



## **SATISFACTION ON ONLINE SHOPPING - A Study with Special Reference to Pollachi Taluk**

**Dr. M. V. Sathiya Bama\* & M. Ragaprabha\*\***

\* Assistant Professor & Head, Department of Commerce  
(E-Commerce), NGM College, Pollachi, Tamilnadu

\*\* M.Phil Research Scholar, NGM College, Pollachi, Tamilnadu

### **Abstract:**

*The act of purchasing products or services over the Internet is called online shopping. In this generation of fast moving lifestyle, customers are busier than what they were few years back. Today both urban and rural areas enjoy internet facilities. It is precisely for this reason customers are also purchasing the products or services online. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. Dahiya Richa, (2012) an online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The study was carried out to measure the extent of satisfaction on online shopping, factors influencing buying behavior and preferred online websites. The outcome of the study was based on 250 respondents selected from pollachi town of Tamilnadu. The data required for the study have been collected through questionnaires and analyzed by using statistical techniques as tools, such as Simple Percentage, Chi-Square test and Weighted Average Rank Method. The study is focused on satisfaction on online shopping and online buying behavior.*

**Keywords:** Online Shopping, Buying Behavior, Preferred Online Websites & Satisfaction On Online Shopping.

### **Introduction:**

Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. **Khushboo Makwana, Khushboo Dattani and Himanshu Badlani, (2013)**, one of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item.

**Ankur Kumar Rastogi, (2010)**, with technological up-gradation, online purchase has gained popularity. Online purchasing behaviour varies to a great extent in comparison with the traditional buying, as an analysis of the online purchasing shows. **Gayathiri. R, Balachandran. S and Usha. S, (2014)**, today both urban and rural areas enjoy internet facilities in this generation of technological up-gradation the consumer buying behaviour has changed to a great extent. Companies are also well aware of these facts and that's why they are also giving greater importance to online consumer behaviour. There was a time when people had ample time to visit the store and purchase the products from the stores but, with the changing business scenario the customer prefer the electronic purchase of goods or services as it saves time.

The facility of online purchasing has allowed customers to identify the different types of products available in the global market, the new inventions that have taken place and evaluate the product according to their prices just by a click of the mouse, without wasting precious time in waking to the retail store. Due to rapid globalization, all types of products are available on the net. **Mohanapriya.S and Anusuya.D, (2014)**. All types of commodities and services are being sold through the websites. Goods and

services, consumer durables, books, audio and video cassettes and services like and air tickets can also be purchased online. With the wonderful expansion of the internet, online shopping is also on the rise, showing fabulous potential for future growth, as well. **Dr.Mubin Kiyici, (2012)**, in reality, various businesses are now trying to globalize their sales and marketing efforts for their products and services all through the net, patrons have turn in to the prime receiver in this online shopping bang.

**Objectives of the Study:**

The study makes an attempt to seek solutions to the questions raised in the statement of problems. Accordingly, the following objectives have been framed.

1. To study the satisfaction on online shopping.
2. To analyze the factors influencing online buying behavior of the customers.
3. To ascertain the most preferred online shopping websites among the users.
4. To identify the problems in online shopping.

**Sampling:**

A sample is a small proportion selected for observation and analysis. Convenient Random Sampling method has been adopted in choosing a sample. Pollachi town consumers are used for the study. The data required for the study have been collected through the structured questionnaire. The sample consumers have been selected from different parts of Pollachi town. Among the issued 300 questionnaires, 275 consumers responded. Of the 275 received, 25 questionnaires were irrelevant. Only 250 questionnaires are taken for analysis in the present study.

**Framework of Analysis:**

The data required for the study is primary in nature. Questionnaire method has been used to collect the data. The data collected have been analyzed by using statistical techniques as tools, such as Simple Percentage Analysis, Chi-Square test and Weighted Average Rank Method.

**Significance of the Study:**

The results of the study will be immense use to the consumers who are doing online shopping. It creates awareness among the consumers about time saving, money saving, delivery charges, offers, variety of products, product verification before payment etc. It helps to identify the problems involved in online shopping and gives remedial measures to overcome it. The study also reveals the different websites available for online shopping.

**Online Buying Behaviour and Its Determinants:**

The Table 1 shows the association between selected variables and online buying behavior. The selected variables are found to have significant association with the online shopping.

**Association and Strength of Relationship between Selected Attributes and Online Buying Behavior:**

**Table: 1**

<b>Variables</b>	<b>Association</b>
Area of Residence	✓
Age	✓
Gender	✓
Marital Status	
Educational Qualification	
Occupation	✓
Monthly Income (Self)	

Monthly Income (Family)	
Frequency of Purchase	
Duration of Purchase	
Sources of Information	
Recent Purchase	
Cost of Recent Purchase	✓

The Table 1 exhibits the results of Chi-Square test reveals that, of the thirteen variables selected the following variables namely, area of residence, age, gender, occupation and cost of recent purchase through online are found to be associated with the online buying behavior and level of satisfaction. To sum up of the thirteen variables, eight variables are not found to be significant.

**Weighted Average Rank Method:**

The weighted average formula is used to calculate the average value of a particular set of numbers with different levels of relevance. The relevance of each number is called its weight. The weights should be represented as a percentage of the total relevancy. Therefore, all weights should be equal to 100%, or 1.

**Preferred Online Shopping Websites: Table-2**

R a n k	W e i g h t	Amazon		Flipkart		Snapdeal		Yepme		Ebay	
		Res	S c o r e	Res	S c o r e	Res	S c o r e	Res	S c o r e	Res	S c o r e
I	10	40	400	126	1260	40	400	18	180	16	160
II	9	72	648	54	486	82	738	10	90	10	90
III	8	68	544	32	256	76	608	20	160	18	144
IV	7	26	182	14	182	26	182	76	532	52	364
V	6	18	108	6	36	6	36	56	336	98	588
VI	5	10	50	6	30	4	20	30	150	30	150
VII	4	6	24	4	16	4	16	28	112	6	24
VIII	3	4	12	2	3	6	18	6	18	12	36
IX	2	2	4	2	4	2	4	4	16	4	16
X	1	4	4	4	4	4	4	2	2	4	4
<b>Total</b>		<b>1976</b>		<b>2277</b>		<b>2026</b>		<b>1596</b>		<b>1576</b>	
<b>Average</b>		<b>197.6</b>		<b>227.7</b>		<b>202.6</b>		<b>159.6</b>		<b>157.6</b>	
<b>Rank</b>		<b>III</b>		<b>I</b>		<b>II</b>		<b>IV</b>		<b>V</b>	

Jabong		Myntra		Shop Clues		Home Shop 18		India times shopping	
Res	Score	Res	Score	Res	Score	Res	Score	Res	Score
6	60	4	40	2	20	0	0	0	0
6	54	6	54	2	18	6	54	2	18
10	80	6	48	8	64	4	32	8	64
20	140	18	126	6	42	6	42	4	28
42	252	8	48	12	72	2	12	8	48
72	360	54	270	20	100	6	30	10	50
40	160	84	336	32	128	26	104	20	80
20	60	26	78	96	288	44	132	30	90
18	36	32	64	38	76	108	216	48	96
16	16	12	12	34	34	48	48	120	120
<b>1218</b>		<b>1076</b>		<b>842</b>		<b>670</b>		<b>594</b>	
<b>121.8</b>		<b>107.6</b>		<b>84.2</b>		<b>67</b>		<b>59.4</b>	
<b>VI</b>		<b>VII</b>		<b>VIII</b>		<b>IX</b>		<b>X</b>	

The most preferred portal have used for online buying products selected for ranking are Amazon, Flipkart, Snapdeal, Yepme, Ebay, Jabong, Myntra, Shop Clues, Home shop 18, India times shopping. Among the ten preferences for online websites, Flipkart secured first rank with the weighted average of 227.7; the second rank is occupied by Snapdeal with the weighted average score of 202.6. The third rank is occupied by Amazon with the weighted average score of 197.6. The fourth rank is occupied by Yepme with the weighted average of 159.6, The fifth rank is Ebay with the weighted average score of 157.6, The sixth rank is occupied by Jabong with the weighted average score of 121.8, The seventh rank is occupied by Myntra with the weighted average score of 107.6, The eighth rank is occupied by Shop clues with the weighted average score of 84.2, The ninth rank is occupied by Home shop 18, The tenth rank is occupied by India times shopping with the weighted average score of 59.4.

**Suggestions:**

A few measures have been suggested to improve the level of satisfaction of online shopping.

- Increasing sophistication of the technology of the 21st century, practically everything is virtually possible, and shopping from the comfort of one’s home has become a part of most people’s daily lives. Unfortunately some people not having enough knowledge about shopping through online. So awareness should be created to the customers about shopping through online.
- There are only limited web sites are available for doing online shopping. Hence the government must take initiatives and promotes the business people to do their business in online shopping.

- The vendors who are doing online shopping should ensure the quality of the goods delivered through online shopping which will help the sellers to retain the existing customers and increase the potential customers for their business.
- There is no follow up from the sellers regarding the performance of the goods sold through online shopping. Hence the sellers in the online shopping should implement the practices follow up action with the customers as like in the case of offline selling.
- The delivery period in online shopping to supply the goods is one month. It should be changed. The sellers must ensure the speedy delivery of the goods ordered through online shopping.
- Introducing various offers through online shopping like discount sale, gift vouchers, free gifts, etc. So that more customers will be attract towards online shopping.
- An awareness program may be conducted by the leading online shopping companies in schools and colleges to enrich their knowledge on online shopping.

#### **Conclusion:**

The study pointed out that perception towards online shopping, factors influencing buying behavior of online shopper's most preferred online websites. The study also reveals that the various problems faced while doing online shopping and suggestions also given to overcome those problems. The government should organize classes with the support of NGOs to teach the technical knowledge to the people in the study area particularly in the rural parts of the Pollachi Taluk.

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