



CONSUMER PREFERENCE AND LEVEL OF SATISFACTION TOWARDS ONLINE SHOPPING

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ABSTRACT :

Online shopping is purchasing of products or services over the Internet. Online Shopping has growth in Popularity over the years, Mainly because people find it Convenient and easy to shop from the comfort of their home or office. One of the most enticing factor about online shopping Particular during a holiday season. It alleviates the need to wait in long lines or search from store to store for a Particular item.

Online Contracts are classified as distance contracts, which means that the trader (Service Provider, Seller) and the consumer (Natural person who is acting for purposes which are out side his trade, business or profession), In lack of their Simultaneous, actual and physical presence enter into contract not by meeting in person (e.g. in Commercial premises, market, open- air market, via trade agent etc). but only in an electronic way.



KEYWORDS : online shopping, products holiday season profession.

INTRODUCTION:

There are several studies which contribute to the understanding of online shopping field. However, there is a lack of clear understanding of the factors that determine online shopping attitudes and behavior. (AnkurkumarRastongi 2012 in his article has study the buying behavior of online Consumers, Gagandeep K nagra, R. Gopal 2014 in Their article they have made a study on the consumer online shopping attitude and behavior). There is still a need for closer scrutiny of online shopping mainly due to the fact that there are cultural differences and imperfections in consumer markets Coimbatore, being an industrial city, which depicts all these factors, has been taken up In the present study.

1.2 OBJECTIVES OF THE STUDY

1. To define the demographic profile of the respondents of the study.
2. To Assess the online shopping behavior in general and with respect of selected product categories and websites.
3. To Analyze the perception of online shoppers with respect to their expectations regarding the attributes of shopping websites.
4. To find out the level of Satisfaction of the customers with respect to selected websites.

1.3 SCOPE OF THE STUDY

The study is confined to the analysis of the perception of online shopping with respect to the selected product categories and websites. It is to identify the factors influencing online purchase intention and to assess the level of satisfaction of the Customers regarding the selected websites.

1.4 RESEARCH METHODOLOGY

The following statistical tools have been employed in analyzing the data in this study

- Simple Percentage
- Chi- square Test
- Analysis of Variance (ANOVA)
- Correlation

1.5 DATA SOURCE

Generally, two methods of data collection are used in research. Based on the requirement, Primary data collection method has been used in this study. Data has been collected by employing an interview schedule. Secondary data was collected from the text book, journals, magazines, few project reports and from websites.

1.6 SAMPLE

Substance under deliberation in any grassland of inquiry constitutes a universe or Population. A sample is a part of the target population. A sample design is a definite preparation for obtaining a sample manifestation in an agreed population. It refers to the concept or the practice the researcher would approve in selecting substance for the sample. Depending ahead the research, the researcher can decide on design which would be consistent and suitable for his/ her research can choose a sample intended which would be consistent and suitable for his/ her research study.

The sample size consisted of 200 respondents who are online shoppers in Coimbatore city. Accordingly, convenient sampling method has been used in the present study. The data has been collected from the respondents for a period of four months.

1.7 CHAPTER SCHEME

Introduction

Chapter 1:

Covers the review of theoretical work carried out by researchers on online shopping.

Chapter 2:

Deals with online shoppers and their preferred websites.

Chapter 3:

Analyses and interprets the data collected from the respondents.

Chapter 4:

Presents the findings and suggestions.

2. ANALYSIS & INTERPRETATION

The study has been undertaken to assess and analyze the online shoppers' behavior and perception with a sample respondent of 200. Data has been collected from these respondents with the help of an interview schedule.

PERCENTAGE ANALYSIS

The following table shows the percentage analysis of the sample respondents.

Table 1.1 Gender

SL.No	Gender	Number of Respondents	Percentage
1.	Male	105	52.50
2.	Female	95	47.50
	Total	200	100

Source: Survey Data

The on top of table shows the sexual category of the respondents. One hundred and five (52.50%) respondents are male and the remaining ninety – five (47.50%) respondents are female. Majority (52.50%) of the respondents are male.

Chart 1- Gender

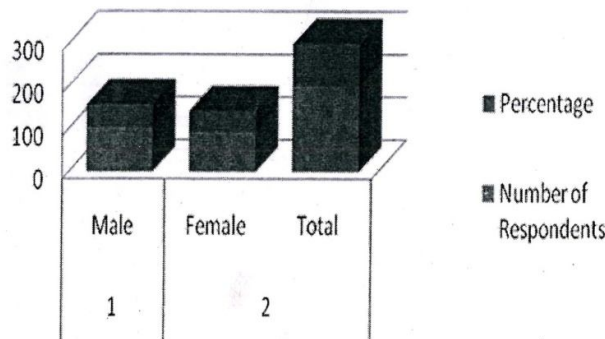


Table 1.2: Age group

Sl. No	Age Group	Number of Respondents	Percentage
1.	Less than 25 years	76	38.00
2.	26 years to 40 years	79	39.50
3.	41 to 55 years	22	11.00
4.	Above 55 years	23	11.50
	Total	200	100

Source: Survey Data

On top of table shows the age cluster of the respondents. Seventy – six (38.00%) respondents come under the age group of less than 25 years. Seventy – nine (39.50%) respondents come under the age group between 26 and 46 years. Twenty – two (11.00%) respondents come under the age group of 41 years to 55 years and the remaining twenty – three (11.50%) respondents come under the age group of above 55 years. Majority (39.50%) of the respondents are between 26 years to 40 years of age.

Chart 2: Age group

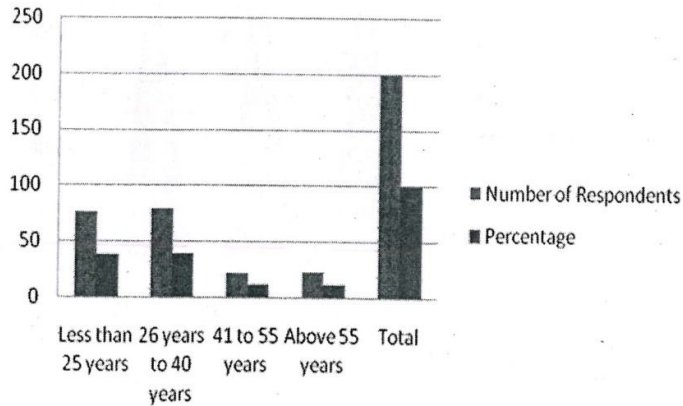


Table 1.3: Marital Status

Sl.No	Marital Status	Number of Respondents	Percentage
1.	Married	125	62.50
2.	Unmarried	75	37.50
	Total	200	100

Source: Survey Data

On top of table shows the marital position of the respondents. One hundred and twenty- five (62.50%) respondents are married and the remaining seventy- five (37.50%) respondents are unmarried. Majority (62.50%) of the respondents are married.

Chart 3: Marital Status

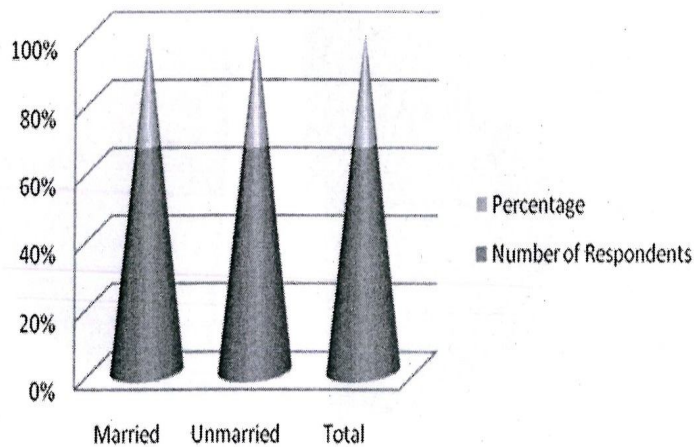
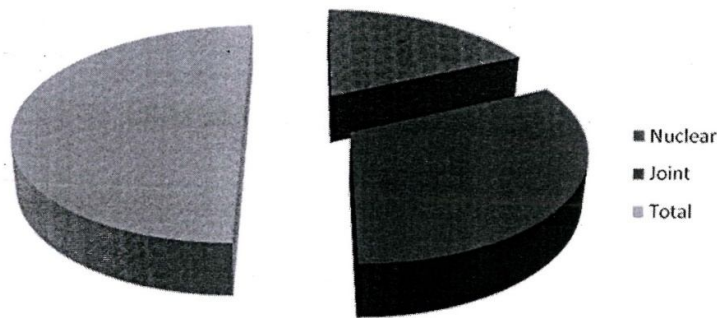


Table 1.4 Family Type

Sl. No	Family Type	Number of Respondents	Percentage
1.	Nuclear	72	36.00
2.	Joint	128	64.00
	Total	200	100

Source: Survey Data

table shows the family type of the respondents. Seventy – two (36.00%) respondents are from nuclear family and the remaining one hundred and twenty- eight (64.00%) respondents are from joint family. Majority (64.00%) of the respondents are from joint family.

Chart 4: Family Type**Table: 1.5 Educational Qualification**

Sl. No	Educational Qualification	Number of Respondents	Percentage
1.	School Level	28	14.00
2.	Under Graduate	105	52.50
3.	Post Graduate	37	18.50
4.	Professional degree	30	15.00
	Total	200	100

Source: Survey Data

Table shows the educational qualification of the respondents. Twenty – eight (14.00%) respondents are studied up to school level. One hundred and five (52.50%) respondents are under graduates. Thirty-Seven (18.50%) respondents are post graduates and the remaining thirty (15.00%) respondents are Professional degree holders. Majority (52.50%) of the respondents are under graduates.

Chart 5: Educational Qualification

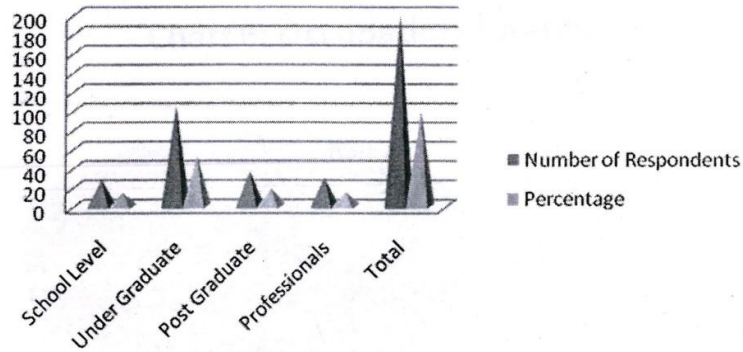


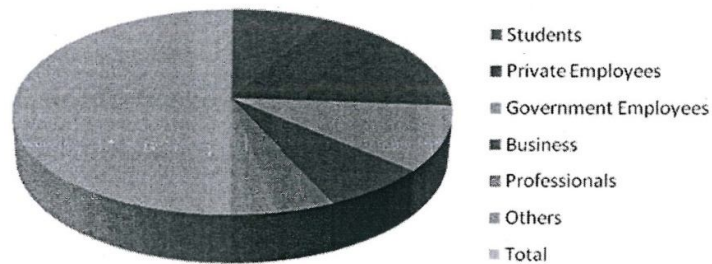
Table 1.6 Occupational Status

Sl. No	Occupation	Number of Respondents	Percentage
1.	Students	32	16.00
2.	Private Employees	72	36.00
3.	Government Employees	41	20.50
4.	Business	28	14.00
5.	Professionals	15	7.5
6.	Others	12	6
	Total	200	100

Source: Survey Data

Table shows the Occupation of the respondents. Thirty – two (16.00%) respondents are students. Seventy- two (36.00%) respondents are Private employees. Forty- one (20.50%) respondent are Government employees. Twenty- eight (14.00%) respondents are Business people. Fifteen (7.5%) respondents are Professionals and Twelve (6%) of the respondents are others (Housewives. Retired people). Majority (36.00%) of the respondents are private employees.

Chart 6: Occupational status



FINDINGS, SUGGESTIONS AND CONCLUSION

3.1 The following are the Major findings:

- Majority (52.50%) of the respondents are male.

- Majority (39.50%) of the respondents come under the age group of 26 years to 40years.
- Majority (62.50%) of the respondents are married.
- Majority (64.00%) of the respondents are from joint family.
- Majority (52.50%) of the respondents are under graduates.
- Majority (36.00%) of the respondents are private employees.
- Majority (35.50%) of the respondents family monthly income is between Rs. 25,001 and Rs. 50,000.
- Majority (46.00%) of the respondents family consist of 5 to 6 members.
- Majority (31.50%) of the respondents are having only one child.
- Majority (48.00%) of the respondents are doing online shopping fo 1 year to 2 years.
- Majority (48.00%) of the respondents to online shopping occasionally.
- Majority (50.50%) of the respondents are spending Rs. 2,001 to Rs. 3000 for online purchase per month.
- Majority (31.00%) of the respondents felt that 'Mode of payments is the influencing factors for online purchase.
- Majority (43.50%) of the respondent's opinion on time of delivery of products/ services are sometimes late.
- Majority (57.50%) of the respondents did not return the products to the suppliers.
- Out of those who returned, majority (41.18%) of the respondents returned the products because of not as per the speicification.'
- Majority (38.82%) of the respondents were of the opinion that quick action is taken by the companies for replacement.
- Majority of the respondents are often using Amazon, Flip kart, and others, The respondents using E-bay, snap deal, shop clues, pay tm and myntra.com are Occasional buyers.
- Majority of the respondents are often buyers of electronic products. Majority of the respondents are occasionally buying furniture and fitting, shoes & Handbags, Automotive, clothing& Accessories, Books and CD/ DVD, shorts & Fitness, toys & Games, Stationery, mobiles phones and accessories, computer hardware and other items. Majority of the respondents are never buy cosmetics & Personal Care Products, kitchen equipments and Gift Article.

3.2 SUGGESTIONS

- Online marketers may try to increase the frequency of shopping of the existing consumers by offering more promotional offers, discounts and deals. In addition to that, in order to transform the trial purchasers, occasional buyers into frequent and regular buyers, online marketers may also think of strategies which offer products of regular use for the consumer via online shopping.
- Among the 16 product categories identified for the study two of them namely electronics, shoes and handbags were found to be the mostly purchased products online. Hence marketers may take efforts to increase the varieties offered in these lines. However they may also take additional efforts to promote the least commonly purchased products by following some of the push strategies.
- Among the ten websites selected for the study, the comparative level of satisfaction difference in each of the factor describing he satisfaction for the online shopping websites. This analysis offers clues to the marketers on their strengths, weaknesses, Opportunities and threats.
- Offers being the highest expectation of the customers, online marketers may discover new and innovative ways to enhance the offers.

3.3 CONCLUSION

In india, online shopping is just gathering momentum and people have just started using it since the last few years. The convenience of online shopping has been realized and the word is slowly spreading. Because of this, marketers have also increased in number and variety and quantum of products offered for sale online has also increased.

The findings of this study will help online retailers to understand better the psychology of consumers and also to equip themselves well to attract them. It would be helpful for the managers to work towards newer and newer areas of retailing to offer lower cost and greater service to customers and earn higher returns for themselves as well.

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