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RURAL CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING

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ABSTRACT

The facility of online purchasing has allowed customers to identify the different types of products available in the global market, the new inventions that have taken place and evaluate the product according to their prices just by a click of the mouse, without wasting precious time in walking towards the retail stores. Due to rapid globalization, all types of products are available on the net. The study carried out on online shopping sites throws light on the benefits and drawbacks in online shopping sites. This study helps to enhance the online shopping sites. Further studies can be carried out by applying many tools in multiple online shopping sites. The customers must be aware of all the techniques, strategies, methods adopted by the sellers to market their products in online shopping which will help them to get their products at the competitive rate with better quality.

KEYWORDS

online shopping, online shopping sites.

INTRODUCTION

Online shopping brings many advantages to the customers. Customers can shop from any place and need not physically visit the shops/outlets for shopping purposes. Therefore, even if customer is staying in remote area, he/she can easily shop through internet. If a customer goes to any retail outlet or any other shop, the choice of products is normally very limited. However, here customers can visit any number of sites to reach a final choice. Hence, online shopping provides unlimited choices to the customers in nutshell. The customer can shop any day of the year on any time of the day. This also helps in customers' time and energy saving. More over due to unlimited choice and less excess time, customers can easily search for the desired things and can easily compare the products/item.

STATEMENT OF THE PROBLEM

In this digital era consumers prefer online shopping instead of traditional shopping. Many websites are available like amazon, flipkart, snapdeal, ebay, homeshop 18, shopclues. They are marketing their products through online. The main problem of a traditional shop is only limited choices of a product and having a limitation of shelf space, brick and mortar shops simply cannot afford to provide large varieties of products. But online shopping saves precious time.

When we shop online, it will take about a minute to log on to the internet, about a minute or two more to access the website of the store of our choice, it may take another ten to fifteen minutes to select the items we want to buy, and about five minutes more to fill in the information about our payment and get a print out of our receipt. Hence, an attempt is made in the present study to analyze the perception of rural consumer towards online shopping, problems faced in it and factors influencing buying behavior of online shopping.

OBJECTIVES OF THE STUDY

The study makes an attempt to seek solutions to the questions raised in the statement of problems. Accordingly, the following objectives have been framed:

1. To examine the attitude of rural consumer regarding online shopping.
2. To identify the reasons for preferring online shopping.
3. To ascertain the factors that influence the rural consumer's satisfaction in the purchase of goods through online.

METHODOLOGY

The data for this study have been collected from the primary source by using questionnaire. The respondents belonging to Angalakurichi village situated 11 kilometers away from Pollachi Municipality in Coimbatore District, TamilNadu have been selected.

SAMPLING PROCEDURES

Angalakurichi village is the study area. Convenient sampling method is adopted for the collection of data. A total of 200 respondents are taken as sample for this study. On the random basis, questionnaires were distributed to get the required data for this study. The study has taken a period of Three months.

COLLECTION OF DATA

The primary data required for the study has been collected through well-designed questionnaire. Questions relating to personal details, Usage of Online business, preferable portals used for online purchase, preferable products purchased through online, and Factors influencing the rural consumer's satisfaction of online shopping are included in the questionnaire.

ANALYSIS OF DATA

The collected information were reviewed, considered, and consolidated into a master table for the purpose of analysis. The data was further processed by doing statistical tools namely:

- Simple Percentage
- Chi-square Test
- Friedman Rank Test

SIGNIFICANCE OF THE STUDY

The results of the study will be immense use to the consumers who are doing online shopping. It creates awareness among the consumers about time saving, money saving, delivery charges, offers, variety of products, product verification before payments etc. It helps to identify the problems involved in online shopping and gives remedial measures to overcome it. The study also reveals the different websites available for online shopping.

LIMITATIONS OF THE STUDY

The data collected for the study is primary data, which is based on the questionnaire and hence the result would bear all the limitations of primary data. The data collected from the respondents are residing in and around Angalakurichi village situated 11 Km Faraway from Pollachi Municipality in Coimbatore District, TamilNadu. The findings are applicable only to the respondents of Angalakurichi village. Hence, care has to exercise while extending these results to other areas.

REVIEW OF LITERATURE

This chapter consists of review of related literature with influence of online shopping on consumers and also deals with business perspectives. Then it reviews the current issues in online shopping and factors affecting adaptation of online shopping. This is followed by highlighting the research gaps and contribution of the present study.

Abdul Muthalif. R (2001), has conducted a research on “Online Shopping Behavior among college students in Tamilnadu”. The objective of the study to analyze the problem faced by the consumers in online shopping. With a good understanding of web shoppers purchase intention, consumer behavior through websites & barrier keep away for online shopping.

Burke R.R. (2002), trust is a key factor that determine the success of Business to Consumer (B2C) e-commerce transactions. Pervious researchers have identified several critical factors that influence trust in the context of online shopping. This research focuses on available security measures, which assure online shopper’s safety & great sales promotion, and online deals, which stimulate customers to shop online.

Chayapa Katawaraks (2005), has conducted “Online Shopper Behavior; Influences of Online Shopping Decision”. The objectives of this study is to provide an overview of online online shopping decision process by comparing the offline & online decision making. It is found that marketing communication process differs between offline and online consumer decision.

Santhi. R, Dr.Desti Kannaiah, (2015), have conducted the study on “Consumers Perception on Online Shopping” with the objectives to know the type of product purchased by consumers through online shopping. The data was collected from 100 respondents. The study revealed that Books, Cloths, Shoes, Electronics & others major items purchased through online shopping.

ANALYSIS

ATTITUDE OF RURAL CONSUMERS

The attitude of rural consumers in online shopping namely how often buy in online, idea of buying product, frequency of buying, amount spent on online purchase, place of making an order, payment method, delivery period are given in the following paragraphs.

CLASSIFICATION OF CONSUMERS BASED ON THEIR FREQUENCY OF ONLINE SHOPPING

The consumers are classified based on their frequency of online shopping as always purchase; occasionally purchase; rarely purchase and the classification is shown in the table 1 given below.

TABLE 1: CLASSIFICATION OF CONSUMERS BASED ON THEIR FREQUENCY OF ONLINE SHOPPING

Frequency of Purchase	Numbers	Percentage
Always	53	26.5
Occasionally	87	43.5
Rarely	60	30.0
Total	200	100.0

Fifty-three (26.5%) consumers are always buying in online purchase; 87 (43.5%) consumers are occasionally buying in online purchase and the rest 60 (30.0%) consumers are rarely purchase in online. Thus, the majority of the consumers are occasionally purchase in online.

CLASSIFICATION OF CONSUMERS BASED ON THEIR MOSTLY PREFERABLE PRODUCTS SHOPPING IN ONLINE

The consumers are classified based on their mostly preferable products shopping in online as cloths, watches, kitchenware’s and electronic items. The classification is shown in the table 2 given below.

TABLE 2: CLASSIFICATION OF CONSUMERS BASED ON THEIR MOSTLY PREFERABLE PRODUCTS

Product Preference	Numbers	Percentage
Cloths	91	45.5
Watches	50	25.0
Kitchen Wares	16	8.0
Electronic Items	43	21.5
Total	200	100.0

Ninety-one (45.5%) consumers are preferred in cloths; 50 (25.0%) consumers are preferred in watches; 16 (8.0%) consumers are preferred in kitchenware’s and the rest 43 (21.5%) consumers are preferred in electronic items. Thus, the majority of the consumers are preferred in cloths.

CLASSIFICATION OF CONSUMERS BASED ON THEIR CHOICE OF PLACING ORDER ON ONLINE PURCHASE

The consumers are classified based on their place of making an order of online shopping as home, browsing centre, work place and other and the classification is shown in the table 3 given below.

TABLE 3: CLASSIFICATION OF CONSUMERS BASED ON THEIR CHOICE OF PLACING ORDER ON ONLINE PURCHASE

Place of Online Business	Numbers	Percentage
Home	117	58.5
Browsing Centre	34	17.0
Work Place	29	14.5
Others (Colleges, Bus stand etc.)	20	10.0
Total	200	100.0

One hundred and seventeen (58.5%) consumers make online shopping from home; 34 (17.0%) consumers make online shopping from browsing Centre; 29 (14.5%) consumers make online shopping from their work place and the rest 20 (10.0%) consumers make online shopping from others places(colleges, bus stands). Thus, the majority of the consumers make online shopping from home.

CLASSIFICATION OF CONSUMERS BASED ON THEIR MODE OF ONLINE PURCHASE

The consumers are classified based on their mode of using online purchase as mobile phones, computers, tap top and tablets and the classification is shown in the table 4 given below.

TABLE 4: CLASSIFICATION OF CONSUMERS BASED ON THEIR MODE OF ONLINE PURCHASE

Mode of Online Purchase	Numbers	Percentage
Mobile Phones	130	65.0
Computers	30	15.0
Laptop	18	9.0
Tablet	22	11.0
Total	200	100.0

One hundred and thirty (65.0%) consumers are using mobile phones; 30 (15.0%) consumers are using computers; 18 (9.0%) consumers are using laptops and the rest 22 (11.0%) consumers are using tablets. Thus, the majority of the consumers are using mobile phones for their online shopping.

CLASSIFICATION OF CONSUMERS BASED ON THEIR MODE OF ONLINE PAYMENT

The consumers are classified based on their method of online payment is used to online purchase as debit cards, credit cards, bank transfer and cash on delivery, the classification is shown in the table 5 given below.

TABLE 5: CLASSIFICATION OF CONSUMERS BASED ON THEIR MODE OF ONLINE PAYMENT

Mode of Online Payment	Numbers	Percentage
Debit Card	52	26.0
Credit Card	44	22.0
Bank Transfer	33	16.5
Cash on Delivery	71	35.5
Total	200	100.0

Fifty two (26.0%) consumers are using debit card for online purchase; 44 (22.0%) consumers are using credit card for online purchase; 33 (16.5%) consumers are using bank transfer for online purchase and the rest 71 (35.5%) consumers are using cash on delivery for online purchase. Thus, the majority of the consumers are using cash on delivery.

LEVEL OF SATISFACTION

The consumers are classified based on their satisfaction with regard to save time, online payment methods, save money, checking prices, shopping through internet, buy in leisure time, online advertisement, a better quality product, easy to compare many products, clear images of the product, product returns were easier, delivery system measures adopted by the rural areas consumers is disclosed in the following tables.

LEVEL OF SATISFACTION

- Average : 87.61
- Standard Deviation : 6.37
- Low : 81.24
- Medium : 81.25-93.37
- High : 93.38

AGE

To examine if age is associated with level of satisfaction on various measures adopted, the following hypothesis has been framed and tested.

H₀: Age is not associated with level of satisfaction.

TABLE 6: AGE AND LEVEL OF SATISFACTION

Age	Level of Satisfaction			Total
	Low	Moderate	High	
Up to 20	13 (31.7)	22 (53.7)	6 (14.6)	41 (100.0)
21 to 30	10 (08.7)	80 (69.6)	25 (21.7)	115 (100.0)
Above 30	11 (25.0)	24 (54.5)	9 (20.5)	44 (100.0)
Total	34	126	40	200
Df: 4	Chi-square : 14.161			P Value:. 007
				Significant

The percentage of consumers with high level of satisfaction is found high among consumers, 25 (21.7) who are 21 to 30 years. The percentage of consumers with low level of satisfaction is found high among consumers, 13 (31.7) who are up to the age of 20 years. As the calculated P value is less than 0.05, there is a significant association between age and level of satisfaction. Hence, the null hypothesis is rejected.

GENDER

To examine if gender is associated with the level of satisfaction on various measures adopted, the following hypothesis has been framed and tested.

H₀: Gender does not influence the level of satisfaction.

TABLE 7: GENDER AND LEVEL OF SATISFACTION

Gender	Level of Satisfaction			Total
	Low	Moderate	High	
Male	11 (10.0)	73 (66.4)	26 (23.6)	110 (100.0)
Female	23 (25.6)	53 (58.9)	14 (15.6)	90 (100.0)
Total	34	126	40	200
Df:2	Chi-square : 9.101			P Value:.011
				Significant

The percentage of consumers with high level of satisfaction is found in the 26 (23.6) male gender. The percentage of consumers with low level of satisfaction is found high among 23 (25.6) female consumers. As the calculated P value is less than 0.05, there is a significant association between male and female and level of satisfaction. Hence, the null hypothesis is rejected.

MARITAL STATUS

To examine if marital status is associated with the level of satisfaction on various measures adopted, the following hypothesis has been framed and tested.

H₀: Marital status does not influence the level of satisfaction on various measures adopted.

TABLE 8: MARITAL STATUS AND LEVEL OF SATISFACTION

Marital Status	Level of Satisfaction			Total
	Low	Moderate	High	
Married	19 (18.6)	62 (60.8)	21 (20.6)	102 (100.0)
Unmarried	15 (15.3)	64 (65.3)	19 (19.4)	98 (100.0)
Total	34	126	40	200
Df:2	Chi-square : 0.523			P Value:.770
				Not Significant

The percentage of consumers with high level of satisfaction is found in 21 (20.6) married consumers. The percentage of consumers with low level of satisfaction is found high among 19 (18.6) married consumers. As the calculated P value is greater than 0.05, there does not exist any significant association between married and unmarried consumers and level of satisfaction. Hence, the null hypothesis is accepted.

OCCUPATION STATUS

To examine if occupation status is associated with the level of satisfaction on various measures adopted, the following hypothesis has been framed and tested.

H₀: Occupation status does not influence the level of satisfaction on various measures adopted.

TABLE 9: OCCUPATION STATUS AND LEVEL OF SATISFACTION

Occupation	Level of Satisfaction			Total
	Low	Moderate	High	
Agriculturists	10 (23.8)	27 (64.3)	5 (11.9)	42 (100.0)
Employed	12 (19.0)	36 (57.1)	15 (23.8)	63 (100.0)
Businessmen	4 (07.8)	35 (68.6)	12 (23.5)	51 (100.0)
Others	8 (18.2)	28 (63.6)	8 (18.2)	44 (100.0)
Total	34	126	40	200
Df:6	Chi-square : 6.690			P Value:.351
				Not Significant

The percentage of consumers with high level of satisfaction is found high among consumers are 15 (23.8) employed. The percentage of consumers with low level of satisfaction is found high among consumers are 10 (23.8) agriculturists. As the calculated P value is greater than 0.05, there does not exist any significant association between consumers occupation and level of satisfaction. Hence, the null hypothesis is accepted.

PERIODICITY BUYING BEHAVIOR

To examine if periodicity of buying is associated with the level of satisfaction on various measures adopted, the following hypothesis has been framed and tested.

H₀: Periodicity of buying does not influence the level of satisfaction on various measures adopted.

TABLE 10: PERIODICITY BUYING BEHAVIOR AND LEVEL OF SATISFACTION

Periodicity	Level of Satisfaction			Total
	Low	Moderate	High	
Up to One Year	16 (15.5)	59 (57.3)	28 (27.2)	103 (100.0)
2 to 5	10 (14.1)	51 (71.8)	10 (14.1)	71 (100.0)
Above 5	8 (30.8)	16 (61.5)	2 (07.7)	26 (100.0)
Total	34	126	40	200
Df:4	Chi-square : 10.677			P Value:.030
				Significant

The percentage of consumers with high level of satisfaction is found high among consumers periodically buying 28 (27.2) up to one year. The percentage of consumers with low level of satisfaction is found high among consumers periodically buying 8 (30.8) above 5 years. As the calculated P value is less than 0.05, there is a significant association between periodicity buying and level of satisfaction. Hence, the null hypothesis is rejected.

MOSTLY PREFERABLE PRODUCTS

To examine if mostly preferable products is associated with the level of satisfaction on various measures adopted, the following hypothesis has been framed and tested.

H₀: Mostly preferable products does not influence the level of satisfaction on various measures adopted.

TABLE 11: MOSTLY PREFERABLE PRODUCTS AND LEVEL OF SATISFACTION

Product	Level of Satisfaction			Total
	Low	Moderate	High	
Cloths	17 (18.7)	50 (54.9)	24 (26.4)	91 (100.0)
Watches	5 (10.0)	40 (80.0)	5 (10.0)	50 (100.0)
Kitchen Wares	0 (00.0)	12 (75.0)	4 (25.0)	16 (100.0)
Electronic Items	12 (27.9)	24 (55.8)	7 (16.3)	43 (100.0)
Total	34	126	40	200
Df:6	Chi-square : 16.117			P Value:.013
				Significant

The percentage of consumers with high level of satisfaction is found high among consumers buying in cloths 24 (26.4). The percentage of consumers with low level of satisfaction is found high among consumers buying 12 (27.9) electronic items. As the calculated P value is less than 0.05, there is a significant association between mostly preferable products buying and level of satisfaction. Hence, the null hypothesis is rejected.

SATISFACTION ON ONLINE SHOPPING

TABLE 12: FACTORS INFLUENCING SATISFACTION ON ONLINE SHOPPING

Features	SA	A	NA	Total	Mean Score	Rank
Save time	153	37	10	200	7.03	2
	76.50	18.50	5.00			
Online payment methods.	126	53	21	200	6.12	11
	63.00	26.50	10.50			
Save money	126	70	4	200	6.30	10
	63.00	35.00	2.00			
Checking prices	156	36	8	200	7.15	1
	78.00	18.00	4.00			
Shopping through internet.	136	50	14	200	6.46	7
	68.00	25.00	7.00			
Buy in leisure time.	112	78	10	200	5.84	12
	56.00	39.00	5.00			
Online advertisement	131	61	8	200	6.38	8
	65.50	30.50	4.00			
A better quality product.	135	57	8	200	6.54	5
	67.50	28.50	4.00			
Easy to compare many products.	129	63	8	200	6.36	9
	64.50	31.50	4.00			
Clear images of the product.	142	48	10	200	6.68	3
	71.00	24.00	5.00			
Product returns were easier.	137	63	0	200	6.62	4
	68.50	31.50	0.00			
Delivery system.	138	50	12	200	6.53	6
	69.00	25.00	6.00			

From the Friedman rank test it is inferred that majority of the consumers satisfaction on buy goods through online shopping due to checking prices followed by save time, clear images of the product by online vendors etc.,

SUMMARY OF FINDINGS

The important results of this study are presented in this chapter under broad category namely Socio-Economic Profile, online Shopping behaviour, Satisfaction of online shopping, Problems faced in online shopping and Preferred online websites of the respondents.

SOCIO- ECONOMIC PROFILE

- Majority 115 (57.5%) respondents are between the age of 21- 30.
- Majority 110 (55.0%) of the male respondents use online shopping.
- Majority 102 (51.0%) respondents are married.
- Majority 136 (68.0%) respondents have completed UG degree.
- Majority 63 (31.5%) respondents are private employees.
- Majority 76 (38.0%) of the respondents have a monthly income of above Rs. 20,000.
- Majority 87 (43.5%) respondents occasionally buy the products from online.
- Majority 91 (45.5%) respondents mostly buy clothes from online websites.
- Majority 117 (58.5%) respondents are ordering the products from online in the home.
- Majority 130 (65.0%) respondents use mobile phones for online purchase.
- Majority 71 (35.5%) respondents use cash on delivery for the payment.
- Majority 117 (58.5%) respondents mention the delivery time for receiving online product is up to 3 days.

LEVEL OF SATISFACTION TOWARDS ONLINE SHOPPING

The variables like Marital Status, Educational Qualification, Occupation, Monthly Income, Frequency of Purchase, Amount spent in online are not associated with the level of satisfaction.

The variables like Age, Gender, Periodicity buying behavior, mostly preferable products, are associated with the level of satisfaction.

PREFERENCE TOWARDS ONLINE SHOPPING- FRIEDMAN RANK ANALYSIS

From the Friedman rank test it is inferred that majority of the consumers prefers to buy goods through online shopping due to Secure payment process followed by Company reputation, Special Discounts offered by online vendors etc.,

SATISFACTION ON ONLINE SHOPPING- FRIEDMAN RANKING ANALYSIS

From the Friedman rank test it is inferred that majority of the consumers satisfaction on buy goods through online shopping due to checking prices followed by save time, clear images of the product by online vendors.

SUGGESTIONS

- Websites are to be made user friendly. Online retailers can use oral communication to make known their websites known to the consumers.
- Government certification can be tried for authentic delivery and proper service, which build trust.
- Increasing changes in the technology of the 21st century, practically everything is virtually possible, and shopping from the comfort of one's home has become a part of most people's daily lives. Unfortunately, some people are not having enough knowledge about shopping through online. So awareness should be created to the customers about shopping through online.
- The delivery period in online shopping to supply the goods taken one week. The sellers must ensure the speedy delivery of the goods ordered through online shopping.
- Introducing various offers through online shopping like discount sale, gift vouchers, free gifts, etc. So that more consumers will be attracted towards online shopping.

SCOPE FOR FURTHER STUDY

The study carried out on online shopping sites throws light on the benefits and drawbacks in online shopping sites. This study helps to enhance the online shopping sites. Through this, online shopping sites can know the opinion of rural customers in their online shopping sites. Future studies can be carried out by applying many tools in multiple online shopping sites. The customers must be aware of all the techniques, strategies, methods adopted by the sellers to market their products in online shopping which will help them to get their products at the competitive rate with better quality.

CONCLUSIONS

The study has been carried out to track the online buying behavior of rural area consumers. It is found that amazon has more consumers satisfaction compared to other online shopping sites like flipkart, snapdeal and shopclues. This study clearly points out the main reason of online shopping because of the possibility of checking, verifying the products and comparing their prices; it also saves time and given ample opportunity to verify the different features of the products.

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