

A Study on Consumer Satisfaction in Online Purchases with Special Reference to Tirupur District

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ABSTRACT

The rapid growth of e-commerce has transformed consumer purchasing behaviors, and Tirupur district, known for its textile industry, has seen a notable rise in online shopping. This study aims to explore consumer satisfaction in online purchases within the Tirupur district, focusing on factors such as product quality, delivery service, website usability, customer support, and payment security. Through a structured survey method, data were collected from a sample of 200 online shoppers in Tirupur. The research investigates the relationship between various e-commerce factors and consumer satisfaction, examining how these elements influence customers' attitudes and behaviours towards online shopping. The findings reveal that product quality, timely delivery, and an easy-to-navigate website are the primary determinants of satisfaction for online shoppers in the region. Moreover, the study highlights that consumers in Tirupur place significant importance on secure payment gateways and responsive customer service. The research also discusses the challenges faced by online retailers in Tirupur, including logistical issues and competition from traditional retail outlets. The study concludes with recommendations for online retailers to improve their services, emphasizing the importance of maintaining high-quality products, efficient delivery systems, and user-friendly online platforms to foster greater customer satisfaction. This research contributes to the growing body of knowledge on e-commerce and consumer behaviour, offering valuable insights for online businesses in Tirupur and similar regions.

Keywords: Consumer Satisfaction, Online Purchases, E-commerce, Tirupur District, Customer Support, Website Usability

INTRODUCTION

Online purchase is the process whereby consumers directly buy goods, services, etc., from a seller interactively in real-time without an intermediary service over the internet. Since the emergence of World Wide Web merchants have sought to sell their products to people who surf the internet. Shoppers can visit web shop as they sit in front of the computer. Consumers buy a variety of items from online stores. In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software and health insurance are just some of the hundreds of products consumers can buy from an online store. Many people choose to conduct purchasing online because of the convenience. Online purchasing allows the consumer to

browse through endless possibilities and even offers merchandise that's unavailable in stores. Purchasing via the internet eliminates the need to shift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm.

STATEMENT OF THE PROBLEM

A study on "A study on consumer satisfaction in online purchase with special reference to Tirupur district". The topic is designed to improve consumer satisfaction towards online purchases in Tirupur district. The research is also directed towards finding various factors causing satisfaction and dissatisfaction towards various services rendered by online platforms. The study also covers the problems faced by the consumers while using online purchases.

OBJECTIVE OF THE STUDY

- To assess the pattern, method and factors influencing the online purchase of consumers.
- To measure the satisfaction level of consumer towards services, after sale services and other benefits provided by online platforms.
- To evaluate the problem faced by consumers towards online purchase.

SCOPE OF THE STUDY

- This study focuses on online purchases of apparel, including dress, health care, groceries and electronics.
- The study includes online purchases made through various online platforms popular in Tirupur, such as major national platforms (Eg., Myntra, Meesho, Amazon, Flipkart).
- This study investigates the challenges and opportunities faced by online purchases in Tirupur.

RESEARCH METHODOLOGY DATA COLLECTION PRIMARY DATA

The primary data are collected from online purchasers who has purchased their online products from the online platform and it is also collected by the help of the questionnaires. The respondent are only just 100 members, they are answered towards survey method to help the more effective study on the consumer satisfaction towards online purchases. The questions are in the form of only close ended.

SECONDARY DATA

The secondary data sources were collected from the official websites, magazines, journals, reports and other documents.

RESEARCH DESIGN

This study will utilize a mixed-methods research design, incorporating both quantitative and qualitative approaches to comprehensively investigate consumer satisfaction towards online purchase.

SAMPLING STRATEGY

Convenience sampling is a type of non-probability sampling method where participants are selected based on their easy availability or accessibility to the researcher, rather than through a random or systematic selection process. This technique is often used because it is quick, inexpensive, and easy to execute. However, it can lead to biased results because the sample may not represent the broader population

accurately.

TOOLS FOR ANALYSIS

- Chi-square test
- Ranking method

REVIEW OF LITERATURE

Nir Eyal (2024)¹

Eyal will likely focus on the continued evolution of how e-commerce platforms engage consumers, especially with the increasing sophistication of AI-driven personalization. He might explore how online shopping becomes more addictive and integrated into daily routines, with companies using advanced algorithms to nudge customers toward purchases at the right moment. Expect a deeper dive into habit-forming technologies, including those used for product recommendations, subscription services, and micro-purchases. Behavioural design is mostly considered.

Ben Thompson (2023)²

Thompson has written extensively about the role of platforms in online shopping. He has highlighted how companies like Amazon and Shopify have used their ecosystem of services (cloud computing, logistics, and payment solutions) to maintain dominance. His analysis also touched on the growing role of artificial intelligence in optimizing the online shopping experience. Voice assistants like Amazon Alexa and Google Assistant became more integrated into shopping habits, allowing consumers to make purchases using voice commands. This trend continued to rise, particularly for repeat purchases or low-cost items.

DATA ANALYSIS AND INTERPRETATION CHI-SQUARE ANALYSIS

HO: There is no significant relationship between gender of the respondents and payment option done in online purchases.

H1: There is a significant relationship between gender of the respondents and payment option done in online purchases.

S. No	Gender	Debit/ Credit	Net banking	UPI	Cash on delivery	Total	Percentage
1	Male	10	8	10	46	74	74%
2	Female	3	3	7	13	26	26%
	TOTAL	13	11	17	59	100	100%

Calculated chi square value	Table value	Degree of freedom	Result
2.584	7.815	3	Accepted

The calculated chi square value (2.584) is lesser than the table value (7.815), Hence the null hypothesis is accepted at 5% level significance. It can be concluding that there is no Relationship between Gender of respondents and the payment option done in online purchases.

RANKING ANALYSIS OF FEATURES OF ONLINE PRODUCT

S.N O	FEATURES	I	II	III	IV	V	TOTAL	RANK
1	EFFECTIVENESS OF THE PRODUCT	60	26	10	3	1	441	I
2	EASY TO USE THE PRODUCT	37	52	11	-	-	416	IV
3	INNOVATION	39	36	22	2	1	410	VII
4	VALUE	37	36	15	11	1	397	VIII
5	SECURITY AND PRIVACY	49	27	15	5	4	412	VI
6	TIME SAVING	42	37	14	7	-	414	V
7	VARIETY OF PRODUCTS	48	29	18	4	1	419	III
8	DOOR DELIVERY	46	38	13	2	1	426	II

INTERPRETATION

From the above table, it shows the clear picture of respondents effectiveness of the product got first rank with a score of 441 points and door delivery got second rank with a score of 426 and variety of products got third rank with a score of 419 points and easy to use the product got fourth rank with a score of 416 points and time saving got fifth rank with a score of 414 points and security and privacy got sixth rank with a score of 412 points and innovation got seventh rank with a score of 410 points and value got eighth rank with a score of 397 points.

INFERENCE

Majority of the respondents state that effectiveness of the product feature got First Rank with a score of 441 points.

SUGGESTIONS

- Focus online purchases on all kinds of people of all age group.
- Especially students are involved in online purchase so more income level people must be involved in online purchases.
- Delivery issues must be rectified by delayed delivery. The delivery must be fast.
- Most of the consumer prefer only dress related product and all category of product should be purchased.

CONCLUSION

Online purchases have revolutionized the way we shop, offering convenience, a broader selection of products, and often better pricing compared to traditional retail stores. The ease of browsing from home, along with various payment options and fast shipping, has made online shopping a go-to choice for many consumers. However, challenges such as security concerns, the inability to physically inspect products, and potential shipping delays remain factors to consider. Despite these hurdles, the growing



trend of online shopping is expected to continue, as it adapts to changing consumer demands and technological advancements.