


CUSTOMERS ATTITUDE AND SATISFACTION TOWARDS ONLINE SHOPPING: A STUDY IN ERODE DISTRICT OF TAMILNADU

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received November, 01st 2023</p> <p>Accepted February, 09st 2024</p>	<p>Objectives: In the rapidly expanding e-commerce market of India, understanding customer satisfaction across diverse age groups is crucial. This survey aims to provide insights into the determinants of customer satisfaction in online purchasing, focusing on participants from the Erode District. By exploring age-specific trends, the study seeks to uncover distinct preferences and expectations among different age cohorts in online shopping. The objectives include examining customers' online shopping habits, attitudes, and satisfaction based on their age groups.</p>
<p>Keywords:</p> <p>Satisfaction; Age; E-Commerce; Online Shopping; Erode District.</p>	<p>Methods: Participants from the Erode District of Tamil Nadu, India, were involved in this survey. The methodology likely involved collecting data through structured questionnaires, interviews, or online surveys tailored to capture various aspects of participants' online shopping experiences. The survey may have incorporated demographic information, shopping behaviors, preferences, and satisfaction levels to analyze age-specific trends accurately. Statistical analysis methods were likely employed to interpret the gathered data and derive meaningful insights.</p>
	<p>Results: The results of the survey provide valuable insights into the online shopping habits, attitudes, and satisfaction levels of customers in the Erode District across different age groups. It likely revealed significant trends and patterns regarding preferred shopping platforms, product categories, payment methods, and factors influencing overall satisfaction. The findings may also highlight any disparities or similarities in shopping behaviors and satisfaction levels among distinct age cohorts, offering actionable insights for e-commerce firms and policymakers.</p> <p>Conclusion: Understanding customer satisfaction in online purchasing is essential for the sustainable growth of the e-commerce sector. This survey conducted in the Erode District underscores the significance of recognizing age-specific preferences and behaviors among online shoppers. By comprehending the diverse needs and expectations of customers across different age groups, businesses and governments can formulate targeted strategies to enhance the online shopping experience, drive customer satisfaction, and foster the continued expansion of the e-commerce market in India.</p> <p>Doi: https://doi.org/10.26668/businessreview/2024.v9i2.4391</p>

ATTITUDE E SATISFAÇÃO DOS CLIENTES EM RELAÇÃO ÀS COMPRAS EM LINHA: UM ESTUDO NO DISTRITO DE ERODE EM TAMILNADU

RESUMO

Objetivos: No mercado de comércio eletrônico em rápida expansão da Índia, é crucial compreender a satisfação do cliente em vários grupos etários. Este inquérito visa fornecer informações sobre os factores determinantes da satisfação do cliente nas compras em linha, centrando-se nos participantes do distrito de Erode. Ao explorar as tendências específicas da idade, o estudo procura descobrir preferências e expectativas distintas entre diferentes

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grupos etários nas compras em linha. Os objetivos incluem a análise dos hábitos de compra em linha, das atitudes e da satisfação dos clientes em função dos seus grupos etários.

Métodos: Participaram neste inquérito participantes do distrito de Erode, em Tamil Nadu, na Índia. A metodologia envolveu provavelmente a recolha de dados através de questionários estruturados, entrevistas ou inquéritos em linha concebidos para captar vários aspectos das experiências de compras em linha dos participantes. O inquérito pode ter incorporado informações demográficas, comportamentos de compra, preferências e níveis de satisfação para analisar com precisão as tendências específicas da idade. É provável que tenham sido utilizados métodos de análise estatística para interpretar os dados recolhidos e obter informações úteis.

Resultados: Os resultados do inquérito fornecem informações valiosas sobre os hábitos de compra em linha, as atitudes e os níveis de satisfação dos clientes do distrito de Erode em diferentes grupos etários. É provável que revelem tendências e padrões significativos no que diz respeito às plataformas de compras preferidas, às categorias de produtos, aos métodos de pagamento e aos factores que influenciam a satisfação geral. Os resultados poderão também evidenciar eventuais disparidades ou semelhanças nos comportamentos de compra e nos níveis de satisfação entre diferentes grupos etários, fornecendo informações úteis às empresas de comércio eletrónico e aos decisores políticos.

Conclusão: Compreender a satisfação dos clientes com as compras em linha é essencial para o crescimento sustentável do sector do comércio eletrónico. Este inquérito realizado no distrito de Erode sublinha a importância de reconhecer as preferências e os comportamentos específicos de cada idade entre os compradores em linha. Ao compreender as diversas necessidades e expectativas dos clientes de diferentes grupos etários, as empresas e os governos podem formular estratégias específicas para melhorar a experiência de compras em linha, aumentar a satisfação dos clientes e incentivar a expansão contínua do mercado do comércio eletrónico na Índia.

Palavras-chave: Satisfação, Idade, Comércio Eletrónico, Compras em Linha, Distrito de Erode.

ACTITUD Y SATISFACCIÓN DE LOS CLIENTES HACIA LAS COMPRAS EN LÍNEA: UN ESTUDIO EN EL DISTRITO DE ERODE DE TAMILNADU

RESUMEN

Objetivos: En el mercado de comercio electrónico en rápida expansión de la India, entender la satisfacción del cliente a través de diversos grupos de edad es crucial. Esta encuesta tiene como objetivo proporcionar información sobre los determinantes de la satisfacción del cliente en las compras en línea, centrándose en los participantes del Distrito Erode. Explorando las tendencias específicas por edad, el estudio busca descubrir preferencias y expectativas distintas entre las diferentes cohortes de edad en las compras en línea. Los objetivos incluyen examinar los hábitos de compra en línea de los clientes, las actitudes y la satisfacción en función de sus grupos de edad.

Métodos: Participantes del distrito Erode de Tamil Nadu, India, participaron en esta encuesta. La metodología probablemente implicó la recolección de datos a través de cuestionarios estructurados, entrevistas o encuestas en línea diseñadas para capturar diversos aspectos de las experiencias de compra en línea de los participantes. La encuesta puede haber incorporado información demográfica, comportamientos de compra, preferencias y niveles de satisfacción para analizar con precisión las tendencias específicas de la edad. Es probable que se utilizaran métodos de análisis estadístico para interpretar los datos reunidos y obtener información útil.

Resultados: Los resultados de la encuesta proporcionan información valiosa sobre los hábitos de compra en línea, las actitudes y los niveles de satisfacción de los clientes en el Distrito Erode en diferentes grupos de edad. Es probable que revelara tendencias y patrones significativos con respecto a las plataformas de compra preferidas, categorías de productos, métodos de pago y factores que influyen en la satisfacción general. Los hallazgos también pueden poner de relieve cualquier disparidad o similitud en los comportamientos de compra y los niveles de satisfacción entre las distintas cohortes de edad, lo que ofrece información útil para las empresas de comercio electrónico y los responsables de la formulación de políticas.

Conclusión: Comprender la satisfacción del cliente en las compras en línea es esencial para el crecimiento sostenible del sector del comercio electrónico. Esta encuesta realizada en el Distrito Erode subraya la importancia de reconocer las preferencias y comportamientos específicos de la edad entre los compradores en línea. Al comprender las diversas necesidades y expectativas de los clientes en diferentes grupos de edad, las empresas y los gobiernos pueden formular estrategias específicas para mejorar la experiencia de compra en línea, impulsar la satisfacción del cliente y fomentar la continua expansión del mercado de comercio electrónico en la India.

Palabras clave: Satisfacción, Edad, E-Commerce, Compras en Línea, Erode District.

INTRODUCTION

The transaction of products and services between buyers and sellers over the Internet using electronic media is referred to as "e-commerce". Online purchasing has quickly become an essential component of modern business. Shopping done by a consumer at an online store or on a website specifically designed for the purpose of making purchases online is referred to as "online shopping". It is estimated that the Indian e-commerce sector is currently worth Rs. 50,000 crore, which is experiencing a high development rate and has grown by a factor of 500 since 2007. The world has officially entered an era known as the "e-generation" with the arrival of the 21st century. Internet technologies have fundamentally altered the manner in which people communicate all over the world and have turned the planet into a global village.

Online shopping has become a widespread and transformational force in the retail industry during a time marked by technical developments and digital transformation. The swift incorporation of e-commerce platforms into daily consumer routines has fundamentally transformed conventional retail models, providing a simple and easily available channel for individuals to meet their buying requirements. With the increasing prevalence of online buying, it is crucial for organizations and researchers to comprehend client attitudes and satisfaction levels.

This study examines the complex dynamics of customer attitudes and satisfaction with internet purchasing, with a specific focus on the distinct environment of Erode district in Tamil Nadu, India. The neighborhood, renowned for its abundant cultural legacy and thriving economic endeavors, provides a miniature representation for studying how consumers navigate the internet marketplace.

The interaction of several elements that impact client behavior in online buying is complex. Individuals make intricate judgments that influence their online shopping experiences, taking into account factors such as product diversity, affordability, doorstep delivery appeal, and the availability of flexible payment alternatives. An examination of these aspects within the particular framework of Erode district offers valuable understanding of regional disparities, cultural impacts, and economic determinants that shape the changing e-commerce environment.

This study utilizes an extensive technique that integrates primary and secondary data sources. The study seeks to uncover the patterns and preferences that underlie customer choices in online purchasing by conducting a survey with 250 respondents and analyzing previous literature. The research aims to shed light on the complexities of consumer behavior in the

digital age by examining customers' age, monthly income, motivations for online shopping, preferred online platforms, and the relationship between age and satisfaction.

The unfolding findings not only contribute to the scholarly discourse on e-commerce but also provide practical insights for businesses aiming to improve their online presence and meet the specific demands and aspirations of consumers in Erode area. Understanding client attitudes and satisfaction levels regarding online buying is crucial for businesses to succeed in the ever-changing world of digital commerce.

Significance of Online Shopping

Online shopping, an electronic commerce method, enables clients to directly buy goods or services from merchants via the internet. The concept was first introduced in 1979 by Michael Aldrich. The proliferation of internet literacy in India has bolstered the possibilities for online marketing. Terms such as e-web-store, e-shop, and online storefront all pertain to the act of shopping on the internet. The method, referred to as business to consumer (B2C), closely resembles conventional retail transactions. Prominent e-commerce platforms in India comprise Myntra, Jabong, Alibaba.com, Snapdeal, Amazon.com, and eBay. The pervasive embrace of online buying has compelled conventional retailers to participate in e-commerce platforms, with the objective of augmenting their market presence. The pioneering solutions provided by Indian e-commerce platforms have not only streamlined lifestyles but also expanded worldwide advantages.

Most Purchasing products

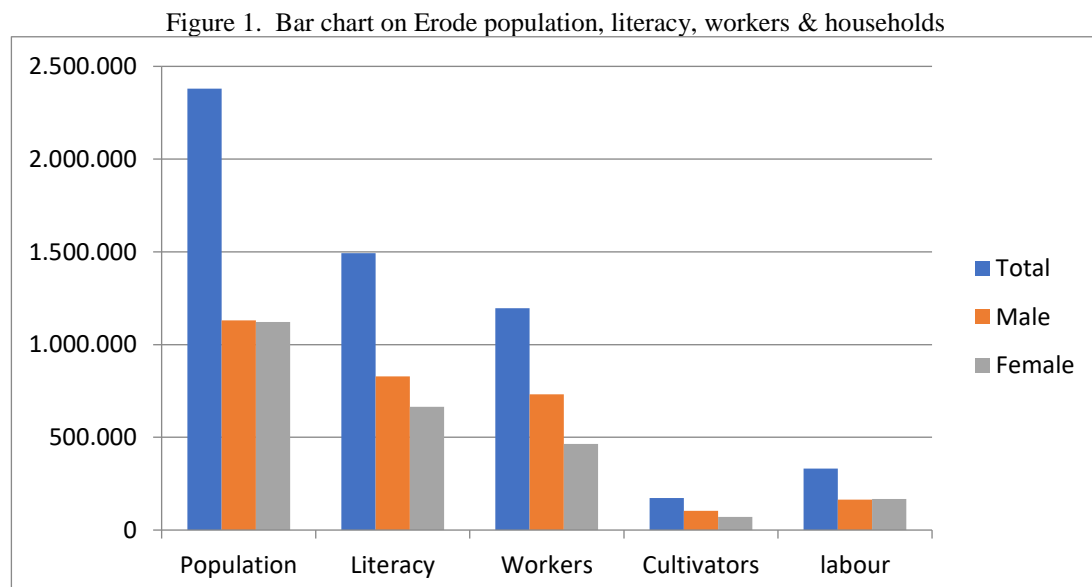
The Indian shopping websites classify products according to a wide variety of categories; some of the most common categories are as follows:

- Food and health
- Automobiles and industrial tools,
- Fashion and lifestyle,
- Kitchen and home accessories,
- Computers and electronics
- Fashion and lifestyle

Erode District

One of the districts that make up Tamil Nadu in India, Erode has a population of 2,379,359 residents as of the year 2022. (estimates as per aadhar uidai.gov.in Dec 2020 data). According to the census completed in India in 2011, the Erode District has a total population of 2,251,744 people, with a gender breakdown of 1,129,868 men and 1,121,876 women. There are 1,492,662 literate persons, with 828,300 males and 664,362 females among them respectively. People who live in the Erode District rely on a variety of talents to make a livelihood; the overall number of employees in the district is 1,195,773, with males accounting for 732,083 of those workers and women for 463,690. There are currently 173,376 people who are dependent on agriculture farming. Of this number, 103,260 are males who cultivate the land, and 70,116 are women. There are 331,414 persons who work as labourers in agricultural land, of which 163,364 are males and 168,050 are women. The Erode District has 993 females for every 1000 males in the population.

The entire land area of the district is 5,760 kilometers squared (768 square miles). 29 sq km is urban and 4992 sq km is rural. In the district of Erode, which has a total population of 2,499,436, there are 1,157,976 people living in urban areas and 1,093,768 people living in rural areas. There are 334,569 households in urban areas, while there are 323,502 in rural areas. 837,616 literate persons are in urban, 655,046 are in rural region.



Source: Prepared by Authors (2024)

Objectives of the Study

- To conduct research on the respondents' demographic and socioeconomic characteristics.
- To get an understanding of the manner in which consumers in Erode make purchases online.
- To investigate the amount of contentment that consumers in Erode have with their experiences making purchases online.
- To determine the factors that influence the purchasing decisions of customers who purchase online.
- To determine which age group of people purchase more through online

Hypothesis:

- There is no significant association between age and satisfaction level of customers

REVIEW OF LITERATURE

Kim, Lee, and Kim (2004). The research paper titled "Factors Affecting Online Search Intention and Online Purchase Intention" explores the factors that influence online search intention, which is an important predictor of online purchase intention. The researchers discovered that the perceived advantages of online purchasing, the practical value obtained from searching for information on the internet, the pleasurable value linked to online searching, and the actual process of making a purchase on the internet are strong indicators of the intention to search online. These findings emphasize the complex aspects that influence consumers' intentions in the online shopping field. The data also shown that the desire to seek online had a favourable influence on the intention to shop online. When it comes to information gathering, customers' intentions to utilize the internet are directly correlated to how positively they evaluate their experiences with online buying.

Researchers **Pushpak Singhal and Dr. Supriyopatra (2018)** investigated the customer behaviour in Kolkata on the use of online shopping websites. The primary purpose of their research was to get an understanding of the elements that influence consumers' choices regarding payment gateways and online purchases. After completing their research, they came to the conclusion that convenience was not a primary motivator for local internet buying. Therefore, when individuals shop online, their primary priorities are typically convenience and

speed of delivery. And internet banking using debit or credit cards is the most popular method for making online payments at this time.

Upasana Kanchan, Naveen Kumar, and Abhishek Gupta (2015) conducted an investigation of the internet shopping patterns of Indian clients. According to the research presented in the report, younger generations are increasingly turning to the convenience of internet purchasing. People with higher incomes and higher levels of education are making more purchases through e-retailing websites. Despite this, many individuals are hesitant to shop online owing to security concerns. People are more reluctant to change in today's world due to the intricacy of completing online purchases because of technology. The findings led to the conclusion that businesses engaged in online retailing should priorities cultivating reliable relationships between their customers and the suppliers of their products.

METHODOLOGY

The activities that were carried out to carry out the research study are detailed in the Research Methodology. Measurements were taken of both the primary and secondary data that were obtained. The primary data was acquired from respondents through the use of a questionnaire, which was also utilized to collect additional data. The secondary data came from a variety of sources, including research papers, journals, magazines, and websites.

Data Collection Method

Survey research is the approach that the researcher has decided to take in order to investigate the purchasing patterns of customers with regard to online shopping. The first step in the research is to identify the many factors that are responsible for shaping customer behaviour. The research used both primary and secondary sources of information. The research used both primary and secondary sources of information. An online survey with a sample size of 250 people served as the primary method of data collection for this investigation. For the purpose of gathering primary data, the questionnaire was employed.

Buyers and Sellers

On the one side, we have purchasers, or those who are looking to make their lives simpler and better via the use of internet trading. In any case, we discuss the most efficient and convenient ways to buy for groceries or place an order for a product from another nation. The internet makes it possible to satisfy such desires and provides the means to acquire things that

people two decades ago could not have ever conceived of having access to. Shopping online is not only convenient, but it also offers a wide variety of goods and services at competitive costs, not to mention a vast selection. This is incredible, because it offers an astounding competitive advantage over any local trade.

The number of people who buy things online is consistently increasing. This can be attributed to two factors: the expansion and improvement of the internet, as well as the fact that younger generations are becoming accustomed to having internet use be an integral part of their lives from a very young age.

RESULTS AND DISCUSSION

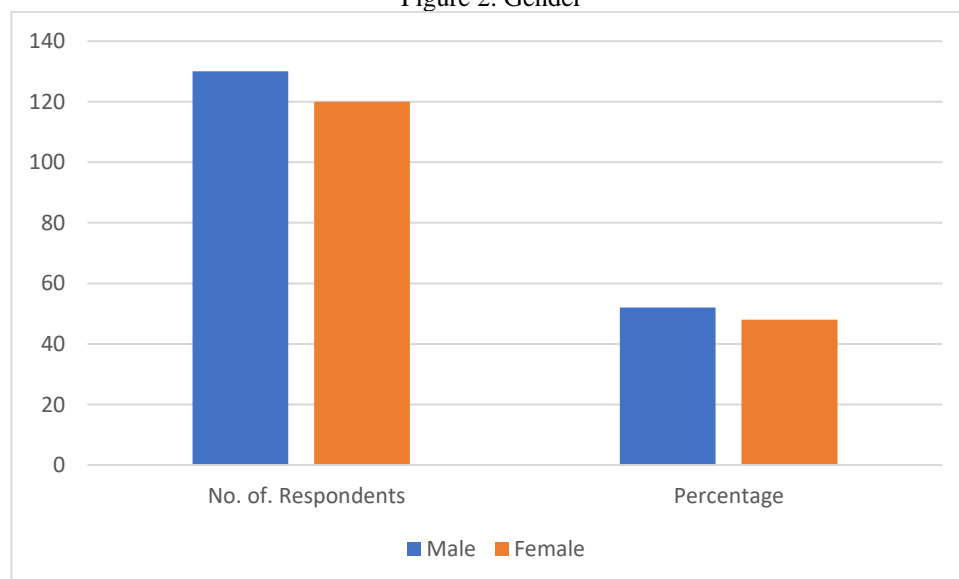
Table 1. Gender

	Percentage	No. of. Respondents
Female	48	120
Male	52	130
Total	100	250

Source: Prepared by Authors (2024)

The data presented in the table above reveals that the proportion of male customers who purchase online is rather high (52%), while the proportion of female customers is relatively low (48%).

Figure 2. Gender



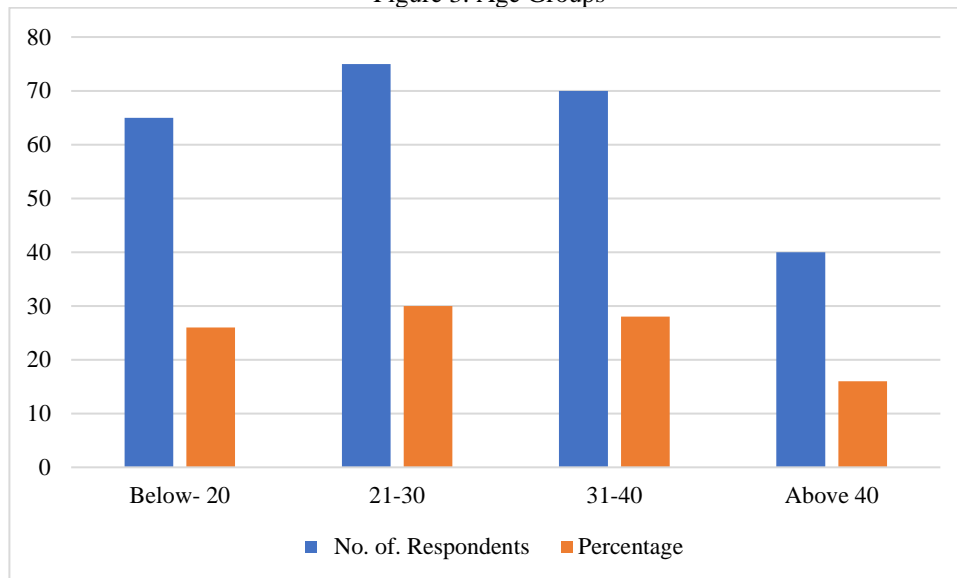
Source: Prepared by Authors (2024)

Table 2. Age Group of Respondents

Age Group	No. of. Respondents	Percentage
Below- 20	65	26
21-30	75	30
31-40	70	28
Above 40	40	16
Total	250	100

Source: Prepared by Authors (2024)

Figure 3. Age Groups



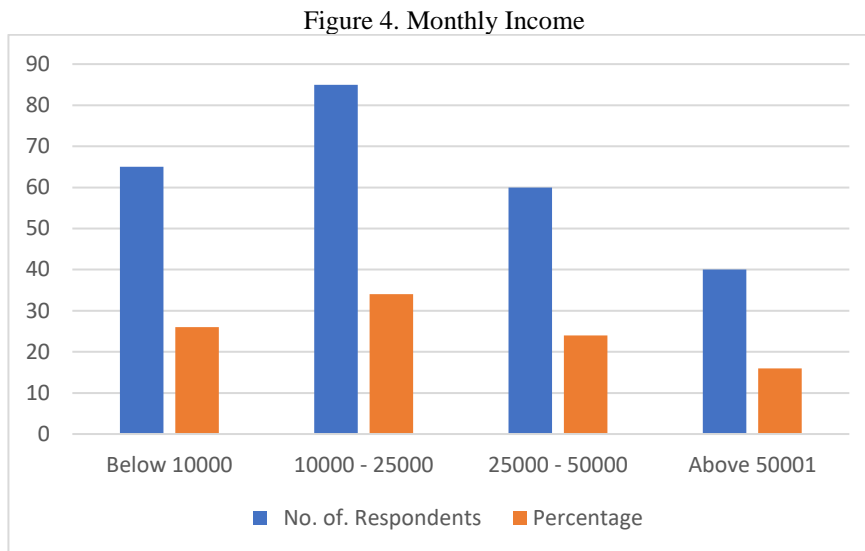
Source: Prepared by Authors (2024)

From the data presented in the table above, it is simple to deduce that respondents in the age between 21 to 30 years old like doing the most online shopping.

Table 3. Monthly income

Monthly Income	No. of. Respondents	Percentage
Below 10000	65	26
10000 - 25000	85	34
25000 - 50000	60	24
Above 50001	40	16
Total	250	100

Source: Prepared by Authors (2024)



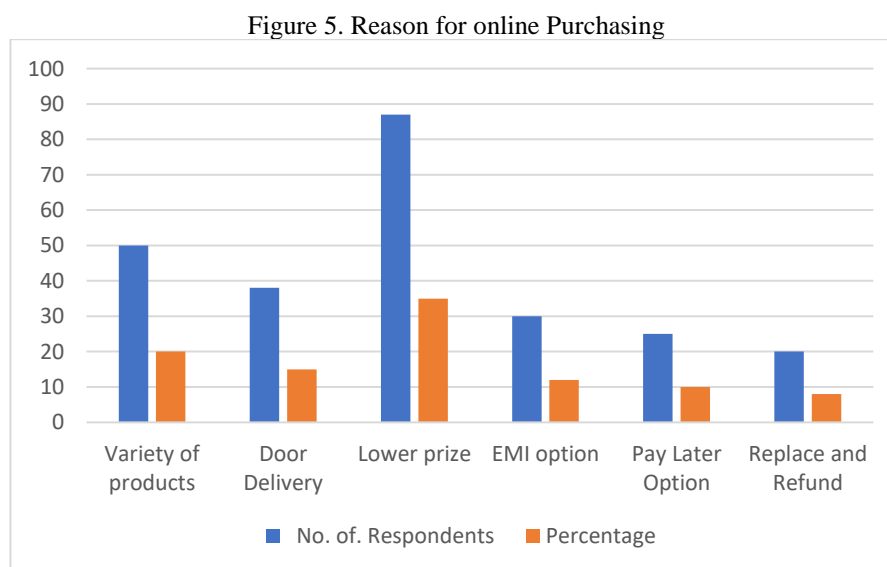
Source: Prepared by Authors (2024)

According to the interpretation, the majority of respondents had a monthly income of between Rs.25000 and Rs.50,000 (39%) next followed by above Rs.50001 (24%) and earning between Rs.10000 and Rs.25000 (20%) and below Rs.10,000(18%) an income every month.

Table 4. Reason for online Purchasing

Reason	No. of Respondents	Percentage
Variety of products	50	20
Door Delivery	38	15
Lower prize	87	35
EMI option	30	12
Pay Later Option	25	10
Replace and Refund	20	8
Total	250	100

Source: Prepared by Authors (2024)



Source: Prepared by Authors (2024)

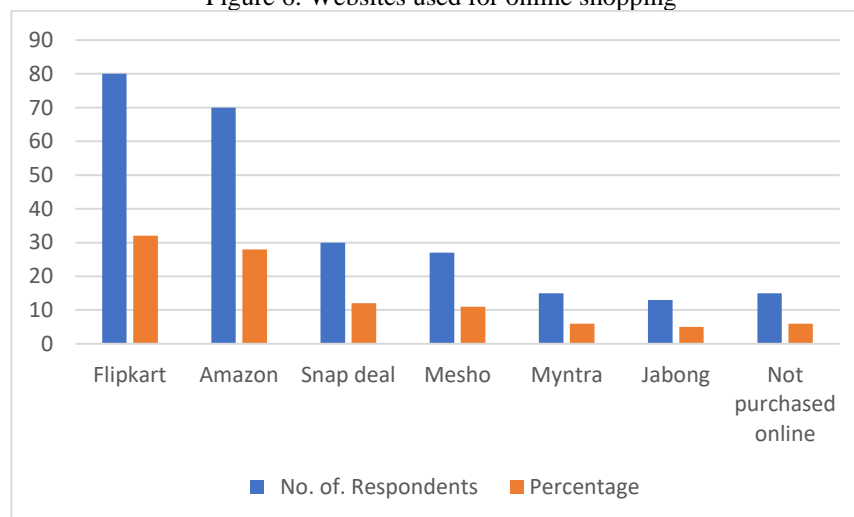
The maximum number of people that responded 35% of respondents expects lower price, 20% of respondents needs variety of products, 15% of customers want a door delivery, and 12% of online shoppers buy EMI. 10% of customers need pay later option and 8 % of respondents expect replace and refund option.

Table 5. Websites used for online shopping

Online Site	No. of. Respondents	Percentage
Flipkart	80	32
Amazon	70	28
Snap deal	30	12
Mesho	27	11
Myntra	15	6
Jabong	13	5
Not purchased online	15	6
Total	250	100

Source: Prepared by Authors (2024)

Figure 6. Websites used for online shopping



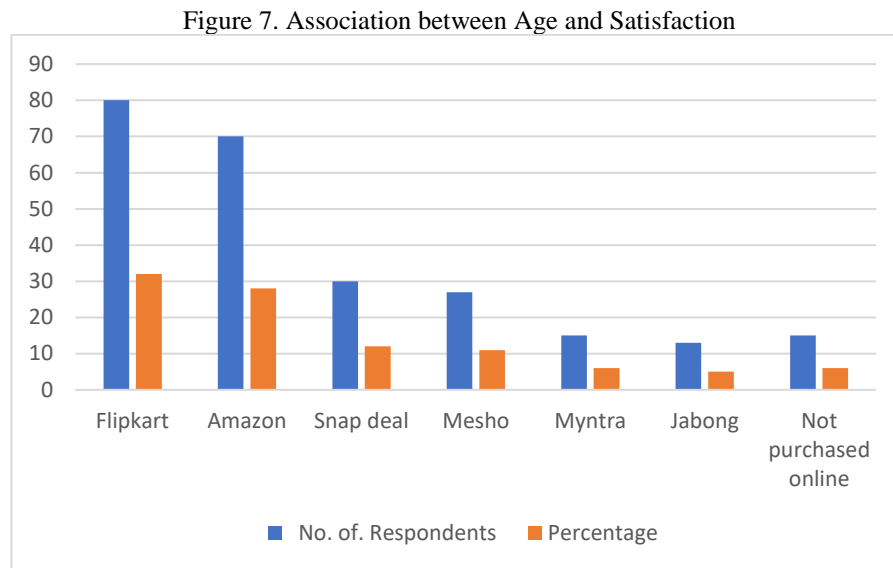
Source: Prepared by Authors (2024)

32% of respondents like to purchase in Flipkart, 28% of respondents like to purchase in Amazon, 12% of respondents like to purchase in Snapdeal, 11% of respondents like to purchase in Mesho, 6% of respondents like to purchase in Myntra, 6% of respondents do like to do online purchase and 5 % of respondents like to purchase in Jabong.

Table 6. Association between Age and Satisfaction

Age of the people	Satisfied	Dissatisfied	Neutral	Total
Below 20	30	25	10	65
21-30	60	20	5	85
31-40	40	15	5	60
41-50	22	10	8	40
Total	152	70	28	250

Source: Prepared by Authors (2024)



Source: Prepared by Authors (2024)

From the above table it is clear that 60 respondents from the age group between 21-30 agreed that they are satisfied through Online purchase and 20 respondents from the age group between 21-30 are not satisfied through Online purchase and 5 respondents agreed that they are neutral. From the above table it is clear that 30 respondents from the age group below 20 agreed that they are satisfied through Online purchase and 25 respondents from the age group below 20 are not satisfied through Online purchase and 10 respondents agreed that they are neutral.

From the above table it is clear that 40 respondents from the age group between 31-40 agreed that they are satisfied through Online purchase and 15 respondents from the age group between 31-40 are not satisfied through Online purchase and 5 respondents agreed that they are neutral. From the above table it is clear that 22 respondents from the age group between 41-50 agreed that they are satisfied through Online purchase and 10 respondents from the age group between 21-30 are not satisfied through Online purchase and 8 respondents agreed that they are neutral.

Table 7. Chi Square Test

Factor	Chi Square	Degree of Freedom	P Value	Remark
Pearson Chi Square	14.0308a	6	0.029303	Significant

Source: Prepared by Authors (2024)

The obtained P value of 0.029, which is less than the predetermined significance level of 0.05, leads to the rejection of the null hypothesis. This outcome signifies a statistically significant relationship between age and the satisfaction levels of customers. In other words,

the study's findings suggest that age plays a meaningful role in influencing the satisfaction levels of individuals engaged in online shopping activities.

The study's hypothesis, which investigates the correlation between age and consumer satisfaction in online shopping within the Erode District of Tamil Nadu, is substantiated using statistical analysis. The gender distribution data reveals that male online consumers constitute a larger proportion (52%) compared to females (48%). This provides a basis for investigating potential variations in satisfaction levels based on gender. The age distribution analysis reveals that the majority of respondents (30%) belong to the 21 to 30 age group, underscoring the significance of evaluating the online buying behaviors of this particular demographic. An examination of monthly income indicates a significant proportion (39%) of individuals falling within the income range of Rs. 25,000 to Rs. 50,000, which has a notable impact on their buying habits. The rationales behind online purchase, mostly driven by the allure of reduced pricing (35%), a wide range of product options (20%), and the convenience of doorstep delivery (15%), offer valuable insights into customer preferences. The analysis of e-commerce websites highlights Flipkart and Amazon as the preferred options, with Flipkart accounting for 32% and Amazon for 28% of the market share. The correlation between age and satisfaction is supported by the Chi Square Test, which reveals a statistically significant association (p -value = 0.029) and rejects the null hypothesis. Ultimately, the results substantiate the idea that age significantly impacts customer happiness in online buying specifically in the Erode District.

FINDINGS

1. The number of users of online shopping is increasing day by day. Mostly the age group from 21 - 30 are the frequent users of online shopping.
2. Majority 150 respondents (60%) of the online shoppers are youngsters within the age limit of 30.
3. 35 % of respondents prefers online shopping because of lower price and it proves that price plays major role in marketing
4. 20 % of respondents prefers online shopping because they find various product in a e-platform
5. 15 % of respondents prefer online shopping because they like to have door delivery. They want to save their in their busy schedule.
6. 12 % and 10 % of respondents prefer online shopping because they need EMI option and pay later option respectively

8. 8 % of respondents prefer online shopping because they can return and get refund for their not suitable product after their purchase.

9. 60 respondents belong to the age group between 21-30 get satisfaction through online purchase and the research demonstrates that there is a significant association between age and satisfaction

10. 22 respondents belong to the age group between 41-50 get satisfaction through online purchase and the research demonstrates this people show less interest in online purchase.

11. The overall finding shows that in Erode district the considering the lower price and variety of products the people between age group 21-30 is very interested to purchase through online and they are the most satisfied customers.

An analysis of online purchasing patterns in the Erode District of Tamil Nadu, India, reveals fascinating irregularities in consumer behavior. Notably, a higher percentage of male customers (52%) compared to females (48%) engage in e-commerce, suggesting a gender-based discrepancy in preferences. The age group between 21 and 30 exhibits the most significant degree of online shopping engagement, accounting for 30% of the respondents in the poll. This indicates a significant inclination towards digital purchases among the younger age group. An analysis of monthly earnings underscores the significance of the income bracket between Rs. 25,000 and Rs. 50,000, which represents 39% of the respondents, as a substantial market for e-commerce businesses. The most significant determinant (35%) of online purchases is cheaper pricing, underscoring the importance of competitive pricing strategies. 32% of respondents chose Flipkart, while 28% like Amazon, both of which are important e-commerce platforms. The Chi Square Test indicates a statistically significant correlation between age and satisfaction levels, suggesting that the 21-30 age group exhibits a higher satisfaction rate of 60%. In conclusion, these findings suggest that enterprises targeting the Erode District should tailor their strategies to align with the distinct tastes and demographics of the region. This entails placing a strong emphasis on competitive pricing, a wide range of products, and rapid delivery services in order to enhance overall consumer satisfaction.

CONCLUSION

In the course of this investigation, the researcher utilized methods of random sampling to choose samples. The researcher chose the samples based on what was most practical for him. The majority of age group between 21-30 in Erode city prefers to do their shopping online rather than

at traditional stores, and online shopping has grown increasingly popular among people of this generation. Customers who purchase online are mostly motivated by the desire to save time and have a more convenient shopping experience. According to the findings of this survey, the vast majority of customers have a good understanding of the benefits of purchasing online.

The study conducted in the Erode District of Tamil Nadu, India, revealed a notable correlation between age and satisfaction levels among clients engaging in online purchasing. The analysis revealed that consumers within the age bracket of 21-30 displayed greater satisfaction with internet purchases. The study revealed key determinants that influence online buying decisions, including competitive pricing, a wide range of products, and the ease of doorstep delivery. The findings offer useful information for firms to customize strategies and enhance the online purchasing experience, specifically for certain age demographics. Comprehending these inclinations is crucial for the ongoing prosperity of e-commerce platforms in the developing Indian market.

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