

A Study on Consumer Buying Behavior and Satisfaction Level Towards Online Shopping with Reference to Tiruppur District

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ABSTRACT

The rapid growth of e-commerce has transformed consumer shopping behavior. This study investigates consumer preferences, challenges, and satisfaction levels in online shopping, focusing on socio-economic factors influencing decision-making. Conducted in Tiruppur District, the study employs primary and secondary data collection methods, utilizing a structured questionnaire. Findings provide insights into consumer attitudes, preferred online platforms, purchasing patterns, and key factors affecting satisfaction. The research highlights major challenges faced by online shoppers and suggests strategies for improving e-commerce experiences.

KEYWORDS

Online Shopping, Consumer Behavior, Satisfaction level, Tiruppur District.

INTRODUCTION

Online shopping has transformed retail by offering consumers unmatched convenience, variety, and accessibility. With growing internet penetration and digital advancements, e-commerce has become central to modern consumer behaviour, shifting how people browse, compare, and purchase products. This evolution has brought significant changes in purchasing patterns, preferences, and expectations.

This study explores the socio-economic factors influencing online shopping behaviour in the Tiruppur District, focusing on variables such as age, income, education, occupation, and digital literacy. Understanding these elements helps identify how different consumer segments interact with online platforms.

Key drivers of online purchases—including convenience, product variety, competitive pricing, ease of payment, and brand reputation—are examined alongside the impact of customer trust, shaped by website security, payment safety, and customer reviews. The study also highlights common challenges like delivery delays, product quality issues, misleading descriptions, hidden charges, complex return policies, and data privacy concerns.

By analyzing these factors, the research aims to offer actionable insights for e-commerce platforms, retailers, and policymakers. The findings can guide improvements in marketing strategies, platform design, and customer service, ultimately enhancing user satisfaction. Additionally, the study contributes to academic research on digital consumer behaviour, supporting further studies in online retail trends.

Understanding consumer behaviour in regions like Tiruppur is essential for businesses to stay competitive and responsive in the evolving digital marketplace.

LITERATURE REVIEW

Georgie N.A. (2021) in his article entitled “**The influence of selected factors on online shopping behaviour: a study with respect to Kottayam district**”, investigated the extent to which customer preferences have a role in determining a business's fortunes. Online shopping, which uses the internet as a sales channel, has a similar dilemma due to the diversity of opinions held by online shoppers.

Aakash Alwani, Suryakanti Yadav & Tushar Pradhan (2021) in his study, “**A Study of Consumer Behaviour towards Online Shopping in Vadodara City**”, to highlight the consumer behaviour of people residing in the Vadodara City, their behaviour towards online shopping through e-commerce websites such as Amazon, Flipkart etc. They conclude that people in Vadodara city make purchase much frequently through online shopping.

Angamuthu (2020) in his study, “**A Study on Online Shopping in India – An Overview**”, has analysed the availability of online shopping has produced a more educated consumer that can shop around with relative ease without having to spend a large amount of time. At the end, it has been a win-win situation for both consumer and sellers.

Dr. V Vijayalakshmi & Dr.R. Lakshmi (2018) Mostly youngsters and youth generation (19-30 age group) are very much interested in online buying because they know about technology and e- shopping.

ASSOCHAM-Resurgent joint study, (2018) online shopping is expected to clock annualised growth of 115 percent this year, aided by fast increasing data consumption and improvement in logistics, along with a number of offers presented by e- commerce platforms.

OBJECTIVES OF THE STUDY

- To analyze the key factors influencing consumer buying behavior.
- To examine the impact of socio-economic factors.
- To identify the most preferred online shopping platforms.
- To assess consumer satisfaction levels.
- To explore major challenges faced by consumers.
- To provide insights for improving online shopping experiences.

RESEARCH METHODOLOGY

The research design is an arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

- **Descriptive research** has been adopted, which includes surveys and fact-finding inquiries. The main objective of descriptive research is to describe the state of affairs as it exists at present.
- **Non-probability convenience sampling** method has been used for this study to collect data efficiently from readily available respondents.

- A total of **110 respondents** were selected as the sample size, which is considered adequate to ensure reliable and valid results.
- Data was collected from **both primary and secondary sources**.

STATISTICAL TOOLS USED FOR ANALYSIS

- **Simple percentage analysis**

Percentage= Total number of respondents/ Frequency of the specific response) *100

- **Likert Scale**

(5 × Highly Satisfied) + (4 × Satisfied) + (3 × Neutral) + (2 × Dissatisfied) + (1 × Highly Dissatisfied) / Total Responses

- **Chi-square test**

$$\chi^2 = \sum (O-E)^2 / E$$

Where: O = Observed frequency (the actual data you collected)

E= Expected frequency (the frequency you would expect based on the null hypothesis)

∑ = Summation across all categories or cells.

LIMITATIONS OF THE STUDY

Limited sample size, geographical scope, time constraints, and self-reported data were the primary limitations.

DATA ANALYSIS AND INTERPRETATION

LIKERT SCALE ANALYSIS

SATISFACTION LEVEL DURING PRODUCT PURCHASE

| Factor | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied | Total |
|---------------------|------------------|-------------|-------------|--------------|---------------------|-------|
| Information Quality | 15 (75) | 37 (148) | 54 (162) | 4 (8) | 0 (0) | 393 |
| Product Quality | 13 (65) | 66 (264) | 30 (90) | 1 (2) | 0 (0) | 421 |
| Delivery Service | 19 (95) | 63 (252) | 26 (78) | 2 (4) | 0 (0) | 429 |
| Product Return | 19 (95) | 54 (216) | 29 (87) | 7 (14) | 1 (1) | 413 |
| Price | 30 (150) | 59 (236) | 19 (57) | 2 (4) | 0 (0) | 447 |
| Payment Method | 44 (220) | 50 (200) | 11 (33) | 4 (8) | 1 (1) | 462 |

CALCULATED MEAN:

- The Calculated Score for Information Quality is 3.57.
- The Calculated Score for Product Quality is 3.83.
- The Calculated Score for Delivery Service is 3.90.
- The Calculated Score for Product Return is 3.75.
- The Calculated Score for Price is 4.06.

- The Calculated Score for Payment Method is 4.20.

INTERPRETATION:

The mean scores on a 5-point Likert scale indicate overall satisfaction. Payment Method (4.20) and Price (4.06) fall in the "Satisfied to Highly Satisfied" range, while Delivery Service (3.90) and Product Quality (3.83) are in the "Neutral to Satisfied" range. Product Return (3.75) and Information Quality (3.57) are in the "Neutral to Slightly Satisfied" range, suggesting areas for improvement.

SATISFACTION OF ONLINE SHOPPING PLATFORM

| Factor | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied | Total |
|---------------|------------------|-------------|-------------|--------------|---------------------|-------|
| Accessibility | 16 (80) | 53 (212) | 41 (123) | 0 (0) | 0 (0) | 415 |
| Language | 21 (105) | 55 (220) | 34 (102) | 0 (0) | 0 (0) | 427 |
| Convenience | 21 (105) | 53 (212) | 34 (102) | 2 (4) | 0 (0) | 423 |
| Quality | 15 (75) | 50 (200) | 42 (126) | 3 (6) | 1 (1) | 408 |
| Choice | 29 (145) | 56 (224) | 25 (75) | 0 (0) | 0 (0) | 408 |
| Response Time | 18 (90) | 58 (232) | 27 (81) | 7 (14) | 0 (0) | 417 |

Source: Primary Data

CALCULATED MEAN:

- The Calculated Score for Accessibility is 3.77.
- The Calculated Score for Language is 3.88.
- The Calculated Score for Convenience is 3.85.
- The Calculated Score for Quality is 3.71.
- The Calculated Score for Choice is 4.04.
- The Calculated Score for Response Time is 3.79.

INTERPRETATION:

The mean scores on a 5-point Likert scale indicate overall satisfaction. Payment Method (4.20), Choice (4.04), and Price (4.06) fall in the "Satisfied to Highly Satisfied" range. Delivery Service (3.90), Language (3.88), Product Quality (3.83), and Convenience (3.85) are in the "Neutral to Satisfied" range. Response Time (3.79), Accessibility (3.77), and Product Return (3.75) suggest improvement, while Information Quality (3.57) and Quality (3.71) need the most attention.

CHI-SQUARE TEST

SHOPPING APP PREFERENCE

| Shopping App | Accessories | Clothes | Cosmetics | Home Appliances | Other | Total |
|--------------|-------------|---------|-----------|-----------------|-------|-------|
| AJIO | 1 | 0 | 0 | 1 | 0 | 2 |
| Amazon | 29 | 16 | 6 | 3 | 0 | 54 |
| Flipkart | 22 | 8 | 0 | 8 | 3 | 41 |

| | | | | | | |
|---------------|----|----|---|----|---|-----|
| Myntra | 3 | 0 | 2 | 1 | 0 | 6 |
| Nykaa | 2 | 1 | 1 | 1 | 1 | 6 |
| Other | 0 | 1 | 0 | 0 | 0 | 1 |
| Total | 57 | 26 | 9 | 14 | 4 | 110 |

Source: Primary Data

Null Hypothesis (H₀): There is no significant association between shopping app preference and product category.

Alternative Hypothesis (H₁): There is a significant association between shopping app preference and product category.

CALCULATED CHI-SQUARE TABLE

| O | E | O - E | (O - E)² | (O - E)² / E |
|----------|----------|--------------|----------------------------|--------------------------------|
| 1 | 1.04 | -0.04 | 0.0013 | 0.0013 |
| 0 | 0.47 | -0.47 | 0.2235 | 0.4727 |
| 0 | 0.16 | -0.16 | 0.0268 | 0.1636 |
| 1 | 0.25 | 0.75 | 0.5557 | 2.1831 |
| 0 | 0.07 | -0.07 | 0.0053 | 0.0727 |
| 29 | 27.98 | 1.02 | 1.0367 | 0.037 |
| 16 | 12.76 | 3.24 | 10.4741 | 0.8206 |
| 6 | 4.42 | 1.58 | 2.5021 | 0.5663 |
| 3 | 6.87 | -3.87 | 14.998 | 2.1823 |
| 0 | 1.96 | -1.96 | 3.8559 | 1.9636 |
| 22 | 21.25 | 0.75 | 0.5693 | 0.0268 |
| 8 | 9.69 | -1.69 | 2.8592 | 0.295 |
| 0 | 3.35 | -3.35 | 11.253 | 3.3545 |
| 8 | 5.22 | 2.78 | 7.7385 | 1.483 |
| 3 | 1.49 | 1.51 | 2.2774 | 1.5275 |
| 3 | 3.11 | -0.11 | 0.0119 | 0.0038 |
| 0 | 1.42 | -1.42 | 2.0112 | 1.4182 |
| 2 | 0.49 | 1.51 | 2.2774 | 4.6391 |
| 1 | 0.76 | 0.24 | 0.0559 | 0.0732 |
| 0 | 0.22 | -0.22 | 0.0476 | 0.2182 |
| 2 | 3.11 | -1.11 | 1.2301 | 0.3956 |
| 1 | 1.42 | -0.42 | 0.1749 | 0.1233 |
| 1 | 0.49 | 0.51 | 0.2592 | 0.5279 |
| 1 | 0.76 | 0.24 | 0.0559 | 0.0732 |
| 1 | 0.22 | 0.78 | 0.6112 | 2.8015 |
| 0 | 0.52 | -0.52 | 0.2685 | 0.5182 |
| 1 | 0.24 | 0.76 | 0.5831 | 2.4671 |
| 0 | 0.08 | -0.08 | 0.0067 | 0.0818 |
| 0 | 0.13 | -0.13 | 0.0162 | 0.1273 |
| 0 | 0.04 | -0.04 | 0.0013 | 0.0364 |
| | | | TOTAL | 28.65 |

Final Calculation Summary

Chi-Square Value $(\sum(O - E)^2 / E) = 28.65$

Degrees of Freedom $= (r-1)(c-1) = (6-1)(5-1) = 5 \times 4 = 20$

Significance Level = 5%(0.05)

Tabulated Chi-Square Value = 31.41

INTERPRETATION:

Since **28.65 < 31.41**, we fail to reject the null hypothesis(H_0), meaning no significant association between shopping app preference and product category

FINDINGS

- Majority 56.4% of respondents prefer Cash on Delivery (COD) as their payment method, indicating a strong reliance on traditional payment options.
- Majority 54.55% of respondents prioritize time-saving as the most important factor in online shopping.
- Hypothesis Testing Result: Since $28.65 < 31.41$, we fail to reject the null hypothesis (H_0), indicating no significant association between shopping app preference and product category.

SUGGESTIONS

- Implement stricter quality control, better descriptions, and verified reviews to ensure accuracy.
- Simplify returns with hassle-free processes and faster refunds to enhance customer trust.

Enhance payment security with robust systems and diverse options like UPI and COD to prevent fraud and build trust.

CONCLUSION

The study highlights the growing preference for online shopping among consumers in Tiruppur District, driven by convenience, competitive pricing, and time-saving benefits. While a majority of respondents are satisfied with their online shopping experiences, challenges such as product quality assessment, return policies, and payment security remain significant concerns. E-commerce platforms must focus on improving quality assurance, simplifying return processes, and enhancing payment security to build trust and customer satisfaction. Additionally, offering attractive discounts, improving delivery services, and providing robust customer support can further enhance the online shopping experience. By addressing these key areas, e-commerce businesses can better meet consumer expectations, foster loyalty, and remain competitive in the evolving digital marketplace.

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