

CUSTOMER SATISFACTION ON OLX - A STUDY WITH REFERENCE TO POLLACHI, TAMILNADU

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ABSTRACT

The second hand goods' market has increased substantially in recent years. This research study investigates the customer satisfaction on OLX. Research Design adopted in this study is empirical. The study is based on primary and secondary data. The primary data were collected through questionnaire and secondary data were collected through books, magazine, newspaper, journals etc. The data collected were regrouped and reclassified according to the purpose of the study. The following tools have been used for the study Simple Percentage Analysis, Weighted average and Chi-square test. A sample of 130 respondents residing in around Pollachi was selected using convenient sampling method. Study found that the people have a moderate level of satisfaction towards OLX and Age, marital status and occupation are significantly associated with the level of satisfaction of the customers towards OLX.

Keywords: Online purchase, Second hand goods, Customer satisfaction, Online platform

INTRODUCTION

Online service is a one of the important to build in the world. They customer choose the brought out numerous models of superior technology. A number of websites major share of the consumer's durable market. It category places, man to connect with friends and recommendation system linked to trust. Popular method now combines many of them customer bare web. The study reveals that majority of the customers satisfaction with the use of online exchange services. The both are buyers and sellers to effective their online product and services of the market. It is the process where by consumers directly buy goods (or) services from a seller in real time, without an intermediary services, over the internet. It is a form of electronic commerce. It is reaching out to consumers and establishing a brand is an important part of succeeding in business. Online marketing is a strategy that helps build up a reputation and exposure online by using a variety of internet tools marketing place. The business in today's day and age is dominated by customers and their demands. It is a must to target a wider customer base and expand their business. It is the activity of driving websites traffic through social media sites. OLX is a free online classified site which lets you post ads if you want to buy or sell some things. What more,

it is not only limited to buying or selling. It goes on to trading, discussing, organizing and meeting. It is a successful service which is used in over 105 countries and in 40 languages.

REVIEW OF LITERATURE

Yokesh Kumar and Rajkumar Gautham (2015) in their research article entitled “Advertisement effect of OLX for used product on consumer”. This study aims to find second hand products advertising effect of OLX on consumers. The Results indicate that, will rise in the desire of consumers unfulfilled desires are leading them to satisfying the second hand market.

Jaya Subramanian, (2015) in their research paper on entitled that “Customer satisfaction towards online shopping using OLX”. The State rapid development of the internet has strongly impact upon the worldwide marketing environment. Currently it has become one of the popular approaches for business and customer to performed trade over the internet. Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase.

Ajith Anjitha and Deepika (2018) in their article entitled “Customer satisfaction towards online purchase of second hand products- a study with reference to OLX”. Aims to find that the people have a moderate level of satisfaction towards OLX and the social-economic variable like, gender, age, occupation have no association with satisfaction level. They found that, most of the customer thinks that shopping through OLX is superior compare to shopping to physical steps.

Shriram Shimpi (2010) in his articles entitled that “Customer buying behaviour for used cars in India using OLX”. Investigates and explores the relationship between variables which affect consumer buying behaviours for used cars in India using OLX also attempts to understand used car market in India. Result shows that, many car owners are tempered to replace new variants and models for their old ones by using OLX. This turn into used cars available in the market in large scale.

Rashmi and Garima Zijhawan (2016) in their articles entitled that “Consumer to consumer online market for used goods- a case study of OLX in India”. This study uncovered the needs and expectations of current and potential uses of visual market places of used products. Consumers were studied separately for their perspectives as sellers and buyers. Existing service performance of OLX was studied and potential hurdles in creating a free online market for second hand goods was realised.

Henry Hendrayati, (2015) in their article entitled that “Demography , motivation and satisfaction of E-commerce customer on OLX”. The purpose of this study was to investigate and analyse how demographics, customer satisfaction in e-commerce sites. This Results show that the highest satisfaction felt by the respondents in an online purchase through OLX is based on perceived usefulness.

Sathiya Bama and Ragaprabha (2016) in their articles entitled “Satisfaction on online shopping”. The main objectives of this study were carried out to measure the preferred online websites. The data required for the study have been collected through questionnaire and analysed by using statistical techniques as tools, such as simple percentage, chi-square test and weighted average rand method. The study points out the perception towards online shopping, factors influencing buying behaviour of the individual who shops online. This study also reveals the problems faced while shopping online.

Vanitha And Prakash (2016) in their articles entitled “ A study of common problem faced by customers in online shopping in tamilnadu” . The main objective of this study is the consumers various problems face towards online shopping. The tools and techniques used for analysis is simple percentage analysis, chi squares test and weighted average method. The response collected through questionnaire helped a lot in finding the problems and to known about customer openion regarding online shopping. It is found that, products sholud be verified before delivery and the delivery of fake product should be reduced.

Khedkar (2015) in his atricle entitled “Analysis of customer satisfaction on using OLX”. This study aims to determine the factors that affect customer satisfaction to establish and validate that the determined factors passively affect satisfaction. The findings of this research provide a bench mark to understand retailers that key factors that derive customer satisfaction. The study also reveals that website design, payment security, ease of shopping, accurate product information, price and delivery service have possitive impact on customer satisfaction.

Chuleeporn Changchit (2006) in their articles entitled “Consumers buying related add perception of OLX”. The objectives of study examines which factors are perceived differently between consumers who prefer online shopping and consumers who offline shopping. The T-test method has been used. The findings of this research show that the online shopping understands the perception of risk that may be associated with different products and services may enable online businesses to create more positive experience.

STATEMENT OF THE PROBLEM

The goods has been purchased by or otherwise transferred to a second or later end user. It is a medium through which sellers can sell their used goods & buyers can buy. There is no botheration of brokerage charges in online exchange services. It is time saving & convenient method. A country like India, the demand for second hand goods is high because of over population and poverty. So, this study will reveals the customer satisfaction towards OLX and identify the impact of socio economic factors in purchase of second hand goods through OLX.

OBJECTIVES OF THE STUDY

- To identify the socio-economic profile of the respondents.
- To find out the level of satisfaction of the respondents.
- To evaluate the factors reasonable for the online purchase of second hand products.

METHODOLOGY

Data

Research Design adopted in this study is empirical. The study is based on primary and secondary data. The primary data were collected through questionnaire and secondary data were collected through books, magazine, newspaper, journals etc.

Framework of Analysis

The data collected were regrouped and reclassified according to the purpose of the study.

The following tools have been used for the study

- ✓ Simple Percentage Analysis
- ✓ Weighted average
- ✓ Chi-square test.

Sampling Technique

A sample of 130 respondents residing in around Pollachi was selected using convenient sampling method.

LIMITATIONS OF THE STUDY

- The study is based on primary data, which is collected through questionnaire hence the result will contain the limitations of the primary data.
- The study is restricted to respondents in pollachi alone and the sample size is limited to 130 respondents.

RESULTS AND DISCUSSION

- 1) Most of the respondents (39%) are age group of 26-35 years.
- 2) Majority of the respondents (54%) are male.
- 3) Most of the respondents (35%) are rural are.

- 4) Most of the respondents (39%) are in PG level.
- 5) Majority of the respondents (61%) are married.
- 6) Most of the respondents (41%) belong to private employees.
- 7) Majority of the respondents (68%) belong to nuclear family .
- 8) Most of the respondents (38%) belong to monthly income Rs20001-Rs30000.
- 9) Most of the respondents (42%) have using in 1-2 hours.
- 10) Most of the respondents (38%) belong to monthly internet package Rs101-Rs200.
- 11) Most of the respondents (39%) belong to internet shopping for sometimes.
- 12) Most of the respondents (39%) have known about the OLX by their friends.
- 13) Most of the respondents (40%) are using OLX in less than one year.
- 14) Majority of the respondents (59%) use prefer OLX shopping for online.

LEVEL OF SATISFACTION ON OLX

❖ Age and level of satisfaction

The calculated value X^2 is greater than table value at 5% level. So the null hypothesis is rejected. Hence it is inferred that age has influence over the level of satisfaction.

❖ Area and level of satisfaction

The calculated value X^2 is less than table value at 5% level. So the null hypothesis is accepted. Hence it is inferred that area has no influence over the level of satisfaction.

❖ Gender and level of satisfaction

The calculated value X^2 is greater than table value at 5% level. So the null hypothesis is accepted. Hence it is inferred that gender has influence over the level of satisfaction.

❖ Marital status and level of satisfaction

The calculated value X^2 is less than table value at 5% level. So the null hypothesis is rejected. Hence it is inferred that marital status has no influence over the level of satisfaction.

❖ Education qualification and level of satisfaction

The calculated value X^2 is less than table value at 5% level. So the null hypothesis is accepted. Hence it is inferred that education qualification has no influence over the level of satisfaction.

❖ Occupation and level of satisfaction

The calculated value χ^2 is less than table value at 5% level. So the null hypothesis is rejected. Hence it is inferred that occupation has no influence over the level of satisfaction.

❖ Monthly income and level of satisfaction

The calculated value χ^2 is greater than table value at 5% level. So the null hypothesis is accepted. Hence it is inferred that monthly income has no influence over the level of satisfaction.

SUGGESTION

We are living in information era where modern science and technology are dominating us in the forms of buyers goods and services and use the fastest innovation. We want more qualified products for using the OLX. To be improve the fast online services. Necessary steps should be taken to eliminate or remove the fake profile and fake information from the OLX. In this study suggestion to suitable measures to improve the quality of the OLX. The OLX is mainly to called set a price range and secured chats for avoiding spam callers. These app helps to avoid the waste of products. To utilise the old products to exchange of online buyers satisfaction with among price levels.

CONCLUSION

Online services depend upon the social media network. The services are one of the important for fastest growing industrial in the world. The study reveals the online exchange services usages the most popular and highly used OLX portal used among the sample respondents. In the present study, an attempt has been made to day information planning through the world to transfer and exchange of goods and services in online marketing.

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