

A Study on Customer's Shopping Preference and Satisfaction towards Online Shopping in Erode District

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Abstract

Today's customer can order almost anything online. Consumers buy a variety of items from online stores. In fact, customer can purchase just about anything from retailers that provide their products online. With the development of the online revolution and the shift in buying behavior among the consumers, the increase of online shopping has become a trendy way for customers and retailers to trade online. This study takes to analyze the customer's online shopping preference and satisfaction. Simple percentage and chi-square test is used to analyze the data. Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase.

KEYWORDS: Online shopping, Customer preference, Customer satisfaction.

INTRODUCTION

Online marketing may be defined as the process of building and maintaining customer relationship through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both the seller and the buyer. Online marketing is also known as internet marketing and web marketing. The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. Now a days the internet holds the attention of retail market. Millions and millions of people shop in online. The customer of online shopping should have internet and a valid method of payment in order to purchase the products from the internet. Amazon, Myntra, flipkart are some of the examples of the successful online shopping sites that use less price of the items and large stocks to attract the consumer. The increase in technology creates a favorable attitude towards the customers for online shopping.

The customers are satisfied only when the product or the service is able to fulfill their needs. However the satisfaction can reach the higher level and make the customer delighted if the product or the service goes beyond their level of expectation. Customer's assessment of product performance depends on many factors, especially the type of loyalty relationship the customer has with the brand. Although the customer-centric firm seeks to create high customer satisfaction, that is not its ultimate goal. In order to provide satisfaction to the customers the company may occasionally change its business policy. Increasing the quality and quantity of the services are some of the policies taken by the customers to increase customer satisfaction. However, these policies frequently result in lower profits and hinder the purpose of others especially the associates, dealers, suppliers, and stock holders. The main objective of an organization is to provide the maximum level

of satisfaction to the customers as well as the associates, dealers, suppliers, and stock holders by using its total resources.

Review Of Literature

Santhi (2017)¹, in her study, an attempt has been made to understand the factors influencing customers' online shopping decisions and how these factor affect customer satisfaction in Tirupati Town. The study has been undertaken with the sample size of 120 respondents. Percentage Analysis and t-test has been used to interpret the data. The findings and result reflected the perceptions, preferences and factors influencing satisfaction of online shopper. The study suggested that the feedback of an online buyer should be captured to identify the flaws in service delivery.

Jayasubramanian et.al., (2015)², in their study an attempt has been made to identify the factors that may influencing customer's online shopping satisfaction. The study has undertaken with the sample size of 50 respondents. Simple Percentage Analysis and Ranking Analysis used to analyse the data. The study concluded that online shopping through privacy and security policies, website designers did their best to put an end to the unethical practices.

Bhuvaneshwaran et.al., (2015)³, have examined the customer satisfaction towards Flipkart.com users in Chennai city. Also tried to find out various attributes of Flipkart users of Chennai city towards the online shopping. Most of the customers are satisfied with the service of Flip kart and willing to recommend them to make purchase from Flip kart. The study has suggested that aggressive at providing better services and increase consumers' affordability much more and enhance penetration in the market. The study concluded that future of e- tailers in India especially in cities looking very bright. Flipkart.com offering best price, good products and completely easy shopping experience for our customers.

Sudhakar and Swarna Deva kumari (2016)⁴, in their study has been made to understand the customer satisfaction towards online shopping in Chittoor District. The study focused on the perceptions, and buying behavior and satisfaction of the consumers in Indian market. The study has analysed socio- economic background of customer and satisfaction level of customers. The finding of the study revealed that the majority of the respondents chooses online shopping satisfaction for on time delivery and payment security. The study concluded that online shopping can easy and pleasurable with some precaution. Online shoppers expect to visualize sensible deals online amid free terribly low price shipping. Consumer looking for trust, security and privacy of data, timeliness, accessibility, convenience customer service costs and wider choice throughout online shopping.

Jayaprakesh et.al., (2016)⁵, have examined the customer satisfaction towards online shopping in Pollachi Talk. This study has focused to most prefer shopping site, Reason for buying products and product preferences satisfaction of online consumers. The study has analysed the data with use of simple percentage method and Chi – square test. The study has suggested that most of the customers prefer the cash on delivery to

make payment for their shopping but some of the products are not coming cash on delivery option. This study concluded that online marketer should give more importance on price factor and after sales factor.

Scope of the study

“A study on customer’s shopping preference and satisfaction towards online shopping in Erode district” concentrates on online shopping website users further expectation needs and wants. The scope of the study is limited to the capabilities of the respondents in appropriately answering the question.

Objectives of the study

1. To study about the socio- economic profile of the selected respondents.
2. To analyses the level of awareness of respondent’s towards preference of online shopping.
3. To analyses the reasons for purchasing customer satisfactions towards online shopping.
4. To find out the problems faced by the customers for using online shopping.
5. To offer suggestions for further improvement.

Limitation of the study

The following are the limitations of the study.

1. Even though more number of shopping websites available in internet, but only top ten leading websites are taken up for the study.
2. Customers are widely spread and hence the result cannot be generalized , the sample size was small respect to the population.
3. Survey is concentrated only in Erode District.
4. The primary data is collected through a structural questionnaire/ interview schedule.
5. The study is conducted with the help of primary data, the result are subject to respondent’s biased information due to socio – economic background.

Research methodology

Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

Population

The population of the study is limited to Erode town only.

Sampling size

The total sample size for the study is 250 respondents. The interview schedule was conducted by the place of respondent’s house and exhibition.

Sample Design

The study has been used to convenient sampling techniques to select the respondents. Convenient sampling as the name suggests it is based on the convenience of the researcher who select a sample.

Tools of analysis

The data were collected through questionnaires were analyzed using simple percentage and chi- square test.

Table 3.1 Gender of the respondents

| Category | No. of. Respondents | Percentage |
|--------------|---------------------|------------|
| Male | 116 | 46.4 |
| Female | 134 | 53.6 |
| Transgender | - | - |
| Total | 250 | 100 |

The above table revealed that The majority (53.6 per cent) of the selected respondents belong to the female.

Table 3.2 Age group of the respondents

| Category | No. of. Respondents | Percentage |
|----------------|---------------------|------------|
| Below 18 years | 48 | 19.2 |
| 18 – 30 years | 97 | 38.8 |
| 31- 40 years | 70 | 28 |
| Above 40 years | 35 | 14 |
| Total | 250 | 100 |

It is observed from the table majority 38.8 per cent of selected respondents belonging to 18- 30 years.

Table 3.3 Marital Status of the respondents

| Category | No. of. Respondents | Percentage |
|--------------|---------------------|------------|
| Married | 120 | 48 |
| Unmarried | 130 | 52 |
| Total | 250 | 100 |

The above table indicated that majority 52 per cent of the selected respondents are unmarried.

Table 3.4 Educational qualification of the respondents

| Category | No. of. Respondents | Percentage |
|---------------------|---------------------|------------|
| No formal Education | 30 | 12 |
| School Level | | |
| Graduate | 45 | 18 |
| Post Graduate | 110 | 44 |
| | 65 | 26 |
| Total | 250 | 100 |

This evident from the Table 3.4 that out of 250 respondents majority 44 per cent having Graduate level education.

Table 3.5 Occupation status of the respondents

| Category | No. of. Respondents | Percentage |
|--------------|---------------------|------------|
| Student | 80 | 32 |
| Employed | 110 | 44 |
| Business | 20 | 8 |
| Professional | 40 | 16 |
| Total | 250 | 100 |

It is observed from the Table 3.5 that majority 44 per cent of the selected respondents are being an employed.

Table 3.6 Annual income of the respondents

| Category | No. of. Respondents | Percentage |
|------------------|---------------------|------------|
| Below Rs.1 Lakh | 40 | 16 |
| Rs.1- Rs.2 Lakhs | 80 | 32 |
| Rs.2- Rs.4 Lakhs | 110 | 44 |
| Above Rs.4 Lakhs | 20 | 8 |
| Total | 250 | 100 |

The above table revealed that 44 per cent of the selected respondents coming under status of “Rs. 2 Lakhs – 4 Lakhs” per year.

Table 3.7 Nature of the family

| Category | No. of. Respondents | Percentage |
|----------------|---------------------|------------|
| Nuclear family | 85 | 34 |
| Joint Family | 165 | 66 |
| Total | 250 | 100 |

It observed from the table that majority 66 per cent of the selected respondents are belong to joint family.

Table 3.8 Family size

| Category | No. of. Respondents | Percentage |
|---------------------|---------------------|------------|
| Less than 3 Members | | |
| 3 - 5 Members | 30 | 12 |
| Above 5 Members | 170 | 68 |
| | 50 | 20 |
| Total | 250 | 100 |

The above table indicates that majority 68 percent of the selected respondents of are having 3 to 5 members.

Table 3.9 Location of Residence

| Category | No. of. Respondents | Percentage |
|--------------|---------------------|------------|
| Cosmopolitan | - | - |
| Metropolitan | 10 | 4 |
| Town | 145 | 58 |
| Village | 95 | 38 |
| Total | 250 | 100 |

It is evident from the Table 3.9 that majority 58 per cent of selected respondents are lived in town,

Table 3.10 Websites used

| Category | No. of. Respondents | Percentage |
|--------------|---------------------|------------|
| Amazon. in | 110 | 44 |
| Flipkart.com | 70 | 28 |
| Big | 25 | 10 |
| basket.com | 15 | 6 |
| Snapdeal | 10 | 4 |
| eBay.in | 20 | 8 |
| Gadgets .in | | |
| Total | 250 | 100 |

It revealed from the Table 3.10 that out of 250 respondents, majority 44 per cent respondents are used Amazon.in website used to buy the products.

Table 3.11 Reason for choosing website

| Category | No. of. Respondents | Percentage |
|--------------------|---------------------|------------|
| Price | 120 | 48 |
| Quality | 40 | 16 |
| Security | 48 | 19.2 |
| Replacement policy | 42 | 16.8 |
| Total | 250 | 100 |

It revealed from the Table 3.11 that out of 250 respondents, majority The majority 48 per cent respondents are preferred to purchase the products for price in online shopping.

Table 3.12 Amount spend for purchasing in online shopping

| Category | No. of. Respondents | Percentage |
|----------------|---------------------|------------|
| Below Rs.5000 | 60 | 24 |
| Rs. 5000 - | | |
| Rs.10000 | 120 | 48 |
| Rs.10000 - | | |
| Rs.15000 | 40 | 16 |
| Above Rs.15000 | 30 | 12 |
| Total | 250 | 100 |

The above table 3.12 revealed that out of 250 respondents, majority 48 per cent respondents are spend Rs.5,000 – Rs.10,000.

Table 3.13 Best payment method

| Category | No. of. Respondents | Percentage |
|----------|---------------------|------------|
| | | |

| | | |
|---------------------|------------|------------|
| PayPal | 30 | 12 |
| Debit / Credit Card | 50 | 20 |
| Cash on delivery | 80 | 32 |
| EMI | 90 | 36 |
| Total | 250 | 100 |

The above table displayed that out of 250, respondents majority 36 per cent of the selected respondents are said EMI.

Table 3.14 Level of satisfaction of the price

| Category | No. of Respondents | Percentage |
|---------------------|--------------------|------------|
| Highly Satisfied | 55 | 22 |
| Satisfied | 70 | 28 |
| Satisfied | 45 | 18 |
| Neutral | 38 | 15.2 |
| Dissatisfied | 42 | 16.8 |
| Highly Dissatisfied | | |
| Total | 250 | 100 |

The above table indicated that, majority 28 per cent selected respondents are satisfied with the price.

Table 3.15 Level of satisfaction of the quality

| Category | No. of Respondents | Percentage |
|---------------------|--------------------|------------|
| Highly Satisfied | 70 | 28 |
| Satisfied | 74 | 29.6 |
| Neutral | 38 | 15.2 |
| Dissatisfied | 45 | 18 |
| Highly Dissatisfied | 23 | 9.2 |
| Total | 250 | 100 |

The above table indicated that, majority 29.6 per cent selected respondents are satisfied with respect to quality in online shopping.

Table 3.16 Level of satisfaction of the security

| Category | No. of Respondents | Percentage |
|---------------------|--------------------|------------|
| Highly Satisfied | 80 | 32 |
| Satisfied | 45 | 18 |
| Neutral | 60 | 24 |
| Dissatisfied | 15 | 6 |
| Highly Dissatisfied | 50 | 20 |
| Total | 250 | 100 |

The above table indicated that, 32 per cent selected respondents are highly satisfied with respect to security of online shopping.

Table 3.17 Level of satisfaction of time delivery

| Category | No. of Respondents | Percent Age |
|---------------------|--------------------|-------------|
| Highly Satisfied | 68 | 27.2 |
| Satisfied | 62 | 24.8 |
| Neutral | 54 | 21.6 |
| Dissatisfied | 57 | 22.8 |
| Highly Dissatisfied | 9 | 3.6 |
| Total | 250 | 100 |

The above table indicated that, majority 27.2 per cent selected respondents are highly satisfied respect to time delivery of online shopping.

Table 3.18 Level of satisfaction of offer and discounts

| Category | No. of Respondents | Percent Age |
|---------------------|--------------------|-------------|
| Highly Satisfied | 85 | 34 |
| Satisfied | 41 | 16.4 |
| Neutral | 45 | 18 |
| Dissatisfied | 20 | 8 |
| Highly Dissatisfied | 59 | 33.6 |
| Total | 250 | 100 |

The above table indicated that, majority 34 per cent selected respondents are highly satisfied with respect to offers and discount of online shopping.

Table 3.19 Types of problem

| Category | No. of Respondents | Percentage | Rank |
|---------------------|--------------------|------------|------|
| Higher price | 60 | 24 | I |
| Low quality | 120 | 48 | II |
| Overall performance | 70 | 28 | III |
| Total | 250 | 100 | |

Out of 250 respondents, 24 per cent of the selected respondents gave 1st rank to higher price.

Findings

1. The majority (53.6 per cent) of the selected respondents belong to the female.
2. The majority (38.8 per cent) of the selected respondents belong to the age of 18 to 30 years.
3. The majority (52 per cent) of the selected respondents belonging to unmarried.
4. The majority (45 per cent) of the respondents are having school level education.
5. The majority (44 per cent) of the respondents are being an employed.

6. The majority (44 per cent) of the selected respondents of the coming under status of “Rs. 2 lakhs – 4 lakhs” per year.
7. That majority (66 per cent) of the selected respondents are belong to joint family.
8. The maximum number of selected respondents are having 3 to 5 members as size of their family.
9. The majority (58 per cent) of the selected respondents are lived in town.
10. The majority (44 percent) respondents are used Amazon website used to buy the products.
11. The majority (48 per cent) respondents are preferred to purchase the products for price in online shopping.
12. The majority (48 percent) respondents are spend Rs.5000 – 10,000 to purchase online.
13. Thus, Majority (36 per cent) of the selected respondents are used to pay EMI method.
14. The majority (28 per cent) selected respondents are satisfied with the price.
15. The majority (29.6 per cent) of selected respondents are satisfied with the quality.
16. The majority (32 per cent) of selected respondents are highly satisfied with the security.
17. The majority (27.2 per cent) of selected respondents are highly satisfied with the time delivery.
18. The majority (34 per cent) of selected respondents are highly satisfied with the quality.
19. That majority (48 per cent) of selected respondents gave 1st rank to high price.

Chi- square test

The study indicates that personal characteristics respondents have no significant relationship between price and quality of online shopping.

The result of the study personal characteristics such as gender, age, marital status, occupation, annual income, size of family, location are associated with (price, quality) consider in shopping preference and satisfaction on online shopping and also their no association between the personal characteristics such as marital status, educational qualification, nature of family, size of family consider in shopping preference and satisfaction on online shopping

VIII SUGGESTIONS

1. Most of the respondents in the area do not like online shopping instead they like to purchase nearby shops. Hence importance and awareness towards various media's in rural areas.
2. High price was important reason for non- consumption of online shopping. Thus efforts may be made to reduce the price of the products and services.
3. It is suggested that online shopper has to give importance in maintaining quality of products and services.
4. It is suggested that online shopper has to take necessary steps to reduce the products price and shipment charges.

5. Online shoppers try to give more information and attractive advertisement about products and services make it useful to the customers.
6. Most of the customers like cash on delivery to make payment for their shopping. But some of the products are not available in cash on delivery option. To improve the effectiveness of online shopping this issue must be addressed.
7. Introducing various offers through online shopping like discount, free gifts, cash back offers etc. so that more customers will be attract towards online shopping.
8. The online shoppers may reduce extra charges and rates in online shopping.

CONCLUSION

This research is a fact finding and rewarding exercise to the researcher. After analyzing the various problems and findings, the researcher offered suitable suggestions for better customer buying preference. In modern marketing, consumers are king. So, the online shoppers has to take decision only in accordance with the customer desire. Now, it is a consumer world, the online shopper should give their brand or product for the wants and needs of customers. Most of the sample respondents of Erode city are well aware about the various shopping websites of online shopping. Customers give more important to the quality factors than that of other factors. They believe that brand name tells that something about product, quality, utility and the like. It is also found that price plays an important role in any product but quality also plays equal importance in success of any product. Hence, this study helped the researcher to know above the position of the market potential of online shopping. The implementation about suggestions will doubtlessly help the shopper of online shopping to improve their services.

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