



A Study on Perception and Satisfaction of Customers Using Social Media for Online Shopping

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ABSTRACT

In Social media has revolutionised the ways of communication and sharing information and interests. The rapid growth of social media and social networking sites, especially, in developing country like India is providing marketer a new avenue to contact customers. The study attempts to assess the impact of usage of social media on purchase decision process. The study finds that the social media is most widely used in information source for entertainment, networking, and information on new brands. Also, the social media reviews and opinions affect the purchase decision process; however, tendency of share their experiences post purchase is surprisingly good.

Key words – Social media, purchase.

1. Introduction

Online shopping is one of the easiest and most comfortable places for buyer to buy new goods and seller to create a virtual market and carry out business transactions. Online buying and selling gives new opportunities. This is a qualitative study to explore perception of the consumer as well as businesses about usefulness of online buying and selling of goods and services. Close ended questionnaire is constructed for in depth understanding of the problem. Consumers are asked to fill questionnaire at different levels such as students, general public to know what all they feel about online shopping and how much they prefer to shop online rather to visit a physical store. Also, the study focusses on the usefulness of social media networking in business and the questionnaire was floated among various companies to know do they perform any promotional activity through social media and if yes then through which sites. The goal of this paper is to find out how online shopping influences consumers decision making process on whether to buy a product or not to buy a product.

2. Statement of problem

In this digital era consumers prefer online shopping instead of traditional shopping. Many websites are available like flipkart, amazon, snapdeal, ebay, jabong, home shop 18. They are marketing their products through online. The main problem of a traditional shop is only limited choices of a product and having a limitation of shelf space, brick and mortar shops simply cannot afford to provide large varieties of products. But online shopping saves precious time. With the busy lives that most of us lead these days, anything that saves time is a boon. When we shop online, it will take about a minute to log on to the Internet, about a minute or two more to access the website of the store of our choice, it may take another ten to fifteen minutes to select the items we want to buy, and about five minutes more to fill in the information about our 3 payment and get a print out of our receipt. Hence an attempt is made in the present study to analyze the perception of consumers towards online shopping, problems faced in it and factors influencing buying behavior of online shopping.

3. Objective of study

- To know about the socio – economic profile of the customers.
- To study the perception towards online shopping.
- To analyze the factors influencing online buying behavior of the customers.

4. Research Questions

- How often do you shop online?

- What is the reason for selecting online shopping?
- Who influence you to buy online?

5. Research methodology

Research is common parlance refers to a search for knowledge. Once can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of science investigation.

5.1 Sampling design

The sample has been collected in the Coimbatore city in the method of convenient sampling.

5.2 Sample size

Sample size refers to the number of participants or observations included in the study. In this study the sample size is 159 respondent.

5.3 Sample area

Area of the study is Coimbatore city.

5.4 Data collection

The data is collected from both primary and secondary data.

5.5 sampling tools

- Percentage Analysis
- Weighted Average Method

Review of literature

1. **Gayathiri. R, Balachandran. S and Usha. S (2017)**, in his study entitled, 'Gender specific behavioural difference of citizens in online shopping'. The main objective is to identify the difference in the shopping attitude and behaviour of Indian shoppers when they belong to different gender. The study is based on primary data and secondary data. The primary data was collected through questionnaire from 356 respondents and the secondary data were collected from books, journals, newspapers and websites. The statistical tools used for this analysis were percentage analysis and ANNOVA. The findings from the study suggested that very few studies of gender exist and there is a need for more exploration. The implications for research are twofold: first the study provides additional insight into online shopping behaviour from a Second, the study demonstrates that significant differences might not show on the construct level but only when behaviours are individually compared with each other.

2. **Ali Abdallah Alalwan (2018)**, "International Journal of Information Management" This study says that Social media is being increasingly used as a platform to conduct marketing and advertising activities. Organizations have spent a lot of time, money, and resources on social media ads. However, there is always a challenge in how organizations can design social media advertising to successfully attract customers and motivate them to purchase their brands. Thus, this study aims to identify and test the main factors related to social media advertising that could predict purchase intention. The data was collected using a questionnaire survey of 437 participants.

3. **Duangruthai Voramontri (2019)**, "International Journal of Information and Decision Sciences" The goal of this paper is to research empirically the role of social media in consumers' decision-making process for complex purchases - those characterised by significant brand differences, high consumer involvement and risk, and which are expensive and infrequent. The model uses the information search, alternative evaluation, and purchase decision stages from the classical EBM model. A quantitative survey investigates up to what degree experiences are altered by the use of social media.

4. **Manzoor et al. (2020)**, State that using social networking, such as online forums, community groups, online ratings, recommendations, and reviews, has enabled the expansion of social interactions and support, thus compelling businesses to reshape themselves according to the perspective of the customer.

5. **Myriam Ertz (2022)**, In his article entitled "Handbook of Research on the Platform Economy and the Evolution of E-Commerce" the chapter aims at understanding the predictors of customer satisfaction with online shopping in India by using self determination theory. This research validates perceived enjoyment, social influence, social media interactions, reverse logistics, and pay-on-delivery (POD) mode of payment as new predictors of customer satisfaction in online shopping. Data was collected through a self administered and structured questionnaire targeting online shoppers in North Indian states. A sample of 424 online shoppers was considered in this research. Structural equation modelling (SEM) was used to evaluate the constructs. CFA was applied to calculate validity and composite reliability. To examine the hypothesized relationships, path analysis was carried out. The findings of the chapter revealed that social influence, reverse logistics, and POD mode of payment had a significant positive impact on customer satisfaction. Perceived enjoyment emerged as the strongest predictor of online shopping satisfaction. In contrast, social media interactions emerged as non-significant.

RESEARCH GAP

The above review says Consumer prefers online shopping more than offline shopping Mode. This study is fully based on the point of view of the consumer who prefer online shopping mode with respect to features ,offers, discounts and other influencing Advertisements.

6. Analysis and Interpretation

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

The following tools were used:

- i. Percentage Analysis
- ii. Weighted Average Method

6.1 Percentage Analysis

$$\text{Formula} = \frac{\text{No. Of respondents}}{\text{Total no. of respondents}} * 100$$

Table no.1

Age of the respondents

Age	Frequency	Percent
Below 20	57	35
21 – 25	78	49
26 – 30	12	8
Above 31	12	8
Total	159	100

Source : Primary data

INTERPRETATION :

The above table shows that 49% of the respondents are between the age of 21 – 25, 35% of the respondents are below the age of 20, 8% of the respondents are between the age of 26 -30, and the remaining 8 % of them are above the age of 31.

Majority shows that 49 % of the respondents are between the age of 21- 25.

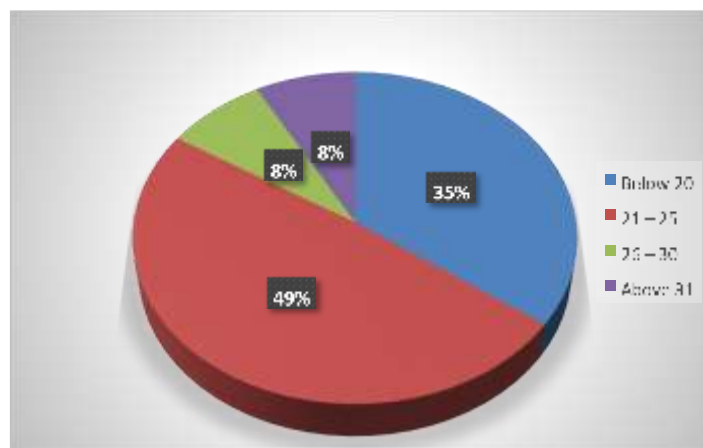


Chart no.1

Age of the respondents

Table no. 2

Gender of the respondents

Gender	Frequency	Percent
Male	87	55
Female	73	45
Total	159	100

Source : Primary data

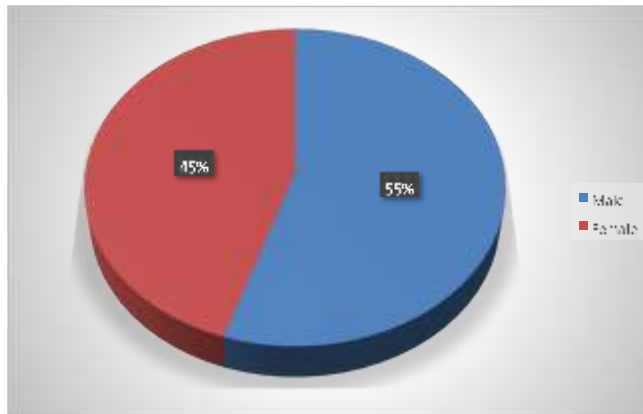
INTERPRETATION :

The above table shows that 55% of the respondents are male and the remaining 45% of them are female.

Majority shows that 55 % of the respondents are male.

Chart no.2

Gender of the respondents



6.2 Weighted Average Method

A weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determines the relative importance of each quantity. Weightings are the equivalent of having that many like items with the same value involved in the average.

A weighted average score takes different scores, or grades, with assigned weights, or percentages. To calculate a weighted average with percentages, each category value must first be multiplied by its percentage. Then all of these new values must be added together.

$$\text{WEIGHTED AVERAGE METHOD} = \frac{\text{SUM OF WEIGHT TERMS}}{\text{TOTAL . NO . OF . TERMS}}$$

Table no .3

Products purchased in online shopping

Factors	5	4	3	2	1	Total	WAS	Rank
Clothes	107	23	20	8	1	234	1.47	7
Grocery	40	42	34	29	14	412	2.59	4
Accessories	51	30	40	28	10	393	2.471	6
Electronic Applications	42	46	35	25	11	394	2.477	5
Kitchen wares	35	33	43	28	20	442	2.77	3
Cosmetics	35	30	37	32	25	459	2.88	2
Medicines	34	20	31	33	41	504	3.16	1

INTERPRETATION :

The above table shows that the products which are bought more in online shopping by the respondents are medicines (1), cosmetics (2), kitchen wares (3), grocery (4), electronic applications (5), accessories (6), clothes (7).

7. Findings, Suggestion and Conclusion

7.1 Findings

Percentage analysis

- 55% 49 % of respondents are between the age of 21- 25.
- 55 % of the respondents are male.

Weighted Average Method

- The products which are bought more in online shopping by the respondents are medicines (1), cosmetics (2), kitchen wares (3), grocery (4), electronic applications (5), accessories (6), clothes (7).

7.2 Suggestions

- Increasing sophistication of the technology of the 21st century, practically everything is virtually possible, and shopping from the comfort of one's home has become a part of most people's daily lives. Unfortunately some people not having enough knowledge about shopping through online. So awareness should be created to the customers about shopping through online.
- There are only limited web sites are available for doing online shopping. Hence the government must take initiatives and promotes the business people to do their business in online shopping.
- The vendors who are doing online shopping should ensure the quality of the goods delivered through online shopping which will help the sellers to retain the existing customers and increase the potential customers for their business.
- There is no follow up from the sellers regarding the performance of the goods sold through online shopping. Hence the sellers in the online shopping should implement the practices follow up action with the customers as like in the case of offline selling.

7.3 Conclusion

One of the main advantages of shopping online is the elimination of the need to drive somewhere to buy something. So, no frustrations of dealing with traffic snarls and no parking problems. Online shopping saves precious time. With the busy lives that most of us lead these days, anything that saves time is a boon. When we shop online, it will take about a minute to log on to the Internet, about a minute or two more to access the website of the store of our choice, it may take another ten to fifteen minutes to select the items we want to buy, and about five minutes more to fill in the information about our payment and get a print out of our receipt. The study pointed out that perception towards online shopping, factors influencing buying behaviour of online shopper's most preferred online websites. The study also reveals that the various problems faced while doing online shopping and suggestions also given to overcome those problems.

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