



HOMEMAKERS PERCEPTION AND SATISFACTION TOWARDS ONLINE SHOPPING

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ABSTRACT :

This research focuses on evaluating the effect of online shopping among the homemakers.

Women make efficient use of goods and finance and also considered to be pillars of the family.

Traditional homemakers planned to utilize the things that available in their local stores but modern homemakers make the choice of goods from various websites through online shopping.

Online shopping is preferred mostly by Indians in recent years, especially women who are more specialized in purchase of goods through online shopping. The study is carried out at Coimbatore and 120 homemakers who involved themselves in online purchasing were taken into consideration. It is concluded that homemakers prefer to shop online so as to have various choice and wide range of products with good quality in terms and at reasonable price.

KEYWORDS: Online shopping, Factors influencing, Satisfaction, Problems.

INTRODUCTION

Online shopping is a major part of the overall electronic commerce, or e-commerce, industry which consists of all the buying and selling of goods and services over electronic systems such as the internet and other computer networks by households, businesses and other agencies. With the spread of the internet, the amount of trade that is conducted electronically has seen extraordinary growth; and has led to innovations and development in areas such as electronic funds transfer, electronic data interchange and internet marketing. Before the widespread introduction of the internet to the general public in 1994, the term electronic commerce referred to the use of technologies such as Electronic Data Interchange (EDI) and Electronic Fund Transfer (EFT), introduced in the late 1970's, to facilitate business practices. With the rise of the World Wide Web many predicted that e-commerce would soon become a major economic sector, but security protocols such as HTTPS did not become secure enough for widespread use of such transactions until 1998. During the dotcom bubble, which saw the emergence of the internet as a new economic sector, companies catering to consumers seeking to make use of this new tool to buy and sell emerged, many of which collapsed when the bubble burst in 2000 and 2001. Despite this, many traditional, brick-and-mortar retailers recognized the valuable markets these companies had identified, and took steps to add e-commerce capabilities to their own websites.

OBJECTIVES OF THE STUDY

The following objectives are drawn to full fill the aim of the study:

- To study the factors influencing the consumers' preference for online shopping.
- To assess the attitude of consumers' towards online shopping.
- To analyze the consumers' satisfaction towards online shopping.
- To study the problems faced by the consumers' towards online shopping.

REVIEW OF LITERATURE

Indrila Goswami Varma and Ms.Rupa Agarwa (2014) explores "Online Buying Behavior of Home makers in Western Suburbs of Mumbai and Social Media Influence ". The researcher's primary objective of the study is to know the attitudes of homemakers about online shopping. The researcher found that majority of the homemakers prefers to spend money conservative way in online shopping. In addition the study found that influence of social media is limited to creating awareness, generating curiosity leading to information search. **Sivasankaran.S(2017)**,made an attempt to study on "Digital marketing and its impact on buying behavior of Youth special reference to Kanyakumari District". The main focus of the study is

to identify the factors influencing the buying behavior of youths and examine the impact of digital marketing in changing their shopping behavior. The research found that anytime buying is possible through online is a stimulating factor to make online shopping. The study suggested that marketers should ensure and check accessibility and digital facilities before its offered to its customers . **Divya bharathi and Dr.G.P,Dinesh (2018)** examined “Female shopping behavior with reference to the branded Jewelleries : A critical analysis”. The main objective of the research is to analyze the female shopping behavior regarding with branded jewelleries. The study reveals that female customers having very high level awareness about Jewelleries. Furthermore females doesn’t mind spending huge on jewellery but they acts as a cautious buyer.The study conclude that most of the female consumers prefer branded jewellery because of its reliability and status. **Dr.K.Ganeshkumar (2019)** focused on “A study on Consumer Awareness and Satisfaction of Online Shopping Consumers with Special reference to Coimbatore District”. The main objective of the study is to investigate the awareness level of online shoppers’ . The researcher found that the consumers those who are come above 40 years category have low level of awareness about online shopping. The study suggested that Price of the product plays a vital role in decision making .Hence the online merchants should use different price strategies and advertising strategies to attract consumers. **Sri Widiyanti and Ninade Wilashwaty(2020)** conducted “Online shopping behavior in the House of Household Productive age ”.the main aim of the study is to examine the behavior of housewives in online shopping. The research found that vendor selection and consumer trust about vendor these factors are considered with the housewives when the make online shopping. Hence, the marketers should provide attractive website design along with the adequate information about their products and services make possible to prefer your products.

METHODOLOGY USED IN THE STUDY

The study is intended to analyze the “Housewife’s satisfaction and perception level towards online shopping”. The methodology includes area of the study, sources of data, sampling design and statistical tools used. The sample of study consisted of 120 homemakers.

SAMPLE SIZE

The sample size used in this study is 120.

SAMPLING METHOD

This study has based on a simple random Sampling method

AREA OF THE STUDY

The study was carried among the homemakers from Coimbatore.

TOOLS FOR ANALYSIS

The following statistical analysis is performed to answer the objective of the study:

- Percentage Analysis

PERCENTAGE ANALYSIS

The descriptive statistics or percentage analysis is mainly carried out to determine the percentage of the respondents falling under each category. This analysis also helps to standardize the respondent’s opinion on various aspects.

INTERPRETATION AND ANALYSIS

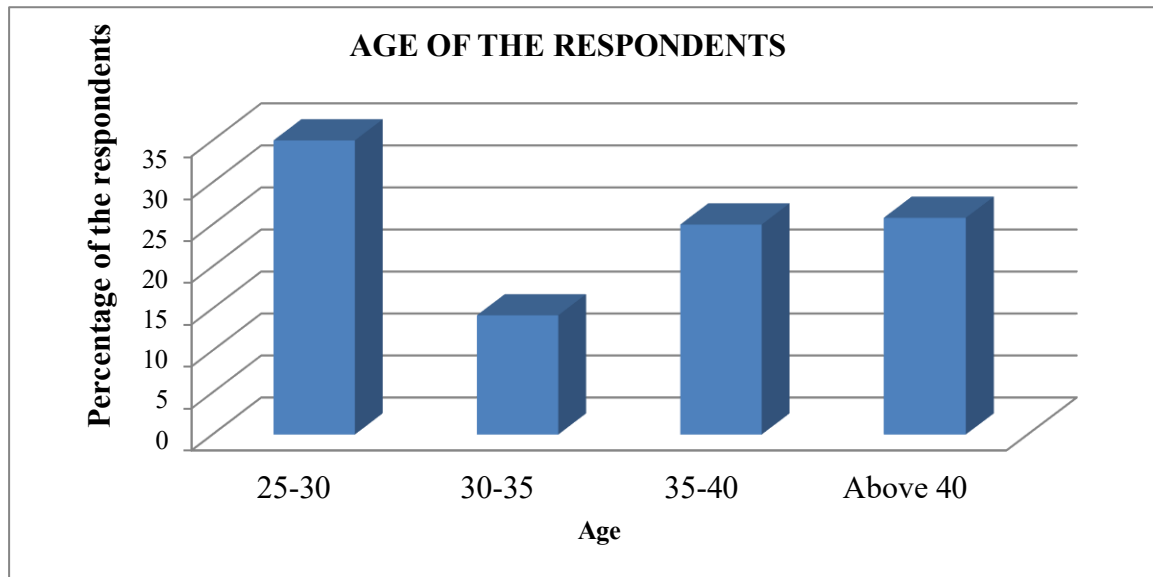
SIMPLE PERCENTAGE ANALYSIS

AGE OF THE RESPONDENTS

Age(year)	No. of respondents	Per cent
25-30 years	42	35.0
30-35 years	17	14.2
35-40 years	30	25.0
Above 40 years	31	25.8
Total	120	100

From the above table, it is inferred that 35% of the respondents belong to the age group of 25-30 years, 25.8% to the age group of above 40 years, 25% to the age group of 35-40 years, and 14.2% to the age group of 30-35 years.

Most (35.0%) of the respondents were at the age of 25–30.

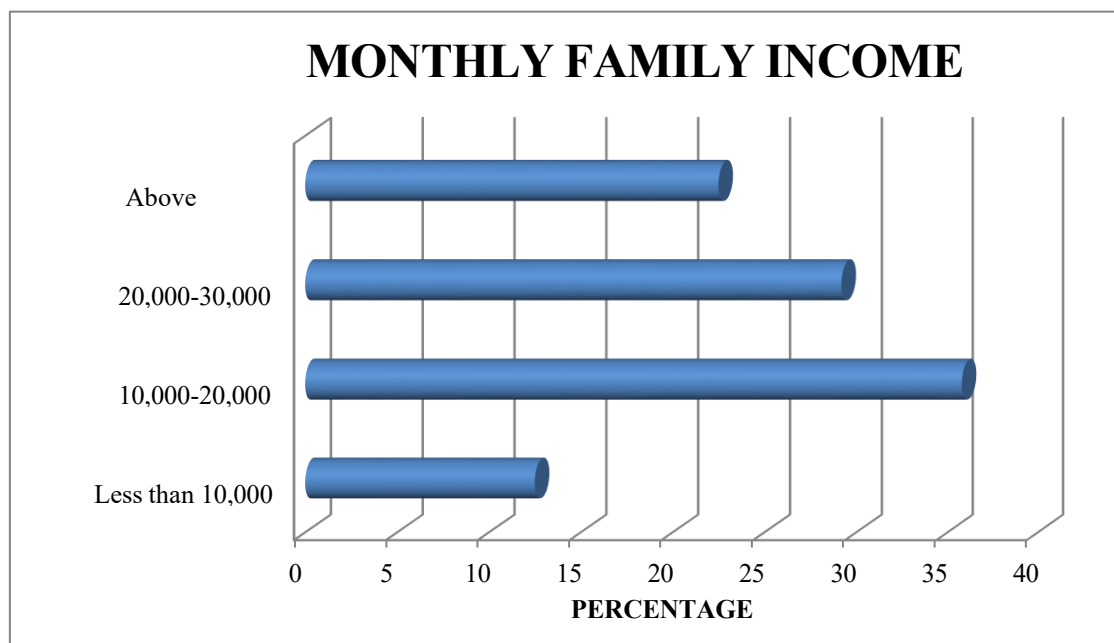


MONTHLY FAMILY INCOME OF THE RESPONDENTS

Monthly Income(Rupees)	No. of respondents	Per cent
Less than 10,000	15	12.5
10,000-20,000	43	35.8
20,000-30,000	35	29.2
Above 30,000	27	22.5
Total	120	100

From the above table, it is inferred that 35.8% of the respondents' monthly income ranges between Rs. 10,000–20,000, while 29.2% fall within the Rs. 20,000–30,000 range, 22.5% have an income above Rs. 30,000, and 12.5% belong to the income category of less than Rs. 10,000.

Most (35.8%) of the respondents' monthly income ranges between Rs. 10,000–20,000

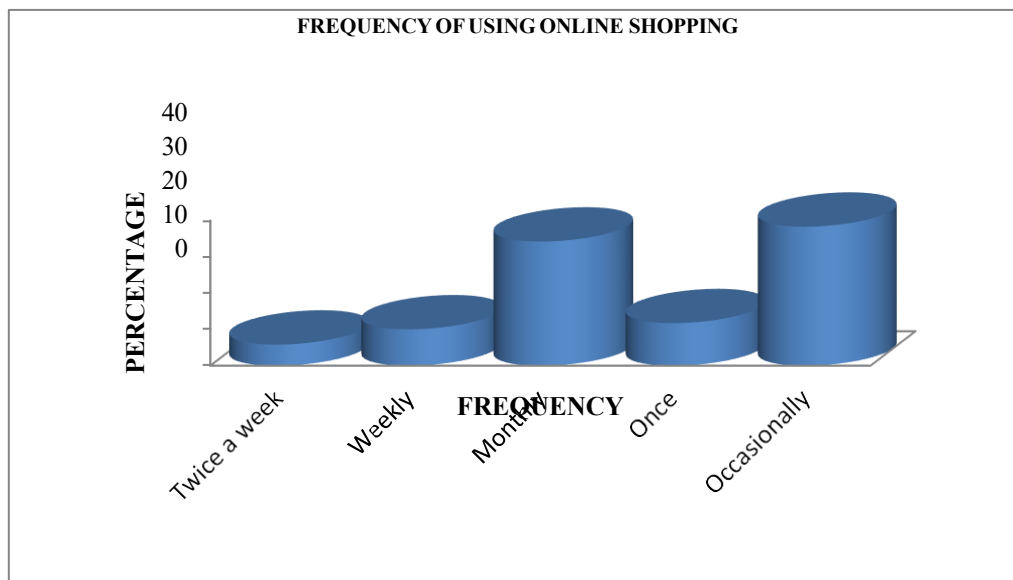


FREQUENCY OF USING ONLINE SHOPPING

Frequency of Using Online Shopping	No. of Respondents	Per cent
Twice a week	7	5.8
Weekly	12	10.0
Monthly	41	34.2
Once in a While	14	11.7
Occasionally	46	38.3
Total	120	100

From the above table, it is inferred that 38.3% of the respondents occasionally use online shopping, 34.2% use it once a month, 11.7% use it once in a while, 10% use it weekly, and 5.8% use it twice a week.

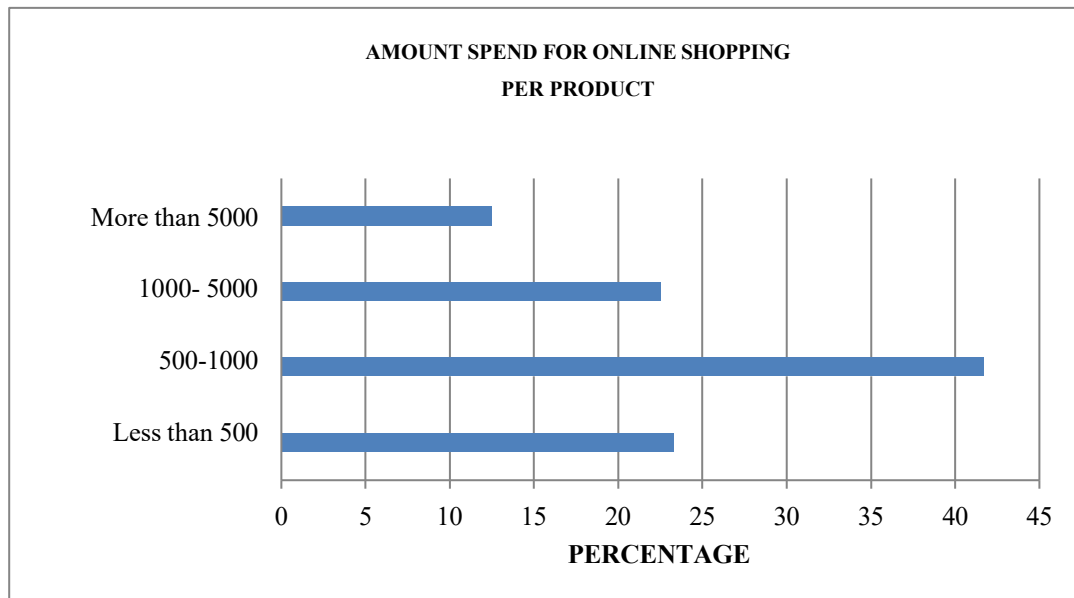
Most (38.3%) of the respondents occasionally use online shopping.

**AMOUNT SPEND FOR ONLINE SHOPPING PER MONTH**

Amount Spend For Online Shopping(Rupees)	No. of Respondents	Per cent
Below 1000	63	52.5
5,000-10,000	40	33.3
10,000-15,000	11	9.2
Above 15,000	6	5.0
Total	120	100

From the above table, it is inferred that 52.5% of the respondents spend below Rs. 1,000 on online shopping in a month, while 33.3% spend between Rs. 5,000–10,000, 9.2% spend between Rs. 10,000–15,000, and 5% spend above Rs. 15,000.

The majority (52.5%) of the respondents spend below Rs. 1,000 on online shopping in a month.

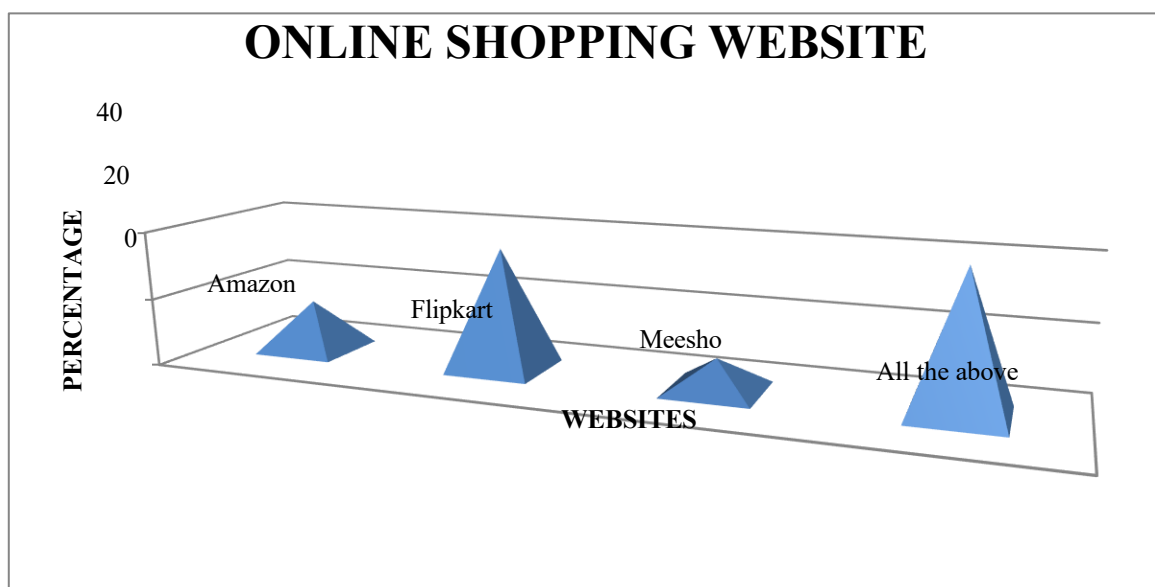


PREFERABLE ONLINE SHOPPING WEBSITE

Preferable Online Shopping Websites	No. of Respondents	Per cent
Amazon	18	15.0
Flipkart	43	35.8
Meesho	11	9.2
All the above	48	40.0
Total	120	100

From the above table, it is inferred that 40% of the respondents use all three sites (Flipkart, Amazon, and Meesho), 35.8% use Flipkart, 15.0% use Amazon, and 9.2% use Meesho.

Most (40%) of the respondents use all three online shopping websites.



FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Most(35%) of the respondents are between the age group of 25-30 years.
- Most(35.8%) of the respondent's monthly family income ranges between Rs.10,000- 20,000.
- Most(38.3) of the respondents occasionally use online shopping.
- Majority(52.5%) of the respondent spend below Rs.1,000 for online shopping in a month.
- Most(40%) of the respondents are using alternative three (Amazon, Flip kart, Meesho) online shopping website.

Suggestion

Based on the findings, several improvements can be suggested to enhance the online shopping experience for consumers. Firstly, e-commerce platforms should focus on improving their delivery services to minimize delays, as a significant percentage of respondents reported facing issues with late deliveries. Strengthening logistics partnerships and providing real-time tracking updates can help address this concern. Secondly, ensuring better product quality and transparency is crucial. Accurate product descriptions, high-quality images, and verified customer reviews can build consumer trust and reduce dissatisfaction. Additionally, while cash on delivery remains a preferred payment method, businesses should encourage digital transactions by offering secure payment gateways, discounts, and cash back incentives. Since brand influence plays a major role in purchase decisions, companies should invest in strong branding strategies, influencer collaborations, and personalized marketing campaigns to attract and retain customers. Moreover, simplifying the return and refund policies can enhance customer confidence, making the shopping experience more reliable and hassle-free.

CONCLUSION

In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. Online shopping is a new experience and has greatly impacted the lives of consumers in its short time of existence. It is expected to grow constantly in years to come with advancements in technology. Online shopping has made consumers more effective and efficient in their shopping behaviour and has driven businesses to a new level, forcing many to make the necessary adjustments and changes to reach the new market of knowledgeable consumers

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