

# AN EMPIRICAL ANALYSIS OF CONSUMER SATISFACTION AND FACTORS INFLUENCING TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO TIRUPPUR DISTRICT

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## **ABSTRACT**

In today's era of globalization, most of the sectors including marketing sector has undergone experiencing continuous changes. With a rapid growth of information through the internet, market players plunge into online marketing. They aim to achieve the goals like attracting customers, creating a brand image, and sticking its claws in the market. It reduces the cost of marketing and wide coverage and spread information within the fraction of time through the world. At the same time it also affects the authenticity, internet marketing scams and security issues. The present study an empirical analysis of consumer satisfaction toward and factors influencing towards online shopping in Tiruppur district of TamilNadu.

**KEY WORDS:** Internet Marketing, Online Shopping, Consumer satisfaction and factors

## **1.1 INTRODUCTION OF THE STUDY**

In the early 21<sup>st</sup> century, the internet has become the most discussed topic and premium source for promoting the business. There has been a rapid rise in the number of internet users since last few decades. Thus, internet is the productive place to promote the business. The speed of development of electronic marketing has been extremely fast. This study has been analyzed to find out the empirical analysis of consumer attitude and purchasing decision towards online shopping. The scope of the present research is confined to study the opinions of consumer attitude and purchasing decision towards online shopping. Similarly the role of the company was studied especially to know their approach towards the marketing strategy. The research work is confined only to the respondents from Tirupur District in the state of TamilNadu in India. Based on the survey and analysis the general overview is taken with regard to the growth of Internet Marketing in Indian scenario. The prevailing trend in online purchasing in India is considered.

## **1.2 STATEMENT OF THE STUDY**

There are problems in online trading from the point of view of providers and consumers. The biggest problem is cybercrime and absence of protection of personal data. The online retail companies have problem of profitability and absence of sustainable development. This marketing area can be segmented into specialized areas namely web marketing, email marketing and social media marketing. In this context, the researcher aims to measure the consumers' attitude, their opinions and factors that influence the purchasing decision towards online shopping and to find out the problems faced by the consumers. Hence the present study has been undertaken to examine the above enquiries and offer solutions.

## **1.3 OBJECTIVES OF THE STUDY**

- To identify the factors that determine to influence to buy the product through online purchase.
- To analyze the consumers' level of satisfaction towards online shopping products.

### **1.3.1. HYPOTHESIS**

The following null hypothesis framed and tested is based on the objectives and scope of the study. There are:

**H<sub>0</sub>:** There is no relationship between demographic variables (age, gender, marital status, educational qualification, occupation, monthly income, household Size, Family Structure and Number of earning persons in the family) and factors influencing purchase through online shopping.

**H<sub>0</sub>:** There is no significant association between consumer satisfaction and online shopping products dimensions aspects among product, price and payment, promotion and delivery of product, place.

## **1.4 RESEARCH METHODOLOGY**

**AREA OF THE STUDY:** The research is done through observation and collection of data through questionnaires. In the present study, Tirupur District.

### 1.5 SOURCES OF DATA

The present study has been carried out on the basis of data and information generated from the primary sources. This survey was carried out during 2022 covering a total of 384 respondents. This survey is a collection of information on the household background of beneficiaries, consumer purchasing decisions, and their experience in the process of online shopping.

### 1.6 SAMPLE SIZE AND TECHNIQUE

Sample size of the study is determined as 384 respondents. This study used convenient sampling method to select the sample respondent. The data have been analysed through the statistical package for social science.

### 1.7 STATISTICAL TOOLS USED

The primary data has been collected from the respondents from different areas and has been properly sorted, classified, edited, tabulated in a proper format and analyzed by deploying appropriate statistical tools are used namely, Simple Percentage analysis, Analysis of variance (ANOVA), Chi-square analysis and Factor Analysis.

### 1.8 REVIEW OF LITERATURE

The available literature which are reviewed relates to the studies on e-commerce, online shopping, online marketing and green marketing. They are: Bhatnagar.A, Mistra.S and Rao.H.R. (2000) in their research article attempts to determine why some customers are online shoppers and why others are not. The data were used through online survey and analyzed the "Security of transactions", "Opinion of vendors", "Purchasing behavior" and "General Demographics". Jarvenpaa, Tractinsky and Vitale (2000) in the research study explores the relationship perspective of Internet based consumer behavior, how consumer perceived size of store, reputation, risk perception, attitudes and their willingness to buy at the specific store. Na Li and Ping Zhang (2002), they studied the current status of online shopping attitudes and behavior which is review of 35 empirical research articles. The authors developed the conceptual model of online shopping and developed the existing empirical studies. Chung-Hoon Park and Young-gul Kim (2003) in their research paper titled on "Identifying Key Factors Affecting Consumer Purchase Behavior in an Online Shopping Context".

### 1.9 ANALYSIS AND DISCUSSION

The research survey is conducted in order to analyze the various factors.

**TABLE:1.9.1**

#### **GENDER AND LEVEL OF SATISFACTION TOWARDS PURCHASING OF ONLINE SHOPPING**

The below table reveals that Medium level of satisfaction towards purchasing online shopping was highest among the male respondents (64.8 per cent) and lowest among the female respondents (35.2 per cent). Low level of perception towards purchasing online shopping was highest among the male respondents (51.1 per cent) and lowest among the female respondents (48.9 per cent).

GENDER		Level of Satisfaction towards online shopping			
		Low <91	Medium 91-102	High >102	Total
Male	No. of respondents	69	57	95	221
	%	51.1%	64.8%	59.0%	57.6%
Female	No. of respondents	66	31	66	163
	%	48.9%	35.2%	41.0%	42.4%
Total	No. of respondents	135	88	161	384
	%	100.0%	100.0%	100.0%	100.0%

**Source: Computed From Primary survey 2022**

**TABLE.1.9.2**

#### **AGE AND LEVEL OF SATISFACTION TOWARDS PURCHASING OF ONLINE SHOPPING (TWO WAY TABLE)**

AGE		Level of perception towards purchasing online shopping			
		Low <91	Medium 91-102	High >102	Total
Below 20	No. of respondents	27	18	35	80
	%	20.0%	20.5%	21.7%	20.8%
21-30	No. of respondents	27	14	27	68
	%	20.0%	15.9%	16.8%	17.7%
31-40	No. of respondents	27	20	40	87
	%	20.0%	22.7%	24.8%	22.7%
41-50	No. of respondents	29	19	25	73
	%	21.5%	21.6%	15.5%	19.0%
Above 50	No. of respondents	25	17	34	76
	%	18.5%	19.3%	21.1%	19.8%
Total	No. of respondents	135	88	161	384
	%	100.0%	100.0%	100.0%	100.0%

**Source: Computed From Primary survey 2022**

The above table reveals about the high level of perception towards purchasing online shopping was highest among the age group of 31-40 (24.8 per cent) and lowest among the age group of 41-50 (15.5 per cent). Medium level of perception towards purchasing online shopping was highest among the age group of 31-40 (22.7 per cent) and lowest among the age group of 21-30 (15.9 per cent).

**TABLE:1.9.3**

**EDUCATIONAL QUALIFICATION AND LEVEL OF PERCEPTION TOWARDS PURCHASING OF ONLINE SHOPPING**

EDUCATIONAL STATUS		Level of perception towards purchasing online shopping			
		Low <91	Medium 91-102	High >102	Total
No formal education	No. of respondents	34	13	23	70
	%	25.2%	14.8%	14.3%	18.2%
Up to HSC	No. of respondents	22	21	28	71
	%	16.3%	23.9%	17.4%	18.5%
Degree/diploma	No. of respondents	30	20	39	89
	%	22.2%	22.7%	24.2%	23.2%
Post graduate/professional	No. of respondents	25	20	39	84
	%	18.5%	22.7%	24.2%	21.9%
ITI/Technical/etc	No. of respondents	24	14	32	70
	%	17.8%	15.9%	19.9%	18.2%
Total	No. of respondents	135	88	161	384
	%	100.0%	100.0%	100.0%	100.0%

**Source: Computed From Primary survey 2022**

The above table mentioned that Low level of perception towards purchasing online shopping was highest among the no formal educational (25.2 per cent) and lowest among the educational qualification of HSC (16.3 per cent). In order to find the relationship between the educational status and overall perception towards purchasing online shopping.

**TABLE NO.1.9.4**

**OCCUPATION AND LEVEL OF SATISFACTION TOWARDS PURCHASING OF  
ONLINE SHOPPING**

OCCUPATION		Level of perception towards purchasingonline shopping			
		Low <91	Medium 91-102	High >102	Total
Agriculturist	No. of respondents	26	24	33	83
	%	19.3%	27.3%	20.5%	21.6%
Private employee	No. of respondents	30	11	32	73
	%	22.2%	12.5%	19.9%	19.0%
Government employee	No. of respondents	29	19	26	74
	%	21.5%	21.6%	16.1%	19.3%
House wife	No. of respondents	31	16	24	71
	%	23.0%	18.2%	14.9%	18.5%
Entrepreneurs	No. of respondents	19	18	46	83
	%	14.1%	20.5%	28.6%	21.6%
Total	No. of respondents	135	88	161	384
	%	100.0%	100.0%	100.0%	100.0%

**Source: Computed From Primary survey 2022**

Clearly indicates that, high level of perception towards purchasing online shopping was highest among the entrepreneurs (28.6 per cent) and lowest among the house wife (14.9 per cent). Medium level of perception towards purchasing online shopping was highest among the government employee (21.6 per cent) and lowest among the private employee (12.5 per cent).

**TABLE NO.1.9.4**

**MONTHLY HOUSE HOLD INCOME AND LEVEL OF PERCEPTION TOWARDS PURCHASING OF ONLINE  
SHOPPING**

The below Table reveals that, high level of perception towards purchasing online shopping was highest among the house hold income receivers upto 15,000 (29.8 per cent) and lowest among the house hold income receivers 30,001-60,000 (17.4 per cent). Medium level of perception towards purchasing online shopping was highest among the house hold income receivers upto 15,000 (27.1 per cent) and lowest among the house hold income receivers above 60,000 (21.6 per cent). Low level of perception towards purchasing online shopping was highest among the house hold income receivers upto 15,000 (27.4 per cent) and lowest among the house hold income receivers 15,001-30,000 (22.2 per cent).

MONTHLY HOUSE HOLD INCOME		Level of perception towards purchasingonline shopping			
		Low <91	Medium 91-102	High >102	Total
Up to 15,000	No. of respondents	37	24	48	109
	%	27.4%	27.1%	29.8%	28.1%
15,001-30,000	No. of respondents	30	22	44	96
	%	22.2%	25.1%	27.3%	25.3%

30,001-60,000	No. of respondents	33	23	28	84
	%	24.4%	26.1%	17.4%	21.9%
above 60,000	No. of respondents	35	19	41	95
	%	25.9%	21.6%	25.5%	24.7%
Total	No. of respondents	135	88	161	384
	%	100.0%	100.0%	100.0%	100.0%

Source: Computed From Primary survey 2022

**TABLE NO.1.9.5**  
**TESTING OF HYPOTHESIS (CHI-SQUARE TEST)**

Pearson chi-square	Calculated chi-square value	DF	P. Value	S/ns	Remarks
Gender	10.071	2	.000**	S	rejected
Age	9.253	8	.000**	S	Rejected
Educational	14.238	8	.001**	S	rejected
Occupational	12.399	8	.000**	S	rejected
Income	12.860	6	.001**	S	rejected

\*\* 1% level of significant

It is clear from the chi-square Table depicts that the p-value (.000) has been less than 0.01 and the result has significant at 1 per cent level. Hence, the null hypothesis has been rejected and the alternative hypothesis has been accepted. From the analysis it has been concluded that there is relationship between gender, age, Educational qualification, occupational and income level of the respondents and overall factors influencing the distribution and forms of online shopping.

**TABLE NO.1.9.6**  
**VARIOUS FACTORS INFLUENCE THE LEVEL OF PERCEPTION ON THE OVERALL SHOPPING BEHAVIOUR AT ONLINE SHOPPING**  
**TESTING OF HYPOTHESIS ANOVA**

FACTORS		N	Mean	SD	F	SIG	REMARKS
24 hours a day I can buy things when shopping online	LOW	126	2.6905	.46414	50.874	.000	REJECTED
	MEDIUM	98	3.0000	.00000			
	HIGH	160	3.9875	.11145			
I get on-time delivery by shopping on-line	LOW	126	2.7381	.44143	16.239	.000	REJECTED
	MEDIUM	98	2.8633	.65714			
	HIGH	160	2.9625	.24795			
It is easy to choose and make comparison with other products while shopping online	LOW	126	2.7302	.44565	41.402	.000	REJECTED
	MEDIUM	98	3.0000	.00000			
	HIGH	160	3.9875	.11145			
Detail information is available while shopping online	LOW	126	2.4302	.44565	41.402	.000	REJECTED
	MEDIUM	98	3.0000	.00000			
	HIGH	160	4.9875	.11145			
The website design helps me	LOW	126	2.0079	.77456			

in searching the products easily	MEDIUM	98	2.9082	.35426	163.898	.000	REJECTED
	HIGH	160	2.9875	.11145			
While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order	LOW	126	2.4524	.69980	48.219	.000	REJECTED
	MEDIUM	98	2.8367	.37151			
	HIGH	160	2.9750	.15662			
The website layout helps me in searching and selecting the right product while shopping online	LOW	126	2.3889	.63210	79.721	.000	REJECTED
	MEDIUM	98	2.8776	.32949			
	HIGH	160	2.9813	.13607			
I prefer to buy from website that provides me with quality of information	LOW	126	2.2619	.79174	59.475	.000	REJECTED
	MEDIUM	98	2.6735	.60540			
	HIGH	160	2.9813	.13607			
Online shopping takes less time to purchase.	LOW	126	2.1746	.82053	66.076	.000	REJECTED
	MEDIUM	98	2.7041	.67670			
	HIGH	160	2.9813	.17633			

It is clear that, One- way ANOVA was applied to find whether significant difference exists between Low, Medium and High groups of overall online Shopping Behaviour score with respect to attributes influence online Shopping Behaviour. All the F-test value is greater than the table value at 1% level of significance. Since the calculated F-test value is greater than the table value, it inferred that there is significant difference among the Low, Medium and High groups of overall online shopping. Hence the null hypothesis is rejected and alternative hypothesis is accepted.

TABLE NO.1.9.7

#### KMO AND BARTLETT'S TEST FOR VARIOUS FACTORS INFLUENCE THE LEVEL OF SATISFACTION ON THE OVERALL SHOPPING BEHAVIOUR AT ONLINE SHOPPING CUSTOMERS

##### TESTING OF HYPOTHESIS

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.851
Bartlett's Test of Sphericity	Approx. Chi-Square	4262.444
	Df	105
	Sig.	.000

\*\*p<0.01 S-Significant

From the above table depicts that two tests, namely Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity have been applied to test whether the relationship among the variables has been significant or not. The Kaiser-Meyer-Olkin Measure of sampling adequacy shows that the value of test statistics is 0.851, which means the factor analysis for the selected variable is found to be appropriate or good to the data. Bartlett's test of sphericity is used to test whether the data are statistically significant or not with the value of test statistics and the associated significance level.

#### 1.10 FINDINGS

- Medium level of satisfaction towards purchasing online shopping was highest among the male respondents (64.8 per cent)
- High level of perception towards purchasing online shopping was highest among the age group of 31-40 (24.8 per cent)
- Purchasing online shopping was highest among the no formal educational (25.2 per cent)
- Highest among the entrepreneurs (28.6 per cent)
- Among the house hold income receivers upto 15,000 (29.8 per cent)

#### 1.11 SUGGESTIONS



The following are the suggestions on the basis of the findings of the study:

- The online marketers should adopt the different types of innovative strategies to attract the masses enables to increase the more digital sales.
- The marketers should make necessary arrangement to deliver the products at good quality condition within 2-3 days.
- Customers should be made aware about the varied sales promotion schemes, which make this online buying more attractive and popular among the public.
- Online marketers expand their own delivery point / service centers more in all areas to easily access by customers to avoid product stolen.
- Online websites must ensure about the quality and right of the information to their customers, since transaction is online the customers must be ensured of web security and confidential customer payment information.

## 1.12. CONCLUSION

The present study knowledge, expansion and modernism bring a lot of changes in the way of living on such change observed in attendance scenario is the new way of purchasing through internet as online marketing. It is a fast growing concept, because people, feel convenient as it can save a lot of time and energy even though there is no physical feel of the product, but still online markets attracts because of accessibility of variety of products. Traders using online markets should be planned and determined and they should also be aware of possible online threats. With the development of computer technology, the World Wide Web has become the connection medium for the networked world. Computers from locations that are geographically dispersed can talk with each other from side to side the Internet. As with any new technology, there are positives and negatives associated with its use and adoption. Finally, an online company can serve as an information agent that provides buyers and sellers with in sequence on products and other participants in the market. Online market appears to have a tremendous potential for providing e-business opportunities.

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