

A Study on Consumer Preference and Satisfaction towards Online Shopping in Selected Villages of Erode District

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Abstract

The emergence of Internet and WWW Technologies, consumers can buy a product or get a service from any part of the world in the home itself by visiting e-commerce portal in their computer system. Now it becomes popular among all categories of people, irrespective of their income level. One of the major reasons for using online shopping is shopping convenience. Through online shopping, from the customer's home itself can buy any product from anywhere in the world. It reduced consumer efforts to buy the goods. As well as it is useful in many ways to the customers such as time saving, 24/7 service, reasonable price due to reduction in intermediary cost, no need to maintain hard cash. It also helpful to the organizations to meet the consumers directly and effectively can do their marketing activities. Even though online shopping is now popular among the people, it also has some practical problems and difficulties such as online frauds, product differentiation. This study makes an attempt to know about the present status of consumer attitude and satisfaction of online shopping. For this purpose 50 respondents have been selected randomly and analyzed.

KEYWORDS: Customer, online shopping, preference, satisfaction.

INTRODUCTION

Online shopping is the process in which consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. It is the new type of shopping activity in which the consumers no need to visit the physical shops to buy anything, instead of that they can do their entire purchase related activities through online i.e internet. So, it reduced cost and time of the consumers that need to be spent for any purchase related activities. At the time of purchasing any product we need to visit different shops and compare the products of different shops to make the purchase decision, but in case of online shopping it is not necessary to visit the physical shops that sell the products for comparing the product, they can easily compare the product on online easily. It also provides 24/7 hours service to the consumers, they can order anything, at any time, and from anywhere but if it is physical shops those are available to the consumers online for a limited hours per day as well as there may be holidays for the physical shops.

STATEMENT OF THE PROBLEM

Online shopping has gained more importance today in the current market condition. The growth of online marketing has reached a peak. Those are positive impact of the online shopping. But it also has some negative impacts on the marketing such as, online fraudulent activities, cheating. Those problems should be rectified by the online shopping sites. Because, those issues created negative attitude and fear in the minds of consumers. The problem area of this study is consumer preference and satisfaction towards online shopping in selected villages of Erode district. It will determine the factors that influence the consumer buying behavior in online shopping and those factors that will helps organizations to implement the best marketing strategies to attract the consumers for online shopping.

REVIEW OF LITERATURE

Jusoh and Ling (2012) analyzed the factors influencing consumer attitude towards e-commerce purchase through online shopping. It also examined how socio-demographic patterns and purchase perception affect the consumer attitudes towards online shopping. They collect data from 100 respondents using convenient sampling technique. Researchers could find that influencing consumers' attitude towards online shopping is important. From these marketers perspective, they will more understand the attitude of the consumers towards online shopping as well as the factors influencing consumers to make e-commerce purchases.

Madhu & Sampath (2017) in their study online shopping is now become a primary part of any business. This study also stressed that the e-commerce portals have to educate and promote the consumers towards online shopping by determine the factors influencing the consumers towards online shopping. This study concludes that the era of information providing new dimension to the marketer and consumer as well by virtual shops in India.

Guo Jun &et.al. (2017) in their study, Online shopping is a innovative platform to do business in this competitive world and it is a classic example of the business revolution. This study focused on online shopping in china and the study states that consumer perceived positively with relate to factors such as usability, safety, privacy, after sales service and quality of products. It also states that most of the young population preferred to use online shopping to make purchase of their necessities.

OBJECTIVES OF THE STUDY

- To find out the consumer preference towards online shopping.
- To know consumer attitude on online shopping
- To analyzes the satisfaction level of the consumers towards the online shopping.
- To know the problems faced by the consumers while shopping through online.

SCOPE OF THE STUDY

This study will be helpful to the researcher to get idea about the consumers' attitudes towards online shopping. It also helpful to the organizations to adopt the best policies and practices to suit the consumer needs in the online marketing. It will provide information about the consumer's preference, satisfaction, and problems those are faced by the consumers while doing their online shopping.

AREA OF THE STUDY

This study has been conducted in selected villages of the Erode district, it includes Pallapalayam, Ellispettai, Goundampalayam, Thayirpalayam, Karattupalayam.

LIMITATIONS OF THE STUDY

- This study was conducted in selected villages of the Erode district only so it may not be helpful for other areas.
- Only 50 respondents had been selected and collected data from them so the result may not be reliable.
- The entire data used for this study is primary in nature so there may be chance of personal bias.

RESEARCH METHODOLOGY

Research design

In this research study descriptive research design has been used. It will describe the characteristics of the particular individual.

Sampling design

Simple random sampling method has used in this study.

Sample size

The population of the study is only the total number of people in the selected villages only. Sample is nothing but the part of the whole population that will tell about the characteristics of the entire population. In this study only 50 samples has been selected and analyzed.

Statistical tools used

The statistical tools used for this study are percentage analysis and ranking analysis.

DATA ANALYSIS AND INTERPRETATION

I. SOCIO-ECONOMIC CHARACTERISTICS OF THE RESPONDENTS

Table - 1

SOCIO-ECONOMIC CHARACTERISTICS OF THE RESPONDENTS

FACTOR	SOCIO-ECONOMIC FACTORS	FREQUENCY	PERCENT
Gender	Male	33	66
	Female	17	34
Age	15-30	30	60
	31-45	14	28
	Above 45	6	12
Marital status	Married	23	46
	Unmarried	27	54
Educational qualification	Post graduate	11	22
	Under graduate	33	66
	School studies	6	12
Occupation	Business	13	26
	Profession	13	26
	Others	24	48
Monthly income	Upto 10000	20	40
	10001-20000	17	34
	Above 20000	13	26
Family type	Nuclear	35	70

	Joint	15	30
No of family members	Upto 2	10	20
	3 Members	16	32
	Above 3	24	48
Sources of awareness	Friends	27	54
	Television	4	8
	Online ad	8	16
	Relatives	6	12
	Other media	5	10
Online portal used by the respondents	Flipkart	13	26
	Amazon	20	40
	Snap deal	8	16
	OLX	3	6
	Others	6	12

Source: Primary Data**Interpretation:**

From the above table it is clear that 66% of the respondents are male and 34% respondents are female, 60% of the respondents are comes under the age group of 15-30 years, 28% respondents are comes under 31-45 years of age group and 12% of the respondents are comes under the age group of Above 45 years. On the basis of marital status 46% respondents are married and 54% of the respondents are unmarried. On the basis of educational qualification 22% of the respondents are post graduate, 66% of the respondents are undergraduates and 12% of the respondents are having only school studies. 26% of the sample respondents are doing business, another 26% of the respondents are professionals and 48% of the respondents are students. On the basis of the monthly income of the respondents 40% of the respondents are comes under the income group of upto Rs.10000, 34% of the respondents are comes under the income group of Rs.10001 to Rs.20000 of monthly income and 26% the respondents comes under the income group of above Rs.20000. 70% of the respondents are belongs to the nuclear family and 30% of the respondents are in the joint family. 20% of the respondents family has the 2 members, 32% of the respondents family has the 3 members of family and 48% of the respondents are belongs to the family of above 3 members. 54% of the sample respondents are came to know about the online shopping through their friends, 8% of the respondents are came to aware about the online shopping through television, 16% of the respondents are came to aware about the online shopping through online advertisement, 12% of the respondents are came to aware about the online shopping through their relatives, 10% of the respondents came to know about the online shopping through the other media. 26% of the sample respondents are using Flipkart frequently for their online shopping, 40% of the respondents are using Amazon for their buying activities, 16% of the sample respondents are using Snapdeal for their purchases, 12% respondents are using OLX for their purchases, 26% of the respondents are using other online shopping sites for their online purchases.

II. SATISFACTION LEVEL OF THE CONSUMERS TOWARDS ONLINE SHOPPING

Table - 2
SATISFACTION LEVEL OF THE CONSUMERS

FACTOR	SATISFACTION LEVEL	FREQUENCY	PERCENTAGE
User Environment Provided	Satisfied	26	52
	Neutral	15	30
	Dissatisfied	9	18
Facilities Available	Satisfied	19	38
	Neutral	25	50
	Dissatisfied	6	12
Price	Satisfied	31	62
	Neutral	16	32
	Dissatisfied	3	6
Offers	Satisfied	23	46
	Neutral	23	46
	Dissatisfied	4	8
Quality	Satisfied	15	30
	Neutral	23	46
	Dissatisfied	12	24
Delivery	Satisfied	27	54
	Neutral	12	24
	Dissatisfied	11	22
Service provided	Satisfied	13	26
	Neutral	28	56
	Dissatisfied	9	18
Variety of products available	Satisfied	22	44
	Neutral	23	46
	Dissatisfied	5	10
Payment options available	Satisfied	26	52
	Neutral	14	28
	Dissatisfied	10	20
After sales services	Satisfied	6	12
	Neutral	9	18
	Dissatisfied	35	70

Source : Primary Data

Interpretation:

On user environment provided by the online shopping sites, 50% of the respondents are satisfied, 32% of the respondents are neutral and 18% of the respondents are dissatisfied. On facilities provided by the online shopping sites, 38% of the respondents are satisfied, 50% of the respondents are neutral and 12% of the respondents are dissatisfied. On prices of the products that available on the online marketing sites, 62% of the respondents are satisfied, 32% of the respondents are neutral and 6% of the

respondents are dissatisfied. On offers available on online shopping sites, 46% of the respondents are satisfied, 46% of the respondents are neutral and 8% of the respondents are dissatisfied. On quality of the products offered on the online shopping sites, 30% of the respondents are satisfied, 46% of the respondents are neutral and 24% of the respondents are dissatisfied. On delivery of the products purchased on the online, 54% of the respondents are satisfied, 24% of the respondents are neutral and 22% of the respondents are dissatisfied. On services provided by the online shopping sites, 26% of the respondents are satisfied, 56% of the respondents are neutral and 18% of the respondents are dissatisfied. On variety of products available on online shopping sites, 44% of the respondents are satisfied, 46% of the respondents are neutral and 10% of the respondents are dissatisfied. On payment options available, 52% of the respondents are satisfied, 28% of the respondents are neutral and 20% of the respondents are dissatisfied. On after sales services provided by the online shopping sites, 12% of the respondents are satisfied, 18% of the respondents are neutral and 70% of the respondents are dissatisfied.

III. PROBLEMS FACED BY THE RESPONDENTS IN ONLINE SHOPPING

Table – 3
PROBLEMS FACED BY THE RESPONDENTS

PROBLEMS FACED	RANKING SCORE
Inferior Quality	206
Non availability of the product	151
Online Frauds	264
Network problems	139
Product differences	178
Delivery issues	142

Source: Primary Data

Interpretation:

It is interpreted that the inferior quality has the 206 ranking score, non availability of the product has the ranking score of 151, Online frauds has the ranking score of 264, the ranking score of network problem is 139, product differences has the 178 as a ranking score, and delivery issue has the ranking score of 142.

FINDINGS

1. In this study majority 66% of the respondents are male
2. Majority 60% of the respondents fall under the age group of 15-30
3. Majority 54% of the respondents are unmarried.
4. Majority 60% of the respondents are under graduates
5. Majority 48% of the respondents are employed in an organization
6. Majority 40% respondents' monthly income is upto Rs.10,000
7. Majority 70% respondents are from the nuclear family.
8. Majority 48% of the respondents come from the family that consists of above 3 members.
9. Majority 54% of the respondents got awareness about the online shopping through friends.
10. Majority 40% of the respondents are using Amazon for making online purchase of goods.

SATISFACTION LEVEL OF THE CONSUMER

1. Majority 52% of the respondents are satisfied with the user environment provided by the online shopping portals.
2. Majority 50% the respondents are neutral to the facilities available on the online shopping websites.
3. Majority 62% of the respondents are satisfied with the price of the products offered online.
4. Majority 46% of the respondents are satisfied and neutral to the .offers provided..
5. Majority 46% of the respondents are neutral to the quality of the products offered in online.
6. Majority 54% of the respondents are satisfied with the delivery of the products purchased through the online.
7. Majority 56% of the respondents are neutral to the services rendered by the online shopping organizations.
8. Majority 46% of the respondents are neutral to the number of products available in online shopping portals.
9. Majority 52% of the respondents are satisfied with the payment options provided by the online shopping sites.
10. Majority 70% of the respondents are dissatisfied to the after sales services provided by the originations.
11. Online frauds are the major problems faced by the consumers. It has the highest score of 264.

SUGGESTIONS

On the basis of the above findings following suggestions are recommended by the researcher to the online shopping organizations.

1. The majority of the respondents from the age group of 15-30 years of age, so, the organization should be able to satisfy the needs of them.
2. Online shopping organizations need to concentrate on online advertisement to attract the people towards online shopping.
3. Most of the online shopping originations are lacking in the after sales services, it should be rectified because majority of the respondents are dissatisfied with the after sales services.
4. Organizations need to implement the highest security in their websites because most of the respondents are affected with online frauds.

CONCLUSION

Online shopping is very important part of each and every person they are using internet. The activities performed by the online marketer should attract all the classes of people, it will helps to the concerns to survive in the market. There are considerable amount of increasing in number of online shoppers but online related issues also has the increasing trend. So, the organizations those are involving in online marketing should ensure that we are providing best services to the consumers. It will increase the number of consumers by decreasing fear of online fraudulent activities in the minds of consumers. At the end, it is concluded that the organizations those are providing online shopping facilities has the bright future.

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