

# An Analysis of Consumer's Purchasing Pattern, Preferences and Satisfactions through Online Shopping in the Erode District

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## Abstract

*Modern times, consumers may place online orders to obtain almost anything. Customers purchase a wide range of goods from online sellers. Customers are able to buy almost anything from merchants who sell their goods on the internet. With the growth of the revolution in the internet and the change on consumer purchasing patterns, Online shopping has grown in popularity as a means of commerce for both consumers and retailers. The purpose of this research is analyze the preferences and satisfactions of customer's who purchase on the internet. To analyze the data, the ki-square test and simple chance are employed. The success of online buying generally depends on how satisfied customers are with their purchases.*

**Keywords:** Internet Shopping, Buyer Preferences, Buying Patterns, and Customer Satisfaction

## Introduction

The act of structuring and preserving client relationships through internet conditioning to encourages the sharing of Concepts, goods, and services that meet this expectations each of them the customer also the dealer is known as online marketing. E- Marketing and then digital marketing are other names for online marketing. The advancement of technology gives the dealer excellent opportunities to quickly, easily, and profitably approach the client. In recent years, online buying has become increasingly popular. These days, retail requests are focused on the internet. Online shopping is used by millions and millions of people. Some examples of popular online retailers that use cheaper prices for certain items and big inventory to draw customers are Amazon, Myntra, and Flipkart. A favourable situation for online shopping is created by the advancement of technology.

Customers satisfactions is contingent upon the products or services meeting the needs of the customer. If the products or services surpasses the client's expectations, they might still be satisfied and go up the satisfaction ladder. Numerous elements, most notably the kind of fidelity relationship the client has with the brand, influence how the client evaluates the performance of the product. While achieving high client satisfaction is a goal of the client-centric establishment, it is not

its ultimate goal. The corporation may occasionally alter its business policy to ensure that the guests are satisfied. Raising the calibre and value of services is one of the actions guests take to boost customers happiness. However, these strategies consistently lead to a decrease in earnings and undermine the goals of others, particularly stockholders, dealers, suppliers, and colleagues. An association's primary goal is to use all of its resources to provide the highest level of pleasure to its visitors, colleagues, dealers, suppliers, and stockholders.

### **Review of Literature**

In her study, Santhi (2017)<sup>1</sup> aims to comprehend the factors that affect consumers' decisions to shop online and how these elements impact customer satisfaction in Tirupati Towns. A grand total of 120 respondents made up the sample size for the investigation. The data has been interpreted using the t-test and percentage analysis. Perceptions, preferences, and factors impacting online shoppers' happiness were represented in the findings and results. According to the study, in order to find service delivery issues, online buyers' feedback should be recorded.

In their study, Jayasubramanian et al. (2015)<sup>2</sup> attempted to determine the variables that can affect consumers' happiness with online buying. The research was conducted using a sample size of fifty participants. The data was analysed implementing basic percentage analysis and rank analysis. The study came to the conclusion that website designers tried their best to stop unethical practices in online purchasing through the implementation of privacy and security policies.

In their research, Bhuvaneshwaran et al. (2015)<sup>3</sup> examined Chennai city's Flipkart users' satisfaction. Additionally, an effort was made to ascertain the different characteristics of Chennai-based Flipkart customers with regard to online shopping. The majority of consumers are pleased with Flip Kart's service and are inclined to suggest it to others. According to the report, strong efforts must be made to improve services, raise consumer affordability, and increase market penetration. The study came to a conclusion that e-tailers in India, particularly in urban areas, had a very promising future. Flipkart.com provides our customers with the most important prices, high-quality products, and a completely smooth buying experience.

In their study, Sudhakar and Swarna Deva Kumari (2016)<sup>4</sup> sought to determine how satisfied Chittoor District customers were with buying things online. The study concentrated on consumer satisfaction, purchasing patterns, and behaviours in the Indian market. The socioeconomic background and degree of consumer satisfaction have been examined in the study. According to the study's findings, most respondents prefer online shopping since it guarantees on-time delivery and secure payments. The study came to the conclusion that, with a little caution, online buying may be simple and enjoyable. Online buyers are expecting reasonable prices along with free shipping at ridiculously low prices. Customers seek reliability, data protection and privacy, promptness, ease of use, lower customer care expenses, and more alternatives when they shop online.

Jayaprakash et al., (2016)<sup>5</sup>, have looked at Pollachi Talk's customers' happiness with online buying. The most popular shopping sites, the reasons behind product purchases, and the satisfaction of online shoppers' preferences have all been the focus of this study. The Chi-squared test and the basic percentage approach were applied in the study's analysis of data. According to the study, the majority of consumers prefer to pay for their purchases with cash on delivery; however, some products do not offer this option. According to the study's outcomes, internet marketers ought to place much importance of the Rate and after-sales factors.

### **Purpose of the Study**

The focus of "An Analysis of consumer's Purchasing pattern, Preference and satisfactions towards online shopping in Erode District" is on the additional needs, wants, and demands of users of online shopping websites. The study's scope has been restricted to the respondents' capacity to respond with pertinent answers to the questions.

## Goal of the Study

1. To The study's goals to study the chosen respondents' socio economic characteristics.
2. To evaluate respondents' awareness of their preference for internet purchasing.
3. To know about the factors that influence consumers' happiness with online buying.
4. To learn about the problems that consumers interact with when they shop online
5. To provide recommendations as a more improvements.

## Limitation of the Research

The study's shortcomings are as follows

1. Only the 10 most popular websites are included for the study, despite the fact that there are many shopping websites on the internet.
2. The sample size was tiny in relation to the population, and because customers are dispersed, the results cannot be generalised
3. The Erode District is the sole focus of the survey
4. A systematic survey and interview schedule are utilized to gather the primary data.
5. Although, in the research is based on primary data, respondents' socio economic backgrounds may have influenced their knowledge.

## Research Methodology

Descriptive studies are research inquiry that concentrate on characterizing the traits of a specific person or group. Research studies that describe the facts and features of a particular population or situation while concentrating on particular predictions are referred to as descriptive studies.

## Population of the Study

Only the residents of Erode town are included in the study

## Size of the Sample

There are 250 responders in the study's total sample size. The interview schedule was carried out at the respondent's residence and the exhibition.

## Sample Design

Convenient sampling strategies were employed in the study to choose the participants. As the name implies, convenient sampling is predicated on the researcher's convenience while choosing a sample.

## Research Tools

A basic percentage and the chi-squared test were used to examine the information that was gathered via surveys.

**Table 3.1 Respondents' Gender**

Categories	No. of. Respondent's	Percentage
Men	116	46.4
Women	134	53.6
Transgender	-	-
Total	250	100

According to the preceding table, women make up the majority of the chosen respondents (53.6%).

**Table 3.2 Age Group of the Participants**

Categories	No. of. Respondent's	Percentage
Below 18 years	48	48
18 – 30 years	97	97
31- 40 years	70	70
Above 40 years	35	35
Total	250	100

The above Table 3.2 shows that 38.8% of the chosen respondents were between the ages of 18 and 30.

**Table 3.3 Marital Status of the Respondent's**

Categories	No. of. Respondent's	Percentage
Married	120	120
Unmarried	130	130
Total	250	100

According to the above table, the bulk of the chosen participants 53% are unmarried.

**Table 3.4 Educational Qualification of the Respondent's**

Categories	No. of. Respondent's	Percentage
Lack of formal Education	30	12
School Level	45	18
Graduate	110	44
Post Graduate	65	26
Total	250	100

Table 3.4 makes it clear that the majority of 250 respondents 44% had education at the graduate level.

**Table 3.5 Occupation Recognition of the Respondent's**

Categories	No. of. Respondent's	Percentage
Students	80	32
Employees	110	44
Business	20	8
Professional	40	16
Total	250	100

Table 3.5 shows that the vast majority of the chosen respondents 44 percent are employed.

**Table 3.6 Annual Income of the Respondent's**

Categories	No. of. Respondent's	Percentage
BelowRs.100000	40	16
Rs.100000-Rs.200000	80	32
Rs.20000-Rs.400000	110	44
Above Rs.4,00000	20	8
Total	250	100

According to the table shows that 44 percentage people under Rs. 2-4 lakhs Per annum.

**Table 3.7 Nature of the Family**

Categories	No. of. Respondent's	Percentage
Traditional Family	85	34
A Joint Family	165	66
Total	250	100

The table shows that the bulk of the chosen respondents 66% belong to a combined family.

**Table 3.8 Size of the Family**

Categories	No. of. Respondent's	Percentage
Lessthan 3 Members	30	12
3-5 Members	170	68
Above 5 Members	50	20
Total	250	100

According to the above figure, 68 percent of the chosen respondents said they had three to five family members

**Table 3.9 Location of Residence**

Categories	No. of. Respondent's	Percentage
Cosmopolitan	-	-
Metropolitan	10	10
Town	145	145
Village	95	95
Total	250	100

Table 3.9 makes it clear that the bulk of the chosen respondents 58%live in the town.

**Table 3.10 Websites used**

Categories	No. of. Respondent's	Percentage
Amazon.In	110	44
Flipkart	70	28
Bigbasket	25	10
Snapdeal	15	6
eBay	10	4
Gadgets.	20	8
Total	250	100

Out of the 250 respondents, the majority (44%)used the Amazon.in platform to purchase the goods,accordingtoTable3.10.

**Table 3.11 Reason for Choosing Website**

Categories	No. of. Respondent's	Percentage
Rate	120	120
Quality	40	40
Security	48	48
Replacement	42	42
Total	250	100

Out of 250 respondents, the majority (48%) said they prefer to buy things online. This information was found in Table 3.11.

**Table 3.12 Amount Invested for Purchasing in Online Shopping**

Categories	No. of. Respondent's	Percentage
Below Rs.5000	60	24
Rs.5,000 -10,000	120	48
Rs10000-15,000	40	16
Above Rs15,000	30	12
Total	250	100

Out of 250 respondents, the majority (48%) spend between Rs. 5,000 and Rs. 10,000, according to table 3.12 above.

**Table 3.13 Best Payment Method**

Categories	No. of. Respondent's	Percentage
PayPal	30	12
Debitcard or Credit card	50	20
Money on delivery ( COD)	80	32
EMI	90	36
Total	250	100

According to the preceding table, 36% of the 250 respondents who were chosen are classified as EMI.

**Table 3.14 Levels of Satisfaction of the Rate**

Categories	No. of. Respondent's	Percentage
Very Satisfied	55	22
Happy	70	28
Neutral	45	18
Dissatisfied	38	15.2
Highly Dissatisfied	42	16.8
Total	250	100

According to the above table, the majority of respondents (28%) who were chosen are happy with the pricing.

**Table 3.15 Level of Satisfaction of the Quality**

Categories	No. of. Respondent's	Percentage
Highly Satisfied	70	28
Happy	74	29.6
Neutral	38	15.2
Dissatisfied	45	18
Highly Dissatisfied	23	9.2
Total	250	100

According to the above table, the majority of the respondents 29.6% are happy with the quality of internet based purchasing.

**Table 3.16 Degree of Contentment with the Security**

Categories	No. of. Respondent's	Percentage
Extremely Satisfied	80	32
Happy	45	18
Neutral	60	24
Dissatisfied	15	6
Highly Dissatisfied	50	20
Total	250	100

According to the above data, 32% of the chosen respondents are extremely satisfied with the security of internet based buying.

**Table 3.17 Degree of Contentment with the Timely Delivery**

Categories	No. of. Respondent's	Percentage
Extremely Satisfied	68	68
Happy	62	62
Neutral	54	54
Dissatisfied	57	57
Highly Dissatisfied	9	9
Total	250	100

According to the above table, the majority of respondents (27.2%) are satisfied with the online purchasing experience's time delivery.

**Table 3.18 Level of Satisfaction of Offer and Discounts**

Categories	No. of. Respondent's	Percentage
Extremely Happy	85	34
Good	41	16.4
Neutral	45	18
Dissatisfied	20	8
Highly Dissatisfied	59	33.6
Total	250	100

According to the above data, the majority of respondents 34% are extremely happy with the deals and discounts available for internet based buying.

**Table 3.19 Kinds of Problems**

Categories	No. of. Respondent's	Percentage	Rank
More Expensive	60	24	1
Poor quality	120	48	2
Total performance	70	28	3
Total	250	100	

24% of the 250 participants that were chosen ranked greater prices first.

## Findings

1. Women's make up the majority of the chosen responders (53.6%).
2. The vast majority of the chosen respondents (38.8%) are between the ages of 18 and 30.
3. Fifty-two percent of the responders that were chosen were unmarried.

4. Forty-five percent of the responders had at least a high school diploma.
5. Out of the responders, the vast majority (44%) are employed.
6. Most of the chosen respondents (44%) fall into the category of those who earn between Rs. 2 lakhs and Rs. 4 lakhs annually.
7. Sixty-six percent of the chosen respondents are members of a joint family.
8. The maximum number of responders who were chosen had families of three to five people.
9. Out of the chosen responders, the majority (58%) reside in the city.
10. The vast majority of respondents (44 percent) purchase their goods on the Amazon website.
11. When shopping online, the majority of respondents (48%) prefer to buy things based on price.
12. The bulk of respondents (48 percent) said they spend between Rs. 5000 and Rs. 10,000 on their internet purchases.
13. As a result, the majority of the chosen respondents (36%) choose the EMI payment method.
14. The pricing is acceptable to the majority of respondents (28%) who were chosen.
15. Of the chosen responders, the majority (29.6%) are happy with the quality.
16. Out of the chosen responders, the majority (32%) express great satisfaction with the security.
17. Most of the chosen respondents (27.2%) express great satisfaction with the timely delivery.
18. Out of the chosen responders, the majority (34%) express great satisfaction with the quality.
19. High price was ranked first by the majority of responders (48%) who were chosen.

### **Chi- Square Test**

According to the study, respondents' personal traits do not significantly affect the relationship between online shopping quality and price.

According to the study's findings, personal characteristics like Age, gender, Marriage status, occupation, yearly income, family size, and place of residence are linked to factors like price and quality when it comes to online shopping preferences and satisfaction. However, there is no correlation between these factors and factors like marital status, educational background, family type, and family size when it comes to online shopping preferences and satisfaction.

### **Recommendations**

1. The majority of those surveyed in the region choose to buy from local stores rather than online.
2. Thus, the significance and cognisance of many media in rural regions. The primary deterrent to online buying was its high cost.
3. As a result, attempts may be made to lower the rate of the products and services.
4. Online shoppers are advised to prioritise preserving the calibre of goods and services.
5. Online shoppers are advised to perform the required actions to lower the cost of the product and shipping.
6. Online shoppers make an effort to provide clients with more information and appealing advertisements regarding goods and services.
7. The majority of consumers prefer to pay for their purchases with cash on delivery. However, certain products may not provide the option of cash on delivery.
8. Introducing a range of online shopping promotions, such as cash back, freebies, and discounts.
9. Online shoppers have the ability to lower additional fees and rates.



## Conclusion

For the researcher, this research is a fruitful and fact-finding endeavour. The researcher provided appropriate recommendations for improved customer purchasing preference after examining the numerous issues and findings. Customers are king in today's marketing. Therefore, internet customers must only make decisions based on their preferences. Since the world is now a consumer one, internet retailers should cater to the requirements and desires of their clientele. The majority of Erode City sample respondents are well-versed in the several online shopping websites. Consumers place greater value on quality aspects than on other factors. They think that a brand's name conveys information about its quality, usefulness, and other attributes. Additionally, it is discovered that the cost. It has also been discovered that while pricing is a significant factor in any product, quality is just as crucial to its success. As a result, this study assisted the researcher in understanding the market potential of online purchasing. Undoubtedly, putting the recommendations into practice will assist internet shoppers in enhancing their offerings.

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