

MILLENNIAL CONSUMER SATISFACTION ON ONLINE SHOPPING IN POLLACHI TALUK

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Abstract

Millennial have been living their lives on the internet. These sites have become an integral part of millennial lifestyle. Online shopping of Indian Millennial is still not well researched upon, specifically in the product category of fashion apparels. Hence these studies was undertaken to millennial consumer satisfaction on online shopping in Pollachi and determine influence of online reviews and product variety on purchase intention of millennial in India. This study identified the factors effecting consumer satisfaction of Millennial on an online fashion store. The objectives of the research were to investigate the relationship between purchase intention of Millennial and their attitude towards word of mouth and product variety available on online fashion apparels shopping sites.

Key note: millennial consumer satisfaction, products attraction, experience of online shopping,

Introduction

The Online shopping was introduced by Michael Aldrich, he is also called as a pioneer of the online shopping in 1980's. The first online transaction was done by either Net Market or Internet Shopping network in 1994. At the term of next AMAZON.com launched its online shopping site in 1995. And after this Amazon, E-pay was also introduced in the same year. Ecommerce is the main indicator of the online shopping. After this online shopping many people are in no need of to touch and Feel in order to buy. The E-commerce which allows to directly buy the good by the in the form of consumer from the seller in a real time is called

as Online Shopping. It is otherwise called as a form of E-commerce. Now a day's many people are aware in this online shopping. The people are not going to market now days. Mostly people are get preferred in this online shopping. Because it has many advantages in it. For this Online Shopping there are several and many sites are available in the mode of through Internet. By this means of purchasing goods from online shopping our country gets developed in economical status.

On the process of this online marketing people need to access to the internet and a valid method of payment. Generally educated people

and Medium level people are mainly aware of this online marketing. It reveals the status of every individual people's purchasing power. Customer will be a great difference in purchasing goods from the market and purchasing the goods from the online shopping.

Review Of Literature

Mohammad Toufiqur Rahman (2015) indicated that online shoppers are variety lovers but at the same time they are also cautious about price and time that they spent for shopping. It is obvious that online shopping consumes less time as compared to shopping in other retail stores. Maximum respondent rely on price and their own experience as the basis of quality judgment of items in online shopping. However, the greatest disadvantage of online shopping as indicated by the study is that products cannot be touched or trialed at the time of purchase. So far as payment options are concerned, online shopping offers different payment options like, cash on delivery or payment through internet banking or payment by debit card or credit card etc. But majority of the buyers preferred cash on delivery facility.

Shanthi. R and Desti Kannaiah (2015) suggested that the consumer's perception on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The perception of the consumer also has similarities and difference based on their personal characteristics. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the age of 20-25 are mostly poised to use the online shopping. It is also found that the majority of the people who shop online buys books online as it is cheaper compared to the market price with various discounts and offers.

Shu-Hung Hsu and Bat-Erdene Bayarsaikhan (2012) this study found that consumer innovativeness had a positive influenced on online shopping attitude, and millennial online shoppers are an innovator. The perceived benefits positively influenced on attitude toward online shopping, and the main reasons that millennial consumers shop online was perceived benefits. In turn, Millennial consumers accepted that online shopping was more convenience, product selection, ease/comfort, and hedonic/enjoyment compared to other channel shopping. This study found that perceived risk negative influenced on attitude toward online shopping. Perceived risk was that the most majority barrier for consumers didn't shop online in millennial.

Sudhakar. D. and Swarna Deva Kumari. R (2016) suggested that online shopping is a present phenomenon which has developed a good importance in the trendy business environment. The evolution of online shopping has opened door of chance to provide a competitive advantage over firms. Online shopping has grown in popularity over the years mainly because people find it convenient for the comfort of their home or workplace. In the recent past web possesses a precious place within the economic activities. It makes the lifetime of customers prosper and sleek. Now-a-days individuals show their interest on web. They currently feel glad by getting the product online.

Zuroni Md Jusoh and Goh Hai Ling (2012) investigated that influencing millennial consumers attitude towards online shopping is important. From the marketer's perspective, they will more understand the attitude of the millennial consumers towards online shopping as well as the factors influencing consumers to make e-commerce purchases. They can know that e-commerce experience, product perception and customer service have significant association with attitude towards e-commerce purchases through online shopping.

On top of that, they can also know that the consumers who purchase online are more likely to buy clothes, book and make travel booking. From the young generation consumer's perspective, they will know that there are many advantages of online shopping such as it will be more convenience shopping on the internet and there is no crowd of people when shopping through online.

Objective

- ❖ The primary objective of this study is to understand the millennial consumer satisfaction on online shopping in Pollachi Taluk
- ❖ To understand products attraction when they shop online.
- ❖ To understand the experience of online shopping marketers.

Research Methodology

The nature of this research is descriptive and the goal of this research is to explore the consumer's satisfaction towards online shopping and to measure how these factors are extensive. For this reason, a survey was conducted in Pollachi area to collect primary data by using questionnaire which contains 23 relevant questions regarding online shopping. A simple random process has been used to collect data for this research. A quantitative analysis has been used to analyse the research data. All questions are closed-ended because all possible answers were given to the respondents. The Likert scale has been used for the main research question

Table 1

AGE AND PRODUCT ATTRACTION

Age	Product Attraction				Total
	Computer Product	%	Clothing	%	
18-25	5	10	5	10	10
26-30	7	14	10	20	17
31-34	4	8	13	26	17
Above 40	1	2	5	10	6
Total	17	34	33	66	50

Source: Primary data

The above shows that the age and product attraction. 34 % of respondents are product

attraction with computer product; 10% of respondents are 18-25 age groups; 14% of respondents are 26-30 age group; 8% of respondents are 31-34 age group and 2% of respondents are above 40 age. Majority of 66 % of respondents are preference to clothing materials buying in online shopping were as 10% of respondents are 18-25 and above 40 ages; 20% of respondents are 26-30 age group. The majority of product attraction and buying in online shopping holders 26% of respondents are 31-34 age groups.

Table 2

QUALIFICATIONS AND PRODUCT ATTRACTION

Qualification	Product Attraction				Total	%
	Computer Product	%	Clothing	%		
Primary	5	10	15	30	20	40
Secondary	2	4	15	30	17	34
UG	6	12	1	2	7	14
PG	3	6	2	4	5	10
Professional	1	2	0	0	1	2
Total	17	34	33	66	50	100

Source: Primary data

Table no.2 shows that the qualification and product attraction. 34% of respondents are computer product attraction. 66% of respondents are choosing the clothing products; 30% of respondents are primary and secondary qualification. Qualification wise 40% respondents are primary education and minimum of 2% of respondents are professional education. Majority of 30% of respondents are preference to clothing product attract with primary and secondary education group.

Table 3

QUALIFICATION AND LAST ONE YEAR

Qualification	Last One Year				Total	%
	1 Time	2-4	5-7	More than 7		
PRIMARY	17	2	0	1	20	40
SECONDARY	12	1	1	3	17	28
UG	7	0	0	0	7	14
PG	4	1	0	0	5	10
PROFESSIONAL	1	0	0	0	1	2
Total	41	4	1	4	50	100

Source: Primary data

The above table reveals that qualification and last one year online product purchasing.

40 % of respondents are primary education; 28% of respondents are secondary education; 14% respondents are UG level and minimum of last one year online purchasing in 2% of respondents are professional education. The majority of 41 respondents are buying the product with one time in a year at the same time of maximum buying the primary education group.

TABLE 4
MONTHLY INCOME AND PRODUCT ATTRACTION

Monthly income	Product Attraction			
	Computer product	Clothing	Total	%
10000	9	20	29	58
10000-25000	3	4	7	14
25001-40000	4	9	13	26
40001 ABOVE	1	0	1	2
Total	17	32	50	100

Source: Primary data

The above table shows that the monthly income and product attraction; 58% of respondents are 10,000 monthly income; 14% of respondents are 10,000-25,000 income level; 26% of respondents are 25001-40,000 income level and minimum respondents are 2% of above 40,001. 20 respondents are choosing clothing preference of 10,000 income level. Majority of 32 respondents are choosing the clothing product attraction.

Table 5
MONTHLY INCOME AND LAST ONE YEAR

Monthly Income	Last One Year				Total	%
	1Time	2-4	5-7	More than 7		
10000	26	1	1	1	29	58
10000-25000	5	0	2	0	7	14
25001-40000	9	0	1	0	10	20
40001 ABOVE	1	3	0	0	4	8
Total	41	4	4	1	50	100

Source: Primary data

The above table reveals that the monthly income and last one year online shopping preference. 58% of respondents are last one year online shopping in monthly income from 10,000; 20% of respondents are 25,001-40,000 monthly income; 14% of respondents are 10,000-25,000 monthly income and 8% of respondents are above 40,001 monthly income.

Last one year majority of shopping in 1 time 41 respondent were as 26 respondents are 10,000 monthly income; 9 respondents are 25001-40,000 monthly income. Minimum of last one more than 7 time shopping respondents are only one.

Factor Analysis

Table 6
OVERALL SATISFACTION WITH YOUR EXPERIENCE OF ONLINE SHOPPING

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.586
Bartlett's Test of Sphericity	Approx. Chi Square	110.312
	df	43
	Sig.	.000

Communalities		
	Initial	Extraction
EASIER	1.000	.654
QUICK	1.000	.777
LOWRISK	1.000	.828
PERSONAL INFOR	1.000	.690
AFTERSALES	1.000	.725
SECURED SHOPPING	1.000	.861
OFFER LOW PRICE	1.000	.582
TIME SAVING	1.000	.640
ON TIME DELIVERY	1.000	.585
CONVENIENT	1.000	.539

Extraction Method: Principal Component Analysis.

Component	Total Variance Explained					
	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.755	27.551	27.551	2.755	27.551	27.551
2	1.565	15.646	43.197	1.565	15.646	43.197
3	1.476	14.760	57.957	1.476	14.760	57.957
4	1.084	10.844	68.800	1.084	10.844	68.800
5	.898	8.975	77.775			
6	.655	6.553	84.328			
7	.483	4.831	89.160			
8	.465	4.653	93.813			
9	.355	3.550	97.363			
10	.264	2.637	100.000			

Rotated Component Matrix ^a			
	Component		
	1	2	3
Easier		.530	
Quick		.795	
Low risk		.861	
Personal shopping			.794
After sales			.835
Secured shopping			
Offer low price	.751		
Time saving	.723		
On time delivery	.762		
convenient	.514		

The above table indicates that KMO measure of sampling adequacy is an index to examine the appropriateness of factor analysis. High values between 0.5 and 1.0 indicate that factor analysis is appropriate. Values below 0.5

imply that factor analysis may not be appropriate.

From the above table, it is seen that Kaiser-Meyer-Olkin measure of sampling adequacy index is 0.586 and hence the factor analysis is appropriate for the given data set. Bartlett's Test of Sphericity is used to examine the hypothesis that the variables are uncorrelated. It is based on chi-square transformation of the determinant of correlation matrix. A large value of test statistics will favor the rejection of null hypothesis. In turn, this indicates that 100 factor analyses are appropriate. Bartlett's test of Sphericity chi-square statistics is 110.312, showing the sixteen statements are correlated and hence as inferred in KMO, factor analysis is appropriate for the given data set.

Requesting principal component analysis and specifying interpretation obtained output of factor analysis. There are three stages in factor analysis.

Stage I is the factor extraction process, wherein the objective is to identify the number of component analysis in satisfaction of coir business.

In stage II, there is also a true of thumb based on the computation in eigen value, to determine how many factors to extract. The higher the eigen value of a factor, the higher the amount of variance explained by the factor. The three factors were extracted as 58.6 per cent of the variance.

The next issue of measurement was to examine the 10 adaptive satisfactions of millennial consumer satisfaction on online shopping indicators. A principal component analysis with varimax rotations was undertaken.

Three factors emerged. All factors loading were over 0.5 with the exception of three which were below 0.5.

Factor I consisted of four (1) offer low price, (2) Time Saving (3) On time delivery and

Factor II consisted of three (1) Easier, (2) Quick responsibility and (3) Low risk.

Findings

The majority of product attraction and buying in online shopping holders 26% of respondents are 31-34 age groups.

Majority of 30% of respondents are preference to clothing product attract with primary and secondary education group.

The majority of 41 respondents are buying the product with one time in a year at the same time of maximum buying the primary education group.

Majority of 32 respondents are choosing the clothing product attraction.

Last one year majority of shopping in 1 time 41 respondent were as 26 respondents are 10,000 monthly income; 9 respondents are 25001-40,000 monthly income. Minimum of last one more than 7 time shopping respondents are only one.

Conclusion

Millennials' purchasing power will soon exceed that of every other generation, yet the key factors that influence their purchasing decisions are sometimes a mystery to merchants. Selling to Millennial consumers requires knowing these factors – and acting upon them. This article will help explain these factors and provide valuable actionable tips to help you succeed in converting Millennials to loyal customers. Consumer satisfaction with online shopping to their in-store shopping experiences. As of the third quarter of 2018, 58.6 per cent of respondents in Pollachi were satisfied with their online shopping experiences.

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