (2014) state that convenience during the online shopping, wider alternatives for selection and low price significantly influence online customer satisfaction in Indian context.

Theoretical Framework

Customer's satisfaction is important to achieve better online service business. Many studies have highlighted customer satisfaction plays vital role to retain customers for online shopping. Figure 1 shows the proposed framework to serve as foundation of this study with independent variables as age, gender, educational level, occupational level, monthly income, religion, type of family. The dependent variables like knowledge on online shopping, utilization of online shopping, expectation from online shopping is related on the variable characteristics of independent variable. This framework also shows that outcomes as customer's satisfactions is dependent of the factors affecting customer purchase decisions like timely arrival of the ordered products, good packaging of the products while receiving, low cost of purchase and delivery fare and quality of product

Consumer Satisfaction

Consumer satisfaction is an emotional response that is felt by consumers on the evaluation of product that their consumed. According to Kotler and Keller (2012) satisfaction is a feeling of pleasure or disappointment in someone who appears after comparing the performance or results of a product that is thought to the performance or expected results. If the performance feels below, the consumer is not satisfied. If the performance exceeds expectations, the consumer will be very happy or satisfied. Consumer satisfaction is the perception of a product or service that has met expectations. Therefore, consumers will not be satisfied, if consumers have the perception that met their expectations. Consumer satisfaction is a response or assessment of the performance of the product or service. Following are the dimensions of customer satisfaction according to Tipton (2011): (1) Overall Satisfaction; (2) Confirmation of Expectation and (3) Comparison to Ideal And indicators of customer satisfaction are (a) desire or expectation of consumers to continue

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using the services; (b) consumers' willingness to recommend to others and (c) satisfied with the quality of services provided.

Customer Value

Zenithal give a definition or understanding of customer value as an overall assessment of consumer to the utility of a product based on perceptions of what is acceptable and what is given Customer value is the consumer perception of the value of top quality offered relatively higher than competitors will affect the level of consumer loyalty, the higher the value perceived by the customer by customer, the greater the likelihood of a relationship (transaction). Dimensions of

customer value according to Tipton (2005:298), among them are: (a) emotional value; (b) social value; (c) quality / performance value; (d) price / value of money.

Customer experience

Customer experience is the customer feedback internally and subjectively as a result of interaction directly or indirectly with the company. This direct relationship is usually due to the initiative of the consumer. This usually occurs in the purchasing and relationships often involve unplanned encounters, such as the appearance of the product and the brand, advertising, and other promotional events. Customer experience is as stimulating cognitive recognition or perception of customer motivation. This recognition or perception can increase the value of products and services. Customer experience is the result of consumer interactions with companies physically and emotionally. Successful businesses are influenced by consumer interest in the product, service or the company itself, authentic experiences that create personal value. In this case, consumer experience is a growing priority in marketing research, because consumer experience determines the quality perceived by consumers. competition. Consumer experience has a different concept with the quality of service because it requires the appropriate measurement [12]. Here is an indicator of customer experience : (a) Sense, which is owned by the human senses as a means to taste the products and services offered; (B) Feel, the flavor is displayed through ideas, pleasures, and reputation for customer service; (C) Think, that intelligence requires experience with the aim of creating cognitive and problem-solving experience with creatively engaging consumers; (D) Act, which is designed to create a consumer experience that relates to the physical body; (D) Relate, the relationship with other people, other social groups

User Experience

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User Experience (UX) is the perception and response of users as a reaction to the use of a product, system or service. User Experience is how users feel pleasure and satisfaction from using a product, seeing or holding the product. UX cannot be designed by a designer but a designer can design a product that can produce UX. User experience or user experience is a consequence of the user's internal state. User experience consists of four elements, namely: usability, valuable, adoptability, and desirability. 2.5 Brand Image Brand image is a set of beliefs, ideas, and impressions that a person has about a brand. Therefore, consumer attitudes and actions towards a brand are largely determined by the brand image. Brand image refers to a memory scheme for a brand, which contains consumer interpretations of the attributes, advantages, uses, situations, users, and characteristics of marketers and / or characteristics of the

manufacturer of the product / brand. Brand image is what consumers think and feel when they hear or see the name of a brand. Brand image is a set of associations about a brand that is stored in the mind or memory of consumers. Brand image is the consumer's assessment of the brand in a market. This creation can be created based on personal experience or hearing its reputation from other people or the media.

Price

The amount of money charged for a product or service. From the above definition, it can be concluded that price is the amount of money paid or exchanged to obtain goods or services to get the benefits of owning or using goods and services. Price is something that is needed to get a combination of services plus products by paying a fixed amount of money. Price is a monetary unit or other measure including other goods and services.

Cost oriented pricing, is pricing that is solely to take into account costs and is not market oriented. It consists of two types: a. Mark up pricing and b. Target pricing

Demand oriented pricing, determining the price by considering the state of demand, market conditions and consumer desires, consists of: a. Perceived value pricing, and b. Demand differential pricing

Competition oriented pricing, set a selling price oriented to competitors, consisting of: a. Going rate pricing, and b. Sealed bid pricing.

Promotion

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Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing their products or services Kotler and Keller (2012: 496) suggest that promotion is a means by which companies try to inform, persuade and remind consumers either directly or indirectly about a product and the brand they sell. The notion of promotion is one of the priorities of marketing activities that are notified to consumers that the company is launching new products that tempt consumers to make purchases. Promotion means activities that communicate the merits of the product and persuade targeted customers to buy it. This means that promotion is an activity that communicates the benefits of a product and persuades target consumers to use the product. Promotion Dimensions according to Kotler and Keller (2012); Sales

frequency is the number of promotions carried out at one time through sales promotion media.

1. The quality of promotion is a measure of how well the promotion is carried out, for example, such as content, attractive design, position and media used, and so on.
2. Timeliness or suitability of targets is a necessary factor to achieve the desired targets of the company.
3. Time of promotion is the length of time or duration of the promotion carried out by the company.

Service Quality

Service Quality is something that consistently meets or exceeds consumer expectations. Any action or activity that can be offered by one party to another, and basically services are intangible and do not result in any ownership. The dimension of service quality according to Tipton.

E-Commerce Models

The type of e-commerce model that should be employed depends on the parties involved. E commerce can be categorized into models depending on this matrix intersection that is mentioned below in Table 1. The main categories are B2C, B2B and C2C. Table 1. Matrix of Models of E Commerce Business Consumer Government Business B2B B2C B2G Consumer C2B C2C C2G Government G2B G2C G2G

1.3 OBJECTIVES OF THE STUDY

1. To study the level of awareness of consumers towards online ordering applications.
2. To study the preference towards online ordering applications.
3. To study the satisfaction level of the consumers towards online ordering applications.
4. To identify the problems faced by the consumer while using online ordering applications.
5. To provide suggestions and recommendations based on the findings.

1.4 SIGNIFICANCE OF THE STUDY

The research was conducted to analyses the usage of Online Ordering Apps by the users and to

study the satisfaction level of those App users based on different parameters.

1.5 STATEMENT OF THE PROBLEM

The online ordering system sets up an online product online and customers can easily place the order as per they like. Also, the online customers can easily track their orders. The management maintains customer's database, and improve online delivery service. This system also provides a feedback system in which user can rate the online items. Also, the proposed system can recommend e-commerce, online based on ratings given by the user, the e-commerce will be informed for the improvements along with the quality. The payment can be made online or cash or pay-on-delivery system. For more secured ordering separate accounts are maintained for each user by providing them an ID and a password.

1.6 SCOPE OF THE STUDY

This study enables customers order for online and get it delivered accordingly and also to reduce the long queues of customers at the counter ordering for online and to reduce the work load on the employees. The system implements the following functions: The waiter takes order from the customer into his tablet, the customer can visualize the order and bill, administrator has the authority to change the product and authority to view daily, weekly or monthly report on profits and lastly the kitchen staff can prepare and serve the order. The administrator has the authority to change the product and to view daily, weekly or monthly report on profits. This study is basically

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conducted to know how consumers perceive the online delivery services. The perception of consumers may vary under different circumstances. From this study, we can have a better understanding of the "Online Delivery Service Market". We will know about the consumer perception regarding the services they provide in Coimbatore city and get to know the variables affecting their perception. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mind set of consumers.

1.7 Advantage of online ordering system

Easy communicative

The online ordering service is a local shop and online cooperative website or application for customers. Due to the rapid growth of smart phone or tablet in the use of internet and the technologies associated with the several opportunities to communicative, consumer. so many shops are now undertaking into their business with communicate because of the internet and telephone. One of the businesses that the internet introduced is an online ordering system. In today life many shops have focus on quick preparation and speedy delivery orders.

Time saving

The online ordering is now days popular among the young generation comfortable, time saving and convenient. It is recent survey a consumer makes a mind to purchase online he or she is multiple online items or product card. The main identified factors are time saving, and convenience. People compare prices in online delivery website and apps selection of the product. the shops have to make proper strategies to increase the consumer level of satisfaction.

Delivery place

In the system design to allow customers to go online and place order for their online single or multiple online items. Recently, most of this delivery orders were placed over the phone, a major breakthrough is the wireless 2 telephone system which comes in landline telephone lines or Mobile communication and internet and have the goods delivered at his/her home. because main function his, GPS system should be on the facility to search service by any location and home location.

Always open shop

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In the shop might not be opened 24/7, but your online ordering system surely. And it can help you make money even while you sleep. By using an online ordering system, you give your clients the flexibility to place and convenient time the orders. Even if that happens outside your business hours. Because they can easily choose to schedule to prefer pickup or delivery time open up to clients all day, every day within your working time.

Payment

Any online from anywhere the internet to and have the goods delivered at home. But the transfer

method cash on payment or online payment. In other words, possible to online pay digital cash. A customer will Payment can be amongst others either by credit card, more over the online payments benefit discount, coupon, gift prize with the shop returning to attractive a customer.

1.8 Disadvantage of online ordering system

Cost of increase

Online ordering system service know days increase your budget. Because of need a new delivery team to provide the services and you need to spend extra charges. In this system all type expense can be transfer on consumers.

Change of environment

The main different between the online ordering and dining in a shop is the environment around us. If one person eats within home or he may not feel a change in environment and refreshment and relax. But comfort is really high level of online take away. If he dine-in luxury shop with super design and light music that environment gives better relax compared to the other.

1.9 Timeline:

From the Late 70s to Present Day

According to Big Commerce, the first inklings of online shopping began in England, back in the late 1970s

The Early Days

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In 1979, the English inventor Michael Aldrich invented a system that allowed consumers to connect with businesses electronically. He did this by connecting a consumer's TV to a retailer's computer via a telephone line.

His invention was one of the first communication tools that allowed for interactive, mass communication—but it was costly, and it didn't make sense financially for most businesses until the Internet became more widespread.

1980s: Bulletin Boards

By 1982, the world's first eCommerce company launched. The Boston Computer Exchange (BCE) was an online marketplace for people to buy and sell used computers.

The launch of BCE predates the advent of the World Wide Web, and because of this, the company operated on a dial up bulletin board system.

1990s: The Big Dog's Begin to Emerge

By the mid-90s, the Internet had become an established hub for global communication and connection. In 1995, the most popular web browser at the time, Netscape, had around 10 million users worldwide.

That same year, Jeff Bezos launched Amazon, which at the time functioned as an online book marketplace. The company saw early signs of success—within 30 days of launching, it was shipping internationally to 45 different countries.

A few years later, an online payment system called Confinity—now known as PayPal—was

born. 2000s: Monetization Goes Mainstream

When the Internet's novelty started to wear off around the early 2000s, monetization methods and platforms started to become more sophisticated.

In 2000, Google introduced Google AdWords as an online advertising tool for businesses to promote their products. This ushered in the era of pay-per-click advertising.

Five years later, Amazon introduced its Prime membership package, which offered members perks like free rapid shipping and exclusive discounts. Prime users were (and still are) charged an annual membership fee.

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2010s: That Escalated Quickly

By the 2010s, eCommerce rapidly started to pick up speed. In 2010, for the first time in online shopping history, U.S. online sales during Cyber Monday surpassed \$1 billion.

Around the same time, the launch of new digital payment tools helped add fuel to the fire. For instance, the launch of Apple Pay in 2014 made it easy for consumers to pay for products directly from their iPhones.

Present day: The Future is Bright

Amidst the global pandemic, businesses were forced to close their brick-and-mortar stores, and lockdown restrictions drove consumers online. By May 2020, e-Commerce sales had reached \$82.5 billion, a 77% rise year-over-year. And while the world has started to open up again, online shopping is expected to continue growing and expanding its market share—by 2023, online shopping is expected to make up 22% of total retail sales across the globe.

1.10 Marketplace Monopoly

While the future looks promising for online shopping, it's important to note that historically, online sales haven't been evenly distributed across the board. In fact, in 2020, just five retailers made up more than 50% of total online retail sales in America.

Vendor	% of total U.S. retail eCommerce Sales (2020)
Amazon	39%
Flipkart	5.8%
Meesho	4.9%
Jiomart	3.5%

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Myntra	2.1%
Other	(roughly 1.3 million companies) 44.7%

Customer Satisfaction

Customer satisfaction, customer retention and ultimately the profit making of a business is quite linear in their mode of mutual relation (Blackstone, 2010). The rationale behind the statement is that satisfied customers will be loyal to the product or brand or service and this

will soar up the profitability of that entity. This satisfaction is, on the other hand, the end result of the proper alignment between the customer's expectation from a particular product and the performance of that product (Datta & Acharjee, 2018). This particular statement is also supported by Kotler (2015) as the writer said, "Customer satisfaction can be defined by the level a product can perform to meet a particular customer's implicit and explicit perception and expectation". According to a study, reliability and comfort in case of online shopping are the main considering factors.

Online Marketplace

The overall appeal of online marketplace can solely be ascribed by the experience the customers are going to have throughout their shopping online, as suggested by a study (Belk, 2010). When the customers are satisfied with their experience, it can easily be said the other variables regarding online shopping are quite in line with the market demand (Shohel, 2013). This outcome which can be generalized as the positive result in customer satisfaction can ensure the trend in consumer behavior, their needs and the supply for that need in the market (Bowman and Gagnon, 2010). This can also show the effectiveness of the pricing and can help in making adjustments in the pricing (Darbyshire, 2005). Also, it can tell whether the product variety is satisfactory or not (Gage, 1999). Thus, examining this factor can be the key to unlock many further queries in shaping the online marketing structure (Gerson, 1993).

Company profile

1. Amazon:

Amazon.com, Inc. [1] (/ˈamazon/ AM-ə-zon, UK also /ˈamazon/ AM-ə-zon) is an American multinational technology company focusing on e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. It has been often referred to as "one of the most influential economic and cultural forces in the world", [5] and is often regarded as one

of the world's most valuable brands.[6] It is considered to be one of the Big Five American technology companies, alongside Alphabet (parent company of Google), Apple, Meta and Microsoft.

Headquarters: Seattle Washington, United States.

Number of employees: 1.46 million.

Achievements: #1 Brand Most Valuable Global Brand, 2019-2020.

Also, the increase in the number of working women and the increase in the amount of disposable income has proved to be a key demand driver. Online ordering is the process of ordering online from a website or other application. The product can be either ready to eat online or online that has not been specially prepared for direction consumption. Many of these allow customers to keep accounts with them in order to make a frequent ordering convenient. A customer will search for a favorite restaurant, usually filtered via type of cuisine and choose from available items and choose delivery or pickup. Payment can be amongst others either by credit card or cash, with the restaurant returning a percentage to the online company. Online ordering system is a technique that allow customer to order their favorite online via the internet using a web browser that installed in their respective computer or smart phone. Implementing this system can help fast online industry to solve the problem that they face while using the traditional online ordering process. The system greatly simplifies the online ordering process for both customer and restaurant compare to the past. The customer can place an order everywhere and anywhere whenever the internet connection is available for them. Customers access to the website and choose the online that they prefer from the online menu displayed. Online ordering software designed specifically for online to go retailers, shop and takeaway online sustenance requesting is quickly expanding as clients take pleasure in the comfort of requesting online. Benefits of using online ordering or restaurant

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ordering application is reduced labor costs, reduces walk away and long queues. This online ordering system for shop is designed for multisite online to go chains and independents like shop, cafes, and coffee shops, fast online, take away, other catering services.

❖ **popular applications for online delivery in India**

1.Swiggy:

Swiggy is one of the top-rated online ordering mobile applications in India. It was aroused by the prospect of giving entire sustenance requesting and conveyance arrangements from the best nearby hotels to the customers. Swiggy is the best online delivery apps for Bangalore and other top clients in India. The service which provides customers offering from any restaurant with no minimum order method and receives an amount from all nearby hotels collaborates.

2.Flipkart:

Flipkart Private Limited is an Indian e-commerce company, headquartered in Bangalore, and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

3. Meesho:

Meesho is an online shopping platform owned by the Indian company Fasher Technologies Private Limited.[3][4] It is an online marketplace that facilitates trade between suppliers, resellers and customers, with heavy reliance of external social media platforms such as Facebook and Instagram.

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4.Myntra:

Myntra is a major Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India.[1] The company was founded in 2007-2008 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart.

Factors That Encourage Online Shopping Education:

Major challenge is education since e-Commerce is based on a use of computer, laptop, smart phone over internet for business purpose. Education awareness to this is most. Anyone who can use computer, smart phone and internet well can be involved in. Reliability: Not only about shopping, but also paying or buying any service or goods over the internet is not reliable. Customers still think it's a fake business. Many studies had revealed that satisfaction on e-commerce is low due to low quality services. Even the providers are not able to make the users understand that e

commerce are reliable and safe. Delivery and return: If you happen to purchase any products online, it's very hard to get delivered where you want or in time when you want. You may be asked to collect it on the street, home delivery system is compromised. When you are not satisfied with the received goods or products it has lengthy process to return.

CONCLUSION

Online Ordering system is done to help and solve one of the important problems of customer. Because Large number of customers can use the internet and phone. Various issues related to service will be solved by this system. Thus, implementation of Online Ordering system is done to help and solve one of the important problems of customer. It helps customer in making order easily and gives information needed in making order to customer place. The Online website application made for shop massive one help to receiving orders.

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- The successful companies of the future will be those that take E-Commerce seriously, dedicating sufficient resources to its development.
- E-Commerce is not an IT issue but a whole business undertaking.
- Companies that use it as a reason for completely re-designing their business processes are likely to reap the greatest benefits.

Moreover, E-Commerce is a helpful technology that gives the consumer access to business and companies all over the world.

REVIEW OF LITERATURE

- **Vishwa Rao and Bosshardt** used a theoretical framework developed by Katz and Shapiro (1987) to examine the ongoing technology adoption behavior of foreign owned and domestic firms. Firm level data on 1400 medium to large Indian firms from 1989 to 1993 was used to test the model. Profit and Poisson estimation was used to analyze the data and model. Variables included in the study are no. of collaboration, nature of collaboration — foreign or otherwise, firm age, total assets, total sales, net profit, Herfindahl index, R&D expenditures by industry as percentage of sales. Results of the study throw some interesting light on technology adoption behavior of foreign firms. In general, it shows that liberalization happened in India after 1991 has positive impact on technology adoption, but it is found that foreign firms are quick to take advantage than domestic firms. R&D expenditure is found to be not significant for technology adoption, firm size (large firms are more likely to adopt) and age of firm are found to be significant. Also, it is found that foreign firms adopt new technology when profits are down, and doesn't adopt technology in competitive markets.
- **Lal** studied the determinants of adoption of Information Technology (IT) in India. The study was based on 59 electrical and electronic goods manufacturing firms situated in NOIDA. Semi-structured questionnaire was used to collect the data. The study examined the factors influencing the degree of IT adoption by firms. The factors included are entrepreneur characteristics measured by entrepreneur's qualification, importance given to market share, R&D and quality consciousness, firm's international orientation factors measured by import and export intensity, work force skill and firm size. The sample firms were divided into four categories.
- **Raven et al. compared** India and China's approaches in adoption of e-business. Based on the literature survey and secondary data, the study analyzed various factors influencing the growth of e-businesses in the two countries. The factors examined include government
policy and focus, existing technology infrastructure regulatory environment, experience and understanding of business operations, and culture, among others. The study concludes

that China appears to be ahead of India in the infrastructure, but India is ahead in e readiness. Further, it states that both countries are poised for rapidly increasing e-business, however, problems of poverty and inequality between urban and rural connectivity must be resolved to really take advantage of e-business in both the countries.

- India and Mexico. The study suggests that substantial efforts have to be made to invest in telecommunications infrastructure, and to create a culture of electronic payments and e commerce usage that will support economic growth.
- **Viswanathan and Pick** examined the issue of e-commerce in India and Mexico from the framework of developing countries as suggested by Tallon and Kraemer. The framework included critical factors that might impact the diffusion of e-commerce. The factors are government policy, legal framework, technology infrastructure, relationship with developed economies and extent of e-commerce usage by individual, corporate and government. The study's primary focus is on India. Mexico is analyzed more briefly, and compared with India based on common international datasets. The analysis and the data presented in this paper represent a synthesis of data from secondary research and data from interviews conducted with senior executives in the IT industry in India and Mexico. The study suggests that substantial efforts have to be made to invest in telecommunications infrastructure, and to create a culture of electronic payments and e-commerce usage that will support economic growth.

As the study deals with factors like customer expectations about the quality involved in E Commerce activities as well as the problems faced by the companies at the time of providing products and services, the research is based on direct personal investigation and online reply by the respondents. For this purpose, two specific research instruments 'Questionnaire and Interview Guide' are used. The study is survey in nature with Qualitative and Quantitative approach. As a tool the study has used Questionnaire at large and Interview Guide to a small extent to collect more in-depth information. In all 240 people were selected for each product across all socio-economic strata as the sample of the study.

3.1 Research design

This study adopted convenience sampling. Sampling was done by interviewing randomly selected respondents. A structured questionnaire was used for data collection. The questionnaire was divided into three sections, the first section was about the personal profile of respondents and second, were designed to evaluate using of consumer overall experiences with the quality of services they had received from the respondents and the last was dealing with the effect of consumer satisfaction on loyalty. The study is descriptive in nature. Descriptive research studies are those which are concerned with describing character of particular individual or a group.

3.2 Sampling method

It is a collection consisting of a part or subset of the objects or individuals of population which is selected for the purpose, representing the population sample obtained by collecting information only about some members of a population.

Area of the study

- ❖ Area of the study covers Chennai town.

Sample

21

- ❖ The total number of respondents taken for research is 100.

3.3 Data collection method

- ❖ Survey method is used for systematic gathering of data from the respondent through questionnaire.

3.4 Sources of data

❖ Both primary and secondary data were collected for this study.

1. Primary data

This objective of the study has been accomplished with the help of primary data collected from 100 respondents. The pre-decided number of samples has been selected based on the purposive sampling method. The selected samples are met in person and the required data have been collected with the help of a structured questionnaire, which included the information like age, sex, occupation, income, awareness and opinion about online ordering app.

2. Secondary data

It consists of information that already exists somewhere, having been collected for another purpose. Secondary data have been collected from the newspapers, websites, magazines, records and journals.

Tools for data analysis

- Simple percentage analysis method
- Rank analysis
- Chi-square analysis

4.1 GENDER WISE CLASSIFICATION

- Gender is the range of physical mental and behavioral characters pertaining to and differentiating between Male and Female
- From the below table explains the gender wise classification of the respondents. The

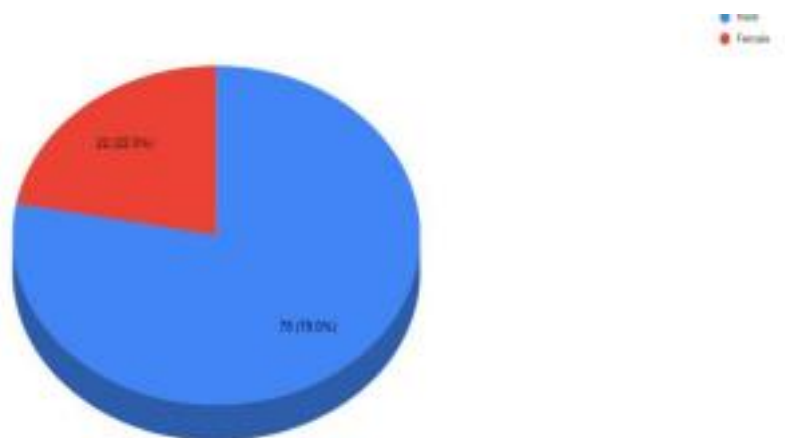
table shows that out of 50 respondents.35%of the respondents belongs to the Male respondents and the remaining 15% of the respondents belongs to the female respondents.

GENDER WISE CLASSIFICATION

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	78	78%
Female	22	22%
Total	100	100%

SOURCE: PRIMARY DATA

- From the survey it is clearly indicate that the most (78%) of the respondents are male respondents.



4.2AGE WISE CLASSIFICATION

Age of the consumers is one of most important characteristics in understanding their views about the particular problems by and large age indicate level of maturity of individuals in that sense age becomes more important to examine the respondents.

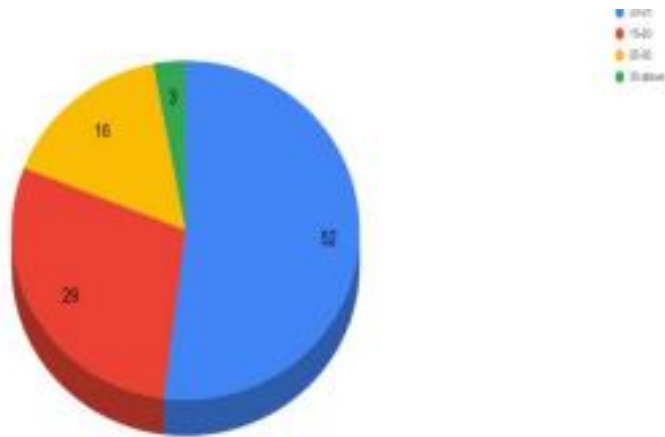
From the below table explains the age wise classification of the respondent. The table shows that out of 100 respondents.29% of the respondents were under the age of group of below 20 years.52% of the respondents were under the age of group of 20-25years.3% of the respondents were under the age of group of 25-30years.2% of the respondents were under the age of group of above 30 years.

The following tables shows the age of the customer

AGE	NO. OF RESPONDENTS	PERCENTAGE
15-20 Years	29	29%
20-25 Years	52	52%
25-30 Years	16	16%
Above 30 Years	3	3%
Total	100	100%

SOURCE: PRIMARY DATA

From the survey it is clearly indicate that the most (52%) of the respondents are age group of 20-25Years respondents



4.3. EDUCATION QUALIFICATION

The level of education and skill obtained within a discipline or profession usually referred to us a generalist or specialist in a discipline.

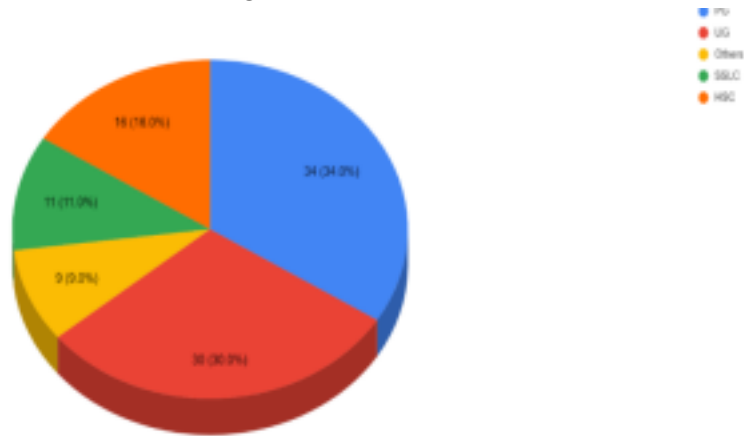
The below table explain the educational qualification of the respondents. The table shows that 11% of the respondents were studied up to SSLC level. 16% of the respondents were studied up to HSC level. 30% of the respondents were studied up to Under Graduate level. 34% of the respondents were studied up to Post graduate level. 9% of the respondents were studied up to others level.

The following tables shows the education of the customer

EDUCATION	NO. OF RESPONDENTS	PERCENTAGE
SSLC	11	11%
HSC	16	16%
Under Graduate	30	30%
Post graduate	34	34%
Others	9	9%
Total	100	100%

SOURCE: PRIMARY DATA

- From the survey it is clearly indicate that the most (34%) of the respondents are Post Graduate respondents



4.4. MARITAL STATUS

A person marital indicate whether the persons is married or not. Questions about marital status appear on many polls and forms including censuses. The questions have historically also appeared in job application and similar contexts

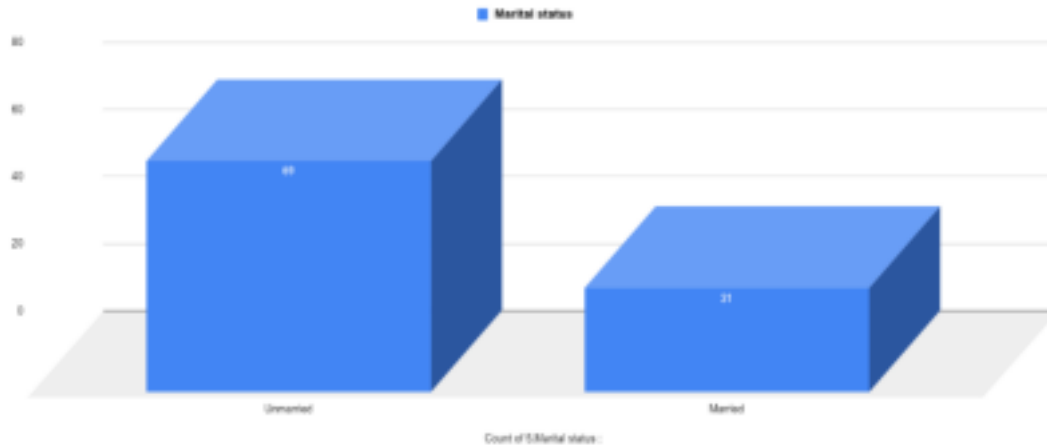
The below table explain the marital status of the respondents. This table shows that 31% of the respondents are married and the remaining 69% of the respondents are unmarried.

The following tables shows the marital status of the customer

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
Unmarried	69	69%
Married	31	31%
Widow	-	-
Total	100	100%

SOURCE: PRIMARY DATA

From the survey it is clearly indicate that the most (69%) of the respondents are unmarried respondents.



4.5. OCCUPATION

In India, consumers can handle so many problems in the society. The occupation of consumers helps to handle the problems easily. In modern days both men and women are jointly work together. So, they can easily run the family well and good.

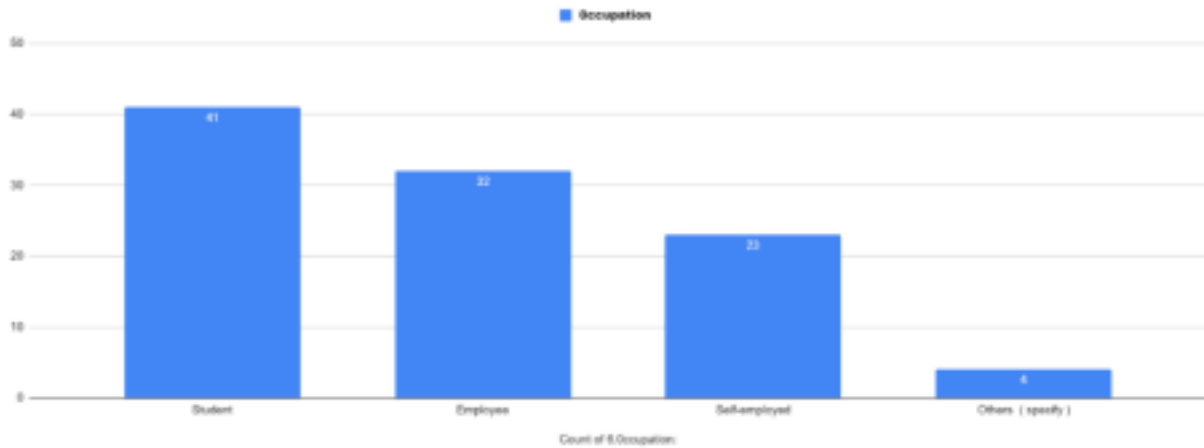
Occupation “tends to differentiate potential consumers in terms of their desires and available incomes to pursue their interests and desires “Form the below table 41% of the respondents are student. 32% of the respondents are Employees. 23% of the respondents are self-employee. 4% of the respondents are others.

The following tables shows the occupation of the customer

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Student	41	41%
Employee	32	32%
Self-employee	23	23%
Others	4	4%
Total	100	100%

SOURCE: PRIMARY DATA

- From the survey it is clearly indicate that the most (41%) of the respondents are Student's respondents.



4.6. Experience:

Experience often teaches practical skills that can be directly applied to real-world situations. This hands-on knowledge is often more valuable in situations that demand quick and effective decision making

From the table below 52% of the respondents 1-2 years as. 30% of the respondents were get 2-5 years. 12% of the respondents were get 5-10Years. 6% of the respondents as More than 50Years.

The following tables shows the experience of customer

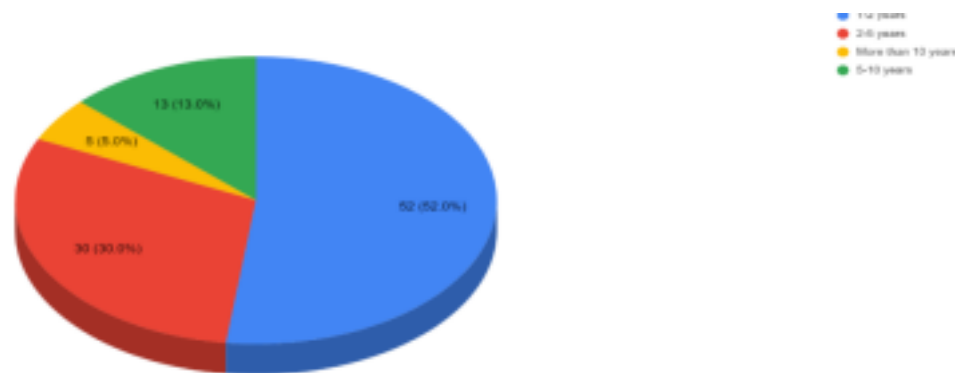
EXPERIENCE	NO. OF RESPONENTS	PERCENTAGE
1-2 years	52	52%
2-5 years	30	30%
5-10 years	12	12%

More than 10 years	6	6%
Total	100	100%

28

SOURCE: PRIMARY DATA

- From the survey it is clearly indicate that the least (52%) of the respondents are 1-2 Years respondents.



4.7. ANNUAL INCOME IN LAKHS:

Income generally refers to the amount of money, property, and other transfers of value received over a set period of time in exchange for services or products.

From the table below 42% of the respondents below-2. 28% of the respondents were get 2-4. 21% of the respondents were get 4-5. 9% of the respondents as above 5 annual incomes

The following tables shows the Annual income customer

ANNUAL INCOME	NO. OF RESPONDENTS	PERCENTAGE
Below-2	42	42%
2-4	28	28%

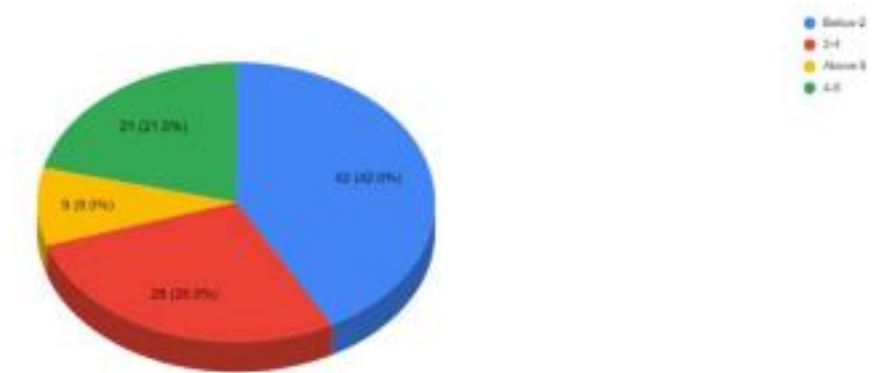
4-5	21	21%
Above 5 years	9	9%
Total	100	100%

29

SOURCE: PRIMARY DATA

- From the survey it is clearly indicate that the least (42%) of the respondents are Below2 annual income respondents.

Annual income in lakhs



4.8. Shop Online:

From the table below 21% the respondents were daily. 29% the respondents were weekly. 27%the respondents were monthly. 7% the respondents were Rarely.

What time of a day do you order online app.

TIME	NO. OF RESPONDENTS	PERCENTAGE
Daily	21	21%
Weekly	29	29%

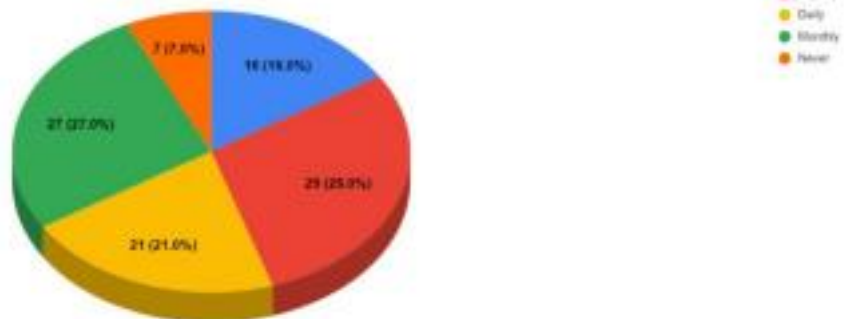
Monthly	27	27%
Rarely	7	7%
Total	100	100%

30

SOURCE: PRIMARY DATA

From the survey it is clearly indicate that the least (29%) of the respondents are weekly respondents.

How often do you shop online



4.9. Types of Products:

From the table below 21% of the respondents Electronic. 43% of the respondents were using the Clothing and Fashion. 18% of the respondents were using for the groceries. 9% of the respondents were using book and media. 9% of the respondents were using Others.

Types of product or services purchase online:

ADVANTAGE	NO. OF RESPONDENTS	PERCENTAGE
Electronic	21	21%
Clothing and Fashion	43	43%

Groceries	18	18%
Book and media	9	9%
Others	9	9%
Total	100	100%

31

SOURCE: PRIMARY DATA

From the survey it is clearly indicate that the same (43%) of the respondents of clothing and Fashion purchase online.

Count of 10. What types of products or services do you most frequently purchase online?



4.10. Choice of e-commerce platform:

Form the below table 19% of the respondent's shopping options and speed. 30% of the respondents are product variety. 26% of the respondents are price competitiveness. 15% off the respondents are user-friendly interface. 10% of the respondents are customer reviews and rating.

Your choice of E-commerce platform:

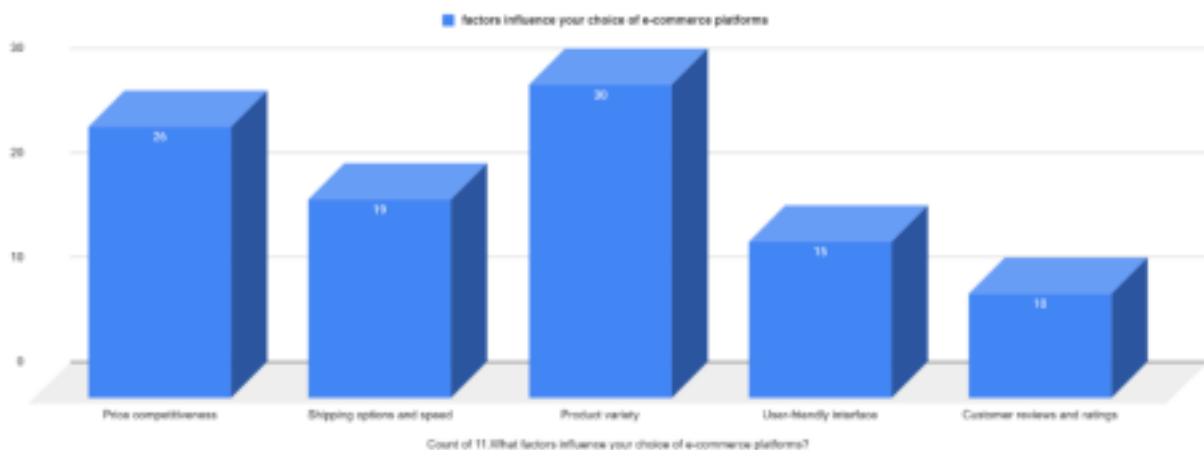
Advantage	NO. OF RESPONDENTS	PERCENTAGE
Shipping options and speed	19	19%

Product variety	30	30%
Price competitiveness	26	26%
User-friendly interface	15	15%
Customer reviews and ratings	10	10%
Total	100	100%

32

SOURCE: PRIMARY DATA

From the survey it is clearly indicate that the same least (30%) of the respondents Product variety of respondents.



4.11. Most Frequently:

From the below table 42% of the respondents of amazon. 36% of the respondents were using the flip kart. 18% of the respondents were using meesho. 4% of the respondents were using jio-mart.

You use most frequently:

USER	NO. OF RESPONDENTS	PERCENTAGE
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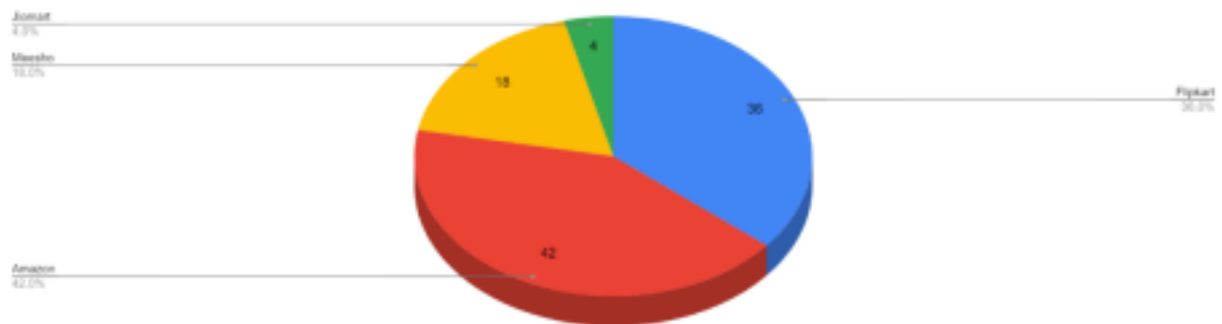
Amazon	42	42%
Flipkart	36	36%
Meesho	18	18%
Jiomart	4	4%
Total	100	100%

SOURCE: PRIMARY DATA

33

From the survey it is clearly indicate that the same least 36%of the respondents flip kart of respondents.

e-commerce platforms do you use most frequently



4.12. Emerging or growth stage:

From the below table 58% of the respondents were emerging. 42% of the respondents were mature.

Your region as begin in emerging or growth stage:

PROBLEMS	NO. OF RESPONDENTS	PERCENTAGE
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Emerging	58	58%
Mature	42	42%
Total	100	100%

SOURCE: PRIMARY DATA

From the survey it is clearly indicate that the least 28% of the respondents.

4.13. Advantage:

Form the below table explains the advantage wise classification of the respondents. The table shows that out of 100 respondents.29%of the respondents belongs to the low cost. 58% of the respondents belongs to the Flexibility. and the remaining 13% of the respondents belongs to the Speed respondents

Advantage of e-commerce:

Advantage	NO. OF RESPONDENTS	PERCENTAGE
Low cost	29	29%
Flexibility	58	58%
Speed	13	13%
Total	100	100%

SOURCE: PRIMARY DATA

From the survey it is clearly indicate that the most (58%) of the respondents Flexibility of respondents.

4.14. Performance:

Form the below table explains the Service wise classification of the respondents. The table shows that out of 100 respondents.43%of the respondents belongs to the product selection and quality respondents.14% of the respondents belongs to the customer support. 28% of the respondents belongs to the mobile optimization.15% of the respondents belongs to the user experience respondents.

Improve the e-commerce performance:

SERVICE	NO. OF RESPONDENTS	PERCENTAGE
Product selection and quality	43	43%
Customer support	14	14%
Mobile optimization	28	28%
User Experience	15	15%
Total	100	100%

SOURCE: PRIMARY DATA

From the survey it is clearly indicate that the same (43%) of the respondents on time product selection and quality and customer supports of respondents.

4.15. problem:

Form the below table explains the Option wise classification of the respondents. The table shows that out of 100 respondents.40%of the respondents belongs to the delivery delay respondents.23% of the respondents belongs to the fake product respondents. 28% of the respondents belongs to the poor customer service respondents.9% of the respondents belongs to the package theft

respondents.

Face problem of shopping online:

options	NO. OF RESPONDENTS	PERCENTAGE
Delivery delay	40	40%
Fake product	23	23%
Poor customer service	28	28%
Package theft	9	9%
Total	100	100%

SOURCE: PRIMARY DATA

37

From the survey it is clearly indicate that the 20% delivery delay of respondents.

4.16. Comfortable Payment:

Form the below table explains the payment classification of the respondents. The table shows that out of 100 respondents.67%of the respondents belongs to the Yes respondents.33% of the respondents belongs to the no respondents.

OPTION	NO. OF RESPONDENTS	PERCENTAGE
Yes	67	67%
No	33	33%
Total	100	100%

SOURCE: PRIMARY DATA

From the survey it is clearly indicate that the (67%) of respondents yes of respondents.

4.17. E-COMMERCE BUSINESS REACH MORE CUSTOMER:

Form the below table explains the online delivery Service wise classification of the respondents the table shows that out of 100 respondents.27%of the respondents belongs to the difference type product respondents.31% of the respondents belongs to the quick purchase respondents. 29% of

the respondents belongs to the easy shopping respondents. 13% of the respondents belongs to the increasing availability respondents.

ONLINE DELIVERY	NO. OF RESPONDENTS	PERCENTAGE
Difference type product	27	27%
Quick purchase	31	31%
Easy shopping	29	29%
Increasing availability	13	13%
Total	100	100%

SOURCE: PRIMARY DATA

From the survey it is clearly indicate that the (31%) respondents in of quick purchase respondents.

4.18. SHOPPING ONLINE

Form the below table explains the Shopping online wise classification of the respondents. The table shows that out of 100 respondents.39%of the respondents belongs to the shopping at home respondents.33% of the respondents belongs to the Save time efforts respondents. 20% of the respondents belongs to the stable respondents.8% of the respondents belongs to the easy payment respondents.

OPTION	NO. OF RESPONDENTS	PERCENTAGE
Shopping at home	39	39%
Save time efforts	33	33%
Stable	20	20%
Easy payment	8	8%
Total	100	100%

SOURCE: PRIMARY DATA

From the survey it is clearly indicate that the most (39) % respondents in shopping at home of respondents.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. FINDINGS

- Majority 78% of the respondents are male.
- Majority 52% of the respondents belongs to the age groups of 20-25 category.
- Majority 69% of the respondents were unmarried.
- Majority 34% of the respondents belongs to the pg. Graduate.
- Majority 41% of the respondents belongs to the students.
- Majority 52% of the respondents belongs to the 1-2 years the experience of customer. ➤ Majority 42% of the respondents belongs to the below-2 annual income customer. ➤ Majority 29% of the respondents belongs to the choose for weekly shopping used online apps
- Majority 40% of the respondents belongs to the clothing and fashion of purchasing online.
- Majority of the respondents belongs to the 30% of the respondents are product variety ➤ Majority 42% of the respondents belongs to the amazon for most frequently users. ➤ Majority 58% of the respondents belongs to the respondents were emerging and growth rate.
- Majority of the respondents belongs to the 58% of the respondents belongs to the Flexibility.
- Majority of the respondents belongs to the 43% of the product selection and quality. ➤ Majority 40% of the respondents belongs to the delivery delay respondents. ➤ Majority 67% of the respondents the payment classification problem belongs to the Yes respondents.
- Majority 31% the respondents belongs to the difference type product respondent's e commerce business reach more customer.
- Majority 39% of the respondents belongs to the shopping at home its they shopping online.

5.2. SUGGESTIONS

- Customer satisfaction has become a vital point of discussion in the ecommerce sphere, particularly in relation to UX and the development of automation software. ➤ It is

imperative for businesses on both a global and local scale to focus their efforts on cultivating happy and loyal customers to ensure increased sales.

- With a few essential and easily implementable strategies, you can start improving your customer satisfaction and service quality
- By prioritizing product development, improving the quality of your product listings, and focusing your strategies on your clients, you can see tangible results in your business.
- Today's online shoppers are increasingly knowledgeable and expect to find consistent data across all your sales channels. To achieve this level of consistency, a Product Information Management (PIM) system
- Strategies to improve customer satisfaction Enrich product content The average customer expects to find:
 - Complete, enriched descriptions
 - Detailed technical specification
 - A gallery of high-resolution images and videos
 - Tutorials
 - Instruction manualsby prioritizing product development, improving the quality of your product listings, and focusing your strategies on your clients, you can see tangible results in your business.

5.3. CONCLUSION

- E-commerce still represents one of the business methods that take advantage if done the right way, even if the stock market and commodities.
- E-Commerce still able to survive and receive high transaction.
- E-Commerce has undeniably become an important part of our society.

- The successful companies of the future will be those that take E-Commerce seriously, dedicating sufficient resources to its development.
- E-Commerce is not an IT issue but a whole business undertaking.
- Companies that use it as a reason for completely re-designing their business processes are likely to reap the greatest benefits.
- Moreover, E-Commerce is a helpful technology that gives the consumer access to

business and companies all over the world.

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ANNEXURE-QUESTIONNAIRE

A study of customer satisfaction on e- commerce emerging market

SECTION-A

DEMOGRAPHIC VARIABLES:

1. Name:

2. Gender:

1. Male 2. Female

3. Age group in years:

1. 15-20 2. 20-25 3. 25-30 4. 30 above

4. Education qualification:

1. SSLC 2. HSC 3. UG 4. PG 5. Others (specify)

5. Marital status:

1. Married 2. Unmarried

6. Occupation:

1. Student 2. Self-employed 3. Employee 4. Others (specify)

7. Experience:

1. 1-2 years 2. 2-5 years 3. 5-10 years 4. More than 10 years

8. Annual income in lakhs:

1. Below 2 2. 2-4 3. 4-5 4. Above 5

SECTION –B

9. How often do you shop online?

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1. Daily 2. Weekly 3. Monthly 4. Rarely 5. Never

10. What types of products or services do you most frequently purchase online? 1.

Electronic 2. Clothing and Fashion 3. Groceries 4. Books and Media 5. Others 11..

What factors influence your choice of e-commerce platforms?

1. Product variety 2. Price competitiveness 3. User-friendly interface 4. Customer reviews and ratings 5. Shipping options and speed

12. Which e-commerce platforms do you use most frequently?

1. amazon 2. Flipkart 3. meesho 4. jiomart

13. Have you ever had to contact customer support for issues related to your online shopping experiences?

1. Yes 2. No

14. Do you perceive the e-commerce market in your region as being in the emerging or growth stage?

1. Emerging 2. Mature

15. what are the three main advantages of e- commerce?

1. low cost 2. Flexibility 3. Speed

16. how can improve the e- commerce performance?

1. User Experience 2. Product Selection and Quality 3. Customer Support

4. Mobile Optimization

17. are you comfortable making payments online?

1. yes 2.no

18. what issues did you face when shopping online?

1. Delivery Delays 2. Fake product review 3. Poor customer service 4. Package Theft:

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19. how dose e- commerce help business reaches more customer?

1. difference type product 2. Quick purchase 3. Easy shopping 4. Increasing availability

20. why do prefer shopping online?

1.stable 2. Save time effort 3. shopping at home 4. Easy payment

21.Satisfaction level towards e- commerce

Statement	Excellent	Satisfied	neutral	good	poor
amazon					
flip kart					
Mesho					
Jiomart					

22.Challenges faced by e-commerce:

statement	Strongly agree	agree	Neutral	disagree	Strongly disagree
Technological Adoption					
Resilience to Disruptions					
Behavioral Change					
Economic Viability					
Social Equity					

23. Awareness of sustainable development of E-commerce

Statement	Strongly agree	agree	neutral	disagree	Strongly disagree

Educational Initiatives					
Government Initiatives:					
Industry Partnerships					
Community Engagement					
Online Resources:					
Consumer Choice:					

24. Please state valuable suggestions to improve E-commerce s

