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Customer Satisfaction towards Online Shopping Sites for Baby Products



Dr. P. Anitha*

Associate Professor & Head, PG Department of Commerce (CA), Nallamuthu Gounder Mahalingam College, Pollachi, TN, IND.

T. Ramya

Research Scholar, PG Department of Commerce – CA, Nallamuthu Gounder Mahalingam College, Pollachi, TN, IND.

ARTICLE INFO	ABSTRACT
<p>Received: 11-01-2022 Received in revised form: 22-02-2022 Accepted: 25-02-2022 Available online: 30-03-2022</p> <hr/> <p>Keywords: Baby Care Products; Customer Satisfaction; Online Shopping; e-Shopping; Technology; Websites.</p>	<p>India has become one of the most popular places to produce and sell baby care products. Globally, the expanding number of children aged 0-4 years presents enormous prospects for marketers of baby care products. Even in rural areas, increasing internet penetration and a boosted internet user base have increased the potential market for baby care products sold on the internet. It has been observed that customers purchasing baby products are especially interested in gathering as much information as possible before making a purchase decision. Customers can now find, compare, and choose the most refined product for their baby at their convenience. Based on these dramatic changes in technology, we need to know baby product sites' preferences and satisfaction levels. This research aimed to determine client satisfaction with online shopping websites for baby products. Simple percentages and chi-square are used to examine the data obtained from customers of baby websites who filled out the questionnaire. The research found that age, gender, monthly income, annual income, preferred website, and types of baby products are all connected with customer satisfaction on baby product websites.</p>

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1.0 INTRODUCTION

'Children' gift from the 'Lord' is a family heritage. Parents want their children to make them grow with healthy, strong bodies. Babies are young and delicate human beings who need extra care and are far from harmful products. India has become one of the most popular places to produce and sell baby care products. Globally, the expanding number of children aged 0-4 years presents enormous prospects for marketers of baby care products. The fast expansion of the industry has been substantially supported by favourable changes in the socio-demographic characteristics of Indian

* Corresponding author's e-mail: anithap@ngmc.org (Dr. P. Anitha)

customers. With the help of modern technology and online shopping, customers can buy things without worrying about time and place ([Lalitha, 2021](#)). Because of the growing number of people who have access to the internet, online retailers of baby care products have expanded their product offerings. Before purchasing, customers shopping for baby products are known to do extensive research to ensure they have all the facts they need ([Mayakkannan, 2021](#)). Online sellers have made it more convenient for customers to search, compare, and choose quality products for their babies at their own pace. Based on these dramatic changes in technology, we need to study the baby product sites.

1.1 Statement of the Problem

In recent days, the world has been turning its job into automation. It has become the need for every sector to convert their online services. Many purchase online to satisfy their needs, but what about baby products. So, in this point of view, the study raises the following question. (1) what is the reason for preferring baby products online? (2) What are the determinants of customer satisfaction for online shopping sites for baby Products?

1.2 Review of Literature

[Jayasubramanian et al., \(2015\)](#) revealed that most customers go online shopping, and they are satisfied with online shopping. [Bama and Ragaprabha \(2016\)](#) identified that most customers prefer online shopping websites for their babies. Flipkart, Snapdeal, Amazon, Yepme, E-bay, Jabong, Myntra, Shopclues, Home Shop 18 and India Times. In their research, [Banu et al., \(2014\)](#) found that many participants agreed that online purchasing reduced consumers' time and believed the product's cost is cheaper than the original cost of shopping online. It is shown in the research conducted by [Amaravathi and Raja \(2015\)](#) despite the availability of technology and many shopping apps in the digital competencies. Many consumers choose online purchasing based on several factors connected to their personal space and based on their socio-economic characteristics since the background of the customers is significant in being affected by e-shopping. [Sudhakar and Kumari \(2016\)](#) found that most respondents are delighted with Online shopping for on-time delivery, payment security and time-saving.

1.2 Objectives

- To determine the customers' preference level on baby product sites.
- To study the customers' level of satisfaction with online shopping sites for baby products.

2.0 RESEARCH METHODOLOGY

A questionnaire was sent to customers of baby product websites, and the data for this research was derived from that questionnaire. There were 135 questionnaires distributed, 15 of which were determined to be incomplete, and 120 questionnaires were included in the study. Sample customers of baby product websites are selected using a convenient sampling method. The simple percentage analysis and the chi-square analysis are used to assess the data that has been acquired.

3.0 FINDINGS OF THE STUDY

3.1 Socio-economic Profile and Customer's Level of Preference – Simple Percentage

The findings related to the 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, the reason for preferring online baby sites, most preferable baby sites, products availability in websites, frequency of purchase, the amount spent are presented in the Table 1.

Table 1 – Socio-economic Profile and Customer's Level of Preference

Factors	Number of Respondents (N=120)	Factors	Number of Respondents (N=120)
Gender		Residential Area	
Male	53 (44%)	Rural	58 (48%)
Female	67 (56%)	Urban	62 (52%)
Age		Occupation	
Below 20 years	20 (17%)	House Wife	15 (13%)
21 - 30 years	55 (46%)	Private Employee	72 (60%)
31 - 40 years	25 (20%)	Government Employee	23 (18%)
Above 40 years	20 (17%)	Business Person	10 (08%)
Monthly Income of Respondents		Annual Income of Family	
Below ₹10,000	30 (25%)	Below ₹50,000	65 (54%)
₹11,000 to ₹30,000	31 (26%)	₹50,000 to ₹60,000	17 (14%)
₹31,001 to ₹40,000	30 (25%)	₹60,001 to ₹70,000	26 (22%)
Above ₹40,001	29 (24%)	Above ₹70,000	12 (10%)
Educational Qualification		Availability of product	
Up to SSLC	16 (13%)	Walker	22 (18%)
HSC	14 (12%)	Carrier	31 (26%)
Diploma	08 (07%)	Cloths	23 (19%)
Under Graduate	07 (06%)	Diapers	06 (05%)
Post Graduate	52 (43%)	Toys	31 (25%)
Professionals	23 (19%)	Car seats	07 (06%)
No. of earning members in the family		No. of Non-Earning Members in the family	
One	41 (34%)	One	32 (27%)
Two	62 (52%)	Two	52 (43%)
Three	13 (11%)	Three	25 (21%)
Above Three	04 (03%)	Above Three	11 (09%)
Amount spent		Consideration factors	
Below ₹5,000	62 (52%)	Product Rating	22 (18%)
₹6000 - ₹20,000	32 (27%)	Product Review	74 (62%)
₹21,000 - ₹30,000	12 (10%)	Product Price	15 (13%)
Above ₹30,000	14 (11%)	Reversed by friends	09 (07%)

Sources of Awareness		Frequency of purchase	
Online Advertisement	33 (28%)	Monthly	22 (18%)
Friends	20 (17%)	Quarterly	32 (27%)
Relatives	30 (25%)	Half-yearly	33 (28%)
Colleagues	10 (08%)	Yearly	18 (15%)
Offline advertisement	27 (22%)	Occasion	15 (12%)
Reason for preferring baby sites		Most Preferable baby sites	
Time-saving	34 (28%)	Babyoye.com	31 (26%)
Information availability	06 (05%)	First cry.com	16 (13%)
Less expensive	28 (24%)	Storyrevelution.com	21 (18%)
Less stress	24 (20%)	Shop clues.com	23 (19%)
Best offer	21 (18%)	Babbles.com	17 (14%)
Better service	02 (02%)	Littlepipal.com	09 (08%)
Variety of products	04 (03%)	Hopscotch.com	03 (02%)

Table 1 shows that out of 120 respondents, 62 respondents reside in a 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 ₹11,000 and ₹30,000, 65 respondents' family annual income is below ₹50,000, 33 respondents are aware of the product through online advertisement, 74 respondents considered product review before going online shopping, 34 respondents prefer online sites for time-saving, 31 respondents prefer babyoye.com site for purchase, 31 respondents are purchased carrier and toys for baby sites, 33 respondents prefer online shopping half-yearly once, 62 respondents spend an amount below ₹5,000 per annum for purchasing baby care products through websites.

3.2 Level of Satisfaction on Baby Product Sites – Chi-square

Six variables, including gender, age, occupation, monthly income, favourite websites for online shopping, and the type of baby product bought through the webpage, were chosen to see a relationship between each of them and satisfaction level. The Chi-square test was used to evaluate the association. It was decided to use a 5% significance level for this study.

Table 2 – Level of Satisfaction on Baby Product Sites

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 the level of satisfaction on baby product sites. The variables such as monthly income preferred online shopping websites are not associated with customers' level of satisfaction on baby products sites.

4.0 SUGGESTION

- Products to be delivered without damages
- Delivery charges can be reduced
- Personal details furnished during transactions should be kept confidential
- The product should be delivered at the correct time
- Product promotion should be designed by looking at the owner's personality and self-image tied to the product.

5.0 CONCLUSION

Children are the future of every parent. Parents are taking each decision based on their child's health and for their better growth. Increasingly, today's market is customer-centric in the sense that all corporate activities centre on delighting customers by fulfilling their demands and providing good service. The customer's attitude is closely linked to the quality of the products. The baby product websites play an essential role in selling their product at a reasonable price. The site has to influence and satisfy the needs of all customers. It has been shown that age, gender, monthly income, annual income, preferred website, and types of baby products are associated with consumer satisfaction on baby product sites.

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