

## A Study On Consumer Attitude Towards The Online Shopping With Reference To Ajio Online Shopping At Chennai City

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### Abstract

*In the digital age, online shopping has become a vital part of consumer lifestyles, offering ease, variety, and competitive pricing. AJIO, a growing fashion e-commerce platform in India, has attracted urban consumers, especially in cities like Chennai, with its trendy collections and frequent offers. However, customer experiences with AJIO vary, with some appreciating its convenience and affordability, while others express concerns over product quality, delivery issues, and customer service.*

*This study aims to analyze consumer attitudes towards AJIO online shopping in Chennai. Using a sample of 50 respondents selected through the convenience sampling method, the research investigates key factors such as satisfaction levels, challenges faced, and motivations for choosing AJIO over other platforms. The findings of the study are expected to provide useful insights into consumer behaviours and help AJIO enhance its services to better meet customer expectations.*

**Keywords:** Online shopping, Customer attitude, AJIO, E-commerce, Consumer behaviours, Chennai.

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### INTRODUCTION

In today's digital-driven economy, online shopping has revolutionized the way consumers purchase goods and services. The rapid growth of e-commerce platforms has offered consumers unparalleled convenience, variety, and competitive pricing. In India, the rise in internet penetration and smartphone usage has significantly boosted the popularity of online shopping, especially in metropolitan cities like Chennai.

AJIO, a fashion and lifestyle brand under Reliance Retail, has emerged as a prominent player in the Indian e-commerce market. Known for its stylish collections, exclusive brand tie-ups, and frequent discount offers, AJIO has attracted a large customer base. However, with increasing competition and growing customer expectations, the success of such platforms depends largely on understanding consumer attitudes, preferences, and satisfaction levels.

Despite AJIO's growing popularity, customer experiences remain varied. While some appreciate the user-friendly interface, product variety, and value for money, others raise concerns about delivery delays, product quality, and after-sales service. These mixed responses highlight the importance of examining the factors that shape customer attitudes toward AJIO.

This study aims to explore customer perceptions, satisfaction levels, and the challenges they encounter while shopping on AJIO. Focusing on users in Chennai city, the research intends to offer valuable insights that can help improve the platform's service quality and enhance customer loyalty.

### STATEMENT OF THE PROBLEM

In the digital age, online shopping has become a key aspect of consumer behavior, especially in urban areas like Chennai. While AJIO has gained popularity for its trendy products and competitive pricing, customer experiences remain mixed. Issues such as product quality, delivery delays, and refund policies continue to influence user perceptions. This study aims to explore the factors shaping customer attitudes toward AJIO, identify challenges faced during online shopping, and assess overall customer satisfaction. The findings will

offer insights to help AJIO enhance its services and better meet consumer expectations.

## OBJECTIVES

- To identify the customers preferences about the ajio online shopping app.
- To assess the factors influencing customer satisfaction while doing online shopping and their level of satisfaction.
- To bring some awareness to the customers and society about ajio online shopping app.

## HYPOTHESES OF THE STUDY

### 1.H<sub>01</sub> (Null Hypothesis):

**H<sub>0</sub> (Null Hypothesis)** - There is a significant association between monthly income and frequency of using the AJIO app.

## SCOPE OF THE STUDY

Online buying is happening in India in a large scale as it will replace all traditional and store shopping in the near future. This study is to help the society to know about the Ajio online shopping app. This study will help the business organizations to make decision about their business and also the customer can gain knowledge about the Ajio online shopping app.

## LIMITATIONS OF THE STUDY

The study has the following limitations:

- Time allotted for the study was limited
- The information may contain personal bias
- Lack of previous research studies on the topics.
- The study was limited to a Chennai city only.
- As the sample size is small, it might affect the generalization of the findings.

## REVIEW OF LITERATURES

**Ankur Kumar Rastogi (2015)** This study attempts to analyses the features related to the buying behavior of online shoppers. Consumer buying behavior in respect of online shopping was studied using different socio-economic variables. It also provides support that helps researchers understand the drivers of consumers' attitude and goal to shop on the Internet, and consumers' perceptions regarding ease of use and usefulness.

**Dahiya Richa (2016)** On-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line. Though online shopping is very common outside India, its growth in the Indian Market, which is a large and strategic consumer market, is still not in line with the global market.

**Mohana Priya. S and Anasuya (2017).** This study brought to the fact that most of the online customers are educated people and students who have a positive perception towards online shopping, in risk perception particularly concerns about online security, is preventing many people.

**Dr. R. Shanthi Dr. destikannaiah (2018)** examined consumers' perception on online shopping. The purpose of this study is to identify the factors influencing consumer to buy online. And also analyzed the type of products purchased by consumers through online shopping. The review has highlighted the fact that the youngsters between the age 20-25.

**Dr. D. Sudhakar (2019)** analyzed that online shopping has become a daily part of our lives mainly because it is so convenient. The web allows customers a comparison buy the mode effective deals and fine product that might otherwise can be easy and pleasurable with some precaution.

**Kim and park (2005)**, using U.S. samples suggests that their positive attitudes as well as willingness to search for pre-purchase information leads to a strong likelihood that they will buy online. Online shoppers, are required to have computer skills in order to use the internet shopping.

**Goldsmith and Flynn (2004)**, stated that the home catalog is another traditional selling channel where people can shop at home because of the varieties of the products offered in the catalog. They can order through the phone or by mail. It is convenient except that they are not able to touch and feel the products before purchasing sultan and Henrich's (2000) in his study concluded that the consumer's willingness to and preference for adopting the internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

**Vijay, Sai. T. & Balaji, M. S. (May 2009)**, revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India.

## RESEARCH METHODOLOGY

The research methodology adopted for studying customer attitudes and satisfaction towards the Ajio online shopping app involves a structured and systematic approach to gather insightful data from users in Chennai. This chapter outlines the key components of the methodology, including the research design, sampling strategy, data collection methods, and data analysis techniques.

## PRIMARY DATA

The research has used both primary data and as well as secondary data for this study. The primary data was collected with the help of questionnaire developed through Google form which were sent to the respondents.

## SECONDARY DATA

The secondary data was collected through the published journals and websites to substantiate the findings of the primary data.

## SAMPLE SIZE

The study was conducted on a sample of 50 respondents who are users of the AJIO app. The researcher employed the convenience sampling method for data collection.

## DATA ANALYSIS AND INTERPRETATION

The data collected from the questionnaires is presented in the following tables.

**TABLE: 4.1 GENDER OF RESPONDENTS**

| SL.NO | PARTICULARS  | NO. OF RESPONDENTS | PERCENTAGE |
|-------|--------------|--------------------|------------|
| 1     | Male         | 31                 | 38         |
| 2     | Female       | 19                 | 62         |
|       | <b>TOTAL</b> | 50                 | 100        |

**Primary data:**

From the above it is interpreted that 38% of the respondents are male, 62% of the respondents of female.

**TABLE 4.2 AGE OF THE RESPONDENTS**

| SL.NO | PARTICULARS            | NO. OF RESPONDENTS | PERCENTAGE |
|-------|------------------------|--------------------|------------|
| 1     | 18-20 Years old        | 27                 | 54         |
| 2     | 21-23 Years old        | 13                 | 26         |
| 3     | 24-26 Years old        | 01                 | 02         |
| 4     | 27 Years old and above | 09                 | 18         |
|       | <b>TOTAL</b>           | <b>50</b>          | <b>100</b> |

**Primary data:**

From the above interpreted that 54% of the respondents are 18–20-year-old, 26% of the respondents are 21–23-year-old, 2% of the respondents are 24–26-year-old, 18% of the respondents are 27-year-old and above.

**TABLE: 4.3 OCCUPATIONAL STATUS OF THE RESPONDENTS**

| SL.NO | PARTICULARS  | NO. OF RESPONDENTS | PERCENTAGE |
|-------|--------------|--------------------|------------|
| 1     | Students     | 35                 | 70         |
| 2     | Worker       | 11                 | 22         |
| 3     | Others       | 04                 | 08         |
|       | <b>TOTAL</b> | <b>50</b>          | <b>100</b> |

**Primary data:**

From the above table interpreted that 70% of the respondents answered that occupational status, 22% of the respondents answered in an occupational status and,8% of the respondents answered is another.

**TABLE: 4.4 MONTHLY INCOME OF THE RESPONDENTS**

| SL.NO | PARTICULARS  | NO. OF RESPONDENTS | PERCENTAGE |
|-------|--------------|--------------------|------------|
| 1     | 5000-10000   | 31                 | 62         |
| 2     | 10000-15000  | 01                 | 02         |
| 3     | 15000-20000  | 06                 | 12         |
| 4     | 25000        | 12                 | 24         |
|       | <b>TOTAL</b> | <b>50</b>          | <b>100</b> |

**Primary data:**

From the table 4.4 explained that 62% of the respondents answered that 5000-10000 is a monthly income, 2% of the respondents answered 10000-15000 is a monthly income, 12% of the respondents answered that 15000-20000 is a monthly income, 24% of the respondents answered 25000 is a monthly income.

## HYPOTHESIS 1

### Hypothesis 1- Monthly Income and Frequency of AJIO App Usage:

To understand the relationship between users' financial capacity and their engagement with the AJIO app, Hypothesis 1 examines whether there is a significant association between monthly income and the frequency of app usage. The null hypothesis (H0) assumes that such an association exists. Statistical tools such as the Chi-square test are typically used to analyze the data and determine whether income levels influence how

often users engage with the app. This helps in assessing whether income is a key driver in online shopping behavior on the AJIO platform.

**H0 (Null Hypothesis)** - There is a significant association between monthly income and frequency of using the AJIO app.

| Income Group | Frequent Use (Daily/Weekly/Monthly) | Never Used | Total |
|--------------|-------------------------------------|------------|-------|
| ≤10,000      | 26                                  | 5          | 31    |
| >10,000      | 10                                  | 9          | 19    |
| Total        | 36                                  | 14         | 50    |

| Test               | Value | df | Asymp. Sig(2-sided) |
|--------------------|-------|----|---------------------|
| Pearson Chi-Square | 5.710 | 1  | 0.017               |

The Chi-Square value is 5.710 with a p-value of 0.017. Since  $p < 0.05$ , the null hypothesis is **rejected**. There is a **significant association between income level and usage frequency of the AJIO app**. Lower-income groups tend to use the app more frequently than higher-income respondents.

**TABLE: 4.5 OPTION ABOUT THE PRICING AJIO PRODUCTS REASONABLE**

| SL.NO | PARTICULRS   | NO. OF RESPONDENTS | PERCENTAGE |
|-------|--------------|--------------------|------------|
| 1     | Yes          | 40                 | 80         |
| 2     | No           | 10                 | 20         |
|       | <b>TOTAL</b> | 50                 | 100        |

**Primary data:**

From the above it is interpreted that 80% of the respondents answered an option about the pricing Ajio products reasonable, 20% of the respondents' answered No is an option about the pricing Ajio products reasonable.

**TABLE: 4.6 USE AJIO APPS FOR SHOPPING RESPONDENTS**

| SL.NO | PARTICULARS  | NO. OF RESPONDENTS | PERCENTAGE |
|-------|--------------|--------------------|------------|
| 1     | Yes          | 36                 | 72         |
| 2     | No           | 14                 | 28         |
|       | <b>TOTAL</b> | 50                 | 100        |

**Primary data:**

From the above it is interpreted that 72% of the respondents answered that use Ajio apps for shopping, 28% of the respondents' answered No is use ajio apps for shopping.

**TABLE: 4.7 DO YOU KNOW ABOUT THE AJIO ONLINE SHOPPING APP RESPONDENTS**

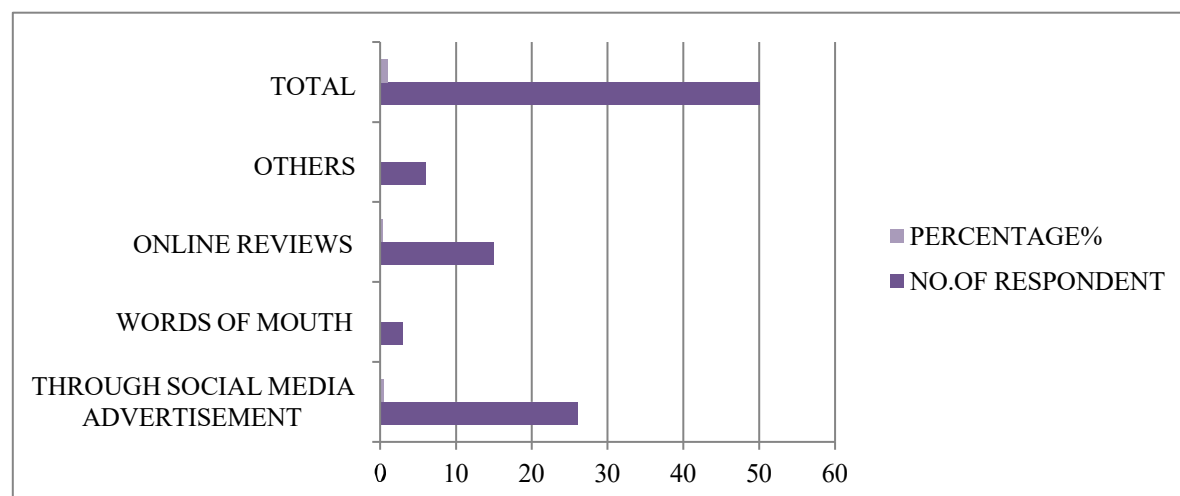
| SL.NO | PARTICULARS           | NO. OF RESPONDENTS | PERCENTAGE |
|-------|-----------------------|--------------------|------------|
| 1     | Through Advertisement | 26                 | 52         |

|   |                |           |            |
|---|----------------|-----------|------------|
| 2 | Words of mouth | 03        | 06         |
| 3 | Online reviews | 15        | 30         |
| 4 | Others         | 06        | 12         |
|   | <b>TOTAL</b>   | <b>50</b> | <b>100</b> |

**Primary data:**

From the above table it is interpreted that 52% of the respondents answered that through social media advertisement is a do you know about the Ajio online shopping app, 6% of the respondents' answered to know about the Ajio online shopping app, 30% of the respondents answered online reviews is known about the Ajio online shopping app, 12% of the respondents answered as others is a so you know about the Ajio online shopping app.

**TABLE: 4.8 DO YOU KNOW ABOUT THE AJIO ONLINE SHOPPING APP RESPONDENT CHART**



**TABLE: 4.9 ARE YOU USE THIS AJIO APP FOR SHOPPING IN FREQUENTLY**

| SL.NO | PARTICULARS  | NO. OF RESPONDENTS | PERCENTAGE |
|-------|--------------|--------------------|------------|
| 1     | Daily        | 04                 | 08         |
| 2     | Weekly       | 08                 | 16         |
| 3     | Monthly      | 24                 | 48         |
| 4     | Never used   | 14                 | 28         |
|       | <b>TOTAL</b> | <b>50</b>          | <b>100</b> |

**Primary data:**

From the above table it is interpreted that 8% of the respondents answered that daily is a Are you use this Ajio app for shopping in frequently, 16% of the respondents answered that weekly is a Are you use this app for shopping in frequently, 48% of the respondents answered that monthly is a Are you use this app for shopping in frequently, 28% of the respondents answered never use this app Ajio online shopping.

#### WEIGHTED AVERAGE ANALYSIS

**Introduction to Table 4.9 – Frequency of AJIO App Usage** Table 4.9 uses Weighted Average Analysis to examine how frequently users access the AJIO app. Respondents were asked to indicate how often they use the app, with each response category assigned a specific weight to reflect its relative importance. By calculating the weighted average, the table helps identify the overall usage trend among users. This analysis provides insights into user engagement levels and the popularity of the app in day-to-day online shopping behavior.

**Table 4.9 – Frequency of AJIO App Usage**

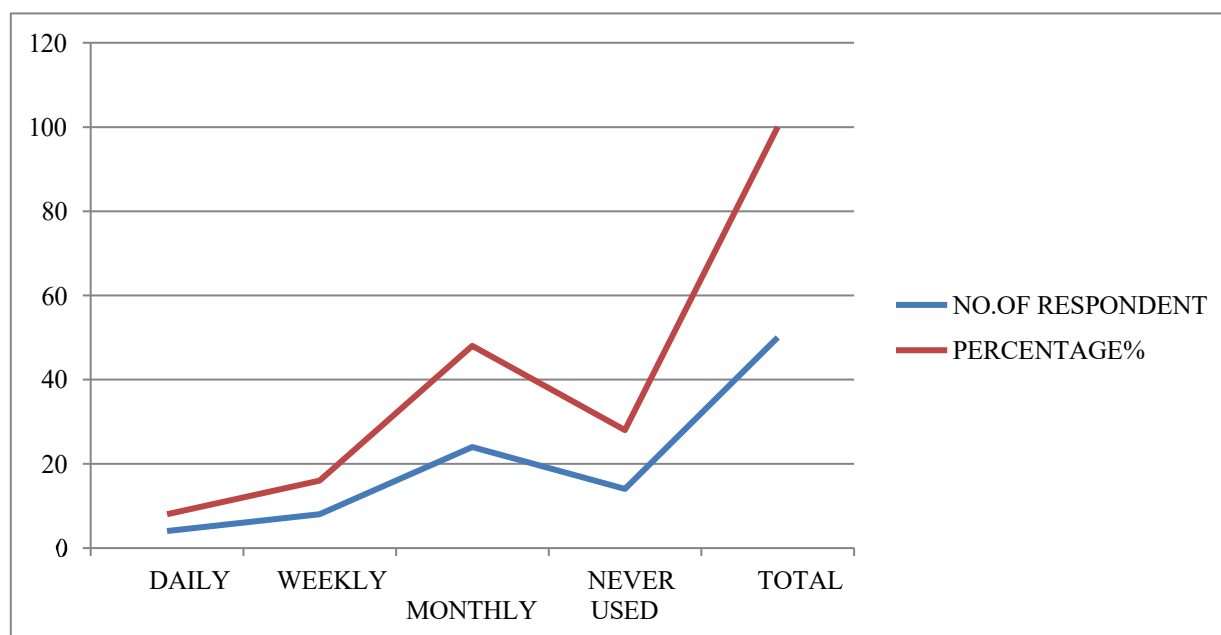
| Frequency  | No. of Respondents | Weight | Weighted Score |
|------------|--------------------|--------|----------------|
| Daily      | 4                  | 4      | 16             |
| Weekly     | 8                  | 3      | 24             |
| Monthly    | 24                 | 2      | 48             |
| Never Used | 14                 | 1      | 14             |
| Total      | 50                 |        | 102            |

**Weighted Average=Total Respondents / Total Weighted Score=50/102=2.04**

**Primary data:**

The weighted average usage frequency is 2.04, which is closest to the "Monthly" option (weight 2). This indicates that most AJIO app users in the sample group use the app monthly, showing moderate engagement.

**TABLE: 4.9 ARE YOU USE THIS AJIO APP FOR SHOPPING IN FREQUENTLY CHART**



**TABLE: 4.10 FACTORS SHOULD THE DECISION TO USE THE AJIO APP**

| SL.NO | PARTICULARS         | NO. OF RESPONDENTS | PERCENTAGE |
|-------|---------------------|--------------------|------------|
| 1     | Variety of products | 15                 | 30         |

|   |                         |           |            |
|---|-------------------------|-----------|------------|
| 2 | Discount & offers       | 17        | 34         |
| 3 | User-friendly Interface | 06        | 12         |
| 4 | Others                  | 12        | 24         |
|   | <b>TOTAL</b>            | <b>50</b> | <b>100</b> |

**Primary data:**

From the above table it is interpreted that 30% of the respondents answered that variety of products is a factor should the decision to use the Ajio app, 34% of the respondents answered that discounts and offers is a factors should the decision to use the Ajio app, 12% of the respondents answered that users-friendly interface is a factors should the decision to use the Ajio app, 24% of the respondents answered that others are a factors should the decision to use the Ajio app.

#### **GARRETT RANKING ANALYSIS**

Table 4.10 presents the Garrett Ranking Analysis of various factors that influence customers' decisions to use the AJIO app for online shopping. This method helps in identifying the most significant factors by converting ranks into scores. Respondents were asked to rank the influencing factors based on their preferences, and the average Garrett scores were calculated. The factor with the highest mean score is considered the most influential. This analysis provides a clear understanding of consumer priorities, aiding in strategic improvements to enhance user engagement on the platform.

**Table 4.10 – Factors Influencing Decision to Use AJIO App**

| Factors                 | No. of Respondents | Assumed Rank | Garrett Score (Approx.) | Total Score |
|-------------------------|--------------------|--------------|-------------------------|-------------|
| Discount & offers       | 17                 | 1            | 80                      | 1360        |
| Variety of Products     | 15                 | 2            | 68                      | 1020        |
| Others                  | 12                 | 3            | 56                      | 672         |
| User-friendly Interface | 06                 | 4            | 44                      | 264         |
| <b>Total</b>            | <b>50</b>          |              |                         | <b>3316</b> |

| Rank | Factor                  | Total Score | Final Rank |
|------|-------------------------|-------------|------------|
| 1    | Discount & offers       | 1360        | 1st        |
| 2    | Variety of Products     | 1020        | 2nd        |
| 3    | Others                  | 672         | 3rd        |
| 4    | User-friendly Interface | 264         | 4th        |

**Primary data:**

From the Garrett Ranking analysis, it is clear that "Discount & Offers" was the most influential factor in deciding to use the AJIO app, followed by "Variety of Products". Features like User-friendly Interface ranked lower, indicating that customers prioritize economic benefits over technical design.

**TABLE: 4.11 ARE YOU SATISFIED WITH THE OVERALL SATISFIED FOR THE SHOPPING EXPERIENCE ON THE AJIO APP RESPONDENTS**

| SL.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE |
|-------|-------------|--------------------|------------|
| 1     | Yes         | 40                 | 80         |



|   |              |    |     |
|---|--------------|----|-----|
| 2 | No           | 10 | 20  |
|   | <b>TOTAL</b> | 50 | 100 |

**Primary data:**

From the above table it is interpreted that 80% of the respondents answered that yes is a Are you satisfied with the overall satisfied for the shopping experience on the ajio app, 20% of the respondents answered that no one is satisfied with the overall satisfied for the shopping experience on the Ajio app.

## FINDING SUGGESTIONS AND CONCLUSION

### FINDINGS

From the table 4.1 it is interpreted that 38% of the respondents are male, 62% of the respondents of female.

From the above table 4.2 that 54% of the respondents are 18–20-year-old, 26% of the respondents are 21–23-year-old, 2% of the respondents are 24–26-year-old, 18% of the respondents are 27-year-old and above.

From the table 4.3 that 70% of the respondents answered that students are an occupational status, 22% of the respondents' answered worker is an occupational status, 8% of the respondents answered is another.

From the table no 4.4 explained that 62% of the respondents answered that 5000-10000 is a monthly income, 2% of the respondents answered 10000-15000 is a monthly income, 12% of the respondents answered that 15000-20000 is a monthly income, 24% of the respondents answered 25000 is a monthly income.

From the table 4.5 it is interpreted that 72% of the respondents answered that is a use Ajio apps for shopping, 28% of the respondents' answered No one is use ajio apps for shopping.

From the table 4.6 it is interpreted that 52% of the respondents answered that through social media advertisement is a do you know about the Ajio online shopping app, 6% of the respondent's answered t h e know about the Ajio online shopping app, 30% of the respondents answered online reviews are known about the Ajio online.

From the table shows 4.7 that 8% of the respondents answered that daily is a Are you use this Ajio app for shopping in frequently, 16% of the respondents answered that weekly is a Are you use this app for shopping in frequently, 48% of the respondents answered that monthly is a use this app for shopping in frequently, 28% of the respondents answered never use this app Ajio online shopping.

From the table brought out 4.8 that 30% of the respondents answered that variety of products is a factor should the decision to use the Ajio app, 34% of the respondents answered that discounts and offers is a factors should the decision to use the Ajio app, 12% of the respondents answered that users-friendly interface is a factors should the decision to use the Ajio app, 24% of the respondents answered that other factors should the decision to use the Ajio app.

From Table 4.9, it is observed that respondents had varied levels of satisfaction with the variety of products available on the Ajio app. About 6% of the respondents reported being highly dissatisfied, while 8% were dissatisfied. A significant portion, 46%, remained neutral. Additionally, 28% expressed satisfaction, and 12% were highly satisfied.

From the table shows that 4.10, 80% of the respondents answered that satisfied with shopping experience on the ajio app, 20% of the respondents answered that no one is satisfied for the shopping experience on the Ajio app.

### SUGGESTIONS

The major output of the research is to contribute to the theoretical review of literature existing in the knowledge domain. It also helps in practical implications and managerial uses by providing constructive and

creative suggestions implied out of existing findings of the study. The following are some of the findings derived from the study:

- The AJIO must provide more quality products; this will help to increase more customers.
- It must overcome the reasons for dissatisfaction, to provide better service, quality of program etc.
- The online customers should recommend to other people.
- The online shopping systems be may introduced to remote areas.
- Delay in attending complaints should be avoided by the concerned people.
- The AJIO should make sure that the products are reaching on time to the customers.
- Provide all the information to the customers, since different people have to the customers since different people have different taste and preferences.
- The price of the product should be introduced for different segments of the society based on their income since most of the respondents are very keen regarding their money.

## CONCLUSION

The online shopping applications are playing a very major role in this current scenario. In this study revealed that customers are highly satisfied by the qualities & services of using this Ajio online shopping App. A very good application among the other online shopping applications. The Customers are very much happy of the assured products by Ajio. I have suggested everyone to use this Ajio online Shopping App because the products are of very good quality, price is affordable, variety of products available, Instant Coupon discounts, on time Delivery all over India, very satisfied Customer Services, trustful products services and the products are Awesome. Ajio is the best platform to do Online Shopping.

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