A Study on Consumers Satisfaction towards Online Shopping with Special Reference to Tirupur City

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Abstract: *A fundamental understanding of factors causing customer satisfaction in online shopping has gained greater prominence with companies replacing their traditional retail outlets with the online interface. Online retailing helps retailers to serve their customers quickly and more efficiently by delivering superior customer value. It is in this regard a fundamental understanding of factors causing customer satisfaction in online shopping has attained greater prominence. The paper attempts to identify the satisfaction of online purchase in Tirupur. Based on extensive literature review, factors affecting online purchase intentions and the consumer attitudes were identified and a structured - non - disguised questionnaire was prepared. The data was collected through survey of 150 people in the Tirupur.*

Keywords: customer satisfaction, online shopping, online shopping experience, online shopping offers and online payment.

1. Introduction

Online shopping is the process whereby consumers directly buy goods from a seller interactively in real - time without an intermediary over the internet. Online shopping is the process of buying goods and services from merchants who try to sell their products to people who surf the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer.

Consumers buy a variety of items from online stores. Online shopping has become a popular method for purchasing and selling goods due to many reasons. Because of the busy schedule of people, they face the problem of time management. As a solution for that problem, people tend to use online shopping, because of limited time; consumers have ability to get complete information about the product which they plan to purchase, and they can review variety of products and can choose most compatible item from them. There are no domestic or international barriers in the online shopping. Therefore, people can purchase and consume not only domestic product but also product from foreign countries.

As the internet is truly a worldwide phenomenon. The number of internet users have grown, this growth and diverse internet population means the people having diverse taste and purposes are now going to web for information and to buy products and services. Now a days internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers. Essentially, the idea of online shopping is to lead customers to a convenient way of shopping, customers will be able to save their time and money, retrieve all the product information with just few clicks in a few minutes and purchasing can be made anywhere, anytime according to their preferences.

2. Literature Review

Eri, Y., Islam, M. A., and Daud, K. A. K[1] analysed factors influencing students' buying intention through internet shopping in an institution of higher learning in Malaysia. Factors such as usefulness, ease of use, compatibility, privacy, security, normative - beliefs, and attitude that influence students' buying intention was analysed. The study revealed that Compatibility, usefulness, ease of use and security are important predictors toward attitude on - line shopping adoption and usage.

Mustafa[2] explored the factors influencing customer satisfaction with online shopping. The findings of the study revealed that the user interface quality, information quality, perceived quality and perceived privacy, the effects of website design are the major factors influencing customer satisfaction on online shopping.

Guo X., Ling K. C., Liu M[3] examined the factors determining customer's satisfaction towards online shopping and identified that factors such as website design, Security, Information Quality, Payment Method, E - Service Quality, Product Quality, Products Variety and Delivery Services are the important determinants of customer satisfaction in online shopping

Lai Wang and Quoc Liem Le[4] examined the factors influencing online shoppers, the study revealed that that customers' satisfaction on their online purchase depends on product feature satisfaction, tangibility, empathy, effectiveness, and understand ability.

Sathiya Bama and Ragaprabha[5] in the study revealed that customer's satisfaction on their online shopping is associated with Area of Residence, Age, Gender, Occupation and Cost of Recent Purchase.

Muruganantham S, Nandhini S, Nivetha B and Nandhini A[6] analysed customer satisfaction towards online shopping in Coimbatore city. A survey method was used and the data was collected from respondents through a structured

questionnaire. The findings revealed that factors such as offers, best prices, good products and easy of shopping were the major factors influencing customer satisfaction.

Ganapathi S[7] examined customers' satisfaction towards electronic shopping in the Tiruchirappalli district. The study was based on a questionnaire with a sample of 200 respondents. The findings of the study are analysed using simple percentage analysis, chi - square test, and Friedman ranking test. The Findings reveal that age, gender, and educational qualification have a significant association with customers' level of satisfaction towards electronic shopping. The study also concludes that 24 hours service was the first satisfaction factor of the customers towards electronic shopping.

Lakshmanan A and V. Karthik[8] in the study examined consumer's buying behavioural pattern towards online shopping. The study aimed at examining the attitude of online shoppers of the Tirupur District towards online shopping. For the study, a structured questionnaire was used for collecting data from respondents. The study revealed that a maximum number of respondents of online shopping lie in an age group between 26 - 30 years.

Objectives of the Study
- To study the impact of demographic characteristics of consumers on their online purchase pattern.
- To study the factors influencing the online shopping.
- To find out the satisfaction level of the customers for online purchase
- To analysis features that consumers expect at an online shopping.

Statement of the Problem
In the Internet shopping market since there is no face - to - face contact, analysing and identifying factors that influence the consumer is vital. Moreover, consumers have new demands in the Internet medium. Therefore, it becomes more important to answer consumer's demands to retain the customer. The purpose of this study is to understand on what parameters does consumers purchase online and also their preference and what motivates consumers to shop online for different products.

Scope of the Study
This survey focuses on the opinion of the respondents regarding online shopping. This research focuses on what are the benefits received and problems faced by the respondents and their attitudes towards the online shopping.

3. Research Methodology

Sample Size: Field survey techniques was employed to collect primary data from the 150 respondents in Tirupur city.

Sampling Technique: The sampling design used in the study was non - probability sampling. Convenience sampling techniques are used for collecting the data.

Tools for Data Analysis: Data collected through questionnaire were presented in a master table. From the master table, subtable was prepared. For analysis and interpretation of the data simple statistical tools like percentage analysis, chi - square test, inter - item correlation and one - way ANOVA were used.

4. Data Analysis

Table 1: Profile of the Respondents

S. No.	Factors	Category	No. of Respondents	Percentage
1	Gender	Male	50	33.3
		Female	100	66.7
2	Age	Below 20 years	62	41.3
		21 - 40 years	82	54.7
		41 - 60 years	6	4.0
3	Marital status	Married	16	11.0
		Unmarried	134	89.3
4	Occupation	Employee	23	15.0
		Home maker	5	3.0
		Students	118	78.7
		Self - employed	4	3.0
5	Family Monthly Income	Below 20000	39	26.0
		20001 - 40000	92	61.3
		40001 - 60000	10	6.7
		Above 60000	9	6.0
		Total	**150**	**100**

Source: Primary data

The above table depicts that 66.7% are female.54.7% of them are between 21 - 40 years.89.3% of them are Unmarried.78.7% of them are students.61.3% of them are earning between Rs.20001 - Rs.40000.

Table 2: Frequency of buying the product

S. No.	Purchasing behavior	Frequency	Percentage
1	Once a week	28	18.6
2	Monthly once	48	32.0
3	Monthly twice	61	40.7
4	Rarely	13	8.7
	Total	150	100

The above table describes that 40.7% of the respondents buy products twice in a month, 32.0% of the respondents buy products in once a month, 18.6% of the respondents buy products in once a week and 8.7% of the respondents buy products rarely.

Table 3: Payment mode of the respondents

S. No.	Payment mode	Frequency	Percentage
1	Cash on Delivery	30	20.0
2	Online payment	106	70.7
3	Both	14	9.3
	Total	**150**	**100**

The above - mentioned table describes that 70.7% of them are preferring online payment, 20.0% of them are preferring cash on delivery and 9.3% of them are preferring both mode of Payments.

Table 4: Reason that attracts people for online shopping

S. No.	Reasons that attract people for online shopping	Respondents	Percentage
1	Product image	16	10.7
2	Price	46	30.7
3	Quality	26	17.3

4	Rating	58	38.7
5	Product reviews	4	2.6
	Total	150	100

The above - mentioned table depicts, 38.7% respondent purchase the products by seeing customer review and rating, 30.7% respondent attracts by seeing price, 10.7% respondents will check product image, 17.3% will check the quality of the product and 2.6% respondent checking the product description.

Inter - Item Correlations

Table 5: Satisfaction with online shopping

Correlation Matrix of satisfaction with customer service					
	as1	as2	as3	as4	as5
as1	1				
as2	0.906305	1			
as3	0.885932	0.975922	1		
as4	0.972851	0.975689	0.939028	1	
as5	0.959568	0.986412	0.9746	0.991532	1

The above table illustrates the interim item correlation matrices for the respondents for the proposed five factors on satisfaction with online shopping viz. handling phone calls politely, instant reply, chat support in the website, treating customer friendly and listening about complaints. These factors are termed as as1 to as5. The above table exhibits good and strong positive inter item correlation among all the items.

Table 6: Quality services provide in online shopping

Correlation Matrix of quality service provide by amazon					
	ab1	ab2	ab3	ab4	ab5
ab1	1				
ab2	0.102643	1			
ab3	0.154667	0.983357	1		
ab4	0.591452	0.362348	0.509703	1	
ab5	0.211233	0.9566	0.913118	0.314516	1

The above table illustrates the interim item correlation matrices for the respondents for the proposed five factors on quality service viz. wide range of products available, Quick delivery, discounts and offers, 24/7 availability and mode of payments. These factors are termed as ab1 to ab5. The above table exhibits good and strong positive inter item correlation only quick delivery and discount & offers, quick delivery and mode of payment and discount & offers and mode of payment and all other factors have less correlation.

One - Way ANOVA

H_0: All the respondents have the same reason that attracts for online shopping.
H_1: All the respondents have not the same reason that attracts for online shopping.

Table 7: Reason that attracts people for online shopping

Payment mode	Test Scores				
Product image	26	75	38	6	5
Price	93	43	13	1	0
Quality	18	56	52	17	7
Rating	38	61	36	10	5
Product reviews	28	53	49	13	7

Source of Variation	Sum of Square	Degree of freedom	Mean of Square	F value
Between Groups	0	4	0	2.866081
Within Groups	14928	20	746.4	
Total	14928	24		

ANOVA result (high F value 2.866081) affirmed that the reason that attracts the respondent has differ ineluctably among the online shopping.

Chi - Square Tests

Gender
H_0: There is no significant relationship between gender and level of customer satisfaction.
H_1: There is significant relationship between gender and level of customer satisfaction.

Table 8: Gender and level of customer satisfaction

Term	DF	P - Value	S/NS	Remarks
Pearson chi square	5	0.1814	Significant	Accepted

The chi - square test reveals that the significance value of 0.1814 is less than the value 0.05 and hence the null hypothesis is accepted. Therefore, it is concluded that there is no significant association between gender and level of customer satisfaction.

Age
H_0: There is no significant relationship between age and level of customer satisfaction.
H_1: There is significant relationship between age and level of customer satisfaction.

Table 9: Age and level of customer satisfaction

Term	DF	P - Value	S/NS	Remarks
Pearson chi square	5	0.3524	Significant	Accepted

The chi - square test reveals that the significance value of 0.3524 is less than the value 0.05 and hence the null hypothesis is accepted. Therefore, it is concluded that there is no significant association between age and level of customer satisfaction.

Marital Status
H_0: There is no significant relationship between marital status and level of customer satisfaction.
H_1: There is significant relationship between marital status and level of customer satisfaction.

Table 10: Marital Status and level of customer satisfaction

Term	DF	P - Value	S/NS	Remarks
Pearson chi square	5	0.4809	Significant	Accepted

The chi - square test reveals that the significance value of 0.4809 is less than the value 0.05 and hence the null hypothesis is accepted. Therefore, it is concluded that there is no significant association between marital status and level of customer satisfaction.

Occupational Status
H_0: There is no significant relationship between occupational status and level of customer satisfaction.

H_1: There is significant relationship between occupational status and level of customer satisfaction.

Table 11: Occupational Status and level of customer satisfaction

Term	DF	P - Value	S/NS	Remarks
Pearson chi square	5	0.03293	Significant	Rejected

The chi - square test reveals that the significance value of 0.03293 is less than the value 0.05 and hence the null hypothesis is rejected. Therefore, it is concluded that there is significant association between occupational status and level of customer satisfaction.

5. Findings of the Study

The majority (66.7%) of the respondents belong to the category of Female. The majority (54.7%) of the respondents belong to the age group of 21 - 40yrs. The majority (89.3%) of the respondents are Unmarried. The majority (78.7%) of the respondents are Students. The majority (92.0%) of the respondents have income level of Below Rs.20, 001 - Rs.40, 000. The majority (40.7%) of the respondents are having the behaviour of buying habit twice in a month through online. The majority (70.7%) of the respondents are using online payments to order their products. The majority (38.7%) of the respondents are attracted by ratings given for the product.

6. Suggestions

The online shopping transactions should be safe and proper security should be assured to the people those who are making online purchase. They must improve the speed delivery, for delivering the products to the customers without delay. The delivery of products must be without any damage and create awareness to the rural area peoples about the online shopping. Attractive advertisements have to give for attracting new customers. Availability of numerous varieties of products rather than electric and electronic items is required. Number of portals to be increased for covering large varieties of goods and services to the customers.

7. Conclusion

This research identifies the influencing factors of online purchases and measured the level of satisfaction towards the online shopping. The study reveals that, the majority of the respondents are satisfied with their online shopping. Creating awareness about the online shopping in rural area will improve the overall growth of online shopping.

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