

# A Study on Consumer Awareness and Satisfaction of Online Shopping Consumers with Special Reference to Coimbatore District

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## Abstract:

*Online shopping is a new phenomenon in E-commerce and its definitely going to emerge as future of shopping in the technological world. Due to increasing internet and mobile penetration, growing acceptability of online payments has provided the unique opportunity to service providers to connect with their customers. This study attempts to find out the level of awareness, most preferred shopping site and satisfaction towards online shopping in Coimbatore district. The required data were collected from 634 respondents those who are actively involved in buying products in online shopping, by using structured questionnaire.*

**Key Words:** Online Shopping, Shopping Behavior, Consumer awareness, most preferred shopping site and Consumer satisfaction.

## INTRODUCTION

Online shopping has gained much popularity during the last two decades, predominantly people feels it much convenient and trouble-free to shop from anywhere. Due to technological up-gradation, the consumer buying behaviour has been changed drastically in both urban and rural areas because of ample facilities of internet. Online shopping is the act of buying products or services via Internet. In this technological world, internet is not only used as medium to keep in touch with the consumers. But it's also used as the best way to promote the products and services, tracing potential consumers and maintaining the effective customer relationship. Over the decades almost every business organizations offering the various products like hardware, software, books, toys, home appliances etc. to their customers through online.

India might have only 300-odd million Internet users, out of its total population of 1.3 billion. Despite being the second-largest user base in world, only behind China

(650 million, 48% of population), the penetration of e-commerce is relatively little low while comparing to markets such as the United States (266 million, 84%), or France (54 million, 81%), however, the Indian market is growing at an unprecedented rate, adding around six million new entrants every month. For any other industry, it takes decades of effort to have companies that are worth billion dollars. During the last year our Indian online consumers are spent nearly 58,370 crores on shopping from other countries, for buying groceries to furniture, apparel to accessories, beauty products and jewellery to travel ticketing. It shows e-commerce have significantly empowered the Indian consumers. In fact, so much, so that India will see more people come online than any other country in the next 15 years.

## Review of Literature

**Banu et al. (2014)** highlighted according to the UCLA Centre for communication policy, online shopping has become the third most popular internet activity, immediately following e-mail Using/instant messaging and web browsing. It is even more popular than seeking out entertainment information and news, two commonly thought of activities when considering what internet users do when online. This researcher stated that online shopping has a very bright future in India. Perception towards online shopping is getting better in India. With the use of the internet, consumers could shop anywhere, anything and anytime with secure and safe payment options. Consumers could do comparison-shopping between products, as well as, online stores.

**Jayaprakash. K and Pavithra. A (2017)** stated in their research work, present technological development with respect to the internet has given platform to a new marketing system. This study brought to the fact that most of the online customers are educated and students who have a positive perception towards online shopping, in risk

perception particularly concerns about online shopping security, is keeping out many people from online shopping. Ensuring adequate safety measures in delivery of products are a challenging task in front of online sellers to maximize their sales.

**Jayaprakash. K., Balakrishnan. N and Sivaraj. C (2016)** examined the factors influencing online buying behavior of rural consumers towards online shopping. The following are the influencing factors with highest loading such as saving time and money, Follow as the new trend, Shopping at leisure time, Offers and seasonal discount, Easy to compare features and price; second factor by Wide range of products and Convenient Payment; third factor by Defective products are replaced properly and After sales services are satisfactory; and fourth factor by Free home delivery.

**Jukariya and Singhvi (2018)** analysed the key factors, which mostly affect the buying behaviours of students of MPUAT, Udaipur for online buying. The researcher identified that the following are the key factors such as Transaction security and multiple payment options, Privacy, Price and quality of the products, delivery time and after sales service were few major factors that affect students' online shopping behaviour.

**Mohanapriya and Anusuya (2014)** carried out a research on, 'A study on Customer Preferences and Satisfaction towards Selected Online Websites with Special Reference to Coimbatore city', to find out the most preferred website among the selected websites, preference and level of satisfaction on online shopping. The study reveals that majority of the respondents prefer Flipkart followed by Amazon, eBay, Snapdeal, Jabong, Mytra. The customer prefers online purchase as it saves time, less price and due to convenience. Most of the respondents are satisfied with the service of online shopping such as timely delivery, discount offers, guarantee, warranty, and security.

**Shanbhog et al. (2016)** analysed customer's attitude towards direct selling and indirect selling online firms based on their reputation. The researcher concluded that customers prefer to use indirect selling of online firms mainly because of its offers, wide range of products, offering attractive discount or offers for every product and by displaying user reviews about the price and quality of the product

purchased from their website, it helps in making buying decision.

**Van et al. (2014)** study entitled 'Evaluating Factors Influencing Consumer Satisfaction towards Online Shopping in Vietnam identified the factors that influence online shopping. The findings of the study reveal that the various factors that influence online shopping are merchandise attribute, payment method, security, privacy and customer service.

#### **Statement of the Problem:**

The primary concern of the traditional shopping is limited choices of products and having a limitation of space; brick and mortar shops directly cannot present the vast variety of products which is available in the online markets. However, the online shopping having a number of advantages such as timesaving, relatively lower price, wide range of products and we can purchase desired products at in our home, working place and anywhere else.

Online sellers are offering a variety of products and services to the consumer with good quality and affordable price. It gives online shoppers enough chance to compare price, from different websites and find the products with a lower price than buying from local retailers. There are millions of netizens in online anytime, and they are all potential consumers. Since there are so many online service providers exist, the most important thing for any organisation is to know the expectations of shoppers, to survive in this competitive business environment.

In the e-shopping since there is no face-to-face contact, analysing and identifying factors that satisfying the online shoppers is most important. Moreover, consumers have new demands in the emerging e-marketing. Therefore, it becomes more valuable to answer consumer's needs. As a result, this study considers analysing the consumer behaviour through awareness, and satisfaction. Second, this study would also help the manufacturers and online sellers to formulate new strategies for expanding market.

#### **Objectives of the study:**

1. To examine the level of awareness of online shoppers.
2. To identify the most preferred online shopping site and product.
3. To investigate the level of satisfaction of online consumers in e-shopping.

**Sampling Plan and Tool:**

The present study is based on primary data. The researcher collected required data from the respondents who have actively involved in online shopping. For the collection of primary data, 634 respondents were selected through convenient sampling method. The data were collected by using well structured questionnaire. To analyze the socio economic factors simple percentage method adopted, Chi-square test and ANOVA used to find out the level of awareness and consumer satisfaction of online shopping and Friedman Rank Test used to assess the most preferred shopping site.

**Area and Period of Study:**

The present study is based on online consumer’s awareness and satisfaction, so the sample consumers have been selected from different parts of Coimbatore. The period of study ranges from April 2016 to March 2017.

**Scope of the Study:**

The present study is undertaken to examine the level of awareness, most preferred shopping site and satisfaction level of the consumers. It enables us to understand the key players in E-marketing. In short, the study covers only socio economic status, level of awareness, most preferred shopping site and level of satisfaction of the consumers.

**Analysis and Interpretation:**

Table 1: **Socio-Economic Profile of the respondents**

Gender	Numbers	Percentage
Male	315	49.7
Female	319	50.3
<b>Total</b>	<b>634</b>	<b>100.0</b>
Age (Years)	Numbers	Percentage
Up to 20	100	15.8
21 to 40	444	70.0
Above 40	90	14.2
<b>Total</b>	<b>634</b>	<b>100.0</b>
Educational Qualification	Numbers	Percentage
No formal Level	19	3.0
School Level	162	25.6
Graduate Level	318	50.2
Professional	135	21.3
<b>Total</b>	<b>634</b>	<b>100.0</b>

Occupation	Numbers	Percentage
Employee	192	30.3
Business	126	19.9
Homemaker	91	14.4
Self-employed	23	3.6
Student	161	25.4
Agriculturist	41	6.5
<b>Total</b>	<b>634</b>	<b>100.0</b>
Marital status	Numbers	Percentage
Married	144	22.7
Unmarried	490	77.3
<b>Total</b>	<b>634</b>	<b>100.0</b>
Type of Family	Numbers	Percentage
Nuclear	218	34.4
Joint	416	65.6
<b>Total</b>	<b>634</b>	<b>100.0</b>
Total Family Members	Numbers	Percentage
Up to Three	163	25.7
Four	217	34.2
Above Four	254	40.1
<b>Total</b>	<b>634</b>	<b>100.0</b>
Monthly Income (Rs)	Numbers	Percentage
Up to 15000	126	19.9
15001-30000	292	46.1
Above 30000	216	34.1
<b>Total</b>	<b>634</b>	<b>100.0</b>
Monthly Expenditure (Rs)	Numbers	Percentage
Up to 10000	296	46.7
10001-20000	259	40.9
Above 20000	79	12.5
<b>Total</b>	<b>634</b>	<b>100.0</b>
Area of Residence	Numbers	Percentage
Urban	203	32.0
Semi-urban	269	42.4
Rural	162	25.6
<b>Total</b>	<b>634</b>	<b>100.0</b>

Source: Primary Data

Table 1 describes the gender-wise distribution of the online shopping consumers. Of the

634 respondents 49.7% are male and 50.3% are female. In connection to the age of respondents, majority from the age group of 21 to 40 years ie70%, followed by up to 20 years of age group are 15.8% and rest of the respondents 14.2% are above 40 years. In terms of educational qualifications respondents are classified as have no formal education, School level education, Graduate Level education, and Professional qualification. Out of 634 respondents, 3% have no formal education, 25.6% have school level education, 50.2% are graduates, and remaining of 21.3% are professionals. In terms of occupation of the respondents Out of 634, 30.3% are employees, 19.9% are from business background, 14.4% are homemakers, 3.6% are self-employed, 25.4% are students and remaining 6.5% are agriculturist. Out of 634 respondents, most of the respondents are unmarried. Out of 634 respondents, 34.4% are living in the nuclear family system, and rest of the 65.6% are living in the joint family system.

In terms of size of family of the respondents out of 634, 25.7% of respondents have up to three members in their family. 34.2% of respondents have four members, and rest of the 40.1% of respondents have above four members. Out of 634 respondents, 19.9% of respondents earning up to Rs 15,000, 46.1% of respondents whose income range is between Rs 15,001 to Rs 30,000 and rest of the 34.1% of respondents earning income above Rs 30,000. Monthly expenditure of the respondents, Out of 634, 46.7% of respondents monthly expenditure was Up to Rs 10,000, 40.9% of respondents expenditure range between Rs 10,001 - Rs 20,000, and rest of 12.5% of respondents expenditure were above Rs 20,000. Out of 634, 32.0% of respondents reside in urban area, 42.4% reside in the semi-urban area, and rest of 25.6% of respondents reside at Rural area.

**Age and level of Awareness (Chi-square)**

To examine if age is associated with Awareness, the following hypothesis is tested.

Ho: Age is not associated with the level of awareness towards online shopping

**Table 2: Age and Level of Awareness**

Age (Years)	Level of Awareness			Total
	Low	Moderate	High	
Up to 20	20 (20.0)	70 (70.0)	10 (10.0)	100 (100.0)
21 to 40	73 (16.4)	309 (69.6)	62 (14.0)	444 (100.0)
Above 40	23 (25.6)	51 (56.7)	16 (17.8)	90 (100.0)
<b>Total</b>	<b>116</b>	<b>430</b>	<b>88</b>	<b>634</b>
<b>Df:4</b>	<b>Chi-square : 7.585</b>		<b>P Value: .108</b>	<b>Not Significant</b>

Table 2 shows that the level of awareness of Consumers with high (17.8) among Consumers, who are above the age of 40 years and low level of awareness is high (25.6) among Consumers, who are above the age of 40 years. Comparing the percentage, the Consumers, who are above the age of 40 years have a low level of awareness.

As the calculated P value is greater than 0.05, the null hypothesis is accepted. Hence, there does not exist any significant association between age and level of awareness.

**Educational Qualification and Awareness (ANOVA)**

To ascertain whether there exists any difference in the mean values of Awareness index among various groups of consumers classified based on educational qualification, the following hypothesis is tested.

Ho: Mean awareness does not differ among consumers classified by Educational Qualification

**Table 3: Educational Qualification and Awareness**

Educational Qualification	Numbers	Awar eness Index	Stan dard Devia tion	Mini mum	Maxi mum
No formal Level	19	73.29	9.37	55.56	92.59
School Level	162	72.63	8.68	55.56	92.59
Graduat ion Level	318	73.35	9.18	33.33	100.00

Professional	135	70.12	9.96	55.56	92.59
<b>Total</b>	<b>634</b>	<b>72.48</b>	<b>9.30</b>	<b>33.33</b>	<b>100.00</b>
<b>Df: :v1 3, v2 630</b>		<b>F Value : 3.943</b>	<b>P Value: .008</b>		<b>Significant</b>

Table 3 shows that mean awareness is high (73.35) among consumers with ‘Graduation level’ educational qualification and low (70.12) among consumers with a professional qualification.

As the calculated P value is less than 0.01, the null hypothesis is accepted. Hence, there exists a significant mean difference among consumers classified by educational qualification.

**Customer Preference towards Online shopping portal (Friedman Rank Test)**

To identify the online shopping website, which is used by consumers to buy goods through online shopping, Friedman Rank test is employed.

**Table 4: Preference towards Online Shopping Websites– Friedman Rank Test**

Online Websites	N	A	H	Total	Mean Score	Total
Flipkart	30 (4.7)	16 (25.6)	44 (69.7)	634 (100.00)	8.13	1
Snap Deal	28 (4.4)	40 (63.1)	20 (32.5)	634 (100.00)	6.58	3
Amazon	21 (33.9)	16 (25.9)	25 (40.2)	634 (100.00)	5.81	5
Yepme	14 (23.2)	33 (52.5)	15 (24.3)	634 (100.00)	5.60	6
Ebay	22 (35.8)	19 (30.9)	21 (33.3)	634 (100.00)	5.49	7
Jabong	19 (30.9)	29 (46.1)	14 (22.2)	634 (100.00)	5.27	8

	(31.4)	(45.9)	(22.7)	.00)		
Mynt ra	27 (43.1)	19 (30.1)	17 (26.8)	634 (100.00)	4.94	11
Shop Clues	71 (112)	92 (145)	47 (74.3)	634 (100.00)	8.09	2
Home Shop 18	85 (134)	38 (61.0)	16 (25.6)	634 (100.00)	5.99	4
India Time Shopping	23 (37.1)	23 (36.6)	16 (26.3)	634 (100.00)	5.10	9
Pepe r fry	22 (35.5)	27 (43.5)	13 (21.0)	634 (100.00)	5.00	10

The result of Friedman rank test disclose that majority of the consumers prefers to buy from Flipkart (ranked 1<sup>st</sup>) online shopping portal followed by Shop Clues (2<sup>nd</sup>), Snap Deal (3<sup>rd</sup>), Home Shop 18 (4<sup>th</sup>), Amazon (5<sup>th</sup>), Yepme (6<sup>th</sup>), eBay (7<sup>th</sup>) Jabong (8<sup>th</sup>) India Time Shopping (9<sup>th</sup>) Pepper fry (10<sup>th</sup>) and Myntra is ranked eleventh.

**Age and level of Satisfaction (ANOVA)**

To ascertain whether there exists any difference in the mean values of Satisfaction index among three groups of consumers classified based on Age, the following hypothesis is tested.

H<sub>0</sub>: Mean satisfaction does not differ among consumers classified by Age

**Table 5: Age and Satisfaction**

Age (Yrs.)	Numbers	Satisfaction Index	Standard Deviation	Minimum	Maximum
Up to 20	100	68.25	9.60	44.00	88.00
21 to 40	444	69.19	11.82	37.00	99.00
Above 40	90	68.92	14.08	40.00	92.00

ve 40					
<b>Tot al</b>	<b>634</b>	<b>69.01</b>	<b>11.84</b>	<b>37.00</b>	<b>99.00</b>
<b>Df: :v1 2, v2 631</b>	<b>F Value: 0.261</b>	<b>P Value: .770</b>		<b>Not Signifi cant</b>	

Table 5: reveals that the mean satisfaction is high (69.19) among consumers, whose age ranges between 21 and 40 years and low (68.25) among consumers, who are within the age of 20 years. Therefore, consumers whose age ranges between 21 and 40 years have a high level of satisfaction.

As the calculated P value is greater than 0.05, the null hypothesis is accepted. Hence, there does not exist significant mean difference among consumers classified by age.

#### Occupation and level of Satisfaction (ANOVA)

To ascertain whether there exists any difference in the mean values of Satisfaction index among various groups of consumers classified based on occupation, the following hypothesis is tested.

H<sub>0</sub>: Mean satisfaction does not differ among consumers classified by Occupation

Table 6: Occupation and Satisfaction

Occupation	Num bers	Satisfa ction Index	Stan dard Devia tion	Mini mum	Maxi mum
Emplo yee	192	71.38	12.09	45.00	98.00
Busine ss	126	63.69	11.78	40.00	90.00
Home maker	91	69.81	11.13	51.00	92.00
Self- employ ee	23	68.26	12.86	55.00	96.00
Student	161	69.37	10.30	37.00	99.00
Agricul turist	41	71.41	12.92	48.00	92.00
<b>Total</b>	<b>634</b>	<b>69.01</b>	<b>11.84</b>	<b>37.00</b>	<b>99.00</b>
<b>Df: :v1 5, v2 628</b>	<b>F Value: 7.461</b>	<b>P Value: .000</b>		<b>Signif icant</b>	

Table 6 presents that the mean satisfaction is high (71.41) among agriculturists and is low (63.69)

among businesspersons. Therefore, agriculturists have a high level of satisfaction.

As the calculated P-Value is less than 0.01, the null hypothesis is accepted. Hence, there exists a significant mean difference among consumers classified by occupation.

#### Monthly Expenditure and level of Satisfaction (ANOVA)

To ascertain whether there exists any difference in the mean values of Satisfaction index among three groups of consumers classified based on Monthly Expenditure, the following hypothesis is tested.

H<sub>0</sub>: Mean satisfaction does not differ among consumers classified by monthly expenditure

Table 7: Monthly Expenditure and Satisfaction

Month ly Expen diture ( $\text{₹}$ )	Num bers	Satisfa ction Index	Stan dard Devia tion	Mini mum	Maxi mum
Up to 10000	296	68.89	11.97	37.00	96.00
10001- 20000	259	69.23	11.99	40.00	99.00
Above 20000	79	68.73	10.96	50.00	95.00
<b>Total</b>	<b>634</b>	<b>69.01</b>	<b>11.84</b>	<b>37.00</b>	<b>99.00</b>
<b>Df: :v1 2, v2 631</b>	<b>F Value: 0.081</b>	<b>P Value: .922</b>		<b>Not Signif icant</b>	

Table 7 presents that the mean satisfaction is high (69.23) among consumers, whose monthly expenditure ranges between `10,001 and `20,000 and low (68.73) Mean satisfaction is low among consumers, whose monthly expenditure ranges above `20,000. Therefore, consumers, whose monthly expenditure ranges between `10,001 and `20,000 have a high level of satisfaction.

As the calculated P value is greater than 0.05, the null hypothesis is accepted. Hence, there does not exist significant mean difference among consumers classified by monthly expenditure.

#### Suggestions:

Online shopping is emerging as a new trend in shopping products through online. Mostly the online shoppers are in the age group of 21- 40; others do not have much awareness or interest about online

shopping. The e-merchant should come forward to take essential measures to create awareness about online shopping and promote their business. He has to take at most care to offer the wide range of products with reasonable price because the price of the product plays a crucial role in making purchase decision of any product. To attract the all category of online consumer e-merchant must use different strategies in advertisement and promoting.

**Conclusion:**

Online shopping has become enormously popular and reached nook and corners of the country over the last decade. As it is mostly utilized by the "Net- Generation", this service is much convenient. Although this modern shopping method can be very convenient and beneficial, there are also some problems and challenges that can arise. Consumers have been seen to exhibit different buying behaviours when shopping online than when they are shopping in a physical store. As a result, this research work aims to examine the online shopping consumer's level of awareness, preferences and satisfaction while shopping online. It came to know that all most all the respondents have an idea about online shopping, Flipkart and Amazon are the most preferred shopping sites and they are satisfied with the existing services available in the online shopping.

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