

A STUDY ON CONSUMERS' SATISFACTION AND ATTITUDE TOWARDS ONLINE SHOPPING IN NEYVELI TOWNSHIP

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ABSTRACT

The current examination has been begun with the objective of monetary perspectives assessment on web shopping and its impact of socio-monetary angles factors on buying conduct. The standard objections of the assessment the buyer lead and care and satisfaction. This investigation similarly helps with assessing the limit of electronic shopping districts to attract and hold the customer, to dismember the buying conduct and to explore the reasons why potential customers don't lean toward online shopping. The assessment approach was exploratory and particular. In the examination the model relied upon purposive, judgment and solace testing. The assessment is in generosity that there is a socio-social environment in the purchase dynamic cycle. Accordingly the current examination arranges the associations they should focus in on these perspectives to pull in the customers towards electronic-shopping.

Keywords

Customer lead, Online, Socio-Cultural.

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Introduction

Present day time has many shopping plans and the most prestigious of the days is web shopping. Online shopping is a sort of electronic business which allows the buyers and purchasers to direct buy product or organizations from a seller over the Internet using a web program. There are different names given to this, for instance, e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online retail exterior and virtual store. Using the convenient we have, Mobile business portrays purchasing from an online retailer's flexible improved online website page or application. There are such innumerable good conditions and adequacy in online shopping. An online shop draws out the real similitude of buying things or organizations at a squares and-mortar retailer or shopping center the cycle is called business-to-purchaser (B to C) electronic shopping. For the circumstance where a business buys from another business, the cycle is called business-to-business (B to B) online shopping. The greatest of these electronic retailing associations are Alibaba, Amazon.com and eBay.

HISTORICAL BACKGROUND OF THIS STUDY

Present day time has many shopping plans and the most elevated of the days is web shopping. Online shopping is a particularly electronic business which allows the buyers and purchasers to facilitate buy thing or relationship from a vendor over the Internet using a web program. There are different names given to this, for instance, e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online retail outside and virtual store. Using the supportive we have, Mobile business portrays purchasing from an online retailer's versatile improved online webpage page or application. There are such innumerable worthy conditions and adequacy in online shopping. An online shop draws out the certifiable resemblance of buying things or relationship at a squares and-mortar retailer or shopping center the cycle is called business-to-purchaser (B to C) electronic shopping. For the circumstance where a business buys from another business, the cycle is called business-to-business (B to B) web shopping. The most awesome aspect these electronic retailing affiliations are Alibaba, Amazon.com and eBay.

AIM OF THE STUDY

The purpose of the examination to perceive clients' satisfaction and mindset towards online shopping. When publicists become more familiar with the components impacting on the web buyers and buyer's direct, by then it make colossal possibility for the sponsors to develop the advancing strategies. In like way and change the potential customers into authentic one and hold the leaving buyers. All the necessities are solidly impacted, by different situational factors for instance can be scholarly affiliation (shows one's own personal congruity with the Internet 4 as a vehicle of shopping. It is seen that even more mentally expound individuals for the most part acknowledge that the Internet can similarly raise their shopping efficiency) and passionate affiliation (brimming with feeling commitment join enthusiastic components, for instance, greedy and meaningful suspicions, can in like manner sway the individual relevance of a shopping medium.

IMPORTANCE OF THE STUDY

It is found that there are a ton of attitude changes in our social associations and it is generously more that there is a significant change in the web shopping on customer buying conduct from the ordinary ways to deal with present day ways, as found in the last piece of the 1979's. There are ideal differences and changes we experience and this change has shown the course for another extent of post-customer direct to give the necessities and satisfaction of individual purchaser's attitude. We further find that the distinctive electronic shopping and purchaser buying moreover add to some standard changes to attract the individual client to save in various peril, that are common occasion. Online versus Disconnected Shopping In customary shopping, features of the air are a key factor affecting the buyer's insight.

STATEMENT OF THE PROBLEM

Generally speaking, the example of online business has been extended rapidly in the new years with the progression of web and due to the basic transparency of web usage. By means of electronic displaying and web correspondence business firms are coordinating assorted publicizing works out, for instance, factual reviewing, thing improvement, instruct customers

about thing incorporates, progression, customer organizations, customer input, and so forth Web shopping is used as a vehicle for correspondence and electronic exchange, it is to increase or improve in worth, quality and allure of passing on customer benefits and better satisfaction, that is the explanation online shopping is more solace and bit by bit extending its pervasiveness. The electronic elevating players are to be explicit online displaying, online promoting development occurs in the draw round of buying and selling activity. The online market is overpowered by potential customers both at the local and new level. It is customary and there is chance for the customers to lose their bit of leeway and their fortitude being impacted because of Consumers 'satisfaction and point of view towards Online Shopping and the significant transparency. In this way, it is imperative to think about the issue of the online customers.

OBJECTIVES OF THE STUDY

1. To examine the connection between buyer streets and purchaser ascribes.
2. To dismember the buying conduct of the respondents with respect to assorted client streets and its impact on satisfaction

HYPOTHESIS OF THE STUDY

HO= There is no association between customer streets and buyer characteristics.

H1= There is an association between purchaser streets and customer uniqueness

HO= There is no association between buying conduct and buyer satisfaction

H1 = There is an association between buying conduct and buyer satisfaction

SOURCES OF DATA

To achieve the objections there are various systems are followed. The researcher has used both fundamental and helper sources to fulfill the objections. The realities recently exhibited that the fundamental data were accumulated from Individual online client. Furthermore, the data accumulated through fundamental sources, other helper data were moreover assembled from Government relationship, for instance, Statistical invigilator report in state. There is plan of data assembled through the assessment and the helper data given by these relationship from their yearly reports and delivery .

SAMPLING PLAN

The picked assembling or the quantity of occupants in the picked territories for the investigation is huge and all the respondents couldn't be met due to reasonable difficulties. In the assessment just picked tests have been drawn up for the investigation. Most online clients were not set up to disclose their financial nuances, particularly proportion of money spend in different web shopping by the thing. Subsequently the data were accumulated from the respondents who were glad to uncover the information. The procedure for direct self-assertive looking at methodology is used for the assessment. There is particular blueprint from different monetary social events pack testing is done to pick the respondents. The assessment was taken by clear self-assertive reviewing methodology which is all the more fitting to this investigation.

LOCATION OF THE STUDY

Any exploration has an area which must be perceived identified with the components of the examination. The examination received basic irregular inspecting strategy. It is certain that the respondents are inhabitants of Neyveli Township in the age gathering of 18 years to 70 years including the various layers of shopper like understudies, finance managers, Retired people and retailer. There are 720 surveys appropriated to the speculators spread over in Chennai city picked for the investigation. Of whom 615 surveys were gathered. Of those polls of respondents 15 surveys were discovered to be fragmented and unusable from which wrong inductions could be deduced. Consequently, the specific and precise example of the examination is 600 .

STATISTICAL TOOLS FOR ANALYSIS

There must be a reference of something to allude to the exploration one is attempted. This investigation depends on essential information which were assembled from the speculators through survey. There is a decent wellspring of optional information are additionally used, which were gathered from distributed source like books, diaries, site, magazines and yearly reports. The data gathered from both the sources are examined, altered and arranged in a most simple method of reference and recorded. The data accumulated were examined utilizing factual bundle for sociologies (IBM-SPSS-22).

LIMITATIONS OF THE STUDY

Boondocks to an exploration are consistently a limit and no investigation can have a restricted geological portrayal. Thusly, this examination is restricted to Neyveli Township and along these lines the end can't be thorough to the whole universe. A huge detail specifically reference to this investigation is accumulated. The specialist has utilized the immense number of monetary instruments with of assortment of organization explicit highlights of shopper purchasing behaviors choices needs a great deal of time and assets to explore. Not all individuals are with undeniable information on internet advertising and shopping exercises however a couple are supplied with that abilities.

REVIEW OF LITERATURE

Mohammed Jamal and Tunazzina Sultana (2015) Studied that the goal of this paper was to look at the mindset of Bangladeshi people towards online shopping and to perceive the essential elements in such way. The derivations and revelations from an expansive audit showed an overall positive reaction towards web shopping. Regardless, study gives some fascinating pieces of information on purchaser tendencies towards online shopping in Bangladesh. Assessment enables a couple of huge theoretical responsibilities. Plainly, it is clear tentatively that despite age, sexual direction, pay, shared trait and occupation, family structure accepts a huge part if there ought to be an event of preferring web buying. The outcome and closures towards, the revelations add regard not solely to existing composition by coordinating a test concentrate on mien of the people towards web shopping, yet what's more propose the promoters that there was a high potential for target orchestrated electronic selling. These counter-intuitive that Bangladeshi buyers were not ready for web shopping.

Dr. Rizwana Bashir and Irsa Mehboob (2015) Visualized and saw on resulting to coordinating this assessment, certain results got uncovered. Crucial and urgent components that seem, by all accounts, to be affecting purchaser buying conduct towards web shopping with respect to the more energetic age had all the earmarks of being the trust factor. At the point when the people trust the site, they are slanted to buy more from that site. Converse to standard reasoning, in any case,

the sensation of security didn't seem to impact the purchaser direct. Buyers and respondents didn't give off an impression of being outstandingly worried about giving their own data on the web, for instance, addresses, given that they could buy using the cash down cod procedure for acquirement.

PERCENTAGE ANALYSIS

The following section, the percentage analysis is submitted for all the demographic factors involved in the study

Table - 1
Gender wise distribution of online customer

Gender	Frequency	Percent	Cumulative Percent
Male	396	66.0	66.0
Female	204	34.0	100.0
Total	600	100.0	

Source: Primary data

The given table above 1 reveals that details about gender wise distribution of the respondents. Of those, 600 respondents, a majority of 396 (66%) respondents are male while 204 (34.0%) respondents are female. There is an observation from the above table that mostly male prefer to use online shopping than female¹.

Table-2
Age of the online customer

Age	Frequency	Percent	Cumulative Percent
Up to 25 years	83	13.8	13.8
26-35 years	162	27.0	40.8
36-45 years	173	28.8	69.7
46-55 years	120	20.0	89.7
more than 55 years	62	10.3	100.0
Total	600	100.0	

Source: Primary data

The given table above 2 reveals that information about age of the respondents. By and large 173 (28.8%) respondents are in the age group of 36-45 years, 162 (27.0%) the highest level, respondents are in the age group of 26-35 years, the second highest level, 120 (20.0%) respondents are in the age group of 45-55 years, third level, 83 (13.8%) respondents are in the age group of upto 25 years and 62 (10.3%) remain the fourth level respondents in the age group of more than 55 years. As a result it is found that majority of

respondents fall under age group of 36-45 years accordingly².

Table - 3
Marital status of the online customer

Marital status	Frequency	Percent	Cumulative Percent
Single	209	34.8	34.8
Married	391	65.2	100.0
Total	600	100.0	

Source: Primary data

It is observed in the table above 3 express that details about marital status of the respondents. Out of 600 respondents, 391 (65.2) respondents are married while 209 (34.8) respondents remain single. There is an observation that most of the respondents are married.

Table - 4
Family size of the online customer

Size of the family	Frequency	Percent	Cumulative Percent
Less than 2	59	9.8	9.8
Three	172	28.7	38.5
Four	186	31.0	69.5
Five	111	18.5	88.0
more than 5	72	12.0	100.0
Total	600	100.0	

Source: Primary data

The above table 4 reveals that details about family size of the respondents. Mostly 186 (31.0) respondents have 4 members in the family, 172 (28.7) respondents have 3 members in their family, 111 (18.5) respondents family size is 5 members, 72 (12.0) respondents family size is more than 5 members and 59 (9.8) respondents have 2 members in their family accordingly. Therefore majority of respondents have 4 members in their family accordingly³.

Table -5
Educational qualification of the online customer

Educational	Frequency	Percent	Cumulative Percent
Professional degree	60	10.0	10.0
Post-graduation	141	23.5	33.5
Under graduation	226	37.7	71.2

² <http://shodhganga.inflibnet.ac.in>

³ <http://shodhganga.inflibnet.ac.in>

¹ <http://shodhganga.inflibnet.ac.in>

Diploma	116	19.3	90.5
Schooling	57	9.5	100.0
Total	600	100.0	

Source: Primary data

The table above 5 presents those details about educational qualification of the respondents. By and large, 226 (37.7) respondents have completed under graduation, 141 (23.5) respondents have gone through post-graduation, 116 (19.3) respondents have passed their, 60 (10.0) respondents come over their professional degree and 57 (9.5) respondents finished schooling accordingly. There is an observation from the above table that by and large respondents are under graduates who are used to buying products through online shopping accordingly.

Table 6
Occupation status of the online customer

Occupation status	Frequency	Percent	Cumulative Percent
Govt. Employees	55	9.2	9.2
Private employee	230	38.3	47.5
Self-employee	168	28.0	75.5
Business	93	15.5	91.0
Home maker	54	9.0	100.0
Total	600	100.0	

Source: Primary data

The aforesaid table 6 reveals that details about job status of the respondents. By and large, 230 (38.3) respondents are private employees, 168 (28.0) respondents are self-employed, 93 (15.5) respondents are doing self-business, 55 (9.2) respondents are working at government sector and 54 (9.0) respondents are house wives. Therefore, most of the respondents buy products through online shopping from the private sector as referred to each.

Table 7
Annual income of the online customer

Annual income	Frequency	Per cent	Cumulative Per cent
≤ than 1 lakh	85	14.2	14.2
Between 1 to 2 lakhs	223	37.2	51.3
Between 2 to 3 lakhs	146	24.3	75.7
Between 3 to 4 lakhs	97	16.2	91.8
≤ than 4 lakhs	49	8.2	100.0
Total	600	100.0	

Source: Primary data

The table above 7 presents that detail about total annual income of the respondents. By and large, 223 (37.2) respondents family annual income are between 1 to 2 lakhs, 146 (24.3) respondents total family annual income are between 2 to 3 lakhs, 97 (16.2) respondents total annual income are between 3 to 4 lakhs, 85 (14.2) respondents total annual income are less than 1 lakh and 49 (8.2) respondents' total family annual income are more than 4 lakhs as said to each. It shows that most of the respondents' family annual sources of income are between 1 to 2 lakhs accordingly.

Table 8
Internet access of the online customer

Internet access	Frequency	Percent	Cumulative Percent
House	203	33.8	33.8
Working Place / Office	225	37.5	71.3
Cyber café	112	18.7	90.0
School /College /University	60	10.0	100.0
Total	600	100.0	

Source: Primary data

The table given above in 8 reveals the information about internet access of the respondents. Of the total respondents, 225 (37.5) respondents understood that they use internet from their occupational sites and offices, of the total respondents, 203 (33.8) respondents use internet at their house, 112 (18.7) respondents access internet from cyber café and 60 (10.0) respondents access internet from school/college/university accordingly. There is an observation that shows, clearly from the above table most of the respondent's access internet from their working place/office itself.

Table - 9
Internet on online customer per day

internet online customer per day	Frequency	Percent	Cumulative Percent
Less than 1 hour	112	18.7	18.7
1-2 hrs	171	28.5	47.2
2-3 hrs	160	26.7	73.8
3-4 hrs	98	16.3	90.2
More than 4 hrs	59	9.8	100.0
Total	600	100.0	

Source: Primary data

The above table 9 shows that detail about length of time on an average spent by respondents per day. Of the total respondents, 171 (28.5) respondents spend 1-2 hours per day averagely, 160 respondents spend 2-3 hours per day for access internet, 112 (18.7) respondents spend less than 1 hour each day and 59 (9.8) are respondents spend more than 4 hours to access internet per day accordingly.

Table 10
Purchase power for products and services of the internet online customers

Purchases influence for Products and services of the online customers	Frequency	Percent	Cumulative Percent
Self	188	31.3	31.3
Spouse	135	22.5	53.8
Wife	133	22.2	76.0
Children	88	14.7	90.7
Friends & Relatives	56	9.3	100.0
Total	600	100.0	

Source: Primary data

The given table 10 deals with of the total respondents, Of the total respondents, 188 (31.3) respondents purchase products and services through online shopping with self-decision, 135 (22.5) respondents buy products with the help of husband, 133 (22.2) respondents buy products with help of wife, 88 (14.7) respondents are influenced with their children and 56 (9.3) respondents are influenced with their friends and

Table 12

Chi-square analysis on the relationship between personal factors and occurrence of purchase of products

S. No	Study factors	Chi-square value	DF	Significant /Not significant	Results
1	Gender	8.522	2	0.202	NS
2	Age	31.063	6	0.152	NS
3	Marital status	3.224	2	0.780	NS
4	Family members	33.333	8	0.097	NS
5	Education level	20.098	10	0.691	NS
6	Occupational status	32.467	10	0.116	NS
7	Annual income	19.227	8	0.740	NS
8	Internet access	15.879	6	0.601	NS
9	Time spent on internet	35.508	8	0.041	NS

Significant @ 1% level

The given table above in 12 it is clearly found that they hypothesis is accepted (Not significant) in eight cases and in other cases hypothesis is

rejected accordingly. Therefore, most of the respondents purchase their products, based on their own decision respectively.

Table -11
Payment method of the online customers

Payment method	Frequency	Percent	Cumulative Percent
Credit card/Debit card	166	27.7	27.7
Online bank transfer	183	30.5	58.2
Cash on liberation	162	27.0	85.2
Online money transfer	89	14.8	100.0
Total	600	100.0	

Source: Primary data

The given table above in 4.11 indicates that detail about payment method of the respondents. Of the total respondents, 183 (30.5) respondents are paying their amount through online bank transfer, 166 (27.7) respondents remit their money by means of credit card/debit card, 162 respondents pay cash on delivery and 89 respondents remit their amount using online money transfer accordingly. Therefore majority of respondents pay their money through online bank transfer respectively.

CHI-SQUARE TEST PERSONAL FACTORS AND OCCURRENCE OF PURCHASE OF PRODUCTS THROUGH ONLINE

rejected (Significant). It can be taken for conclusion that gender, age, family members, educational level, occupation, annual income and internet access have not influenced the frequency

of purchase of products through online system with other factors and time spent, and it has got influence with frequency of purchase of products.

Analysis of Variance (ANOVA)

There is a method known as (ANOVA) is used as the test for Analysis of Variance and (ANOVA) is used to test the homogeneity of several means, which is also used as an extension of t-test.

Pre - Purchased Decision Making Factors

Table 13
ANOVA for pre-purchase decision score with age

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.887	4	.722	.648	.629
Within Groups	663.072	595	1.114		
Total	665.958	599			

Source: Primary data

significant at 5% level

The given table above in 13 one way ANOVA tool has been used to analyze the difference between age and pre-purchase decision has been tested. It is obviously found that the hypothesis is accepted. Therefore, it is understood in conclusion that there is no tangible difference among the age groups, in their pre-purchase decision score respectively.

Factor Analysis for Consumer Approach in the direction of Online Shopping

Relationship cross section for the components, item 1 to item 15, associated with Question 15; Consumer Attitude towards web shopping was inspected from the start for possible thought in Factor Analysis. Since one of the targets of the factor assessment is to get 'factors' that help explain these associations, the components ought to be related to each other for the factor model to be reasonable. A closer appraisal of the association matrix may uncover the elements which don't have any relationship. For the most part an association assessment of 0.3 (all out worth) is taken as sufficient to explain the association between factors. All the elements from 1 to 15 have been held for extra assessment. Further, two tests are applied to the resultant association system to test if the relationship among the elements is basic \

designs to increase online business through focus and low compensation gathering. Attempts of this sort will be possible simply through worth fixation of the thing reliant on this get-together. Fittingly, electronic shopping notices overall market rules and don't consider the local market standard. So the online dealers should familiarize the things concurring with the close by market standard. The buyers and purchasers purchasing model will augmentation and help the venders with extending the arrangements. There is a desolate situation of the respondents managing difficult issues on theft of Mastercard information, and nonappearance of security on online portions is transcendent. Realizing judicious steps to deal with these issues will make client conviction on online shopping. The steadfastness and responsiveness of the movement system is the key accomplishment factor for any online business and this will attract the buyers repurchase point. In any case the buyers have a foundation and essential data about online shopping, they can't use the same and complete it considering the way that the language used in web transforms into a limit. It is huge making regional language arranged destinations which would help new comers with improving their knowledge and besides to fabricate the online purchasers. Most of the Indian buyers are regular buyers with long stretch usage lead. However, all around buyers of electronic shopping things are in the possibility of transient thing customers. Not many of them are for a drawn out thing use. Thusly, it is believed that the trader can zero in on commitment a more prominent measure of strong things with guarantee.

CONCLUSION

It is here in the prior days, clients had sufficient chance to visit shopping centers, searching for

FINDINGS SUGGESTION AND CONCLUSION

The examination is essential and important, yet in India community pay and low compensation bundles are incredibly high who almost no permission to web utilizes is. Thusly, the online publicists can contribute time on innovative

various things a huge load of customers pick wheeling and dealing and pick the purchases after real assessment of the products. The whole cycle can go from several hours to weeks reliant on the thing, sum, quality, brands, country makes, associations and wellspring of acquisition. In the high level days and today there is fanatic change in the entire circumstance. There is a wide tendency that everything these days is Internet organized like Electronic Data exchange, electronic position, E-Business and E-Commerce. Web business is exchange of information using network-based advances. In the current huge cost condition, online business can exist used as a genuine framework. Thusly it dynamically fuses the entire online pattern of making, promoting, selling, passing on, upgrading and paying for things and organizations. The issue of online shopping is an incomprehensible mounting development. Exactly when it is fittingly utilized with ensured prosperity and security for the trades, it will thrive into a significantly genuine and self-roused establishment. Neyveli Township people is significantly in fact proficient and the city is spotted with the associations of various successful business visionaries. Neyveli Township has various organizations, spaces, corporate clinical centers and incredible number of planning colleges. In future, electronic shopping will without a doubt fill unbelievably, given the creating youth people.

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