

## **Analysis of Customer Satisfaction towards Online Purchase Decisions with Special Reference to Working Professionals in Erode District**

Mr.N.Senthilkumar, Assistant Professor-Level II,  
School of Management Studies, Bannari Amman Institute of Technology,  
Sathyamangalam, Erode, Tamilnadu. India  
[senthilkumar@bitsathy.ac.in](mailto:senthilkumar@bitsathy.ac.in)

### **ABSTRACT**

The rise of e-commerce has transformed the retail landscape, offering convenience and a wide range of choices to consumers. This study focuses on analyzing the factors influencing customer satisfaction towards online purchase decisions among working professionals. The study aims to identify key factors that impact their satisfaction levels and understand their preferences and behaviors when shopping online. The findings of this study can help online retailers and marketers tailor their strategies to better cater to this specific demographic.

**Keywords:** E-commerce, Online Shopping, Customer Satisfaction, Working Professionals, Purchase Decisions

### **INTRODUCTION**

The internet and digital technologies have revolutionized the way consumers shop, making it easier and more convenient than ever before. This trend has been particularly evident among working professionals, who often have busy schedules and limited time for traditional shopping. Understanding their shopping behavior and preferences is crucial for online retailers looking to attract and retain this demographic.

### **OBJECTIVES OF THE STUDY**

- ❖ To examine the online shopping behavior of working professionals.
- ❖ To identify the factors that influences their satisfaction towards online purchase decisions.
- ❖ To analyze the impact of online shopping on their overall shopping experience.

### **STATEMENT OF THE PROBLEM**

Online shopping has become increasingly popular among working professionals, but little is known about the factors that influence their satisfaction levels. This study seeks to address the following questions:

- ❖ What are the key factors that influence working professionals' satisfaction towards online purchase decisions?
- ❖ How does online shopping impact their overall shopping experience?

## SCOPE OF THE STUDY

This study focuses on working professionals' perceptions and behaviors towards online shopping, including factors influencing satisfaction and the overall impact of online shopping on their shopping habits.

## LIMITATIONS OF THE STUDY

- ❖ The sample size is limited to working professionals, which may not be representative of the general population.
- ❖ The study relies on self-reported data, which may be subject to bias.

## REVIEW OF LITERATURE

<sup>1</sup>**Dr. E. Murali Dharshan and Japa Asritha Reddy (2019)** are studied about customer behavior towards online shopping in Hyderabad. Their main aim was to learn the thoughts of consumer towards online shopping and to recognize the major factors that influence the online consumer when considering and making a purchase over the internet. Main findings of the study that the main factors affecting consumer deeds are trust, price and expediency. Their study finally concluded that, if the online shopping is properly utilized with assured safety and security for the transactions.

<sup>2</sup>**Srishti Dixena and Suman Sahu (2018)** are addressed that the customer satisfaction towards online shopping from Flipkart, in Raipur city. Their main objective was to assess the satisfaction level of the online customer on the basis of product & web features. This study's main findings was majority of the respondents are satisfied by good quality products are available, with timely deliverance. Satisfied by purchase return policy and also payment security of flipkart at the end of the study was concluded that online shopping from flipkart is best one. The study about the various aspects of customer's satisfied from online shopping through flipkart.

<sup>3</sup>**Pushpak Singhal and Dr. Supriyopatra (2018)** are studied about that the consumer behavior towards online shopping in Kolkatha. Their study's main objective was to understand the factors affecting online purchase and choice of payment gateways. Their study at the end concluded convenience was not a major inducement in local internet shopping.

<sup>4</sup>**Dr. Shefali Tiwari and Dr. Shraddha Sharma (2017)** are addressed about that consumer behavior and preferences towards E – tailing. Their study's main objective was to find out the consumer attitude towards online shopping. And to understand the factors influences consumer

attitude towards online shopping this study concluded that influential factors for retaining consumers might be one of the best long term strategies for online retailers.

<sup>5</sup>**N. Ramar and Dr. C.K. Muthukumaran (2016)** are studied about that the consumer behavior towards online shopping. Their main objective was to know the factors that influencing consumer buying behavior towards online shopping. Their study's main findings was that male, who found to be predominant buyer though online shopping than female and found the factors influencing main that website user interface, online comparison option, different product information availability, discount, and time convenience are significantly influencing the consumer to go for online shopping.

## RESEARCH DESIGN

The study adopts a quantitative research design, collecting data through a structured questionnaire administered to working professionals. The data is analyzed using statistical tools such as chi-square analysis and regression analysis to identify the factors influencing customer satisfaction towards online purchase decisions.

## STATISTICAL TOOLS USED FOR ANALYSIS

Data composed through questionnaire. In order to examine and understand the facts, following tools were applied.

- ❖ Simple percentage analysis is used to examine the shape of the respondents.
- ❖ Chi square test has been applied to determine the satisfaction level of the respondents.
- ❖ Weighted average score ranking technique is used to conclude the factors influencing the customer's to purchase online.

## ANALYSIS AND INTERPRETATIONS

**Table No – 1: Demographic Profile of the Respondents**

Aspects	Factors	Percentage
Occurrence of Purchase	Once in a month	23
	6-10 times a year	10
	2-5 times a year	38
	Once in a year	29
Method of Payment	Invoice	5
	Internet banking	30
	Debit/Credit card	21
	Cash on delivery	43

Aspects	Factors	Percentage
Benefits of Online Purchase	Save time	57
	Autonomy of choice	14
	Autonomy of price	10
	Privacy	19
Customers approach Towards Online Purchase	Intention	5
	Perceived benefit	15
	Perceived Character	19
	Knowledge	27
	Life style	34

- 38% of the respondents are purchasing through online 2-5 times in a year.
- 43% of the respondents are favored cash on delivery as mode of making payment.
- 57% of the respondents are making online purchase to enjoy the benefit of saving time.
- 34% of the respondents' attitude towards online purchase is for life style.

## CHI-SQUARE TEST

### Hypothesis

H<sub>0</sub>: There is no significant association between Occupation and Satisfaction level of Customers.

H<sub>1</sub>: There is a significant association between Occupation and Satisfaction level of Customers.

**Table No – 2: Occupation and satisfaction level of consumers**

Factor	Chi-square	Degree of freedom	P value	Remark
Pearson Chi-Square	16.795 <sup>a</sup>	8	0.032	Significant

The above table reveals that P value (0.032) is less than Significant Value (0.05). Hence the null hypothesis is rejected. So there is a significant relationship between occupation and satisfaction level of consumers.

**Table No – 3: Occupation and satisfaction level of Customers**

<b>Occupation</b>	<b>Dissatisfied</b>	<b>Neutral</b>	<b>Satisfied</b>	<b>Total</b>
<b>Government Employee</b>	4 (8.0%)	14 (17.9%)	0 (0.0%)	18 (12.0%)
<b>Private Employee</b>	30 (60.0%)	42 (53.8%)	20 (90.9%)	92 (61.3%)
<b>Professional</b>	2 (4.0%)	0 (0.0%)	0 (0.0%)	2 (1.3%)
<b>Business</b>	6 (12.0%)	10 (12.8%)	0 (0.0%)	16 (10.7%)
<b>Others</b>	8 (16.0%)	12 (15.4%)	2 (9.1%)	22 (14.7%)
<b>TOTAL</b>	50 (100.0%)	78 (100.0%)	22 (100.0%)	150 (100.0%)

The above table shows that the total respondents, 17.9 % of the respondents are government employees who impartially satisfied in online shopping. 90.9 % of the respondents are private employees those who are fulfilled in online shopping. 4.0% of the respondents are professional persons whose displeased in online shopping. 12.8% of the respondents are business whose disinterestedly satisfied in online shopping. 16.0% of the respondents are belongs to other occupational finicky like students and home companion whose frustrated in online shopping.

### **SUGGESTIONS**

- ❖ The majority of the products and services demanded by millennial only. So, the online marketers have to focus more on other fragment people.
- ❖ Youths are recognizable with online shopping since of their consciousness in using current technology. But still several panic about the disbursement mode. Implementing precautionary steps to decipher these evils shall create customers assurance on online shopping.
- ❖ Online vendors should unwrap variety of service centers in special places. This will make consumer self-assurance on online vendors and service providers.
- ❖ Some people are not chosen online shopping due to frauds and malpractices. Concentration need to be in use to teach the online buyers while making online purchase.

## CONCLUSION

In conclusion, this study provides valuable insights into the factors influencing customer satisfaction towards online purchase decisions among working professionals. The findings of this study can help online retailers and marketers tailor their strategies to better cater to this specific demographic, ultimately enhancing their overall shopping experience.

## REFERENCES

1. Dr. E. Murali Dharshan; Japa Asritha Reddy, International Journal of Trend in Scientific Research and Development (IJTSRD), Volume: 3 | Issue: 2 | Jan-Feb 2019 Available Online: [www.ijtsrd.com](http://www.ijtsrd.com) e-ISSN: 2456 – 6470
2. Srishti Dixena and Suman Sahu (2018) customer satisfaction towards online shopping from Flipkart.in Raipur city. International Journal of research in Engineering, Science and Management Vol.1, Issue-12, ISSN-2581-5792 (online) P.P. 262-265
3. Pushpak Singhal and Dr. Supriyopatra (2018) Consumer Behavior towards Online Shopping in Kolkata. Journal of business and management e-ISSN-2278-487X, PISSN 2319 7668 – P.P. 91-102- P.P-91-101
4. Dr. Shefali Tiwari and Dr. Shraddha Sharma (2017) Consumer Behavior and Preferences towards E – tailing. International Journal of Advance research in computer science and management studies, Vol.5, Issue – 9, ISSN – 2321-7782. PP – 7-15.
5. N. Ramar and Dr. C.K. Muthukumaran (2016) consumer behavior towards online shopping. International Journal of Contemporary Studies, Vol.1, Issue-1, ISSN 2u56-0960 P.P. 1-8
6. Dr. K. Kumaravel Dr. P. Vikkraman (2013) A Study On Consumer Behavior Towards FMCG Products With Special Reference To Personal Care Products, Vol.10, Issue No.2, ISSN:1097-8135, P.P – 1524-1530.
7. N.Senthilkumar, (2019), A Study on Customer Satisfaction towards Oppo Mobiles In Erode District, Vol.7, Issue No.3.
8. P.Mahendara Boopathy (2018), A Study on Awareness and Attitude towards Online Buying Behavior of Rural Customers in Erode District.
9. Dr. V. Santhi and Dr. L. Nanda Gopal (2018) Consumer Behavior towards Online Shopping in Coimbatore city. International Journal of Pure and Applied Mathematics,

Vol.120, Issue No.5, ISSN – 13143395, P.P – 1459 – 1490.

10. Dr. Sonal Kala and Ragesh Kumar Sharma (2015) Behavior of Customers towards Online Shipping in India. International Journal of Core Engineering & Management Vol. 2, Issue – 4, ISSN: 23489510, P.P 127-131
11. Prof. Pritam P. Kothari and Prof. Shivganga S. Maindargi (2016) Consumer Attitude towards Online Shopping in India and its Impact. International Journal of Advance Research Ideas and Innovations in Technology. Vol. 2, Issue-6. ISSN – 2454-132X, P.P 1-9.
12. Mr.S.Vigneswaran and Mr.P.Mahendara Boopathy (2020) An Impact of Television Advertisement on Children’s Behaviour with special reference to Erode District. International Research Journal of Modernization in Engineering Technology and Science. Volume: 02/Issue:06/June-2020, e-ISSN: 2582-5208.
13. Mr.K.Sabariram and Mr.P.Mahendara Boopathy (2020) A Study on Customer’s Preference Towards LG Home Appliances with Special Reference to Erode District. International Research Journal of Modernization in Engineering Technology and Science. Volume: 02/Issue:06/June-2020, e-ISSN: 2582-5208.
14. Dr.K.Parthiban, Mr.N.Senthilkumar & Mr.P.Mahendara Boopathy(2019), Exploring the Impact of Late Night Smart Phone Usages among the Youngsters. The International Journal of Analytical and Experimental Modal Analysis, ISSN NO: 0886-9367, Volume XI, Issue XII, December/2019.