



A Study on E- Shopping Customers Preference in the Coimbatore North

Dr. P.KUPPURAJ

Assistant Professor and Head Department of Commerce Sri Ramakrishna Mission Vidyalaya College of Arts and Science
Coimbatore-641020, Tamil Nadu, India.

ABSTRACT:

The present study is conducted to know about the E-Shopping preference of customers in the coimbatore north. For this research study, cluster and convenience sampling methods was applied to select the sample as well as sample size and the research area. In order to find out the result, structured questionnaires are framed and it was used among the 100 respondents, out of that, only 70 responses were received properly without any errors. Duration of the study was six months. Simple percentage and Ranking analysis used for the data analysis. Therefore, the result reveals the findings, suggestion and conclusion.

Keywords E- Shopping, Consumer Preference, Mostly Preferred Website, Satisfaction Level

Introduction:

E-business is the conducting of business on the internet, not only buying and selling, but also serving customers and collaborative with business partners. Online-Marketing is referred to as i-marketing, in this marketing of products or services over the internet. Traditional marketing was focusing on target group and creating a positive image for that particular group. Communication in advertising was one way only. Commerce is the exchange or transformation or buying and selling of entities on a very large scale involving transportations from one place to another. So online shopping is the process whereby consumers directly buy goods or services from a sell in real time, without an intermediary service over the internet.¹

Meaning of E- Shopping:

E-Shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app.

Why is shopping online is so popular?

- The Sheer Convenience
- Better Prices
- More Variety
- More Control
- Easy Price Comparisons
- No Pressure
- You can buy used or Damaged items at lower prices²

Three Key advantages of E- shopping:

- Convenience and Accessibility
- Competitive Pricing
- Wider Selection of Products³

Scope of the Study:

This study focused on the E- Shopping Customers satisfaction with special reference to Coimbatore North to known the reason for shopping in the particular website with the 70 sample respondents.

Objectives of the Study:

- ➤ To study the demographic profile and the website preferred by the consumers
- Reasons for E- shopping.
- ➤ To analysis whether the consumers are satisfied.

Research Methodology:

The study is mainly based on primary data and it was collected through the structured questionnaires by adopting the convenient sampling and snow ball sampling technique in the selection of respondents and sample area of Coimbatore North. The secondary information's were collected from journals, books, websites, and so on. Statistical tools used for the analysis are Simple Percentage⁴.

Review of Literature:

1) Fatehi Almgari and Etal., (2022)⁵, conducted a research on “Factors influencing consumer satisfaction Toward Online Shopping, a Special Reference to India Context”. Their study had 497 online shoppers. Confirmatory factor analysis was applied to check validity and reliability of the questionnaire. A structural path model was applied to examine the hypotheses. The result was obtained that the product information, website design, security and privacy, perceived usefulness have considerable and positive impact on the customer satisfaction level. Moreover, the results revealed that insignificant relationship between perceived interactivity and customer satisfaction toward online shopping. Further, the consistent information, sufficient information, updated information, and understood information may enhance the Indian customers toward the online shopping.

2) Rohini Baghel and Etal., (2022)⁶, made a study to “Evaluating Factors Influencing Consumers Satisfaction towards online shopping in India”. This research focused to identify the consumer satisfaction level towards online shopping in India with the sample size of 100 respondents. The findings from this study show that Websites Deigns, Quality Information, Product Variety, Product Quality, Pricing, Securities factors are more effective on the consumers. Websites design plays a major role for easily accessible for consumers. E-retailers offer varieties of products in their portals and finally product quality plays a vital role for every consumer.⁷

3) Kuppuraj (2022)⁷, conducted a study about “consumer preference on online shopping in the coimbatore district”. Cluster and convenience sampling methods were applied to select the sample size as well as the area. Structured questionnaire was used with the sample size of 100 respondents, out of that 45 responses were received properly and the period of the study was from November 2021 to February 2022. For the data analysis simple percentage was used. Based on the finds of the study conclusion was drawn that the educated young people with their monthly salary they are consuming their required goods through the online shopping sites particularly from the Amazon website and the consumers known about the online shopping offers through advertisements media before getting into the portals. It was identified that the reason for online shopping is availability of variety of goods at one place. Moreover, online shopping consumers were satisfied.

4) Bindia Daroch and Etal (2021)⁸, “A study on factors limiting online shopping behaviour of consumers”. Their study aims at investigating the consumer behaviour towards online shopping, which further examines various factors limiting consumers for online shopping behaviour. The purpose of the research was to find out the problems that consumers face during their shopping through online stores, for this quantitative research method was adopted. Findings as per the results was, total six factors came out from the study that restrains consumers to buy from online sites, they are fear of bank transaction and faith, traditional shopping more convenient than online shopping, reputation and services provided, experience, insecurity and insufficient product information and lack of trust.

5) Raj and Etal (2015)⁹, conducted , “a study on online shopping pattern and behaviour of the consumer in combatore city”. Study was based on the primary and secondary data with the sample size of 120 respondents and the period of the study is 2015. Their conclusion of the study was young and educated are preferring the online purchasing and most preferred electrical and electronic devices, cash on delivery and Flipkart website. Finally, most of the consumers are satisfied through the online purchasing mode.

6) Jayasubramanian and Etal (2015)¹⁰, made, “ A Study on Customer Satisfaction towards Online Shopping with the sample size of 50 respondents in the Coimbatore region and they were selected based on the convenient sampling. The statistical tools used for the analysis are simple percentage analysis and ranking analysis. Through their study, they conclude that, online shopping has truly revolutionized and influencing our society through the technologies. In addition, its offers variety, quick service and best prices, which are, influenced the people. Because of the latest technologies, preventive measurements are taken in order to protect the databases from the hackers and criminals.

Table – 1

Gender of the Respondents

Gender	No of Respondents	Percentage
Male	55	79
Female	15	21
Total	70	100

From the above table, majority of the respondents are Male members with 79 %.

Chart - 1

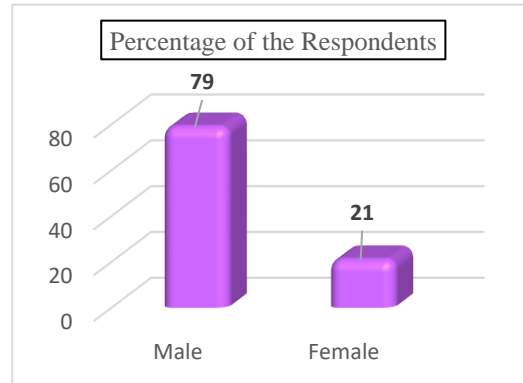


Table – 2

Age of the Respondents

Age	No of Respondents	Percentage
> 21 Years	52	74
21 – 30 Years	18	26
Total	70	100

Above table shows, majority of the respondents are at the age group of > 21 years with 74 %.

Chart - 2

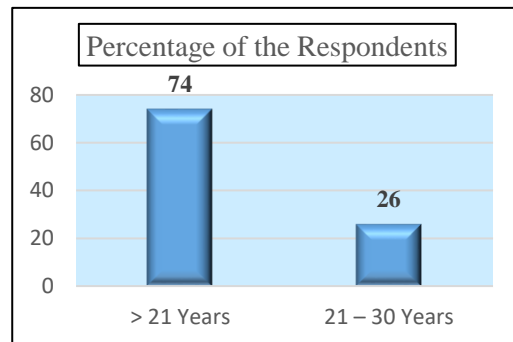


Table – 3

Marital Status of the Respondents

Marital Status	No of Respondents	Percentage
Married	1	1
Unmarried	69	99
Total	70	100

The above table reveals that, majority of the respondents are Unmarried with 99% and married respondents are at 1% are consuming the goods or things through online mode.

Table – 4

Educational Qualification of the Respondents

Education Level	No of Respondents	Percentage
12th Std	16	23
Under Graduate	52	74
Post Graduate	2	3
Total	70	100

Above table represents that, majority of the respondents are Educated as Under Graduate with 74%, next 12th standard with 23% and Post Graduate with 3% are using the online shopping for their required things.

Table - 5

Employability of the Respondents

Employability	No of Respondents	Percentage
Business	1	1
Salaried	4	6
Unemployed	65	93
Total	70	100

Above table shows that, majority of the respondents are Unemployed with 93 % and the business are using at least percentage of 1%.

Table - 6

Monthly Income of the Respondents

Monthly Income	No of Respondents	Percentage
Nil	65	93
> Rs.10000	2	3

Rs.10001 - Rs.20000	2	3
Rs.20001 & Above	1	1
Total	70	100

As per the data of income earned by the respondents, majority (93%) of the respondents are students, so there is no income for them.

Table - 7

Know about shopping offers of the Respondents

Known about the offers	No of Respondents	Percentage
Advertisements through media	33	47
Self Interest	17	24
From others	20	29
Total	70	100

Through this analysis, it was found that, 47% of the respondents had knowledge about the offers offered in the online shopping websites through media advertisements. Through the others is at 29 % and finally through the self-interest is at 24% only out of 100%.

Table - 8

Products brought of the Respondents

No of products bought	No of Respondents	Percentage
One time	15	21
Two times	9	13
Three times	13	19
More than Four times	33	47
Total	70	100

As per the above data result, majority of the respondents has bought their required products through online shopping are, more than Four time with 47% and least was two time the respondents were bought the goods with only 13%.

Table - 9

Reason for regular shopping of the Respondents

Reason for regular Online Shopping	No of Respondents	Percentage
Cheap and Best Price	16	23
Delivery at doorstep	17	24
Delivery at time	7	10
Easy consumption	4	6
Goods at good quality	8	11
More offers for members	4	6
Varieties of goods at one place	14	20
Total	70	100

Delivery at doorstep is the major reason for regular shopping through online with 24%, it is followed by cheap and best price with 23% and the lowest percentage of 6% goes to easy consumption and more offers for members, it is represented in the following chart – 3.

Chart – 3

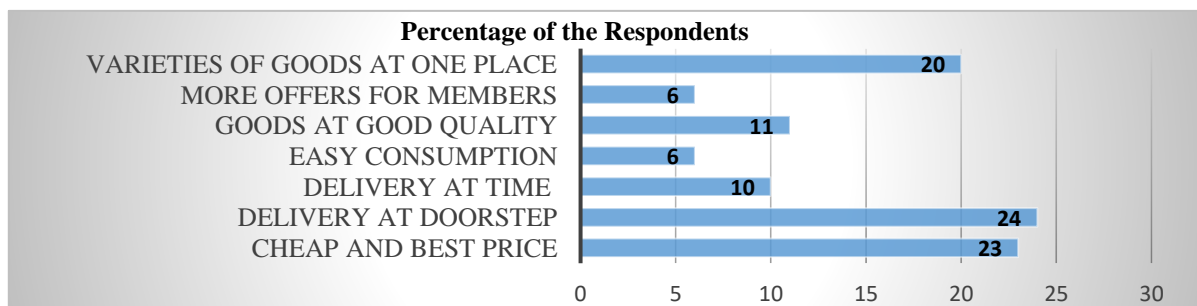


Table - 10

Preferred online selling website

Website Preferred	No of Respondents	Percentage
Amazon	30	43
Flipkart	35	50
Others	5	7
Total	70	100

From the above table, Flipkart is the most preferred website with the 50%, it is followed by the Amazon with 43% and other websites has 7% only.

Table - 11
Member in the Online Shopping Website

Member in online shopping	No of Respondents	Percentage
Yes	26	37
No	44	63
Total	70	100

Table-11 reveals that, 63 % of the online buyers are not having membership in their preferred website and 37% of the respondents has membership in their preferred websites.

Table - 12
Ranking for the Reason for regular shopping of the Respondents

Reason for regular Online Shopping	Rank
Cheap and Best Price	2
Delivery at doorstep	1
Delivery at time	5
Easy consumption	6
Goods at good quality	4
More offers for members	7
Varieties of goods at one place	3

Delivery at doorstep is the major reason for regular shopping, so it has 1st rank and it was followed by Cheap and best price with 2nd ranking, Varieties of goods at one place with 3rd ranking and the least rank (7th) was given for more offers for members.

Table - 13
Satisfaction about the online shopping

Satisfaction Level	No of Respondents	Percentage
Satisfied	49	70
Neutral	18	26
Dissatisfied	3	4
Total	70	100

The above table shows that, majority 70% of the respondents were satisfied and only 4% of the respondents were dissatisfied through their shopping and the products received from the online and

Findings:

1. Majority of the respondents are Male members with 79 %.
2. Majority of the respondents are at the age group of > 21 years with 74 %.
3. Majority of the respondents are Unmarried with 99%.
4. Majority of the respondents are Educated as Under Graduate with 74%.
5. Majority of the respondents are Unemployed with 93 %.
6. Majority (93%) of them are students, so there is no income for them.
7. 47% of the respondents had knowledge about the offers offered in the online shopping websites.
8. Majority of the respondents has bought their required products through online shopping are more than four time with 47% and least was two time purchased with 13%.
9. Delivery at doorstep is the major reason for regular shopping through online with 24%.
10. Flipkart is the most preferred website with 50% of the respondent, it is followed by Amazon with 43% of the respondents.
11. Majority 73 % of the online buyers are having membership in their preferred website for more than 1- 3 year.
12. Delivery at doorstep is the major reason for regular shopping with the 1st rank.
13. Majority 70% of the respondents were satisfied.

Suggestions:

Now a day's online sellers play a major role, based on that online sellers want to give more advertisement and they need to provide more offers for their members. Except amazon and flipkart, other sellers want to increase their sales. Some of the online consumers are neutral, so the online sellers may give offers to them to become a satisfied member.

Conclusion:

Based on the findings, it was concluded that educated young people purchase more of the things they need from online retailers, particularly from the Amazon and Flipkart websites. Moreover, Consumers are aware about the online shopping through the medias, so the online retailers wanted to enhance

their advertising. The availability of a wide range of goods in one location has been cited as the driving force behind internet buying and finally most of the respondents expressed satisfaction.

REFERENCES:

1. About E-Commerce, Dr.P.Rizwan Ahmed. (2016), E-Business & E-Commerce, Margham Publications. PP.no: 1.10 - 4.30.
2. Why is shopping online so popular?, DOI :<https://vital.net.au/articles/post/key-benefits-to-shopping-online.html?srsId=AfmBOos5sUmllrEdIzmjGR7qpU6vN9YpoaQX4K0CZQjIAh cm0o R2->
3. Three Key advantages of online shopping, DOI: <https://insightssuccess.com/three-key-advantages-of-online-shopping/>
4. Ranjit kumar. (2010), Research Methodology: A step by step guide for beginners, Sage Publications. PP no: 25 - 28.
5. Fatehi Almagari, Amgad S.D. Khaled, Majed Kassem, Alsyani, Eissa A. Al-Homaidi, and Moatasem M. Qaid, “Factors influencing consumer satisfaction Toward Online Shopping, a Special Reference to India Context”, International Journal of Procurement Management, Vol:15 (2), 2022, PP.No:236-256.
6. Rohini Baghel and Banasthali Vidyapith, “Evaluating Factors Influencing Consumers Satisfaction towards online shopping in India”, International Journal of Multidisciplinary Educational Research, Vol:11, Issue: 2 (4), 2022. PP.No: 88-96.
7. Kuppuraj (2022)⁷ conducted a study about consumer preference on online shopping in the coimbatore district, DOI: <https://ijcrt.org/papers/IJCRT2203148.pdf>
8. Bindia Daroch, Gitika Nagrath and Ashutosh Gupta (2021), “A study on factors limiting online shopping behaviour of consumers”, Rajagiri Management Journal, Vol:15 Issue:1, 2021, PP.No: 39-52.
9. Kuppuraj and Dr.n.Ravichandran (2015), DOI:https://www.researchgate.net/publication/351305375_A_Study_on_Online_Shopping_Pattern_and_Behaviour_of_the_Consumer_in_Combatroe_City?channel=doi&linkId=609112b4a6fdccaebd078f46&showFulltext=true
10. P. Jayasubramanian and D. Sivasakthi, Ananthi Priya K, made, “ A Study on Customer Satisfaction towards Online Shopping”, International Journal of Applied Research, 2015, Vol: 1 (8): P.No: 489-495.