

CUSTOMERS PREFERENCE AND SATISFACTION TOWARDS SELECTED ONLINE BUSINESS PLATFORM MODELS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract

Nowadays the life of the people is different and People feel uncomfortable and time consuming for going crowded markets .Shoppers can visit the web store from the comfort of their house and shop by sitting in front of the computer to buy various products as their wish. Online stores are usually available 24 hours a day and many consumers have internet access both at working place and at home. So, it is very convenient for everyone to shop at online. One of the most important factors about online shopping during holidays and festive season it alleviates the need to wait in long lines or search from a store for a particular item. Coming to the online shopping as a result of technological development a wide range of option are available in the form of online business platform models. Customers use these models as per their preference. Therefore a survey with 152 was

respondents was made to find their preference and satisfaction towards various online business platform models

Keywords: *Online business platform models, online shopping.*

Introduction

Online shopping is the process whereby consumers directly buy goods , services etc.. from a seller interactively in the real time without an intermediary services over the internet. Online shopping is the process of buying goods and services from who sell on the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer .Consumers buy a variety of item from online stores. In facts people can purchase just about anything from companies that provide their products online. Books are just some of the hundreds of products consumers can buy from an online store.

Many people choose to conduct shopping online because of the convenience. Online shopping allows to browse through endless possibilities and even offers merchandise that unavailable in stores.

Consumer satisfaction is used to measure how much customers is happy with any products its quality and overall experience. Its reflect if customers is happy to engage with any business or not. It is also an important aspect to measure success of a business.

Online Business Platform Models

To start with Amazon, it offers deals, coupons on fashion, electronic, home appliances/get latest coupons and deals for your online shopping. Amazon is ranked among the top 5 websites in India. The average monthly traffic is 324.18 million. Amazon App has over 10 millions app downloads with an average rating of 4.3 on the Google play store. Flipkart started as online bookstore in Bengaluru in 2007. The websites has grown to be one of the biggest companies in India expanding to cameras computers, laptop, appliances and stationary. The e-commerce websites sells fashion products. Myntra has average monthly traffic of around 48.66 millions. A part from clothing for men, women's and kids myntra

makes available footwear, sunglasses, wallets, belts, phones cases, beauty products and more. The e-commerce company based in New Delhi was founded in February 2010. Snap deal is a part of international trade mark association a global association that has more than 7200 members across 187 countries and is developed to supporting protection of intellectual property in online market places. Meesho is an Indian social e-commerce company, headquarters in Bangalore. Meesho was one of the three Indian company to be selected for y combinator in 2016. Meesho operates as an online reselling platform that enables anyone to start a business without investment.

Statement of the Problem

E-Shopping is a boon as it saves lot of time. People started to use various online business platform models such as Flipkart, Amazon, Meesho, etc. for shopping. Online shopping is a process whereby consumers directly buy goods and services from a seller without an intermediately service over the internet Hence the survey was conducted to find out the factor that influence the customers is preferring a particular online business platform models.

Objectives of the Study

1. To study the respondents preference towards various online business platform models
2. To find the level of satisfaction of the respondents towards the particular online business platform models.
3. To identify the factors influencing the respondents in using a particular online business platform models.

Hypothesis

H₀- There is no association between the age of the respondents and their Online Business Platform Models.

H₀. There is no association between the income of the respondents and their Online Business Platform Models.

Scope of the Study

This research work covers the selected online business platforms models and also deals with the customers who are regular used to shop from their online business platform models . The study aims in analysing the customer's satisfaction in online shopping using these online business platform models. It also identify the factor influencing the respondents to use these online business platforms models.

Limitations of the Study

1. This study is confined to Coimbatore district only
2. The study is based on the customers satisfaction and preference in online shopping .
3. The data collected for the research is fully on the primary data given by the respondents.

Review of Literature

Eri, Y., Islam, M. A., and Daud, K. A. K.¹ analysed factors influencing student's buying intention through internet shopping in an institution of higher learning in Malaysia. Factors such as usefulness, ease of use, compatibility, privacy, security, normative-beliefs, and attitude that influence student's buying intention was analysed. The study revealed that Compatibility, usefulness, ease of use and security are important predictors toward attitude on-line shopping adoption and usage

Mustafa² explored the factors influencing customer satisfaction with online shopping. The findings of the study revealed that the user interface quality, information quality, perceived quality and perceived privacy, the effects of website design are the major factors influencing customer satisfaction on online shopping.

Guo X., Ling K.C., Liu M³ examined the factors determining customer's satisfaction towards online shopping and identified that factors such as website design, Security, Information Quality, Payment Method, E-Service Quality, Product Quality, Products Variety and Delivery Services are the important determinants of customer satisfaction in online shopping

Lai Wang Wang and Quoc Liem Le⁴ examined the factors influencing online shoppers, the study revealed that that customers' satisfaction on their online purchase depends on product feature satisfaction, tangibility, empathy, effectiveness, and understand ability.

Sathiya Bama and Ragaprabha⁵ in the study revealed that customer's satisfaction on their online shopping is associated with Area of Residence, Age, Gender, Occupation and Cost of Recent Purchase.

Ganapathi S⁶ examined customers' satisfaction towards electronic shopping in the Tiruchirappalli district. The Findings reveal that age, gender, and educational qualification have a significant association with customers' level of satisfaction towards electronic shopping. The study also concludes that 24 hours service was the first satisfaction factor of the customers towards electronic shopping.

Holbrook⁷ says that, "Their main concern is to purchase products in an efficient and timely manner to achieve their goals with a minimum 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 "

Research Methodology

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze the information under the study.

Methods of Data Collection

The data collected for this study is

Primary data: The primary data are those which is collected from the respondents through systematically prepared questionnaire.

Secondary data: The secondary data are already available where it is collected and analysis by someone else. It is also referred in journals, articles, magazines, and publish reports.

Area of the Study: The study was conducted in Coimbatore city.

Sampling Method: Convenient sampling method is used.

Sample Size: The sample size is 152.

Tools Used: Data analysis tools used for

Analysis Simple Percentage Analysis and

Chi square test

- Simple Percentage
- Chi –Square test

Results and Discussion

Simple Percentage Analysis

1. Majority (54%) of the respondents are female

2. Majority (62%) of the respondent's age between 19-29 years

3. 32% of the respondents are under graduates

4. Majority(55%) of the respondents are professionals

5. Majority (61%) of the respondents are single in marital status.

6. Majority(53%) of the respondents has 4 members in their family.

7. 31% of the respondent's monthly income between 10000-20000.

8. 29% of the respondents are social media users.

9. Majority(82%) of the respondents do online shopping.

10. Majority(60%) of the respondents spend many hours in online business platform models(2-5hours)

11. 33% of the respondents use online business platform models monthly.

12. 38% of the respondents feels that online business platform model are time saving

13. 35% of the respondents often prefer Amazon .

14. 37% of the respondents feels that using Amazon to be more comfortable.

15. 37% of the respondents prefer online business platform models for the offer.

16. 30% of the respondents purchase clothes, through online business platform models.

17. 47% of the respondents feels that their preferred online business platform models fast in update the address

18.1 43% of the respondents are highly satisfied with the quality of the product purchased through online business platform models.

18.2 47% of the respondents are satisfied with the data transparency of the online business platform models.

18.3 45% of the respondents opined neutral in brand preference of products purchased through online business platform models.

18.4 43% of the respondents are satisfied in the price of the goods offered through online business platform models.

18.5 31% of the respondents are satisfied in the offers and discounts provided by online business platform models.

18.6 47% of the respondents are satisfied in the variety of online business platform models.

19. 42% of the respondents are satisfied with the customers services and respondents.

20. Majority(55%) of the respondents feel safe while sharing the bank details for online business platform models.

21. 35% of the respondents prefer cash on delivery mode of payments online business platform models.

22. Majority (70%) of the respondents receive says that the products reach within the expected timeline

23. 47% of the respondents opined that their overall satisfaction in using the online business platform is good.

Chi-Square

24.The Calculated the chi square value at (5%) level of significant is (64.372) is higher than table value (26.296) hence the hypothesis is rejected .Therefore there is significant relationship between age of the respondents and their Online Business Platform Model.

25. The calculated chi square value at (5%) level of significant is (42.852) is higher than the table value (26.296) hence the hypothesis is rejected .Therefore there is significant relationship between income of the respondents and their Online Business Platform Model.

Suggestion

In online business platform model the quality of the product is different from which we seen in online business platform models. Therefore the online business platform models shall focus in satisfying the consumers in their regards.

In some of the online business platform models there is no online transaction only the cash on delivery. Therefore case should be taken to satisfy the customers facility them in making payments.

Conclusion

From the study it is revealed that most of the customers prefer and are satisfies with the online business platform models. Because of

the reviews, quality, price, facility of returning the product, variety, quality, preferred online business platform model ,offers and discount, etc., The customers who faced the lower level of problems are highly satisfied with the online business platform models. Prices make the customers to purchase the goods from online business platform models all over the world. Therefore online business platform models are becoming day by day necessity of the customers.

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