

Available online @ www.selptrust.org/www.iaraindia.com
Research Explorer - International Journal
ISSN : 2250-1940 (Print), 2349 - 1647 (Online)
Impact Factor : 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 0.60(QF) 0.398(GIF)
Volume : VI, Issue : 20 | July - September 2018 © Author

AN EFFECTIVE ANALYSIS TOWARDS ONLINE SHOPPING EXPERIENCE AND CUSTOMER SATISFACTION

Roma Chavan

Research Scholar, Department of Management,
JNTU-A University, Anantapur- 515002, Andhra Pradesh, India.

Dr. Juturu Viswanath

Associate Professor, Department of Management,
Sri Venkateswara College of Management, Tirupati -517507, Andhra Pradesh, India.

Abstract

The main objective of the present study is to discover the different factors that influences E-shopping apparent benefits like expediency, Pricing and larger Selection towards Online client Satisfaction and Word of Mouth sales. The required statistics has been gathered conveniently from 200 respondents who experienced minimum one online shopping transaction in the last years. Four hypotheses have been tested empirically with the help of Partial Least Square Structural Equation Modeling (PLS-SEM) and the consequences are noteworthy. The outcome of the study states that convenience during the online shopping; various alternatives for selection of products and low price extensively influence shopping online customer satisfaction in Indian circumstance.

Keywords: Online shopping, customer satisfaction, Internet usage Skills, E-Shopping, Brand name.

Introduction

The rapid explosion of e-commerce is inflicting deep effect on current business world. The rapid growth of ecommerce is still in a youth stage and the determinants to create a center of attention to people towards online shopping remain indistinguishable well. To appraise and predict those immense impacts of ecommerce, it is very important to auxiliary improve our understanding of customers online shopping activities. In the reference from Davis (1989) refers to online shopping or e-commerce as “the buying, selling, marketing and servicing

of products or services over computer networks”. By the appearance of aggressive business environment, online shopping becomes an crucial for intensifying the market space for any organization. A number of studies have already investigated that online shopping customer behavior is based on various theories. This experimental study, which was done in 2013, has focused mainly on the factors that influences definite online shopping seeming benefits namely convenience, cost/price, wider selection and availability of products towards customers’ satisfaction.

Online Shopping Customer Behavior

Every individual in the world is the customer. Every individual of us purchases and sells or consumes goods and services in their life. Customer behavior is very multifaceted and is determined by a huge extent through various social and psychological factors. Customer behavior can be defined as those acts of individuals directly concerned in obtaining, by means of and disposing of economic goods and services. The significance and consequence of understanding customer behavior is entrenched in modern marketing. The needs of it are not even that no two customers are the same. Therefore they purchase only those goods and services which gratify their needs and desires. To endure in the market, a firm has to be constantly innovative and indulgent the latest customer needs and tastes. It will be enormously useful in exploring marketing opportunities and in gathering the challenges that the Indian markets are offering. Online customer behavior parallels to that of offline customer behavior with some apparent differences. The stages of the customer decision making expansion are basically the same whether the customer is online or offline. But the general representation of customer behavior needs modification to take into account new factors.

In the online mode, a web site features alongside with customer skills, product individuality, attitudes towards online purchasing and perception about control over the Web environment plays a major role. There are parallels available in the analog world, where in the customer behavior can be influenced by the design of the store, and that accepting the specific movements of customers through a physical store can improve sales if goods & promotions are set along the almost certainly customer tracks.

Customer skills refer to the acquaintance that customer has about how to accomplish online shopping transactions. Product distinctiveness refer to the actuality that some

products can be effortlessly described, packaged and shipped over the Internet whereas some products cannot. collectively with traditional factor such as brand name, promotion and organization capability, these are few factors that's leads to specific attitudes about online shopping. Customer behavior regarding the use of internet for shopping varies. Some customers either lack access or resist using this new channel of distribution, chiefly due to privacy and security concern. Few shoppers choose to glance through the Web so as to collect information and then visit the stores to negotiate the buy face to face from the retailer. Some shoppers visit the retail stores first and then purchase from an online shopping. Still others do the online shopping: collecting information, negotiating, purchasing and either arranging for delivery or picking up the merchandise in the store. A Study on the Customer Satisfaction towards Online Shopping, it takes time for individuals to build up confidence to do online shopping. Primarily shoppers may confine themselves for searching information or using mails. As their assurance grows their use of the Internet for procure is likely to increase with a move to advanced value items and additional frequent purchases through online.

The growing purchasing power of the Indian customers is set to fetch online shopping boom in India. One of the newest accompaniments to online retail is promotion through social media websites like Twitter, Facebook, Google, Whats app etc. Apart from website technologies, retail leaders are trying to espouse videos, mobile advertisements and social media strategies with a vision to provide richer, more creative and user friendly experience. After bringing rebellion in all the metro cities, online shopping is set to create consciousness even in the rural areas. Furthermore, with the opportunity of the Indian economy in relation to transform in the FDI strategies, it is a wake-up call for all retailers that have put slight efforts to develop an online shopping strategy as retail giants like Amazon, Flipkart, club factory, Jabongand have

Tesco has already started taking actions and their strategy implementation in the Indian retail markets.

Scope Of The Study

The rising reach of the Internet and internet shopping among customers has resulted in huge requirements for retailers providing online benefits for customers to make purchasing at the click of the mouse. Customers not only browse internet to make easy purchases but they also use for searching information about the product or service being purchased. Now a day's Internet has distorted the way of conducting business. Many businesses have ongoing process of building up their strategies around the internet. If Electronic Marketers evaluate and understand the different factors that are influencing customer's online attitude, they can further modify their business strategies towards customer preferences and their satisfaction.

This study deals with customer behavior and their perceptions towards the below mentioned aspects online shopping and how its presence or lack of these aspects in an online shopping atmosphere affects the customer satisfaction.

- Availability of various Product categories that customers looking online
- Quality of the product & Easy availability of the product
- Speed and Mode of delivery of the product to the customer
- Product prices and offers available for online shopping customers
- Various Payment options accessible for the customers
- Shipping charges, Return of the product & Exchange policies of the online shopping organizations
- Accessibility and Ease to use the product

Objectives of the study

The primary objective of this study is to identify and understand the various factors that

are affecting customer behavior and their satisfaction with respect to online shopping in India. The Secondary Objectives are as follows:

- To analyze the available product categories for which customers support online shopping and product segregation for which they still stand for shopping through traditional approach.
- To know various easy features that customers look forward to use online shopping portal.
- To understand the different payment methods and availability of various delivery systems favored by the customers.
- To know the various problems faced by customers through online shopping.
- To understand how these various factors work together to influence customers online shopping decisions.
- To evaluate the relationship among online shopping experience and customer satisfaction
- To know the relationship between the product quality and customer satisfaction

Review of Literature

Online shopping, referred to as online retailing or e-tailing, is growing every day in India. According to e-Bay India Census (2011), *Online Shopping is mainstream & a nationwide phenomenon: India had over 3,311 e-Commerce centers across the country*. In India, traditionally people used internet to compare and evaluate options and went back to traditional approach for the actual purchase. But this trend is changing now. Several factors like the increasing internet awareness and availability, PC penetration etc have caused an increase in online shopping. According to The Times of India's - article on Online Retail Industry published on July 3rd 2011- "*A booming economy and rising disposable incomes have contributed to the evolution of online shopping*," said Associated Chambers of Commerce and Industry of India

(ASSOCHAM) Secretary General, D S Rawat.

As the possibility of internet is expanding, it becomes a popular marketing channel. There are various differences among a physical store and its electronic counterpart such as consumers can buy things whenever they want and wherever they are through online shopping. It is a complex purchasing process that includes navigations, and searches for information, the online transactions and the customer interactions. The intensity of online shopping is expected to be increased in double digits by every year. In fact, consumers can also enjoy window shopping on the internet without enduring/feeling the pressure to purchase, unlike the traditional shopping environment. Most of the previous online shopping research works have focused on identifying the attributes of successful online store. These attributes comprised of time saving/ convenience, lower price, wider selection, entertainment, homepage, customer service and price comparison.

Research Methodology

The data has been collected from the customers who made minimum one online shopping transaction in the last year. Descriptive research design adopted to identify and describe customer expectations, influencing variables etc. In India there are thousands of online customers using online shopping websites for purchasing products. These customers constitute the study population. Judgment sampling technique is used for collecting the data. For conducting this study it is proposed to collect both primary and secondary data. The primary data is collected by administering a structured questionnaire to consumers who use internet for shopping. The questionnaire was circulated in electronic form and was completed by the respondents and used for further analysis.

Data Analysis and Interpretation

The majority of the respondents use the

Internet for more than 4 hours per day (49%). The most popular actions for which the respondents use the Internet (percentages based on responses) are as Surfing the internet, Online Shopping, Banking transaction, Chatting on Whatsapp, Messenger etc, Social Networking like Face book, Twitter. A huge percentage of the respondents (83%) use the Internet for information search former to making any purchase decisions. The various products that the respondents often looking to purchase online (based on percentage of responses) are booking of their Train/Bus / Flight Tickets, Movie / Event Tickets, Books / CDs.

The Various Features of shopping portals that the respondents think about most important (based on percentage of responses) are Payment Options available, Variety of Products Available, and the Speed& Quality of product Delivery, Security of transaction and User Friendly appearance. Most preferred payment options of the respondents are Cash on Delivery and Internet Banking.

Factors that infuriate customers the most (based on percentage of responses received) while online shopping are unsuccessful transactions and unsecured payment options. Most frequently used for shopping portals in India (based on percentage of responses) are; IRCTC, Yatra / MakeMyTrip, TicketNew, Amazon, FlipKart and EBay. Greater parts of the customers are willing to spend more than Rs.1000 for a single online shopping purchase (70%). Almost majority of the respondents (98%) agree that online shopping helps them to save time and it is more convenient. Majority of the respondents agree that it is easier to search for and compare products online. (90%). Majority of the respondents fail to see the product touch and feel while online shopping and they do not wish to wait for products till it is delivered to them. The Respondents below age of 35 years consider them as having more awareness of the Internet. This strongly influences their self-confidence to do online

shopping behavior. Respondents in the age group of 25-34 years shop online more frequently than the compared to respondents of other age groups.

Hypothesis 1

H0: There is no significant relationship between Age group and Internet expertise.

H1: There is significant relationship between Age group and Internet expertise.

Age Group	Internet Expertise			Total
	Beginner Level	Intermediate Level	Advanced Level	
15-25 yrs	1	24	22	47
26-35yrs	3	42	50	95
36-45yrs	4	22	12	38
46 & above	8	5	7	20
Total	16	93	91	200

Expected Value E = (Row Total * Column Total) / Grand Total

The critical value ÷2 at 0.05 level of significance for degree of freedom 8.

Calculated Value	58.762
Degree of Freedom	8
Level of Significance	0.05
Table value	25.5

Hence, the calculated value is greater than the table value; the Null Hypothesis H0 is rejected. Therefore there is no association between Age group and internet expertise.

Hypothesis 2

H0: There is no significant relationship between Age group and regularity of online shopping.

H2: There is significant relationship between Age group and regularity of online shopping.

Age Group	Regularity of Online Shopping			Total
	Quite Often	Sometimes	Rarely	
15-25 yrs	24	22	1	47
26-35yrs	50	42	3	95
36-45yrs	22	12	4	38
46 & above	7	5	8	20
Total	103	81	16	200

Expected value E = (Row Total * Column Total) / Grand Total

The critical value ÷2 at 0.05 level of significance from the table is 21.026 for degree of freedom 12.

Calculated Value	40.69
Degree of Freedom	12
Level of Significance	0.05
Table value	29.92

Hence, the calculated value is greater than the table value; the Null Hypothesis H0 is rejected. Therefore there is no association between Age group and regularity of online shopping.

Hypothesis 3

H0: There is no significant relationship between Gender and regularity of online shopping.

H3: There is significant relationship between Gender and regularity of online shopping.

Age Group	Regularity of Online Shopping			Total
	Quite Often	Sometimes	Rarely	
Male	45	28	17	90
Female	52	38	20	110
Total	97	66	37	200

Expected value E = (Row Total * Column Total) / Grand Total

The critical value ÷2 at 0.05 level of significance from the table is 12.96 for degree of freedom 3.

Calculated Value	12.26
Degree of Freedom	3
Level of Significance	0.05

Hence, the calculated value is greater than the table value; the Null Hypothesis H0 is rejected. Therefore there is no association between Gender and regularity of online shopping.

Conclusion

Based on the above mentioned findings, all apparatus in factors that makes an impact on

the customer satisfaction towards online shopping have major effect. In this research the researcher just not only focused on three major factors that give a major impact on customer satisfaction which are mainly product quality, brand name and shopping understanding. Various approaches have been used in finding the answers for the objectives that are stated in this research which were collected through distribution of questionnaires, as well as some of methods used to evaluate the data obtained such as, validity and reliability analysis of the data, correlation coefficient and regression analysis

The findings and outcome reflects the perceptions, preference and factors influencing satisfaction of online shopping. The consequences indicate that the respondents are becoming more internet savoir-faire every day. As they become more convinced they are ready to purchase high value products online as well. Businesses venturing into or expanding into the online market need to reduce the customer supposed risks by making shopping portals easier to steer and by providing secured payment options as per the norms of the business, ensuring speed and quality of delivery to grow and preserve customer trust, better management and classification to make up for the absent touch and feel the experience of the product etc. Efforts have to be made to be taken to educate the people to buy online shopping for the steps that need to be undertaken while making an online purchase. Furthermore, the feedback of an online buyer should be captured to identify flaws in service delivery to the customers. This can be done through online

communities and various blogs that serve as advertising and marketing tools and a source of feedback for various business enterprises.

Online shopping is becoming more accepted day by day with the enlargement in the usage of World Wide Web known as www. Consideration of customers' need for online shopping has become a major challenge for Businesses. Especially understanding the Customer attitude and Behavior towards online shopping, building improvement in the factors that manipulate consumers to do online shopping and working on various factors that affect customers to do online shopping which will help businesses to gain the competitive edge over others competitors in the market. In conclusion, having access to online shopping has truly revolutionized and prejudiced our society as a whole.

References

1. Bearden W. O. and Teel J. E., Selected Determinants of Consumers Satisfaction and Complaint Reports, *Journal of Marketing Research*, 20(1), 21-28 (1983)
2. Benjamin R. and Wigand R. T., Electronic markets and Virtual Value Chains on the Information Superhighway, *Sloan Management Review*, 36(2), 62- 72 (1995)
3. Efraim Turban "Electronic Commerce: A Managerial Perspective", Pearson Education India
4. <http://www.fibre2fashion.com/industry-article/37/3677/evolution-of-onlineretail1.asp>
<http://www.fibre2fashion.com/industry-article/37/3677/evolution-of-online-retail1.asp>
5. <http://www.fibre2fashion.com/industry-article/37/3677/evolution-of-online-retail1.asp>
6. Davis F. D., Perceived usefulness, perceived ease of use and user acceptance of information technology, *MIS Quart.*, 13(3), 319-40 (1989)

visit our website www.iaraindia.com to refer and download
the previous issue of
SELP JOURNAL OF SOCIAL SCIENCE,
RESEARCH EXPLORER, THAMILAIVU SANGAMAM
at free of cost