

A STUDY ON CUSTOMER PERCEPTION TOWARDS THE AJIO APP IN ERODE CITY

Dr. V. Geetha

Assistant Professor, Department of Commerce (PA), Vellalar College for Women (Autonomous), Thidal, Erode, Tamil Nadu



Cite This Article: Dr. V. Geetha, "A Study on Customer Perception towards the Ajo App in Erode City", International Journal of Interdisciplinary Research in Arts and Humanities, Volume 10, Issue 1, January - June, Page Number 71-74, 2025.

Copy Right: © DV Publication, 2025 (All Rights Reserved). This is an Open Access Article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium provided the original work is properly cited.

Abstract:

AJIO is one such online shopping app. It is an online platform where users can purchase and resell the products provided by the organization. Due to the offers and services provided by AJIO, it has now become a very popular online shopping in India. It has delivery all over India. Because of its convenience and affordability, the number of AJIO users has increased significantly. This paper will help the E-commerce companies especially AJIO app to know about their customer perception towards their applications and how much they are convenient and satisfied with the facilities available in their applications and also the issues faced by the customers are also analysed.

Key Words: Applications, Customers, Perception

Introduction:

The internet has reached wide range of people around the world and is still increasing as the number of utilizers of internet increase. This leads the world to introduce E-facilities that can be used through devices that we hold with us. And one of the facilities that made the life of shopping lovers simple is the online shopping applications. Customer perception can make or break a brand. When customers receive good products, it will create a positive perception on the company's image, but if the customers had a bad experience, then it will bring a negative perception on the company's image. When companies work towards strengthening the bond between customers and company, customer perception improves and will gives a way for a better competitive edge. This can happen only when the company researches on the customer perception towards their online shopping application. Knowing the perception of the customers will help the company to improvise their service towards them. This paper will help the E-commerce companies especially AJIO app to know about their customer perception towards their applications and how much they are convenient and satisfied with the facilities available in their applications and also the issues faced by the customers are also analyzed.

Profile of Ajo App:

AJIO was founded in 2016 and has headquarters in Bangalore, Karnataka. An Indian E-commerce Company AJIO, is a subsidiary company of Reliance Retail was founded by Mukesh Ambani. CEO (Chief Executive Officer) of AJIO is Nair Vineeth. AJIO is a shopping and lifestyle brand which is the ultimate destination for the latest fashion styles that are handpicked and are available at the best price that one can find anywhere. These services allow access to the users to purchase original products such as Clothes, Footwear and various fashion products and electronic solutions for women, men and kids that are available at best prices. The users can purchase the products through the platform by the multiple payment methods provided by AJIO.

Statement of the Problem:

In a technologically advanced era, customers purchasing behavior have been shifted from traditional to modern way of shopping. With the advent of internet, online shopping as gained significant importance among customers. As a result of increasing of online purchases, companies started to focus on developing online shopping websites and apps. AJIO is one of such popular shopping app. As the number of such app is increasing day by day there is a severe competition among them. Only way to sustain in the market is by earning "Customer trust". Online retailers have placed a strong focus on customer trust; trust is another factor that influences customer behavior in a digital environment and it is influenced customers attitude and expectations.

Objectives of the Study:

- To study the awareness of the customer towards AJIO app
- To identify various factors influencing the customer to use AJIO app
- To study the customer satisfaction towards utilization of AJIO app
- To identify the problems faced by the customers when using the AJIO app
- To provide suggestions and conclusions by analyzing the customer's convenience and satisfaction

Research Methodology:

This research has used both primary and secondary data collection. The secondary data were collected from various Journals, Magazines, and Websites. The primary data was collected by means of Interview Schedule Method. Convenience Sampling Techniques has been used in the study and the sample size is 100. In order to analyze the objectives of the study, several statistical methods and tests namely percentage analysis, chi-square analysis and Weighted Average score were used in the study.

Result and Discussion:

Table 1: Demographic Profile of the Respondents

Factors	Category	No. of Respondents	Percentage
Age Group	Below 20	38	38
	21 - 30	29	29
	31 - 40	28	28

	Above 41	5	5
	Total	100	100
Gender	Male	25	25
	Female	75	75
	Total	100	100
Educational Qualification	Illiterate	5	5
	School Level	37	37
	Graduate & Post Graduate	46	46
	Professional	12	12
	Total	100	100
Marital Status	Single	38	38
	Married	62	62
	Total	100	100
No. of Family Members	Up To 3 Members	44	44
	4 - 6 Members	50	50
	Above 6 Members	6	6
	Total	100	100
Annual Income	Below Rs. 1,00,000	47	47
	Rs.1,00,001 - Rs.3,00,000	42	42
	Rs.3,00,001 - Rs.5,00,000	7	7
	Abovers.5,00,000	4	4
	Total	100	100
Respondents Status	Student	13	13
	Home Maker	26	26
	Employer	36	36
	Employee	15	15
	Professional	10	10
	Total	100	100

Source: Primary Data

Inference:

From the above table it is inferred that,

- Majority (38%) of the respondents fall under the age group of below 20 years
- Majority (75%) of the respondents are female
- Majority (46%) of the respondents are graduates and post graduate
- Majority (62%) of respondents are married
- Majority (50%) of the respondents has 4-6 members in their family
- Majority (47%) of the respondent's annual family income is below Rs.1,00,000
- Majority (36%) of the respondents are employer category

Table 2: Factors Affecting the Customer Perception

Factors	Category	No. of Respondents	Percentage
Source of Awareness	Friends / Relatives	48	48
	Personal Observation	23	23
	Media Advertisement	16	16
	Others	13	13
	Total	100	100
Level of Awareness	High	48	48
	Medium	37	37
	Low	15	15
	Total	100	100
Using of App	Recently	52	52
	Upto1 Year	24	24
	1-2 Year	13	13
	Above 2 Years	11	11
	Total	100	100
Familiarity of App	Clothing & Accessories	65	65
	Home Decor & Furnishings	17	17
	Electronics & Gadgets	12	12
	Grocery & Daily essentials	6	6
	Total	100	100
Amount Spent on One Time Purchase	Less than Rs.1000	37	37
	Rs.1000-Rs.5000	39	39
	Rs.5000-Rs.10000	18	18

	More than Rs.10,000	6	6
	Total	100	100
Frequency of Purchase	Daily	17	17
	Weekly	49	49
	Monthly	27	27
	Rarely	7	7
	Total	100	100
Reason for Using App	Quality of Products	42	42
	Pricing	33	33
	Brand Reputation	18	18
	Social Media Influence	7	7
	Total	100	100
App Using Period	Below 1 Year	26	26
	1-3 Years	40	40
	3-5 Years	22	22
	Above 5 Years	12	12
	Total	100	100
Attracting Features of App	User-Friendly Interface	47	47
	Product Variety	38	38
	Fast Delivery	11	11
	Easy Returns	4	4
	Total	100	100
Recommend to Use for Others	Yes	74	74
	No	26	26
	Total	100	100

Source: Primary Data

Inference:

From the above table it is inferred that,

- Majority (48%) of the respondents source of awareness is friends/relatives
- Majority (48%) of the respondents awareness level is high
- Majority (52%) of the respondents are using this app recently
- Majority (65%) of the respondents are familiar with this app for clothing and accessories
- Majority (39%) of the respondents are spent amount of purchase for using this app is between Rs.1000 to Rs.5000
- Majority (49%) of the respondents buy the product by using this app to weekly
- Majority (42%) of the respondents buy the product by using this app for quality of product delivered
- Majority (40%) of the respondents are 1-3 years using this app
- Majority (38%) of the respondents feel that user-friendly app
- Majority (74%) of the respondents recommend others to use this Ajio app.

Table 3: Total Satisfaction Level of the Respondents

Satisfaction Level	No. of Respondents	Percentage Respondents
Highly Satisfied	26	26
Satisfied	48	48
Neutral	17	17
Dissatisfied	5	5
Highly Dissatisfied	4	4
Total	100	100

Source: Primary Data

From the above table it is inferred that, majority (48%) of the respondents are satisfied with Ajio app

Table 4: Chi-Square Test

Hypothesis:

There is no significant relationship between Age, Gender, Marital Status, Monthly Income, Occupation and level of satisfaction regarding customer perception towards AJIO App.

Factor	Degrees of freedom	Table Value @ 5%	Calculated Value	Accepted / Rejected
Age	5	21.03	0.1263	Accepted
Gender	5	9.49	0.1325	Accepted
Marital Status	5	5.991	0.031	Accepted
Monthly Income	5	12.592	0.643	Accepted
Occupation	5	21.03	0.5988	Accepted

The above table reveals that there is no significant relationship between Age, Gender, Marital Status, Monthly Income, Occupation and level of satisfaction regarding customer perception towards AJIO App.

Table 5: Factors Influencing to Use Ajio App

Weighted Average Score (w)		5	4	3	2	1	Total Score	Weighted Average	Total
Rank Factors		I	II	III	IV	V			
Price	X	43	32	18	4	3	408	15.09	1
	WX	215	128	54	8	3			
Quality	X	27	43	16	9	5	378	13.98	2
	WX	135	172	48	18	5			
Delivery	X	34	17	16	10	23	329	12.17	5
	WX	170	68	48	20	23			
Payment	X	24	25	24	11	16	330	12.2	4
	WX	120	100	72	22	16			
Unclear Return Policies	X	17	21	35	14	13	315	11.65	6
	WX	85	84	105	28	13			
Order Tracking	X	10	21	30	25	14	288	10.65	8
	WX	50	84	90	50	14			
Packing	X	24	27	36	9	4	358	13.24	3
	WX	120	108	108	18	4			
Technical Issues	X	13	21	32	19	15	298	11.02	7
	WX	65	84	96	38	15			

Interpretation:

Table 5 shows that out of the various factors determined by the respondents the problem in online shopping of AJIO. Price is given as first rank with the weighted score of 15.09. Quality is given as second rank with the weighted score of 13.98. Packaging is given as third rank with the weighted score of 13.24. Payment is given as fourth rank with the weighted score of 12.20. Delivery is given as fifth rank with the weighted score of 12.17. An unclear return policy is given as sixth rank with the weighted score of 11.65. A technical issue is given as seventh rank with the weighted score of 11.02. Order tracking is given as eighth rank with the weighted score of 10.65. It is concluded from the weighted score analysis that price is the main factor which influences to use AJIO app.

Suggestions:

- To increase awareness about AJIO app should be done in all modes of advertisement like Television, Radio, Newspapers, etc.
- This AJIO app is fully focused on homemakers and students it is a good effort but it should reach all the age group peoples. Good application keep this achievement and work more to make some new developments in AJIO online shopping field
- Delivery charge can be reduced by optimizing logistics network
- Attract more customers by providing additional offers and discounts
- Give rewards for regular users or first-time users

Conclusion:

On this study we came to know that the awareness about the AJIO app is very less among the people. But the users of AJIO app were very comfortable and they are benefitted by the application. Promotional activities must be improved to increase the users of AJIO app. Most of the respondents are women. The procedures can be simple so that the users can do their shopping easily and comfortably and they will recommend others to use this application. This study will support the AJIO app to know how the reach of the applications and can change their mistakes and improve the users of the AJIO app to earn more profit. With the advancement in technology, more and more people are shifting towards e-commerce platforms for shopping. However, retaining old and attracting new customers is not as easy as it seems on the online platform. Having a clear understanding about the customers and their needs is must if an online retailer wants to satisfy their customers and they successful in the online market. Keeping the customer satisfied is a very cumbersome task, especially when the competition is vast, and the customer's expectations are high. The behavior of customers while doing online shopping is not only dependent upon their unique character like age, gender, occupation or income range. The online retailers also need to understand certain other aspects which satisfy or dissatisfy their customer. These satisfaction factors include ease of access of retail applications, product quality, variety, stock availability, affordability, offers and discounts, timely delivery, etc.

References:

1. Fereshte Rasty, S. H. (2020), "Trust Barriers to Online Shopping: Investigating and Prioritizing Trust Barriers in an Intuitionistic Fuzzy Environment" International Journal of Computer Science, 45(2), 2020
2. Tamilarasi, S & Praveen, K. B. (2021), "Customer Perception towards Online Shopping in Amazon on Seasonal Offers With Special Reference to Chennai City" Think India Journal, 22(14), 5898-5903.
3. Seyyed Habibollah Mirghafoori (2022), "A Study on Customer Perception towards Ajio App with Special Reference to Tripur city". International Journal of Applied Research, Volume 5(9), Pp No: 165-169.
4. Malinsundstrom (2022), "Customer Perception Towards Online Shopping in AJIO on Seasonal Offers With Special Reference To Chennai City" Think India Journal, 22(14), 5898-5903.
5. Syed Shah Alam, Mohd Helmi Ali (2023), "A Study on Customer Perception Towards E-shopping", International Journal of Computer Engineering and Applications, Volume XII, Special Issue (E-Shopping day), January 22, 2023.
6. <https://www.ajio.com>
7. <https://www.relianceretail.com>