

## **A Study On Online Consumers' Satisfaction On Branded Products – An Analytical Study**

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### **Abstract:**

*Online Shopping is a growing trend in all parts of the world. Among the developing countries India stands third largest number of internet users in the world after China and USA. Modern technologies create new business formats and platforms to the users. In this way e-Commerce technology also creates opportunity for the various business peoples electronically. With this back ground this study is done to analyze the customer's satisfaction on branded products in online shopping. This study is based on primary data. 200 respondents those who are buying products through online shopping sites have been selected for this study. Percentage Analysis, t-test and ANOVA have been used to analyse the collected data. The results of the study shown that the majority of the respondents belongs to female category whose monthly income is between Rs.25000-Rs.40000 and the satisfaction score of the respondents do not differ significantly among the branded products and demographic variables.*

**Key Words: Consumer Satisfaction, Online Shopping, Branded Products**

### **Introduction**

The World Wide Web has grown incredibly since its inception in 1990 and by 1991 it was opened for commercial use. World Wide Web creating an amazing opportunity to the business peoples to convert their ideas into business through electronic commerce portals. Technology plays important role in all industries, hospitals, educational institutions and other service sectors. Buying and selling could done through internet with suitable device. Over that past few years, online shopping or e -tailing has increased percentage of online buyer's in India<sup>1</sup>. Updated technologies create new business formats and platforms to the users. The internet explosion has opened doors to a new electronic world, which facilitated in taking business to another level.

Customer satisfaction is eminent topic in several fields like marketing, consumer research and psychology. Internet has been constantly gaining importance nowadays. In this competition era all the online marketers should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers<sup>2</sup>.

### **Statement Of The Problem**

Marketing is basically addressing the consumer's needs more effectively and efficiently with better product, better price and better services, shopping access and delivery. Sometimes opportunity to address the consumers in better way is designed by marketers himself and sometimes it is offered by the technology. Internet is changing the way consumers shopping has rapidly evolved into a global event. People are getting busy with their own work. Hence, they don't find time for shopping. Online shopping can save a lot of time for them. They can do their purchase from their office or home. This study is undertaken to find out consumers satisfaction on branded products through online shopping.

## Objectives Of The Study

The objective of this study is to analyse the Consumer's Satisfaction on Branded Products purchased through online shopping sites.

## Sampling Design

The present study is conducted in Coimbatore City. Convenient sampling method has been adopted to collect data from the 200 sample respondents those who are purchasing through online.

## Analysis And Interpretation

Percentage analysis, ANOVA and t-test have been used to analyse the collected data. Percentage analysis is used to understand the socio economic profile of the respondents. ANOVA and t-test used to find the variance between the socio economic factors and satisfaction on online purchase of branded products.

## Percentage Analysis:

**Table 1.1**  
**Socio - Economic Profile of the Respondents**

Variable	Groups	Numbers	Percentage
<b>Gender</b>	Male	85	42.50
	Female	115	<b>57.50</b>
<b>Age</b>	Less than 25 Years	92	<b>46.00</b>
	26 -35 Years	55	27.50
	36 – 45 Years	29	14.50
	46 – 55 Years	24	12.00
<b>Marital Status</b>	Married	105	<b>52.50</b>
	Unmarried	95	47.50
<b>Educational Qualification</b>	Up to School Level	36	18.00
	Graduate	96	<b>48.00</b>
	Post Graduate	49	24.50
	Diploma	4	2.00
	Professional	15	7.50
<b>Occupation</b>	Student and not working	52	<b>26.00</b>
	Student and working	14	7.00
	Private Employment	47	23.50
	Government Employment	6	3.00
	Business	39	19.50
	Professional	11	5.50
	House Wife	31	15.50
<b>Type of the Family</b>	Nuclear Family	150	<b>75.00</b>
	Joint Family	50	25.00
<b>Monthly Income</b>	Below Rs.25000	46	23.00
	Rs.25000 – Rs.40000	59	<b>29.50</b>
	Rs.40000 – Rs.55000	36	18.00
	Rs.55000 – Rs.70000	28	14.00
	Above Rs.70000	31	15.50
<b>Family Size</b>	2 members	9	4.50
	3 members	39	19.50
	4 members	105	<b>52.50</b>

<b>Number of Earning Members</b>	Above 5 members	47	23.50
	1 member	66	33.00
	2 members	87	<b>43.50</b>
	3 members	34	17.00
	Above 4 members	13	6.50
<b>Amount Spent on Online Shopping per month</b>	Less than Rs. 2,000	72	36.00
	Rs. 2,000 – Rs. 4,000	75	<b>37.50</b>
	Rs. 4,001 – Rs. 6,000	21	10.50
	Rs.6001 – 8000	6	3.00
	Rs.8001 – 10000	16	8.00
	Above Rs.10000	10	5.00

Source: Primary Data

The above table exhibits about the gender of the respondents which states that 57.50% of respondents belongs to the female category which stands high and 42.50% of respondents belongs to the male category who stands low.

Age Group of respondents, expresses that Majority (46.00%) of respondents belongs to the age group less than 25 years, 52.5% of respondents are married, 48.0% of the respondents had completed their under graduation and 26.00% of the respondents are students who are not working

Among 200 sample respondents 75% of the respondents belongs to the Nuclear Family and having 4 members (52.50%) with them.

43.50% of the respondents belongs to the family having 2 earning members in their family, 29.50% of respondents belongs to the family having monthly income between Rs.25001 to Rs.40000 and 37.50% of respondents spent between Rs.2000 to Rs.4000 for purchasing products through online shopping sites show.

### Satisfaction Score On Branded Products Purchased Through Online:

Fourteen variables have been considered to measure the level of satisfaction of the respondents. Likert five point scale has been used to measure the satisfaction level of respondents. Based on the highest score rank given from highest score. (**HDS – Highly Dissatisfied, DS – Dissatisfied, N – Neutral, S – Satisfied, HS – Highly Satisfied**)

Table 1.2

### Satisfaction on Branded Products Purchased Through Online

		HDS	DS	N	S	HS	Total
Product Information available in shopping sites	No.	1		29	99	71	200
	%	.5		14.5	49.5	35.5	100.0
The Quality & Quantity of the products purchased through online	No.	2	4	57	104	33	200
	%	1.0	2.0	28.5	52.0	16.5	100.0
The price of the products	No.	2	9	56	90	43	200
	%	1.0	4.5	28.0	45.0	21.5	100.0
Availability of products in shopping sites	No.	2	12	71	76	39	200
	%	1.0	6.0	35.5	38.0	19.5	100.0
Product's images with specifications	No.	9	6	53	84	48	200
	%	4.5	3.0	26.5	42.0	24.0	100.0
Prompt and safe delivery of the products which are ordered through shopping sites.	No.	7	10	56	80	47	200
	%	3.5	5.0	28.0	40.0	23.5	100.0
Attractive discounts, festival offers and coupons	No.	3	4	30	99	64	200
	%	1.5	2.0	15.0	49.5	32.0	100.0

User ratings and reviews	No.	2	4	64	96	34	200
	%	1.0	2.0	32.0	48.0	17.0	100.0
Latest items launched in the market from the shopping site itself	No.	2	5	57	83	53	200
	%	1.0	2.5	28.5	41.5	26.5	100.0
Cash on delivery for all the products.	No.	5	10	70	58	57	200
	%	2.5	5.0	35.0	29.0	28.5	100.0
Return or replacement of the products purchased through shopping sites	No.	6	8	55	84	47	200
	%	3.0	4.0	27.5	42.0	23.5	100.0
Refund on Cancellation of orders placed	No.	3	18	61	79	39	200
	%	1.5	9.0	30.5	39.5	19.5	100.0
Tracking the status of the order	No.	7	5	44	85	59	200
	%	3.5	2.5	22.0	42.5	29.5	100.0
Notification on out of stock	No.	6	9	62	70	53	200
	%	3.0	4.5	31.0	35.0	26.5	100.0

Source: Primary Data

It is inferred from the above table that the respondents are satisfied with product information (49.5%), Quality and Quantity (52.0%), Price of the product (45.0%), Availability of products (38.0%), Product specifications (42.0%), Prompt and safe delivery (40.0%), Attractive offers (49.5%), Ratings and reviews (48.0%), Availability of latest items (41.5%), Return and replacement (42.0%), Refund on cancellation (39.5%), Tracking the status (42.5%) and Notification on out of stock (35.0%).

The respondents neither satisfied nor dissatisfied with respect to cash on delivery for all the products (35.0%).

### Analysis of Variance

One way ANOVA and t test applied to find the variance between the socio economic factors and satisfaction on branded products purchased online of sample respondents. The following table shows the results of t-test and ANOVA.

### T-test for Equality of Means

The difference between the mean scores of the satisfaction variables was tested by framing the null hypothesis which is given below.

$H_0$  – The mean satisfaction scores of branded products do not differ significantly among the respondents classified based on Gender, Marital Status, and Type of the Family.

**Table 1.3**  
**Satisfaction score on Branded Products – T-Test**

Variable	Groups	Mean	S.D	No	T ratio	TV	Significance
Gender	Male	52.87	8.63	85	1.388	1.972	Ns
	Female	54.34	6.33	115			
Marital Status	Married	54.42	8.24	105	1.415	1.972	Ns
	Unmarried	52.94	6.32	95			
Type of the Family	Nuclear Family	54.32	6.62	150	2.014	1.972	*
	Joint Family	51.90	9.24	50			

Source: Computed Data

It is denoted from the above table that the average satisfaction score of females is 54.34 which is comparatively higher than the average scores of male respondents (52.87).

The average satisfaction score of married respondents is 54.42 which is comparatively little higher than the average scores of unmarried respondents (52.94)

The above table depicts that the average satisfaction score of nuclear type of family (54.32) is comparatively higher than that of the joint family (51.90)

t-Test for equality means was applied to verify the above hypothesis. The calculated t-value is less than the table value at 5% level of significance. This shows that the mean satisfaction scores do not differ significantly between the attributes of Gender and Marital Status. Hence, the hypothesis was accepted for Gender and Marital Status and it is rejected for Type of the Family.

## Satisfaction Score on Branded products purchased through online – ANOVA Test

Satisfaction scores were found out for different demographic variables such as Age, Educational Qualification, Occupation, and Monthly Income are given in the below table. The differences among mean scores of different demographic groups were tested by framing the following hypothesis.

$H_0$  – The mean satisfaction scores on branded products do not differ significantly among the respondents classified based on Age, Educational Qualification, Occupation and Monthly Income.

**Table 1.4**  
**Satisfaction Score on Branded Products Purchased through online**

Variable	Groups	Mean	S.D	No	F Rati	TV	Signifi cance
Age	Less than 25 Years	52.54	6.67	92	2.303	2.651	Ns
	26 -35 Years	53.76	8.84	55			
	36 – 45 Years	54.93	8.15	29			
	46 – 55 Years	56.63	4.36	24			
Educational Quali fication	Up to School Level	53.81	5.00	36	2.486	2.418	*
	Graduate	54.93	5.93	96			
	Post Graduate	51.06	11.03	49			
	Diploma	51.50	6.95	4			
	Professional	55.00	3.85	15			
Occupation	Student and not working	53.75	6.20	52	0.777	2.146	Ns
	Student and working	54.00	6.09	14			
	Private Employment	52.38	10.53	47			
	Government Employment	56.33	3.88	6			
	Business	53.33	7.00	39			
	Professional	53.18	5.76	11			
	House Wife	55.71	5.36	31			
Size of the Family	2 Members	49.78	8.39	9	1.088	2.651	Ns
	3 Members	54.38	7.71	39			
	4 Members	54.03	6.38	105			
	Above 5 Members	53.21	8.98	47			
Number of earning members	1	53.24	6.06	66	2.647	2.651	Ns
	2	54.66	6.66	87			
	3	54.15	9.91	34			
	4 and above	48.69	9.47	13			
Monthly Income	Below Rs.25000	51.09	8.98	46	3.975	3.417	**
	Rs.25000 – Rs.40000	54.14	7.12	59			
	Rs.40000 – Rs.55000	56.28	4.94	36			
	Rs.55000 – Rs.70000	51.57	8.15	28			
	Above Rs.70000	55.77	5.48	31			
Amount spent for purchasing	Less than Rs.2000	54.14	7.39	72	2.249	2.261	Ns
	Rs.2000 – 4000	54.32	6.41	75			

online month	per	Rs.4000 – 6000	55.52	5.87	21			
		Rs.6001 – 8000	52.33	7.06	6			
		Rs.8001 – 10000	50.75	7.25	16			
		Above Rs.10000	47.90	13.68	10			

Source: Computed Data

It is revealed from the above table that among different age groups, 46-55 years age group has high mean score of 56.63 and less than 25 years age group has lowest mean score of 52.54.

According to qualification, professionals have the highest mean score of 55.00 and lowest mean score was earned by post graduates (51.06).

According to occupation, Professionals have the highest mean score of 56.33. The lowest mean score was obtained by Private Employees (52.38).

According to Size of the Family the respondents have 3 members (54.38) in their family stands high and the respondents having 2 members (49.78) in family stands least.

On the basis of number of earning members in their family, the respondents who are having 2 earning members (54.66) stands high and are having more than 4 earning members(48.69) in their family stands least.

The mean scores for monthly income wise classification is provided in the above table. The highest mean score according to monthly income was gained by the respondents who are earning between Rs.40000 – 55000 (56.28). The lowest mean score was gained by the respondents whose monthly income is below Rs.25000 (51.09).

According to amount spent on purchasing online per month, the respondents who spent amount between Rs.4000 to Rs.6000 stands high and who spends above Rs.40000 stands least.

One-Way ANOVA has been applied to test the above hypothesis. The calculated F-ratio value is less than the table value @ 1% or 5% level of significance is attained in each variable for branded products. This shows that the satisfaction scores do not differ significantly among the respondents classified based on, Age, Occupation, Size of the Family, Number of Earning Members, Amount Spent on purchasing online per month. Hence, the hypothesis is accepted for Age, Occupation, Size of the Family, Number of Earning Members. With respect to Educational Qualification and Monthly Income the hypothesis framed has been rejected.

## CONCLUSION

In this modern world all the consumers are too busy with their daily routine schedule. It is highly difficult for them to go for shopping. To make ease of their life e-commerce plays a vital role. Online sellers deal all type of products and many leading branded companies are also selling their products through online. Online is much useful to the consumers to update the price and products at any time. By satisfying the consumer's trust towards online shopping and online shopping sites, the future of e-commerce will be widened.

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