

Female Consumer Awareness and Satisfaction towards Online Shopping - With Special Reference to Pollachi Taluk

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ABSTRACT

Online shopping is playing an essential role in the fulfillment of the needs of the customers. Online shopping now-a-days customers are more dynamic their need and preference can be changing as per the current scenario. The development of online shopping mainly depends on the customer awareness and satisfaction online shopping has many advantage like global reach, availability of wide variety and cheaper products, 24*7 timing etc, the needs of online consumers change day by day. There are number of various websites are Amazon, flipkart, snap deal, e-bay and paytm etc., In this context the present study is undertaken to analyze the female consumer's level of awareness and satisfaction towards online shopping in Pollachi taluk. It is identify that relatives and friends are the important source for the seeking information about online shopping. It is also found that the female consumers prefer the online shopping. Most of the female consumers are aware on the various factors in online shopping. The respondents are satisfied with the more discounts and offers, timely delivery of the products, safe packaging, customer service, payment procedure, procedure for cancelling he order etc.

Keywords: Customer Awareness, Satisfaction and Online shopping.

1.1 INTRODUCTION

Online shopping provides the way to the consumers to purchase of the goods and services with the affordable price through internet. Online shopping has been developed only through the development of technology. After the establishment of the internet, it allows the wholesaler as well as retailers to expand their market and also to reach the consumers who are not able to visit the physical store to purchase of their desired products. It is suitable to all the types of consumers especially so many female consumers are purchased their desired product through online. As the technology becomes more advanced, the number of merchants and traders are increased with the supply of goods and services. The advent of smart phones has played a significant role in the increase of shopping habit among the consumers. It has become very convenient for the people to shop through smart phone anywhere and at any time, when provided with good internet connectivity. Recently many electronic stores are opened in India are encouraging e-shopping habits among Indians especially from the young generations, and in turn empowering them to leverage its benefits like products choice, saving time, 24*7 availability, fast service, price and selection of the products, cost effectiveness, comparison of the product and mode of payments etc., online shop evokes the physical analogy of buying products or services at a store work retailer or shopping centers. 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 largest of these online retailing corporations are Amazon, flipkart and e-Bay etc.

1.2 STATEMENT OF THE PROBLEM

The volume of trade conducted electronically has grown significantly since the spread of the internet. Now-a-days most of the female consumers are purchased their needed products through online. And also, this study is used to

find the females consumer satisfaction and awareness towards online shopping. Hence, it has considerable interested to know:

1. Whether the female consumers are having more awareness about the online shopping?
2. What is the level of satisfaction towards online purchases?

1.3 OBJECTIVES OF THE STUDY

The following objectives have been framed by the researcher are as follows:

1. To find out the level of awareness about online shopping.
2. To determine the level of satisfaction towards online shopping.

1.4 REVIEW OF LITERATURE

G.Sakthivel & M.S.Gomathi (2017) entitled “A study on consumer attitude and satisfaction towards selected online shopping in leading companies” concluded that the consumers are playing an important role in an online shopping and once the consumers are satisfied they will bring more consumers. *A.P Santhi (2017)* in her study entitled “A study on customer satisfaction towards online shopping in tirupati towns” found the study perception preference and factors influencing satisfaction of online shoppers in tirupati town. *Pringal soni (2013)* in her study entitled “Virtualization of Indian retail market-study on factors affecting Indian customers towards online shopping” Found that the retailer needs to mould themselves to adapt to new technologies and provide perfect shopping experience to their customers.

2. ANALYSIS & INTERPRETATION AND RESULT

Table 1
Personal Profiles

Personal profile	Number of respondent	Percentage
Age		
Below 25 years	90	38.00
26-35 years	66	28.00
36-45 years	55	23.00
Above 45 years	28	11.00
Marital status		
Married	101	42.00
Unmarried	138	58.00
Educational Qualification		
Up to school level	54	23.00
Diploma holder	32	13.00
Under graduate	114	48.00

Post graduate	14	6.00
Professionals	25	10.00
Occupation		
Student	77	32.00
Agriculturalist	25	10.00
Business	2	1.00
Employee in govt sector	4	2.00
Employee in private sector	82	34.00
Professional	45	19.00
Housewife	4	2.00
Area of residents		
Rural	207	87.00
Urban	32	13.00
Type of the family		
Joint	38	16.00
Nuclear	201	84.00
Position in the family		
Head	6	3.00
Member	233	97.00
Number of members		
Two-four	169	71.00
Five-seven	61	25.00
Above eight	9	4.00
Monthly income		
Up to Rs. 15000	46	19.00
Rs 15001-25000	88	37.00
Rs 25001-40000	67	28.00
Above Rs 40000	38	16.00

Source: Primary data

Majority of the (38 per cent) respondents below 25 years, Majority of the (58 per cent) respondents are unmarried, Majority of the (48 per cent) respondents are under graduate, Majority of the (34 per cent) respondents are employed in private sector, Majority of the (87 per cent) respondents are living in rural area, Majority of the (84 per cent) respondents belong to nuclear family, Majority of the (97 per cent) respondents are members in their family, Majority of the respondents (71 per cent) are having two to four members in their family, Majority of the (37 per cent) respondent's family income range between Rs.25001 - 40000.

3. CHI SQUARE TEST

Chi square test have been applied to find out the association between personal profiles and awareness about female consumers online shopping is as follows:

H_0 =personal profile does not influence with level of awareness

Table 2

Association between personal profile and awareness towards female consumers online shopping

Personal profile	Calculated chi square value	Table value@5% level	Significant / not significant	Hypothesis Accept/Reject
Age	2.930	12.6	Insignificant	Accept
Marital status	0.280	5.99	Insignificant	Accept
Educational qualification	4.128	15.5	Insignificant	Accept
Occupation	18.513	21.0	Insignificant	Accept
Area of resident	11.721	5.99	Significant	Reject
Monthly income	12.970	12.6	Significant	Reject

Source: primary data

From above table 2 reveals that there is an association between area of resident and monthly income .there is no significant association between awareness and demographic factor source that Age, Marital status, Educational qualification, Occupation. Chi square test have been applied to find out the association between personal profiles and satisfaction towards female consumers online shopping is as follows:

H_0 =personal profile does not influence with level of satisfaction

Table 3

Association between personal profile and satisfaction towards female consumers online shopping

Personal profile	Calculated chi square value	Table value@5% level	Significant / not significant	Hypothesis Accept/Reject
Age	8.037	12.6	Insignificant	Accept
Marital status	3.525	5.99	Insignificant	Accept
Educational qualification	3.090	15.5	Insignificant	Accept
Occupation	20.121	21.0	Insignificant	Accept
Area of resident	3.834	5.99	Insignificant	Accept
Monthly income	6.233	12.6	Insignificant	Accept

Source: primary data

From the above table 3 shows that, there is no significant association between satisfaction and demographic factor sources that age, marital status, educational qualification, occupation, area of residents, monthly income.

Findings of the study

- Majority of the (38 per cent) respondents below 25 years.
- Majority of the (58 per cent) respondents are unmarried.
- Majority of the (48 per cent) respondents are under graduate.
- Majority of the (34 per cent) respondents are employed in private sector
- Majority of the (87 per cent) respondents are living in rural area.
- Majority of the (84 per cent) respondents belong to nuclear family.
- Majority of the (97 per cent) respondents are members in their family.
- Majority of the respondents (71 per cent) are having two to four members in their family.
- Majority of the (100 per cent) respondents are having two to four earning members in their family.
- Majority of the (37 per cent) respondent's family income range between Rs. 25001 - 40000.

Suggestion of the study

Based on the findings of the study and opinion given by the online female consumers at time of data collection, a few measures have been suggested to improve the level of satisfaction of online shopping. The suggestions of the study are as follows:

- Quality, price, guarantee and warranty, after sales and service, varieties of product are the various attributes that influence while purchasing through online. So it would be better for the online shoppers to concentrate more on these attributes.
- In Rural area consumers to concentrate increase the awareness on online shopping.
- E - Business should know about the future expectation of the online female customers to increase the sales volume.
- The products are not delivered to the exact place. So e-business should take necessary measures to overcome this problem.
- E-business has to concentrate on the promotional strategies like more offers, discounts, gift coupons etc., to attract new online shopper.
- It is need of the hour that consumer changes their attitude so as to get the benefits of online shopping.
- Consumer should not only be cautious but also be aware of the procedure and problems of online shopping.

4. CONCLUSION

Online shopping is the one of the most attractive, widely accepted and highly appreciated business in present world. Online shopping will be successful for all type of products or goods only when they have commitment to e-business alone with a deeper understanding attitude of consumer needs. The present study analyzes the rural customer's level of awareness and satisfaction towards online shopping in Pollachi taluk. It is identified that relatives and

friends are the important source for seeking information about online shopping. Most of the rural customers are aware on the various factors in online shopping. The respondents are satisfied with the timely delivery of the products, availability of products, payment procedure, procedure for cancelling of the products etc.

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