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A STUDY ON CUSTOMER SATISFACTION TOWARDS E-COMMERCE WITH SPECIAL REFERENCE TO BIHAR (VAISHALI DISTRICT)

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Abstract

An ecommerce platform is a digital tool that enables individuals to generate income online by utilizing their own website. Shopify is an exemplar of an ecommerce enterprise that empowers people, producers, and organizations of various scales to engage in online and offline sales through a physical retail establishment. Ecommerce companies typically include all the necessary tools for website development, product listing creation, and online payment acceptance. This makes them a convenient option for establishing a brand and initiating sales. Consumers have various options for making online purchases, ranging from using digital wallets to utilizing credit cards that are processed through a payment gateway on an online retailer. Ecommerce platforms typically incorporate interfaces with payment processing firms and occasionally provide their own digital payment platforms. These services function as intermediaries for online transactions between a merchant and a customer's bank. Payment options are frequently combined in the checkout process to provide customers with a range of choices. The outlook for e-commerce in India is highly favorable, with forecasts suggesting a consistent annual growth rate of 18% until 2025. India is projected to become the third-largest consumer market in the world by 2030, highlighting the significant opportunities and potential for growth in the e-commerce industry in the country. In this study, the researcher investigates client satisfaction with e-commerce, specifically focusing on Bihar's Vaishali District.

Keywords: E-Commerce, Online Transactions, Payment Options, Market Global and Customer Satisfaction.

INTRODUCTION

E-Commerce, also known as Electronic Commerce, refers to the process of purchasing and selling items, products, or services over the internet. E-commerce, alternatively referred to as electronic commerce or internet commerce, encompasses online transactions and business activities

conducted via the internet. These services are delivered online over the internet network. E-commerce encompasses the exchange of money, funds, and data. These business transactions can be conducted through four different channels: Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), and Customer to Business

(C2B). E-commerce is commonly defined as a commercial transaction conducted over the internet. Online retailers such as Amazon, Flipkart, Shopify, Myntra, Ebay, Quikr, and Olx are instances of E-commerce platforms. It offers expedited delivery of products with minimal client involvement. Customer grievances are promptly attended to. Additionally, it conserves time, energy, and exertion for both the consumers and the corporation. Another notable benefit is the level of convenience it provides. Customers have the ability to shop at any time of the day or night, 24 hours a day, 7 days a week. The online operates 24/7 and is not subject to the same time constraints as a physical store. Electronic commerce facilitates direct communication between customers and businesses, eliminating the need for intermediaries.

STATEMENT OF THE PROBLEM

Organizations operating in emerging markets, such as the Vaishali District, cannot rely simply on their prior track record of success in today's fast evolving business environment. This environment is characterized by the blurring of boundaries, disintermediation, and intense rivalry. In order to surpass their competitors, they must consistently pursue innovation at all levels of their operations. In order to ensure their existence in the 21st century, it will be crucial for them to possess the capacity to develop effective business models, strategies, and innovative goods. The initial phase of this invention involves the internet, which has caused traditional commerce to transition into the e-commerce trend. It is noteworthy that despite the significant advantages of e-commerce in business, trade, industry, and commerce, it is widely speculated by business analysts and stakeholders that organizations and business operators in emerging markets like Vaishali District do not fully embrace the immense benefits of e-commerce in their businesses.

REVIEW OF LITERATURE

A literature review is a comprehensive examination of the previously published works pertaining to a specific subject. The word might encompass either a complete scholarly document or a specific portion of a scholarly work, such as a book or an article. Regardless, a literature review serves the purpose of

offering the researcher/author and the audience a comprehensive understanding of the current information pertaining to the issue in question. An effective literature review can verify the formulation of a suitable research topic and the selection of an appropriate theoretical framework and/or research methodology. In essence, a literature review has the purpose of placing the current study within the existing body of relevant literature and offering context to the reader. Typically, in such instances, the review is placed before the methods and outcomes sections of the study.

In their study, **Manisha Soni and Jatin Yadav (2019)** proposed that consumer happiness is a key factor to consider, along with identifying strategies to enhance the ease and security of ecommerce transactions. Customers demonstrate a preference for online shopping, but they encounter certain drawbacks such as counterfeit products and the potential for insecure payment methods. To enhance the customer experience, it is imperative to enhance product quality and exclusively offer genuine brand products. Additionally, website hosts must prioritize the security of customer banking information to mitigate the risks of theft and misuse. By addressing these concerns, customers will develop greater trust in online shopping and have their expectations met.

In his study, **Anmol Singh (2021)** determined that organizations should make efforts to develop innovative products and services that meet the evolving demands of customers. This is because customers want continuous improvements in terms of quality, speed, and cost-effectiveness. With the progress of technology, the field of e-commerce is constantly developing and gaining increased significance for businesses. There are several objects that can be utilized and accomplished. Since the inception of the internet and e-commerce, the potential for both businesses and customers has been boundless. E-commerce, like any other industry, has its disadvantages, such as market volatility.

Gajendra Sharma (2021) observed that a majority of the participants expressed happiness with online buying, attributing their contentment to the punctual delivery and satisfactory packing. The primary reasons for dissatisfaction among respondents who engaged in online purchasing were late product delivery, inadequate product quality,

and subpar services. The price is the primary determinant that significantly impacts consumer happiness, particularly in the context of online buying. The majority of respondents recommended that the product delivered should match the quality advertised on the store's website.

Monika (2021) observed that the effective and efficient adoption of ecommerce can potentially facilitate the improvement of a poor country. It will enhance productivity and hence improve its competitiveness. Various firms across industries such as accountancy, healthcare, retail, and tourism have enhanced their client distribution channels through the utilization of technology. Although digital transformation has become increasingly widespread in companies, there has been limited academic research conducted to assess its impact.

Muhammad Masyhuri (2022) noted that the crucial elements contributing to client happiness in e-commerce were examined. The text provides an analysis of five crucial factors: customer service, fulfilment/reliability, simplicity of use, products/services, and security/privacy. The analysis of these five crucial elements revealed that the most of them exert a substantial influence on customer satisfaction in online commerce. However, the security and privacy aspect yielded mixed outcomes, with both advantages and disadvantages. However, both Amazon and eBay, the two chosen e-retail companies, effectively implemented all crucial elements, which greatly influenced their performance and customer happiness.

OBJECTIVES OF THE STUDY

1. To gain knowledge about the marketing technique used by E-Commerce.
2. The purpose of this study is to examine the level of awareness of customer satisfaction in the context of e-commerce, specifically focusing on the Vaishali District in Bihar.
3. To determine the consumer preference towards purchasing products through E-commerce in the Vaishali District.

RESEARCH METHODOLOGY

The research technique is a crucial component of the research process, as it determines the framework and configuration of the study. Research methodology encompasses several key elements, including the research's nature, data sources, data

gathering tools, sample techniques, and data processing tools.

Nature of Research

This research study is descriptive and utilizes both primary and secondary data.

Sampling Techniques

A Stratified Random Sampling technique was utilized to choose the participants for the study on E Commerce in the Vaishali District. Initially, a total of 9 villages were selected from the E-Commerce sector in the Vaishali District. For the second stage, a sample size of 140 respondents (30% of the total) was selected for the study. For the third step, a selection of 20 respondents was made from each community. The sample respondents were selected using proportionate stratified random sampling techniques.

Sources of Data

The study necessitates the utilization of both secondary and primary data. The collection of primary data was facilitated through the distribution of organized interview schedules to the respondents of the E-Commerce in Vaishali District. The collection of secondary data involved gathering information from many sources such as journal reports, theses, dissertations, periodicals, and books.

Sampling Size

Sampling size calculator was applied to determine the sample size of the research study;

S . No	Name of the Town Panchayat	No. of Questionnaire Issued	No. of Questionnaire Received
1	Hajipur	30	20
2	Raghopur	30	20
3	Bidupur	30	20
4	Lalganj	30	20
5	Vaishali	30	20
6	Bhagwanpur	30	20
7	PatedhiBelsa r	30	20
Grand Total		210	140

Source: Primary Data

Population Size : 1,22,446
 Confidence level : 95%
 Confidence Interval: 4.36

Sampling Size : 140

Statistical Tools for Analysis

The researcher employed a range of advanced statistical tools, including descriptive statistics for percentage analysis, trend percentages, chi-square test, t-test, one-way ANOVA, correlation, multiple regression analysis, and factor analysis, to analyze the data.

Pilot Study

Prior to the data collection, a preliminary research was conducted. The pilot study has a sample size of 30 participants from the designated study area. The interview schedule was updated and redesigned based on the feedback from the respondents, in order to meet the specific requirements and relevance of the study.

Study Area

The research region, Vaishali District, is designated as the "universe" for the purpose of collecting and analyzing data.

SCOPE OF RESEARCH WORK

The current research aims to gather factual information regarding the performance and impact of E-Commerce in the study area of Vaishali District. This study focuses exclusively on the E-Commerce industry in the Vaishali District. It aims to analyze consumer satisfaction and marketing strategies employed by businesses in the district, as well as the benefits experienced by both the businesses and the residents of the Vaishali District. An analysis was conducted to assess the operational performance of the marketing strategy of E-Commerce Region and its impact on customer satisfaction and socio-economic development. Data was collected through distributed interview schedules. This study focuses exclusively on the youth's perspective on marketing strategies from a customer viewpoint and does not take into account the perspectives of businessmen.

LIMITATION OF THE STUDY

The study exclusively focuses on E-Commerce inside the confines of Vaishali District. A cohort of 140 students pursuing degrees was chosen for this study utilizing both probabilistic and non-probabilistic sampling methods. The study is constrained by its inability to encompass all E-Commerce enterprises. Nevertheless, this constraint would not have substantial repercussions on the soundness, objective, and discoveries of the study due to the enormous sample size and the

nationwide reach of the marketing tactics employed to engage clients.

Top eCommerce Companies in India

The eCommerce sector is thriving in India. eCommerce has undergone rapid improvement due to technical advancements and digital platforms. The majority of eCommerce companies provide a wide range of products, however many companies specialize in offering niche products that are based on specific values.

1. Amazon
2. Flipkart
3. Myntra
4. IndiaMart
5. ShopClues
6. Snapdeal
7. FirstCry
8. Nykaa
9. BookMyShow
10. Meesho

**Table Number – 1.1
Demographic Profile of the Respondents**

DEMOGRAPHIC PROFILE			
Demographic Profile (N = 140)	Description	Frequency	Percentage
Gender	Male	94	67.15
	Female	46	32.85
Marital Status	Single	84	60.00
	Married	56	40.00
Nature of Family	Nuclear Family	45	32.14
	Joint Family	95	67.85
Place of Living	Urban	92	65.71
	Semi-Urban	38	27.14
	Rural	11	07.85
Age of the Respondents	17-21	13	9.28
	22-24	39	27.85
	25-28	88	62.85
Educational Qualification	Under Graduate	94	67.14
	Post Graduate	47	33.57
Descriptive Statistics (Age)			
Mean	Std. Deviation	Minimum	Maximum
23.578	2.149	17	28

Table Number 1.1 shows that the majority of the respondents are male (67.15%), single (60%), living in joint families (67.85%), residing in urban areas (65.71%), aged between 37-42 (62.85%), have an undergraduate degree (67.14%), and have an engineering background (46.42%). The descriptive statistics reveal that the age of the employees who participated in the evaluation varied between 17 and 28 years. The average age was 23.578, with a standard deviation of 2.149.

Table Number 1.2
KMO and Bartlett’s Test of Market share of E-Commerce

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.833
Bartlett's Test of Sphericity	Approx. Chi-Square	864.112
	Df	49
	P value	0.000

Table Number – 1.3
Descriptive Statistics of Market share of E-Commerce

Variables Relating to Market share of E-Commerce	MS A	Communalities
Awareness	0.842	0.661
Financial Risk	0.680	0.707
Prize	0.757	0.420
Quality	0.892	0.447
Quantity	0.882	0.401
Adequate Facilities	0.862	0.592
Uncertainty of Marketing	0.866	0.566
Social Media approach	0.866	0.554
Trust	0.852	0.671
Delivery Process	0.876	0.557

Table Number 1.3 displays the Descriptive Statistics of Market share of E-Commerce. It reveals that the highest factor, with a value of 0.892, is Quality. The moderate factor is Prize, with a value of 0.757.

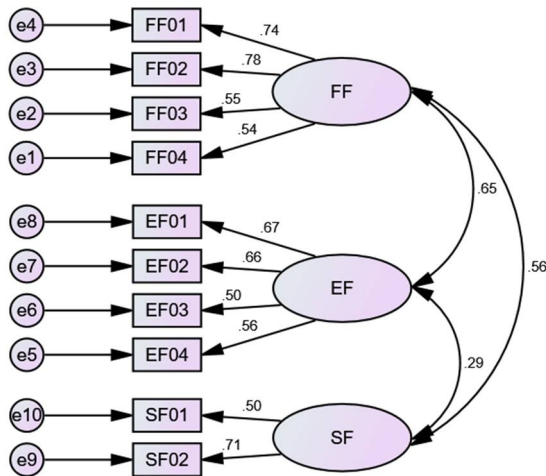
The lowest factor is Financial Risk in the Market share of E-Commerce.

Table Number – 1.4
Regression Analysis of (Market share of E-Commerce)

Dependent Variable	Significant Predictors	Mean (SD)	F-Value	R	R ²	Adjusted R ²	β (t-Value)	Sig.
Awareness Factor		42.324 (6.412)	41.302	0.624	0.784	0.312		-
	Satisfaction Factor	33.674 (4.434)					0.342 (5.756)	0.000*
	Knowledge Factor	23.245 (4.256)					0.282 (2.367)	0.000
Risk Factor	10.236 (2.386)	0.245 (3.689)						
P Value of >0.05* - (PSF, SF and KF all Factor significantly influencing the PF)								
Notes: *Significant @ 5% Level.								

The table number 1.4 above shows the values for R, and R Square Adjusted, which are 0.624, 0.784, and 0.312, respectively. This suggests that the AF of Marketing Strategy of E-Commerce towards Awareness Factors is affected by the SF, KF, and RF, which are independent variables. The values F = 32.254 and P = 0.000 are deemed statistically significant at the 5% level, as indicated by the table provided. Regarding financial knowledge awareness, it can be stated that marketing strategy, satisfaction factor (SF), knowledge factor (KF), and risk factor (TF) play a significant role.

Figure No. 1
Confirmatory Factor Analysis on Impact and Customer Satisfaction towards E-Commerce Companies



The functional values linked to two sub-dimensions, namely the Financial Factor (FF) and the Economic Factor (EF), as well as the Satisfaction Factor (SF), are illustrated in Figure 1. The analysis of the Financial Factor required the use of five elements, whereas the analysis of the Economic Factor required the use of four factors, and the Satisfaction Factor required the use of two factors. Financial Factor 1 exerts a significant impact (0.69) on the determination of the Satisfaction Factor (SF), whilst Economic Factor 3 plays a big role (0.78) in determining the Economic Factor (EF).

The analysis of the model fit for the Confirmatory Factor Analysis chart on the relationship between Impact and Customer Satisfaction in E-Commerce is displayed in Table Number.1.6. The analysis results indicate that all the variables with statistical significance, namely GFI (0.976), CFI (0.979), TLI (0.969), NFI (0.957), and RMSEA (0.059), are statistically significant at the 1% level. Nevertheless, it is important to highlight that the Chi-square fit statistic ($\chi^2 = 66.579$, $DF = 25$, $p < 0.000$) diverges from this trend. Moreover, the Relative Chi-square value is calculated to be below 5 ($\alpha^2/DF = 2.662$, $p < 0.000$). All fit indices, save for the ones related to chi-square, indicate a high level of fit for the model. Therefore, it has been determined that the Confirmatory Factor Analysis model, which combines two separate variables, provides the best accurate fit with the

empirical data regarding the Impact and Customer Satisfaction towards E-Commerce.

Table Number 1.5
Regression Weights of Impact and Customer Satisfaction towards E-Commerce

ITEM DESCRIPTION		SW	USW	S.E.	C.R.
x4.3	<-- F - 1	0.536	1.000	0.179	6.269*
x4.10	<-- F - 1	0.555	1.120	0.198	7.479*
x4.4	<-- F - 1	0.780	1.480	0.232	7.356*
x4.5	<-- F - 1	0.742	1.703		
x4.9	<-- F - 2	0.562	1.000	0.180	5.621*
x4.6	<-- F - 2	0.501	1.011	0.172	6.615*
x4.7	<-- F - 2	0.662	1.136	0.210	6.648*
x4.8	<-- F - 2	0.671	1.393		
x4.2	<-- F - 3	0.709	1.000	0.166	3.860*
x4.1	<-- F - 3	0.504	0.641	0.179	6.269*

Table 1.5 presents the standardized regression weight (SW) for the relationship between Impact and Customer Satisfaction with E-Commerce Companies. The findings indicate that the variables "Decision Making" and "Self Satisfaction" demonstrate a substantial degree of dominance. The findings suggest that adolescents who purchase online demonstrate a high degree of awareness and proficiency in using technology, enabling them to make educated decisions about their satisfaction levels. The standardized regression analysis reveals that the variables "Awareness" and "Self Satisfaction" have a substantial impact on the Confirmatory Factor Analysis concerning the elements of Impact and Customer Satisfaction towards E-Commerce. The findings of this study indicate that Customer Satisfaction has a significant degree of financial acumen when making choices related to preference and satisfaction.

RECOMMENDATIONS

Encourage the involvement of the most disadvantaged individuals in e-commerce by implementing community-driven delivery initiatives for the elderly and providing

designated delivery time slots. Guarantee the safeguarding of susceptible customers against unjust commercial practices and hazardous products.

1. Alleviate obstacles in the facilitating conditions for e-commerce, encompassing aspects like connectivity, trade, logistics, and postal services. 2. Current patterns in social media. In India, as the usage of social media continues to grow, businesses have started to actively interact with their customers on popular social networking platforms like Amazon and Facebook.

CONCLUSION

E-commerce is revolutionizing the process of purchasing and selling goods and services in India. The future of shopping lies in e-commerce. E-commerce has minimized the distance between the manufacturer and the consumer. Given the size of the Indian population, there is significant potential for e-commerce. Currently, only 19% of people in India utilize the internet for buying and selling products and services. Therefore, the remaining percentage represents untapped opportunities in the Indian market. The future of e-commerce in India holds great promise in the coming years, provided that all necessary aspects are effectively implemented, including the establishment of cyber infrastructure and the fulfillment of people's desires. The government's primary responsibility is to provide a comprehensive legislative structure for e-commerce. This framework should facilitate the growth of both local and international trade while ensuring the preservation of fundamental rights such as privacy, intellectual property, fraud prevention, and consumer protection. Although numerous enterprises, organizations, and communities in India are starting to utilize the possibilities of e-commerce, there are still significant obstacles that need to be addressed before e-commerce can truly benefit the general population. In the future, clients will increasingly place orders for products from the convenience of their homes or offices. Mobile devices and computers are extensively utilized in India nowadays, and users are enthusiastic about online buying.

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