



AN INVESTIGATION INTO THE CUSTOMER SATISFACTION OF ONLINE SHOPPERS

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ABSTRACT

With the advent of technology online shopping has grown at a tremendous pace. The ultimate performance of any business depends on the satisfaction of its customers. The present study was therefore carried out with the purpose to assess the customer satisfaction of online shoppers. It was found that these customers are overall satisfied with the performance of online marketers they deal with. The present study recommends the improvement of post-sale service to enhance their satisfaction which will ultimately help them in their retention.

KEYWORDS :

Introduction

Internet is 21st century sensation that has marked its place in every house hold, office and business premises. It has not only become an encyclopedia of information but has also shaped people's lives in many ways. As internet has become a global phenomenon, shopping through online means has actively overtaken the physical mode of shopping. Online shopping is the process where goods and services are purchased through internet form the online shopping portals. As such online mode of shopping has witnessed a tremendous increase over the last few years. Nowadays, online shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, sometimes gather information regarding various products and services or even sometimes spare time online only for enjoyment. Online shopping offers advantage over the traditional shopping in terms of its round the clock availability and convenience in purchase.

Research on online shopping is going on at full pace from last two decades. The relationship between online shopping portals and the shoppers forms an important aspect of online shopping which needs to be researched upon. Customer's attitude towards online shopping will therefore be an important element which the online marketers will be looking for in order to assess the satisfaction of customers towards their services. Online shopping environment hence plays an increasing role in the overall relationship between marketers and their consumers (Koo et al. 2008). As growing trend in online shopping is indicative of the fact that consumers beliefs to online shopping is increasing, but it still remains an important aspect which needs to be researched. Monsuwé et al, (2004) in this direction point out that customers attitudes change by demographic, geographic or security reasons, it therefore becomes imperative to look into the various factors that affect customer satisfaction of online shoppers. As customer satisfaction leads to customer retention, the customer's perception towards online shopping should be the prime research focus of the researchers as is the main intent of this study.

Literature Review

On the theme on the customer satisfaction of online a thorough review of the literature was carried out some of which have been presented as under.

Alam and Yasin (2010) have observed that efficient delivery, the design of online portals and availability of variety of products are the major factors affecting customer satisfaction.

Nikhashemi et al., (2013) has pointed out that it quality, simple use, security in payment methods that has a positive impact on customer satisfaction in online shopping.

Karim (2013) highlighted the fact that the main reasons for the internet purchase from the respondents point of view was that they believed that it is convenience to them which means time saving,

information availability, opening time, ease of use, websites navigation, less shopping stress, less expensive and shopping fun.

Lee and Joshi (2007) also believe that efficient delivery has a significant impact on customer satisfaction in online shopping.

Objectives

The study aims to achieve the following objectives

- To study the shopping behaviour of people under study
- To assess the customer satisfaction of online shoppers

Methodology

This study is a descriptive one in which the objective of assessing the customer satisfaction of online shoppers will be done through a self-administered questionnaire. The sample respondents for the study are the online shoppers which were selected through convenient sampling. The respondents were asked questions regarding their experience of online shopping and also regarding their satisfaction about the same. The responses for the same were measured on a five point likert scale. The study was conducted in Srinagar city of the state of Jammu and Kashmir in India. The total number of questionnaires administered were 150 out of which 130 were received back indicating a satisfactory response rate.

Results and Discussion

The data collected from the sample respondents were analyzed using Microsoft excel and the results were arrived at by means of descriptive statistics.

Table 1.

Gender	No of respondents	Percentage
Male	85	65.38
Female	45	34.61
Total	130	100

Out of the total number of respondents surveyed 65.38% were males and rest 34.61 were females as shown in the table 1.

Table 2.

Age	No of respondents	Percentage
20-25	45	34.61
26-30	37	28.46
31-40	20	15.38
Above 40	18	13.84
Total	130	100

Majority (34.61%) of the respondents fall in the age group of 25-25 which is indicative of the fact that online shopping being a relatively new phenomenon is being mostly preferred by the younger generation as it also involves use of electronic devices like computers and laptops mastered by the young quite easily. This was followed by 28.46 % of the respondents who fall in the age group of 26-30. In the present survey 15.38% of the respondents are those

who fall in the age group of 31-40. And lastly above 40-group of respondents are only 13.8 in the group. The analysis of age groups of the respondents has highlighted an interesting trend that higher age groups have lower tendency for the online shopping.

Table 3.

Profession	No of respondents	Percentage
Student	55	42.30
Self-employment	37	28.46
Govt. employee	23	17.69
Private employee	15	11.53
Total	130	100

Now analyzing profession of our sample respondents it was found that majority of them 42.30% are students as explained earlier that it is due to tech savvy character of younger generation. It is pertinent to mention here that online shopping demands the knowhow of technology which the students in this survey seem to have mastered well. 28.46 % of the respondents are self-employed and 17.69% are employed in govt. sector and rest 11.53 % are private sector employees.

Table 4.

Residence	No of respondents	Percentage
Rural	95	73.07
Urban	35	26.92
Total	130	100

Talking of the habitat, 73.03% of sample respondents belong to urban areas where as only 26.92% of them are from rural as shown in table 4. This highlights the fact online shopping is still more of an urban trend as is obvious from the fact that it demands availability of technology in terms of internet and access to mobile phones and computers.

Table 5

Educational qualification	No of respondents	Percentage
Up to 12 th	20	15.38
Graduate	78	60.00
Post-graduate	28	21.53
higher	04	3.07
Total	130	100

The educational qualification of majority (60%) of respondents is graduation while only 15.38% of them have educational qualification up to 12th only indicating a trend of more educational qualification more affiliation to online shopping. 28% of the respondents have post graduate as qualification while as only 3.07% have higher education qualifications as shown in table 5.

Table 6

Shopping portal	No of respondents	Percentage
Flipkart.com	26	20.00
Amazon.com	18	13.84
Snapdeal.com	43	33.07
Jabong.com	16	12.30
Others	27	20.76
Total	130	100

While surveying the behaviour of online shoppers it was observed that snapdeal.com is the most frequently (33.07) used online shopping website by the sample respondents. 20% of the respondents frequently use flipkart.com while 13.84% of them use amazon.com most frequently and 12.30% use jabong.com and other shopping websites are frequently being assessed by 20.76% of the respondents.

Table 7

S.no	Questions	Mean score
1	Products available online are less expensive/cheap	4.37
2	In online shopping desired varieties of products are available	4.56
3	Online shopping portals have efficient delivery system	3.99
4	Safety regarding payment and other personal information is ensured in online shopping	4.05
5	Efficient post sale service is available	3.5
6	Overall online shopping is a good platform for online shoppers.	4.66

The basic motive of the present study was to assess the customer satisfaction of online shoppers and six questions regarding the same were asked to the respondents on a five point likert scale. The six questions along with their mean score are shown in table 7. All of them have received a mean score of equal to or greater than 4 which is indicative of high levels of satisfaction. They perceive online products as cheap and are very much satisfied with the desired varieties of products available online. The online shoppers perceive the online shopping as safe as the safety of the online transactions is ensured. It also came to fore that that the delivery system of the online marketers is quite efficient. Only one variable among the customer that is, post-sale service got very less score of 3.5 as compared to others. It indicates the fact that the online marketers need to improve sale service so as to satisfy the growing demands of the large customer base which will ultimately help them in customer retention. As was also rightly pointed out by Karim (2013) that online payment security, personal privacy and trust, unclear warranties and returns policies and lack of personal customer service are the foremost barriers of online shopping.

Conclusion

The present study was carried out with the motive to assess the customer satisfaction of online shoppers. For the same a survey was carried out in the Srinagar city of the state of Jammu and Kashmir using a questionnaire. It was found that online shopping portals are mostly used by the younger generation and educated lot of the society as it demands the technical knowhow and also availability of technology. It was also found that the customers are by and large satisfied on all the aspects of online shopping apart from the post-sale service of online marketers. It is therefore strongly recommended that post sale service should be enhanced to cater the needs of the customers.

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