



ONLINE SHOPPING SATISFACTION AND PURCHASE INTENT FOR TEXTILES, DURABLE GOODS AND JEWELLERY.

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1.1 INTRODUCTION TO THE STUDY

India is one of the largest emerging markets with a population of more than one billion. As one of the prime economies in the world in terms of purchasing power. Purchasing online by Indian urban consumers is growing. Branded stock in categories like Apparels, Cosmetics, Durables and Jewellery are slowly becoming a lifestyle product that are widely accepted by the urban Indian consumers. India also has the youngest population give data among the numerically significant countries. (NathaliePe~na-Garci et al., 2020) There are lot of young people in different income segments and locations, who are influencing their parents spending their money. The most challenging concept in marketing of products in this era is to deal with understanding the buying behaviour.

People have an assumption that the development of social media and marketing has begun when the Facebook had a hike, but then in reality all the developments in social media marketing has started growing from the early 70's where the mode was different. Which was done through telecommunication and television kind of activities. After the hit of technology and online developments almost all the fields upgraded themselves to a development of technical knowledge through online. In the world of shopping right from the production till the reach of customers many concepts are upgraded like marketing, affiliating, influencer's role and one click advertisings. (Huff., 1998) Where these are done with posters and banners were changed into online mode of advertisings. It also helped in the growth for producers and manufacturers. In another view many new small entrepreneurs and small businesses are developing recently, homemade products, organic products are developing more in number after the pandemic.

Customers are the stable target of all the business and the way of production, marketing may differ to the nature of business whereas the role of customer is to purchase the product but in recent times the mode of online advertising is ruling thought the social media platforms and online advertisements. Before making final purchase, consumers are bombarded by several factors which limits or influence consumers for the final decision. (Ivanaj, 2019) Online shopping has been evolving fast and has the potential to grow exponentially in

time to come, as Internet penetration reaches far and wide across the rural areas. It is now playing a very important role in everybody's life especially people with a very busy life schedule.

The act of affiliate and one click ads are ruling the media marketing industry. The influence of those over customer is a daunting task where the unplanned shopping also occasionally. People would have decided of purchasing a product or would have listed to purchase later but these ads and influencing acts tends the people to buy the product in an unplanned situation and so this study has concentrated the influencing factors of purchasing online and the satisfaction level in the online purchase.

1.1.1 ONLINE SHOPPING SATISFACTION AND CUSTOMERS INTENTION

Social Media Marketing

When it comes to online shopping, the first step of purchasing begins with the influencing advertisement where as people are dragged to the purchasing decisions just with as flash of 2 to 3 sec attractive advertisements. A team of people are working in the particular field of social media to target the customers. (Chen, 2021). This is as a part of digital marketing, not just a platform for business. But it provides space for the people to stay in touch as well it allows everyone to learn, entertain and even earn from anything and everything. There are plenty of platforms for all those from fun to earn. Where the most preferred applications or platforms of social media are Facebook, Instagram, Twitter, LinkedIn, YouTube and Snapchat.

Purchase intention

In this present world people are moving towards the world of internet where the intentions of purchase through the online platforms have drastically improved also it has changed the buying behaviour of the customers. (Osman, 2016). This is one of the predictors of current buying behaviour and the indicators of the customers likelihood is tested. The major factors those influence the purchase is attitude, price sensitivity, external influence and previous experience. In the field of marketing of durable goods the satisfaction and purchase intention of the customer is very crucial.

Customer Satisfaction

the study undergone by (Masekwane Donald moraba., 2015) titled "Evaluating Customer Satisfaction of clothing industry service using decision making algorithm" has identified the factors which influence the satisfaction of the customers. Around 570 respondents from 17 stores were selected from using random sampling. The study revealed that customers of these stores value clothing with high quality and remain loyal to the clothing store that provides quality clothing services. (Mazaheri, 2021) the frame of the store was not prioritised than the quality product.

1.2 STATEMENT OF THE PROBLEM

The Online sale and online mode of activities are developing worldwide at the recent times under various categories of business. The ultimate motto of different owners towards online sale is to sell as much stock as possible in order to make their profit hike and also to have a stable profit with availability of fresh loaded stock for the forth coming seasonal orders. (Verdugo, 2020.) Different platforms are available for people to order and provide good value for money to the customer, in online mode of purchase. It also provides them with a wide variety choice of offers regardless of the products they offer in addition to attractive

promotional offers. In this study an attempt is being made to study the purchase intentions and satisfaction towards online shopping of textile, durable and jewellery.

1.3 SCOPE OF THE STUDY

Scope of the study is to find out sales promotion techniques used by the online platforms in respect of, various products viz., textiles, durables and jewellery with reference to Coimbatore city. The present study had been carried out to find out the purchase intentions with reference to consumer attitude and satisfaction towards online shopping. This has been achieved by taking down the respondent's view by the researcher, using a well-structured questionnaire. The findings of the study will help the sellers of the social media platforms, to help them retain the customers in the market. All these would help the customers to decide their purchase technique and the behaviour of purchasing with effective and affordable budget.

1.4 OBJECTIVES OF THE STUDY

The objectives of the study are ,

- To know the purchase intention and attitude of the respondents about the online purchase of textile, durable and jewellery.
- To know the influencing factors in decision making and level of satisfaction towards purchase of textile, durable and jewellery through online.

1.5 RESEARCH METHODOLOGY.

- **Sample population:** The population of the study is confined to residence of Coimbatore city.
- **Sampling and sample design:** Random sampling technique has been applied for the selection of online purchasers residing in Coimbatore City, and a total of 250 samples is taken for the study.
- **Source of data**

Primary data was collected through a well-structured questionnaire designed specially to collect data about customer's purchase intention and satisfaction with regards to online purchase.

Secondary data has been collected from various books, journals, previous research studies.

- **Theoretical Framework**

The factors taken for the study are.

Purchase intention.

1. Attitude
2. Price sensitivity
3. External influences
4. Previous experience.

Satisfaction of customers.

1. Textiles
2. Durable goods
3. Jewellery

- **Hypothesis and analytical framework.**

Hypothesis framed for the study based on objectives are.

- H_0 : There is no significant relationship between demographic profile and influencing factors .
- H_0 : There is no significant difference in the satisfaction level with respect to textiles, durables and jewellery among different Demographic factors of the respondents

The collected data have been reviewed and consolidated for and the following statistical tools namely, Percentage analysis, Mean, Standard Deviation, and chi square have been applied using SPSS.

1.6 INFERENCE OF THE ANALYSIS

Collected data for the study is tested using (SPSS)version 21 and the relevant results are presented and inferred.

1.6.1 SIMPLE PERCENTAGE (Demographic Profile):

Table 1.6.1 Simple Percentage of Demographic Profile

Factors	Range	Percentage of responses
Age	Less than 20 yrs	47
	20 to 30 years	37
	31 to 40 years	10
	Above 40 years	6
Gender	Male	35
	Female	65
Educational Qualification	UG	62
	PG	12
	Professional	26
Type of family	Nuclear	78
	Joint	22
Earning members	1	37
	2	48
	3	13
	More than 3	2
Family Annual Income	Below 4 Lakh	9
	4to 5 Lakh	36
	5to 6 Lakh	53
	6 Lakh and above	2

Source: Primary data

The above table of percentage analysis depicts the demographic profile of the respondents of this study.

Chi-square

Chi-square test has been applied to find out whether there is any significant relationship between the demographic variables of the respondents and study variables taken for the study. The relationship between the variables is tested at 5% level of significance.

CHI-SQUARE RESULTS**1.6.2 RELATIONSHIP BETWEEN PURCHASE INTENTION AND AGE.****Table 1.6.2****Chi-Square for Relationship between Factors of Purchase Intention and Age.**

H₀: There is no significant relationship between Purchase intention and Gender,

Factors of Purchase Intention	Gender		Df	Null Hypothesis
	χ^2	Asymp. Sig.		
Attitude				
Product usage	4.294	.368	4	Accepted
Placing of orders	7.630	.106	4	Accepted
Payment Decisions	17.855	.001	4	Rejected
Price sensitivity				
Discounts offered	6.087	.193	4	Accepted
Seasonal offers	20.873	.000	4	Rejected
Bulk purchase offer	6.260	.100	3	Accepted
External influences				
Friends' suggestions	4.265	.371	4	Accepted
Co-workers influence	8.141	.043	3	Rejected
Social status	8.015	.046	3	Rejected
Previous experience				
Platform used already.	6.259	.181	4	Accepted
Products purchased	28.813	.000	4	Rejected
Family members feedback	14.993	.005	4	Rejected

Source: Primary data

The table indicates the relationship between factors of purchase intention with age. From the chi-square results the null hypothesis is accepted in the case of, Product usage, placing of orders, discounts offered, friends' suggestions, platform used in previous purchase, Since the calculated value is lesser than the table value, and as a result the null hypothesis says there is no association between Purchase intention and Gender. Hence the Hypothesis is accepted.

In the same manner in the case of Payment Decisions, Seasonal offers, Co-workers influence, social status, Products purchased, Family members feedback the calculated value is found to be higher than the table

value, and as a result the null hypothesis says there is no association between Purchase intention and Gender. Hence the alternate hypothesis is accepted.

ANOVA

ANOVA has been applied to test the significant difference between the demographic variables taken for the study and the satisfaction level of the respondents towards online purchase with respect to textiles, durables and jewellery at 5% level of significance.

1.6.3 The Relationship between Satisfaction level of the respondents towards online shopping with respect to Textile, Durables and Jewellery among different demographic factors

TABLE 1.6.3: Demographic factors with Satisfaction level of online shoppers.

Demographic Factors		Satisfaction			
			Mean	S.D	No.
Age	Less than 20 yrs	S1	19.00	2.59	18
		S2	26.83	1.32	12
		S3	15.50	1.00	8
	20 to 30 years	S1	20.54	2.63	110
		S2	27.86	3.01	76
		S3	17.40	1.92	70
	31 to 40 years	S1	27.75	3.27	81
		S2	20.60	2.63	70
		S3	17.38	2.15	62
	Above 40 years	S1	26.46	3.53	22
		S2	19.09	2.20	30
		S3	16.42	1.61	14
Educational Qualification	UG	S1	19.82	3.35	39
		S2	27.81	4.104	27
		S3	17.52	1.99	23
	PG	S1	20.54	1.97	42
		S2	26.54	3.09	32
		S3	16.54	1.96	26
	Professional	S1	27.83	2.39	31
		S2	20.71	2.02	39
		S3	17.57	1.93	28
Family Annual income	Below 4 Lakh	S1	20.43	1.90	46
		S2	26.81	2.94	32
		S3	15.93	1.79	30
	4to 5 Lakh	S1	20.46	2.51	90

		S2	27.59	3.94	64
		S3	17.03	2.09	52
		S1	20.62	2.64	34
	5to 6 Lakh	S2	27.61	3.65	42
		S3	17.76	1.78	42
	6 Lakh and above	S1	19.84	2.92	50
S2		27.52	3.41	42	
S3		18.00	1.88	30	

Source : Primary data

SUMMARY OF TABLE 1.6.4

As mentioned in the table Satisfaction score in textiles(S1), Durables (S2), and Jewellery (S3) owned mean values of the different demographic factors, that vary between 15.00 to 27.8. The highest mean score among the responses are highlighted in the table 1.6.4 and the same have the highest level of satisfaction for the relevant factors. The least and the highest are check in the descriptive table.

TABLE 1.6.4 : ANOVA of Demographic factors Vs Satisfaction Levels.

H0: "There is no significant difference in the satisfaction level with respect to textiles, durables and jewellery among different Demographic factors of the respondents"

Demographic / Satisfaction		SUM OF SQ	OF Df	Mean F SQ	SIG	
AGE						
Satisfaction of Textile * Age	Between Groups	36.93	6	12.312	1.970	.122
	Within Groups	724.93	232	6.24		
	Total	761.86	238			
Satisfaction of Durables * Age	Between Groups	29.97	6	9.99		
	Within Groups	896.48	172	10.42	.958	.416
	Total	926.456	178			
Satisfaction of Jewelry* Age	Between Groups	18.20	6	6.069	1.557	.207
	Within Groups	284.469	146	3.897		
	Total	302.67	152			
Educational Qualification						
Satisfaction of Textile * Educational Qualification	Between Groups	17.83	4	8.912	1.400	
	Within Groups	744.043	232	6.35		.002
	Total	761.86	238			
Satisfaction of Durables * Educational Qualification	Between Groups	19.97	4	9.99		
	Within Groups	904.48	172	10.41	.958	.388
	Total	926.456	178			
Satisfaction of Jewelry* Educational Qualification	Between Groups	17.620	4	8.069	2.287	
	Within Groups	285.469	146	3.853		.009
	Total	302.67	152			

Family Annual income						
Satisfaction of Textile * Family Annual income	Between Groups	9.35	6	3.119		
	Within Groups	752.50	232	6.487	.481	.696
	Total	761.86	238			
Satisfaction of Durables * Family Annual income	Between Groups	9.252	6	3.08	.289	.833
	Within Groups	917.20	172	10.66		
	Total	926.45	178			
Satisfaction of Jewelry* Family Annual income	Between Groups	40.97	6	13.65	3.08	.004
	Within Groups	261.704	146	3.58		
	Total	302.675	142			
Source :Primary Data						

Satisfaction towards Textile: As the significant value is more than 0.05, the null hypothesis is accepted and the result shows that there is no significant difference in the satisfaction level of the respondents towards online shopping among different age groups and family annual income of the respondents. Whereas in the case of educational qualification the significant value is found to be lesser and so it is proved that there is a significant difference in this case alone.

Satisfaction towards Durables: As the significant value is more than 0.05, the null hypothesis is accepted and the result shows that there is no significant difference in the satisfaction level of the respondents towards Online shopping among different age groups, educational qualification and family annual income of the respondents.

Satisfaction towards jewellery: As the significant value is more than 0.05, the null hypothesis is accepted and the result shows that there is no significant difference in the satisfaction level of the respondents towards Online shopping among different age groups of the respondents. Where as in the case of educational qualification and family annual income the significant value is found to be lesser and so this proved there is a significant difference in this case alone.

1.6 CONCLUSION

As a common man each one of us are very much aware of the growth rate of online activities like learning, shopping, selling, teaching, affiliating, influencer and much more options of earning and spending. Where this study concentrated the purchase intention and satisfaction towards the online shopping, the results of chi square stated that the Attitude and price sensitivity of the customer is somewhere disturbed through online marketing or shopping experience which makes us understand that Attitude towards a product tends us to buy or neglect a product. Customer satisfaction has been recognized as playing an essential role for success and survival in today's competitive environment. The role of the satisfaction, trust and reputation of firm have been increasing `in order to attract and retain customers, it is incredibly necessary for the researchers of media platform to understand the customer's needs and making them satisfied as much as possible. As a result of this, customers will remain stick with the most preferable platforms on long term basis. If it is done systematically with managerial insights, then they can retain their customers and it will be win-win situation for the social media seller platforms and customers as well.

1.7 SUGGESTIONS

- The study has revealed a price-conscious customer in the market. Hence, the platforms should adopt a reasonable pricing and discount policy to satisfy the customers. (Le-Hoang, 2020)
- Pricing and advertising strategies play an important role on attracting the customers. So marketer or the platform designers may concentrate on the both and plan right marketing plans to have a stability
- Most of the people prefer to buy textiles in offer and discount. Therefore, discounts and advertisements for durables and jewellery should be made more attractive.
- People feel that prices shown in the advertisement are not prompt therefore it is the shopper's responsibility to avail prompt discount

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