

**A STUDY ON RURAL STUDENTS' PERCEPTION AND SATISFACTION LEVEL  
TOWARDS ONLINE SHOPPING IN ERODE DISTRICT**

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**ABSTRACT**

On-line shopping is a recent phenomenon in the field of Electronic Business and is definitely going to be the future of shopping in the world. From the very first day when internet was introduced, it has touched almost everyone out of us directly or indirectly. Internet has emerged as the most powerful tool and controlled everyone's day to day activities. Online consumer behavior has become an emerging research area with an increasing number of publications per year. The research articles appear in a variety of journals and conference proceedings in the fields of information systems, marketing, management, and psychology. This study was conducted in Nagpur city and respondents were selected from some prime areas of the city. The results obtained from this study may be different for different cities.

**Key Words:** Online Shopping, Electronic business, Internet

**INTRODUCTION**

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

An online shop evokes the physical analogy of purchasing products or services at a bricks-and-mortar retailer or shopping centre; the process is called business-to-consumer (B2C) online shopping. If 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, flipkart, Snapdeal, and eBay.

**STATEMENT OF THE PROBLEM**

Now a days online shopping is most preferable medium of shopping due to technological development, time saving, buy any product from the online stores, cost effective, etc. So, it is responsibility of the online stores to provide effective services to the customers. So, in this study researcher has attempted to analyze the students' perception and satisfaction towards online shopping in Erode district because students are main users of the online shopping in recent era. If online stores understand the perception and satisfaction level of the students towards online shopping, they can implement necessary changes in their products and services.

**OBJECTIVES OF THE STUDY**

1. To analyze the socio-economic characteristics of the student respondents.
2. To analyze the perception of the students towards online shopping.
3. To analyze the factors influencing the students to buy online
4. To analyze the satisfaction level of the students towards online shopping.

## REVIEW OF LITERATURE

**Chiang & Dholakia, (2003)<sup>1</sup>** found that web offers opportunities for competition in the present marketplace regarding web as the channel of business. The high growth of online retailing has created a vibrant market space and competition with all other shopping methods and it has challenged traditional retail traders and is reshaping consumers' buying behaviour.

**Ankur Kumar Rastogi (2010)<sup>2</sup>** tried to analyse the characteristics related to the buying behaviour of online shoppers. Buying behaviour of consumer in respect of online shopping was analysed using different socio-economic elements. It also provided a support that helped researchers to understand the drivers of attitude of consumers and goal to shop on the online, and consumers' perceptions regarding ease of use and usefulness. The result of the study suggested that assessment of consumer buying behaviour can contribute to a better understanding of buying behaviour of consumer in respect of online shopping.

**Ellisavet Keisidou et. al (2011)<sup>3</sup>** studied that different characteristic and their effect on accepting online shopping, in the context of different types of products. Consumers behave differently when buying inexpensive products and differently when they are buying expensive products. Also, their attitude changes when it involves everyday products and when they buy products and services, they intent to use in the long-term.

**Dr. B.B Singla and Pawan Kumar (2012)<sup>4</sup>** found that online shopping in India is evolving fast and has the potential to grow exponentially in the times to come, as the internet penetration reaches far and wide across the rural area. Traditionally, Indians are conservative in their approach to shopping. They want to touch and feel the products and test its features before buying anything. Online shoppers accepted most of the products termed as low-intensity and niche products which could interest only a limited target of people. With modernization and fast paced life, came the constraints of time and eventually increasing dependence on online shopping.

**Chayapa Katawetawaraks and Cheng Lu Wang (2011)<sup>5</sup>** found the convenience of the internet as one of the impacts on consumers 'willingness to buy online. Online shopping is available for customers around the clock comparing to traditional store as it is open 24 hours a day, 7 days a week. In addition to get information from its website, consumers can also benefit from products 'reviews by other customers. They can read those reviews before they make a decision. Online shopping customers are often offered a better deal, they can get the same product as they buy at store at a lower price. There are some major reason that hold back consumers from online shopping include unsecured payment, slow shipping, unwanted product, spam or virus, bothersome emails and technology problem. Business should be aware of such major problems which lead to dissatisfaction in online shopping.

**Dr. Sanjay Hooda and Mr. Sandeep Aggarwal (2012)<sup>6</sup>** observed that shopping from shop easier, convenient & preferable over online purchasing. Above finding clearly supports our conclusion that

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<sup>1</sup> Chiang KDholakia R (2003), "Factors Driving Consumer Intention to Shop Online: An Empirical Investigation Chiang and Dholakia Factors Driving Online Shopping", JOURNAL OF CONSUMER PSYCHOLOGY, 13(1&2), 177–183.

<sup>2</sup> Ankur Kumar Rastogi (2010), "A Study of Indian Online Consumers & Their Buying Behaviour", International Research Journal 1 (10), 80-82

<sup>3</sup> Ellisavet Keisidou et. al (2011), "Customer satisfaction, loyalty and financial performance", International Journal of Bank Marketing, Vol. 31 ISS 4 pp.259 – 288

<sup>4</sup> Dr. B.B Singla and Pawan Kumar (2012), "Attracting Indian "Online Consumers": A Smart Marketing Tool Of E-Commerce", International Journal of Research in IT, Management and Engineering, 1(4), ISSN-2249- 1619, pp. 80-93.

<sup>5</sup> Katawetawaraks, Chayapa & Wang, Cheng. (2011). "Online Shopper Behavior: Influences of Online Shopping Decision", Asian Journal of Business Research, 1(2), pp.66-74.

<sup>6</sup> Dr. Sanjay Hooda and Mr. Sandeep Aggarwal (2012), "Consumer Behaviour Towards E-Marketing: A Study of Jaipur Consumers", Journal of Arts, Science & Commerce, E-ISSN 2229-4686 & ISSN 2231-4172, Vol.– III, Issue 2(2). pp.107-118.

people are tradition bound and people have dubious attitude towards e-marketing of product & services mainly due to security concern related to privacy of personal information. Companies involved in online trading should focus on building their brand awareness among people so that trust-worthy relationship can be developed between producers & consumers. Companies should focus on offering informative advertisements which would contain product information along with additional products & services offering which best suits needs of people. Such advertisements frequency should be high so as to position the products & brands in consumer mindset. Researcher concluded that eMarketing has a potential to grow, only proper boosting needs to be done both at producer and consumer level apart from government efforts.

## RESEARCH METHODOLOGY

A systematic gathering of data and information and its analysis for the advancement of knowledge in any subject is called research. This research attempts to find the answers to practical and intellectual questions by application of systematic methods.

### Sample collection and Sample size

For this study 100 sample respondents has been selected from the various place of Erode district by using convenient sampling method. Data has been collected from the respondents through Questionnaire and Google form.

### Analysis of the data

Collected data from the 100 respondents has been analyzed through various statistical tools like Percentage analysis, Chi-Square test and Ranking analysis.

## DATA ANALYSIS AND INTERPRETATION

**TABLE NO. 1. DEMOGRAPHIC FACTORS OF THE RESPONDENTS**

Factor	Description	No. of Responses	Percentage (%)
Age	Below 20 Years	56	56
	21 Years – 25 Years	44	44
<b>Total</b>		<b>100</b>	<b>100</b>
Gender:	Male	40	40
	Female	60	60
<b>Total</b>		<b>100</b>	<b>100</b>
Schooling type	Government school	21	21
	Govt. aided	12	12
	Private school	67	67
<b>Total</b>		<b>100</b>	<b>100</b>
Educational background	Arts / Commerce / Science	63	63
	Engineering & Technology	23	23
	ITI / Diploma / Others	14	14
<b>Total</b>		<b>100</b>	<b>100</b>
Family type	Nuclear family	67	67
	Joint family	33	33
<b>Total</b>		<b>100</b>	<b>100</b>
No. of family members	3 members	14	14
	4 members	49	49
	5 members	14	14
	Above 5 members	23	23
		100	100
<b>Total</b>			

Occupation of the father	Agriculture	16	16
	Professional	28	28
	Business	35	35
	Labour	21	21
<b>Total</b>		<b>100</b>	<b>100</b>
Occupation of the mother	a. Home maker	55	55
	b. Agriculture	6	6
	c. Professional	13	13
	d. Business	6	6
	e. Labour	20	20
<b>Total</b>		<b>100</b>	<b>100</b>
Monthly family income	Upto Rs. 10,000	14	14
	Rs. 10,001 to Rs. 20,000	11	11
	Rs. 20,001 to Rs. 30,000	10	10
	Above Rs. 30,000	65	65
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Primary Data

### Interpretation

From the above table it is clear that 56(56%) of the respondents comes under the below 20 years of age category and 44(44%) of the respondents comes under the age category of 21 years – 25 years. Out of 100 respondents 40 (40%) respondents are male and 60(60%) are female. From the selected respondents 67 (67%) respondents' schooling background is Government school, 12(12%) respondents schooling type is government aided school and 21(21%) respondents schooling type is private school.

Out of 100 respondents 63(63%) respondents are students of Arts/ Commerce/ Science, 23(23%) respondents are students of Engineering & Technology and 14(14%) respondents are students of ITI/ Diploma/ others. Out of sample respondents 67(67%) respondents are belonging to Nuclear family and 33(33%) respondents are belonging to Joint family.

From the above table it is clear that 14(14%) respondents are belonging to the family which has 3 members or below 3 members, 49(49%) respondents are belonging to the family which has 4 members, 14(14%) respondents belong to the family which has 5 members and 23(23%) respondents are belonging to the family which has above 5 members.

From the sample 16(16%) fathers' occupation is Agriculture, 28(28%) fathers' occupation is Profession, 35(35%) fathers' occupation is Business and 21(21%) fathers' occupation is Labour.

From the sample 55(55%) mothers' occupation is home maker, 6(6%) mothers' occupation is Agriculture, 13(13%) mothers' occupation is Profession, 6(6%) mothers' occupation is Business and 20(20%) mothers' occupation is Labour.

From the above table we identify that family income of 14(14%) of the respondents is up to Rs.10000, income of 11(11%) respondents is Rs. 10001 to Rs. 20000, 10(10%) respondents' monthly income is between Rs. 20001 and Rs. 30000 and income of 65(65%).

**TABLE NO. 2. PERCEPTION ON ONLINE SHOPPING**

Factor	Description	No. of Respondents	Percentage (%)
Frequency of purchase on online stores	Weekly once	5	5.0
	Monthly once	28	28
	Yearly once	14	14
	Occasional	53	53
<b>Total</b>		<b>100</b>	<b>100</b>

Type of product purchased online	Electronic goods	47	47
	Home appliances	15	15
	Beauty & Cosmetics	22	22
	Others	16	16
<b>Total</b>		<b>100</b>	<b>100</b>
Amount spent	Upto 5000	48	48
	Rs. 5,000 to Rs. 10,000	27	27
	Rs.10,001 to Rs. 15,000	17	17
	Above Rs. 15,000	8	8
<b>Total</b>		<b>100</b>	<b>100</b>
Availability of required information	Yes	11	11
	No	89	89
<b>Total</b>		<b>100</b>	<b>100</b>
Difference in features of the product	Yes	55	55
	No	45	45
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Primary data

### Interpretation

From the above table it is clear that 5(5%) respondents are buying products through online stores weekly once, 28(28%) respondents' frequency of purchase is monthly once, 14(14%) respondents are buying products through online yearly once and 53(53%) of the respondents are buying products through online occasionally. From the selected respondents 47(47%) respondents are buying Electrical goods through online shopping, 15(15%) respondents are buying Home appliances, 22(22%) respondents are buying Beauty and Cosmetics and 16(16%) respondents are buying other products through online shopping sites. Out of 100 selected respondents 48(48%) respondents are spending up to Rs.5000 per month on online shopping, 27(27%) respondents are spending Rs.5001 to Rs. 10000 per month to buy products online, 17(17%) respondents are buying products through online stores and for that they are spending Rs.10001 to Rs.15000 per month and 8(8%) of respondents are spending above Rs.15000 per month for buying products through online. From the selected respondents 11(11%) respondents opinion is that they are getting required information through online shopping sites and 89(89%) respondents opinion is that in online shopping sites information available is not adequate. According to 55(55%) respondents there is difference in the nature of the product in online shopping and 45(45%) respondents felt no difference in the nature of the product.

**TABLE NO. 3. SATISFACTION LEVEL OF THE RESPONDENTS**

Factor	Satisfaction Level	No. of Responses	Percentage (%)
Satisfaction Level on Availability of Information	Highly satisfied	16	16
	Satisfied	53	53
	Neutral	25	25
	Dissatisfied	6	6
<b>Total</b>		<b>100</b>	<b>100</b>
Satisfaction Level on Availability of Products	Highly satisfied	6	6
	Satisfied	72	72
	Neutral	14	14
	Dissatisfied	8	8
<b>Total</b>		<b>100</b>	<b>100</b>
Satisfaction Level on Quality of	Highly satisfied	9	9
	Satisfied	61	61

Products Purchased online	Neutral	25	25
	Dissatisfied	5	5
<b>Total</b>		<b>100</b>	<b>100</b>
Satisfaction Level on Price of the products offered in Online Stores	Highly satisfied	14	14
	Satisfied	68	68
	Neutral	12	12
	Dissatisfied	6	6
<b>Total</b>		<b>100</b>	<b>100</b>
Satisfaction Level on Type of Payment option Available	Highly satisfied	24	24
	Satisfied	50	50
	Neutral	15	15
	Dissatisfied	11	11
<b>Total</b>		<b>100</b>	<b>100</b>
Satisfaction Level on Delivery of Products	Highly satisfied	29	29
	Satisfied	39	39
	Neutral	20	20
	Dissatisfied	12	12
<b>Total</b>		<b>100</b>	<b>100</b>

**Source:** Primary Data

### Interpretation

From the above table it is clear that 16(16%) respondents are highly satisfied with the information available in online stores, 53(53%) respondents are satisfied with information available in online stores, 25(25%) respondents are neutral to the information available in the online stores and 6(6%) respondents are dissatisfied with the information available in the online stores. From the analysis we come to know that 6(6%) respondents are highly satisfied with the availability of products in online stores, 72(72%) respondents are satisfied with availability of products in online stores, 14(14%) respondents are neutral to the availability of products in the online stores and 8(8%) respondents are dissatisfied with the availability of products in the online stores. From the sample respondents 9(9%) respondents are highly satisfied with the Quality of Products Purchased in online stores, 61(61%) respondents are satisfied with Quality of Products Purchased in online stores, 25(25%) respondents are neutral to the Quality of Products Purchased in the online stores and 5(5%) respondents are dissatisfied with the Quality of Products Purchased in the online stores. From the sample respondents 14(14%) respondents are highly satisfied with the Price of the products offered in online stores, 68(68%) respondents are satisfied with Price of the products offered in online stores, 12(12%) respondents are neutral to the Price of the products offered in the online stores and 6(6%) respondents are dissatisfied with the Price of the products offered in the online stores. From the sample respondents 24(24%) respondents are highly satisfied with the Type of Payment option Available in online stores, 50(50%) respondents are satisfied with Type of Payment option Available in online stores, 15(15%) respondents are neutral to the Type of Payment option Available in the online stores and 11(11%) respondents are dissatisfied with the Type of Payment option Available in the online stores. 29(29%) respondents are highly satisfied with the Delivery of Products in online stores, 39(39%) respondents are satisfied with Delivery of Products in online stores, 20(20%) respondents are neutral to the Delivery of Products in the online stores and 12(12%) respondents are dissatisfied with the Delivery of Products in the online stores.

**TABLE NO.4: Factors influencing to buy online**

S.No	Factor	Score	Rank
1	Low price	356	1
2	High Quality	322	2
3	Number of varieties available	316	3
4	Saves time	265	4
5	Prompt delivery	241	5

**Source: Primary Data**

**Interpretation**

Above table explains the factors influencing to buy online, from that table low price has got first rank with total score of 356, high quality has got second rank with total score of 322, number of varieties available has got third rank with total score of 316, time saving has got fourth rank with total score of 265 and prompt delivery has got 241 and secured fifth rank.

**TABLE NO.5: Problems faced by the respondents while shopping online:**

S.No	Problems	Score	Rank
1	Low quality	370	1
2	High price	307	3
3	Delay in delivery	326	2
4	Improper packaging	258	4
5	Lack in after sales services	239	5

**Source:** Primary data

**Interpretation**

From the above table of problems faced by the respondents while shopping online low quality has secured first rank with total score of 370, high quality has got third rank with total score of 307, delay in delivery has got second rank with total score of 326, improper packaging has got fourth rank with total score of 258 and lack in after sales services has got fifth rank with total score of 239.

**TABLE NO.6: CHI-SQUARE ANALYSIS**

Factor	Frequency	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Total	Significant Value
<b>Age and Level of Satisfaction on Availability of Information</b>							
Age	Below 20 Years	11	31	9	5	56	0.01
	21 Years – 25 Years	12	10	14	8	44	
	<b>Total</b>	<b>23</b>	<b>41</b>	<b>23</b>	<b>13</b>	<b>100</b>	
<b>Gender and Level of Satisfaction on Availability of Products in Online Stores</b>							
Gender	Male	9	36	6	9	60	0.078
	Female	6	17	12	5	40	
	<b>Total</b>	<b>15</b>	<b>53</b>	<b>18</b>	<b>14</b>	<b>100</b>	
<b>Schooling Type and Level of Satisfaction on Price of the Products.</b>							
Schooling Type	Government school	9	10	5	5	29	0.555
	Govt. aided	8	12	6	5	31	
	Private school	5	22	7	6	40	
	<b>Total</b>	<b>22</b>	<b>44</b>	<b>18</b>	<b>16</b>	<b>100</b>	
<b>Family Type and Level of Satisfaction on Quality of the Products</b>							
Family Type	Nuclear family	6	28	24	9	67	0.441
	Joint Family	5	15	7	6	33	
	<b>Total</b>	<b>11</b>	<b>43</b>	<b>31</b>	<b>15</b>	<b>100</b>	

**Source:** Primary Data

**Interpretation**

Above table shows the relationship between various factors and level of satisfaction. From the above table it is clear that significant value for relationship the relationship with Age and Level of Satisfaction on Availability of Information is 0.010 which is less than the table value of 0.05. So, there is no significant relationship exist between age and Level of satisfaction on availability of information about the product in online stores. Significant value for Gender and Level of Satisfaction on Availability of Products in Online Stores is 0.078 which is more than that of table value of 0.05, so the null hypothesis is redetected. Schooling Type and Level of Satisfaction on Price of the Products have the calculated value of 0.555 which is more than 0.05. So, Null hypothesis is rejected. The calculated

value for Family Type and Level of Satisfaction on Quality of the Products is 0.441 which is more than the table value of 0.05. So, null hypothesis is rejected.

### **Findings:**

#### **I. Demographic Factors of the Respondents**

- Majority 56(56%) of the respondents are belong to the below 20 years of age category.
- Majority 60(60%) of the respondents are female.
- Majority 67(67%) of the respondents' schooling type is Government school.
- Majority 63(63%) of the respondents' college background is Art & Science.
- Majority 67(67%) of the respondents belong to nuclear family.
- Majority 49(49%) of the respondents belong to family with 4 members.
- Majority 35(35%) of the respondents' father's occupation is Business.
- Majority 55(55%) of the respondents' mother's occupation is home maker.
- Majority 65(65%) of the respondents' monthly family income is more than Rs.35,000.

#### **II. PERCEPTIONS ON ONLINE SHOPPING**

- Majority 53(53%) of the respondents are buying products through online occasionally.
- Majority 47(47%) respondents are buying Electrical goods through online shopping.
- Majority 48(48%) respondents are spending up to Rs.5000 per month on online shopping.
- Majority 89(89%) respondents opinion is that in online shopping sites information available is not adequate.
- Majority 55(55%) respondents' opinion is that there is difference in the nature of the product in online shopping.

#### **III-SATISFACTION LEVEL**

- Majority 53(53%) respondents are satisfied with information available in online shops.
- Majority 72(72%) respondents are satisfied with availability of products in online stores.
- Majority 61(61%) respondents are satisfied with Quality of Products Purchased in online stores.
- Majority 68(68%) respondents are satisfied with Price of the products offered in online stores.
- Majority 50(50%) respondents are satisfied with Type of Payment option Available in online stores.
- Majority 39(39%) respondents are satisfied with Delivery of Products in online stores.

#### **IV. FACTORS INFLUENCING ONLINE SHOPPING:**

From the analysis we came to know that low price has got first rank with total score of 356.

#### **V. PROBLEMS FACED BY THE RESPONDENTS**

From the above analysis it is clear that low quality is the major problem faced by the respondents in online shops.

#### **VI. Chi-Square Test:**

- There is no significant relationship found between age and level of satisfaction on availability of information in online shops.
- There is significant relationship exist between Gender and Level of satisfaction on Availability of Product in online stores.
- There is significant relationship exist between Schooling type and level of satisfaction on Price of the products offered in the online stores.
- There is significant relationship exist between family type and level of satisfaction on Quality of the Products.

#### **SUGGESTIONS**

- Online shopping sites can concentrate on electrical goods more because majority of the respondents are buying electrical goods through online stores.
- Companies may provide more information about the products in online because most of the respondent's opinion is that availability of information in online stores is not enough to make the buying decisions.



- From the above analysis, it is clear that price is the most influencing factor to buy online. So, companies can offer products to the customer with optimum price.
- Low quality is the problem faced by the most of the respondents, so companies can increase the quality of the products to attract more customers.
- Since there is significant relationship exist between gender and level of satisfaction on Availability of the product in online stores, companies can offer a greater number of products in online stores.

## CONCLUSION

This study has undertaken to know the students' perception and satisfaction towards online shopping. This study revealed lot of things like satisfaction on price, quality, availability of products, availability of product related information, etc. So it is concluded that online shoppers should manage proper quality and price of the product. Because both are very important factors which influencing the consumer buying behaviour. If online sellers provide all required information and offers more variety of products they can satisfy the consumer needs and enjoy more sales and more profit. Through more sales and profit they can expand their market.

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