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# A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING WITH REFERENCE TO COIMBATORE CITY.

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## INTRODUCTION:

Online shopping is the process whereby consumers directly buy goods from a seller interactively in real-time without an intermediary over the internet. Online shopping is the process of buying goods and services from merchants who try to sell their products to people who surf the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores.

Online shopping has become a popular method for purchasing and selling goods due to many reasons. Because of the busy schedule of people, they face the problem of time management. As a solution for that problem, people tend to use online shopping, because of limited time; consumers have ability to get complete information about the product which they plan to purchase, and they can review variety of products and can choose most compatible item from them. There are no domestic or international barriers in the online shopping. Therefore, people can purchase and consume not only domestic product but also product from foreign countries.

## OBJECTIVES:

- To find out the socioeconomic profile of the respondents.
- To identify the preference of the consumers towards online shopping
- To know satisfaction level of the consumer chooses online shopping.

## SCOPE OF STUDY:

- Quality and availability of product.
- Mode and speed of delivery of the product.
- Features of shopping website.

## STATEMENT OF PROBLEM:

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scamps, fraudulent practices and cheating also has increased. Such cheating activities have created fear in the minds of customers and an adverse impact in the satisfaction of consumers towards online purchase. The problem area of the survey is consumer’s satisfaction and attitudes towards online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate dare strategies towards online marketing.

## RESEARCH METHODOLOGY:

All the items under consideration in any field of inquiry constitute a "universe" or "population." The researcher must decide the way of selecting a sample or what is popularly known as sample design. A sample design is a definite plan determined before any data are collected for obtaining a sample from a given population. The methodology of the study includes Area of the study, data collection, method of sampling.

## STATISTICAL TOOL APPLIED:

Here, simple percentage analysis is used. Formula is given below:

$$\textbf{Simple percentage} = \frac{\textbf{Number of respondents}}{\textbf{Total number of respondents}} \times 100$$

Here, chi-square analysis is used. Formula is given below

$$\textbf{Chi-square analysis} = \frac{(\textbf{Observed value} - \textbf{Expected value})^2}{\textbf{Expected value}}$$

## LIMITATIONS OF THE STUDY:

- The study is confined to Coimbatore district only.
- The study is based upon only the consumer satisfaction towards online shopping, whereas attitude and preference of the consumer also be confined.
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So, the accuracy is not true.

## REVIEW OF LITERATURE:

- **Amaravathi & Rajan (2015)** aimed to measure the customer preference towards online shopping in Kochi. The study aimed to measure which factors motivate the consumers to prefer online shopping for purchase of different kind of products. It also aimed to determine the demographic constructs play an important role in affecting decisions of a person in online shopping. Findings showed that online shopping has helpful and saved the time of consumer in the competitive world. It was found that demographic variables of the customers have strong impact on online shopping. Moreover, customers mainly prefer online shopping based on multiple criteria concerned with personal space. It was concluded that personal background of the customers is so imperative to get impacted by online shopping.

- **Heng (2014)** examined the association amongst website quality, website brand, perceived trust, perceived value, and purchase intention of customers. Results of the study revealed that perceived trust have mediating effect on both website quality and purchase intention. Likewise, website brand has moderating influence on website quality and perceived trust. It was found that perceived value has direct connection with perceived trust and purchase intention of customers. Perceived value is the moderator while comparing perceived benefits versus perceived costs. Findings asserted that the both perceived value and perceived trust are high, the customers are eager to purchase through website and intend to continue their relationship with the vendor. Findings of the study suggested that electronic retailers should develop customer perceived trust and perceived value toward their online web portal to get higher purchase intention.

- **Kaur et al. (2015)** examined the customer's attitude towards online shopping in Chandigarh. The study aimed to measure the factors affecting purchasing behavior of consumers and risk faced by the online shoppers in online shopping. The study classified the online shoppers into three types such as low users, medium users, and high users. Results showed that affordability, perceived risk, and product characteristics were the major factors that influence online shopping. It was found that affordability and convenience were the affirmative factors that affect consumers to select internet as shopping medium. However, product characteristics and perceived risk were the factors that influence negatively to shop online. It was concluded that online markets should focus negative factors to attract consumer attitude towards online shopping.

- **Gupta & Bhatnagar (2017)** conducted this seminal work to assess online shopping behaviour among the students. Results showed that Amazon, Flipkart, Snapdeal, and Jabong are the major online portal to purchase desired products. It 27 was found that availability of variety of products, price and timely delivery are the reason motivated them to purchase product in online. Furthermore, they highly preferred to buy books, footwear, gadgets, and clothing in online shopping. Findings showed that in most occasions they faced the problems of fraud while making payment in online shopping. Results informed that ease of use, customer service and unique feature are the most significant dimensions in online shopping. Festive seasons, discounts, offers, and low price are motivating students to purchase products in online shopping. It was concluded that various payment options motivate them to purchase online products.

## COMPANY PROFILE OF THE SELECTED ONLINE STORES:

### *1. AMAZON:*

Amazon is a retailer and web service provider. The company provides products such as apparel, auto and industrial items, beauty and health products, electronics, grocery, games, jewellery, kids and baby products, music, sports good, toys, and tools. Amazon merchandise product through company owned online and physical platforms.

**ABOUT:**

Country/Territory: U.S.
Headquarters: Seattle
Industry: Internet Services and Retailing
CEO: Andrew R. Jassy
Website: www.amazon.com
Revenues ($M): $513,983
Profits ($M): $-2,722
Market Value ($M): $1,370,373

### *2. FLIPKART:*

Flipkart initially began as an online bookstore before diversifying to consumer electronics, fashion, home essentials & groceries, and lifestyle products. Flipkart also owns Myntra, PhonePe, Ekart, and 2GUD.

Legal Name: Flipkart Pvt Ltd
Headquarters: Bangalore, Karnataka, India
Founding Date: Oct 2007
No. of. Employees: 1000+

**HISTORY:**

In October of 2007, two former Amazon workers and IIT Delhi alums, Sachin, and Binny Bansal, started Flipkart in Bangalore. At first, the company concentrated on selling books online and offering nationwide shipping.

**MYNTRA:**

One of the top online retailers is Myntra, which has a wide selection of goods related to fashion and leisure. It gives consumers access to a large selection of both domestic and foreign brands. Myntra offers a wide range of products, including apparel, accessories for the fashion forward, shoes, watches, sunglasses, personal hygiene and grooming supplies, sportswear, activewear, bags, and backpacks.

**ABOUT:**

Founded Year: 2007
Location: Bengaluru, India
Company Stage: Acquired
Total Funding: $125M
Annual Revenue: $485M as on Mar 31, 2022
Competitor Rank: 1st out of 476 competitors with a Tracxn Score of 83/100

**AJIO:**

AJIO has become one of the largest retail brands in India. AJIO is an initiative of Reliance Retail Limited in the field of e-commerce. AJIO was launched at the Lakme Fashion week on Saturday, which was also attended by Mukesh Ambani's daughter, Isha Ambani indicating that the next generation is also a part of the latest fashion business.

**HISTORY**:

AJIO was launched globally on 1st April 2016 at the Lakme Fashion Week with its headquarters located in Bangalore, Karnataka, India. Ajio is among Reliance Industry's initial steps into e-commerce. They launched the app with a wide range of products from clothing, footwear, and accessories.

**MEESHO:**

A social e-commerce startup is called Meesho. Its main office is in Bengaluru. Meesho has become a well-liked option for producers and resellers over time. Small enterprises and individuals can launch their internet ventures for nearly nothing by utilizing the Meesho platform. Using well-known social media sites like Facebook, Instagram, and WhatsApp is the main emphasis. Meesho handles payment processing and delivery in addition to acting as a middleman between buyers and vendors.

**ABOUT:**

Founder: Vidit Aatrey, Co-Founder & CEO
Founded Year: 2015
Location: Bengaluru, India
Company Stage: Series F
Total Funding: $1.06B
Latest Funding Round: $570M, Series F, Sep 29, 2021
Employee Count: 1,320 as on Dec 31, 2023
Annual Revenue: $734M as on Mar 31, 2023
Competitor: Rank3rd out of 1683 competitors with a Tracxn Score of 71/100

## ANALYSIS AND INTERPRETATION OF DATA:

**GENDER OF THE RESPONDENTS**

**Table: Gender of the respondents**

| GENDER | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| MALE | 60 | 46.9% |
| FEMALE | 68 | 53.1% |
| PREFER NOT TO SAY | - | - |
| TOTAL | 128 | 100% |

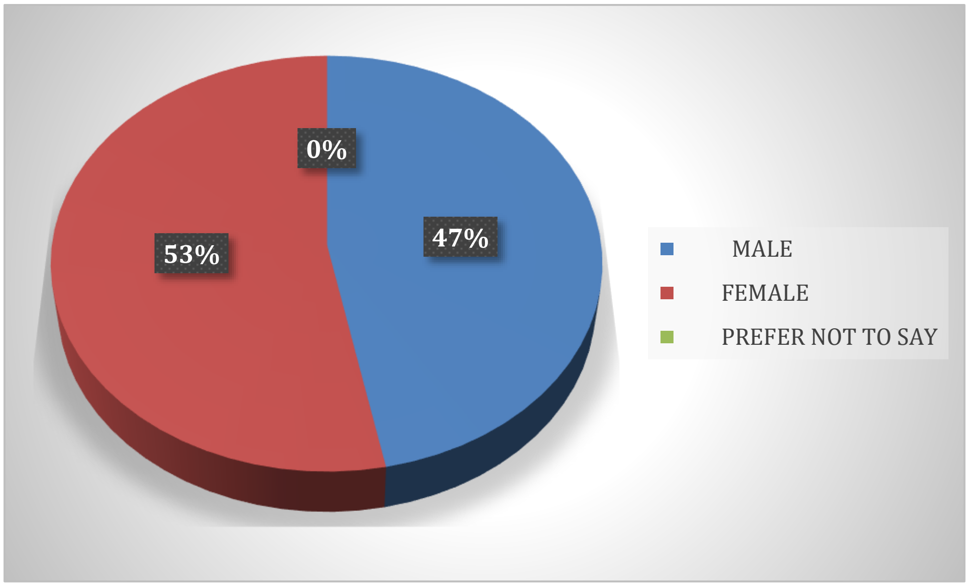
**SOURCE:** Primary data

***INTERPRETATION:***

The table 4.1 represents that out of 128 respondents, 46.9% of the respondents are male and 53.1% of the respondents are female and 0% of the respondents are preferred not to say.

In this table, Majority of the respondents are female with 53.1%.

**CHART: GENDER OF THE RESPONDENTS**




***AGE OF THE RESPONDENTS***

**Table: Age of the respondents**

| AGE | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| **15-20 years** | **63** | **49.2%** |
| **21-30 years** | **45** | **35.2%** |
| **31-40 years** | **12** | **9.4%** |
| **Above 40 years** | **8** | **6.2%** |
| **TOTAL** | **128** | **100%** |

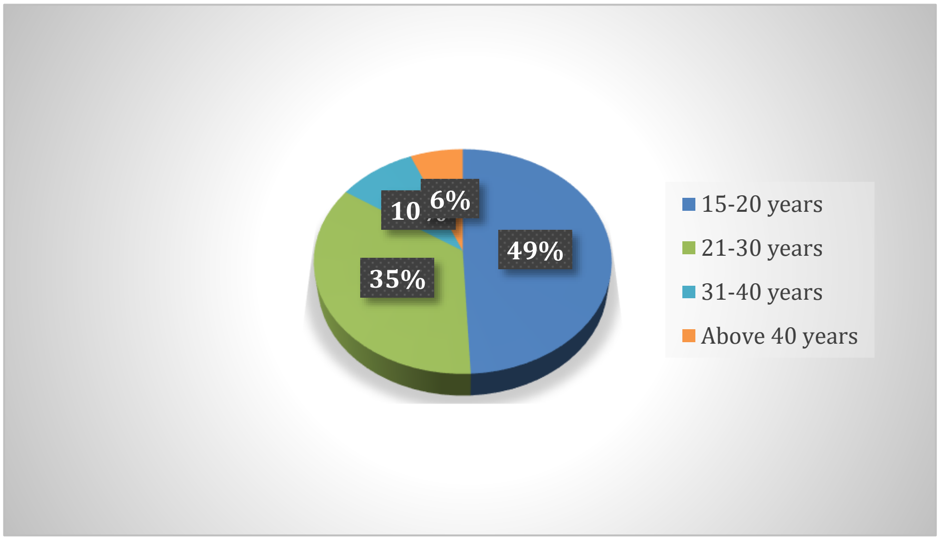
**SOURCE:** Primary data

***INTERPRETATION:***

The above table shows that out of 128 respondents, 49.2% of the consumers belong to the age category of 15-20 years, 35.2% of the consumers belong to the age category of 21-30 years, 9.4% of the consumers belong to the age category of 31-40 years, 6.2% of the consumers belong to the age category above 40 years.

In this most of the respondents age are between 15-20years with 49.2%.

**CHART: AGE OF THE RESPONDENTS**




### *OCCUPATION OF THE FRESPONDENTS*

**Table: Occupation of the respondents**

| OCCUPATION | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| **STUDENT** | **79** | **61.7%** |
| **EMPLOYEE** | **33** | **25.9%** |
| **BUSINESS MAN** | **3** | **2.3%** |
| **PROFESSIONAL** | **10** | **7.8%** |
| **OTHERS** | **3** | **2.3%** |
| **TOTAL** | **128** | **100%** |

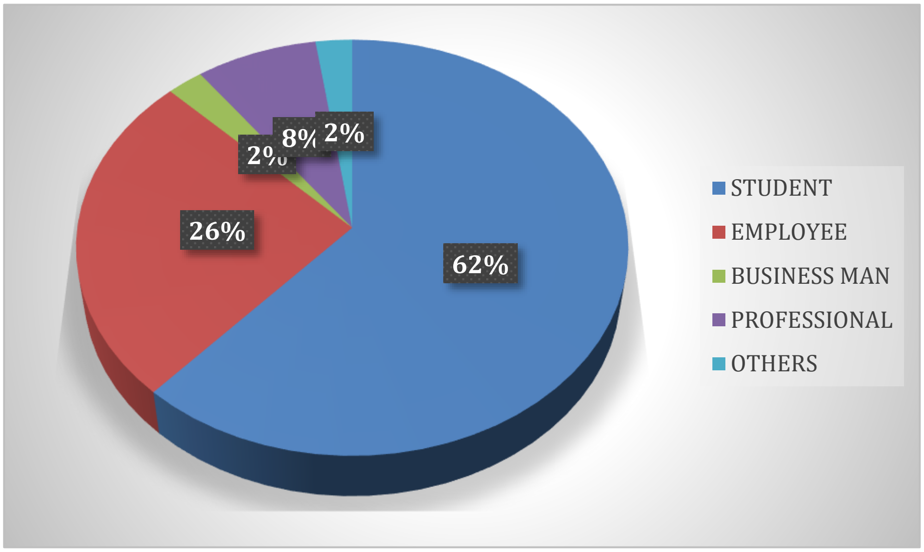
**SOURCE:** primary data.

### *INTERPRETATION:*

The above table shows that the 61.7% of the consumers are student,25.9% of the consumers are employees, 2.3% of the consumers are business man, 7.8% of the consumers are professional, 2.3% of the consumers are others.

In this table, out of 128 respondents, majority of the respondent occupation is student with the percentage of 61.7%.

**CHART: OCCUPATION OF THE RESPONDENTS**




**MONTHLY INCOME OF THE RESPONDENTS**

**Table: Monthly family income of the respondents**

| INCOME | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| BELOW 50000 | 44 | 34.4% |
| 50000-100000 | 45 | 35.2% |
| 100000-200000 | 21 | 21.9% |
| 200000-250000 | 7 | 5.5% |
| ABOVE 250000 | 4 | 3% |
| TOTAL | 128 | 100% |

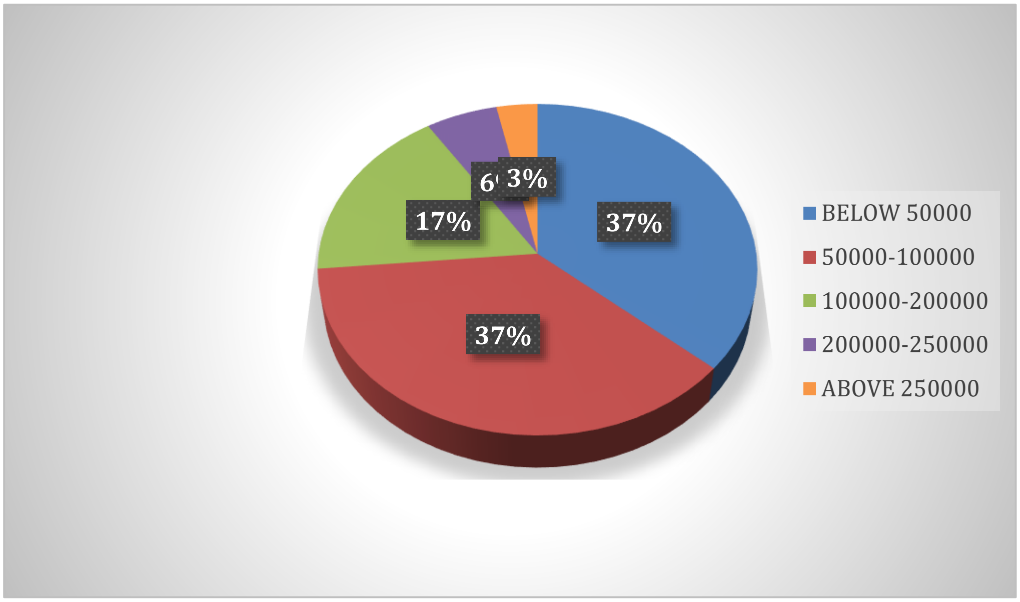
**SOURCE:** Primary data

***INTERPRETATION:***

The table above shows that the 34.4% of the respondent income are below 50000, 35.2% of the respondent income are Rs 50000-100000, 21.9% of the respondent income are Rs 100000-200000, 5.5% of the respondent income are Rs 200000-250000, 3% of the respondent income are above Rs 250000.

In shows that most of the respondent income is between Rs 50000-100000 with 35.2%.

**CHART: MONTHLY INCOME OF THE RESPONDENTS**




**PREFERENCE OF THE RESPONDENTS**

**Table: Preference in online shopping of the respondents**

| PREFERENCE | NO OF RESPONDENTS | PRCENTAGE |
|---|---|---|
| OFFERS | 29 | 22.7% |
| QUICK DELIVERY | 10 | 7.8% |
| EASY RETURN | 9 | 7% |
| PRICES | 28 | 21.9% |
| SERVICES | 4 | 3.1% |
| CONVENIENCE | 42 | 32.8% |
| OTHERS | 6 | 4.7% |
| TOTAL | 128 | 100% |

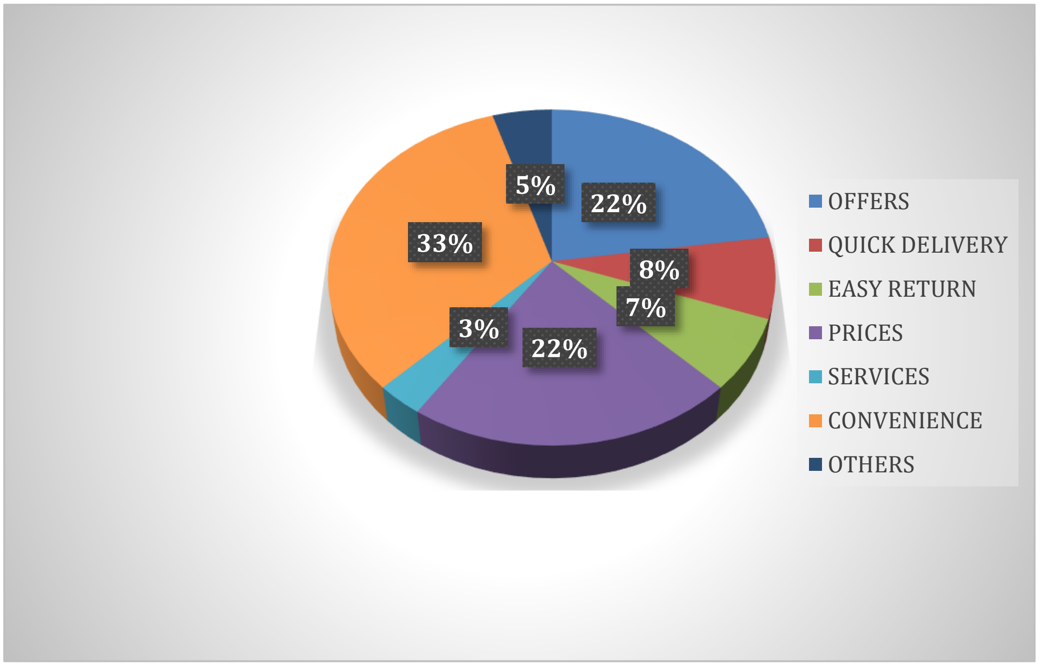
**SOURCE:** Primary data

***INTERPRETATION:***

The table shows that 22.7% of the respondents prefer offers in online shopping, 7.8% of the respondents prefer quick delivery, 7% of the respondents prefer easy returns, 21.9% of the respondents prefer prices, 3.1% of the respondents prefer services, 32.8 of the respondents prefer convenience, 4.7 of the respondents prefer others.

In this table , most of the respondents prefers convenience in online shopping for with the percentage of 32.8%.

**CHART :PREFRENCE OF THE RESPONDENTS**




**WEB STORES PREFERED BY THE RESPONDENTS**

**Table: Web stores that respondents prefer the most**

| WEB STORES | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| AMAZON | 35 | 27.3% |
| FLIPKART | 45 | 35.2% |
| MYNTRA | 22 | 17.2% |
| AJIO | 10 | 7.8% |
| MEESHO | 14 | 10.9% |
| OTHERS | 2 | 1.6% |
| TOTAL | 128 | 100% |

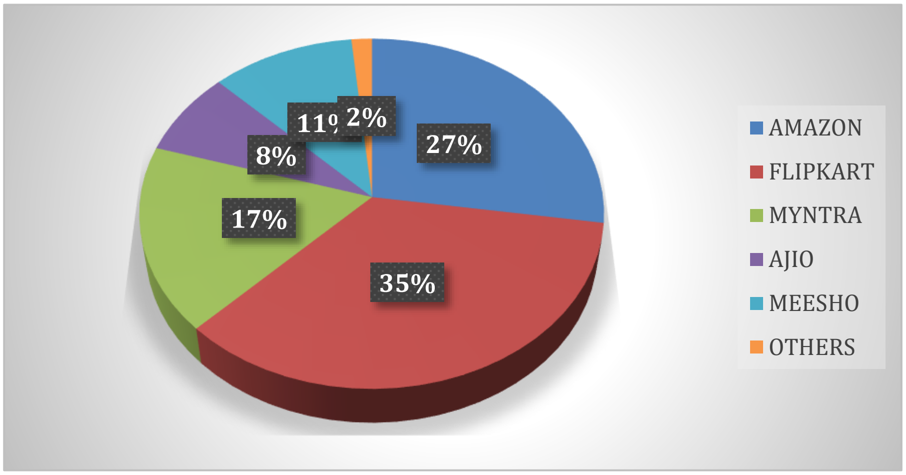
**SOURCE:** Primary data

***INTERPRETATION:***

The table shows that 27.3% of the respondents use amazon, 35.2 % of the respondents uses Flipkart, 17.2% of the respondents uses Myntra, 7.8% of the respondents uses Ajio, 10.9% of the respondents uses Meesho,1.6% of the respondents uses other web stores.

In this, most of the respondents uses Flipkart with the percentage of 35.2%

**CHART: WEB STORES PREFERED BY THE RESPONDENTS**




**PRODUCT PURCHASED BY THE RESPONDENTS**

**Table: Type of products purchased by the respondents**

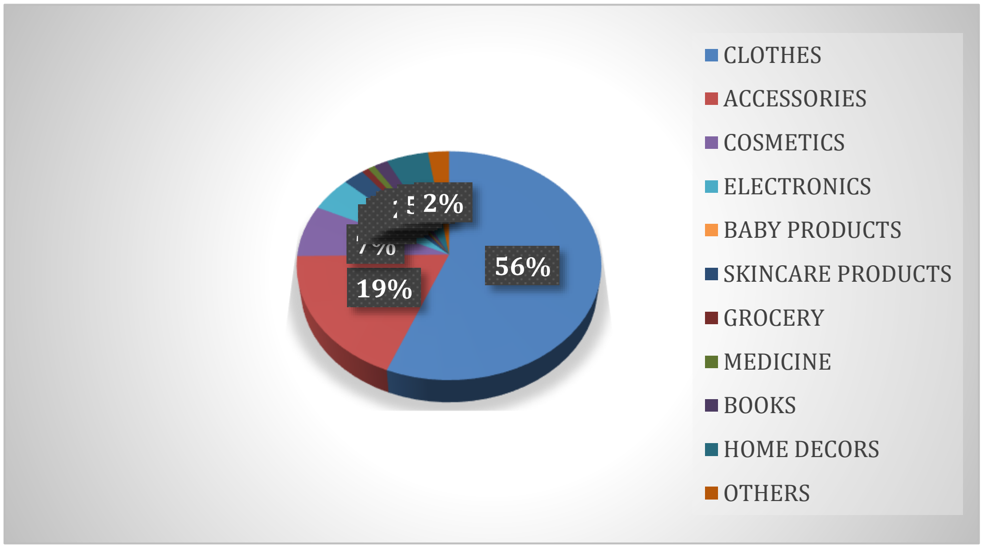
| PRODUCTS | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| CLOTHES | 69 | 53.9% |
| ACCESSORIES | 23 | 1% |
| COSMETICS | 9 | 7% |
| ELECTRONICS | 6 | 4.7% |
| BABY PRODUCTS | - | - |
| SKINCARE PRODUCTS | 3 | 6.3% |
| GROCERY | 1 | 0.8% |
| MEDICINE | 1 | 0.8% |
| BOOKS | 2 | 1.6% |
| HOME DECORS | 6 | 4.6% |
| OTHERS | 3 | 2.3% |
| TOTAL | 128 | 100% |

**SOURCE:** Primary data

***INTERPRETATION:***

The table represents that the types of products that used by the respondents.
In this, majority of the respondents purchase clothes in online shopping with 53.9%.

**CHART : PRODUCTS PURCHSED BY THE RESPONDENTS**




**FACTORS CONVENCE RESPONDENTS TO SELECT THE PRODUCTS**

**Table: Factors convince respondents to select the products**

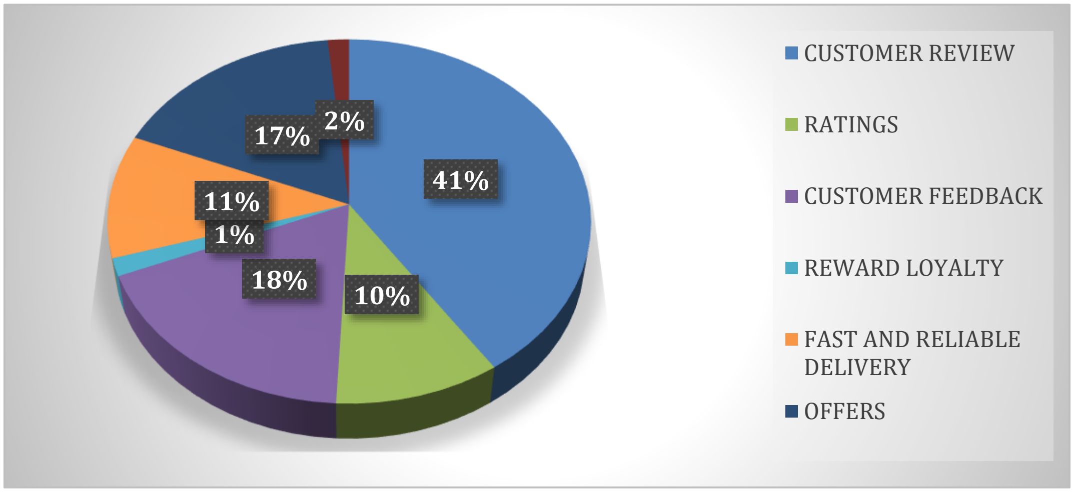
| FACTORS | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| CUSTOMER REVIEW | 52 | 40.65% |
| RATINGS | 13 | 10.2% |
| CUSTOMER FEEDBACK | 23 | 18% |
| REWARD LOYALTY | 2 | 1.6% |
| FAST AND RELIABLE DELIVERY | 14 | 10.8% |
| OFFERS | 22 | 17.2% |
| OTHERS | 2 | 1.6% |
| TOTAL | 128 | 100% |

**SOURCE:** Primary data

***INTERPRETATION:***

The above table represents that the respondents are convinced by the factors and select the product from the web store. In this table, most of the respondents select customer review with 40.65%.

**CHART: FACTORS CONVINCE THE RESPONDENTS**




**CHI-SQUARE ANALYSIS:**

The chi-square analysis is commonly used for testing the relationship between categorical variables. The null hypothesis of the chi-square test is that is no relationship exists between the two categorical variables in the consumers, they are independent. There are several important considerations when using the chi-square analysis to evaluate cross tabulation. Because of how the chi-square value is calculated, it is extremely sensitive to sample size. This can be addressed by always using categorical variables with limited number of categories.

$$\text{CHI-SQUARE VALUE } (\sum) = \frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$$

**DEGREE OF FREEDOM = (ROW - 1) × (COLUMN – 1)**

**RELATIONSHIP BETWEEN THE MONTHLY INCOME OF THE FAMILY AND THE WEB STORES THEY PREFER.**

**TABLE**

| MONTHLY INCOME/ WEB STORES | AMAZON | FLIPKART | MYNTRA | AJIO | MEESHO | OTHERS | TOTAL |
|---|---|---|---|---|---|---|---|
| BELOW RS 50000 | 15 | 17 | 3 | 2 | 6 | 1 | 44 |
| RS 50000-100000 | 15 | 9 | 11 | 4 | 5 | 1 | 45 |
| RS 100000-200000 | 2 | 15 | 6 | 3 | 2 | - | 28 |
| RS 200000-250000 | 1 | 3 | 2 | 1 | - | - | 7 |
| ABOVE RS 250000 | 2 | 1 | - | - | 1 | - | 4 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **TOTAL** | **35** | **45** | **22** | **10** | **14** | **2** | **128** |

**CALCULATION OF $X^2$**

| OBSERVED | EXPECTED | O-E | $(O-E)^2$ |
|---|---|---|---|
| 21 | 15.42969 | 5.570313 | 31.02838 |
| 1 | 6.445313 | -5.44531 | 29.65143 |
| 2 | 1.953125 | 0.046875 | 0.002197 |
| 1 | 0.585938 | 0.414063 | 0.171448 |
| 38 | 39.5 | -1.5 | 2.25 |
| 19 | 16.5 | 2.5 | 6.25 |
| 2 | 1.5 | 0.5 | 0.25 |
| 3 | 5 | -2 | 4 |
| 2 | 1.5 | 0.5 | 0.25 |
| 12 | 17.89844 | -5.89844 | 34.79156 |
| 11 | 7.476563 | 3.523438 | 12.41461 |
| 1 | 0.679688 | 0.320313 | 0.1026 |
| 5 | 2.265625 | 2.734375 | 7.476807 |
| 6 | 4.320313 | 1.679688 | 2.82135 |
| 1 | 1.804688 | -0.80469 | 0.647522 |
| 2 | 1.851563 | 0.148438 | 0.022034 |
| 1 | 0.773438 | 0.226563 | 0.051331 |
| 128 | 125.4844 | 2.515625 | 132.1813 |

$$\textbf{CHI-SQUARE VALUE } (\sum) = \frac{\textbf{(OBSERVED VALUE – EXPECTED VALUE)}^2}{\textbf{EXPECTED VALUE}}$$

= 165.42/125.52

=1.31

**DEGREE OF FREEDOM =** (5- 1) × (6 – 1)

= 4 × 5

= 20.

| | |
|---|---|
| **CALCULATION OF X SQUARE** | **1.31** |
| **DEGREE OF FREEDOM** | **20** |
| **CRITICAL VALUE OF CHI-SQUARE** | **31.410** |

**HYPOTHESIS:**

**$H_0$:** There is no significant relationship between the monthly income and web stores that the respondents prefer.

**$H_1$:** There is a significant relationship between the age and aware about Denver perfume of the respondents.

Level of significance = 5% or 0.05

Degree of freedom = 20
Chi-square value = 1.31
Table value = 31.410

**INTERPRETATION:**

In the above analysis, the calculated value is {1.31} is less than the value of {31.410} at the level of significance of 0.05. Hence, Null hypothesis is accepted, thus there is no significant relationship between the monthly family income and web stores they prefer of the respondents.

## FINDINGS:

**SIMPLE AVERAGE METHOD:**

- Majority of the respondents are female with 53.1%.
- Most of the respondents age are between 15-20years with 49.2%.
- Out of 128 respondents, majority of the respondent occupation is student with the percentage of 61.7%.
- Most of the respondent income is between Rs 50000-100000 with 35.2%.
- Most of the respondents prefers convenience in online shopping for with the percentage of 32.8%.
- Most of the respondents uses Flipkart with the percentage of 35.2%.
- Majority of the respondents purchase clothes in online shopping with 53.9%.
- Most of the respondents select customer review with 40.65%.

**CHI- SQUARE ANALYSIS:**

The calculated value is {1.31} is less than the value of {31.410} at the level of significance of 0.05. Hence, Null hypothesis is accepted, thus there is no significant relationship between the monthly family income and web stores they prefer of the respondents.

## SUGGESTIONS:

- The quality should be conformity with the catalogue. So that there will not be an issue with quality of the products.
- The shopper should get feedback from customers which will evolve them to receive the level of satisfaction.
- An awareness program may be conducted by the leading online shopping companies in schools and colleges to enrich their knowledge on online shopping.

## CONCLUSION:

Based on the present study, it concluded that online consumers are satisfied. This research clearly indicates that online marketer should give more importance on price factor and after sales service. In this competitive era all the online marketers should have to focus on the consumer's satisfaction to retain the existing customers and have to offer new attractive schemes day by day to attract new consumers.

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