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## CUSTOMER LEVEL OF SATISFACTION TOWARDS ONLINE SHOPPING AT COIMBATORE CITY-A STUDY

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**Abstract:** Presently a day the way of life of individuals is unique. Individuals feel awkward and tedious for going swarmed markets. Thus, E-Shopping is a shelter as it saves part of time. Internet shopping is an interaction by which customers straightforwardly purchase merchandise, administrations and so on from a dealer without a go-between administration over the Internet. Customers can visit web stores from the solace of their home and shop as by sitting before the PC. Online stores are typically accessible 24 hours every day and numerous customers have web access both at work and at home. So, it is exceptionally advantageous for them to shop Online. One of the most tempting variables about web-based shopping, especially during Christmas season is, it mitigates the need to stand by in lengthy lines or search from a store for a specific thing. Assortment of products are accessible in on the web. So, the analyst needs to know the inclination of the purchasers. So, 150 respondents were met and information were gathered with respect to their inclination towards shopping on the web.

**KEYWORDS:** Online stores, Internet shopping and Coimbatore city.

### INTRODUCTION

The online shopping is the interaction by which customers direct purchase merchandise, administrations and so forth from a dealer intelligently progressively without a go-between administration over the web. Online shopping is the method involved with purchasing labour and products from dealers who sell products on the Internet. Since the rise of the World Wide Web, dealers have looked to offer their items to individuals who surf the Internet. Customers can visit web stores from their homes and shop as they sit before the PC and laptop. Purchasers purchase an assortment of things from online stores.

Indeed, individuals can buy pretty much anything from organizations that give their items on the web. Books, clothing, domestic devices, toys, equipment, programming, and medical coverage are only a portion of the many item's purchasers can purchase from a web-based store. Many individuals decide to lead shopping on the web on account of the accommodation. Internet shopping permits you to peruse unlimited potential outcomes, and even offers stock that is inaccessible in stores. Shopping by means of the web disposes of the need to move through a store's items with potential purchases like jeans, shirts, belts and shoes generally threw north of one arm. Internet shopping additionally kills the appealing, yet aggravating music, just as the hundreds, if not thousands, of other similar people who appear to have chosen to shop around the same time.

## STATEMENT OF THE PROBLEM

The current topic centres around the mentality and inclination of shopper towards online shopping applications on the lookout. There is a huge development in the quantity of portable clients now a days. In the event of online shopping advertisers deals with issue while concentrating on buyer conduct. As extremely a smaller number of clients record remark on their buy insight and advertisers are frantic to be aware of the inclination of item, method of instalment, delivering, bundling, method of return and so forth purchasers additionally have bunches of choice in internet shopping. Thus, the topic is taken to know the reference of purchaser towards online shopping. Online shopping has acquired a significance in present promoting conditions. In any case, alongside its essential development the quantity of rascals, deceitful practices and cheating additionally expanded. Such duping exercises had made dread in the personalities of clients and furthermore an unfriendly effect in the demeanour of shoppers towards online buy. The pain point of this study is buyer's fulfilment and perspectives towards internet shopping will decide the elements that impact clients to shop on the web and those variables will assist the advertisers with figuring their techniques towards web-based showcasing.

## SCOPE OF THE STUDY

- To know there brand the consumers, prefer.
- To be familiar with which type of shopping they do most.
- To discover the justification behind purchasing items.
- To ascertain the value range that individuals prefer most.
- To realize which highlights they appreciate in their items.
- To know the attitude towards online shopping and goals to shop online.

## OBJECTIVES OF THE STUDY

- To study demographic profile of Customers purchasing through online shopping products.
- To determine the customers level of satisfaction towards the online shopping products.
- To examine the satisfaction levels of the customers of the purchased products through online mode.
- To identify the problems in the online shopping.
- To offer suggestions for the findings.

## RESEARCH METHODOLOGY

- Descriptive research design is used in this study.
- Primary data is collected through Questionnaire.
- The sample size is 150 respondents.
- Sampling is done using Simple Random Sampling Method

## STATISTICAL TOOLS USED

The statistical tools used for analysis are

- Simple Percentage
- Chi-Square
- Ranking analysis
- One-way Anova

## REVIEW OF LITERATURE

**Tzeng et al. (2021)**, hence vulnerability starts that retailer may not be totally unsurprising in actuality, shoppers will more often than not break down and comprehend their activities about navigation. Accordingly, the level of satisfaction associated with purchasing through internet-based channels impacts that level of consumer loyalty.

**Tarhini et al. (2021)**, expressed that shopping through web-based channels is effectively advancing because of the chance to save time and exertion. Besides, web-based shopping changes from direct e-store and roundabout e-store about their insight against the genuine encounter.

Rossolov et al. (2021), non-industrial nations actually face different contentions and issues while advancing and using online business to the greatest contrasted and the created nations. In the non-industrial nations, the distinction between the discernment and genuine encounter of the customers differs while purchasing from circuitous e-store contrasted with the immediate e-store. In actuality, as the world has been experiencing the COVID-19 pandemic, it has brought intense changes universally in numerous areas, business being one of them.

## RESULTS AND DISCUSSIONS

The analysis and interpretation of the study on sample size of 150 respondents' and the data collected are classified and tabulated below. Further the following Statistical measures are employed in fulfilling the objective of the study.

- Simple percentage
- One-way Anova
- Ranking analysis
- Chi-square

### SIMPLE PERCENTAGE ANALYSIS

**Table 1: TABLE SHOWING PREFERRED ONLINE SHOPPING WEBSITE**

S. No	Preferred online shopping website	Number of Respondents	Percentage (%)
1	Amazon	34	23
2	Flip kart	59	39
3	Myntra	18	12
4	Snap deal	21	14
5	Jio mart	9	6
6	Others	9	6
	<b>Total</b>	<b>150</b>	<b>100</b>

### INTERPRETATION:

From the above table we found that 23% of the respondents prefer to shop from Amazon, 39% of the respondents prefer to shop from Flip kart, 12% of the respondents prefer to shop from Myntra, 14% of the respondents prefer to shop from Snap deal, 6% of the respondents prefer to shop from Jio mart and 6% of the respondents prefer to shop from Others.

Mostly 39% of the respondents prefer to shop from Flip kart.

### CHI-SQUARE TEST

#### NULL HYPOTHESIS (H<sub>0</sub>):

There is no significant relationship between monthly income and monthly spending on online shopping.

#### ALTERNATIVE HYPOTHESIS (H<sub>1</sub>):

There is a significant relationship between monthly income and monthly spending on online shopping.

#### ANALYSIS BETWEEN MONTHLY INCOME AND MONTHLY SPENDING ON ONLINE SHOPPING

Income	Spending				Total
	Less than Rs.1000	Rs.1000 – Rs.2000	Rs.3000 – Rs.4000	More than Rs.4000	
Less than Rs.15000	33	5	1	10	49
Rs.15000-Rs.30000	12	11	22	0	45
Rs.30000-Rs.50000	8	7	15	0	30

More than Rs.50000	14	6	6	0	26
<b>Total</b>	67	29	44	10	150

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.551 <sup>a</sup>	8	.006
Likelihood Ratio	22.160	8	.005
Linear-by-Linear Association	4.485	1	.034
N of Valid Cases	150		

7 cells (46.7%) have expected count less than 5. The minimum expected count is .14

#### INTERPRETATION:

Hence the p value is grater then 0.05, so, null hypothesis is accepted which states that there is no significant difference between monthly income and monthly spending on online shopping.

#### RANKING ANALYSIS

A Rank analysis is any of several statistics that measure an ordinal association. The relationship between ranking of different ordinal variables or different ranking of the same variable. Where a “ranking” is the assignment of the label “First”, “second”, “third” etc., to different observations of particular variable. A Rank analysis measure the degree of similarity two rankings, and can be used to assess the significance of the relation between them.

#### RANKING ANALYSIS BASED ON PROBLEMS FACED IN ONLINE SHOPPING

PREFERENCE	RANK									
	1	2	3	4	5	6	7	8	9	10
Easy payment	8	10	20	27	32	15	1	2	7	38
Door to Door delivery	4	15	15	24	8	6	2	11	34	41
Time saving	13	19	34	27	4	2	8	11	12	30
New gift offers	12	17	8	13	24	25	11	12	8	30
Massage is to cleared	11	7	5	12	8	2	4	18	29	64
Product is not damaged	24	8	7	8	34	16	2	3	24	34
Cost less	12	18	11	21	34	8	5	3	12	36
Much faster	9	16	13	16	10	21	13	14	7	41
Good communication	31	14	12	10	13	10	7	17	13	33

Brand of the product	24	12	16	4	4	11	17	9	15	48
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**Calculation:**

PREFERENCE	RANK										TOTAL	RANK
	1	2	3	4	5	6	7	8	9	10		
Easy payment	80	90	160	189	192	75	4	6	14	38	848	IV
Door to Door delivery	40	135	120	168	48	30	8	33	68	41	691	IX
Time saving	130	171	272	189	24	10	32	33	24	30	905	I
New gift offers	120	153	64	91	144	125	44	36	16	30	823	V
Massage is to cleared	110	63	40	84	48	10	16	54	58	64	547	X
Product is not damaged	240	72	56	56	204	80	8	9	48	34	807	VI
Cost less	120	162	88	147	204	40	20	9	24	36	850	III
Much faster	90	144	104	112	60	105	52	42	14	41	784	VII
Good communication	310	126	96	70	78	50	28	51	26	33	868	II
Brand of the product	240	108	128	28	24	55	68	27	30	48	756	VIII

**Source: Primary Data****INTERPRETATION**

From the above ranking analysis, it was found that Time saving ranks I, Good communication ranks II, cost less ranks III, Easy payment ranks IV, New gift offers ranks V, Product are not damaged ranks VI, much faster ranks VII, Brand of the product ranks VIII, Door to Door delivery ranks IX and Massage are to cleared ranks X.

**ONEWAY ANOVA****Null Hypothesis**

There is no significant difference in the satisfaction with preferred online shopping website and its products.

**Alternative Hypothesis**

There is a significant difference in the satisfaction with preferred online shopping website and its products.

**PREFERRED ONLINE SHOPPING WEBSITE AND SATISFACTION WITH THE PRODUCTS - ONEWAY ANOVA**  
ANOVA

<b>Overall service experience in online purchasing with respect to age</b>					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.008	3	.003	.010	.999
Within Groups	95.886	146	.246		
Total	95.893	149			

Source: Primary Data

#### INTERPRETATION

The above table highlights that the data for constructs were subjected to independent sample t-test. The Levene's test for equality of variance was applied. The f. statistics value has corresponding significance (or p-value) greater than 0.05 for construct like awareness about satisfaction with overall satisfaction with preferred online shopping website and its products.

This means that for this construct null hypothesis gets to be rejected as "There is a significant difference in the overall satisfaction with preferred online shopping website and its products".

#### FINDINGS FOR SIMPLE PERCENTAGE METHOD:

- Most 20.77% of the respondents prefer Amazon.
- Majority 53.85% of the respondents purchase through online Monthly.
- Most 42.31% of the respondents purchase in online due to You can buy the rare product in online.
- Majority 57.69% of the respondents were Satisfied with delivery.
- Majority 68.46% of the respondents were satisfied with speed.
- Majority 93.85% of the respondents are satisfied with price.
- Most 33.08% of the respondent's Main purpose for using the online shopping is Time saving.

#### FINDINGS FOR CHI-SQUARE TEST

- Since the calculated value is higher than the table value and our hypothesis is proved, null hypothesis is rejected. Hence alternate hypothesis is accepted. So, there is significant relationship between monthly income and frequency of shopping.
- Since the calculated value is higher than the table value and our hypothesis is proved, null hypothesis is rejected. Hence alternate hypothesis is accepted. So, there is significant relationship preferred product and expectation of product during purchasing.

#### FINDINGS FOR RANKING ANALYSIS

- From the above ranking analysis, it was found that Much faster ranks I, cost less ranks II, Time saving ranks III, Easy payment ranks IV, Good communication ranks V, New gift offers ranks VI, Massage is to cleared ranks VII, Brand of the product ranks VIII, Product are not damaged ranks IX and Door to Door delivery ranks X.
- From the above ranking analysis, it was found that Time saving ranks I, Good communication ranks II, cost less ranks III, Easy payment ranks IV, New gift offers ranks V, Product are not damaged ranks VI, much faster ranks VII, Brand of the product ranks VIII, Door to Door delivery ranks IX and Massage are to cleared ranks X.

**FINDINGS FOR ONEWAY ANOVA**

- The above result highlights that the data for constructs were subjected to independent sample t-test. The Levene's test for equality of variance was applied. The f. statistics value has corresponding significance (or p-value) greater than 0.05 for construct like awareness about satisfaction with overall service experience in online purchasing with respect to age.
- This means that for these constructs null hypothesis gets to be rejected as "There is a significant difference in the overall service experience in online purchasing with respect to age".

**SUGGESTIONS**

- Customer like best quality product on any price, so company should add latest technology to their products.
- After sales services is the area where Online shopping Company can highly satisfy the existing customer, because they can make more customer through their word of mouth. So online shopping should provide latest and reliable service to their customers.
- Customer's behaviour always looks for some extra benefit with purchasing. They demand for affordable price for product and gifts with purchasing.
- Online shopping company should give more emphasis on advertising to create market awareness and to make a brand image in the minds of investors.
- Online shopping company should do more publicity through road shows, newspaper and advertisement. As this will create awareness about the fund and schemes that are at present managed by the International Company.
- They should keep a close eye on competitor strategy.

**CONCLUSION**

As the research has shown the customer satisfaction of Online shopping in Coimbatore city. Since the consumer customer satisfaction is the important factor to forecast the sales of any product in a particular area. So, company should keep close eye on the market situation. yet, customer was price sensitive, but the changing market trend and customer view and preference shown that customer are now quality sensitive. They want quality product, good services, easy availability of product and better performance by the product.

These days no of customer buying from online has been increased. Also, the frequency to visit the online web portal for purchasing has been increased substantially. People are more brands conscious and they are satisfied with the range of products available in online.

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