



CONSUMER'S PERCEPTION AND SATISFACTION TOWARDS ONLINE SHOPPING POST COVID

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ABSTRACT

The present study was conducted to understand the level of perception and satisfaction of consumers towards their shopping online especially in the days of post covid where the consumers were already had greater preference for online shopping than visiting a physical store. During covid times, when the entire world was shut, including the necessities were procured online by the consumers. The concept of digitization has evolved over years and have created a greater influence changing the attitudes of the consumers during their purchases. So, this study tries to find out the level of satisfaction and the perception that exists among 85 consumers for online shopping in the new normal.

Keywords: *Perception, satisfaction, online shopping, marketing, consumers.*

INTRODUCTION

Taking into consideration, the last decade the perception of consumers has evolved so much, mainly with regard to online consumers and their level of satisfaction has also grown up. The level of satisfaction depends on the quality of the product, the level of convenience of purchasing a particular product and so on. The present study is related to the online shopping. Online shopping is where the seller sells his product in his website or through apps like meesho, amazon, shopsy, flipkart, or through any other sources. Growth of this market has grown tremendously in the last decade and especially in the times of covid where almost every retailer tries to have a new avenue for their online shopping.

REVIEW OF LITERATURE

Mofokeng (2021) examined about how covid-19 pandemic have expanded its wings to encroach the whole world under it in the name of e-commerce, in particular to South Africa and other international markets. Today, almost all the businesses look in for a more sophisticated representations of the different dimensions that is available online shopping. The study was carried out among 287 respondents and analysed with the help of SEM and found that the impact on online shopper's satisfaction level is based out of the quality of the product delivered, security maintained by the concern, quality of that information provided about the product as well the assortment in products.

Rao YH (2021) in their conceptual model study based on the causes and effects of online consumer happiness was put out and empirically supported. 800 respondents provided information during COVID-19's Smart Lockdown in order to compare apparent and actual e-stores and confirmed using SEM. The results showed that while consumers' perceptions and real experiences are different when they purchase online, they are happier when they do so directly rather than indirectly.

Bharti Aggarwal & Deepa Kapoor (2020) is of the opinion that covid 19 affected every aspect of human beings' existence, 2020 will be remembered in history. The economy won't ever be the same as it was before to COVID-19. Offline buying is now dangerous and complicated. It will entice customers to shop online so they may benefit from internet technology. Therefore, it is important to comprehend how this epidemic has affected clients' online shopping habits.

STATEMENT OF THE PROBLEM

In the current marketing situation, the concept of online marketing has become increasingly significant. However, along with its essential expansion in the market along with it there have been a growth for unwanted practices as well. These practises have instilled fear in the hearts of consumers and negatively impacted their attitudes about online purchases. Consumer satisfaction and attitudes toward online buying will be used to identify the characteristics that motivate people to shop online, and those factors will assist marketers in developing risky methods for online marketing. So, this study tries to understand the perception and satisfaction level of the consumers in depth with respect to online shopping in Coimbatore city.

OBJECTIVES OF THE STUDY

- To identify the customers perception towards online shopping experience among the sample respondents in Coimbatore city.
- To study the customer satisfaction regarding the Online Shopping post covid
- To find out the opinion of the customers regarding the various problems of online shopping post covid.

HYPOTHESIS

H₀1: There is no significant relationship exists between gender and customer satisfaction regarding the online shopping.

H₀2: There is no significant relationship exists between age and opinion of the customers regarding the various problems of online shopping.

METHODOLOGY

The present study is a descriptive study conducted among 85 customers using a questionnaire and was surveyed on various aspects of their online shopping experience. The study has used both primary and secondary data. Primary data was analysed using SPSS and are presented in the tables below.

ANALYSIS

Table No.1

MEAN RATING ANALYSIS FOR CUSTOMERS PERCEPTION TOWARDS ONLINE SHOPPING EXPERIENCE

Descriptive Statistics					
Statements	N	Minimum	Maximum	Mean	Std. Deviation
I am able to shop anytime 24/7	85	1	5	4.21	1.013
I have more variety of products to choose	85	2	5	4.22	.836
I get more discounts and offers like free shipping in online shopping	85	1	5	4.01	1.006
I get everything in one single place	85	2	5	4.14	.847
I can avoid crowd in online shopping	85	2	5	4.24	.826
I consider to purchase products that are recommended to me in online shopping	85	2	5	4.01	.852
I will spend more for a product for faster shipping	85	1	5	3.76	1.031
I can return my products easily if I shop online	85	1	5	4.08	.889
I can avoid checkout lines	85	1	5	3.93	.936
I get all my preferred brands in online shopping	85	2	5	4.02	.771
I get clear product images	85	1	5	3.66	.867
happy with the product descriptions	85	1	5	3.78	.891
search for the products is easy	85	2	5	4.12	.822
Navigation search is very simple	85	1	5	3.88	.931
Valid N (listwise)	85				

Source: Primary Data

The above table 1 shows that, the highest mean rating was given to the element “can avoid crowd in online shopping” (4.24), next being “save my time in online shopping” and “have more variety of products to choose” with mean rating as (4.22), followed by “able to shop anytime 24/7” (4.21), following for “get everything in one single place” (4.14) and least mean rating (3.66) was given to the element “get clear product images” towards online shopping experience.

H₀1: There is no significant relationship exists between gender and customer satisfaction regarding the online shopping

Table No.2

CHI-SQUARE ANALYSIS FOR GENDER AND CUSTOMER SATISFACTION

Gender * Overall experience in online shopping Cross tabulation							
			Overall experience in online shopping				Total
			Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Gender	Male	Count	0	1	8	6	15
		Expected Count	.2	3.7	7.9	3.2	15.0
	Female	Count	1	20	37	12	70
		Expected Count	.8	17.3	37.1	14.8	70.0
Total	Count	1	21	45	18	85	
	Expected Count	1.0	21.0	45.0	18.0	85.0	

Source: Primary Data

Table No.3

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.662 ^a	3	.129
Likelihood Ratio	6.144	3	.105
Linear-by-Linear Association	5.510	1	.019
N of Valid Cases	85		
a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .18.			

Source: Primary Data

Result

From the table no 3 it was inferred that, the Pearson chi-square value is 5.662 and the significant value $p=.129$ which is greater than 0.05. Hence accept null hypothesis. Therefore, there is no significant relationship exists between gender and customer satisfaction regarding the online shopping.

H₀₂: There is no significant relationship exists between age and opinion of the customers regarding the various problems of online shopping.

Table No. 4
ANOVA FOR AGE AND CUSTOMERS OPINION ON
VARIOUS PROBLEMS WITH ONLINE SHOPPING

ANOVA					
Statements		Sum of Squares	df	F	Sig.
I cannot see, touch, feel the product at the time of purchase	Between Groups	1.638	3	.872	.459
	Within Groups	50.715	81		
	Total	52.353	84		
May receive products which are different from what they ordered say inferior quality	Between Groups	.098	3	.043	.988
	Within Groups	62.208	81		
	Total	62.306	84		
May not receive product in proper shape	Between Groups	.378	3	.169	.917
	Within Groups	60.374	81		
	Total	60.753	84		
There is a product risk in online Shopping	Between Groups	.174	3	.066	.978
	Within Groups	71.120	81		
	Total	71.294	84		
May not receive the product on time	Between Groups	1.224	3	.421	.738
	Within Groups	78.470	81		
	Total	79.694	84		
Online retailers make more promise than they can practically offer	Between Groups	1.974	3	.720	.543
	Within Groups	73.979	81		
	Total	75.953	84		
Product does not work properly	Between Groups	2.627	3	.841	.476
	Within Groups	84.361	81		
	Total	86.988	84		
Consumers find it difficult to confirm the reliability of the provided products	Between Groups	.559	3	.194	.900
	Within Groups	77.865	81		
	Total	78.424	84		
Do not want to share credit/ debit card details	Between Groups	.939	3	.341	.796
	Within Groups	74.355	81		
	Total	75.294	84		

Lack of credibility of online stores	Between Groups	.380	3	.129	.942
	Within Groups	79.268	81		
	Total	79.647	84		
Worried about privacy	Between Groups	.256	3	.089	.966
	Within Groups	77.555	81		
	Total	77.812	84		

Source: Primary Data

Result

From the above table no 4 it was examined that, the significant value $p > 0.05$. Hence accept null hypothesis. Therefore, there is no significant relationship exists between age and opinion of the customers regarding the various problems of online shopping.

DISCUSSION

After the pandemic, the shopping behaviours of the consumer have changed, and the retailers are also expected to change at the same pace so as to stick to the market and avoid unnecessary complications in the growth. The present study has brought in the perception of customers on their online shopping behaviour. People tend to avoid the crowd behaviour post covid and also the retailers have given the customers to view shop online and do the purchase which has created a greater and high-level impact in the shopping behaviour of the consumers. Consumer in variable of the age does online shopping and it is suggestable to segregate based on the consumers to tap in for a huge consumer base.

CONCLUSION

With the e-market places with 100s of brands and stores, the annual growth rate is expected to be more than 21% in 2022. With the coming up of more technological advancements in the field of shopping and a greater number of offers provided by online sellers have led to this tremendous growth. Also, everyday a new online seller pops into the market. In a recent study, it was highlighted that the future to grow with digital marketing, customers would be highly accustomed to shop anything and everything online. The only concern of many customers is online security which the retailer has to ensure and deliver the products safely and securely to them.

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