



A STUDY ON CUSTOMERS' AWARENESS, PREFERENCES AND SATISFACTION TOWARDS AJIO ONLINE SHOPPING APP IN COIMBATORE CITY

***Mr. R. Mayilsamy**

**Assistant Professor in Commerce with Professional Accounting, Dr N.G.P Arts and Science College,
Coimbatore*

****Ms.M.Kungumadevi**

*** Student, III Year in Commerce with Professional Accounting, Dr N.G.P Arts and Science College,
Coimbatore*

ABSTRACT

Online shopping is becoming increasingly popular for variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores to contribute to the increased interest in online shopping. Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product he/she is no longer limited to asking the friends and families because there are many products reviews on the web which gives opinions of the existing users of the product.

KEYWORDS : *Online shopping, quality, customer satisfaction, product, price.*

INTRODUCTION

Online shopping is the most popular feature around the world . People are tending to do online shopping by using those social media and also by using online shopping websites. As well as most of the business organizations try to use online shopping to sell their product and to increase their market. E-SHOPPING is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer.

Ajio app is one of the online shopping app where you can buy clothing & accessories for mens, womens, & kids through the internet access.

STATEMENT OF THE PROBLEM

The problem is to analyse the Customers Preferences and Satisfaction towards the Ajio Online Shopping app and also to bring some awareness about the Ajio online shopping app among the peoples in coimbatore city.

SCOPE OF THE STUDY

Online buying is happening in India in a large scale as it will replace all traditional and store shopping in the near future. This study is to help the society to know about the ajio online shopping app. This study will help the business organizations to make decision about their business and also the people's can gain knowledge about the Ajio Online Shopping App.

**OBJECTIVE OF THE STUDY**

- To identify the Customers Preferences about the Ajio online shopping app.
- To assess the factors influencing customer satisfaction while doing online shopping and their level of satisfaction.
- To bring some Awareness to the Customers and Society about Ajio online shopping app.

RESEARCH METHODOLOGY**DATA COLLECTION**

The study includes both primary and secondary data

- Primary data for this project was collected through questionnaire.
- Secondary data for this project has been collected through journals, Articles , magazines, books from library, etc.,.

RESEARCH DESIGN

The research design used for the study is Descriptive.

SAMPLE AND SAMPLE TECHNIQUES

The sample of 120 respondents has been chosen by using Convenience sampling technique.

TOOLS USED

In this study, tools used for research purpose are

- Percentage analysis
- Likert scale analysis

AREA OF THE STUDY

The targeted population for this study is customers living around the Coimbatore area, those who have internet facility in their living place or working place.

REVIEW OF LITERATURE

Dr.R.Shanthi Dr. DestiKannaiah(2015) examined Consumers' perception on online shopping. The purpose of this study is to identify the factors influencing consumer to buy online. And also analyzed the type of products purchased by consumers through online shopping. This review has said about the consumers attitude towards online shopping. This review has highlighted the fact that the youngsters between the age 20 – 25.

Dr.D.Sudhakar (2016) analysed that online shopping has become a daily part of our lives mainly because it is so convenient. The web allows customer a comparison buy the mode effective deals and fine product that might otherwise be difficult to find it. Online shopping can be easy and pleasurable with some precaution . Online shoppers expects to visualize sensible deals online amid free or terribly low price shipping. Consumer are looking for trust, security, customer service, privacy of data , timelines, accessibility, convenience, customer service, cost and wider choice throughout online shopping.

DATA ANALYSIS AND INTERPRETATION

The data have been analysed using the following systematic tools:

- Simple percentage analysis
- Likert scale analysis

SIMPLE PERCENTAGE ANALYSIS

The percentage analysis is mainly used to find the distribution of different categories of respondents. As the values are expressed in terms of percentage it facilitates comparison and standardization. The Analysis describes the classification of the respondents falling under each category.

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

TABLE SHOWING THE MONTHLY INCOME OF THE RESPONDENTS

INCOME	NO. OF RESPONDENTS	PERCENTAGE
Below 20000	21	17.50%
20000 – 50000	28	23.33%
50000 – 100000	9	7.50%
Above 100000	18	15.00%
Others	44	36.67%
Total	120	100%

Source: Primary data



INTERPRETATION

The above table indicates that 17.50% of the respondents earns income below 20000, 23.33% of respondents earns income between 20000 - 50000, 7.50% of the respondents earns income between 50000 – 100000, 15.00% of respondents earns income above 100000 and 36.67% of the respondents belongs to other category .

Majority 36.67% of the respondents belongs to other category since they are students they may not be earning.

LIKERT SCALE ANALYSIS

The Likert Scale is a raising scale that's often used when surveying your customer regarding their experiences with your brand – from the service they were provided to the overall effectiveness of your product.

LIKERT SCALE =

SUM OF (FX)/NUMBER OF RESPONDENTS

F= NO. OF RESPONDENTS

X = LIKERT SCALE VALUE

(FX)=TOTAL SCORE

TABLE SHOWING THE CUSTOMER SATISFACTION LEVEL ON ONLINE BUYING

LEVEL OF SATISFACTION	NO. OF RESPONDENTS (F)	LIKERT SCALE VALUE (X)	TOTAL (FX)
Highly Satisfied	26	5	130
Satisfied	41	4	164
Neutral	21	3	63
Dissatisfied	11	2	22
Highly Dissatisfied	21	1	21
Total	120		400

Source: Primary data

INTERPRETATION

Likert scale = sum (FX) / total no. of respondents

= (400/120)

= 3.33333

FINDINGS , SUGGESTIONS & CONCLUSION OF THE STUDY

Findings of Simple Percentage Analysis:

- It is found that Majority 55% of the respondents are females.
- It is found that Majority 34.17% of respondents are using Flipkart online shopping application.
- It is found that Majority 51.67% of the customers are giving importance to the Trust as an Mostly important factor influenced in online buying.
- It is found that Majority 51.67% of the customers are giving importance to the Services as an important factor influenced in online buying .
- It is found that Majority 37.5% of the customers are giving importance to the

Quality as an important factor influenced in online buying .

- It is found that Majority 35.83% of the respondents are using Ajio App Recently because they didn't have awareness about this Ajio App.

Findings of Likertscale Analysis

This likert scale analysis reveals that the customers are satisfied by using ajio online shopping app and they gives an average score of 3.3333.

SUGGESTIONS

- In Ajio app there are more procedures to do online buying so it is difficult to use this so the procedures can be reduced.
- Delivery charge can be reduced.
- There should not be fluctuations in the price of the products.
- I suggest all to use this awesome online shopping app.



CONCLUSION

The online shopping applications are playing a very major role in this current scenario. In my study I found that customers are highly satisfied by the qualities & services of using this ajio online shopping App. A very Good application among the other online shopping applications. The customers are very much happy of the assured products by Ajio. I have suggested everyone to use this Ajio online Shopping App because the products are of very good quality, price is affordable, variety of products available, Instant Coupon discounts, on time Delivery all over India, very satisfied Customer Services, trustful products & services and the products are Awesome. Ajio is the best platform to do Online Shopping.

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