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VIRTUAL INTERNATIONAL CONFERENCE 2021

on

**Make In India : Redefined In A Digital
Era for Sustainable Development**



Organised by the



G R DAMODARAN ACADEMY OF MANAGEMENT

(Approved by the All India Council for Technical Education
affiliated to the Bharathiar University and recognized by the UGC)

An ISO 9001: 2015 Certified Institution

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CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING SITES FOR BABY PRODUCTS

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ABSTRACT

India has emerged as one of the most preferred destinations for the manufacturers and marketers of baby care products. The growing population in the 0-4 year category provides tremendous opportunities to the baby care product marketers worldwide. Penetration of internet even to the rural India and the increased internet user base has widened the scope of online sites of baby care products. Customers who buy products for babies often found to be keen in searching sufficient information about the products before they take a decision with the respect to their purchase. Online marketers have enabled the customers in searching, comparing and selecting the best suitable product for their babies at their convenience. Based on these dramatic changes of technology we need to know the preference and satisfaction level of baby product sites. This study focused on customer satisfaction towards online shopping sites for baby products. Primary data were collected through questionnaire from baby sites customers and the collected data is analyzed using simple percentage and chi-square. The study reveals that the variables namely age, gender, monthly income, annual income, prefer website, kinds of baby products are associated with the level of satisfaction on baby product sites.

Keywords: Technology, websites, baby care products, satisfaction.

INTRODUCTION

'Children' gift from the 'Lord' is a heritage of the family. Parents want their children to make them grow with a healthy strong body. Babies are young and delicate human beings who need an extra care and also to be far away from harmful products. India has emerged as one of the most preferred destinations for the manufacturers and marketers of baby care products. The growing population in the 0-4 year category provides tremendous opportunities to the baby care product marketers worldwide. The favourable changes happened in the demographic and lifestyle aspects of Indian consumers have largely supported the rapid growth witnessed in the industry. With the advancements in modern technology and internet retailing, customers are able to make their purchases around the clock, without facing the constraints of time and place. Penetration of internet even to the rural India and the increased internet user base has widened the scope of online sites of baby care products. Customers who buy products for babies often found to be keen in searching sufficient information about the products before they take a decision with the respect to their purchase. Online marketers have enabled the customers in searching, comparing and selecting the best suitable product for their babies at their convenience. Based on these dramatic changes of technology we need to study about the baby product sites.

REVIEW OF LITERATURE

Jaya Subramanian, Sivasakthi, et al. (2015) revealed that majority of the customer go for online shopping and they are satisfied with online shopping. **Dr. Sathiyabama and Ragaprabha (2016)** identified that the most of the customers are preferred Online shopping website for their babies. The sites are Flipkart, Snapdeal, Amazon, Yepme, E-bay, Jabong, Myntra, Shopclues, Home Shop 18 and India Times. **Meharaj Banu,Usha Rani, et al. (2014)** in their study found that majority of the respondents agree that Online shopping saves consumer's time and also the product price is lower than the actual price on Online shopping. **Dr. Amaravathi and Anand Shankar Raja (2016)** the study reveals that though the use of technology and various shopping applications in the latest gadgets are available, many customers prefer Online shopping based on various criteria related to their personal space and based on their demographic constructs because the background of the customers are important to get influenced by Online shopping. **Dr. Sudhakar and Swarna Deva Kumari (2016)** the study found that majority of the respondents are highly satisfied with the Online shopping for on time delivery, payment security and time saving.

STATEMENT OF THE PROBLEM

In the recent days where the world is turning its job into automation it becomes the need for every sector to convert them online services, many purchases through online to satisfy their needs but what about the baby products. So in this point of view, the study raises the following question. 1) what is reason for preferring baby product through online? 2) What are the determinants of customer's satisfaction for online shopping sites for baby Product?

OBJECTIVES

To determine the customers preference level on baby product sites.

To study the customers level of satisfaction towards online shopping sites for baby products.

RESEARCH METHODOLOGY

This study is based on primary data which is collected through questionnaire from the Customers of baby product sites. Of the total 135 questionnaire issued, 15 found to be incomplete and 120 questionnaires were taken for analysis. Convenient sampling method is adopted to select the sample customers of baby product sites. The gathered data are analyzed using simple percentage method and chi-square method.

FINDINGS OF THE STUDY

Socio-economic profile and customer's level of preference –Simple percentage:

The findings related to socio economic profile of the customers namely Residential Area, age, gender, educational qualification, occupation, number of earning members in the family, number of non-earning members in the family, monthly income, annual income of the family, sources of awareness, consideration factors, reason for preferring online baby sites, most preferable baby sites, products availability in sites, frequency of purchase, amount spent are presented in the table format in this section.

Table - 1

Factors	Number of Respondents (N=120)	Factors	Number of Respondents (N=120)
Residential Area		Number of Non-Earning Members in the family	
Rural	58 (48%)	One	32 (27%)
Urban	62 (52%)	Two	52 (43%)
Gender		Three	25 (21%)
Male	53 (44%)	Above Three	11 (09%)
Female	67 (56%)	Monthly Income of Respondents	
Age		Below Rs. 10,000	30 (25%)
Below 20 years	20 (17%)	Rs. 11,000 to Rs. 30,000	31 (26%)
21 - 30 years	55 (46%)	Rs. 31,001 to Rs. 40,000	30 (25%)
31 - 40 years	25 (20%)	Above Rs. 40,001	29 (24%)
Above 40 years	20 (17%)	Annual Income of Family	
Educational Qualification		Below Rs. 50,000	65 (54%)
		Rs. 50,000 to Rs. 60,000	17 (14%)
Up to SSLC	16 (13%)	Rs. 60,001 to Rs. 70,000	26 (22%)
HSC	14 (12%)	Above Rs. 70,000	12 (10%)
Diploma	08 (07%)	Sources of Awareness	
Under Graduate	07 (06%)	Online Advertisement	33 (28%)
Post Graduate	52 (43%)	Friends	20 (17%)
Professionals	23 (19%)	Relatives	30 (25%)
Occupation		Colleagues	10 (08%)
House Wife	15 (13%)	Offline advertisement	27 (22%)
Private Employee	72 (60%)	Consideration factors	
Government Employee	23 (18%)	Product Rating	22 (18%)
Business Person	10 (08%)	Product Review	74 (62%)
Number of earning members in the family		Product Price	15 (13%)
One	41 (34%)	Reversed by friends	09 (07%)
Two	62 (52%)	Reason for preferring baby sites	
Three	13 (11%)	Time saving	34 (28%)
Above Three	04 (03%)	Information availability	06 (05%)
Availability of product		Less expensive	28 (24%)
Walker	22 (18%)	Less stress	24 (20%)
Carrier	31 (26%)	Best offer	21 (18%)
Cloths	23 (19%)	Better service	02 (02%)
Diapers	06 (05%)	Variety of products	04 (03%)
Toys	31 (25%)	Most Preferable baby sites	
Car seats	07 (06%)	Babyoye.com	31 (26%)
Frequency of purchase		First cry.com	16 (13%)
Monthly	22 (18%)	Storyrevelution.com	21 (18%)
Quarterly	32 (27%)	Shop clues.com	23 (19%)
Half yearly	33 (28%)	Babbles.com	17 (14%)
Yearly	18 (15%)	Littlepipal.com	09 (08%)
Occasion	15 (12%)	Hopscotch.com	03 (02%)
Amount spent			
Below Rs 5,000	62 (52%)	Rs 21,000 - Rs 30,000	12 (10%)
Rs 6000 - Rs 20,000	32 (27%)	Above Rs 30,000	14 (11%)

Table-1 shows that out of 120 respondents, 62 respondents reside in rural area, 67 respondents are female, 55 respondents are of the age group between 21-30 years, 52 respondents are Post Graduate holders, 72 respondents are Private Employees, 62 respondents have two earning members in their family, 52 respondents have two non-earning members in their family, 31 respondents monthly income ranges between Rs. 11,000 and Rs.30,000, 65 respondents family annual income is below Rs. 50,000, 33 respondents are aware about the product through online advertisement, 74 respondents considered product review before going online shopping, 34 respondents are prefer online sites for time saving, 31 respondents are prefer babyoye.com site for purchase, 31 respondents are purchased carrier and toys for baby sites, 33 respondents are preferred online shopping half yearly once, 62 respondents spend an amount below Rs.5,000 per annum for purchasing baby care products through websites.

Level of Satisfaction on Baby Product Sites - Chi-square

Six variables namely gender, age, occupation, monthly income, preferred online shopping website, baby product purchased through sites have been selected in order to test whether there really exists any association between each of the variable and satisfaction level. Chi-square test has been applied to test the association. Level of significance chosen is one and five percent level.

Table – 2

Associated	Not Associated
Age	Monthly Income
Gender	Preferred Online Shopping Websites
Occupation	
Baby	Products purchased through sites

Table-2 shows that out of six variables, four variables namely age, gender, occupation, baby products purchased through sites are associated with level of satisfaction on baby product sites. The variables such as monthly income preferred online shopping websites are not associated with customer's level of satisfaction on baby products sites.

SUGGESTIONS

Products to be delivered without damages

Delivery charges can be reduced

Personal details furnished during transaction should be kept confidential

Product should be delivered in correct time

Product promotion should be designed by looking with owner's personality and

self image tied to product.

CONCLUSION

Children are the future of every parent. Parents are taking each and every decision based on their child health and for their better growth. Today market is more customer oriented in the sense of all the business operations that revolve around satisfying the customers by meeting their needs through effective service. Customer's attitude is closely linked to quality of the products. The baby product

websites are playing important role to sell their product in market with reasonable price. The site has to influence and satisfy the needs of all customers. The study reveals that the variables namely age, gender, monthly income, annual income, prefer website and kinds of baby products are associated with the level of satisfaction on baby product sites.

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