



CUSTOMERS ATTITUDE TOWARDS AJIO ONLINE SHOPPING

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Abstract

The research paper aims at exploring the attitude of customers on Ajio App and variables associated with the level of opinion towards Ajio App. Data for the study have been collected through issuing questionnaire to 169 customers residing in Pollachi Taluk by adopting convenience sampling technique. Simple Percentage and Chi-square test have been used to analyze the data. The study reveals that majority of the customers are female with the age group of below 25 years whereas most of them are students and they came to know about Ajio App through advertisements. It is also inferred that most of the customers are strongly agree with Ajio shopping for saving time, quality and good service. Also, majority of the customers agree with Ajio shopping for convenience followed by discount/offer safe/security, quality, quick delivery and easy transaction whereas most of the customers disagree with price, cash back facility and rewards. Chi-square test reveals that age and educational qualification are significantly associated with the level of opinion towards Ajio App.

Keywords: Customers-attitude-online-shopping-Ajio.

Introduction

In this technological era, every business relies on online to reach its customers to provide a wide choice of products and services. People are also interested to do online shopping by using websites and social media. Peoples search interest product by visiting the website of the retailer directly or by searching among alternative vendors using search engine, which display the same product's availability and pricing at different e-retailers. It is also available 24/7 and customers can buy their product at any time and from anywhere. Online shopping changes the lifestyle and living standard of the consumers. There are many online websites and Apps for online shopping. Ajio is one such online App that helps people to browse through massive catalog of products and order them at fantastic price.

Ajio is an Indian Online fashion retailer, which was established in 2016 by Mukesh Ambani. It is reliance retail's digital commerce initiative and is the ultimate fashion destination for styles that are handpicked. The group has almost 800 stores across the country and serves millions of customers