



ORIGINAL RESEARCH PAPER

Commerce

CUSTOMERS' SATISFACTION WITH ONLINE SHOPPING: AN EMPIRICAL STUDY OF UDAIPUR CITY

KEY WORDS: Online Shopping, Customers' Satisfaction, Udaipur

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ABSTRACT

In the era of technology the use of online shopping is continuously increasing. With the advancement of IT the companies are offering new and new features on daily basis but the customers always focus first on basic facilities so keeping this in view this research has been conducted to study the customers' satisfaction with online shopping. The data has been collected from 317 customers with the help of semi structured questionnaire and it has been concluded that majority of customers were satisfied with online shopping.

INTRODUCTION:

The invention of the Internet has created a paradigm shift in the way people shop. A consumer is no longer bound to wait for shop opening time or go to specific locations; he can purchase any product or services he wishes virtually at any time and place. As suggested by Kim & Lennon (2008), the rise of the Internet has propelled commerce into a new age, changing almost every aspect of daily life, from how consumers communicate and learn about product offerings, to how they buy products and services.

One of the primary reasons to use Internet is to shop online combined with searching for products and finding information about them (Joines et al., 2003). Smith and Rupp (2003) also state that the consumers never had access to so many websites, sellers and products/services. Therefore, the e-commerce scenario has developed into a highly competitive market, where the competition is severe. In order to have an impact and to retain consumers in this competitive market, it is very crucial to identify the satisfaction of customers' towards the various aspects when purchasing online.

Consumer satisfaction is the focus of the investigation in the present study. Customer Satisfaction can be defined as the extent to which consumers' perceptions of the online shopping experience confirm their expectations. Most consumers form expectations of the online shopping site, seller, product and its delivery, return, service etc. before engaging in online shopping activities. These expectations influence their attitudes and intentions to shop and consequently their decision-making processes and purchasing behavior. If expectations are met, customers achieve a high degree of satisfaction, which influences their online shopping attitudes, intentions, decisions, and purchasing activity positively. In contrast, dissatisfaction is negatively associated with these four variables.

Literature Review:

Neger and Uddin (2020) mentioned in their study that less time consuming, convenient mode of payment and other organizational factors influence the online purchasing behavior. But after covid-19, there are various other factors or drivers which motivate the customers for online shopping. Limited movement among people, COVID-19 fear, rapid growth of mobile devices, and scarcity of products in physical stores, Convenience and Time saving and Digital transformation of local kirana shops are the main drivers of online buying post COVID-19.

Hashem (2020) found that for most consumers in the world, doing e buying through various online sites or mobile apps is becoming a cornerstone day by day. In the month of April, the most interest of buyers in online grocery shopping and other essential things.

Charumathi and Rani (2017) found that internet plays an important role in electronic business that gives various facilities. The services are in the form of conversation, dealings and distribution of products and services activities. Mobile apps, websites play an important role in creating effective marketing strategies or policies as a mean to spread awareness regarding various products and services. Buying products, services through use of Internet technology called as online shopping.

This paper 'E-Commerce In India – Opportunities And Challenges' written by **Chaithralaxmi T and Shruthi N (2016)**, is based on the review of various papers in the area of e-commerce trends in India. The primary aim is to analyze the present trends, examine the challenges and opportunities of e-commerce with India as the primary focus. As defined in the paper, e-commerce is a concept that covers any form of information sharing or business transaction using information and communication technology involving two entities.

The paper 'Future of e-commerce in India' by **Nisha channan and Sangeeta Goel (2012)**, primarily gives overview of growth of e-commerce in India, potential segments of growth and factors that are essential for this growth. The low cost of personal computer, increased internet user base, competitive Internet service provider market are the factors which are helping the growth of e-commerce in India.

Vesna Bosilj Vuksic et al., (2010) in their paper on "Business Process Interoperability Model: A Case Study Of E-Charter", the Government of the Republic of Croatia has initiated the One-stop-shop Program to give state administration users the possibility to satisfy all their needs in one place without having to know the competencies within an individual state administrative body or to be familiar with its organizational structure. This paper provides a summary of business process interoperability issues, placing them within an empirically derived model based on a case study of E-Charter: the first Croatian E-One stops shop service.

OBJECTIVE:

The purpose of this research paper is to study the customers' satisfaction with online shopping.

Hypothesis:

H₀: There is no significant difference in the customers' satisfaction towards online shopping with respect to their demographic variables.

H₁: There is a significant difference in the customers' satisfaction towards online shopping with respect to their demographic variables.

Research Methodology

(a) Research Design: - To have a better understanding about the issue descriptive research design was used. To get the primary data close ended questionnaire was administrated.

(b) Sample Design: - 317 online shoppers were selected through stratified purposive sampling from Udaipur City

(c) Analysis: - The data collected was analyzed with the help of Arithmetic mean, t-test and ANOVA.

Analysis & Interpretations

Demographic Profile of Customers:

The table 1 is presenting the demographic profile of customers, it can be observed that 66.88% respondents (N=212) were male and 77.92% customers were aged between 20 to 40 years. Majority of respondents (N=282, Percentage=88.96) were residing in urban area and maximum number of respondents (N=288, Percentage=90.85) belonged to middle class. Highest number of customers (N=233, Percentage=73.50) were married. 53% customers (N=168) were postgraduate and 72.24% respondents (N=229) were working in private companies.

Table 1: Demographic Profile of Customers

Gender	N	Percentage	Marital Status	N	Percentage
Male	212	66.88	Unmarried	81	25.55
Female	105	33.12	Married	233	73.50
Total	317	100	Divorced	2	0.63
Age	N	Percentage	Widow	1	0.32
Below 20 Years	12	3.79	Total	317	100
20-40 Years	247	77.92	Qualification	N	Percentage
40-60 Years	48	15.14	Undergraduate	16	5.05
Above 60 Years	10	3.15	Graduate	122	38.49
Total	317	100	Postgraduate	168	53.00
Area	N	Percentage	Other	11	3.47
Urban	282	88.96	Total	317	100
Rural	35	11.04	Occupation	N	Percentage
Total	317	100	Govt. Employee	11	3.47
Social Class	N	Percentage	Pvt. Employee	229	72.24
Upper	15	4.73	Businessman	21	6.62
Middle	288	90.85	Housewife	26	8.20
Lower	14	4.42	Student	17	5.36
Total	317	100	Other	13	4.10
			Total	317	100

Customers' Satisfaction with Online Shopping

To investigate customers' satisfaction with online shopping, respondents were given a list of online shopping factors and they were asked to indicate the level of satisfaction on 5 point scale ranging from 5 (Highly Satisfied) to 1 (Highly Dissatisfied). According to results the customers were highly satisfied with convenient delivery (Mean=4.21), time saving (Mean=4.32) and 24X7 shopping facility (Mean=4.23). The same customers have indicated satisfaction with cost effectiveness (Mean=4.15), relaxed shopping (Mean=4.18), Reliability of Manufacturers (Mean=3.85), Availability of Variety and brand of Products (Mean=4.11), Schemes & Offers (Mean=4.04), Cash on Delivery facility (Mean=4.00), Competitive Pricing (Mean=4.04), Product Return facility (Mean=4.07), Product Description (Mean=3.98), After Sales Service (Mean=3.81), Customer Care Facility (Mean=3.85) and Website Design (Mean=3.92),

Table 2: Customers' Satisfaction with Online Shopping

Factors	Mean	S.D.	C.V.	Satisfaction Level
Time saving	4.32	0.71	0.17	Highly Satisfied

Cost Effectiveness	4.15	0.74	0.18	Satisfied
Relaxed Shopping	4.18	0.76	0.18	Satisfied
Convenient Delivery	4.21	0.71	0.17	Highly Satisfied
Reliability of Manufacturers	3.85	0.87	0.23	Satisfied
Availability of Variety and brand of Products	4.11	0.78	0.19	Satisfied
Schemes & Offers	4.04	0.81	0.20	Satisfied
Cash on Delivery facility	4.00	0.89	0.22	Satisfied
Competitive Pricing	4.04	0.80	0.20	Satisfied
Product Return facility	4.07	0.82	0.20	Satisfied
Product Description	3.98	0.83	0.21	Satisfied
After Sales Service	3.81	0.83	0.22	Satisfied
Customer Care Facility	3.85	0.84	0.22	Satisfied
Website Design	3.92	0.84	0.21	Satisfied
24 X 7 Shopping facility	4.23	0.76	0.18	Highly Satisfied

The table 3 is presenting the Respondents' overall satisfaction with online shopping during Covid-19 period. It can be observed that maximum number of respondents (N=287, Percentage=90.54) have indicated satisfaction with online shopping during Covid-19 period whereas 9.46% respondents (N=30) were dissatisfied with online shopping. From the mean score (60.79) it can be concluded that respondents were satisfied with online shopping during online shopping.

Table 3: Respondents' Overall Satisfaction with Online Shopping during Covid-19 Pandemic

Overall Satisfaction	N	Percentage
Dissatisfied	30	9.46
Satisfied	287	90.54
Total	317	100
Mean Score	60.79	
Result	Satisfied	

Further to measure difference in respondents' satisfaction towards Online shopping with respect to their demographic variables, t-test and ANOVA test was applied and results received are presented in table 4 and 5. According to t-test results of table 4 there is no significant difference in the satisfaction of respondents with respect to their gender and area of residence.

The table 5 is presenting the ANOVA results to measure significant difference in respondents' satisfaction with respect to their age, social class, marital status, qualification, occupation and monthly income. It can be observed that the F-statistic is not significant for age, social class, marital status and occupation whereas it is significant for qualification and monthly income of respondents. It can be concluded that qualification and monthly income wise significant difference exist in the respondents' satisfaction with online shopping.

The table 6 is presenting the mean scores of respondents' satisfaction of Online shopping with respect to their qualification and monthly income. It can be seen that satisfaction of undergraduate respondents (Mean=63.00) was maximum. In the monthly income category respondents earning more than Rs 75000 per month (Mean=62.46) were highly satisfied with online shopping whereas satisfaction of respondents who were earning Rs. 50001 to 75000 (Mean=58.42) was least.

Table 4: t-Test results to measure difference in Respondents' Satisfaction with Online shopping with respect to their demographics

Demographic Variable	Overall Satisfaction with Online Shopping		t-value	p-value	Result	
	Mean	S.D.				
Gender	Male	61.06	9.681	0.719	0.473	Not Significant
	Female	60.25	8.883			

Area of Residence	Urban	60.91	9.500	0.639	0.523	Not Significant
	Rural	59.83	8.803			

Level of Significance=5%

Table 5: ANOVA Test results to measure difference in Respondents' Satisfaction with Online shopping with respect to their demographics

Demographic Variable	Source of Variation	Sum of Squares	Degree of Freedom	Mean Sum of Squares	F-Ratio	p-value	Result
Age	Between Samples	369.077	3	123.026	1.392	0.245	Not Significant
	Within Samples	27659.8	313	88.370			
	Total	28028.8	316				
Social Class	Between Samples	341.104	2	170.552	1.934	0.146	Not Significant
	Within Samples	27687.7	314	88.178			
	Total	28028.8	316				
Marital Status	Between Samples	223.657	3	74.552	0.839	0.473	Not Significant
	Within Samples	27805.2	313	88.834			
	Total	28028.8	316				
Qualification	Between Samples	1189.45	3	396.484	4.624	0.004	Significant
	Within Samples	26839.4	313	85.749			
	Total	28028.8	316				
Occupation	Between Samples	870.299	5	174.060	1.993	0.079	Not Significant
	Within Samples	27158.5	311	87.326			
	Total	28028.8	316				
Monthly Income	Between Samples	1189.45	3	396.484	4.624	0.004	Significant
	Within Samples	26839.4	313	85.749			
	Total	28028.8	316				

Level of Significance=5%

Table 6: Mean Scores of Respondents' Satisfaction with Online shopping

Demographic Profile	Mean Score	
Qualification	Undergraduate	63.00
	Graduate	59.24
	Postgraduate	62.15
	Other	54.00
Monthly Income	Less than Rs. 25000	59.06
	Rs. 25001 to 50000	60.56
	Rs. 50001 to 75000	58.42
	More than Rs. 75000	62.46

CONCLUSION:

From this research following conclusions have been drawn:-

1. The customers were highly satisfied with convenient delivery, time saving and 24X7 shopping facility, whereas they have indicated satisfaction with all other parameters.
2. Overall majority of customers have indicated satisfaction with online shopping.
3. The Customers' Satisfaction with online shopping was significantly different with respect to their qualification and monthly income.

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