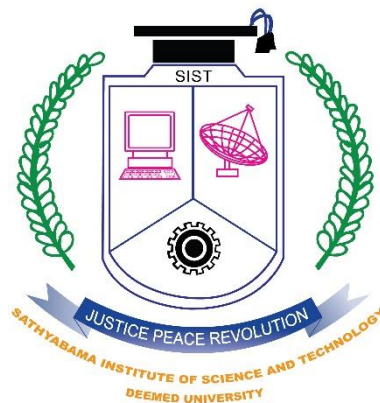


**A study on customer satisfaction towards online purchasing in
Udumalpet during covid-19 & after**

PRIYADHARSHINI M

(39740178)



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PRIYADHARSHINI M (39740178)** who has done the Project work entitled "**A study on customer satisfaction towards online purchasing in Udumalpet during covid-19 & after**" under my supervision from December 2021 to February 2022.

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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

PRIYADHARSHINI M (39740178) hereby declare that the Project Report entitled “**A study on customer satisfaction towards online purchasing in Udumalpet during covid-19 & after**” done by me under the guidance of **Dr. S. Umamaheshwari, MBA, Ph.D** School of Business Administration is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce.

DATE:

PLACE: CHENNAI

PRIYADHARSHINI M

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TABLE OF CONTENT

CHAPTER NO	TITLE	PAGE NO
	ABSTRACT	vii
	LIST OF TABLES	viii
	LIST OF CHARTS	ix
1	INTRODUCTION	1
	1.1 Introduction	2
	1.2 History of online shopping	2
	1.3 Customers buying behavior in digital environment	3
	1.4 Merits of online shopping	5
	1.5 Demerits of online shopping	6
	1.6 Scope of the study	9
	1.7 Need of the study	9
	1.8 Objectives of the study	9
2	REVIEW OF LITERATURE	11-13
3	RESEARCH METHODOLOGY	14
	3.1 Research methodology	15
	3.2 Research process	15
	3.3 Type of research	16
	3.4 Data collection	16
	3.5 Questionnaire preparation	17
	3.6 pilot study	17
	3.7 sample size	17
	3.8 period of study	17
	3.9 percentage analysis	17
	3.10 limitations of the study	18
	3.11 hypothesis/ analytical tools	18
4	DATA ANALYSIS AND INTERPRETATION	19
	4.1 percentage Analysis of data	20-35

	4.2 chi-square test	36-38
5	FINDINGS, SUGGESTIONS AND CONCLUSION	39
	5.1 Findings of the Study	40
	5.2 Suggestions	42
	5.3 Conclusion	43
	REFERENCE	43-44
	APPENDIX – I QUESTIONNAIRE	45-47

ABSTRACT

Online purchasing behaviour is a Recent phenomena in e-commerce and it is definitely going to be a future of purchasing in the world. The main feature of online purchasing, it is user-friendly compared to buying products in stores. Because users can just complete their purchase with using their mobile phones, laptop and computers etc, along internet without leaving their home.

Through this study, researcher intended to analyse the influencing factors of rural customers satisfaction towards online shopping and also analyse the level of satisfaction of the online customers in Udumalpet. To analyse the level of satisfaction of customers, the required data has been based on their age, education, qualifications and monthly income of the customers. Simple percentage method, factor analysis and chi square test were used.

LIST OF TABLES

NO.	PARTICULARS	PAGE NO
1	Gender of respondent	20
2	Age of respondents	22
3	Education qualification of the respondent	23
4	Occupation of the respondent	24
5	Monthly income of the respondent	25
6	Marital status of respondent	26
7	Area of response	27
8	Online purchasing is satisfied the traditional purchasing	28
9	Source of information	29
10	Factors influencing for purchasing online	30
11	Products buying through online	31
12	Issues faced by online users while purchasing	32
13	most buying websites or applications	33
14	Level of satisfaction	34
15	Overall ratings about services provided by online sellers	35
16	Observed value	36
17	Expected value	36
18	Calculation of χ^2	37

LIST OF FIGURES

NO.	PARTICULARS	PAGE NO
1	Gender of respondent	20
2	Age of respondents	22
3	Education qualification of the respondent	23
4	Occupation of the respondent	24
5	Monthly income of the respondent	25
6	Marital status of respondent	26
7	Area of response	27
8	Online purchasing is satisfied the traditional purchasing	28
9	Source of information	29
10	Factors influencing for purchasing online	30
11	Products buying through online	31
12	Issues faced by online users while purchasing	32
13	most buying websites or applications	33
14	Level of satisfaction	34
15	Overall ratings about services provided by online sellers	35

Chapter – 1

INTRODUCTION



Online
Shopping

1.1 Introduction

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

1.2 History of online shopping

One of the earliest forms of trade conducted online was IBM's online transaction processing (OLTP) developed in the 1960s, which allowed the processing of financial transactions in real-time. The computerized ticket reservation system developed for American Airlines called Semi-Automatic Business Research Environment (SABRE) was one of its applications. There, computer terminals located in different travel agencies were linked to a large IBM mainframe computer, which processed transactions simultaneously and coordinated them so that all travel agents had access to the same information at the same time. At some point between 1969 and 1971, students at Stanford and MIT used the internet precursor ARPANET to make a deal to exchange marijuana, but the interaction doesn't qualify as e-commerce because no money was transferred online.

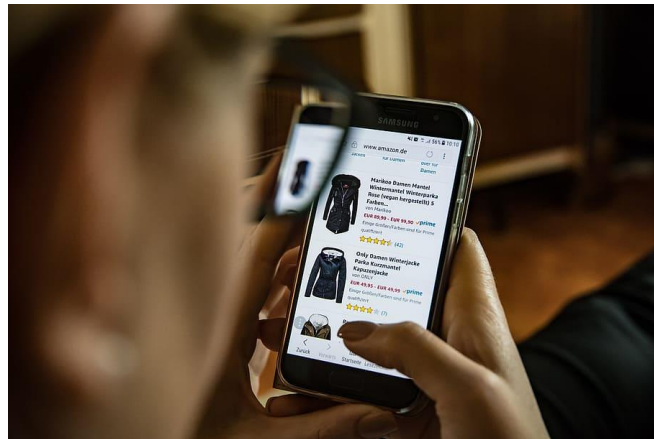


The emergence of online shopping as it is known today developed with the emergence of the Internet. Initially, this platform only functioned as an advertising tool for companies, providing information about their products. It quickly moved on from this simple utility to actual online shopping transaction due to the development of interactive Web pages and secure transmissions. Specifically, the growth of the Internet as a secure shopping channel has developed since 1994, with the first sales of Sting's album Ten Summoner's Tales. Wine, chocolates, and flowers soon followed and were among the pioneering retail categories which fueled the growth of online shopping.

Researchers found that having products that are appropriate for e-commerce was a key indicator of Internet success. Many of these products did well as they are generic products which shoppers did not need to touch and feel in order to buy.

1.3 Customers buying behaviour in digital environment

customer's buying behaviour may not be influenced and controlled by the brand and firm, when they make a buying decision that might concern the interactions with search engine, recommendations, online reviews and other information. With the quickly separate of the digital devices environment, people are more likely to use their mobile phones, computers, tablets and other digital devices to gather information. In other words, the digital environment has a growing effect on consumer's mind and buying behaviour. In an online shopping environment, interactive decision may have an influence on aid customer decision making. Each customer is becoming more interactive, and though online reviews customers can influence other potential buyers' behaviors. In addition, not only those reviews, people more rely on other people's post information about product commends on social media. There will shows common problems in the past and some solutions or comments of the merchants will be attached for customer reference.



Subsequently, risk and trust would also be two important factors affecting people's behavior in digital environments. Customers consider to switch between e-channels, because they are mainly influenced by the comparison with offline shopping, involving growth of security, financial and performance risks. In other words, a customer shopping online that they may receive more risk than people shopping in stores.

There are three factors that may influence people to do the buying decision, firstly, people cannot examine whether the product satisfies their needs and wants before they receive it. Secondly, customers may concern about after-sale services. Finally, customers may be afraid that they cannot fully understand the language used in e-sales. Based on those factors, customers perceive risk may be a significantly reason influencing the online purchasing behaviour.

Online retailers have placed much emphasis on the customer trust aspect, trust is another way driving customer's behaviour in a digital environment, which can depend on customer's attitude and expectation. Indeed, the company's products design or ideas can not meet customer's expectations. Customer's purchase intention based on rational expectations, and additionally impacts on emotional trust. Moreover, those expectations can be also established on the product information and revision from others.

1.4 Merits of online shopping

Due to rapid growth of technology, business organizations have switched over from the traditional method of selling goods to electronic method of selling goods. Business organizations use internet as a main vehicle to conduct commercial transactions.

Online stores do not have space constraints and a wide variety of products can be displayed on websites. It helps the analytical buyers to purchase a product after a good search.

1. Convenience of online shopping

Customers can purchase items from the comfort of their own homes or work place. Shopping is made easier and convenient for the customer through internet. It is also easy to cancel the transactions.

The following table depicts the factors which motivate the online shoppers to buy products online.

Top 6 reasons given by shoppers in buying through internet

1. Saves time and efforts.
2. Convenience of Shopping at home.
3. Wide variety / range of products are available.
4. Good discounts / lower prices.
5. Get detailed information of the product.
6. We can compare various models / brands.

2. No pressure shopping

Generally, in physical stores, the sales representatives try to influence the buyers to buy the product. There can be some kind of pressure, whereas the customers are not pressurized in any way in online stores.

3. Online shopping saves time

Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or work place and do not have to spend time traveling. The customers can also look for the products that are required by them by entering the key words or using search engines.

4. Comparisons

Companies display the whole range of products offered by them to attract customers with different tastes and needs. This enables the buyers to choose from a variety of models after comparing the finish, features and price of the products on display, Sometimes, price comparisons are also available online.

5. Availability of online shop

The mall is open on 365 x 24 x 7. So, time does not act as a barrier, wherever the vend

6. Online tracking

Online consumers can track the order status and delivery status tracking of shipping is also available.

7. Online shopping saves money

To attract customers to shop online, e-tailers and marketers offer discounts to the customers. Due to elimination of maintenance, real-estate cost, the retailers are able

to sell the products with attractive discounts through online. Sometimes, large online shopping sites offer store comparison.

1.5 Demerits of online shopping

Ease of use is the prime reason that drives the success of e-commerce. Though internet provides a quick and easy way to purchase a product, some people prefer to use this technology only in a limited way. They regard internet as a means for gathering more information about a product before buying it in a shop. Some people also fear that they might get addicted to online shopping.

The major disadvantages of online shopping are as follows.

1. Delay in delivery

Long duration and lack of proper inventory management result in delays in shipment. Though the duration of selecting, buying and paying for an online product may not take more than 15 minutes; the delivery of the product to customer's doorstep takes about 1-3 weeks. This frustrates the customer and prevents them from shopping online.

2. Lack of significant discounts in online shops

Physical stores offer discounts to customers and attract them so this makes it difficult for e-tailers to compete with the offline platforms.

3. Lack of touch and feel of merchandise in online shopping

Lack of touch-feel-try creates concerns over the quality of the product on offer. Online shopping is not quite suitable for clothes as the customers cannot try them on.

4. Lack of interactivity in online shopping

Physical stores allow price negotiations between buyers and the seller. The show room sales attendant representatives provide personal attention to customers and help them in purchasing goods. Certain online shopping mart offers service to talk to a sales representative,

5. Lack of shopping experience

The traditional shopping exercise provides lot of fun in the form of show-room atmosphere, smart sales attendants, scent and sounds that cannot be experienced through a website. Indians generally enjoy shopping. Consumers look forward to it as an opportunity to go out and shop.

6. Lack of close examination in online shopping

A customer has to buy a product without seeing actually how it looks like. Customers may click and buy some product that is not really required by them. The electronic images of a product are sometimes misleading. The colour, appearance in real may not match with the electronic images.

People like to visit physical stores and prefer to have close examination of good, though it consumes time. The electronic images vary from physical appearance when people buy goods based on electronic images.

7. Frauds in online shopping

Sometimes, there is disappearance of shopping site itself. In addition to above, the online payments are not much secured. So, it is essential for e-marketers and retailers

to pay attention to this issue to boost the growth of e-commerce. The rate of cyber-crimes has been increasing and customers' credit card details and bank details have been misused which raise privacy issues.

1.6 SCOPE OF THE STUDY

The present study has made an attempt to understand the customer's satisfaction towards online shopping during covid-19 and after. Online shopping is an emerging concept in the study area.

This study enables to understand the customer satisfaction towards online purchasing and provides insight about online.

1.7 NEED OF THE STUDY

- The study is focused why the customer prefer to buy products on online
- It is very difficult task to know the consumer behavior about online shopping and offline shopping.
- It analyzes the issues of online shopping in rural areas.

1.8 OBJECTIVES OF THE STUDY

- To know if the covid-19 pushing rural people to do online purchasing.
- It also clarify in this study that if people will continue buying products online with the same preference in future when covid 19 is over.
- To examine the issues such as payment, security and other issues that affect the people.

- To analyze the defiance faced by online traders and also to aware the coping mechanism they used to provide the potent services.

Chapter – 2

REVIEW OF LITERATURE



Hirschman and Holbrook, (1982), suggest that "Motivations of Consumers to engage in online shopping include both utilitarian and hedonic dimension. Whereas some Internet shoppers can be described as "problem solvers" others can be termed seeking for fun, fantasy, arousal, sensory stimulation and enjoyment'."

Babin et al., (1994) suggest that, "The problem solvers merely shop online in order to acquire a specific product or service, in which case shopping is considered to be an errand' or 'work'.

Holbrook (1994) says that, "Their main concern is to purchase products in an efficient and timely manner to achieve their goals with a minimum of irritation of irritation. In contrast the second category sees online shopping as 'enjoyment' and seeks for the potential entertainment resulting from the fun and play arising from the Internet shopping experience for its own sake apart from any other consequence

Mathwick et al., (2002), "If online shopping meets this ideal by enabling the consumer to accomplish the shopping task he or she has set out to perform, then consumers performance positively." will judge the Internet shopping

2002- Li Na and Zhang Ping, examined that online shopping has become the third most popular Internet activity, immediately following e-mail using, instant messaging and web browsing

2012- Jush and Ling, defined online shopping as the process a customer takes to purchase a service or product over the internet . A consumer may at his or her leisure buy from the comfort of their own home products from an online store.

2013- Hsieh et al, stated that internet is influencing people's daily life more so as compared to past. People's daily activities have gradually shifted from physical

conditions to virtual environment . The shopping and payment surroundings have also changed from physical store into online stores.

S.Bhuvaneswaran, Andm.Prabhu and A.K.Subramani (2015) have conducted “A Study on Customer Satisfaction towards Flipkart, Chennai”. The primary objectives of the study is to know the customer satisfaction level towards Flipkart.com online shopping website and to know about online consumer's buying behaviours towards online shopping in Flipkart among users in Chennai city. Secondary objective is to identify the respondents perception about online shopping and to find out various attitudes of Flipkart users of Chennai city towards the online shopping. Researcher concluded that future of e-tailers in India especially in cities looking very bright. Flipkart.com offering best prices, good products and completely easy shopping experience for our customers. The success of any e-tailer company in India is depending upon its popularity, its branding image, its unique and fair policies, and its customer relations.

W.Saranya and P.Palanivelu (2015) have conducted “A Study on Customer Preference and Satisfaction towards Online Shopping on Flipkart in Coimbatore District”. The main objectives of the study is to analyse consumer preference on flipkart, to access the consumers satisfaction level towards flipkart, to find out most preferred product by consumers in the flipkart and to know the preferred payment method by consumers on flipkart. Researcher concluded that the study on consumer perception towards online shopping is to satisfy themselves. Consumer perceive many things before buying products and they will be satisfied if the company meet their expectations. The overall brand value of flipkart is good. Today's our domestic market leads to most e-business portal which is aggressively expanding and also shifting the mind-set of the people from physical shopping to online shopping in magnificent way so company must focus on consumer and build amazing experiences for the customers.

Chapter – 3

RESEARCH METHODOLOGY



3.1 RESEARCH METHODOLOGY

Research is the process of systematic and in-depth study of any particular topic, subject or any investigation backed by collection, compilation, presentation and interpretation relevant data in detail.

3.2 RESEARCH PROCESS

In research process, the first and foremost step is defining and selecting a research problem. A researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages- primary, secondary and tertiary.

THE PRIMARY STAGE INCLUDES:

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

THE SECONDARY STAGE INCLUDES:

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation.

3.3 TYPE OF RESEARCH

DESCRIPTIVE RESEARCH

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research is the description of state of affairs, as it exists at present.

PROJECT PLANNING

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

3.4 DATA COLLECTION

Data collection is one of the most important aspects of research. The information research methodology must be accurate and relevant, The data collection method can be classified into two methods.

PRIMARY DATA

Questionnaire method have been used as a tool for a data collection in this research.

SECONDARY DATA

Secondary data means data that are already available i.e., they refer to data which has already been collected and analysed by someone else. The secondary data for the study was collected from google scholar website and magazines.

3.5 QUESTIONNAIRE PREPARATION

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire it is easy to determine the involvement level of so many employees in the organization

3.6 PILOT SURVEY

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studied. Hence, a pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

3.7 SAMPLE SIZE

The sample size for this survey is 90

3.8 PERIOD OF STUDY

The period of study is from December 2021 to February 2022 with a duration of four months of study.

3.9 PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know

how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.10 LIMITATION OF THE STUDY

The limitations of the study are as follows:

- It is micro level study and the findings are applicable only to Udumalpet.
- Since the study is based on the primary data collected through questionnaire, the result of the study is subject to all the limitations of primary data.
- Due to the time constraint the study is restricted only to 90 respondents.
- The findings are based on a sample survey. Hence all the limitations of sampling research are applicable.

3.11 HYPOTHESIS / ANALYTICAL TOOLS

CHI-SQUARE TEST:

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables.

Chapter – 4

DATA ANALYSIS AND INTERPRETATION



The following consist of the data analysis and interpretation of my questionnaire

4.1 Data analysis and interpretation

1. Gender Response

Table: Gender wise respondents

	No of respondents	percentage
Male	54	60
Female	36	40

Graph:

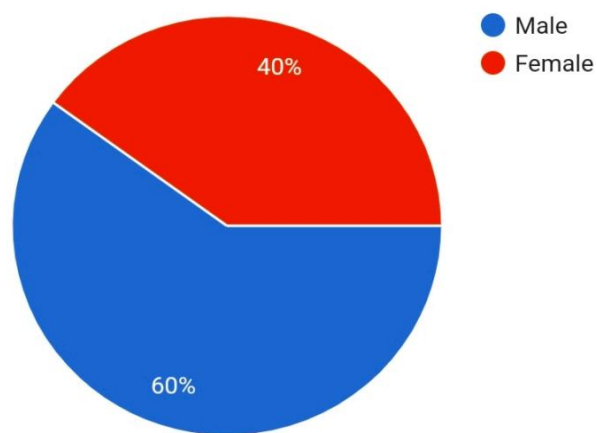


Fig 4.1.1 Gender respondent

Analysis and interpretation

According to demography profile, in this study 60% male and 40% female respondents are part of my target population. From these groups total respondents are 90. So, according to the survey result, the male respondents are more and can be told that they interested to shop online than female, even though both of them shop online.

2. Age of respondents

Table: Age wise respondents

	15-25	25-35	35-45	45 above
No. of Respondents	34	27	18	11
Percentage	37.8	30	20	12.2

Graph:

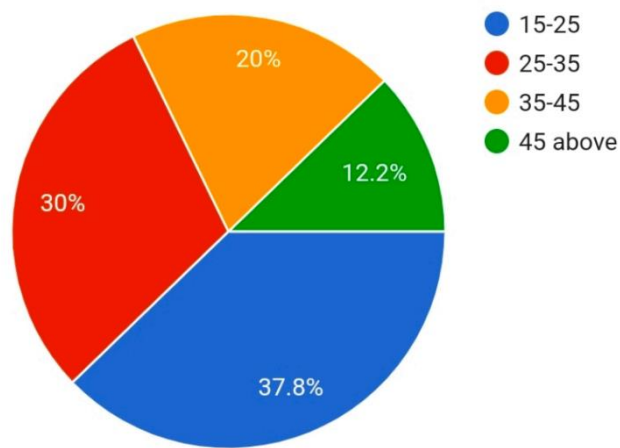


Fig. 4.1.2 Age respondents

Analysis and interpretation

Above figure shows that 37.8% respondents are between 15-25 years old, 30% respondents are between 25-35 years old, 20% respondents between 35-45 years old, and 12.2% respondents are between 45& above. Overall result shows that between all of the respondents who has age between 15 to 35 years ($37.8\% + 30\% = 67.8\%$) people are more familiar to shop online on my target population.

3. Educational qualification

Table: Educational qualification wise respondents

	Secondary level	Higher level	UG	PG
No of respondents	9	12	29	40
Percentage	10	13.3	32.2	44.4

Graph:

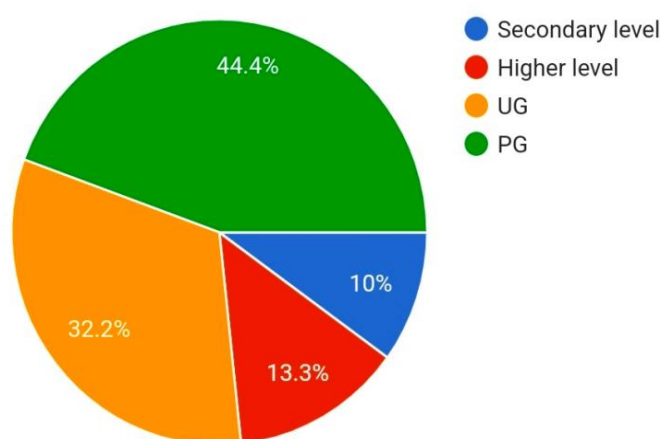


Fig. 4.1.3 Educational qualification

Analysis and interpretation

From the above table Interpreted that 32.2% UG and 44.4% PG, and 13.3% respondent is higher secondary school and 10% the secondary school level.

4. Occupation

Table: occupation wise respondents

	Farmer	Students	Govt. employee	Home maker	professionals
No of respondents	10	30	14	11	25
Percentage	11.1	33.3	15.6	12.2	27.8

Graph:

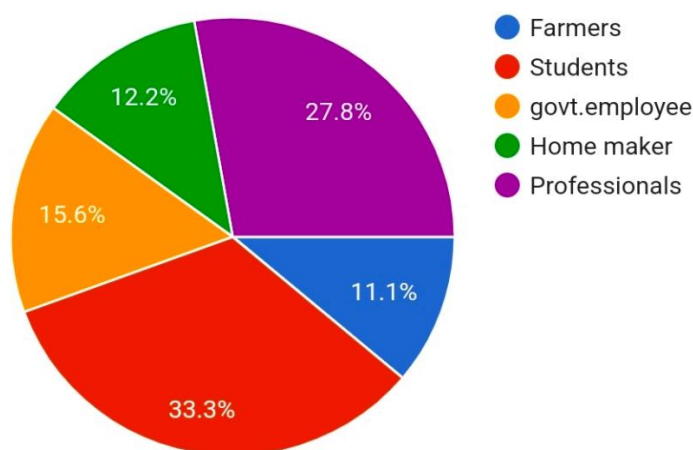


Fig.4.1.4 Occupation

Analysis and interpretation

In this survey, 54.5% of the respondents are working people and 33.3% are students. So they both together made majority of respondent's percentage (87.8%). 10% are farmers and 12.2% are House maker. Working persons and students will always look for new technologies and new services which make them more comfort.

5. Monthly income

Table: Monthly income wise respondents

	Lessthan 20,000	20,000-40,000	40,000-60,000	60,000-1 lakh above
No. of respondents	43	25	21	1
Percentage	47.8	27.8	23.3	1.1

Graph:

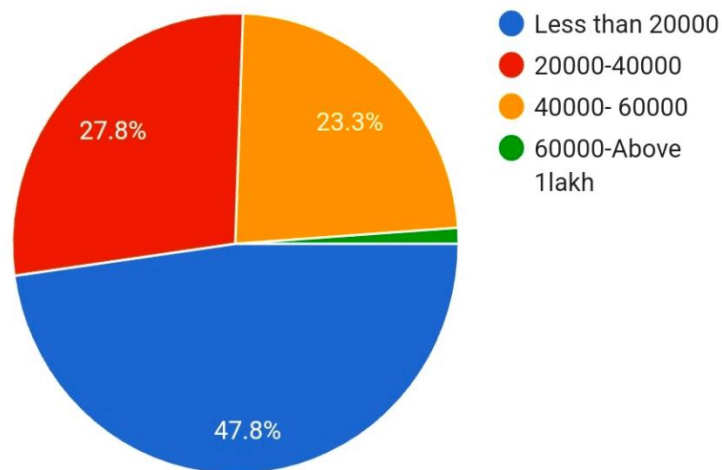


Fig.4.1.5 Monthly income

Analysis and interpretation

Above table shows that, 47.8% of respondents are less than 20,000, 27.8 % respondents are 20,000-40,000 , 23.3% respondents are 40,000-60,000 and only 1.1% respondents are 60,000-1 lakh

6. Marital status

Table: Marital status respondents

	Unmarried	Married
No of respondents	51	39
Percentage	56.7	43.3

Graph:

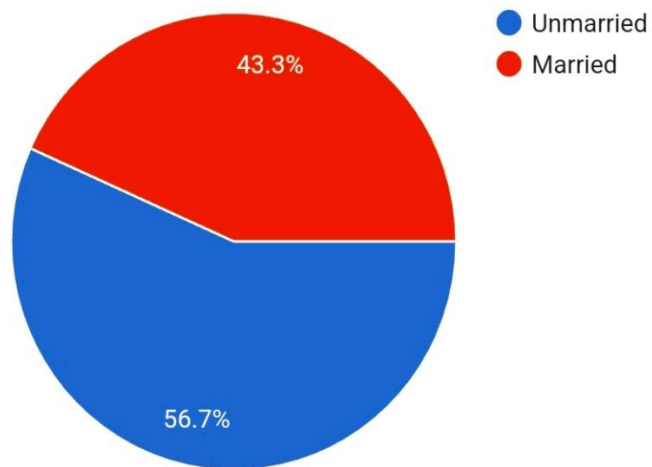


Fig.4.1.6 Marital status

Analysis and interpretation

From the chart, 43.3% respondents are married and 56.7% respondents are unmarried. Thus, the unmarried respondents are more interested to buy products through online compared to married person

7. Area of responses

Table: Area of respondents

	Rural	Semi- urban
No of respondents	40	50
Percentage	44.4	55.6

Graph:

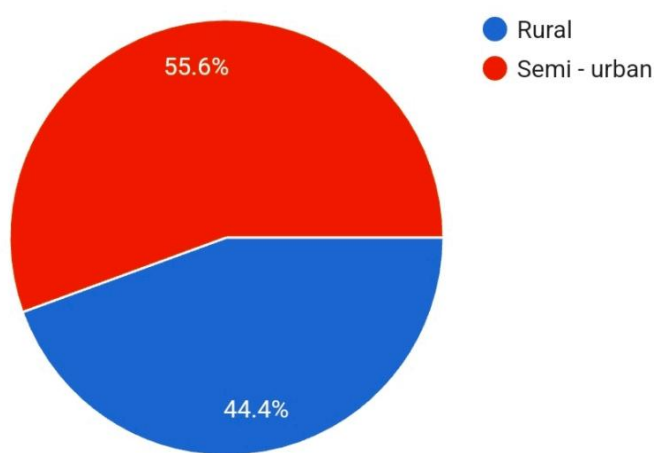


Fig.4.1.7 Area of respondents

Analysis and interpretation

from the above chart, majority of respondents are semi-urban who purchase online products and only 44.4% of respondents are rural

8. Online purchasing is satisfied than traditional purchasing

Table: online purchasing is satisfied then traditional purchasing respondents

	Yes	No	Maybe
No of respondents	55	6	29
Percentage	61.1	6.7	32.2

Graph:

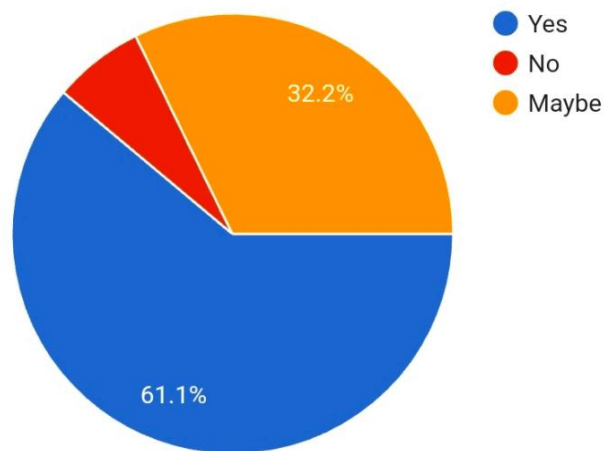


Fig.4.1.8 comparison of online and traditional purchasing

Analysis and interpretation

Above survey shows that, 61.1 percent satisfied online purchasing, 6.7% not satisfied online purchasing and 32.2 percent satisfied sometimes

9. Source of information

Table: Source of information

	Social media	Friends & family	Advertisement	Others
No of respondents	32	62	38	17
percentage	35.6	68.9	42.2	18.9

Graph:

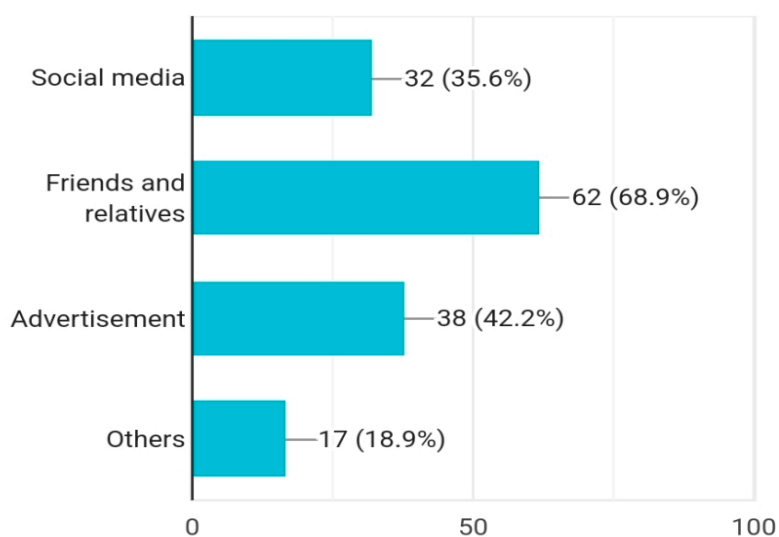


Fig.4.1.9 Source of information

Analysis and interpretation

From the above chart, 35.6 % got aware through social media, 68.9% respondents aware through friends and family, 42.2 respondents through advertisement and 18.9 respondents through other sources

10. Factors influencing for purchasing online

Table: factors influencing for purchasing online

	No of respondents	Percentage
Easy accessibility	15	16.7
Convenience	14	15.6
Availability of products	16	17.8
Time saving	21	23.3
Low cost	21	23.3
others	3	3.3

Graph:

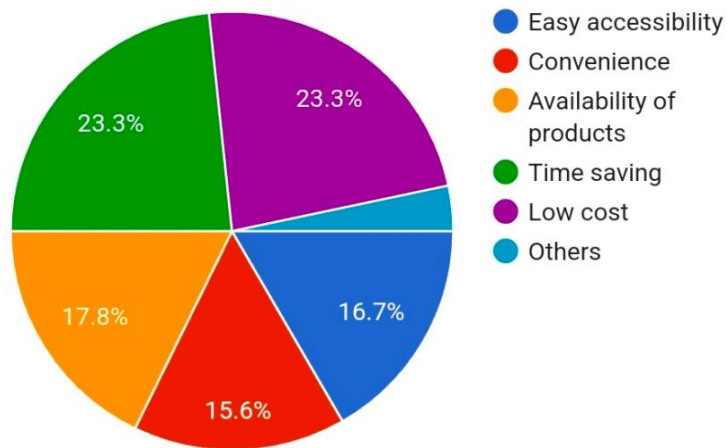


Fig.4.1.10 Factors influencing for purchasing online

Analysis and interpretation

Majority of 23.3% respondents are influenced by time saving and low cost, 16.7% respondents are easy accessibility, 15.6% respondents are influenced by convenience and 3.3% respondents are influenced through other features.

11. Products buying through online

Table: products buying through online

	electronics	grocery	Home & kitchen items	Books & others
No of respondents	38	10	14	28
percentage	42.2	11.1	15.6	31.1

Graph:

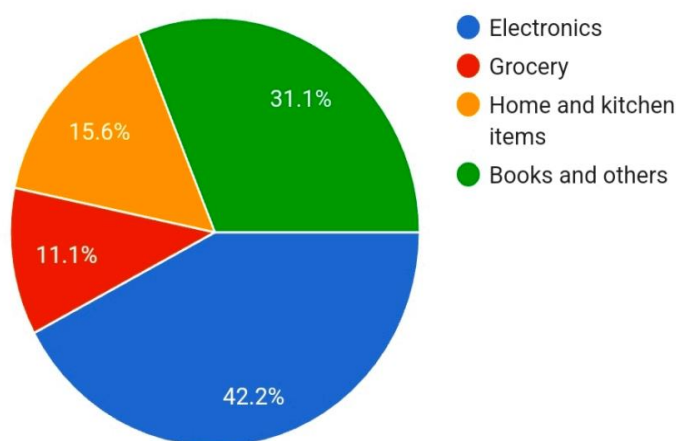


Fig.4.1.11 Products buying through online

Analysis and interpretation

From the above chart, 42.2% of respondents are buying electronics, 11.1% grocery, 15.6% home & kitchen items and 31.1% are books and others.

12. Issues faced by online users while buying

Table: issues faced by online users while buying

	No of respondents	percentage
Delay in delivery	30	33.3
Poor quality products	11	12.2
Lacks of frauds	10	11.1
Purchase procedure	5	5.6
Difficulty in payment	12	13.3
others	22	24.4

Graph:

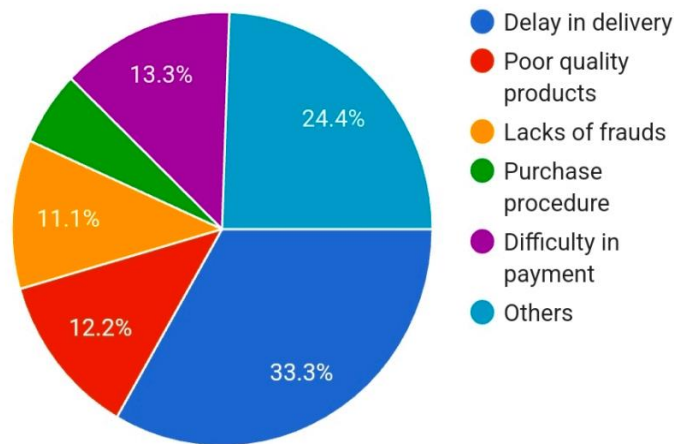


Fig.4.1.12 Issues faced by online users while buying

Analysis and interpretation

From the above chart, 33.3% respondents faced delay in delivery, 12.2% respondents are poor quality products, 11.1% lacks of frauds, 5.6% purchase procedure, 13.3% respondents are faced difficulty in payment and 24.4% respondents are faced others issues.

13. Most buying websites or apps

Table: most buying websites or apps

	flipkart	Amazon	Big basket	Meesho	others
No of respondents	65	19	3	3	0
percentage	72.2	21.1	3.3	3.3	0

Graph:

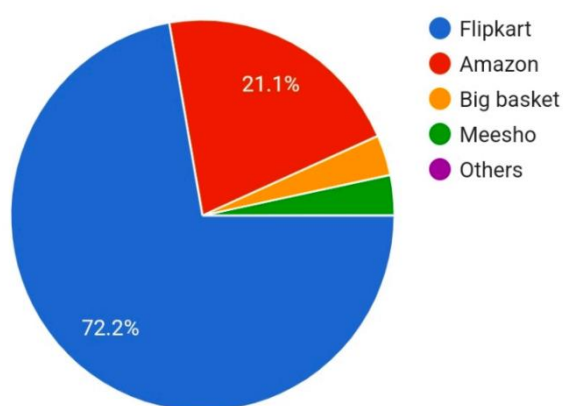


Fig.4.1.13 Most buying websites or apps

Analysis and interpretation

Above chart, 72.2% respondents are more interested to purchase products through flipkart, 21.1 % amazon, 3,3% big basket and meesho.

14. Level of satisfaction towards online purchasing

Table: level of satisfaction towards online purchasing

	No of respondents	percentage
Reasonable price	37	41.1
Quality of products	17	18.1
Security	13	14.1
Fast delivery	13	14.1
others	10	11.1

Graph:

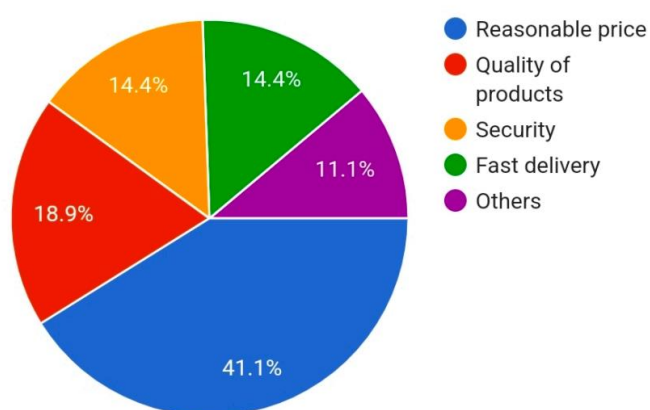


Fig.4.1.14 level of satisfaction towards online purchasing

Analysis and interpretation

From the above chart, 41.1% respondents are reasonable price, 18.1% quality of products, 14.1% respondents are satisfied security and fast delivery and 11.1 % others

15. Overall ratings about services provided by online sellers

Table: overall rating about services provided by online sellers

	No of respondents	percentage
Excellent	26	28.9
Good	41	45.6
fair	20	22.2
poor	3	3.3

Graph:

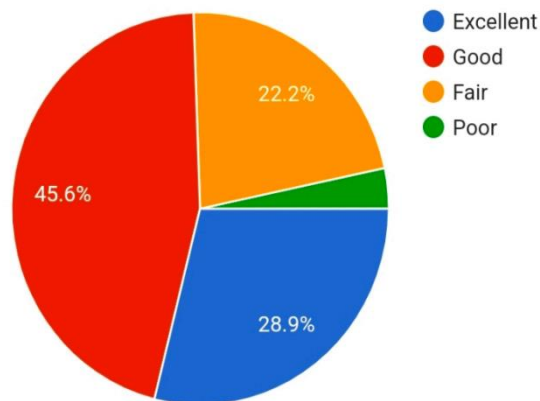


Fig.4.1.15 overall ratings about services provided by online sellers

Analysis and interpretation

While analysing the rating of experiences, online products provide a good and excellent experiences to most of the customers.

96.7% of customers have good experience and rest of 3.3% person experienced poor.

4.2 Chi- square test

The Chi-square (χ^2) test represents a useful method of comparing experimentally obtained results with those to be expected theoretically on some hypothesis. Thus Chi-square is a measure of actual divergence of the observed and expected frequencies.

HYPOTHESIS

H01: there is no significance between gender and buying products

Ha1: there is significance between gender and buying products

OBSERVED VALUE

Gender	books & others	Home & kitchen	Grocery	Electronic	Total
Male	21	5	6	23	55
Female	7	9	4	15	25
Total	28	14	10	38	90

EXPECTED VALUE

Male	$28 * 55 / 90$ = 17.11	$14 * 55 / 90$ = 8.55	$10 * 55 / 90$ = 6.11	$38 * 55 / 90$ = 23.222
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Female	$28 * 25 / 90$ = 7.77	$14 * 25 / 90$ = 3.88	$10 * 25 / 90$ = 2.77	$38 * 25 / 90$ = 10.55
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CALCULATION OF χ^2

Observed value	Expected value	(O - E)	(O - E) ²	$\chi^2 = \sum (O - E)^2 / E$
21	17.11	3.89	15.1321	0.8844
5	8.55	-3.55	12.6025	1.4739766
6	6.11	-0.11	0.0121	0.00198
23	23.222	-0.222	0.049284	0.002122
7	7.77	-0.77	0.5929	0.0763
9	3.88	5.12	26.2144	6.75629
4	2.77	1.23	1.5129	0.54617
15	10.55	4.45	19.8025	1.8770
			TOTAL	11.6182386

Chi-square is denoted by χ^2 and formula is,

Where O= observed frequency

E= expected frequency

$\sum$ = summation

GENERAL SIGNIFICANT LEVEL = 5% = 0.05

DEGREES OF FREEDOM = (COLUMN –1) (ROWS –1)
= (5 – 1) (2 – 1) = 4

X2 TABULAR = 9.49

SIGNIFICANT LEVEL (x) = 0.05

X2 calculate < x2 tabular [or called as x2 critical]

X2 calculate = 11.6182386

INFERENCE: Since the x2 calculate 11.6182386 is greater than x2 tabular 9.49, the null hypothesis is accepted, alternative hypothesis is rejected. Therefore, there is no significant relation between gender and buying products

INFERENCE: we accept null hypothesis and reject alternative hypothesis.

Chapter – 5

FINDING & SUGGESTIONS AND CONCLUSION



Based on the analysis and discussion on primary data in the previous chapter Finding, Suggestion and Conclusion of the study in logical manner.

5.1 Findings

- Majority 60% of respondents of my questionnaire is Male
- Majority 34% of the respondents of my questionnaire belong to 15-25 age group.
- Majority 44.4% of the respondents of my questionnaire is educated post-graduate.
- Majority 33% of the respondents of my questionnaire is students
- Majority 56.7% of the respondents of my questionnaire is unmarried.
- Majority 47.8% of the respondents are salaried less than 20,000.
- Majority 55.6% of the respondents of my questionnaire is semi-urban.
- Majority 61.1% of the respondents are satisfied online purchasing than traditional purchasing.
- Majority 68.9% of the respondents aware online purchasing from the source of friends and relatives.
- Majority 23.3% of the respondents of my questionnaire is influenced online shopping in the factors of time savings and low cost.
- Majority 42.2% of respondents buying electronics

- Majority 33.3% of the respondents faced delay in delivery.
- Majority 72.2% of the respondents is interested to purchasing through Flipkart.
- Majority 41.1% of the respondents is satisfied online purchasing.
- Majority 41% of the respondents are rated good for online service offered by online traders.

5.2 Suggestions

- Online purchasing is the new approach of purchasing products with the use of internet in the current era. Mostly the online customers are in the age group of 15- 35; others not having much awareness and confidence about online products. So, the online traders should take necessary steps to create awareness to the remote areas and provide quality products to the customers.
- The online trader has to take maximum effort to provide the wide range of product with reasonable price and discounts because, the cost of the product plays a essential role in buying decision. To arrive the all category of products of consumer the online trader should use various methods of advertisement strategy.
- Nearly all the customers select the cash on delivery mode to make payment for their shopping but some of the products are not available in cash on delivery.
- To improve the effectiveness of online purchasing this issue must be addressed.
 - a) Most of the products reach the customers in delay so reducing the delivery times especially in rural areas and also mitigate the delivery charges.
 - b) Proper customer services
 - c) Lack of frauds are happened while paying amount through net banking thus, the traders must address the issue of security and privacy during transactions.

5.3 Conclusion

The current technological development with respect to the internet has given platform to a new marketing system. This study brought that most of the online customers are educated people and students who have a positive perception towards online purchasing, Ensuring adequate safety measures in delivery of products are a challenging task in front of online sellers to maximize their sales. Online traders have to resolve these problems and also need to introduce wide range of products with additional discounts. This will create more demand from customers.

On the basis of a study on customer satisfaction towards online purchasing in Udumalpet Taluk concluded that the consumers have become time conscious as they stated that time saving is a major factor that influence their purchase decision. The electronic products were highly preferred products in online purchasing and the consumers were also satisfied with electronic products.

Majority of the respondents' level of satisfaction towards online purchasing is medium. Online traders must take enough measure to improve consumers services, to reduce delivery time and charges and to improve security and privacy in transaction to improve consumers' loyalty and thereby to increase their sales.

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APPENDIX



QUESTIONARIE

1. Name _____
2. Gender _____
(a) male (b) female
3. Age _____
(a) 15-25 (b) 25-35 (c) 35-45 (d) 45 above
4. Educational qualification _____
(a) secondary school (b) higher secondary school (c) UG (d) PG
5. Occupation _____
(a) farmer (b) student (c) govt. employee (d) home maker (e) professionals
6. Monthly income _____
(a) less than 20,000 (b) 20,000-40,000 (c) 40,000-60,000 (d) 60,000- 1 lakh
7. Marital status _____
(a) unmarried (b) married
8. Area of response _____
(a) Rural (b) Semi-Urban
9. Online purchasing are satisfied then traditional purchasing _____

(a) yes (b) No (c) maybe

10. Source of information _____

(a) social media (b) friends and relatives (c) advertisement (d) others

11. Factors influencing for purchasing online _____

(a) easy availability (b) convenience (c) time saving (d) low cost (c) others

12. Products buying through online _____

(a) electronics (b) grocery (c) home and kitchen items (d) books and others

13. Problems faced by online users while purchasing products _____

(a) delay in delivery (b) poor quality products (c) lacks of frauds (d) purchasing procedures (e) difficulty payment systems (f) others

14. Most buying websites or apps _____

(a) flipkart (b) amazon (c) big basket (d) meesho (e) others

15. Level of satisfaction _____

(a) quality of products (b) reasonable price (c) security (d) fast delivery (e) others

16. Overall ratings about services provide by online sellers _____ (a) excellent (b) good (c) fair (d) poor

17. Suggestions _____