



A Study on Customer Satisfaction of Real-time Video Shopping of POTHYS Textiles in Coimbatore District

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ABSTRACT

The video shopping has propelled in no small extent of changes in the attitude and behavior of people all over the world during COVID-19. Due to this blessing, video shopping has emerged which influenced the lives of ordinary citizens. Video shopping has also been started in Tamilnadu by Pothys for boosting sales during Aadi fest, and consumers are very much habituated yet to go real-time video shopping frequently. This study is undertaken to understand the behavior of video shoppers through a self-constructed questionnaire of 80 respondents from Coimbatore city. The survey reveals that consumers shop video shopping to save time, and to choose varieties of products and services. Both male and female both have the same type of behavior towards liking and disliking factors; they like home delivery facility and dislike inability to touch and feel the product most. They acquire online shopping information from websites especially from the social network and purchase sarees, churidhars, jeans etc., Majority of the customers pay cash through cash on delivery method and online payment method. The most of the consumers are concern about the security of the payment system, and their overall online shopping satisfaction is mixed.

Keywords : Real Time Video Shopping, Covid 19

I. INTRODUCTION

POTHYS has established itself as house hold name in the textile industry in Tamil Nadu. They provides textile products with highest quality, exclusive and diverse clothing options and unmatched customer service.

The house of POTHYS has a rich legacy and vibrant history, their fore fathers served as weavers to the royal households of the maharajas of ancient Tamilnadu. Pothys itself was established over 90 years back by K.V. Pothy Moopanar founder, under the name Pothy Moopanar to sell cotton sarees, dhotis and towels woven in his own loom. The first showroom was set up at Srivilliputtur.

Real-time video shopping arrangement of POTHYS textiles across the contry makes customers to purchase the product from their home and make payment through various online methods like paytm, phone pay and google pay etc.

II. STATEMENT OF THE PROBLEM

E-retailers are using new digital marketing strategies to provide more authentic information to their customers. Although Real-time video shopping has been adopted as a marketing strategy by e-retailers, its effect on customers' online purchase intention remains unknown. So, this research examines the satisfaction of customers in Real-time video shopping of POTHYS textiles Coimbatore.

III. OBJECTIVES OF THE STUDY

1. To study the customer preference towards The Pothys textiles Coimbatore.
2. To study the satisfaction towards the Real-time video shopping among customers at Pothys textiles
3. To offer suggestion on the basis of results of the study.

IV. SCOPE OF THE STUDY

The present research work has been taken up to explore the level of satisfaction among customers in Coimbatore District of Tamilnadu.

V. SIGNIFICANCE OF THE STUDY

Customers across the world today are fully aware of the various brands in the markets and have knowledge of the product that they are consumed. They choose products according to their needs, style, preference etc. They all have high level of awareness towards brands .This is because they all are well exposed to TV advertisements, billboards ,logos and other products promotions.

VI. RESEARCH METHODOLOGY

(i) *Area of study*

This study is confined to Coimbatore District of Tamilnadu only.

(ii) *Sampling design*

The sampling technique selected for the study is convenient sampling method. The sample size is 80. The questionnaire were prepared and filled by the respondents.

iii. Source of data

The data for this study has been collected from primary and secondary sources.

(iv) *Statistical Tools*

The following were the statistical tools applied for the analysis of data c

1. Simple percentage analysis

2. Weighted Average rank analysis

VII. ANALYSIS AND INTERPRETATION**1. DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

The following table shows demographic profile of the respondents.

Table.1**Demographic Profile of The Respondents (Sample size 80)**

Sl.No	Demographics	No. of Respondents	percentage	
1	Age (in years)	Below 20	11	13.75
		21-40	40	50.00
		41-60	22	27.50
		61 and above	07	8.75
2	Gender	Male	20	25.00
		Female	60	75.00
3	Educational qualification	Illiterate	10	12.50
		School level	20	25.00
		Graduation	25	31.25
		Professional	10	12.50
		Others	15	18.75
4	Occupational status	Agriculture	20	25.00
		Employee	15	18.75
		Professional	20	25.00
		Business	25	31.25
5	Monthly income (in ₹)	Below 10000	10	12.50
		10001-20000	35	43.75
		20001-30000	24	30.00
		Above 30000	11	13.75
6	Number of earning members in family	1	28	35.00
		2	35	43.75
		3	10	12.50

		Above 3	7	8.75
7	Amount of Family Expenditure per month (in ₹)	Below 10000	4	5.00
		10001-20001	30	37.50
		20001-30000	20	25.00
		Above 30000	26	32.50

Regarding the age level 11(13.75%) respondents age is less than 20, 40(50.00%) respondents age ranges between 21-40, 22(27.50%) respondents age ranges between 41-60 and the remaining 7(8.75%) respondents age is more than 61 and above. Thus most of the respondent's age ranges between 21 – 40 years.

Among the 80 respondents 20(25.00%) are male and 60 (75.00%) are female. Thus majority of the respondents are female.

About the educational qualification 10(12.50%) respondents are illiterate, 20(25.00%) educated up to school level, 25(31.25%) are graduated, 10(12.50%) are professionals and the rest 15 (18.75%) respondents are others. Thus, majority of the respondents are graduated.

Regarding to the occupational status 20(25.00%) respondents doing agriculture, 15(18.75%) are employees, 20(25.00%) are professionals and the remaining 25(31.25%) are doing their own business. Thus, majority of the respondents are doing business.

It is clear from the above table that, among the respondents 10(12.50%) have monthly income less than Rs.10000, 35(43.75%) respondents income ranges between Rs.10001-20000, 24(30.00%) respondents have income ranges between 20001-30000, and the remaining 11(13.75%) respondents have income more than Rs.30000 per month. Thus most of the respondent's income ranges between Rs.10001-20000 per month.

Regarding the number of earning members 28(35.00%) respondents have only single member earning, 35(43.75%) respondents have two earning members, 10(12.50%) respondents have three earning members and the remaining 7(8.75%) respondents have more than three earning members. Thus, most of the respondents have two earning members in their family.

About the amount of monthly expenditure 4(5.00%) respondents are saves up to 10000 per month, 30(37.50%) saves between 10001-20000 per month, 20(25.00%) saves between 20001-30000 per month and the remaining 26(32.50%) respondent's saves above 30000 per month.

2. SOURCES OF INFORMATION REAL-TIME ONLINE SHOPPING

Following table shows the different sources of information about the Real time online shopping.

Table 2

Source of information

Sl. No	Source of information	No. of respondents	Percentages
1	Friends	18	22.50
2	Relatives	15	18.75
3	Newspaper	17	21.25
4	Television	10	12.50
5	Social Medias	20	25.00
	Total	80	100.00

Source: Primary Data

The table shows that 18(22.50%) of the respondents are knowing about Real time video shopping of POTHYS textiles through friends , 20(25.00%) of them are known through social medias like Facebook, Watsapp etc. 17(21.25%) of them are known through newspapers, 10(12.50%) of them are knowing through television and the rest 15 (18.75%) of them knowing through relatives

3. CUSTOMER SATISFACTION TOWARDS REAL-TIME ONLINE SHOPPING

To know about the customer satisfaction level about the Real-time online shopping of Pothys, Weighted Average Rank is employed. The following table discloses the result of the study.

SL.NUMBER	PARTICULERS	MEAN SCORE	RANK
1	PRICE	48.14	VI
2	PRODUCT VERIETY	75.84	I
3	ALL UNDER ONE ROOF	55.24	V
4	ONLINE PAYMENT MECHANISM	58.64	III
5	BEHAVIOUR OF SALESMAN	68.48	II
6	DISCOUNT AND OFFERS	61.37	IV

The above table shows that customers have high level of satisfaction towards variety, behavior of salesman and online payment mechanism. Customers have low level of satisfaction towards price, offers and discount.

VIII. FINDINGS & SUGGESTIONS

1. Most of the customers are satisfied with their product, but they are expecting wide variety dresses according to the changes in trends and fashion.

. 2. The respondents suggested to provide different special offers during non-festival season also.

4 The Real-time online shopping scheme required wide publicity among the public, age up to 15-30 customers are always visiting of the shop ,so to provide more publicity in case of attract all levels of people.

5 The majority respondents are suggested to provide good quality product at reasonable rate and increase their level of satisfaction.

IX. SCOPE FOR THE FURTHER RESEARCH

Future researchers may look into customer perception towards various textiles across the country. A separate study may be carried out to ascertain the problem faced by customers in online shopping and, and their level of awareness. A study may also be carried out to study the difficulties faced textiles shops in product-marketing. Success of sales depends on product branding. Hence, a study may be carried out to study the branding mechanism adopted by textiles for marketing their products.

X. CONCLUSION

From the above analysis and findings, it is concluded that, generally all types of customers have the same level of satisfaction about Real-time online shopping of POTHYS textiles. It should provide competitive price for its brand items to attract the customer's .They should also provide various campaigns and advertisements for creating awareness among the public. Therefore it is concluded that the sales of any product can be increased through discount, attractive price, gifts, exchange offers, advertisement and etc.,

XI. REFERENCES

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