



CONSUMER PREFERENCE AND SATISFACTION TOWARDS ONLINE SHOPPING AMONG COLLEGE STUDENTS IN THENI

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ABSTRACT

In today's world technology improvement plays an important role in all the area. Like that technology development also plays a vitalrole in marketing field also. The technology impacted commerce is simply known as E-commerce. In E-commerce online shopping is one of the key elements. The direct marketing is going down because of rapid growth in online shopping. In this study the researcher studies the impact of online shopping among college students and the preference and satisfaction of online shopping among college students.

INTRODUCTION

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

An online shop evokes the physical analogy of buying products or services at a bricks-and-mortarretailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com and eBay. Retail success is no longer all about physical stores. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.

OBJECTIVE OF THE STUDY

The researcher provides the following objectives for the present study.

- To know the preference of the respondent towards online shopping.
- To analysis the level of satisfaction towards online shopping.
- To know about most preferred E-retailer by the sample respondent.

RESEARCH METHODOLOGY

The study will mainly be descriptive in nature based on survey method. Both primary and secondary data will extensively be used. Primary data will be collected with the help of well-constructed, pretested Questionnaire from sample respondents. It is also proposes to select a sample of 110 college students at random from the study area. The secondary data will be collected from published and unpublished sources, newspapers, journals, research publications, books and websites.

Table 1.1**Profile of the Respondents**

S.No	Profile	Option	Number of the respondents	Percentage of the respondents
1.	Gender	Male	42	38
2.		Female	68	62
3.	Age	17 - 19 years	41	37
4.		20 – 22years	47	43
5.		23 – 25 years	22	20
6.	Marital Status	Married	10	9
7.		Unmarried	100	91
8.	Educational Qualification	UG	60	55
9.		PG	21	19
10.		M.PHIL	29	26

The above table 1.1 shows that majority of the respondents are female, majority of the respondents are between the age group of 20 years to 22 years, majority of the respondents are unmarried and majority of the respondents are UG graduate.

Table 1.2**E-Retailers for shopping**

S.No	E-retailers	Number of Respondent	Percentage of Respondent
1.	Amazon	16	15
2.	e-bay	20	18
3.	Flipkart	12	11
4.	Jungle	14	13
5.	Zabang	10	9
6.	Homeshop18	18	16
7.	Others	20	18
Total		110	100

Table 1.2 exhibits that out of 110 sample respondents 18% of sample respondent (20) are preferring Ebay and other websites for purchase goods in online shopping; 16% of the sample respondents (18) prefer Homeshop18 for purchase good in online shopping; 15% of sample respondents (16) prefer Amazon for purchase goods in online shopping; 13% of the sample respondents (14) prefer Junglee for purchase good in online shopping; 11% of the

sample respondents (12) prefer Flipkart for purchase good in online shopping and 9% of the sample respondents (10) prefer Zabang for purchase good in online shopping.

The study vividly says that out of 110 respondents, 18% of the respondents prefer Ebay and other E-retailers.

Table 1.3
Product purchased through online

S.No	Goods	Number of Respondent	Percentage of Respondent
1.	Books	26	24
2.	Cloth	6	5
3.	Ornaments	2	2
4.	Cosmetics	12	11
5.	Mobile	14	13
6.	IPod	2	2
7.	Toys & Gifts	24	22
8.	Accessories	6	5
9.	Electrical & Electronics	8	7
10.	Others	10	9
Total		110	100

Table 1.3 inferred that out of 110 respondents, 24% of the (26) respondents have bought books; 22% of the (24) respondents have bought Toys and gifts; 13% of the (14) respondents have bought mobile; 11% of the (12) respondents have bought cosmetics; 9% of the (10) respondents have bought others products; 7% of the (8) respondents have bought Electrical and Electronics; 5% of the (6) respondents have bought Cloth and Accessories and remaining 2% of the (2) respondents have bought IPod and Ornaments.

The study shows that out of 110 respondents, 24% of the (26) respondents have bought books through online shopping.

Table 1.4
Price range of products that purchased through online

S.No	Purchase Amount	Number of Respondent	Percentage of Respondent
1.	Upto ₹ 1000	36	33
2.	₹ 1001 to ₹ 2500	44	40
3.	₹ 2501 to ₹ 5000	22	20
4.	₹ 5001 to ₹ .10000	6	5
5.	Above ₹ 10000	2	2
Total		110	100

Table 1.4 shows that out of 110 sample respondent 40% of sample respondent (44) are purchasing goods for ₹ 1001 to ₹ 2500; 33% of the sample respondents (36) are purchasing goods for below ₹ 1000; 20% of the sample

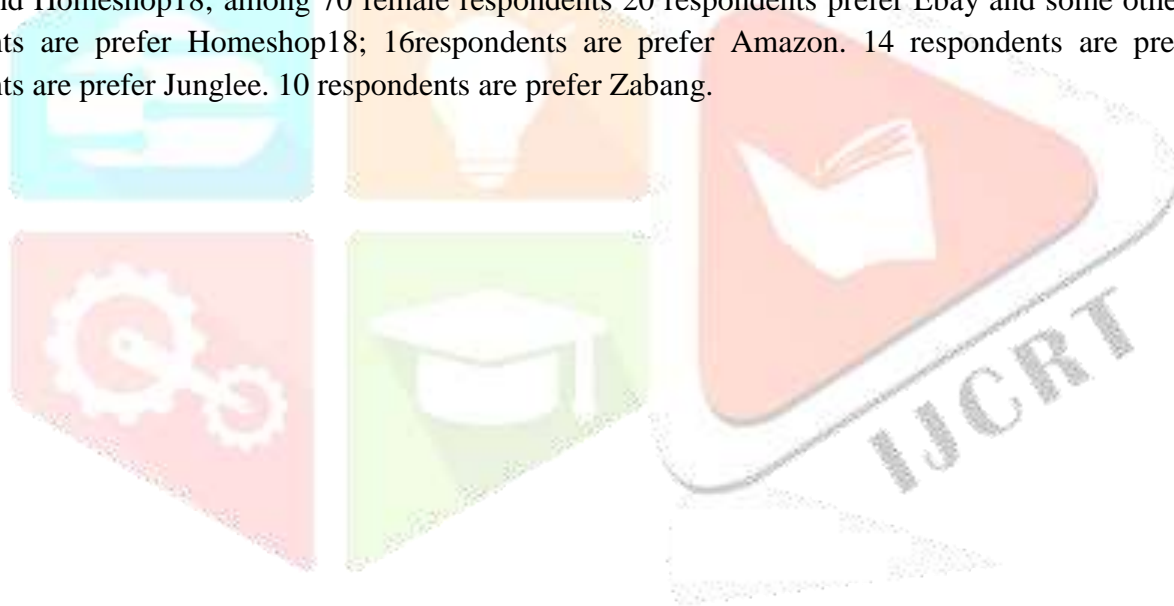
respondents (22) are purchasing goods for ₹2501 to ₹ 5000; 5% of the sample respondents (6) are purchasing goods for ₹ 5001 to ₹ 10000; and 2% of the sample respondents (2) are purchasing goods for Above ₹ 10000.

The study inferred that out of 110 respondents, 40% of the respondents are purchased the product with the price range of ₹ 1001 to ₹ 2500.

Table 1.5
Relationship between gender and E-retailers

S.No	Gender preference on E-retailers	Male	Female	Total
1.	Amazon	6(15)	10(14)	16
2.	Ebay	10(25)	10(14)	20
3.	Flipkart	6(15)	8(11)	14
4.	Jungle	6(15)	6(9)	12
5.	Zabang	6(15)	4(6)	10
6.	Homeshop18	6(15)	12(17)	18
7.	Others	0(0)	20(29)	20
Total		40	70	110

Among 40 male 10 respondents prefer Ebay for shopping. 6 respondents prefer Amazon, Flipkart, jungle, Zabang and Homeshop18; among 70 female respondents 20 respondents prefer Ebay and some other E-retailers; 18 respondents are prefer Homeshop18; 16 respondents are prefer Amazon. 14 respondents are prefer Flipkart. 12 respondents are prefer Jungle. 10 respondents are prefer Zabang.



It is concluded from the research that majority of the male and female respondents are prefer Ebay and some other E-retailers.

Table 1.6

CONSUMER SATISFACTION ON ONLINE SHOPPING

S.No	FACTORS	HIGHLY SATISFIED (5)	SATISFIED (4)	MODE RATE (3)	DISSAT ISFIED (2)	HIGHLY DISSATISFIED (1)	TOTAL	RANK
1.	Quality of the product purchased	58	42	8	-	2	484	I
		290	168	24	-	2		
2.	Try new materials	36	52	16	6	-	448	VI
		180	208	48	12	-		
3.	Convenient, easy & quick purchase procedure	44	44	22	-	-	462	III
		220	176	66	-	-		
4.	Anywhere shopping	44	38	18	10	-	446	VII
		220	152	54	20	-		
5.	More choices	46	44	14	-	6	454	V
		230	176	42	-	6		
6.	Saves physical effort	46	48	6	10	-	460	IV
		230	192	18	20	-		
7.	Product comparison	18	68	18	4	2	426	VIII
		90	272	54	8	2		
8.	Gift & Discount	42	44	18	2	4	448	VI
		210	176	54	4	4		
9.	Buying information	56	40	10	2	2	476	II
		280	160	30	4	2		

The table 1.6 shows that satisfaction in online shopping. The Quality of the product purchased is main factor for satisfaction; Buying information is the second factor for satisfaction; Convenient, easy & quick purchase procedure is the third reason for satisfaction in online shopping; Saves physical effort is fourth reason for satisfaction; More choices is the fifth reason for satisfaction; Try new materials and Gift & Discount are the sixth reason for satisfaction; Anywhere shopping is the seventh reason for satisfaction in online shopping and Product comparison is the eighth reason for satisfaction in online shopping.

CONCLUSION

From this study the researcher concludes that all e-retailers take necessary promotional activities to increase their marketing share and reduce the communication gap with their consumers. The e-retailers try to attract male consumer because female consumer only maximum prefer online shopping for that they try to attract male consumers too. Online shopping is secured purchase behavior to improve its efficiency it attract more customer and also good market share in future. The online shopping behavior among college students in Theni district is good and to retain its customer they improve their promotional activities to lead it.

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