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CUSTOMERS ATTITUDE TOWARDS AJIO ONLINE SHOPPING

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Abstract

The research paper aims at exploring the attitude of customers on Ajo App and variables associated with the level of opinion towards Ajo 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 Ajo App through advertisements. It is also inferred that most of the customers are strongly agree with Ajo shopping for saving time, quality and good service. Also, majority of the customers agree with Ajo 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 Ajo App.

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

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. Ajo is one such online App that helps people to browse through massive catalog of products and order them at fantastic price.

Ajo 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

through the online platform. The company specializes in the design and distribution of trendy clothing for men, women, and kids, along with national customer and home textiles. In this regard the present study brief about customers attitude towards Ajio online shopping App.

Review of Literature

Mayilsamy and Kungumadevi (2020) in their article entitled "A study on customer's awareness preferences and satisfaction towards Ajio online shopping app in Coimbatore city" to assess the factors influencing customer satisfaction while doing online shopping and their level of satisfaction. Data have been collected from 120 respondents using convenience sampling technique. Simple percentage and linkert scale have been used to analyse the data. The study reveals that majority of the respondents are giving importance to the factors like quality, service, and trust and like while online shopping. Linkert scale analysis reveals that the customers are satisfied by using Ajio online shopping.

Rupesh Washisht and Mahesh Chandra Joshi (2020) in their article entitled "A comparative study of customer satisfaction of Myntra and Ajio" to identify the factors that lead to customer satisfaction on two e-commerce plat forms, i.e. Myntra and Ajio. Data have been collected by issuing questionnaire to 160 respondents using convenience sampling technique. Independent T-test has been used to analyse the data. The study reveals that the e commerce customers are mostly satisfied with price, delivery, safety, returns and refunds, quality of product authenticity of brand, after sale service and e-commerce service quality and perceived value. It also reveals that when compared to Myntra, Ajio does not provide many discounts and offers.

Statement of the Problem

Online shopping is playing a vital role in global market place since it empowers the customers by providing information about products. There are many reasons why people prefer online shopping like convenience, time saving, discounts/offers, information and availability of product and services. There are also some issues in online shopping like unsecured payment, unwanted product, damaged product, slow shipping and technological problem. **Rachna Jain and Shikha Sharma (2020)** found that security, information quality, payment mode, customer support, quality and assortment significantly and positively impact the satisfaction among customer in online shopping. **Rashed Al Karim (2013)** find that online shopping is convenient for the consumers and it also observed that online shopping is not trust worthy and reliable to some consumers due to only online payment system and personal privacy. Further, satisfaction will be less compared to direct purchase from stores as one cannot touch and feel the goods. So, there arises question like: What is the socio- economic profile of the sample customers? What is their level of opinion towards Ajio online shopping? and What are the factors influencing while shopping through Ajio? To answer the above raised questions the following objective has been framed.

Objectives of the Study

The following are the objectives of the study

- To know the socio-economic profile of the customers
- To find out the level of opinion towards Ajio online shopping
- To identify the variables that influences the Ajio online shopping

Research Methodology

The present study is based on primary data collected through issue of well-structured questionnaire. The questionnaire contains questions relating to socio-economic profile, awareness, level of opinion towards Ajio online shopping and problems faced while using Ajio App. A sample of 169

customers is taken for the analysis in Pollachi Taluk. Convenient sampling method is adopted to select the sampling respondents. Simple percentage and Chi-Square test have been used to analyze the data.

Findings

The finding of the study are divided in to five sections namely, socio-economic profile of customers, Awareness on Ajio app, level of opinion, problems faced and variables influencing level of opinion on Ajio online shopping are showed in the following paragraphs..

(i) Socio - Economic Profile

- Majority 125(74%) of the customers are residing in rural area.
- Majority 129(76.3%) of the customers belong to the age group below 25.
- Majority 106(62.7%) of the customers are female.
- Majority 131(77.5%) of customers are unmarried.
- Most of the customers, 75(44.3%) are under graduate holders.
- Most 82(48.00%) of the customers are students.
- Majority of the customers 97(57.4%) belong to nuclear family.
- Majority 89(52.7%) of the customers have 3-4 members in the family.
- Majority 91(53.8%) of the customer's family monthly income is up to Rs. 25000.

(ii) Awareness on Ajio App

- Most 75(44.4%) of the customers came to know about Ajio through advertisement.
- Majority 129(76.3%) of the customers know about various items available in Ajio App.
- Most of the customers' 82(48.4%) frequently purchase cloths using Ajio App.
- Most 73(43.0%) of the customers are using Ajio App occasionally for shopping.

(iii) Level of Opinion towards Ajio Online Shopping App

The table below shows the classification of customers based on level of opinion towards Ajio online shopping.

Table -1: Level of Opinion towards Ajio Online Shopping

Opinion	Strongly Agree	Agree	Disagree
Save time	59 (35.0%)	103 (61.0%)	07 (4.0%)
Convenience	33 (19.5%)	124 (73.3%)	12 (7.2%)
Safe/Security	55 (32.5%)	104 (61.5%)	10 (6.0%)
Quality	58 (34.3%)	98 (58.0%)	13 (7.7%)
Quick Delivery	52 (31.0%)	103 (61.0%)	14 (8.0%)
Price	44 (26.0%)	97 (57.0%)	28 (17.0%)
Discount/Offer	47 (28.0%)	106 (63.0%)	16 (9.0%)
Easy Transaction	54 (32.0%)	104 (61.5%)	11 (6.5%)
Cash Back Facility	43 (25.4%)	105 (62.1%)	21 (12.5%)
Good Service	66	99	0.4

	(39.0%)	(58.5%)	(2.5%)
	44	105	20
Rewards	(26.0%)	(62.0%)	(12.0%)

From the above table, it is inferred that most of the customers are strongly agree with shopping for saving time, quality and good service. Also, majority of the customers agree with shopping for convenience followed by discount/offer safe/security, quality, quick delivery and transaction whereas most of the customers disagree with price, cash back facility and rewards.

(iv) Problems Faced while using Ajio App

The table below shows the classification of customers based on issues faced while using Ajio App for online shopping.

Table-2: Problems Faced While Using Ajio App

Opinion	Strongly Agree	Agree	Disagree
Problem of Payment	28 (16.0%)	69 (41.0%)	72 (43.0%)
Slow Process	28 (16.0%)	84 (50.0%)	57 (34.0%)
Inconvenience	37 (22.0%)	62 (37.0%)	70 (41.0%)
Delay of Delivery	24 (14.0%)	76 (45.0%)	69 (41.0%)
Problems of Returning Product	29 (17.1%)	80 (47.3%)	60 (35.6%)
Out of Stock	38 (22.4%)	88 (52.2%)	43 (25.4%)
Cash on Delivery	27 (16.0%)	92 (54.0%)	50 (30.0%)
Replacement Policy	31 (18.0%)	89 (53.0%)	49 (29.0%)
EMI option	24 (14.2%)	99 (58.5%)	46 (27.3%)
Free shipping	36 (21.3)	85 (50.2%)	48 (28.5%)

From the above table, it is observed that most of the users are strongly agree with issues faced by ajio online shopping like out of stock followed by inconvenience and free shipping. Also Majority of the customers agree that they have issues like EMI option, replacement policy, cash on delivery, slow process and problems of returning product whereas most of the customers disagree with problem of payment and delay delivery.

(v) Variables Associated with Level of Opinion towards Ajio APP

To ascertain the association between the select variables and level of opinion towards Ajio App, the Chi-square test has been used.

Table-3: Variables Associated with Level of Opinion towards Ajio App

Variables	d.f	Calculated χ^2 Value	Table Value @ 5% Level
Age	6	14.072	12.592
Gender	2	4.510	5.991

Area	2	0.033	5.991
Marital Status	2	0.216	5.991
Educational Qualification	6	14.061	12.592
Occupation	8	10.142	15.507

From the above table it is found that out of six variables the following variables have significant association with the level of opinion. (Viz) age and educational qualification while other variables like area of residence, gender, marital status, occupation does not have a significant association with level of opinion on Ajio online shopping.

Suggestions

Based upon the study conducted, the following suggestions are made:

- ❖ Availability of Ajio online shopping can be improved in rural area.
- ❖ Improve the jewellery items in Ajio online shopping.
- ❖ Give more discount and offers in Ajio app.
- ❖ Advertisement can be improved in Ajio app.

Conclusion

There is tough competition in the online shopping industry therefore it need to motivate customers through offers and discounts. Online shopping Apps like Ajio, Meesho, Myntra, Amazon, Limeroad, helps the customers to buy easily through internet using Smartphones. The innovative behavior of customers helps to download Ajio online shopping app. The study depicts that age and educational qualification have significant association with level of opinion towards Ajio App. To increase the online shopping they have to improve payment security, more offers and discounts may be provided and also awareness among rural area has to be increased

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