



CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS ONLINE SHOPPING – A STUDY WITH REFERENCE TO TIRUPPUR DISTRICT

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Abstract:

Consumer psychology is the study of the interactions between consumers and organizations that produce consumer products. Consumer behaviour has been of interest to organizational psychologists since the beginning of the field. Consumer behaviour could be conditioned and therefore, predicted and controlled just like any other kind of behaviour. The study of consumer helps the firms and organizations to improve their marketing strategies. Commerce has evolved over the centuries. Prior to the evolution of money it was a simple barter process where things could be exchanged for things. The evolution of money brought with it, the concept of a marketplace. The purpose of this study is to examine and analyze the consumer’s buying behavioural pattern towards online shopping. Also tried to find out various attitudes of online shoppers of Tiruppur District towards the online shopping. For this study survey was conducted during 1st July to 30th Dec 2017. The data will be collected from respondents through scheduled containing questions. The study result concluded that future of e-shopping in India especially in cities looking very bright.

Key Words: Consumer Buying Behaviour, Consumer Opinions, Satisfaction Level of E-Shopping, E-Commerce & Tiruppur District Online Shopping.

1. Introduction:

Consumer Behaviour is the study of individuals, groups or organizations and processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impact that these processes have on the consumer and society. Marketers have to study consumers in particular segment. When consumer is treated as the king of the market, the study of consumer behaviour becomes more important for marketing decisions.

Currently we are living in the age of internet. According to the study, about 44 percent students use Internet in India and overall 72% of young people access Internet on regular basis. Due to the vast usage of Internet, the buying patterns have been changed. It has changed the way goods are purchased and sold, resulting to the exponential growth in the number of online shoppers. However, a lot of differences concerning online buying have been discovered due to the various consumers’ characteristics and the types of provided products and services. Attitude towards online shopping and goal to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by other factors like consumer individuality, situational factors, product distinctiveness, previous online shopping understanding and faith in online shopping.

Consumers’ online pre-purchase information search is an essential part of consumer decision making process. Consumer search is the main method, besides advertising, for acquiring information necessary to purchase decisions. Consumers look for products and competitive prices in an attempt to make a “right choice” and decide what, when, and from whom to purchase. Consumers make everyday decisions regarding choice, purchase and use of products and services. These decisions are often important to consumers and thus difficult to make. Online Shopping is relatively new type of retailing. The rise of the Online Shops or Internet Shops is a type of E-Commerce that is Internet based and has proliferated worldwide since the mid-90s. It is an alternative way of selling and buying products and services. It reduces the cost of business investment including the cost of advertising, human resources, inventory, time to market, product improvement and service qualities. People can sell products and buy products through the online shop once the owner has established the shop. Online shopping offers free home delivery, cash on delivery options, 24 x 7 customer case service, Interest-free EMI options, payment through Debit or Credit cards of their customers. Here in this case study I want to know about online consumer’s buying behavioural pattern towards online shopping. This Manuscript aims to identify the respondent’s satisfaction about online shopping. The paper also analyses awareness of consumers towards online shopping. Nature of study is exploratory as well as descriptive in this study both primary & secondary data have been used.

2. Relevance of the Study:

Online shopping is on the rise, showing fabulous potential growth. Due to the availability of convenience in online shopping the customers are getting highly attracted toward this modern method of shopping. From the review of literature it has been found that till now no research has been done in this field on

Tiruppur District. Thus in the light of this background, the research has been made with an attempt to evaluate the customer satisfaction towards online shopping in amazon.com –A study with reference to Tiruppur District.

3. Review of Literature:

Rashed (2013)¹ According to consumers’ opinion, time saving is the most important motivating factor for online shopping, information availability is open 24/7 for huge range of products, brands, reasonable prices, various offers for online purchasing of products, easy ordering system, and shopping fun are the motivating factors for online shopping respectively.

Prashar, Vijay and Parsad (2015)² tried to find out in their study the factors that influenced online buyers in India to select a particular web portal. As per their study results, the main motive influencing respondents was security in transactions.

Bawankule (2016)³ added that the behaviour of Indian online buyers is fast mirroring that of buyers in more developed markets as more subjective product categories have started seeing significant growth. The findings suggested that women buyers in tier 1 cities were more engaged in online shopping, and outspend men by nearly two times, splurging on categories such as apparel, beauty and skincare, home furnishing, baby products and jewellery. “Women buyers are set to become the most significant contributor to the growth of online shopping and there is a huge opportunity waiting to be unlocked in this user segment.”

4. Statement of the Problem:

The Internet explosion has opened the door to a new electronic world. Consumers are now able to use the Internet for a variety of purposes such as research, communication, online banking, and even shopping. As a result of these advantages, the Internet is rapidly becoming a main method of communication and of conveniently conducting business. It is time for the study and to understand the behaviour and satisfaction level and to suggest a proper measure for the development of e-commerce, to provide a means between the online market owners and consumers.

5. Research Methodology:

Research Methodology states what procedures were employed to carry out the research study. The technical facts about the study are given below:-

5.1 Research Objectives: To achieve the goal of the study, the following research questionnaire addressed as primary research objectives:

- ✓ The primary objective of this study is to know about online consumer’s buying behaviours towards online shopping.
- ✓ To identify the customers opinion towards online shopping in Tiruppur District.
- ✓ To find out the problems faced by the customers in online shopping.
- ✓ To find out various attitudes of online shoppers of Tiruppur District towards satisfactions of the online shopping.

5.2 Research Design: In case of research design we used exploratory as well as descriptive research design for this study.

5.3 Sampling Technique: The purposive sampling method was applied in this case study. Source of the sample is Limited to Tiruppur District. Keeping in mind the objectives of the study, a structured questionnaire was prepared for the purpose of collecting the primary Data. A part from variables like: Gender, Age and overall customer satisfaction were collected and percentage method used for this study.

5.4 Sample Size: The present study was conducted in an Tiruppur District. A total of 650 questionnaires were distributed out of which 550 questionnaires were usable.

5.5 Research Instrument: For this study we used structured questionnaire as a research instrument.

5.6 Data Types: In the context of the current study we used both primary & secondary data.

5.7 Method of Data Collection: Primary data have been collected with the help of structured questionnaire by respondent field survey method. In case of secondary data we used internet websites, journals, newspaper etc. For this study collected data has been processed and tabulated by the way of tables. The data was collected over a months in November-December, 2017.

6. Analysis of Data and Results:

As mentioned above, the study is based on a sample of 150 respondents. The demographic profile of sampled customer is shown in table 1.

Table 1: Gender of the Respondents

Gender	Frequency	Percentage
Male	363	66
Female	187	34

¹ Rashed Al Karim (2013), “Customer Satisfaction in Online Shopping: A study into the reasons for motivations and inhibitions”, IOSR Journal of Business and Management Vol.11 (6), July-August 2013, pp.13-20.

² Prashar,S., Vijay, T.S.,& Parsad, C (2015) Antecedents to online shopping: Factors influencing the selection of web portal. International journal of E-Business Research (IJEER), 11(1), pp35-55.

³ Bawankule online shoppers Report in India by Jan 2016.

Total	550	100
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Source: Primary Data

It is evident from the table 1 that out of the total respondents taken for study, 66% are male and 34% are female. It is concluded that the male respondents are highly involved in online purchase.

Table 2: Age of the Respondents

Age	Frequency	Percentage
Below -20	61	11.1
21-25	147	26.7
26-30	182	33.1
31-35	72	13.1
36-40	40	7.3
Above - 40	48	8.7
Total	550	100

Source: Primary Data

It is evident from Age wise analysis that 11.1% are in the age group of below 20 years, 21 to 25 years age group respondents are around 26.7%, 33.1% of the respondents fall in the age group of 26 to 30 years, 13.1% of the respondents are in the age group of 31 to 35 years, the respondents in the age group of 36 to 40 years come to 7.3% and 8.7% of the respondents are in the age group of above 40 years. It is evident that, the respondents in the age group of 26 to 30 years are higher.

Table 3: Marital Status

Marital Status	Frequency	Percentage
Unmarried	241	43.8
Married	301	54.7
Separated	8	1.5
Total	550	100

Source: Primary Data

The above table shows that 54.7% of the respondents are married and 43.8% are unmarried respondents remaining 1.5% respondents are separated. It is concluded that married respondents highly preferred online purchases.

Table 4: Employment Status

Employment Status	Frequency	Percentage
Homemaker	54	9.8
Service	110	20
Own business	208	37.8
Professional	131	23.8
Student	47	8.5
Total	550	100

Source: Primary Data

It is evident from Employment Status Analysis that 37.8% of the respondents are doing own business, 23.8% of the respondents are professionals, 20% of the respondents come under Service, 9.8% of the respondents are homemakers, and 8.5% of the respondents are students. It is understood that self employed (37.8%) prefer higher online purchases.

Table 5: Monthly Income

Monthly Income	Frequency	Percentage
Below Rs10000	117	21.3
Rs 10001 to Rs25000	251	45.6
Rs 25001 to Rs 50000	82	14.9
Above Rs 50000	100	18.2
Total	550	100

Source: Primary Data

It is evident from the table that the number of respondents with income below Rs. 10000 are 117 respondents, 251 respondents monthly income is between Rs. 10001 to Rs. 25000, 82 respondents have monthly income of Rs 25001 to Rs. 50000 and 100 respondents receive above Rs 50000.

Table 6: Family Type

Family Type	Frequency	Percentage
Nuclear	442	80.4
Joint	108	19.6
Total	550	100

Source: Primary Data

It is evident from Family type analysis that 80.4% of the respondents are from Nuclear family and rest of the 19.6% of the respondents are from joint family. Sources show that 80.4% of Nuclear family respondents have access to online shopping.

Table 7: Chi-Square Analysis on the Relationship between Personal Factors and Online Purchase Decision

S.No	Study Factors	Chi-Square Value	DF	Table Value	Significant / Not Significant
1	Age	92.349	15	24.996	S
2	Employment Status	78.086	12	21.026	S
3	Monthly Income	85.135	9	16.919	S

* The Chi-square statistic is significant at the 0.05 level.

Source: Primary Data

Since the calculated value of Chi-square is greater than the table value, it is inferred that there is significant association between the age, Employment Status and Monthly income of the respondents with online shopping decision.

Table 8: Respondents Opinion towards the Quality of the Goods Purchase Through Online

Quality Opinions	Frequency	Percentage
All the goods are of good quality	286	52.0
Some goods are inferior	96	17.5
Some are damaged	43	7.8
Mostly used goods are sold	9	1.6
Duplicate goods are sold	116	21.1
Total	550	100

Source: Primary Data

The above table shows the opinion of 550 respondents towards the quality of the goods purchased through online shopping. It is clear that maximum 52% respondents are of the opinion that All the goods are in good quality in online shopping, 21.1% respondents opine that Duplicate goods are sold in online shopping, 17.5% respondents have the opinion that Some goods are inferior in online shopping, 7.8% respondents are of the opinion that Some are damaged goods in online shopping, and the rest of 1.6% respondents are of the opinion that Mostly used goods are sold in online shopping. It is concluded that maximum 52% respondents' opinion is that goods are of good quality in online shopping.

Table 9: Opinion of Respondents towards the Price of the Goods in Online Purchase

Purchase Price Opinion	Frequency	Percentage
Common as in the shop	195	35.5
Low	343	62.4
High	12	2.2
Total	550	100

Source: Primary Data

The above table shows that, 343 respondents are of the opinion that the price of the goods in online shopping is low, 195 respondents' opinion is that the price of goods in online shopping is common as in the shop level, 12 respondents have the opinion that the price of the goods in online shopping is high. It is found that most of the respondents are of the opinion that the price of goods is low in online shopping.

Table 10: Problems Faced in Online Purchase

Problems in Online Purchase	Frequency	Percentage
Received damaged goods	62	11.3
Delay in delivery	222	40.4
Replacement of damaged goods takes too much of time and formalities	173	31.5
Order not properly executed	41	7.5
Dispatch is not as per schedule	52	9.5
Total	550	100

Source: Primary Data

The above table shows that out of 550 respondents, 222 respondents have faced problems in online purchase like delay in delivery, 173 respondents face problems like Replacement of damaged goods takes too much of time and formalities in online shopping, 62 respondents have received damaged goods in online shopping, 41 respondents orders are not properly executed in online shopping, 52 respondents' purchase dispatch is not as per schedule in online shopping. It is found that delay in delivery of the goods is the higher problem faced by the respondents while shopping online.

Table 11: Chi-Square Tests Gender and Satisfaction Level

Particulars	Calculated Value	Table Value	DF	Sig
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Pearson Chi-Square	7.111	5.991	2	.000
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Significant at 0.05% level

Since the calculated value 7.111 is greater than table value of 5.991, null hypothesis is rejected. Hence, there is significant association between gender and satisfaction level of the respondents.

Table 12: Chi-Square Tests Age and Satisfaction Level

Particulars	Calculated Value	Table Value	DF	Sig
Pearson Chi-Square	108.885	18.307	10	.000

Significant at 0.05% level

Since the calculated value 108.885 is greater than table value of 18.307, null hypothesis is rejected. Hence, there is significant association between age and satisfaction level of the respondents.

Table 13: Chi-Square Tests Marital Status and Satisfaction Level

Particulars	Calculated Value	Table Value	DF	Sig
Pearson Chi-Square	35.212	9.488	4	.000

Significant at 0.05% level

Since the calculated value 35.212 is greater than table value of 9.488, null hypothesis is rejected. Hence, there is significant association between marital status and satisfaction level of the respondents.

Table 14: Chi-Square Tests Employment Status and Satisfaction Level

Particulars	Calculated Value	Table Value	DF	Sig
Pearson Chi-Square	63.951	15.507	8	.000

Significant at 0.05% level

Since the calculated value 63.951 is greater than table value of 15.507 null hypotheses is rejected. Hence, there is significant association between employment status and satisfaction level of the respondents.

Table 15: Chi-Square Tests Monthly Income and Satisfaction Level

Particulars	Calculated Value	Table Value	DF	Sig
Pearson Chi-Square	59.882	12.592	6	.000

Significant at 0.05% level

Since the calculated value 59.882 is greater than table value of 12.592, null hypothesis is rejected. Hence, there is significant association between monthly income and satisfaction level of the respondents.

7. Findings:

- ✓ Among the total respondents taken for study, 66% are male and 34% are female. It can be concluded that the male respondents are highly involved in online purchase.
- ✓ Age wise analysis shows that the respondents of the age group between 26 to 30 years are higher.
- ✓ Marital status analysis shows that married respondents highly prefer online purchases.
- ✓ Employment status Analysis shows that online purchases are highly preferred by self employed (37.8%).
- ✓ Monthly income analysis shows that 251 respondents earn monthly income from Rs 10001 to Rs 25000 they highly prefer online shopping.
- ✓ Family type analysis shows that 80.4% of Nuclear family respondents have access to online shopping, than joint family.
- ✓ Chi-square test reveals that, there is significant association between the age, Employment Status and Monthly income of the respondents with online shopping decision.
- ✓ The table 8 shows the opinion of 550 respondents towards the quality of the goods purchased through online shopping, It is clear that maximum 52% respondents are of the opinion that All the goods are in good quality in online shopping, 21.1% respondents opine that Duplicate goods are sold in online shopping, 17.5% respondents have the opinion that Some goods are inferior in online shopping, 7.8% respondents are of the opinion that Some are damaged goods in online shopping, and the rest of 1.6% respondents are of the opinion that Mostly used goods are sold in online shopping. It is concluded that maximum 52% respondents' opinion is that goods are of good quality in online shopping.
- ✓ The table 10 shows that out of 550 respondents, 222 respondents have faced problems in online purchase like delay in delivery, 173 respondents face problems like Replacement of damaged goods takes too much of time and formalities in online shopping, 62 respondents have received damaged goods in online shopping, 41 respondents orders are not properly executed in online shopping, 52 respondents' purchase dispatch is not as per schedule in online shopping. It is found that delay in delivery of the goods is the higher problem faced by the respondents while shopping online.
- ✓ Chi-square test reveals that, the hypothesis is rejected (significant) in eight cases. It can be concluded that the gender, age, marital status, employment status and monthly income have significant influence on the satisfaction level of the purchase of products through online shopping.

8. Limitation of the Study:

The results of the study are specific to the sample selected and dimensions used. Hence, they may not be generalized for overall population. Actually this study is limited in sample size.

9. Suggestions:

Online shopping or electronic buying has become popular and convenient for the consumers. This new innovative pattern of shopping not only brings a great number and wide range of merchandise to consumers; it also offers huge market and numerous business opportunities. Indian consumer behaviour is totally different compared to other consumers in the rest of the world. Indian consumers prefer to go around the shopping area, to find the product in relation to their wants, i.e. design, colour, quality, price, etc.

- ✓ Inferior goods are sold online, for which consumers are affected, and in some cases they are unable to get the payment back, hence, the marketers have to provide assurance of quality and genuineness.
- ✓ Comparison of products, prices are not available in some of the online shopping sites, they must come forward to display comparison.
- ✓ Compare the product with other online marketers, for product quality, price, etc. There are very many web sites that offer comparison, though you do not have comparison option towards other marketers within the web site, only products can be compared in the particular sites.
- ✓ Buy products assured for quality than for cheap price. Cheap priced products are mostly defective and non-standard.

10. Conclusions:

It can be concluded that the e-commerce market has a great potential for youth segment. If the demographic features are considered carefully, then it can be easily identified that maximum number of respondents of online shopping lie in an age group between 26-30 years. There is a wide mismatch in this segment compared with the global market therefore the E-commerce companies in line with manufacturers and service providers should target this segment for rapid future growth of their business.

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