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17. www.shopclues.com
18. www.snapdeal.com
19. www.homeshop18.com
20. www.paytm.com
21. www.ebay.com

A STUDY ON PERCEPTION, BEHAVIOUR AND SATISFACTION OF ONLINE CONSUMERS WITH SPECIAL REFERENCE TO COIMBATORE CITY

Questionnaire

I DEMOGRAPIHC PROFILE OF THE RESPONDENTS

1. Name   :
2. Gender   :   (a) Male   (b) Female
3. Age   :
          (a) Less than 25 Yrs (b) 26 – 35 Yrs (c) 36 – 45 Yrs (d) 46 – 55 Yrs
4. Marital Status
          (a) Married   (b) Unmarried   (c) Widow   (d) Divorcee
5. Educational Qualification
          (a) Up to School Level   (b) Graduate
          (c) Post Graduate   (d) Diploma   (e) Professional
6. Occupation
          (a) Student and not working   (b) Student and part-time working (c)Private Employment
          (d) Government Employment (e) Business   (f) Professional (g) House Wife
7. Type of the Family :   (a) Nuclear family   (b) Joint family
8. Size of the family   :   (a) 2members (b) 3members (c) 4 members (d) Above 5 members
9. Number of earning members in your family :   (a) 1   (b) 2   (c) 3   (d) 4 and above
10. Monthly Income of the family
          (a) Below Rs.25000   (b) Rs.25000 - Rs.40000
          (c) Rs.40000 - Rs.55000   (d) Rs.55000 – Rs.70000   (e) Above Rs.70000

II CONSUMERS' AWARENESS ABOUT SHOPPING SITES AND ONLINE ADVERTISEMENTS

11.   How do you know about shopping websites?
          (a) With my own knowledge
          (b) By the recommendation of the friends/ relatives/ Colleagues
          (c) By the advertisement's in the News papers and the Television
          (d) By the advertisement's in the Social Media Networking Sites
          (e) By the Links in E-Mail & Social Media
12.   What is your reaction after seeing the advertisement's about Shopping Sites?
          (a) To make Purchase   (b) Discuss with others to purchase
          (c) Not considered for the purchase   (d) Search for more Information
13.   Rank the following elements of online advertisement that attract the online consumers? (Please rank as 1, 2, 3…)

Elements	Rank
Headlines / Captions	
Pictures	
Message of the products	
Brand Name/ Logos	
Celebrity	
Offers	

14. State the frequency of visiting the shopping sites?

(A- Always; F- Frequently; O- Occasionally; R- Rarely;N-Never)

Social Shopping Sites	A	F	O	R	N
Amazon.in					
Flipkart.com					
Snapdeal.com					
Paytm.com					
E-bay.in					
Shopclues.com					
Homeshop18.com					

III BUYING/PURCHASE PATTERN OF ONLINE CONSUMERS

15. Have you purchased the products after seeing the advertisement?

    (a) Yes   (b) No

16. What kind of products have you purchased online?

    (a) Branded   (b) Non Branded Products   (c) Both

17. In which occasion do you purchase through online?

    (a) Whenever needed   (b) Festival season

    (c) Special Offers/ Discounts   (d) Special Occasions

18. Who took the final decision for online purchase in your family?

    (a) Earning Male   (b) Earning Female   (c) both earning male and female

    (d) Children   (e) Elders   (f) All the members

19. How much do you spend for purchasing products through online shopping per month?

    (a) Less than Rs.2000   (b) Rs.2000 to Rs.4000   (c) Rs.4001 to Rs.6000

    (d) Rs.6001 to Rs.8000   (e) Rs.8001 to Rs.10000   (f) Rs.10001 & Above

20. What kind of Payment Mode do you prefer to pay for purchase of goods?

    (a) Debit Card   (b) Credit Card   (c) Cash on Delivery   (d) Net Banking

21. Give your perception regarding online purchase.

(SA- Strongly Agree; A- Agree; N- Neutral; DA- Disagree; SDA- Strongly Disagree)

Particulars	SA	A	N	DA	SDA
It has very Less Procedure to Place an order					
There are EMI/Credit Options available in shopping sites					
There are Special offers providing by the sites					
I Purchase products through Online according to my Interest					
It is convenient for me to purchase online					
Due to Busy Schedule I prefer online Shopping					
I have Shopping Privacy in online shopping					
I can shop from my home itself					
Online Shopping saves me from Market crowd					
I can get detailed product information from the shopping sites itself					
Due to availability of more products Broader selection is possible					
I can make comparison of price and features of the products among various shopping sites easily					
I can get user reviews for products available in the shopping sites					
There is no embarrassment for me if do not buy					
There is no time limit for purchase of products through online(24 X 7)					

Particulars	SA	A	N	DA	SDA
I can purchase rare products from the Shopping sites itself					
I can control my expenses in a better way					
I can track my account status and order status of products					
I can customize the products based on requirements					
I can get immediate response to my queries					
I can purchase from anywhere, at any point, and from any vendor located domestically					
I can get Easy return/refund/replacement					
I can avail exclusive guarantee given by the online shopping sites					
There are more sellers available for the products at different prices					
It is easy to make payment for purchase of products through Shopping sites					
It is secured to make payment through Online					
I can get more care with individual attention					
Shopping site websites are user friendly websites					

22.   What do you think about the price of online products?

Goods	High	Reasonable	Low
Branded Products			
Non Branded Goods			

23. State your purchase pattern for the following goods which are purchased through online shopping sites.

S.No	Goods	Always	Frequently	Occasionally	Rarely
01.	Cosmetics				
02.	Electronics				
03.	Clothing				
04.	Accessories				
05.	Books				
06.	Home Needs				
07.	Kids				

24. what is the time taken to make purchase the online products from your kart/ wish list?

(a) Immediately (b). 2 – 3 days (c) within a week (d) within a month

24 (a). If **Not Immediately**, what is the reason for delayed purchase decision?

(Those who have opted (b) or (c) or (d) should answer this question)

(a). Financial Constraints   (b). Waiting for more innovative products

(c). Waiting for market response   (d). Waiting for more product reviews

(e). Waiting for more response through Social Media

25. Which attributes do attract you to purchase products through online? Rank the following attributes in order of their importance.(Rank 1 to 10)

S.No	Attributes	Rank
1.	Brand Name	
2.	Transparent	
3.	Price	
4.	Easy Availability	
5.	Designs	
6.	High Quality	
7.	Fit in with friends	
8.	Value for money	
9.	Show Off	
10	Representation of celebrities associates with branded products influence me into purchasing them	

26. Whether you seek the help of Social Media for your online purchase?

    (a). Yes   (b). No

26(a). If **Yes**, what type of information you expect?

    (a). Getting reviews from friends/relatives

    (b). Getting notifications in social media from the shopping sites

    (c). Recommendations from friends/relatives

    (d). Getting notifications to your mobile

27. Have you ever request for return/replacement for your online purchase?

    (a) Yes   (b) No

27(a) If **yes**, State the reason

(a) Damaged product (b) Changes in item specifications   (c) Missing parts or Accessories

(d) Defective Item   (e) Due to particular Site/Sellers Terms and Conditions

28. Have you ever cancel the online purchase order?

    (a) Yes   (b) No

28(a) If **yes**, How many days after -you cancel the purchase order ?

(a) On the day of order   (b) One day After   (c) 2 days After   (d) On the day of delivery

29. What is the reason for cancelling your order?

(a) Placed the order wrongly (b) Due to personal reason   (c) Better price with another E-Seller

(d) Negative reviews from friends and relatives   (e) Double placement of order

30. If you cancel the order, did you get the money back to your account properly?

(a) Yes   (b) No

30 (a). If **No**, state the reason

(a) Delay in refund   (b) Due to particular site/Sellers Terms & Conditions

(c) Due to delayed product return   (d) Cash on delivery opted

IV BEHAVIOUR OF ONLINE CONSUMERS

(BRANDED AND NON BRANDED PRODUCTS)

31. What is "Brand name" means to you ?

    (a) Name   (b) Labeling   (c) Company Image   (d) Slogan   (e) All of the above

(THOSE WHO HAVE OPTED ONLY BRANDED SHOULD ANSWER Ques. No 32 to 36)

32. If you purchase branded products online, which brand variable drives you most to purchase?

    (a) Core brand images   (b) Brand Attitude   (c) Brand Attachment

    (d) Brand Trust   (e) Brand Loyalty

33. Which of the following factors helps to build a good brand image? Rank the following attributes in order of their importance (Rank 1 to 5)

Attributes	Rank
Quality	
Communication Strategies	
Competitive pricing	
Good value added services	
Free trials and Discounts	

34. Will you like to switch your brand preference if you get some promotional scheme with another brand?

    (a). Yes   (b). No

35. Please state your opinion on the following statements pertaining to each attribute of branded Products purchased through Shopping Sites.

(SA- Strongly Agree; A- Agree; N- Neutral; DA- Disagree; SDA- Strongly Disagree)

Reasons	SA	A	N	DA	SDA
I have the full knowledge about the brands					
There are wide publicity/advertisements in shopping sites					
Everybody are aware about the brands available in shopping sites					
The brand awareness induces to buy the new arrivals when launched in Shopping Sites					
I am satisfied with the awareness campaign of the brands available in Shopping sites					
The guarantee/warranty of the brands offered at the time of purchase in shopping sites are reliable					
The overall dealer service of the brands available in shopping sites are excellent					
The branded products purchased from Shopping sites increases my social status					

36. Please Rank the factors which induced you to opt for the branded products purchasing through shopping sites (Rank 1-8)

Factors	Rank
Long time desire to buy	
Fantasy to new brand	
Family based brand affinity	
Attracted by wide publicity	
Special offers, discounts and prizes during and after purchase	
Long term warranty and guarantee for spares	
Increase in Social Status	
Durability of the Product	

(THOSE WHO HAVE OPTED ONLY NON-BRANDED AND BOTH BRANDED AND NON-BRANDED SHOULD ANSWER Ques. NO 37)

37. Please state your opinion on the following statements pertaining to each attribute of the non-branded products purchasing through shopping sites.

(SA- Strongly Agree; A- Agree; N- Neutral; DA- Disagree; SDA- Strongly Disagree)

Reasons	SA	A	N	DA	SDA
Buy products with best price					
Branded Goods are more expensive					
Non branded products with equal or better quality than the branded products					
Getting delighted with more commercials					
Equally durable to branded products					
More number of sellers for Non-Branded Products					
More offers for Non-Branded Products					
More offers among the sellers of Non Branded Products					

V LEVEL OF SATISFACTION

38. State your level of satisfaction for the following goods which are purchased through Online Shopping Sites?

S.No	Goods	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
01.	Cosmetics					
02.	Electronics					
03.	Clothing					
04.	Accessories					
05.	Books					
06.	Home Needs					
07.	Kids (Baby Products)					

(THOSE WHO HAVE OPTED ONLY BRANDED SHOULD ANSWER BRANDED PRODUCTS AND WHO OPTED ONLY NON-BRANDED SHOULD ANSWER NON-BRANDED PRODUCTS AND WHO OPTED FOR BOTH CAN ANSWER FOR BOTH THE PRODUCTS)

39. How much are you satisfied in purchasing branded and non- branded products through Shopping Sites?

(HS-Highly Satisfied; S- Satisfied; N- Neutral; DS- Dissatisfied; HDS- Highly Dissatisfied)

Particulars	Branded Products					Non-Branded Products				
Satisfaction of	HS	S	N	DS	HDS	HS	S	N	DS	HDS
Product Information available in shopping sites										
The Quality & Quantity of the products purchased through online										
The price of the products										
Availability of products in shopping sites										
Product's images with specifications										
Prompt and safe delivery of the products which are ordered through shopping sites.										

Particulars	Branded Products					Non-Branded Products				
Satisfaction of	HS	S	N	DS	HDS	HS	S	N	DS	HDS
attractive discounts, festival offers and coupons										
user ratings and reviews										
the Latest Items launched in the market from the shopping site itself										
cash on delivery for all the Products										
return or replacement of the products purchased through shopping sites										
refund on Cancellation of orders placed										
tracking the status of the order										
notification on out of stock										

40. Problems faced while purchasing products through Online

(A- Always; F- Frequently; O- Occasionally; R- Rarely; N-Never)

Problems	A	F	S	R	N
Change of Product at the time of delivery					
It is hard to judge the quality of the product					
Required Size of the product may not be available					
Finding right product is difficult					
Credit/debit card details may be compromised and misused					
Credit/debit card details may be compromised to third parties					
There may be double time payment due to server problems					
Problem in receiving the product on time					
Delivery of Goods may not be in working condition					
Guarantee for products					
Problem in returning goods					
Damaged products and missing of the parts					
Delivery of Duplicate products					

A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE PURCHASE WITH REFERENCE TO COIMBATORE CITY

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Abstract:

Online Shopping is the recent trend in the area of online business which will be the future of the shopping in this universe. In order to stay ahead in highly competitive markets many companies have started using internet in order to cut the marketing costs, which leads to the reduction in price of their products and services. The purpose of this research paper is to study the consumer perception towards online purchase. The study is based on primary data. 200 respondents those who are buying products through online shopping sites were chosen for this study. The study highlighted that how much amount consumers spend on online shopping per month and their perception towards online shopping.

Key Words: Online Shopping, Consumer Perception, Perception Variables

INTRODUCTION

Online purchase is convenient than the traditional purchase and nowadays it become more popular. Price is lower than market and more variety of products are available in online, and it saves time and money. Especially during festive seasons, online shopping saves the time of many individuals from the hassle of searching several stores and has to wait in long queues for billing the particular items. Internet helps to cut the marketing costs of the companies and hence many companies are practicing it. Thereby, the costs of the product and service are reducing in order to stay ahead in the highly competitive markets. E-commerce provides consumers more choices, more information and more ways to buy. The main Influencing factors have been identified as, price, confidence, security, convenience, time, after sale service and discounted deals. The price factor exists because the prices are often lower through online shopping as compared with physical purchases in the market. Buy online can be of great benefit to the consumer in terms of convenience, saving time and money (Lakshmi. S)[1]. Without doubt the Internet has influenced our lives deeply in which it plays an indispensable and irreplaceable role. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. The organizations can prioritize the consumer inherent and unequivocal requirements in online shopping environment (Dr.Gagandeep Nagra et.al)[2]. Online shopping has its drawbacks too, we cannot touch and feel the products, delay in shipping, shipping charges make product expensive specially in low cost items, risk of losing your money, compromising the card details etc.

STATEMENT OF THE PROBLEM

Online shopping perception of individuals is a difficult socio-technical aspect and was the mark of researchers for the last decade. Every individual consumer's preference, taste, needs are hard to predict at the time of purchase. It is a tedious job to assess the psychological condition of consumers during their purchases. Because of this hardship of making theoretical conclusions, there has been more researches that have come out deliberating various causes that affect online shopping. In this aspect the present research study is done to find the factors that affect the consumer's perception in online shopping.

OBJECTIVES OF THE STUDY

The objective of this study is to analyze the consumer's perception towards online shopping.

RESEARCH METHODOLOGY

The research study is based on Coimbatore city and convenient sampling technique has been used to collect the data. Structured questionnaire have been framed to collect the data from the respondents. 200 respondents those who are purchasing through online have been selected for this study.

ANALYSIS AND INTERPRETATION

Percentage analysis is used to understand the socio economic profile of the sample respondents. The results are presented in the following table.

PERCENTAGE ANALYSIS:

Table 1.1
Socio-Economic Profile of the Respondents

Variable	Groups	Numbers	Percentage
Gender	Male	85	42.50
	Female	115	**57.50**
Age	Less than 25 Years	99	**49.50**
	26 -35 Years	60	30.00
	36 – 45 Years	24	12.00
	46 – 55 Years	17	8.50
Marital Status	Married	112	**56.00**
	Unmarried	88	44.00
Educational Qualification	Up to School Level	48	24.00
	Graduate	78	**39.00**
	Post Graduate	56	28.00
	Diploma	5	2.50
	Professional	13	6.50
Occupation	Student and not working	36	18.00
	Student and working	16	8.00
	Private Employment	48	**24.00**
	Government Employment	7	3.50
	Business	38	19.00
	Professional	13	6.50
	House Wife	42	21.00
Type of the Family	Nuclear Family	152	**76.00**
	Joint Family	48	24.00
Monthly Income	Below Rs.25000	68	**34.00**
	Rs.25000 – Rs.40000	59	29.50
	Rs.40000 – Rs.55000	31	15.50
	Rs.55000 – Rs.70000	19	9.50
	Above Rs.70000	23	11.50
Family Size	2 members	9	4.50
	3 members	38	19.00
	4 members	114	**57.00**
	Above 5 members	39	19.50
Number of Earning Members	1 member	50	25.00
	2 members	103	**51.50**
	3 members	32	16.00
	Above 4 members	15	7.50
Amount Spent on Online Shopping per month	Less than Rs. 2,000	115	**57.50**
	Rs. 2,000 – Rs. 4,000	60	30.00
	Rs. 4,001 – Rs. 6,000	25	12.50

Source: Primary Data

The above Table 1.1 shown that, out of two hundred respondents, 57.5% are female, 49.50% of respondents belong to the age group less than 25 years, and 56.00% of respondents were married and respondents had completed their under graduate program (39.00%).

The Majority of the respondents are private employees (24.00%),

Out of 200 respondents 76.00% of respondents belongs to the Nuclear Family and having 4 members (57.00%) in their family and the lowest number of respondent's family is having their family members as 2 members

(4.50%).

Most of the respondent's family is having 2 members (51.50%) as earning family members in their family, the respondent's family income is below Rs.25000 (34%) and they spends less than Rs.2000 (57.50%) per month for purchase of online products.

Perception towards online shopping

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Table 1.2
Perception on Online Shopping

</div>

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	total
It has very Less Procedure to Place an order	No.		4	20	95	81	200
	%		2.0	10.0	47.5	40.5	100.0
There are EMI/Credit Options available in shopping sites	No.	3	6	61	98	32	200
	%	1.5	3.0	30.5	49.0	16.0	100.0
There are Special offers providing by the sites	No.		5	65	87	43	200
	%		2.5	32.5	43.5	21.5	100.0
I Purchase products through Online according to my Interest	No.	1	1	53	76	69	200
	%	.5	.5	26.5	38.0	34.5	100.0
It is convenient for me to purchase online	No.	1	1	82	76	40	200
	%	.5	.5	41.0	38.0	20.0	100.0
Due to Busy Schedule I prefer online Shopping	No.	1	10	65	88	36	200
	%	.5	5.0	32.5	44.0	18.0	100.0
I have Shopping Privacy in online shopping	No.	6	7	71	79	37	200
	%	3.0	3.5	35.5	39.5	18.5	100.0
I can shop from my home itself	No.	3	3	50	85	59	200
	%	1.5	1.5	25.0	42.5	29.5	100.0
Online Shopping saves me from Market crowd	No.		8	78	66	48	200
	%		4.0	39.0	33.0	24.0	100.0
I can get detailed product information from the shopping sites itself	No.	2	19	77	77	25	200
	%	1.0	9.5	38.5	38.5	12.5	100.0
Due to availability of more products Broader selection is possible	No.	2	6	77	89	26	200
	%	1.0	3.0	38.5	44.5	13.0	100.0
I can make comparison of price and features of the products among various shopping sites easily	No.	1	6	49	91	53	200
	%	.5	3.0	24.5	45.5	26.5	100.0
I can get user reviews for products available in the shopping sites	No.		8	51	100	41	200
	%		4.0	25.5	50.0	20.5	100.0
There is no embarrassment for me if do not buy	No.		7	96	60	37	200
	%		3.5	48.0	30.0	18.5	100.0
There is no time limit for purchase of products through online(24 X 7)	No.	2	3	33	66	96	200
	%	1.0	1.5	16.5	33.0	48.0	100.0
I can purchase rare products from the Shopping sites itself	No.	3	4	32	88	73	200
	%	1.5	2.0	16.0	44.0	36.5	100.0
I can control my expenses in a better way	No.	3	8	76	95	18	200
	%	1.5	4.0	38.0	47.5	9.0	100.0
I can track my account status and order status of products	No.	1	3	72	87	37	200
	%	.5	1.5	36.0	43.5	18.5	100.0
I can customize the products based on requirements	No.	1	8	81	74	36	200
	%	.5	4.0	40.5	37.0	18.0	100.0
I can get immediate response to my queries	No.	5	16	93	69	17	200
	%	2.5	8.0	46.5	34.5	8.5	100.0
I can purchase from anywhere, at any point, and from any vendor located domestically	No.	1	6	49	99	45	200
	%	.5	3.0	24.5	49.5	22.5	100.0
I can get Easy return/refund/replacement	No.	3	16	69	72	40	200
	%	1.5	8.0	34.5	36.0	20.0	100.0
I can avail exclusive guarantee given by the online shopping sites	No.		15	81	75	29	200
	%		7.5	40.5	37.5	14.5	100.0
There are more sellers available for the products at different prices	No.	2	4	83	80	31	200
	%	1.0	2.0	41.5	40.0	15.5	100.0
It is easy to make payment for purchase of products	No.	2	4	45	99	50	200

through Shopping sites	%	1.0	2.0	22.5	49.5	25.0	100.0
It is secured to make payment through Online	No.	1	10	71	81	37	200
	%	.5	5.0	35.5	40.5	18.5	100.0
I can get more care with individual attention	No.	3	15	83	70	29	200
	%	1.5	7.5	41.5	35.0	14.5	100.0
Shopping site websites are user friendly websites	No.	2	3	74	87	34	200
	%	1.0	1.5	37.0	43.5	17.0	100.0

Source: Computed Value

It is reveled from the above table, that the respondents strongly agree with the statement that there is no time limit for purchase of products through online (48.0%).

The respondents agrees with the following statements such as less procedure (47.5%), availability of payment options (49.0%), Special offers (43.5%), Interest (38.0%), Busy Schedule (44.0%), Shopping Privacy (39.5%), Home Shopping (39.5%), Detailed Product information (38.5%), Availability of more products (44.5%), Price Comparison (45.5%), getting reviews (50.0%), Rare Products (44.0%), Minimal Expenses (47.5%), Tracking of status (43.5%), Anywhere purchase (49.5%), Easy return/ refund/ replacement (36.0%), easy payment (49.5%), Secured payment (40.5%) and User friendly websites (43.5%).

The respondents neither agree nor disagree with the following statements such as Convenience (41.0%), Avoiding Market Crowd (39.0%), no embarrassment (48.0%), Customizing the products (40.5), immediate response (46.5%), Exclusive guarantee (40.5%), Availability of more sellers (41.5%) and Individual attention (41.5%).

Analysis of Variance

One way ANOVA and t-test has been applied to find the variance between the socio economic factors and perception score of the respondents. The following table shows the results of t-test and ANOVA.

t-Test:

H_0 – *The mean perception scores on online shopping do not differs significantly among the respondents classified based on Gender, Marital Status, and type of the Family.*

Table 1.3
Perception Score on Online Purchase – t-Test

Variable	Groups	Mean	S.D	No	T ratio	TV	Significance
Gender	Male	103.75	10.31	85	2.858		**
	Female	107.69	9.08	115			
Marital Status	Married	107.10	10.48	112	1.774		Ns
	Unmarried	104.64	8.72	88			
Type of the Family	Nuclear Family	106.63	8.24	152	1.590		Ns
	Joint Family	104.06	13.53	48			

Source: Computed from Primary Data

The above table explains about the average perception score of female is 107.69 which is comparatively higher than the average scores of male respondents (103.75).

It is evidenced from the above table that the average perception score of married respondents is 107.10 which is comparatively higher than that of the average scores of unmarried respondents (104.64).

The average perception score of nuclear type of family (106.63) is comparatively higher than the average scores of joint family (104.06).

t-Test for equality means has been applied to verify the above hypothesis. The calculated t-value is less than the table value at 1% or 5% level of significance for marital status and Type of the family. This shows that the mean perception scores do not differ significantly among the respondents classified based on Marital Status and Type of the Family. Hence, the hypothesis has been accepted. The hypothesis rejected for Gender.

ANOVA Test:

H_0 – The mean perception scores on online shopping do not differ significantly among the respondents classified based on Age, Educational Qualification, Occupation, Type of the family, Size of the family, Number of earning members in their family , Monthly Income of the family and Amount spent for purchasing online per month.

Table 1.4
Perception of online purchase (ANOVA Test)

Variable	Groups	Mean	S.D	No	F Ratio	TV	Significance
Age	Less than 25 Years	104.73	8.36	99	1.697		Ns
	26 -35 Years	106.68	10.93	60			
	36 – 45 Years	106.79	9.36	24			
	46 – 55 Years	110.06	12.98	17			
Educational Qualification	Up to School Level	105.52	7.03	48	3.047		*
	Graduate	107.96	9.84	78			
	Post Graduate	102.79	11.42	56			
	Diploma	105.60	8.47	5			
	Professional	110.23	7.87	13			
Occupation	Student and not working	105.22	10.43	36	2.911		**
	Student and working	102.38	7.23	16			
	Private Employment	103.75	10.35	48			
	Government Employment	116.00	13.22	7			
	Business	105.47	9.45	38			
	Professional	108.08	8.54	13			
	House Wife	108.86	8.05	42			
Size of the Family	2 Members	103.78	8.51	9	0.507		Ns
	3 Members	107.03	6.76	38			
	4 Members	105.53	9.09	114			
	Above 5 Members	106.97	13.90	39			
Number of earning members	1	107.48	9.50	50	2.792		*
	2	106.86	6.91	103			
	3	103.31	13.84	32			
	4 and above	101.07	14.84	15			
Monthly Income	Below Rs.25000	105.44	9.24	68	3.336		*
	Rs.25000 – Rs.40000	103.08	8.53	59			
	Rs.40000 – Rs.55000	108.90	11.29	31			
	Rs.55000 – Rs.70000	107.42	12.54	19			
	Above Rs.70000	110.17	7.61	23			
Amount spent for purchasing online per month	Less than Rs.2000	104.90	8.88	115	1.822		Ns
	Rs.2000 – 4000	107.33	10.12	60			
	Rs.4000 - 6000	108.00	12.44	25			

Source: Computed from Primary Data

It is proved from the above table that among different age groups, 46-55 years age group has the highest mean score of 110.06 and less than 25 years age group has lowest mean score of 104.73.

According to qualification the respondents who are graduated has the highest mean score of 110.23 and the lowest mean score is for post graduate respondents.

The table depicts about the occupation and according to that Government Employee (116.00) scores highest mean score and students who are part time workers (102.38) scores the lowest mean score.

According to the size of the family, the respondents who are having 3 members (107.03) in their family stands high and who are having 2 members (103.78) in their family stands least.

According to the Number of Earning Members, the respondents who are having 1 earning member stands high and who are having more than 4 earning members stand least.

The highest mean score was gained by respondents who are earning above Rs.70000 (110.17) and the lowest mean score was gained by the respondents whose monthly income is between Rs.25000 – 40000.

One way ANOVA has been applied to test the above hypothesis. This result shows that the perception scores do not differ significantly among the respondents classified based on demographic variables such as Educational Qualification, Occupation, Type of the family, Number of earning members in their family, and Monthly Income of the family. The above result reveals that the hypothesis has been rejected for the respondents who are classified based on Educational Qualification, Occupation, Type of the family, Number of earning members in their family, and Monthly Income of the family.

With respect to age, size of the family, amount spent for purchasing online, the hypothesis framed has been rejected.

CONCLUSION

The current scenario of e-commerce industry is in peak. It also keeps the consumers more impressed with their various facilities. This Study has identified the perception of consumers on their purchase through online shopping sites. It is concluded that future of online shopping in India looks very good. Online Shopping provides the best alternative to save money and time. discount offers, product information, payment mode, hassle free shopping experience laid base for the further success of online shopping.

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A Study on Relationship Between Purchase Behaviour, Perception and Satisfaction of Branded Products Purchased Online

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Absract:

Online consumers are always seeking new products, new attractiveness and new brands with compatible prices. The internet is the better way to less time consumption and money from the place where they are. The objective of the study is to find the relationships between several purchase behaviour factors with respect to branded products purchased online, thePerception and Satisfaction of the respondents who purchased these products. For the purpose of finding relationship between purchase behavior, perception and satisfaction path analysis have been used.It is resulted that the Purchase Behaviour factors. Secured and Easy Transaction, Selective Purchase and Hassle Free Purchase had significant effect on Perception on branded products.

Key Words: Path analysis, Buying Behaviour, Perception, Satisfaction, Branded Products, Online Shopping

INTRODUCTION

Online shopping paved way for new business ventures by introducing new brands and adaption of new technologies and brands by the old ventures. Here Consumer behaviour, perception and satisfaction decides the future of online business. The problems faced by the respondents through online purchase process was also studied as a factor which might affect the perception and satisfaction. The Purchase Behaviour Factors namely, Shopping Convenience, Secured and Easy Transaction, Time Saving, Selective Purchase, Hassle Free Purchase and Product Detailing were assumed to influence the Perception and Satisfaction of the respondents towards branded products purchased online. Also Problem score, found out to measure the extent of problems faced by the respondents, is assumed to influence the Perception and Satisfaction of the respondents.

STATEMENT OF THE PROBLEM

Marketing is the concept basically focusing the consumer's needs more effectively and efficiently with best product, best price and best services, shopping convenience and delivery. It is important to know how the consumer behaviour,

satisfaction and perception of online shopping towards branded products are related to each other. Hence, this study is undertaken to find out the relationship between consumers behaviour, satisfaction and perception on branded products purchased through online.

OBJECTIVE OF THE STUDY

The main objective of the study is to analyse the relationship between Consumer perception, behaviour and satisfaction on purchase of branded products purchased through online.
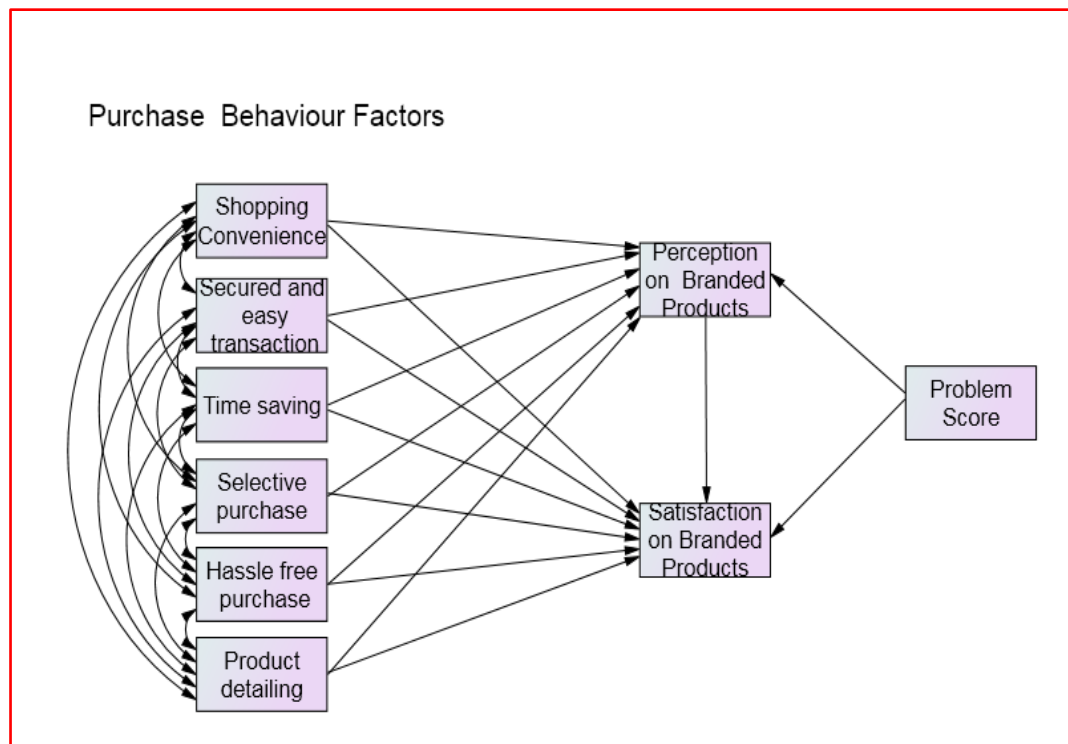
SAMPLE DESIGN AND TOOL USED

The present study is conducted in Coimbatore City. Stratified Random Sampling Technique have been used to collect data from 428 sample respondents. For analysis purpose path analysis model have been used.

PATH ANALYSIS

Purchase Behaviour Factors, Perception and Problem scores have been hypothesized to influence the satisfaction scores of the respondents. The influence of Perception on Satisfactionhavebeen assumed that Purchase Behaviour Factorshave both direct and indirect effect on Satisfaction.

Fig. 1. Path Model showing relationship between Purchase Behaviour, Perception AndSatisfaction

The arrows leading from the Purchase Behaviour Factors measure the direct effectsof factors on Perception and Satisfaction factors.

The direct effects of Perception on Satisfaction, Problems on Perception and Satisfaction are given by the leading arrows from the Perception and Problem score factors to the Satisfaction factor.

With the assumption that Purchase Behaviour factors have adverse effect on Satisfaction i.e.Perception factor acts as an intermediating variable to measure the indirect effect of Purchase Behaviouron Satisfaction.
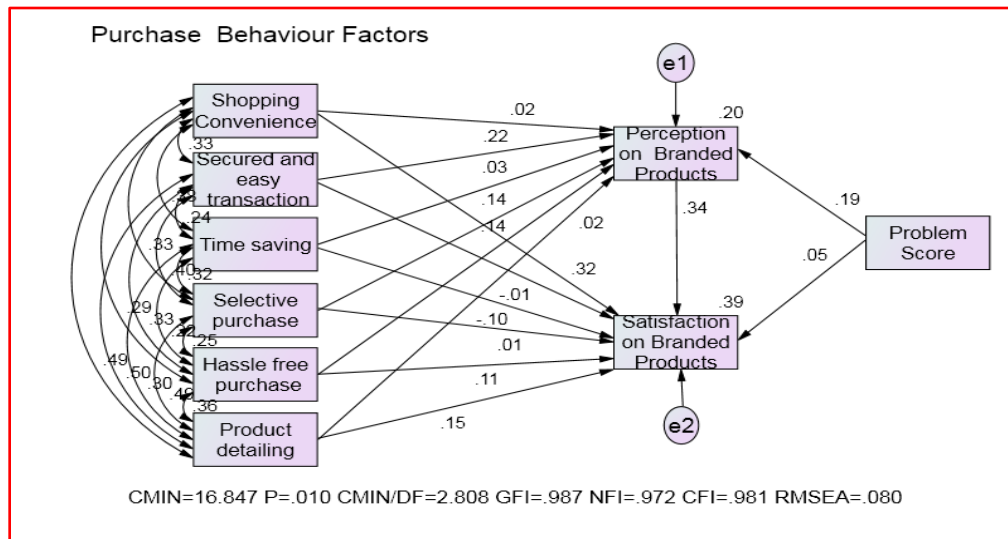
The scores of Purchase Behaviour, Perception, Satisfaction and Problems were used in this model to understand their relationship.

The followingobjectives assisted to develop path model.
1. To examine how the Purchase Behaviour factorsaffect the Perception and Satisfactionof respondents towards branded products purchased through online.
2. To establish a causal relationship of Purchase Behaviour, Perception and Satisfaction of branded products purchase through online.

The following hypotheses will be tested for finding the relationship.
- $H_0 1$. There is a positive relationship between Purchase Behaviourfactors, Perception and satisfaction of branded products purchase online.
- $H_0 2$. There is an adverserelationship between Perception, Satisfaction and Problems faced during
- $H_0 3$: There is a positive relationship between Perception, Purchase behaviour and Satisfaction of branded products purchased through online.

Fig. Path Model showing relationship between Purchase Behaviour, Perception, Satisfaction and Problems Faced
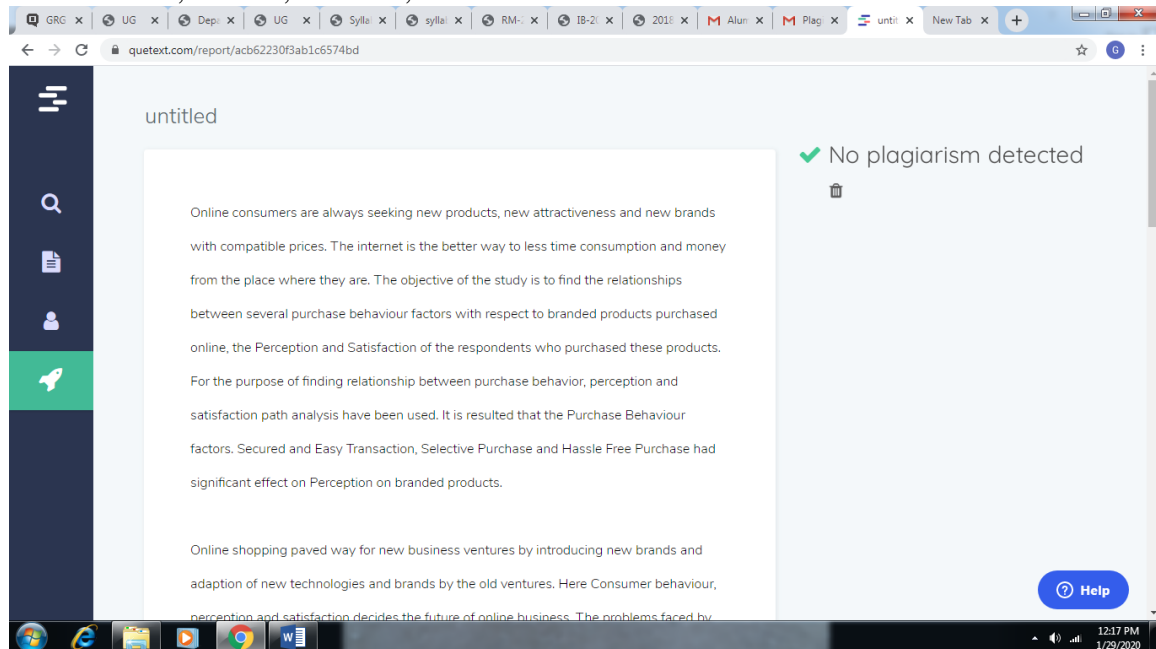
SUMMARY

It is resulted that the Purchase Behaviour factors such as Secured and Easy Transaction, Selective Purchase and Hassle Free Purchase had significant relationship on Perception towards branded products purchased online and Shopping Convenience,
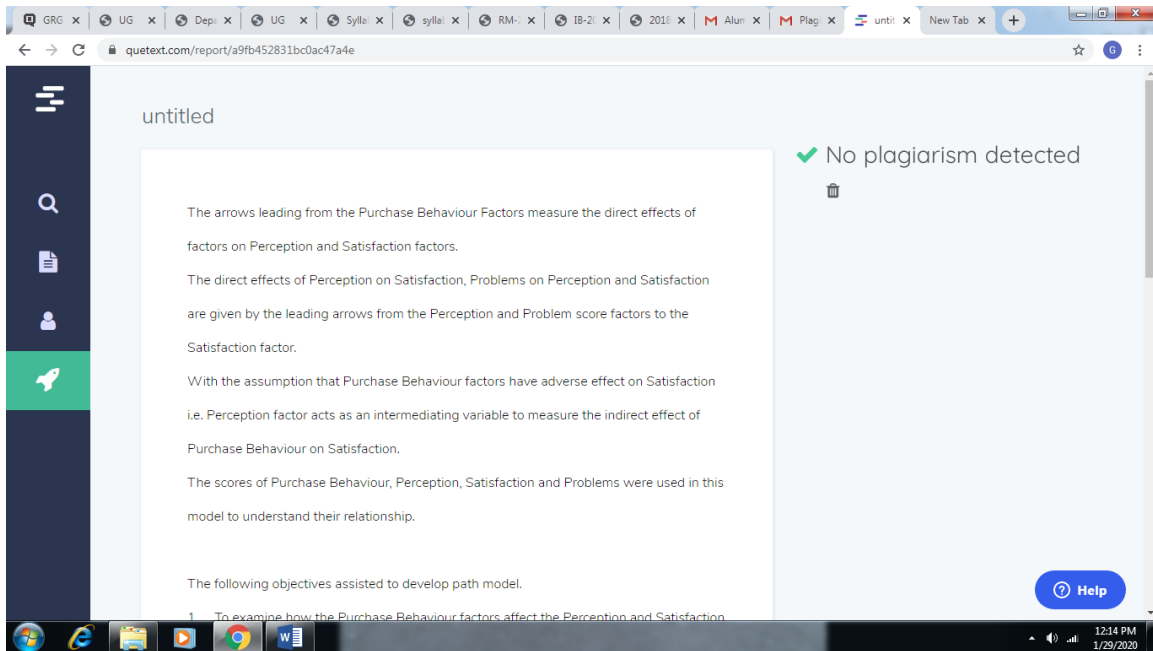
Product Detailing and Hassle free purchases werefound to have significant relationship on Satisfaction on branded products. Problems faced had significant positive relationship on Perception and it did not have any significant relationship on Satisfaction.

The total effects of purchase behaviour factors on satisfaction indicatesthat the entireeffect of shopping convenience gives more to Satisfaction when matching with other purchase behaviour factors. Still, Perception is seen to contribute more to Satisfaction than the purchase behaviour factors.

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The arrows leading from the Purchase Behaviour Factors measure the direct effects of factors on Perception and Satisfaction factors.

The direct effects of Perception on Satisfaction, Problems on Perception and Satisfaction are given by the leading arrows from the Perception and Problem score factors to the Satisfaction factor.

With the assumption that Purchase Behaviour factors have adverse effect on Satisfaction i.e. Perception factor acts as an intermediating variable to measure the indirect effect of Purchase Behaviour on Satisfaction.

The scores of Purchase Behaviour, Perception, Satisfaction and Problems were used in this model to understand their relationship.

The following objectives assisted to develop path model.

1. To examine how the Purchase Behaviour factors affect the Perception and Satisfaction

A Study On Online Consumers' Satisfaction On Branded Products – An Analytical Study

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Abstract:

Online Shopping is a growing trend in all parts of the world. Among the developing countries India stands third largest number of internet users in the world after China and USA. Modern technologies create new business formats and platforms to the users. In this way e-Commerce technology also creates opportunity for the various business peoples electronically. With this back ground this study is done to analyze the customer's satisfaction on brandedproducts in online shopping. This study is based on primary data. 200 respondents those who are buying products through online shopping sites have been selected for this study. Percentage Analysis, t-test and ANOVA have been used to analyse the collected data. The results of the study shown that the majority of the respondents belongs to female category whose monthly income is between Rs.25000-Rs.40000 and the satisfaction score of the respondents do not differ significantly among the branded products and demographic variables.

Key Words: Consumer Satisfaction, Online Shopping, Branded Products

Introduction

The World Wide Web has grown incredibly since its inception in 1990 and by 1991 it was opened for commercial use.World Wide Web creating an amazing opportunity to the business peoples to convert their ideas into business through electronic commerce portals.Technology plays important role in all industries, hospitals, educational institutions and other service sectors. Buying and selling could done through internet with suitable device. Over that past few years, online shopping or e -tailing has increased percentage of online buyer's in India[1]. Updated technologies create new business formats and platforms to the users. The internet explosion has opened doors to a new electronic world, which facilitated in taking business to another level.

Customer satisfaction is eminent topic in several fields like marketing, consumer research and psychology. Internet has been constantly gaining importance nowadays.In this competition era all the online marketers should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers[2].

Statement Of The Problem

Marketing is basically addressing the consumer's needs more effectively and efficiently with better product, better price and better services, shopping access and delivery. Sometimes opportunity to address the consumers in better way is designed by marketers himself and sometimes it is offered by the technology. Internet is changing the way consumers shopping has rapidly evolved into a global event. People are getting busy with their own work. Hence, they don't find time for shopping. Online shopping can save a lot of time for them. They can do their purchase from their office or home. This study is undertaken to find out consumers satisfaction on branded products through online shopping.

Objectives Of The Study

The objective of this study is to analyse the Consumer's Satisfaction on Branded Products purchased through online shopping sites.

Sampling Design

The present study is conducted in Coimbatore City. Convenient sampling method has been adopted to collect data from the 200 sample respondentsthose who are purchasing through online.

Analysis And Interpretation

Percentage analysis, ANOVA and t-test have been used to analyse the collected data Percentage analysis is used to understand the socio economic profile of the respondents. ANOVA and t-test used to find the variance between the socio economic factors and satisfaction on online purchase of branded products.

Percentage Analysis:

Table 1.1
Socio - Economic Profile of the Respondents

Variable	Groups	Numbers	Percentage
Gender	Male	85	42.50
	Female	115	**57.50**
Age	Less than 25 Years	92	**46.00**
	26 -35 Years	55	27.50
	36 – 45 Years	29	14.50
	46 – 55 Years	24	12.00
Marital Status	Married	105	**52.50**
	Unmarried	95	47.50
Educational Qualification	Up to School Level	36	18.00
	Graduate	96	**48.00**
	Post Graduate	49	24.50
	Diploma	4	2.00
	Professional	15	7.50
Occupation	Student and not working	52	**26.00**
	Student and working	14	7.00
	Private Employment	47	23.50
	Government Employment	6	3.00
	Business	39	19.50
	Professional	11	5.50
	House Wife	31	15.50
Type of the Family	Nuclear Family	150	**75.00**
	Joint Family	50	25.00
Monthly Income	Below Rs.25000	46	23.00
	Rs.25000 – Rs.40000	59	**29.50**
	Rs.40000 – Rs.55000	36	18.00
	Rs.55000 – Rs.70000	28	14.00
	Above Rs.70000	31	15.50
Family Size	2 members	9	4.50
	3 members	39	19.50
	4 members	105	**52.50**

	Above 5 members	47	23.50
Number of Earning Members	1 member	66	33.00
	2 members	87	**43.50**
	3 members	34	17.00
	Above 4 members	13	6.50
Amount Spent on Online Shopping per month	Less than Rs. 2,000	72	36.00
	Rs. 2,000 – Rs. 4,000	75	**37.50**
	Rs. 4,001 – Rs. 6,000	21	10.50
	Rs.6001 – 8000	6	3.00
	Rs.8001 – 10000	16	8.00
	Above Rs.10000	10	5.00

Source: Primary Data

The above table exhibits about the gender of the respondents which states that 57.50% of respondents belongs to the female category which stands high and 42.50% of respondents belongs to the male category who stands low.

Age Group of respondents, expresses that Majority (46.00%) of respondents belongs to the age group less than 25 years, 52.5% of respondents are married, 48.0% of the respondents had completed their under graduation and 26.00% of the respondents are students who are not working

Among 200 sample respondents 75% of the respondents belongs to the Nuclear Family and having 4 members (52.50%) with them.

43.50% of the respondents belongs to the family having 2 earning members in their family,29.50% of respondents belongs to the family having monthly income between Rs.25001 to Rs.40000 and 37.50% of respondents spent between Rs.2000 to Rs.4000 for purchasing products through online shopping sites show.

Satisfaction Score On Branded Products Purchased Through Online:

Fourteen variables have been considered to measure the level of satisfaction of the respondents. Likert five point scale has been used to measure the satisfaction level of respondents. Based on the highest score rank given from highest score. (**HDS – Highly Dissatisfied, DS – Dissatisfied, N – Neutral, S – Satisfied, HS – Highly Satisfied**)

Table 1.2
Satisfaction on Branded Products Purchased Through Online

		HDS	DS	N	S	HS	Total
Product Information available in shopping sites	No.	1		29	99	71	200
	%	.5		14.5	49.5	35.5	100.0
The Quality & Quantity of the products purchased through online	No.	2	4	57	104	33	200
	%	1.0	2.0	28.5	52.0	16.5	100.0
The price of the products	No.	2	9	56	90	43	200
	%	1.0	4.5	28.0	45.0	21.5	100.0
Availability of products in shopping sites	No.	2	12	71	76	39	200
	%	1.0	6.0	35.5	38.0	19.5	100.0
Product's images with specifications	No.	9	6	53	84	48	200
	%	4.5	3.0	26.5	42.0	24.0	100.0
Prompt and safe delivery of the products which are ordered through shopping sites.	No.	7	10	56	80	47	200
	%	3.5	5.0	28.0	40.0	23.5	100.0
Attractive discounts, festival offers and coupons	No.	3	4	30	99	64	200
	%	1.5	2.0	15.0	49.5	32.0	100.0

User ratings and reviews	No.	2	4	64	96	34	200
	%	1.0	2.0	32.0	48.0	17.0	100.0
Latest items launched in the market from the shopping site itself	No.	2	5	57	83	53	200
	%	1.0	2.5	28.5	41.5	26.5	100.0
Cash on delivery for all the products.	No.	5	10	70	58	57	200
	%	2.5	5.0	35.0	29.0	28.5	100.0
Return or replacement of the products purchased through shopping sites	No.	6	8	55	84	47	200
	%	3.0	4.0	27.5	42.0	23.5	100.0
Refund on Cancellation of orders placed	No.	3	18	61	79	39	200
	%	1.5	9.0	30.5	39.5	19.5	100.0
Tracking the status of the order	No.	7	5	44	85	59	200
	%	3.5	2.5	22.0	42.5	29.5	100.0
Notification on out of stock	No.	6	9	62	70	53	200
	%	3.0	4.5	31.0	35.0	26.5	100.0

Source: Primary Data

It is inferred from the above table that the respondents are satisfied with product information (49.5%), Quality and Quantity (52.0%), Price of the product 45.0%), Availability of products (38.0%), Product specifications (42.0%), Prompt and safe delivery (40.0%), Attractive offers (49.5%), Ratings and reviews (48.0%), Availability of latest items (41.5%), Return and replacement (42.0%), Refund on cancellation (39.5%), Tracking the status (42.5%) and Notification on out of stock (35.0%).

The respondents neither satisfied nor dissatisfied with respect to cash on delivery for all the products(35.0%).

Analysis of Variance

One way ANOVA and t test applied to find the variance between the socio economic factors and satisfaction on branded products purchased online of sample respondents.The following table shows the results of t-test and ANOVA.

T-test for Equality of Means

The difference between the mean scores of the satisfaction variables was tested by framing the null hypothesis which is given below.

H_0 – The mean satisfaction scores of branded products do not differs significantly among the respondents classified based on Gender, Marital Status, and Type of the Family.

Table 1.3

Satisfaction score on Branded Products – T-Test

Variable	Groups	Mean	S.D	No	T ratio	TV	Significance
Gender	Male	52.87	8.63	85	1.388	1.972	Ns
	Female	54.34	6.33	115			
Marital Status	Married	54.42	8.24	105	1.415	1.972	Ns
	Unmarried	52.94	6.32	95			
Type of the Family	Nuclear Family	54.32	6.62	150	2.014	1.972	*
	Joint Family	51.90	9.24	50			

Source: Computed Data

It is denoted from the above table that the average satisfaction score of females is 54.34 which is comparatively higher than the average scores of male respondents (52.87).

The average satisfaction score of married respondents is 54.42 which is comparatively little higher than the average scores of unmarried respondents (52.94)

The above table depicts that the average satisfaction score of nuclear type of family (54.32) is comparatively higher than that of the joint family (51.90)

t-Test for equality means was applied to verify the above hypothesis. The calculated t-value is less than the table value at 5% level of significance. This shows that the mean satisfaction scores do not differ significantly between the attributes of Gender and Marital Status. Hence, the hypothesis was accepted for Gender and Marital Status and it is rejected for Type of the Family.

Satisfaction Score on Branded products purchased through online – ANOVA Test

Satisfaction scores were found out for different demographic variables such as Age, Educational Qualification, Occupation, and Monthly Income are given in the below table. The differences among mean scores of different demographic groups were tested by framing the following hypothesis.

H_0 – *The mean satisfaction scores on branded products do not differ significantly among the respondents classified based on Age, Educational Qualification, Occupation and Monthly Income.*

Table 1.4
Satisfaction Score on Branded Products Purchased through online

Variable	Groups	Mean	S.D	No	F Ratio	TV	Significance
Age	Less than 25 Years	52.54	6.67	92	2.303	2.651	Ns
	26 -35 Years	53.76	8.84	55			
	36 – 45 Years	54.93	8.15	29			
	46 – 55 Years	56.63	4.36	24			
Educational Qualification	Up to School Level	53.81	5.00	36	2.486	2.418	*
	Graduate	54.93	5.93	96			
	Post Graduate	51.06	11.03	49			
	Diploma	51.50	6.95	4			
	Professional	55.00	3.85	15			
Occupation	Student and not working	53.75	6.20	52	0.777	2.146	Ns
	Student and working	54.00	6.09	14			
	Private Employment	52.38	10.53	47			
	Government Employment	56.33	3.88	6			
	Business	53.33	7.00	39			
	Professional	53.18	5.76	11			
	House Wife	55.71	5.36	31			
Size of the Family	2 Members	49.78	8.39	9	1.088	2.651	Ns
	3 Members	54.38	7.71	39			
	4 Members	54.03	6.38	105			
	Above 5 Members	53.21	8.98	47			
Number of earning members	1	53.24	6.06	66	2.647	2.651	Ns
	2	54.66	6.66	87			
	3	54.15	9.91	34			
	4 and above	48.69	9.47	13			
Monthly Income	Below Rs.25000	51.09	8.98	46	3.975	3.417	**
	Rs.25000 – Rs.40000	54.14	7.12	59			
	Rs.40000 – Rs.55000	56.28	4.94	36			
	Rs.55000 – Rs.70000	51.57	8.15	28			
	Above Rs.70000	55.77	5.48	31			
Amount spent for purchasing	Less than Rs.2000	54.14	7.39	72	2.249	2.261	Ns
	Rs.2000 – 4000	54.32	6.41	75			

online per month	Rs.4000 – 6000	55.52	5.87	21			
	Rs.6001 – 8000	52.33	7.06	6			
	Rs.8001 – 10000	50.75	7.25	16			
	Above Rs.10000	47.90	13.68	10			

Source: Computed Data

It is revealed from the above table that among different age groups, 46-55 years age group has high mean score of 56.63 and less than 25 years age group has lowest mean score of 52.54.

According to qualification, professionals have the highest mean score of 55.00 and lowest mean score was earned by post graduates (51.06).

According to occupation, Professionals have the highest mean score of 56.33. The lowest mean score was obtained by Private Employees (52.38).

According to Size of the Family the respondents have 3 members (54.38) in their family stands high and the respondents having 2 members (49.78) in family stands least.

On the basis of number of earning members in their family, the respondents who are having 2 earning members (54.66) stands high and are having more than 4 earning members(48.69) in their family stands least.

The mean scores for monthly income wise classification is provided in the above table. The highest mean score according to monthly income was gained by the respondents who are earning between Rs.40000 – 55000 (56.28). The lowest mean score was gained by the respondents whose monthly income is below Rs.25000 (51.09).

According to amount spent on purchasing online per month, the respondents who spent amount between Rs.4000 to Rs.6000 stands high and who spends above Rs.40000 stands least.

One-Way ANOVA has been applied to test the above hypothesis. The calculated F-ratio value is less than the table value @ 1% or 5% level of significance is attained in each variable for branded products. This shows that the satisfaction scores do not differ significantly among the respondents classified based on, Age, Occupation, Size of the Family, Number of Earning Members, Amount Spent on purchasing online per month. Hence, the hypothesis is accepted for Age, Occupation, Size of the Family, Number of Earning Members.With respect to Educational Qualification and Monthly Income the hypothesis framed has been rejected.

CONCLUSION

In this modern world all the consumers are too busy with their daily routine schedule. It is highly difficult for them to go for shopping.To make ease of their life e-commerce plays a vital role. Online sellers dealall type of products and many leading branded companies are also selling their products through online. Online is much useful to the consumers to update the price and products at any time. By satisfying the consumer's trust towards online shopping and online shopping sites, the future of e-commerce will be widened.

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