

Consumers Satisfaction and Attitudes towards Online Shopping – A Study

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Abstract— Customer satisfaction is when products and services meet the expectation of the consumers. It is very important that consumers are content with the products and services provided by the particular website as satisfied customers are likely to be loyal and make repetitive purchases which will increase profitability of that particular e-commerce company. In the present study 50 online shopping customers only. This research online shopping companies based in Pudukkottai town constitutes the sample. Convenience sampling technique is used for collected by administering a structured questionnaire to consumers who use online for shopping. In this research, consumer's satisfaction and attitudes towards online shopping which is used in this research will be referred in term of outcome by comparing the prior expectation and the perceived performance for each antecedent factor in order to measure the satisfaction of the respondents for each of those factors. Purchasing intention is the outcome of attitude which refers to the customer's willingness to buy from a particular e-retailer.

Keywords— Online Shopping, Online business, E-retailing, E-marketing, Consumer's Satisfaction and Attitude

Introduction

Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. Now day's internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers. Essentially, the idea of online shopping is to lead customers to a convenient way of shopping.

Statement of the problem

This study focus on consumer's satisfaction and attitudes towards online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing. Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scams, fraudulent practices and cheating also increased. Such cheating activities had created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase.

Reviews of literature

David J. Reibstein (2002) has studied about factors attracting customers to the site and factors being able to retain customers by mainly considering the role of price. However, customers tend to shop at other sites unless the vendors provide them good customer service and on-time delivery. Interestingly, e-shopping site using low prices or price promotions to attract customers do mostly tend to draw price-sensitive customers who are well known as having low loyalty.

Christian and France (2005) proves that customers satisfied the most were privacy (Technology factor), Merchandising (Product factor), and convenience (Shopping factor); also followed by trust, delivery, usability, product customization, product quality and security. Surprisingly, security was chosen as the last choice comparing to others. This was assumed that security is perceived as a standard attribute in any websites so other attributes take priority once customers have to choose the site to shop from.

Objectives of the Study

- To study the satisfaction level of the customer for online purchase.
- To know the specific reasons for which purpose customers purchase in online.

Scope of the Study

- To find out the reasons for the buying products.
- To find out the price range that people prefer most.
- To know about which purchase type people prefer most.

Limitations of the Study

- The study is confined to Pudukkottai town only.
- The study is based upon the consumer behaviors of online shopping.

- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true.

Research Methodology

Descriptive research design was employed in this study to describe customer expectations, influencing variables etc. In Pudukkottai town there are maximum people using online shopping sites for purchasing products. These customers constitute the study population. In the present study 50 online shopping customers only. This research online shopping companies based in Pudukkottai town constitutes the sample. Convenience sampling technique is used for collected by administering a structured questionnaire to consumers who use online for shopping. The questionnaire was circulated in Google forms and was completed by the sample respondents. Cronbach coefficient alpha is the most common accepted formula for assessing the reliability of measurement scale with multi point item. The reliability of the construct is considered acceptable, as Cronbach's alpha and composite reliability coefficients offer values which, in all cases are appreciably higher than the recommended value of 0.7.

Data analysis and interpretation

Difference between personal variables and their overall online customer satisfaction

Customer satisfaction	N	%	Mean	S.D	Statistical inference
Age					
Below 25yrs	19	38	21.05	0.918	F=18.497 0.013<0.05 Significant
26 to 35yrs	14	28	18.81	0.898	
36 to 40yrs	09	18	17.21	1.187	
41yrs & above	08	16	13.06	1.081	
Gender					
Male	32	64	20.19	0.914	t=11.262 0.029<0.05 Significant
Female	18	36	19.21	1.872	
Marital status					
Married	14	28	19.69	1.702	t=16.186 0.034<0.05 Significant
Unmarried	36	72	20.91	0.986	
Occupational status					
Students	21	42	21.05	0.918	F=18.497 0.013<0.05 Significant
Self Entrepreneur	08	16	18.81	0.898	
Private	11	22	17.21	1.187	
Government	04	08	13.06	1.081	
Others	06	12	13.06	1.081	

Research hypothesis (H₁): There is a significant difference between age of the respondents and their overall online customer satisfaction.

More than one third (38 per cent) of the respondents were below 25yrs of age group, 28 per cent were 26 to 35yrs, 18 per cent were 36 to 40yrs and remaining 16 per cent were above 41yrs. Below 25yrs of age group customer satisfaction level is higher when compared other age group. The calculated value is less than table value (0.013<0.05). So the research hypothesis is accepted and null hypothesis is rejected.

Research hypothesis (H₂): There is a significant difference between gender of the respondents and their overall online customer satisfaction.

Majority (64 per cent) of the respondents were male and remaining 36 per cent were female. Male customers are higher level satisfaction when compared to female customers. The calculated value is less than table value (0.029<0.05). So the research hypothesis is accepted and null hypothesis is rejected.

Research hypothesis (H₃): There is a significant difference between marital status of the respondents and their overall online customer satisfaction.

Vast majority (72 per cent) of the respondents were unmarried and remaining 28 per cent were married. Unmarried customers are higher level satisfaction when compared to married customers. The calculated value is less than table value (0.034<0.05). So the research hypothesis is accepted and null hypothesis is rejected.

Research hypothesis (H₄): There is a significant difference between occupational status of the respondents and their overall online customer satisfaction.

More than one third (42 per cent) of the respondents were students, 22 per cent were private employee, 16 per cent were self entrepreneur 12 per cent of others and remaining 8 per cent were government employees. Students are higher level satisfaction when compared to other occupational categories of customers. The calculated value is less than table value (0.013<0.05). So the research hypothesis is accepted and null hypothesis is rejected.

Recommendations And Conclusion

E-commerce has not been realized by many people. It can be said that the internet users may frequently visit the shopping sites but many of them do not perform the actual transaction with the sites. Thus, it is imperative to discover the core variables that influence the intention to perform the actual purchase in the perception of e-customers. Customer satisfaction showed great impact on customer loyalty. The existence of e-loyalty emerged from experience. The experience that was gained during the first transaction increases the possibility of purchasing in the same online store again. Therefore, we recommend that shop owner needs to focus on the online shopping experience. In addition, gaining consumer trust is very important in online shopping. Customers may tend to stay on the online shopping malls if they trust the service provider because online transaction does not allow customers to see the goods before

they purchase. Additionally, this can be implemented by offering good service quality, incentives and promotions to customers.

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