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## A Study On Customers' Satisfaction Towards Online Shopping With Special Reference To Kodumudi Taluk, Erode District, Tamilnadu, India

**M.S.Punithamalar**

Ph.D Research Scholar  
Department of Commerce

Periyar University  
Salem – 11

**Dr.V.K.Sasikala**

Assistant Professor(Aided)  
Department of Commerce

J.K.K.Nataraja College of Arts and Science  
Kumarapalayam, - 638183

### ABSTRACT:

Nowadays, online shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers. That is, consumer-purchases are mainly based on the cyberspace appearance such as pictures, images, quality information, and video clips of the product, not on the actual experience. As the Internet has now become a truly global phenomenon, the number of Internet users worldwide is expected to reach 1.8 billion by 2010 survey. Thus, the impact of these online shopping environments on consumer response necessitates a critical understanding for marketing planning.

**Keywords:** Online shopping, Customer Satisfaction, Marketing

### INTERODUCTION:

Online 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 or a mobile app. Consumers find a product of interest by visiting the website of the seller directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different sellers. An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" shopping center; the process is called business-to consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another business, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

**NEED FOR THE STUDY:**

The need of this study is to know the brand loyalty of the online shoppers and consumers. It includes the ideas such as to identify the most preferred purchase method. This study also helps to find out the reason for buying products online. Through this study we tried to find the price range people prefer the most and also to know which features they admire in buying online.

**REVIEW OF LITERATURE:**

MingyaoHu, Elliot Rabinovich and HanpingHou (2014) while this paper focuses on online customer pre-purchase perceptions. In an online market, trustworthy online retailers send signals to separate themselves from retailers who are untrustworthy in the eyes of customers. However, untrustworthy online retailers can mimic trustworthy online retailers' behavior by sending similar signals without providing services indicated by the signals.

Dr. D. Sudhakar, R. Swarna, Deva Kumari (2016) Customer satisfaction towards online shopping, a study with reference to Chittoor district. Study was conducted to find the satisfaction levels of customers of the selected products. In the study it was found that majority respondents preferred to buy products through the Flipkart website followed by Amazon respondents are highly satisfied with on time delivery of the product.

**OBJECTIVES OF THE STUDY:**

1. To find out the demographic profile of respondents.
2. To analyze the level of satisfaction of the respondents towards Online shopping.
3. To find out the problems faced by the respondents.

**RESEARCH METHODOLOGY****SAMPLING DESIGN**

The study aims at analyzing the customers' satisfaction towards online shopping. A total of 120 samples were taken for the study. Convenient sampling method has been used to collect the data.

**STATISTICAL TOOLS USED:**

1. Percentage analysis.
2. Chi square test.
3. Weighted score analysis.

**HYPOTHESIS:**

1. "There is no significant association between age groups of respondents and level of satisfaction"
2. "There is no association between different education qualification groups and level of satisfaction."
3. "There is no significant relationship between occupation of respondents and their level of satisfaction"

**LIMITATIONS OF THE STUDY:**

1. The sample size limited to 120 respondents only.
2. The study is confined to kodumudi taluk only.

**DATA ANALYSIS AND INTERPRETATION:****TABLE 1****DEMOGRAPHIC VARIABLES OF THE RESPONDENTS:**

<b>DEMOGRAPHIC VARIABLES</b>		<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Gender	Male	62	52
	Female	58	48
Age group	Upto 25yrs	27	23
	25 to 35 yrs	40	33
	35 to 45 yrs	28	23
	Above 45 yrs	25	21
Educational qualification	SSLC	16	14
	HSC	29	24
		47	39
	Under graduate		
Post graduate	28	23	
Marital status	Married	65	54
	unmarried	55	46
Occupation	Business	33	28
	Profession	24	20
	Govt. employee	29	24

	Private sector employee	34	28
Income level (Monthly)	Below Rs. 10,000	33	27
	From Rs. 10,000 to 20,000	39	33
	From Rs.20,000 to 40,000	22	18
	Above 40,000	27	22

Source : primary data

### CHI SQUARE ANALYSIS:

#### HYPOTHESIS:

There is no significant association between age groups of respondents and satisfaction level towards online shopping.

#### TABLE 2

#### AGE OF THE RESPONDENTS AND LEVEL OF SATISFACTION(TWO WAY TABLE)

Age group	Level of satisfaction			Total
	Fully Satisfied	Partly Satisfied	Not Satisfied	
Upto 25yrs	17	5	6	27
25 to 35 yrs	28	7	5	40
35 to 45 yrs	16	5	7	28
Above 45 yrs	12	5	8	25
<b>Total</b>	<b>73</b>	<b>22</b>	<b>26</b>	<b>120</b>

Source : primary data

The chi square statistic is 1.63.The p value is .44 .Hence the result is not significant at  $p < .05$

#### HYPOTHESIS:

There is no significant association between Educational qualification of respondents and satisfaction level towards online shopping.

TABLE 3

**EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND LEVEL OF SATISFACTION(TWO WAY TABLE)**

Educational qualification	Level of satisfaction			Total
	Fully Satisfied	Partly Satisfied	Not Satisfied	
SSLC	17	5	6	27
HSC	28	7	5	40
Under graduate	18	4	6	28
Post graduate	17	4	4	25
<b>Total</b>	<b>80</b>	<b>20</b>	<b>21</b>	<b>120</b>

Source : primary data

The chi square statistic is 1.49.The p value is .96 .Hence the result is not significant at  $p < .05$

**HYPOTHESIS:**

There is no significant association between Occupation of respondents and satisfaction level towards online shopping.

TABLE 4

## OCCUPATION OF THE RESPONDENTS AND LEVEL OF SATISFACTION(TWO WAY TABLE)

Occupation	Level of satisfaction			Total
	Fully Satisfied	Partly Satisfied	Not Satisfied	
Business	17	5	6	27
Profession	29	6	5	40
Govt. employee	18	6	4	28
Private sector employee	15	5	5	25
<b>Total</b>	<b>79</b>	<b>22</b>	<b>20</b>	<b>120</b>

Source : primary data

The chi square statistic is 2.02.The p value is .92 .Hence the result is not significant at  $p < .05$

TABLE 5

## PROBLEMS FACED BY THE RESPONDENTS

s.no	problem	Weighted score	Rank
1	Difficult to get answers for our queries	443	VI
2	Product arrive in damage condition	667	II
3	Wrong product were sent	493	V
4	Poor customer service	496	IV
5	Difficult to change defective product	547	III
6	Products guarantee is not assured	672	I

Source : primary Data

From table 7 it can be concluded that the main problem faced by the respondents is product guarantee is not assured.

**FINDINGS:**

Majority (52%) of the respondents were male.

Majority (33%) of the respondents were coming under the age group of from 25 to 35 years age group.

Majority (54%) of the respondents were under married.

Majority (28%) of the respondents were businessman.

Majority (33%) of the respondents had monthly income from 10000 to 20000.

The main problem faced by the respondents is product guarantee is not assured.

**CONCLUSION:**

The consumer's satisfaction on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The Satisfaction of the consumer also has similarities and difference based on their personal characteristics. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the age of 25 TO 35 are mostly interested in online shopping. It is also found that the majority of the people who shop online buys daily use products online as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products has the most influencing factor on online purchase.

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