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A Study on Consumer Satisfaction towards Electronic Products Through Online Shopping with Special Reference to Coimbatore City

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ABSTRACT

The exponential rise of e-commerce has significantly transformed consumer purchasing patterns, particularly in the electronics segment. This study focuses on understanding consumer behaviour and satisfaction towards purchasing electronic products through online platforms, specifically in the context of Coimbatore city. The research identifies key influencing factors such as convenience, product quality, price, brand reputation, and delivery speed that drive consumer decisions in the digital marketplace. Through primary data collected from 100 respondents and analysed using tools like percentage analysis, rank analysis, and weighted average score methods, the study reveals that product variety and specifications hold the highest importance among consumers. While online shopping offers numerous benefits like ease of access and competitive pricing, challenges such as delivery delays, product authenticity concerns, and lack of physical inspection persist. The findings suggest the need for e-commerce platforms to improve transparency, customer support, and post-purchase services to enhance consumer satisfaction. The study offers valuable insights for retailers and marketers to optimize their strategies and align with evolving customer expectations in the digital retail environment.

Key Words: Consumer Satisfaction, Online Shopping, Electronic Products, E-commerce, Consumer Behaviour, Product Quality, Delivery Experience, Brand Preference, Purchase Decision, Coimbatore City.

INTRODUCTION

The internet has changed our life to a great extent, it's tough to imagine our life without it. One of the main things, the internet has reformed the way of buying. However, we discover research, and ultimately purchasing products is completely different than it was a decade ago. Since the beginning of Electric-Commerce, so many consumers have turned to online markets for goods. This is because the process of purchasing goods online is both fast and convenient.

To sell anything online, sellers must consider, what consumers purchase, why they purchase, how they purchase, who their customers are, their purchasing habits, and the products and services they enjoy. The internet is transforming how consumers purchase goods and services, and it has grown to be a global phenomenon.

Nowadays, electronic devices have been used by all countries around the world. Electronic devices have been one of the most important things that can help human being go through their daily life. Almost every house in the world owns an electronic device. There are a lot of advantages and disadvantages to using electronic devices. Electronic devices can easily simplify human tasks every day but they also might give a bad impact on humans in terms of health. As electronic technology is developing faster and faster, many electronic products appear with advanced functions to facilitate, improve and even change the life of the whole society. Among all these electronic products, the computer and smartphone are thought to be the most common product purchased by the customers because it has benefited in many ways and seem to become a necessity for our day-to-day life.

STATEMENT OF THE PROBLEM

The rapid growth of e-commerce has transformed the way consumers purchase electronic products. Despite the convenience and accessibility of online shopping, consumers face numerous challenges. Moreover, the COVID-19 pandemic has accelerated the shift to online shopping, making it essential to understand consumer behaviour and preferences in this context.

REVIEW OF LITERATURE

- (Azamat Maksudian 2012), made a study entitled, "Family Influence on Consumer Home

Appliances Purchasing Behaviour: An Empirical Study In Kyrgyzstan”, which explains that the economic, social and political changes in Kyrgyzstan, after independence in 1991, have created new business opportunities and forces not only for local entrepreneurs, but also for international marketers of goods and services. Economical, political and social changes influenced the values and life styles of consumers in the Kyrgyzstan Republic.

- Bitner (2012), Retail is amongst the fastest growing sectors in the country and India ranks 1st, ahead of Russia, in terms of emerging markets potential in retail (Associated Chambers of Commerce and Industry of India). The retail environment is changing more rapidly than ever before.
- Viksa Dua, Anju Verma (2013), this study is conducted in Raipur city. Impact of Growing organised retail sectors over small retailer stores. Objectives are Find out the major challenges faced by small retail stores, both suggest to organised and unorganised retail to attract their consumer. Primary data is collected by 150 questionnaires in Raipur city in Chhattisgarh. Sample collected by both small retailer and consumer of Raipur city. Finding are both retail have market opportunity but organised retail effect on small retailer but some consumer help them to survival in market.
- Janaki, P and Shanthi, P2 (2013), in their study entitled, “Marketing Stimuli in Purchase of Home Appliances from Customer Perspectives”, explains that marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective. The people consume things of daily use, and buy these products according to their needs, preferences and buying power.

OBJECTIVE OF THE STUDY

1. To identify the demographic factors which influence them buying in online.
2. To identify factors influencing purchase decisions.
3. To find out the consumers convenience level towards online shopping of electronic products.

RESEARCH METHODOLOGY

1. The conceptual study is intended to analyse the consumer behaviour of electronic products through online shopping. As today's market there is a lot of competition in every sectors especially in electronic goods.
2. This research is based on the data taken from research papers, journals and websites.

SOURCE OF THE DATA

PRIMARY DATA:

The study uses only the primary data collected from a restricted questionnaire that was created and gathered from different customers is used in this study. The purpose of primary research is to collect the unique data needed for the study. The issues covered by the research are both qualitative and quantitative.

SECONDARY DATA:

Secondary data refers to the existing data gathered by others from previous research, reports, or records. It is used to support or provide background for new research. Books, journals, websites, and others are the sources of the secondary data which is used in this study.

TOOLS AND TECHNIQUES USED:

The following methods of analysis were employed in the study:

- Percentage Analysis.
- Ranking Analysis.
- Weighted Average Score Analysis.

LIMITATIONS OF THE STUDY:

- One of the major limitations of the present research is focuses only on electronic products.
- There are many other products that are available online for example, books, garments, food, etc...
- But the major problem caused by electronic products as per the research.
- Moreover, the context of the present research is Coimbatore district, and therefore naturally tends to limited in nature.

EXHIBIT HOW LIKELY ARE YOU TO RECOMMEND AN ONLINE PLATFORM FOR ELECTRONIC PURCHASES TO YOUR FRIENDS AND FAMILY IN COIMBATORE?

S.NO	RECOMMEND TO OTHERS	NO OF RESPONDENT	PERCENTAGE
1	VERY UNLIKELY	17	17
2	UNLIKELY	34	34
3	NEUTRAL	30	30
4	LIKELY	12	12
5	VERY LIKELY	7	7
		100	100

SOURCE: Primary Data.

Interpretation:

The above exhibit indicates that 17% of the respondent will recommend very unlikely , 34% of the respondent will recommend unlikely , 30% of the respondent will recommend naturally , 12% of the respondent will recommend likely , 7% of the respondent will recommend very likely to their friends and family.

EXHIBIT WHAT FUTURE TRENDS DO YOU ANTICIPATE IN ONLINE ELECTRONIC SHOPPING IN COIMBATORE?

S.NO	FUTURE TRENDS	NO OF RESPONDENT	PERCENTAGE
1	INCREASED ONLINE PERSONALIZATION	19	19
2	FASTER DELIVERY AND LOGISTICS	42	42
3	MORE FOCUS ON SUSTAINABILITY	25	25
4	INTEGRATION OF LOCAL SELLERS	9	9
5	ALL OF THE ABOVE	5	5
	TOTAL	100	100

SOURCE: Primary Data.

Interpretation:

Thus the above exhibit indicates that 19% of the respondent says increased online personalization , 42% of the respondent says faster delivery and logistics , 25% of the respondent says more focus on sustainability , 9% of the respondent says integration of local sellers and 5% of the respondent says all of the above.

RANKING

Table showing various brands of electronic products which brand do you choose?

Electronic products	5	4	3	2	1	Total	Rank
Philips	57	21	12	4	6	419	1
Havells	22	41	15	13	9	354	3
Voltas	22	25	26	16	11	331	5
Crompton	30	23	26	16	5	357	2
Godrej	34	21	15	18	12	347	4

Interpretation:

The above table represents the rank of five companies according to the consumer preferences. Philips has got the first rank, Havells as rank second, Voltas got the third, Crompton got the rank fourth and Godrej got the rank fifth. Table showing the qualities of green products.

WEIGHTED AVERAGE

Table showing Which of the following factors most influence your purchasing decision on electronic products?

PURCHASE	VERY PORTANT (4)	Important (3)	Moderately important (2)	Not important (1)	Total	Weighted Average score	Rank
Product variety	91	40	17	2	520	5.2	1
Price	45	57	37	11	436	4.36	3
Product specifications	55	55	28	12	453	4.53	2
Customer reviews	55	50	35	10	450	4.5	5
Warranty	45	43	44	18	415	4.15	4

Interpretation:

The above table shows the most of the customers are attracts towards product variety so it is ranked first and the product specifications ranked as second, customer reviews as third, price as rank fourth and warranty as rank fifth.

FINDINGS:

The study aimed to explore consumer behaviour, preferences, and challenges related to purchasing electronic products through online shopping in Coimbatore city. It assessed overall satisfaction, awareness, and factors influencing purchase decisions using analytical techniques such as percentage analysis, rank analysis, and weighted average score analysis. The concluding chapter summarizes the findings and offers recommendations based on the results.

WEIGHTED AVERAGE SCORE METHOD ANALYSIS:

- From the analysis, people prioritize different factors when making purchasing decisions. **Product variety** is the most important factor, with a weighted average score of **5.2**, indicating that consumers value having a wide range of products to choose from. This is closely followed by **product specifications** (weighted average of **4.53**), showing that the features and details of a product are also highly regarded. **Customer reviews** come in third with a weighted average of **4.5**, highlighting the significant role that feedback from other customers plays in the decision-making process. **Price** ranks fourth with a weighted average of **4.36**, suggesting that while price is important, it is slightly less critical compared to the other factors. Finally, **warranty** holds the least importance, with a weighted average of **4.15**, indicating that, while relevant, it is not as crucial to consumers as product variety, specifications, or customer reviews.

SUGGESTIONS

- Online stores must ensure that the quality of electronic products matches their descriptions to avoid discrepancies and build consumer trust.
- The quality of products should align with the catalogue to prevent issues like mismatched expectations and dissatisfaction.
- Regularly gather feedback from customers to understand their satisfaction levels and identify areas for improvement.
- Organize awareness campaigns in schools and colleges to educate consumers about the benefits and safety of purchasing electronic products online.
- Implement robust security measures to address concerns about online safety and build consumer confidence in online transactions.
- Provide hassle-free return and exchange policies to address concerns about product quality and flexibility.
- Launch new and attractive offers, discounts, and loyalty programs to retain existing customers and attract new ones.

CONCLUSION

The study aimed to identify the motivating factors and challenges influencing consumers' decisions to purchase electronic products through online shopping. It was found that quality and price are the most significant factors driving online purchases, while issues like product quality discrepancies, inflexible return policies, and security concerns act as barriers.

The rise of internet technology has revolutionized the marketing system, with educated individuals and students forming a large portion of online shoppers. However, concerns about online security and delivery safety remain critical challenges for online sellers. To thrive in this competitive era, online marketers must focus on customer satisfaction, product quality, and security measures. By addressing these challenges and introducing attractive schemes, online platforms can retain existing customers and attract new ones, ensuring long-term success in the electronic products market.

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