

A Study on Customers Attitude Towards E-Shopping with Special Reference to Meesho in Kanyakumari District

Dr. A. Jayanthi¹ and Jenisto Angelin Dhas²

Professor, Department of Management Science¹

Student II MBA, Department of Management Science²

Hindusthan College of Engineering and Technology, Coimbatore, India

Abstract: *The advent of e-commerce has transformed the way businesses operate, providing customers with the convenience of shopping anytime and anywhere. This study aims to explore customer attitudes towards e-shopping, with a special focus on Meesho, a prominent e-commerce platform, in Kanyakumari District. The research adopts a quantitative approach, utilizing a structured questionnaire as the primary data collection instrument. A random sample of customers who have engaged in e-shopping through Meesho in Kanyakumari District will be selected. The questionnaire will encompass various dimensions such as customer satisfaction, perceived convenience, product variety, pricing, trust, and the overall shopping experience. Demographic variables such as age, gender, education, and income will also be considered. Data analysis will involve descriptive statistics to present an overview of the customer attitudes towards e-shopping and Meesho in particular. Inferential statistics, including correlation and regression analyses, will be conducted to identify the significant factors influencing customer attitudes and intentions towards e-shopping. The findings of this study will provide valuable insights into customer perceptions, preferences, and behaviors regarding e-shopping, particularly through the Meesho platform. The outcomes may contribute to enhancing customer satisfaction, understanding market dynamics, and formulating effective strategies for Meesho and other e-commerce businesses operating in Kanyakumari District. This research holds significance as it offers a deeper understanding of customer attitudes towards e-shopping in a specific geographic location. The study's results can guide businesses in tailoring their offerings to meet customer expectations, improving their competitiveness in the dynamic e-commerce landscape. Furthermore, it can contribute to the existing body of knowledge in the field of e-commerce and provide a foundation for future research in this domain.*

Keywords: e-shopping, Meesho, customer attitudes, customer satisfaction, perceived convenience, product variety, pricing, trust, Kanyakumari District

I. INTRODUCTION

Online shopping is the process whereby consumer directly buy goods or services from a seller in real time without an intermediary service, over the internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real time such as in meesho.com for new books. However, in some cases an intermediary may be present in a sale or purchase transaction such as the transaction onebay.com. An online shopping, e-shop, e-store, internet shop, web shop, web store, online store or virtual store emotes the physical analogy of buying products or services at a brick and mortar or in a shopping centre. The process is called Business to Consumer Online shopping. This is the type of electronic commerce conducted by companies such as meesho.com when a business buys from another business it is called Business to Business (B2B) online shopping. A large number percentage of electronic commerce is conducted entirely in electronic form for virtual items such as access to premium content on a website, but mostly electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e retail. Almost a big retailers are now electronically present on the world wide web. Meesho, an online reseller platform, probably doesn't need an introduction. Due to its ease of use and low prices,

the platform has carved out a market for itself and grown in popularity among both consumers and sellers. Meesho offers quick, safe transactions as well as affordable shipping and returns. More than 2.6 million resellers trust Meesho in India. The Bangalore-based firm hopes to create a setting where anyone may start a business without needing to make a financial commitment. The company boasts of having more than 20,000 Meesho suppliers from more than 500 localities and over 2 million resellers. Meesho works on a 10-15% commission, and sellers may earn money with the app by introducing a gross margin to every transaction. Meesho, the biggest resale platform in India, was established in 2015. The Meesho app primarily connects manufacturers and resellers. Manufacturers list their items on the Meesho shopping app, which enables retailers to select any of them and sell them to clients using social media platforms like Facebook, Instagram, and WhatsApp. Manufacturers of clothing, accessories, furniture, kitchenware, and cosmetics are some of the vendors who list their goods on Meesho

1.1 PROBLEM OF THE STATEMENT

As the Indian economy develops different shopping mechanism is gradually convincing the popularity with the advent of online shopping service. the shift is primarily revolves around changing consumers need and evaluation of online shopping service as more and more people are being convinced about the value of online shopping.

It is not easy to recognize the customer attitude and customer needs, expectation and habits and knowing them does not guarantee success on the market because consumer behavior is not rational. Among the methods, which can verify the consumer satisfaction of purchase or service, there is not one universal method that would enable to express this issue in a comprehensive manner. This idea of the consumer attitudes is understood differently at its base. There is no concept of need and their fulfilling. Various understandings of the needs and emotional states associated with them leads to an alternating treatment of satisfaction and to a different approach to its measurement.

1.2 OBJECTIVES OF THE STUDY

- To study about the socio-economic factors of sample respondents.
- To know about the benefits of E- shopping in meesho.
- To identify the problems faced by respondents while using E- shopping in meesho.
- To analyses the customer attitudes towards E- shopping in meesho.
- To analysis the satisfaction level of customers towards E- shopping in meesho.
- To offer suitable suggestions on the basis of findings of the study.

1.3 RESEARCH METHODOLOGY

The research methodology involves a systematic and structured approach to collect, analyze, and interpret data for the purpose of answering research questions or testing hypotheses.

RESEARCH PLAN DATA SOURCE

- Primary Research Approach: survey method
- Research instrument: Questionnaire Contact
- Contact method :E-mails, Social media, Job Fairs

RESEARCH DESIGN

A research which is used here is "Descriptive research" This study uses survey methods with closed ended question.

Sample Size

Sample size of the study is 120 Sample size procedure was used to get optimum and reasonable information. The survey method is used to collect data from structured the people in Kanyakumari district & questionnaire is designed to measure customers attitude towards E-shopping.

Sampling Method

This Study uses simple random sampling methods which uses to selecting a small random group of people from the large population.

1.4 METHOD OF COLLECTION

This study uses both primary data and as well as secondary data

A. Primary Data

Primary data refers to original data collected firsthand by a researcher for a specific research purpose. This study using various questionnaire through surveys, it was responded from university students

B. Secondary data:

This type of data is collected by other researchers or organizations and can be used to inform the recruitment and selection project. Examples of secondary data in recruitment and selection projects include reports on labor market trends, demographic data, and government regulations on hiring practices.

1.5 LIMITATION OF THE STUDY

- The present study suffers from the following limitations.
- The sample size is limited to 120 respondents due to the restricted time and resources.
- The present study is based on primary data collected from sample respondents only. Some data may not be accurate because of improper information given by the respondents.
- The respondents were reluctant to provide the necessary data.
- The study concentrates only on the problems of meesho and not wide scope marketing side.
- The study is restricted to Kanyakumari District

II. REVIEW OF THE LITERATURE

(Ziqi Liao, 2001) This paper analyses consumer attitudes towards Internet-based e-shopping. It aims to provide a theoretically and empirically grounded initial reference position, against which later research can explore and interpret the effects of changes in variables representing consumer preferences and shifts in these preferences on the success or failure of B2C e-commerce over the Internet. Because of the opportunity to sample at the outset and of ceteris paribus conditions following from the tendency for other factors such as e-transactions cost to remain small and constant, Singapore data were employed. Regression analysis shows that the life content of products, transactions security, price, vendor quality, IT education and Internet usage significantly affect the initial willingness of Singaporeans to e-shop on the Internet. Generalising, we suggest that Internet-based B2C e-commerce can profitably be introduced or promoted along similar dimensions in socio-geographically and technologically similar situations.

(Jayawardhena, 2004) A value-attitude-behaviour model was applied to investigate the roles of personal values in e-shopping consumer behaviour. Structural equation modelling identified that personal values (self-direction values, enjoyment values and self-achievement values) were significantly related to positive attitudes toward e-shopping. Individual attitudes toward e-shopping were a direct predictor of e-shopping behaviour and mediated the relationship between personal values and behaviour. This hierarchical relationship among personal values, attitudes and behaviour may be exploited by e-tailers to position e-shops and provide a persuasive means for e-shoppers to satisfy their needs.

(Elaasi, 2016) Marketers are facing new challenges of marketing in the new millennium due to the changes in the consumer buying behavior associated with disruptive innovation, virtual communication, purchasing habits and consumption pattern. The rapid rise of online marketing has captured the attention of marketers and consumers nowadays. At present online shopping became the ideal for the people in the world. In Saudi Arabia most of the citizens having the access of internet facility and good purchasing power however still e-shopping are not in trend of Saudi Arabian consumers; around 62% of the population of the country did not even shop online by Al-Salamin (2014). The objectives of the study are to provide an in-depth understanding regarding customer perception on e-shopping, payment method were used; the risk factors involved and the preferable devices were utilized for e-shopping. For the study a survey of 128 respondents of Saudi Arabia were conducted during the period of 3 months from September to November 2015. Data collection was carried out using a structured and close ended questionnaire. The received data were coded and analyzed with suitable statistical tools. It was investigated that the majority of the respondents had involved in e-shopping, 73% of respondents are feeling e-shopping as easy shopping, 44% consumer use credit card as a payment

method and 40% of the respondents preferred to buying product/ services through laptop when buying online. The quality of product was reported as a highest worrying factor by the majority of respondents.

(Abdullah Salman, 2017)In the age of technology and the spread of the Internet, the diffusion, of e-shopping has increased. The Internet has made the commercial transactions faster and simplest and both the sellers and buyers get benefited by this technology. E- shopping provides a perfect example of the business revolution. Electronic Commerce has made life easier and more innovative of an individual. Consumer Behavior from e shopping differs from the spot market. The paper's goal was to review the consumer behavior in electronic- shopping and analyses the factors which influence customers' behavior in e-shopping at Iraq. The research question in this paper is the way that consumers act during e-shopping. Data was accumulated from the questionnaire survey by using Google Forms. The survey was prepared in the Arabic language. The data were collected in April 2017. A total of 492 respondents participated in the study. The study has shown the majority of Iraqis are not doing e- shopping with 47%, therefore, it's clear that the tendency of e shopping is not very well known in the Iraqi economy as mostly and whole individuals, usually visit the store before e-shopping. also, It was given an overview of the e-shopping in globally and in the Arab region.

(Hashem, 2020)Current study aimed at examining the change in customer behavior during COVID 19 pandemic towards e-shopping. Variables taken into perspective included (Frequency, Necessity, Method of Payment, Price, and Availability of Product/Service). A simple random sample of (500) citizens in Jordan were exposed to an online questionnaire regarding their consuming behavior before and after the pandemic. Results of study indicated the COVID19 pandemic managed to change customer behavior towards depending more on online shopping and e-payment methods during COVID19 pandemic and the circumstances of lockdown and quarantine, in addition to that, results of pre and post behavior indicated that the influence appeared to be more influenced by gender and academic qualification as females' behavior appeared to be more influential and those who held a diploma. Study recommended that companies need to develop effective marketing strategies and enhance their presence in the e-commerce sector.

(Dr. Jitendra Bhandari, 2021)With development in the retail market and online utilization in India's economy, there's huge opportunity for E- shopping. Considering the objective to endure and surpass need during this situation, online retailers have chance to understand buyer preference to tailor their goods to guarantee consumer loyalty. This contemporary and customer friendly shopping might be a developing pattern among individuals, particularly the technically sound twenty- to thirty-year-olds who consider that proper utilization of resources is essential to ensure good E- shopping experience. This survey was attempted to find a association between three factors – consumer vigilance, purchase experience and its impact on their satisfaction in E-based shopping. The sample for this survey was college graduates in Pune city from whom 225 replies out of 240 sent were utilized for model testing. The results affirms the positive relationship between the three factors – consumer vigilance, purchase experience and satisfaction.

(Emilia Guerra Dias, 2021)E-consumer behaviour plays a vital role in e-commerce worldwide. This paper addresses the importance of delivery time, delivery fee, and delivery reception, and the influence of delivery fee and reception on e-consumers' behaviour by analysing the following hypotheses: delivery attributes affect e-shopping behaviour, and delivery attributes affect e-consumers' behaviour according to their sociodemographic characteristics. Data were obtained from a web-based survey with Brazilian e-consumers, and logistic regression and artificial neural network models were estimated to assess consumer behaviour. We found that delivery fee willingness to pay and privacy are affected by delivery times according to gender. Delivery fees affect the e-consumer according to gender, the habit of purchasing books and leisure products, privacy, promotions, and pricing, and influence the e-shopping decision by age, purchase of electronic products, and promotions. Delivery reception is relevant according to age, income, gender, frequency of e-shopping, privacy, and pricing. Furthermore, delivery fees influence the e-shopping decision by age, purchase of electronic products, and promotions. Finally, delivery fee, willingness-to-pay, and privacy are characteristics influenced by reception on the e-shopping decision. Further analyses would include the dynamic aspects of e-consumer behaviour and the impacts of COVID-19 in the e-consumption patterns and its effects on e-commerce deliveries.

(Chetioui, 2021)The coronavirus pandemic has created a new wave of first-time online shoppers in both industrialized and emerging countries. More interestingly, scholars and practitioners expect this transition to online shopping to eventually persist in the next few years. The current research study aims to investigate the factors explaining attitudes toward online shopping. The authors propose an

integrated model in which trust mediates the effects of relative advantage and electronic word of mouth (eWOM) on attitudes toward online shopping. The moderating effect of gender was also assessed using the multigroup analysis (MGA).

(Çebi Karaaslan, 2022) Online shopping is expected to continue without slowing down because of the advantages that it presents to consumers in the digitalising world. This study aims to determine the factors regarding the social and environmental indicators and the demographical and economical factors that affect the online shopping tendencies of households in Turkey. The results of this research can be used to review the online shopping strategies by the decision-makers.

(Dr. M. Karthika, 2022) Consumer behaviour can be describe as the evident behaviour of consumers at the time of search of a product, during the process of making a purchase and the behaviour after having made the purchase or having used the service acquired through shopping in online. In other words, the consumer behaviour can be defined as the action of people carry to out when they want to purchase and use the bought products or services. Consumer behaviour is the intent and the attitude shown by the consumers while shopping online. Consumer behaviour includes many practices, for instance, how people usually purchases, what things they prefer buying, when or at what time are they comfortable buying, why they buy the products or how they decide on the products that they buy. Online consumers browse various websites to fulfil their needs for the products or services they desire. The consumers look at all possible options and alternatives that are available for the products that they want and select the product that best fits their need. The present study is to understand the Online Shopping Awareness of College Students. For that, the researcher selected Kanniyakumari district of Tamil Nadu. The main aim of the study is to find out the Awareness level of the respondents. So, researcher circulates the 75 samples and used percentage, Garret ranking method and chi-square test for analysis the collected data.

III. FINDINGS OF THE STUDY

3.1 FINDINGS

- The study reveals that, majority of the respondents are belong to the age group of 15- 25 years,
- The study reveals that, majority of the respondents are female.
- The study reveals that, majority of the respondents are unmarried.
- The study reveals that, majority of the respondents under graduates.
- The study reveals that, majority of the respondents have other occupation.
- The study reveals that, majority of the respondents had monthly income below Rs.20000,
- The study reveals that, majority of the respondents have a nuclear family.
- The study reveals that, majority of the respondents have above 4 members in their family.
- The study reveals that, majority of the respondents are prompted to shop product from E-shopping because of price.
- The study reveals that, majority of respondents are purchase online sometimes.
- The study reveals that, majority of the respondents are use Meesho for personal use.
- The study reveals that, majority of the respondents are use Meesho in smart phone.
- The study reveals that, majority of respondents are think Meesho is secure.
- The study reveals that, majority of respondents are prefer Meesho because of low delivery charges.
- The study reveals that, majority of the respondents are use Meesho site for purchasing sometimes.
- The study reveals that, majority of the respondents are prefer cash on delivery while purchasing.
- The study reveals that, majority of the respondents are like to purchase dresses in Meesho.
- The study reveals that, majority of the respondents are faced problems while purchasing online.
- The study reveals that, majority of the respondents are faced delay in delivery.
- The study reveals that, majority of the respondents are recommended Meesho online shopping to others.
- The study reveals that, majority of the respondents have level of satisfaction is satisfied.
- The study reveals that, majority of the respondents are knew about Meesho through neighbors.

- The study reveals that, majority of the respondents are shop Meesho once in a month.
- The study reveals that, majority of the respondents have received the products in 4-7 days.
- The study reveals that, majority of the respondents are rate the quality of products brought from online as good.
- The study reveals that, majority of the respondents are rate the overall experience in Meesho as good.

3.2 FINDINGS RELATING TO CHI-SQUARE TEST

- The present study shows that, there is no significant relationship between the age and frequency of purchase.
- The present study shows that, there is no significant relationship between the gender and frequency of purchase.
- The present shows that, there is no significant relationship between the occupation and purchase category.
- The present study reveals that, there is no significant relationship between the monthly income and purchase category.

3.3 FINDINGS RELATING TO GARRETT RANKING

The study reveals that, first rank for customer attitude is given to network security, second rank for the customer attitude is given to quality of product, third rank for customer attitude is given to large variety of products, fourth rank for customer attitude is given to reputation from online, fifth rank for customer attitude is given to network security.

IV. SUGGESTIONS

After analysing the findings, the following suggestions have been prepared. Great care has been taken in making this suggestion for the improvement of E-shopping with special reference to Meesho.

- I suggested to minimize the shipping charge of online.
- To open new branches of delivery offices in village area.
- To avoid lack of information to the online shopping.
- To provide good network security and protection against fraudulent activities.

V. CONCLUSION

From the data gathered it is clear that the customers are becoming aware of the various modern online retailers. That they must gat as a right it is customer friendly approach and services. The customer satisfaction of online shopping in Kanyakumari is acceptably moderate. Since the customers find the services are accessible to an extent. The online shopping can put in the customers by amplifying certain advanced shopping facilities than existing. We all are related to online shopping directly. There is direct role of online shopping in our life. As we know that the online shopping service is a trading concern and whether it is a common person's private organization and government organization. The customer satisfaction of online shopping service to meet success when the targeted group gets satisfied with these services.

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