

# A Study on Customers' Satisfaction towards Online Shopping in Gobichettipalayam Town

<sup>1</sup>P.Gokila Priya, <sup>2</sup>Dr.M.Sudhahar  
<sup>1</sup>Research Scholar, <sup>2</sup>Associate Professor  
 Gobi Arts & Science College, Tamil Nadu, India

**Abstract** - Online shopping has become a new trend of shopping nowadays and it is quickly becoming an important part of life style. Online shopping has obtained very important position in the 21st century as most of the people are busy, loaded with inectic schedule. Internet has changed the way of consumer's store. An online shop asoures the physical similarity of buying products as well as services from internet shop and this process is called business- to-consumer online shopping. This particular paper attempted to find out whether there is any impact of seven factors like gender, age, marital status, educational qualification, number of family members, number of earning members, and annual income of the family. The paper examines the satisfaction and awareness level of online customers in Gobichettipalayam town.

**keywords** - Internet, Consumers awareness, Business-to-consumer

## I. INTRODUCTION

Internet is the rapidest growing media during the past decade. Especially, online shopping is rapidly growing e-commerce area; the number of consumers who purchase online is growing sharply. An online search, e-shop, e-store, internet-shop, web store, online store, virtual store evokes the physical analogy of buying products or services at a bricks-and mortar retailer or shopping centre. The process is called business-to-consumer (B2C) online shopping. In order to shop online, one must be able to have access to computer, a bank account and debit card online shopping has widened the target audience at first the users of online shopping were youngsters. But new trend is changing which will increase the use and importance of online shopping.

In this era of fast paced manner, customers are busier than what they were few years back. It is exactly for this reason customers are getting their merchandise products and services through online shopping. Market place is fast turning into e-market place. From needle to ship, everything is being sold and bought on the internet. With new and new players coming in, it is but natural for the existing players as well as new entrants to come up with innovative techniques to sell their goods and services. "Traditionally, there has been a sense of thrill related to obtaining sensible discounts". There is a sense of achievement attached with cracking a great deal. It is sense that e-entrepreneurs have successfully targeted upon through 'deal sites' like snap deal, Flip kart, Amazon etc.

The awareness level was analyzed on demographic variables such as age, gender, marital status, educational qualification, size of the family, nature of the family, number of earning members and annual income of the sample respondents influence the consumers about online shopping and statistical tools chi- square test at 5% level of significance is used for analysis.

## II. LITERATURE REVIEW

Globally, it has been recognized that no work can be meaningfully conceptualized and achieved without studying the previous references. The already existed research areas were used to gather some knowledge about to illuminate our research field. Some studies are taken to my present study the few studies are conducted in this area.

Lohse et al (2000)<sup>1</sup> used panel data to explore the predictors of online purchasing behaviour. They found that typical online consumers are characterized by their wild life and are time starved. Therefore, they suggested providing customized information for the online shoppers who by standard or repeat items, which can lead to make quick repeat things, purchase decisions.

Geffen's (2000)<sup>2</sup> research indicated that consumers trust influence purchase intentions. It relates for more difficulties in E-stores to gain online buyers trust in comparison in brick mortar stores as higher level of risk and uncertainty are associated with online buying.

Alka Verma (2000)<sup>3</sup> found that generally higher amounts of internet use for non-shopping activities are associated with an increased amount of internet product purchase. Importantly, this relationship is moderated by domain- specific but not general innovativeness. Implications for business practise and academic research are provided.

Thompson and Teo (2001)<sup>1</sup> examined demographic variables such as gender, age, educational level and motivation variables such as perceived ease of use, perceived enjoyment, perceived usefulness associated with internet usage activities defined in terms of messaging, browsing, downloading and purchasing. The study showed that males are highly engage in downloading and purchasing activities while female are highly engage in messaging activities.

Ruby Roy Dholkia and Outi Uusitalom (2002)<sup>2</sup> revealed about behavioural pattern of switching to electronic stores of online shoppers and related it with consumer characteristics and their perceptual benefits of online shopping study its association with gender, socio economic status of female online shoppers. The study found that gender had no impact on the perception of computer shopping benefits but did impact the perception of store shopping.

Parima Vyas and Pooja Srinivas (2002) in their paper stated that majority of the internet users were having positive attitude towards online buying of products/ services. These exits have been developed for awareness about consumer's rights and cyber laws. They also emphasized better distribution system for online products.

### III. OBJECTIVES OF THE STUDY

The present study is undertaken with the following specific objectives

1. To examine the consumers awareness level about online shopping.
2. To identify the factors influencing the consumers to prefer online shopping.
3. To analyze the satisfaction level of the consumers towards online shopping.
4. To find out the problems faced by the consumers in online shopping.

### IV. DATA COLLECTION METHOD

For the present study primary data have been used. Required primary data have been collected in course of interview with the consumers through the convenient sampling method with pre-tested, well structured and non- disguised interview schedule.

### V. FRAMEWORK OF ANALYSIS

The collected primary data have been analyzed with statistical tool like chi square test at 5% level of significance and Garrett Ranking Technique. The calculations have been made with SPSS. Garrett Ranking Technique was used to identify the factors and the problems faced by the online shopping consumers. Chi-square test at 5% level of significance was used to analysis awareness level and satisfaction level. Formula For Garrett ranking Technique

$$\text{Percentage position} = \frac{100(R_{ij}-0.5)}{N_j}$$

Where:

$R_{ij}$  = rank given for the  $i^{\text{th}}$  factor by the  $j^{\text{th}}$  respondents,

$N_j$  = Number of factors ranked by  $j^{\text{th}}$  respondents.

### VI. SUMMARY OF FINDINGS

The present study attempts to highlight of online shopping in Erode District. The findings of the present study have been summarized below:

#### Awareness level of the consumers about online shopping

The first objective of the study is to know the level of awareness using the consumers. This has been analyzed in second chapter: In this chapter, consumer's awareness level about online shopping has been analyzed. For this purpose, the required primary data has been collected by using convenient sampling method with the help of Interview Schedule. For testing the consumer's awareness level about online shopping. A null hypothesis has been framed and tested by using statistical tool chi-square test at 5% level of significance. It is found that 38.0% of the respondents are having low level of awareness about online shopping. In socio-economic characteristics wise, it is found that majority of the sample respondents are having low level of awareness about online shopping. In chi square test, it is found that association between level of awareness and Marital Status, Educational Qualification, Occupation, Size of the Family i.e., framed null hypothesis accepted. Whereas, association between level of awareness and Age, Gender, Nature of the Family, Number of Earning Members and Annual Income. Statistically proved as significant i.e., framed null hypothesis is not accepted.

### VII. CONCLUSION

The present study has been carried out with the objectives of knowing consumers' satisfaction towards online shopping in Erode District. This study is very useful to consumers for buying the products in online shopping and at the same time they know about the websites. In future online shopping sites may vary according to consumers' satisfaction. By sales and by giving more offers and discounts, they can satisfy the consumer's needs and desires. The online shoppers should be configured security systems and firewalls to the highest security consistent with the level of protection according to consumer necessities. The online consumer should reduce the shipping charges so that the consumers reduce risk and slow of delivery, wrong or damaged products, feel of hacking and refund rules are the main problem faced in the online shopping. The consumers are prefer only low cost of product and the quality of that product, so online sites should about the consumers satisfaction. The middle class and upper people are using online shopping, it is evolved from single to large malls containing many stores that most often offer attractive service, credit, delivery and acceptance of returns. In order to shop online, one must able to have access to a computer, a bank account and a debit card.

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