



CONSUMER SATISFACTIONS TOWARDS ONLINE SHOPPING IN THANJAVUR DISTRICT – AN OVERVIEW

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ABSTRACT

Today our day- to -day life run's with the help of network due to the advancement and technological development. The network plays a dynamic role in the way the consumer's do their shopping activity. By means of internet, the businessman expands their business transactions in different areas all over in world. Each and every business transaction were made with the usage of internet. Online shopping is the form of e – commerce where buying and selling transaction takes place through websites using internet. Now-a-days consumers are satisfying their needs and wants by online shopping. An attempt is made to study the consumer behavior and satisfaction towards online shopping in Thanjavur district and highlight the factors affecting the online shopper's behaviour.

Key words: Online Shopping, Consumer Behaviour, Consumer Satisfaction.

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1. INTRODUCTION

The explosion of Internet has opened the doors to a new electronic world. Consumers are now able to use the Internet for a variety of purposes such as research, education, communication, entertainment, online banking transaction and even shopping too. With such advantages, the Internet is rapidly becoming the main method of communication and of conducting business conveniently (Gopinath, 2019a). Now all the day-to-day activities of the consumer are done with the usage of the internet. From getting up from bed to going to bed the entire consumer uses internet, making internet and consumer in-separable (Karthick et al.,2020). In the recent era, internet has changed the consumer life style so is their needs and wants. Consumer tends

to increase their usage of network in various activities. The consumers switch over to modern way of purchasing, such as online shopping. In Today's business internet marketing is the fastest growing segment of online commerce (Gopinath, 2019b). The major difference between traditional selling and online selling is the extent of interaction between the consumer and the seller. Online shopping is a type of e-commerce platform which allows the consumers to buy goods or services directly from the producer without any intermediary over the internet (Usharani & Gopinath, 2020a). The online shoppers can visit the web stores at anytime, anywhere from comfort sitting in front of their PC at home/work station or anywhere with the help of various web stores viz, Filpkart, Amazon, Ebay, Snapdeal etc., Consumers can buy a variety of items from online stores as they wish.

2. REVIEW OF LITERATURE

Rashed Al Karim (2013) has undertaken a study on "Customer Satisfaction in Online Shopping: A Study into the Reasons for Motivations and Inhibitions." The study attempts to understand the customer satisfaction in online shopping and to find out the major reason for the motivations and inhibitions of online purchasers. From his study he discovered that respondents use internet to purchase product through online because of their convenience and elements such as time savings, information availability, opening time, ease of use, websites navigation, less shopping stress, less expensive and shopping funs. In contrast, online payment security, personal privacy and trust, unclear warranties and return policies and lack of personal customer services along with respondent's mind-sets are the foremost barriers of online shopping.

Renuka Sharma, Kiranmetha and Shashank Sharma (2014) conduct a study on "Understanding Online Shopping Behavior of Indian shoppers". The primary objective of their study is to understand the online buying behavior of the consumer's in India. They made an attempt to identify the scope of improvement in online shopping website. They have stated that the young population is the biggest attraction of the online shopping and they may contribute substantially to the growth of online shopping in India. They have found that majority of internet users are youngsters who buy the majority of goods and services.

Barackth B. (2015) has carried out a study on "Customer Satisfaction of Retailing- A Comparative Study on Online and Offline Businesses". From his study it is concluded that product attributes have a great impact on the purchase behavior of the consumers. It can be concluded that the important factors namely product proximity, suitable safety and utility, efficiency, conscious, consistent comfort, longevity, ideal, loyalty, appearance influence the consumers of online retailing. At the time of purchase of products, the off line consumers are giving more importance to factors like colour, efficiency, brand, comfort, reparability, fitting, durability, quality and innovative design in comparison with the online consumers.

Hasim Shahzad (2015) conducted a study on "Online Shopping Behavior". The purpose of the study is to identify the external online factors which influence consumer's behavior towards online shopping. His study concludes that website design, trust, security and product performance are the significant external online factors of online shopping context. Delivery and financial risks are not significant influences in respondents' attitudes towards online shopping behavior.

Rekha Darbar (2017) conducted "A Study of Customer Satisfaction in Online Shopping" to identify the factors affecting online shopping and consumer satisfaction. The result of the study indicates that, the time saving was the most influencing factor affecting the respondent's decision of online shopping followed by 24 x 7 shopping facility, cash on delivery, product return, more relaxing shopping, schemes and offer, saves money, availability of variety and brand, convenient delivery, product description, competitive pricing, customer care facility, website design, after sales service, reliability of manufactures and discreet shopping are the

major factors affecting online shopping and consumer satisfaction. It is concluded that there is a significant gap between perceived services and expected services. The result shows that customers are expecting more and getting less and this gap between expectations and experience it may lead to dissatisfaction.

3. OBJECTIVES

- To study the consumer satisfaction towards online shopping in Thanjavur district.
- To Investigate the factors influencing consumer preference towards online shopping
- To know the specific reason for online shopping.

Research Design

The research design comprises both quantitative and qualitative methods. The study is in descriptive nature and includes both primary and secondary data.

Sample Size

The study population is undefined one, so convenience sampling method has been adopted under the non-probability sampling technique and about 340 samples have been selected for the study. The purposive sampling technique was followed throughout the study. The data were collected from consumers in Thanjavur town.

Techniques of Analysis

For analysis various statistical tools are used to understand the consequences with reference to objectives and hypothesis. The data process was made using SPSS software, Version 20. The analysis techniques are

- Descriptive analysis
- One - way ANOVA
- Karl Pearson's Correlation

Measurement

The primary data were collected through the well-defined questionnaire. The questionnaire divided into two parts. First portion demographic questions and second generating factors of consumer behavior. The second portion of the questions framed in five-point Likert scale. The Likert scale ranging are 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree and 5 – Strongly Agree.

Data Collection Procedure

The primary data collected from 340 online shoppers using online shopping at Thanjavur district. The questionnaire framed with the help of Google form and distributed through what's app and mail to the respondents.

4. DATA ANALYSIS AND INTERPRETATION

4.1. Demographic profile of respondents

Table 1

VARIABLES	OPTIONS	FREQUENCIES	(%)
Gender	Male	207	60.90
	Female	133	39.10
Age in years	19 – 40 Years	Open ended Question (Scale Variable)	53.50
	41 – 64 Years		46.50
Marital Status	Married	187	55.00
	Unmarried	153	45.00
Qualification	School/Diploma	98	28.80
	UG/PG	183	53.80
	Professional/Ph.D.	59	17.40
Monthly Family Income (INR)	Upto Rs. 50,000	130	38.20
	Rs. 50,001 – Rs. 1,00,000	71	20.90
	Rs. 1,00,001 – Rs. 2,00,000	107	31.50
	Above Rs.2,00,000	32	9.40
Occupation	Salaried	166	48.80
	Business/Professional	86	25.30
	Student	39	11.50
	Home maker / Retired	49	14.40

Source: Primary Data

The sample consists of a sizeable preponderance (60.90%) of Male respondents over Female (39.10%) respondents. The range of Age of the respondents is 19 to 64 years. 53.50% of the respondents fall in the age group between 19 to 40 years and the remaining 46.50% of the respondents fall in the age group between 41 to 64 years. Majority of the respondents are married 55% and 45% of the respondents are unmarried. As regards to Qualification of the respondents, 53.80% of the respondents have School / Diploma education. 28.80% of the respondents are Under Graduates and Post Graduates (UG/PG). 17.40% of them have Professional / Ph.D. qualification. As far as Monthly Family Income is concerned, 38.20% of the respondents are earning the income upto Rs.50,000. 31.50% of them are earning the monthly income between Rs.1,00,001 – Rs.2,00,000. 20.90% of them are getting the monthly income between Rs.50,001 – Rs.1,00,000 and remaining 9.40% of them are earning monthly income of above Rs.2,00,000. In terms of Occupation, 48.80% of the respondents are in salaried job. 25.30% of the respondents are business people and Professionals. 14.40% of the respondents are Home maker / Retired and remaining 11.50% of the respondents are Students (Gopinath, 2019c)

4.2. Type of Goods Purchased and Website Preferred

Table 2

Type of Goods buying from Online Shopping	Electronic Products	89	26.20
	Books	42	12.40
	Apparels	57	16.80
	Toys / Games	6	1.80
	Groceries / Provisions	6	1.80
	Gift Articles	6	1.80
	Cosmetics	96	28.20
	Healthcare Products	6	1.80
	Kitchen Items	22	6.50
	Others	10	2.90

Website used for Online Shopping mostly	Flipkart	65	19.10
	Amazon	192	56.50
	Snapdeal	25	7.40
	Paytm	6	1.80
	Myntra	12	3.50
	Shopclues	12	3.50
	Jabong	16	4.70
	Infibeam	6	1.80
	Homeshop 18	6	1.80

Source: Primary Data

In terms of type of goods purchased from online shopping, 28.20% of the respondents bought Cosmetics from Online stores followed by Electronic Products 26.20%, Apparels (Dress / Clothes / Wares) 16.80%, Books 12.40%, Kitchen Items 6.50% and others 2.90%. 7.20% of the respondents bought Toys/Games 1.80%, Groceries/Provisions 1.80%, Gift Articles 1.80% and Healthcare Products 1.80%. 56.50% of the respondents use Amazon website for online shopping mostly. 19.10% of the respondents use Flipkart followed by Snapdeal 7.40%, Jabong 4.705, Myntra 3.50%, Shopclues 3.50%, Paytm 1.80%, Infibeam 1.80% and Homeshop 18 1.80% (Usharani & Gopinath, 2020b)

4.3. Level of Satisfaction towards Online Shopping

Table 3

VARIABLES	N	Mean	SD
My choice to purchase from an online shop/store is a wise one.	340	3.69	1.258
The products/services of online stores meet my expectations.	340	3.22	.919
Online stores are good to do business with.	340	3.36	1.063
I am satisfied with the online shopping process/procedures.	340	3.56	.953
I am satisfied with the products/services that online shops/stores provide.	340	3.56	1.089
LEVEL OF SATISFACTION ON ONLINE SHOPPING	340	17.39	3.553

Source: Primary Data

From the above table, it is inferred that the Level of satisfaction on Online Shopping is higher in case of the variable – ‘My choice to purchase from an online shop/store is a wise one’ (M = 3.69) when compared with others. From the above table, it is also inferred that the Level of satisfaction on Online Shopping is above the average level since all Mean value of the variables are above 3 (60%) out of 5. The Overall Mean score of Level of satisfaction on Online Shopping is 17.39 which is 69.56% ($17.39 / 25 \times 100$). This indicates that Level of Satisfaction of customers towards Online Shopping is above 69% (Gopinath, 2019d).

4.4. Gender & Level of Satisfaction Towards Online Shopping

H₀: There is no significant difference between Male and Female respondents with respect to the Satisfaction on Online Shopping.

Table 4

VARIABLES	GENDER						t - value	p – value
	MALE			FEMALE				
	N	Mean	SD	N	Mean	SD		
My choice to purchase from an online shop/store is a wise one.	207	3.94	1.277	133	3.31	1.129	4.758	0.000
The products/services of online stores meet my expectations.	207	3.39	0.792	133	2.95	1.036	4.141	0.000
Online stores are good to do business with.	207	3.59	1.000	133	3.01	1.062	5.084	0.000
I am satisfied with the online shopping process/procedures.	207	3.77	0.877	133	3.23	0.976	5.176	0.000
I am satisfied with the products/services that online shops/stores provide.	207	3.89	0.980	133	3.03	1.044	7.624	0.000
LEVEL OF SATISFACTION ON ONLINE SHOPPING	207	18.59	2.863	133	15.53	3.729	8.049	0.000

Source: Primary Data

As the *P* values are lesser than Sig. Value (0.01) in all the cases and also in Level of Satisfaction on Online Shopping Score (0.000), the Null Hypotheses are rejected. Based on the mean score of the Level of Satisfaction on Online Shopping, we can say that the mean score of Male respondents ($M = 18.59$) is more than the Female respondents ($M = 15.53$). This indicates that the Male respondents have more Satisfaction on Online Shopping than the Female respondents. Hence, it is concluded that there is a statistically significant difference between the Male and Female respondents with respect to the Satisfaction on Online Shopping.

4.5. Marital Status & Level of Satisfaction Towards Online Shopping

H_0 : There is no significant difference between Married and Unmarried respondents with respect to the Satisfaction on Online Shopping.

Table 5

VARIABLES	MARITAL STATUS						t - value	p – value
	MARRIED			UNMARRIED				
	N	Mean	SD	N	Mean	SD		
My choice to purchase from an online shop/store is a wise one.	187	3.80	1.174	153	3.56	1.347	1.993	0.042
The products/services of online stores meet my expectations.	187	3.44	0.862	153	2.95	0.916	5.102	0.000
Online stores are good to do business with.	187	3.48	1.152	153	3.22	0.926	2.299	0.022
I am satisfied with the online shopping process/procedures.	187	3.79	0.936	153	3.28	0.899	5.112	0.000
I am satisfied with the products/services that online shops/stores provide.	187	3.63	1.164	153	3.47	0.987	1.329	0.185
LEVEL OF SATISFACTION ON ONLINE SHOPPING	187	18.14	3.413	153	16.48	3.519	4.374	0.000

Source: Primary Data

As the P values are lesser than Sig. Value (0.01) in 4 out of 5 cases and also in Level of Satisfaction on Online Shopping Score (0.000), the Null Hypotheses are rejected. The Null Hypothesis is accepted in one case, “I am satisfied with the products/services that online shops/stores provide” since the P (0.185) value are greater than Sig. Value (0.05)

Based on the mean score of the Level of Satisfaction on Online Shopping, we can say that the mean score of Married respondents ($M = 18.14$) is more than the Female respondents ($M = 16.48$). This indicates that the Married respondents have more Satisfaction on Online Shopping than the Unmarried respondents. Hence, it is concluded that there is a statistically significant difference between the Married and Unmarried respondents with respect to the Satisfaction on Online Shopping.

4.6. One-way ANOVA

Qualification & Level of Satisfaction Towards Online Shopping

H_0 : There is no significant difference among the Qualification of the respondents with respect to the level of Satisfaction on Online Shopping.

Table 6

VARIABLE	QUALIFICATION			F value	P value
	School / Diploma (98)	UG/PG (183)	Professional / Ph.D (59)		
LEVEL OF SATISFACTION ON ONLINE SHOPPING	17.43	18.34	16.42	3.320	0.037
	3.428	3.029	4.248		

Source: Primary Data

As the P value is lesser than Sig. Value (0.05) in the level of Satisfaction on Online Shopping Score (0.037), the Null Hypothesis is rejected. Apart from reaching statistical significance, the actual difference in the mean score among the Qualification groups is also moderate (16.42 to 18.34). The Mean score of the Satisfaction on Online Shopping in case of UG/PG Qualification Group ($M = 18.34$) is more than others. Hence, the respondents belong to UG/PG Qualification group have more Satisfaction on the Online Shopping than others. Hence, there is a significant difference among the Qualification of the respondents with respect to the level of Satisfaction on the Online Shopping.

4.7. Correlation

Age & Level of Satisfaction on Online Shopping

H_0 : There is no significant relationship between Age of the respondents and the level of Satisfaction on Online Shopping.

Table 7

VARIABLES	N	'r' VALUE	P - VALUE	RELATIO NSHIP	REMARKS	
					SIGNIFICANT	RESULT
Age – Level of Satisfaction on Online Shopping	340	0.474	0.000	Positive	Significant	REJECTED

Source: Primary Data

As the P value is lesser than Sig. Value (0.01) in the level of Satisfaction on Online Shopping, the Null Hypothesis is rejected. There is a medium positive correlation ($r = 0.474$)

between Age of the respondents and the Satisfaction on Online Shopping. The relationship between them is highly significant. Hence, there is a significant relationship between Age of the respondents and the level of Satisfaction on Online Shopping (Gopinath & Iris Margaret, 2019)

5. CONCLUSION

Online shopping is one of the trending activity of purchases with the increased usage of internet from home or place the purchaser stay with the PC, mobile & tablet. Variety of a products may be bought from the web market by the consumer at a second with the help of web transactions (Unnamalai & Gopinath, 2020a). Hence the research study has been made to find out the level of satisfaction of the online consumer in their shopping. It is found that the consumer satisfaction may differ according to the gender, age, income, qualification, product type and website they prefer for online purchase. The study concludes that satisfaction may vary from consumer to consumer and also certain factors viz., quality, price and brand may influence their purchase decision. Thus, this study may help the online marketer to develop the strategy to increase the online sales volume.

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