

# Customers' Attitude towards Shopping at Home

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**Abstract:** Traditional marketing, sellers meet the difficulty to reach a wide of customers in world wide. Now it was changed, there is an easy way to reach the customer is internet. Both buyers and sellers from world meet together and exchange their products at minimum of amount. It is an ease way of marketing. The aim of this study is to study customers' preference towards online websites and also preferred products to shop online and also to identify the satisfaction level of customers towards online shopping. In case of eatables, people don't want to take risk regarding their health. Likewise, they don't have much interest to buy vegetables from online compared with offline shopping. This is due to lack of bargaining of price. Most of the online shoppers dissatisfied with the privacy of data due to some recent issues. These are lessons to the online service providers to create awareness among people about their business. It helps to motivate them to buy from their websites. Moreover, people also should more conscious while shopping.

**Key Words:** Online Marketing, Online Shopping, Electronic Marketing, Customers' Satisfaction, Online Websites

## I. INTRODUCTION

Internet marketing is like digging a gold mine. 97% people focus on 99% dirt and keep complaining. 3% people focus on 1% gold and keep it collecting.

– Sanja Budin, Owner, smartbizprofits.com

The economy of all country depends upon marketing. Marketing is nothing but buyer and seller meet together for exchange of goods at minimum amount of cost. Marketing helps seller to earn profit by identifying their buyers. It also helps to meet the potential customer. At the same time, traditional marketing we cannot measure number of persons who read sellers' advertisement and how many of them took favorable decision to buy a product. In case of buyer, availability of brand is very narrow. Traditional marketing, sellers meet the difficulty to reach a wide of customers in world wide. Now it was changed, there is an easy way to reach the customer is internet. Both buyers and sellers from world meet together and exchange their products at minimum of amount. It is an ease way of marketing. The buyer can access variety of goods from various sellers from all over the world. They are having variety of choice to select. Internet marketing is also helps the seller to advertise their products with a minimum of cost. Electronic marketing is nothing but seller display their products through internet and buyer make an order to buy a product by using internet. It helps to save time and energy.

### 1.1 Features of Electronic Marketing

Electronic marketing became popular only because its nature. The following are the nature or characteristics of electronic marketing;

- Reasonably priced
- Achievable
- Access of wide range
- Quality of service
- Saving of time and energy
- Peculiar
- Easy to use

### 1.2 Elements of Electronic Marketing

Electronic marketing has various elements as listed below;

- Affiliate Marketing
- Blog
- Banner
- Social Network
- Forum
- Email
- Analytics

### 1.3 Benefits of Electronic marketing

The following are some benefits acquired by the business as well as buyer through electronic marketing

- Compared with other marketing channels it has lowest cost
- It helps to reach wide range of customers in world wide
- It is an easy way to earn more profits
- It is easy to measure
- It helps buyer to access global competitive products
- It helps buyer to access wide range of products
- It helps buyer to avail certain offers and discount

## II. REVIEW OF LITERATURE

**Kaur, Pathak and Kaur (2015)** stepped to identify the electronic marketing at global scenario. They found that the respondents don't have much knowledge of online shopping. Because of lack of awareness many of them are not using these to buy products. They concluded that electronic marketing is an easy way to reach customers. Quality service can be offered by giving personal attention by market to customer. **Eid (2014)** identified the factors which are influencing the customers' satisfaction, trust and loyalty in Saudi Arabia. He found that user interface quality and quality of electronic commerce websites are the major factors which influence the customers' satisfaction. He concluded that the customer attitude towards electronic commerce in the developing country of Saudi Arabia is totally different from other countries like German and China consumers.

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**III. THE SCOPE OF THE STUDY**

This study covered to Dindigul town. The major scope is to study the customers' preference towards online websites, preferred products to shop online, customers' reference towards online websites and also their satisfaction level towards online shopping.

**IV. OBJECTIVES OF THE STUDY**

The following are the objectives of the present study:

- i) To study customers' preference towards online websites and also preferred products to shop online
- ii) To identify the satisfaction level of customers towards online shopping

**V. RESEARCH METHODOLOGY**

This study has been carried out on shopping at home that is online shopping. Data used in this study collected basically from the Primary data. Primary data collected through personal interview method conducting the persons who are supposed to have knowledge about the topic. Secondary data also collected from various sources including websites, newspapers, various published and unpublished article about the usage and satisfaction level of respondents

**VI. DATA INTERPRETATION**

This study has been carried out on customers' satisfaction towards shop at home. Questionnaire entails the questions are related to level of usage of online websites, products preferred to buy from online and customers' satisfaction level towards their shopping In questionnaire consists the options are frequently using, rarely using and never used and also Highly Satisfied, Satisfied, Neutral, Dissatisfied and Highly Dissatisfied.

**Table 6.1**  
**Demographic Profile of Respondents**  
**(No. of Respondents 200)**

Demographic Factors		No. of Respondents	Percentage (%)
Gender	Male	112	56
	Female	88	44
	<b>Total</b>	<b>200</b>	<b>100</b>
Age(Years)	Below 30	68	34
	31-40	72	36
	41-50	54	27
	Above 50	6	3
	<b>Total</b>	<b>200</b>	<b>100</b>
Marital Status	Single	96	48
	Married	104	52
	<b>Total</b>	<b>200</b>	<b>100</b>
Educational Qualifications	Illiterate	22	11
	Up to HSC	60	30
	Graduate	114	57
	Professional	4	2
	<b>Total</b>	<b>200</b>	<b>100</b>
Occupation	Employed	180	90
	Business	16	8
	Retired	4	2
	<b>Total</b>	<b>200</b>	<b>100</b>

The above table explained that the demographic profile of 200 respondents. Among 200 respondents, 112 (56%) are male respondents and remaining 88 (44%) are

female respondents. Maximum of respondents are belong to the age category of 31 to 40 that is 72 (36%). Only 6 (3%) respondents are belong to the category of above 50 years. Most of the respondents 104 (52%) are married in status. Other respondents 96 (48%) are single in status. Most of the respondents 114 (57%) completed their graduation. This study covered only 4 (2%) professionals as respondents. There are 22 (11%) are not even completed their school education. Though they are not completed their primary education, they are accessing online for make a shopping by the help of their blood relation/ relatives/ spouse. Most of the respondents 180 (90%) are working as an employee in various companies at various positions. Only 16 (8%) respondents are doing their business.

**Table 6.2**  
**Customers' preference towards the choice of shopping**  
**(No. of Respondents 200)**

S.No	Name of the Product	Frequently	Occasionally	Rarely	Never
1	Jewellery	30	10	140	20
2	Textiles	135	15	20	30
3	Gift articles	15	10	115	60
4	Books/CD's	40	35	110	15
5	Electronic products	10	5	15	170
6	Beauty and Health products	43	25	53	79
7	Grocery	10	5	1	184
8	Baby products	68	57	67	8
9	Mobile and Laptop	15	26	69	90
10	Sports and Fitness Products	5	15	18	162
11	Eatables(Food items)	10	5	1	184

The above table shows that customers' preference towards the products which they want to buy in online. Maximum of respondents 135 (66.75%) prefer to buy clothes from online frequently. Some of the respondents 140 (70%) prefer to buy imitation jewellery from online sellers very rarely. Only 150 (75%) respondents are interested to purchase gift articles rarely from online websites. The respondents those who are willing to read books which are not available offline, they only 110 (55%) prefer to buy books/CD's from online. Most of the respondents 170 (85%) are not willing to buy electronic products like fridge, washing machine, etc. from online.

This is because of lack of confident about after sales service. Most of the female and male respondents 79 (39.5%) are not willing to buy products which are relating to beauty and health. Even grocery items are available from various online websites, 184 (92%) respondents are not prefer online to buy. The respondents 68 (34%) are very eagerly access online websites particularly which are offering baby products. At the same time, 90 (45%) respondents are not willing to buy mobiles and laptops from online. Even though maximum of respondents are not interested to buy mobiles and laptops, remaining 69 (34.5%) are rarely buying these products from online. Likewise, 162 (81%) respondents are not willing to buy sports and fitness products. Only 18 (9%) respondents are



buying these products rarely. Now, online shopping is even easy to order eatables, maximum of respondents 184 (92%) are stay back from online shopping.

**Findings**

It is found from the above interpretation that most of the online shoppers buy clothes from online frequently. Apart from clothing, they also prefer to buy gift articles, imitation jewellery and books/CD. It explains that they are willing to buy online products only after verifying the features like colour, flavour, design and so on. In case of beauty and health products, online shoppers prefer off line shopping due to health conscious. And also they don't want to buy electronic products like washing machine, fridge, etc. which are require after sales service. Most of the online shoppers are preferring to bargain, so they don't want to shop products which are available near home like grocery and vegetables.

**Table 6.3**

**Customers' preference towards online shopping websites (No. of Respondents 200)**

S. No.	Websites	Frequentl y	Ocasional y	Rarel y	Never
1	Amazon	30	10	140	20
2	Flipkart	135	15	20	30
3	Jabong	15	10	115	60
4	Ebay	40	35	110	15
5	Myntra	10	5	15	170
6	Snap deal	43	25	53	79
7	Shop clues	10	5	1	184
8	Junglee	0	0	0	200
9	Tradus	0	0	0	200
10	Yebhi	0	0	0	200
11	Firstcry	0	0	0	200
12	Homeshop18	0	0	0	200
13	Foodpanda	10	5	1	184
14	Zomato	0	0	0	200
15	Swiggy	0	0	0	200
16	Tastygana	0	0	0	200
17	Justeat	0	0	0	200
18	Pizza Hut	68	57	67	8
19	Bigbasket	15	26	69	90
20	Grofers	5	15	18	162
21	Zopnow	0	0	0	200
22	Nature's Basket	0	0	0	200
23	Reliance Fresh	15	10	115	60
24	Amazon Pantry	0	0	0	200
25	Bazaar Cart	10	5	15	170

The above table express the customers' preference to online shopping websites which are providing various categories of products to fulfil the demand of the consumers. Even though there are many websites offer products, only 25 online shopping websites were asked from the respondents. Among them there are 12c websites such as jungle, tradus, yebhi, firstcry, homeshop18, zomanto, swiggy, tastygana, justeat, zopnow, mature's basket, amazon pantry are never used by the respondents. Among remaining websites maximum of the respondents 140 (70%) are rarely using to buy the products. Most of the respondents 135 (67.5%) are prefer to buy products from flipkart frequently. Maximum of respondents 115 (57.5%) are using jabong to buy products rarely. Most of the respondents 170 (85%) are answered as they are never used myntra for shopping. Likewise, 184 (92%) respondents also not interested to use shopclues to buy.

Though maximum of respondents 184 (92%) are never using foodpanda to order eatables, some of the respondents still prefer to order eatables from foodpanda. Among other eatables shopping websites, maximum of the respondents prefer to order from pizzahurt. In case of vegetables, only miner amount of respondents prefer to purchase vegetables from bigbasket. 115 (57.5%) respondents are prefer reliance fresh to order vegetables. In case of bazaar cart 170 (85%) respondents are never using this to buy products.

**Findings**

It is observed from the above result and interpretation that most of the online shoppers are preferring online websites which are available for buying textiles, imitation jewellery, electrical products, gifts articles and even books/CD. At the same time, very fewer online shoppers prefer the websites which are offering vegetables, grocery and eatables. This is because of lack of awareness and an important thing is lack of trust on that particular websites.

**Table 6.4**

**Customers' attitude towards online shopping (No. of Respondents=200)**

S.No.	Statements	HS	S	N	DS	HDS
1	Secured purchase	120	55	10	12	3
2	It is easy to use	135	40	6	12	7
3	It helps to save time	152	33	4	6	5
4	It is a speedy process to buy a product	136	24	3	17	20
5	It is reliable	158	18	7	12	5
6	Deals and discounts offered by the company is benefit	96	18	14	63	9
7	Gathering information about products is easy	115	23	19	27	16
8	There is a wide range of choice	107	36	17	18	22
9	There is an easy payment mechanism	59	67	18	47	9
10	There is a quick delivery of products and services	63	78	13	31	15
11	It helps to access global marketing	118	26	11	23	22
12	The quality of products meet my expectations	122	15	17	40	6
13	It helps to access latest products	76	59	16	39	10
14	It is easy to access anytime	113	77	3	3	4
15	There is a possibility to cancellation of ordered products	154	5	3	35	3
16	The procedures to order products is simple	88	23	21	54	14
17	The information provided in the website is useful	114	65	5	11	5
18	There is an easy process for making payment	135	23	9	27	6
19	There is a privacy of data	43	14	8	115	20
20	Return policy is simple	23	115	15	38	9
21	They charged lower amount for shipping	5	4	2	73	116
22	Complaints handling is good	38	49	28	41	44

23	The quality of packing is good	11 6	73	3	5	3
24	It is easy to replace the defective products	98	41	1 6	38	7
25	Refund policy is good	78	47	1 2	53	10
26	Recommend my friends and relatives to buy online	12 9	48	6	13	4

**Findings**

The above table explains that the respondents' satisfaction level by using online websites to buy their desired products. Most of the respondents get satisfaction with the security of purchase that is lack of fear of theft while making physical shopping, it is very easy to make an order for which product they like to buy, of course it helps to save time and also energy, it is very speedy one, they have a trust with online sellers and providers, various discounts and gift vouchers offered by a particular website, brief information provided about the products, there is a wide range of products available for the buyer to select, it provides easy payment methods, delivery of products on time, it helps to reach global sellers, moreover it opens at anytime and access from anywhere, replacing of defective products is good, complaints handling methods, packing of products, refund policy of the seller. Though many numbers of statements get satisfied by the respondents, some of the terms which are still cannot to satisfy the respondents like charge charged for shipping of products and maintain data privacy.

**VII. CONCLUSION**

Technology entered into maximum of the fields including commerce. Technology helps both the sellers and buyers to meet together from all over the world in order to fulfil their needs. It helps the consumer to know about the recent development in commerce and also offer new products which are introduced to worldwide people. The conclusion framed based on the findings of this study that most of the respondents prefer to buy products through online shopping. They feel that they get maximum of choice from online compared with offline shopping. Another thing is they can easily buy a product by postponing the payment (cash on delivery). Due to this, the people attract to prefer *theseonlineshopping*.

Now a day many numbers of websites provide variety of goods at lowest cost. But still many of the respondents prefer only well-known websites like flipkart, amazon, jabong, food panda, pizza hurt, etc. This is because of lack of awareness of other websites. In case of eatables, people don't want to take risk regarding their health. Likewise, they don't have much interest to buy vegetables from online compared with offline shopping. This is due to lack of bargaining of price. Most of the online shoppers dissatisfied with the privacy of data due to some recent issues. These are lessons to the online service providers to create an awareness among people about their business. It helps to motivate them to buy from their websites. Moreover, people also should more conscious while shopping by using strong password, confirm that special offers in service provider website, using well known stores, etc. It is understand from these result that online shopping may provide unique benefits and so on advantages but it will never ever replace the experience of shopping in off line shopping that is from retail stores.

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