AN EMPIRICAL STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS ONLINE SHOPPING IN KERALA

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Abstract

Online shopping is the practice of technology for better marketing enactment and it has gained very domineering position in the 21st century due to the busy and loaded work with frantic schedule of people. Then this method is definitely a great way to shop with a variety of goods and services obtainable on the website including clothes, gifts items, home needs, medicines, mobile phones, shoes, bags and many more. In this circumstance online shopping turn out to be the coolest and most fitting way for their shopping. Internet has changed the way of consumer's store and has hastily developed into a worldwide standpoint. The present paper examines the consumer's behaviour and their satisfaction towards online shopping in Kerala. This study also focuses on understanding the main factors which influencing the online shopping behaviour of different demographic character of people in Kerala. Simple random sampling method is used in this study. This study targeted 132 online users belongs to different demographic characterises are living in different part of Kerala.

Key words: Brand preference, Consumer behaviour, Internet, Online shopping, Satisfaction.

INTRODUCTION

Internet has changed the traditional way of customers shopping and buying goods and services. With a rapid pace it evolved into a phenomenon which is globally accepted. To pawn the dynamic nature of the fast-growing markets, companies started depleting internet as a device to cut down the various intermediary costs which further helped in reducing the prices of their products and services. The largest of these online retailing corporations are e-Bay and Amazon.com, both based in the United States. Amazon.com launched its online shopping site in 1995 and eBay was also introduced in1995. There are several some other retailers providing online shopping facilities to the consumers in India include Flip cart, Mytra, Snap deal, Jabong, Nykaa, etc. Online shopping has charged the outlook of shopping. The products that are sold most are in the tech and fashion category, including accessories, iPad, MP3players, mobile phones, digital cameras, electronic gadgets, jewellery, apparel, home and kitchen appliances, lifestyle accessories like watches, books, beauty products, perfumes, baby products observed significant tough movement.

Review of Literature

Smith and Rupp (2003) in their study revealed that online shopping phenomena are governed by a number of consumer acceptance and behaviour characteristics and grounded in theoretical aspect of consumer decision making. The factor that influences consumers are making effort, personal questions, post decision behaviour, and experience. In a study conducted by **Haq (2008)** examined the convenience of online shopping with product getting standardized, specification getting fixed and the concept of service getting erode, post-sale responsibility of the retailer has come down drastically. **Ramesh and Kumar (2019)** in their study explain that the development in internet technologies provides various innovative business opportunities and creates competitiveness among the electronic marketers in online marketing. The study was conducted with the aim of analysing and ranking the problems of customers in online purchase. The problems 'product variation' and 'faulty products' have been quoted as the major problems faced by the online customers irrespective of the demographic their profile.

OBJECTIVES OF THE STUDY

- To identify the satisfaction level of different demographic characteristics (age, gender and income) of consumers towards online shopping in Kerala.
- To examine the behaviour of different demographic characteristics (age, gender and income) of consumers towards online shopping in Kerala.

HYPOTHESIS

- **H_0:** There is no significant difference between the ratings of different age group of consumers related their satisfaction level towards online shopping in Kerala.
- **H_0:** There is no significant difference between the rating of male and female consumers related their satisfaction level towards online shopping in Kerala.
- **H_0:** There is no significant difference between the ratings of different income group of consumers related their satisfaction level towards online shopping in Kerala.

RESEARCH METHODOLOGY

The required information has been collected with the help of primary and secondary source. The primary data were collected using a well-structured questionnaire. Simple random sampling method is used in this study. The sample size taken for the study was 132 online users who living in different part of Kerala. The parametric test used in this study was ANOVA and t-test. The independent variable selected for the study includes gender, age, and income status of the respondents.

DISCUSSION AND FINDINGS

Special care has been taken to ensure to keep transparency and objectivity in data analysis.

Here researcher identified the consumer behaviour and satisfaction level of different demographic characteristics (gender, age, and income) of consumers towards online shopping in Kerala.

A. Satisfaction Level of different demographic Characteristics (Gender, Age, And Income) of Consumers towards Online Shopping in Kerala.

i. Satisfaction level of different age group of consumers towards online shopping in Kerala

The age of the respondents and their satisfaction level regarding the purchase of the item through online shopping were tabulated to test the hypothesis. When these statistics were tested with help of ANOVA test, the null hypothesis formulated is

H_0: There is no significant difference between the ratings of different age group of consumers related their satisfaction level towards online shopping in Kerala.

Table No: 1- Summary of ANOVA Test Statistics- based on the Satisfaction level of different age group of consumers towards online shopping in Kerala

	Sum of Squares	Df	Mean Square	F	Asymmetric Sig.
Between Groups	7.774	4	1.943	2.568	.041
Within Groups	96.105	127	.757		
Total	103.879	131			

Source: SPSS Output

On reviewing the ANOVA table, the researcher found that the asymmetric significance value is .041 and it does not exceed the cut off value of .05. So, we can reject the null hypothesis and conclude that the variation between the age of the consumer and their attitude with reference to their satisfaction level related to online shopping are significant. i.e there is significant difference between the rating of different age group of consumers related their satisfaction level towards online shopping in Kerala.

ii. Satisfaction level of male and female consumers towards online shopping in Kerala

The gender of the respondents and their satisfaction level regarding the purchase of the item through online shopping were tabulated to test the hypothesis. When these statistics were tested with help of one sample t test, the null hypothesis formulated is:

H_0: There is no significant difference between the rating of male and female consumers related their satisfaction level towards online shopping in Kerala.

Table No: 2 - Summary of One-Sample Test Statistics- based on the Satisfaction level of male and female of consumers towards online shopping in Kerala

	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Satisfaction Level	51.217	131	.000	3.96970	3.8164	4.1230
Gender	35.989	131	.000	1.56061	1.4748	1.6464

Source: SPSS Output

The output table reveals that there a significant difference between the rating of male and female consumers related to their satisfaction level towards online shopping in Kerala.

iii. Satisfaction level of different income group of consumers towards online shopping in Kerala.

The income of the respondents and their satisfaction level regarding the purchase of the item through online shopping were tabulated to test the hypothesis. When these statistics were tested with help of one sample t test, the null hypothesis formulated is

H_0: *There is no significant difference between the ratings of different income group of consumers towards online shopping in Kerala.*

Table No: 3 - Summary of One-way ANOVA Test Statistics- based on the Satisfaction level of different income group of consumers towards online shopping in Kerala

	Sum of Squares	df	Mean Square	F	Asym. Sig.
Between Groups	7.260	3	2.420	3.206	.025
Within Groups	96.619	128	.755		
Total	103.879	131			

Source: SPSS Output

The output table shows that the 2-tailed significance of the test is .025, from the last column titled "Asymmetric Significance". This is the p value and it is less than the level of .05 we had set. Therefore, we can reject the null hypothesis at 95% confidence level and conclude that there is a significant difference between the ratings of different income group of consumers towards their satisfaction level towards online shopping in Kerala.

B. Behaviour of the Different Demographic Characteristics (Age, Gender, Income And Occupation) Of Consumers Towards Online Shopping in Kerala

Special care has been taken to ensure to keep transparency and objectivity in data analysis. Here researcher identified the behaviour of different demographic character (age, gender, income) of consumers towards online shopping in Kerala.

I. Consumer Behaviour' towards the influence of various factors on Online Shopping

a. Gender and influence of various factors on Online Shopping

Here the researcher tried to study the influence of various factors on online shopping of different income group of consumers in Kerala.

Table: 4 - Gender wise comparison of Consumer Behaviour' towards the influence of various factors on Online Shopping in Kerala

Factors	Gender		Total
	Male	**Female**	
Website security	2	0	2
Convenience	10	10	20
Saves travel time	6	14	20
Reliability	4	4	8
Trendy shopping	0	14	14
24 hours access	2	2	4
Detailed information is available	2	8	10
Easy payment	4	4	8
Free home delivery	4	2	6
Wide range of choice	22	14	36
Offers	2	2	4
Total	58	74	132

Source: Direct survey

The output table reveals that out of 58 male respondents, majority of them prefer online shopping because of wide range of choice it offered to its consumers while analysing the opinion of 74 female consumers, they give equal preference to three factors such as saves travel time, trendy shopping, wide range of choice influenced their online shopping.

b. Income and Consumer Behaviour' towards the influence of various factors on Online Shopping

Here the researcher tried to study the influence of various factors on online shopping of different income group of consumers in Kerala.

Table: 5- Income wise comparison of consumers related to the influence of various factors on online shopping

Factors	Income				Total
	less than 1 lack	1,00,001 to 5 Lack	5,00,001 to 10,00,000	Above 10,00,000	
Website security	0	2	0	0	2
Convenience	10	4	4	2	20
Saves travel time	12	4	2	2	20
Reliability	6	0	2	0	8
Trendy shopping	12	0	2	0	14
24 hours access	2	0	0	2	4
Detailed information is available	6	2	2	0	10
Easy payment	0	8	0	0	8
Free home delivery	4	0	2	0	6
Wide range of choice	22	12	0	2	36
Offers	2	2	0	0	4
Total	76	34	14	8	132

Source: Direct survey

Majority of respondent's belongs to the income group of less than 1 lack and 1,00,001 to 5 lack categories opined that the major reason for online purchase was due to the availability of the wide range of choice of the product. Respondents belongs to the income group of 5,00,001 to 10,00,000 said that the major influencing factor is convenience and rest of the 8 respondents belongs to the income category of above 10,00,000 prefer online purchasing due to its convenience (25 Percent), wide range of choice (25 Percent), Saves travel time (25 Percent) and 24 hours access (25 Percent).

c. Age and Consumer Behaviour' towards the influence of various factors on Online Shopping

Here the researcher tried to discern the respondent's opinion regarding the influence of various factors on the online shopping of various age groups of consumers in Kerala.

Table: 6 - Age wise comparison of consumers related to the influence of various factors on online shopping

Factors	Age					Total
	15-25	26-35	36-45	46-55	Above 55	
Website security	0	2	0	0	0	2
Convenience	14	2	2	0	2	20
Saves travel time	12	4	2	2	0	20
Reliability	4	2	2	0	0	8
Trendy shopping	14	0	0	0	0	14
24 hours access	4	0	0	0	0	4
Detailed information is available	6	4	0	0	0	10
Easy payment	6	2	0	0	0	8
Free home delivery	4	0	2	0	0	6
Wide range of choice	20	10	4	2	0	36
Offered	2	2	0	0	0	4
Total	86	28	12	4	2	132

Source: Direct survey

By analysing the viewpoints 132 respondents belongs to different age category, majority of them said that wide range of choice offered by the retailers influenced their online shopping. The comparative study also revealed that respondents belongs to the four age groups (15 to 25, 26 to 35, 36 to45 and 46 to 55) opined that wide range of choice offered by the retailer influenced their online shopping but the respondents belongs to above 55 age category said that the most influencing factor to prefer online shopping is due to its convenience.

III. Consumer Behaviour' related to the selection of retailers for Online Shopping

a. **Age and Consumer behaviour related to the selection of a retailer for Online Shopping**

Here the researcher tried to discern the opinion of various age groups of consumers regarding their selection of a retailer for online shopping in Kerala.

Table: 7 - Age wise comparison of Consumer behaviour related to the selection of a retailer for Online Shopping

Factors	Age					Total
	15-25	26-35	36-45	46-55	Above 55	
Amazon	28	8	2	0	0	38
Flipkart	58	20	8	2	2	90
Snap deal	0	0	2	0	0	2
Mythra	0	0	0	2	0	2
Total	86	28	12	4	2	132

Source: Direct survey

The result of this study revealed that out of 132 respondent's majority of them preferred to online purchase of products from Flip cart. This comparative study also revealed that majority of respondents belongs to all age groups preferred Flip cart for online shopping.

b. **Income and Consumer behaviour related to the selection of a retailer for Online Shopping**

Here the researcher tried to discern the opinion of various income groups of consumers regarding their selection of a retailer for online shopping in Kerala.

Table: 8 - Income wise comparison of Consumer behaviour related to the selection of a retailer for Online Shopping

Factors	Income				Total
	less than 1 lack	1,00,001 to 5,00,000	5,00,001 to 10,00,000	Above 10,00,000	
Amazone	24	10	4	0	38
Flipcart	50	24	10	6	90
Snap deal	2	0	0	0	2
Mytra	0	0	0	2	2
Total	76	34	14	8	132

Source: Direct survey

In the above discussion it is revealed that majority of respondents belongs to all income groups preferred Flip cart for online shopping.

c. **Gender and Consumer behaviour related to the selection of a retailer for Online Shopping**

Here the researcher tried to identify the opinion of male and female consumers regarding their selection of a retailer for online shopping in Kerala.

Table: 7 - Gender wise comparison of Consumer behaviour related to the selection of a retailer for Online Shopping

Factors	Gender		Total
	Male	Female	
Amazon	18	20	38
Flipkart	38	52	90
Snap deal	2	0	2
Mythra	0	2	2
Total	58	74	132

Source: Direct survey

It has been clearly observed from the foregoing analysis that majority of respondents belongs to both male and female group preferred Flip cart for online shopping.

CONCLUSION

Several regulations have been implemented to satisfy customers 'needs which help in building trust of the customers on the online marketing. Easy refund and return policies, money back guarantee schemes are a few of important factors which help in improving the customers assurance and hence the perception towards online marketing. This study mainly focuses on identifying the satisfaction level and behaviour of different demographic characteristics of consumers towards online shopping in Kerala. The result of this study concludes that there is a significant difference between the rating of male and female consumers related to their satisfaction level towards online shopping in Kerala. The study also revealed that there is a significant difference between the ratings of different age group of consumers towards their satisfaction level towards online shopping in Kerala. The present study also shows that there is a small variation in the influence of various factors on various income groups of consumers on online shopping. By analysing the viewpoints 132 respondents belongs to different age category, majority of them said that wide range of choice offered by the retailers influenced their online shopping.

Suggestions and Recommendations

- The marketing strategies of the online websites should be designed to entice the customers in such a way that their initial involvement should be a positive one. Usually, it will help in making customer reliable.
- The online shopping companies should give more attention towards the product quality.
- Online shopping companies should provide better sales promotion schemes for attracting different demographic characteristics of customers.

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