



A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE MARKETING IN ERODE DISTRICT

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Abstract

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. In this research, the researcher has mainly focused on to examine the customer satisfaction towards online purchase in Erode district of Tamilnadu. For this, 150 respondents were selected and collect their opinion towards online purchase by convenience sampling method. Then subdued the collected opinion into tables through using simple statistical tools like percentage analysis, mean score analysis, chi-square test and correlation analysis. The results found that between of 26 and 35 years male college level educated employees have perceived high level of satisfaction towards online purchase. Further, the increase of the age of the respondents had identified that their satisfaction comes down.

Keywords : *Online Purchase, Customer Satisfaction, Erode, Online Marketing, Online Products.*

Introduction

Nowadays, online shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environment are therefore playing an increasing role in the overall relationship between markets and their consumers. That is, consumer-purchases are mainly based on the cyberspace appearance such as pictures, image, quality information, and video clips of the product, not on the actual experience. As the internet has now become a truly global phenomenon, the number of internet users worldwide is expected to reach 1.8 billion by 2010 according to the survey of click stats, this growing and diverse internet population means the people having diverse taste and purposes are now going to web for information and to buy products and services. The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. Now day's internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers. Essentially, the idea of online shopping is to lead customers to a convenient way of shopping. Customers will be able to save their time and money, plus retrieve all the product information with just few clicks in few minutes. Plus, purchasing can be done anywhere, anytime according to their preferences.

Review of Literature

According to Vikash and Vinod Kumar (2017) stated in their research that the purpose was to understand the consumer perception regarding online shopping. The authors found that various underline perception of the customers are positive towards online shopping. Online shopping had tremendous potential and more business are going to add online platform to present extended retailer's shelves in the customers. Valarmathi (2017) identified that the Customer Perceptions towards Online Purchase and Digital Marketing in Coimbatore region. It is found that to raise sales and conversions through long-term brand loyalty, the consumer must first start by creating that initial awareness and exposure. Generating significant exposure and awareness for the brand was often very challenging and it can become more difficult online where there's a large amount of outside noise to contend with. Though, along with many challenges, there are also a great opportunities to build online awareness. According to Sivasankaran (2017) evaluated in their research that the study reveals that the majority of the youngsters of the present generation had access to the digital media but they not had the awareness about its optimum utilization. The author Santhi (2017) found that the preferences perceptions and factors influencing satisfaction of online shoppers in Tirupati Town. The results noted that the consumers are becoming more internet savvy every day.

Statement of The Problem

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scamps, fraudulent practices and cheating also increased. Such cheating activities had created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase. The problem area of this survey is consumer's satisfaction towards online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing in Erode district of Tamilnadu.

Objectives of The Study

1. To study the socio-economic status of the customers in Erode.
2. To find out the satisfaction level of the customers for online purchase in Erode.

Research Methodology

Descriptive research has been used in this research. For examining the satisfaction level of the customers towards online marketing around 150 customers were taken for this research. For examining the customers' satisfaction towards online marketing, a structured questionnaire has framed. The collected opinion of the respondents were subduced into tables by using percentage analysis, mean score analysis, chi-square analysis and correlation analysis.

Results and Discussion

Socio-Economic Status: The following table shows the demographic condition of the customers who have experience the online marketing.

Table 1 : Socio-Economic Status of The Respondents and Their Satisfaction

S.No.	Factors	No. of Respondents	%	Mean Score
Gender				
1	Male	89	59.4	4.2
2	Female	61	40.6	3.8
Total		150	100.0	
Age				
1.	Upto 25 Years	80	53.4	3.8
2.	26-35 Years	52	34.9	4.2
3.	Above 35 Years	18	11.7	4.0
Total		150	100.0	
Educational Qualification				
1	School	72	48	3.9
2	College	44	29	4.3
3	Professional	24	16	4.0
4	ITL/Diploma	10	7	4.1
Total		150	100.0	
Occupational Status				
1	Employee	54	35.7	4.3
2	Business	51	33.7	4.1
3	Agriculture	17	11.9	3.7
4	Others (Home Maker, Students, etc.)	28	18.7	3.9
Total		150	100.0	
Monthly Family Income				
1	Upto Rs.20,000	18	12.3	3.4
2	Rs.20,001 - 30,000	51	33.8	3.8
3	Rs.30,001 - 40,000	67	44.4	4.1
4	Above Rs.40,000	14	9.5	3.9
Total		150	100.0	
Experience in online purchase				
1	Upto 2 Years	29	19.4	3.8
2	3-4 Years	55	36.7	4.3
3	Above 4 Years	66	43.9	4.0
Total		150	100.0	
Mode of Payment				
1	Credit / Debit Card	57	37.8	3.7
2	Online Bank Transfer	52	34.6	4.3
3	Cash on Delivery	41	27.6	4.1
Total		150	100.0	

S.No.	Factors	No. of Respondents	%	Mean Score
	Buying Products			
1	Electronic Products	51	33.7	4.2
2	Electrical Products	15	10.2	3.1
3	Apparel Products	18	11.9	3.7
4	Books	28	18.7	4.1
5	FMCG products	21	14.2	4.3
6	Others	17	11.3	3.7
	Total	150	100.0	

It is noticed from the analysis that majority of the respondents are male, belongs to upto 25 years, qualified with college level, working as a government and private employee, family monthly income Rs.30001 to 40000, having above 4 years of online purchase experience, using credit/debit card for purchase of products through online and purchase electronic products at the maximum level followed by books.

Further, majority of the respondents have perceived high level of satisfaction towards online marketing who male, belongs to 26-35 years aged, educated till college level, working as employee, around Rs.30001 to 40000 earn monthly in their family, having 3-4 years of online purchase experience, using online bank transfer mode for payment and buying more of electronic products.

Level of Satisfaction towards Online Purchase

In order to find the relationship between the selected independent variables of the respondents and their level of satisfaction towards online purchase, the following hypothesis has been framed and tested by using Chi-square test.

H_{01} :There is no significant relationship between gender of the respondents and their level of satisfaction towards online marketing.

Table 2 : Gender and Level of Satisfaction towards Online Purchase

Factor	Calculated t^2 Value	Table Value	D.F	Remarks
Gender	7.913	5.991	2	Significant at 5% level

From the result of chi-square test indicated that the null hypothesis is rejected. So, there is a significant relationship between gender and level of satisfaction towards online purchase.

H_{02} :There is no significant relationship between age of the respondents and their level of satisfaction towards online marketing.

Table 3 : Age and Level of Satisfaction towards Online Purchase

Factor	Calculated t^2 Value	Table Value	D.F	Remarks
Age	16.305	13.276	4	Significant at 1% level

From the result of chi-square test indicated that the null hypothesis is rejected. So, there is a significant relationship between age of the respondents and level of satisfaction towards online purchase.

H_{03} :There is no significant relationship between educational qualification of the respondents and their level of satisfaction towards online marketing.

Table 4 : Educational Qualification and Level of Satisfaction towards Online Purchase

Factor	Calculated t^2 Value	Table Value	D.F	Remarks
Educational Qualification	18.506	16.811	6	Significant at 1% level

From the result of chi-square test indicated that the null hypothesis is rejected. So, there is a significant relationship between educational qualification of the respondents and level of satisfaction towards online purchase.

H₀₄ : There is no significant relationship between occupational status of the respondents and their level of satisfaction towards online marketing.

Table 5 : Occupational Status and Level of Satisfaction towards Online Purchase

Factor	Calculated t^2 Value	Table Value	D.F	Remarks
Occupational Status	24.058	16.811	6	Significant at 1% level

From the result of chi-square test indicated that the null hypothesis is rejected. So, there is a significant relationship between occupational status of the respondents and level of satisfaction towards online purchase.

H₀₅ : There is no significant relationship between monthly family income of the respondents and their level of satisfaction towards online marketing.

Table 6 : Monthly Family Income and Level of Satisfaction towards Online Purchase

Factor	Calculated t^2 Value	Table Value	D.F	Remarks
Monthly Family Income	21.715	16.811	6	Significant at 1% level

From the result of chi-square test indicated that the null hypothesis is rejected. So, there is a significant relationship between monthly family income of the respondents and level of satisfaction towards online purchase.

H₀₆ : There is no significant relationship between experience in online business of the respondents and their level of satisfaction towards online marketing.

Table 7 : Experience in Online Business and Level of Satisfaction towards Online Purchase

Factor	Calculated t^2 Value	Table Value	D.F	Remarks
Experience in Online Business	17.062	13.277	4	Significant at 1% level

From the result of chi-square test indicated that the null hypothesis is rejected. So, there is a significant relationship between experience in online business of the respondents and level of satisfaction towards online purchase.

H₀₆ : There is no significant relationship between mode of payment of the respondents and their level of satisfaction towards online marketing.

Table 8 : Mode of Payment and Level of Satisfaction towards Online Purchase

Factor	Calculated t^2 Value	Table Value	D.F	Remarks
Mode of Payment	11.065	9.488	4	Significant at 5% level

From the result of chi-square test indicated that the null hypothesis is rejected. So, there is a significant relationship between mode of payment of the respondents and level of satisfaction towards online purchase.

H₀₇ : There is no significant relationship between buying products of the respondents and their level of satisfaction towards online marketing.

Table 9 : Buying Products and Level of Satisfaction towards Online Purchase

Factor	Calculated t^2 Value	Table Value	D.F	Remarks
Buying Products	19.677	18.307	10	Significant at 5% level

From the result of chi-square test indicated that the null hypothesis is rejected. So, there is a significant relationship between buying products of the respondents and level of satisfaction towards online purchase.

Satisfaction towards Online Purchase of the consumers

Satisfaction plays a main role for stimulates the consumers for purchase products through online continuously. For this, satisfaction towards online purchase has been collected through five point Likert's scaling technique of the respondents. Satisfaction of the respondents towards online purchase is discussed in the following table by using correlation analysis with the help of following hypothesis.

H₀₇: There is no positive significant relationship between selected independent variables and satisfaction towards online purchase.

Table 10 : Satisfaction towards Online Purchase

No.	Independent Variables	'r' value	'p' Value
1	Age	-0.701	0.000
2	Educational Status	0.645	0.000
3	Monthly Family Income Level	0.744	0.000
4	Experience in online purchase	0.632	0.000

It is divulged from the analysis that the hypothesis for educational status, monthly family income and experience in online purchase are rejected due to positive significant association and the hypothesis for age is accepted due to negative significant association. So, there is a positive significant relationship of satisfaction of the respondents towards online purchase with educational status, monthly family income and experience in online purchase. On the other hand, the variable age of the respondents towards online purchase is having negative significant association with the age of the respondents.

Findings

1. It is found from the analysis that majority of the respondents are male, belongs to upto 25 years, qualified with college level, working as a government and private employee, family monthly income Rs.30001 to 40000, having above 4 years of online purchase experience, using credit/debit card for purchase of products through online and purchase electronic products at the maximum level followed by books.
2. It is observed that majority of the respondents have perceived high level of satisfaction towards online marketing who male, belongs to 26-35 years aged, educated till college level, working as employee, around Rs.30001 to 40000 earn monthly in their family, having 3-4 years of online purchase experience, using online bank transfer mode for payment and buying more of electronic products.
3. It is found that level of satisfaction towards online purchase of the sample respondents is having significant association with the independent variables gender, age, educational qualification, occupational status, monthly family income, experience in online business, mode of payment and buying products from online.
4. It is found from the correlation analysis that there is a positive significant association of satisfaction of the respondents towards online purchase with educational status, monthly family income and experience in online purchase.

Suggestions and Conclusion

1. From the research, female has less satisfaction in online purchase than male. So, the online marketing sites may take necessary steps to increase the attraction of women respondents through introducing new varieties of women products and it leads to increase the satisfaction of the female respondents.
2. College level educated employees have perceived the highest level of satisfaction than other counterparts. So, the online marketing sites may increase the easy usability of the sites that leads to increase the satisfaction of the other respondents.
3. Less income people have less satisfied towards purchase products through online. It may occur due to the product value as high and cannot able to touch the product. So, the online marketing sites, should offer the products which attract the less income respondents that leads to increase the satisfaction of the respondents.
4. Most of the respondents had using online bank transfer mode for purchase of particularly FMCG products through online. So, the online marketing sites should take necessary steps to increase the satisfaction of the other products purchasers through giving proper commitment and getting feedback. It leads to increase the satisfaction level of the respondents.



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