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Determinants of customer satisfaction of E-shopping: A study on special reference to Idukki District

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ABSTRACT

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. 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. As far as an e-Commerce business is concerned, ensuring a high level of online customer satisfaction remains an integral, eternal element in achieving and maintaining long-term business success. This study is intended to study customer satisfaction using E-commerce based on a sample from Idukki district. And also analyze and summaries the specific elements of E-commerce customer satisfaction and the various elements of customers' expectations and perceptions.

Keywords— *Online shopping, ecommerce, Customer satisfaction*

1. INTRODUCTION

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. 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. The central concept of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stored on the server-side (store). The Server process the customers and the items are shipped to the address submitted by them. The application was designed into two modules first is for the customers who wish to buy the articles. Second is for the storekeepers who maintains and updates the information pertaining to the articles and those of the customers.

The end-user of this product is a departmental store where the application is hosted on the web and the administrator maintains the database. The application which is deployed at the customer database, the details of the items are brought forward from the database for the customer view based on the selection through the menu and the database of all the products are updated at the end of each transaction. Data entry into the application can be done through various screens designed for various levels of users. Once the authorized personnel feed the relevant data into the system, several reports could be generated as per the security. Online shopping is becoming a new trend in the shopping market. This consumer-driven world economies it is very vital to comprehend the needs and wants of potential consumers at large and also probe into how satisfied from and organizations products and services.

Internet and World Wide Web have amended the business competitors and tailored the B2C relationship by introducing and innovative relating platform that provides for electronic one to one communication with the customers. This study is intended to study customer satisfaction using E-commerce based on a sample from Idukki district. And also analyze and summaries the specific elements of E-commerce customer satisfaction and the various elements affect the customers' expectations and perceptions.

2. REVIEW OF LITERATURE

Iluno Ezinne Chinyere and Yakubu Joy Asmau (2017) this research seeks to examine the impact of E-commerce on customer T satisfaction in Kaduna State Metropolis, as E-commerce seems to be the trend that is taking over Nigeria and the world at large.

Since with the coming of internet facility, it has taken over the way and manner things were done before as it is no more business as usual. Therefore the need to evaluate the level of satisfaction derived from these services provided. Satisfaction is the customer's evaluation of a product or service in terms of whether that product or service has met their needs or expectations. The study revealed that internet reliability, inefficiency, and security have a significant impact on customer satisfaction. The paper concludes by suggesting that service providers of internet accessibility involved in E-commerce should improve efficiency and security in their service delivery to justify the benefits of eCommerce and also instill customer's confidence.

Inamullah, (2012) examined the impact of customer satisfaction and customer retention on customer loyalty. Linear regression analysis was employed. The result showed that customer's satisfaction has a significant impact on customer loyalty while customer retention has an insignificant impact on customer loyalty and customer retention has insignificant impact on customer loyalty. The implications of the study are that companies should better manage their relationship with the customers as a competitive policy which will help retain them.

Fatemeh, Ahmed, and Ezzatolla (2014) studied the impact of service quality on customer satisfaction in internet banking; description survey method was used and was done in Iran. The conclusion was that the service quality dimension has a meaningful relationship with customer's satisfaction in internet banking and reliability and also has a relationship with website design and customer satisfaction.

Mustafa. I. Eid (2011) Numerous studies have empirically examined B2C e-commerce customer trust, satisfaction, and loyalty attitudes in various countries. Nevertheless, empirical research on these key constructs of e-commerce in developing Arab countries is generally limited. Thus, the main objective of this paper is to identify the factors that influence the extent to which Saudi consumers trust, are satisfied with, and are loyal towards B2C e-commerce. The findings of this study show that B2C e-commerce customer loyalty in Saudi Arabia is strongly influenced by customer satisfaction but weakly influenced by customer trust. The study limitations, implications, along with directions for further research are discussed.

3. STATEMENT OF THE PROBLEM

The development of E-commerce activities, of which the traditional way of trade has led to a fundamental change in the states of the consumer and made a fundamental shift from the previous passive consumer's active states not only through the internet to find required fast product information but also it can easily turn any of the merchants. Therefore in the internet time compared to traditional enterprises to make consumers satisfied and cultivate customers' loyalty for E-business is much more important. In addition to the current consumer online shopping satisfaction and trust is high. The use of the internet is no longer limited that computer need who do it for fun or courtesy. Customer satisfaction, of course, has become a critical issue in the success of every business system, traditional or the cyber shopping store. Hence the researcher has to identify the following research questions.

- What factors encourage customers to prefer Online Shopping over traditional shopping?
- Which shopping websites is mostly preferred by e-Shoppers?
- What are the determinants of customer satisfaction in online shopping?

4. NEED FOR THE STUDY

E-commerce is one of the areas of business where purchasing and selling products and services over the internet without the need of going physically to the market is what online shopping all about. Online shopping is just like a retail store shopping but it is done through the internet. Online shopping has made shopping painless and added more fun. The online stores can offer products that cater to tracking consumers' selection over the internet or what is of their internet when they visit the site again and again. Online shopping makes use of digital technology for managing the flow of information products and payments between consumers' site business and suppliers. The study is undertaken among E-Shoppers who reside in Idukki district of Kerala. The customers may consist of both male and female, with varied Educational Qualification and occupation.

5. OBJECTIVES OF THE STUDY

Based on the research questions the following objectives were identified

- To understand the factors which motivate the customers to perform Online Shopping.
- To identify the most preferred-Shopping websites
- To analyze the detriments of customer satisfaction in online shopping

6. HYPOTHESES OF THE STUDY

The following hypotheses have been formulated and tested as part of the study:

H₀: Easiness of doing Online Shopping is independent of Educational Qualification

H₀: The opinion on the factor Price as a motive for Online Shopping is independent of the annual income of respondents.

7. METHODOLOGY ADOPTED

7.1 The Research Design used for the Study

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with a specific prediction with the narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

7.2 Population Size

The total population size is indefinite.

7.3 Sample size

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for the study is 120.

7.4 Sample design

It is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are selected based on convenient sampling.

7.5 Statistical Tools

The data collected through questionnaires were analyzed using weighted average ranking and ANOVA table.

8. DATA ANALYSIS AND INTERPRETATION

8.1 Gender

Gender is of the major factor which determines the opinion of the respondent. For the purpose of the study, the respondents are categorized on the basis of gender as male and female. Following table presents the profile of the respondents on the basis of gender.

Table 1: Gender wise distribution of Respondents

S no.	Gender	Frequency	Percentage
1	Male	64	53
2	Female	56	47
	Total	10	100

Source: Primary data

From the above table 1, it is clear that 53% of the respondents were men and 48% of the respondents are women.

8.2 Age

Age of the respondents is one of the most important characteristics in understanding their views about the particular problem; by and large, age indicates the level of maturity of individuals in that sense age become more important to examine the responses. Hence the age groups of respondents are to be studied. The distribution of respondents on the basis age group is given below.

Table 2: Age-wise distribution of respondents

S no.	Age	Frequency	Percentage
1	Below 20	16	13
2	20-30	55	46
3	30-40	28	23
4	40-50	12	10
5	Above 50	09	08
	Total	120	100

Source: Primary data

From the above-displayed table, we can find that 46% of the respondents belong to the age category of 20-30, followed by 30-40(23%), 13 % falls in the category of Below 20, 10% fall in the category of 40-50 and 8% falls in the category of above 50.

8.3 Educational qualification

Education is one of the most important characteristics that might affect the person’s attitudes and the way of looking and understanding social phenomena. The following table presents the profile of respondents on the basis of educational qualification.

Table 3: Educational Qualification-Wise Distribution of respondents

S no.	Educational qualification	Frequency	Percentage
1	SSLC	12	10
2	Plus Two	15	12
3	Degree	36	30
4	PG	50	42
5	Others	07	09
	Total	120	100

Source: Primary data

The educational qualification –Wise classification as shown in the table 3reveals that out of 120 respondents 42% are Post Graduate,30% are Graduates, 12% were having plus two passed and10% are SSLC passed and remaining 6% are other educational qualification.

8.4 Occupation

The occupation of the respondents may influence respondent’s attitude and opinion about their level of satisfaction as proved in earlier studies, Hence, for or the purpose of this study respondents are categorized on the basis of Occupation as Student, Self Employed, Government Employee, Agriculture, and other Occupation. The following table presents the profile of respondents on the basis of destination.

Table 4: Occupation –Wise classification of respondents

S no.	Occupation	Frequency	Percentage
1	Student	53	44
2	Self Employed	24	20
3	Government Employee	15	13
4	Agriculture	07	06
5	Others	21	17
	Total	120	100

Source: Primary data

Occupation –Wise classification of respondents as shown table 4 reveals out of 120 respondents 44% are students 20% are Self Employed and 13% are government Employee, 6% are doing agriculture and 17% are doing other jobs.

8.5 Annual Income

Income determines the purchasing power of a person. For the purpose of the study, respondents are categorized into following income groups namely Fewer rupees than 1L,1L-2L2L-3, above 4L. The table given below shows the frequency distribution of respondents on the basis of annual income.

Table 5: Annual Income–Wise Classification of respondents

S no.	Annual income(Rs)	Frequency	Percentage
1	Less than 1L	63	53
2	1L-2L	18	15
3	2L-3L	23	19
4	Above 3L	16	13
5	Total	120	100

The Annual Income-Wise classification of respondents as shown in the table 5 reveals that, out of 120 respondents 53 % have an annual income is less than Rs 1L,15% have an annual Income in between Rs1L-2L,19% have an annual Income in between Rs 2L-3L,13 % have an annual Income above Rs 3Lakhs.

8.6 Frequency of Online Shopping

Frequency of buying has a great impact on deciding the level of satisfaction on buying through e-commerce. As found in the existing literature, the frequency of online shopping are categorized into Frequently, Often, Occasionally, Seldom and Not at all. Frequency of buying is the number of times that the peoples buy through online shopping.

Table 6: Frequency of Online Shopping

S no.	Frequency of Online shopping	Frequency	Percentage
1	Frequently	20	17
2	Often	37	31
3	Rarely	43	36
4	Seldom	17	14
5	Not at all	03	02
	Total	120	100

Source: Primary data

Table 6 shows the frequency of Online Shopping among 120 respondents 17% frequently buys through e-shopping, 31% buys often, and 36 % of respondents buy rarely and 2% were not doing e-commerce.

8.7 Ranking of the most preferred E-Shopping websites

To find out the most preferred E-Shopping websites the most commonly used websites are identified. They are Amazone.com, Flipcart.com, Snapdeal.com, Jabong.com, Myntra.com, eBay, Shop clues .com. The respondents were asked to rank these websites 1 to 7. The following table shows the ranking of these factors.

Table 7: Ranking of the most preferred E-Shopping websites

S no.	E Shoppig site	I	II	III	IV	V	VI	VII	Total value	Rank
1	Amazone.com	78	20	16	04	02	0	0	768	1
2	Flipcart.com	28	69	06	02	11	04	0	689	2
3	Snapdeal.com	01	09	37	44	15	08	06	489	3
4	Jabong.com	04	04	18	20	37	26	11	396	5
5	Myntra.com	05	11	29	26	31	18	0	479	4
6	e-bay	04	07	13	16	17	53	10	366	6
7	Ahopclues.com	0	0	02	08	07	11	92	158	7

Source: Primary data

Based on the total values following is the order of e-Shopping sites preferred by the respondents is Amazon, Flip carts, Snap deal, Myntra, Jabong e-bay and Shop clues.

9. FACTORS WHICH MOTIVATE RESPONDENTS TO PREFER ONLINE SHOPPING

After reviewing the existing literature, the following factors are identified as the motivation for doing Online Shopping; Product Delivery, payment security, Comparison of price, Mode of payment, Quality, Choice, Attractive Offers. Detailed analyses of the level of influence of these factors are being analyzed in the following tables

9.1 Product Delivery

Product delivery has a great influence in deciding the level of satisfaction of respondents through buying online. The following table shows the influence of product delivery on preference on customers to do online shopping

Table 8: Product Delivery

S no.	Opinion	Frequency	percentage
1	Highly Influenced	86	72
2	Moderately Influenced	31	25
3	Not Influenced	03	03
	Total	120	100

Source: Primary data

Out of 120 respondents, 72% of respondents are highly influenced, 25% of respondents have moderately influenced and 3 % are not influenced by Product delivery.

9.2 Payment security

Payment security has a great influence in deciding the level of satisfaction of respondents through buying online. The following table shows the influence of Payment security in customer satisfaction in e-commerce.

Table 9: Payment security

S no.	Opinion	Frequency	percentage
1	Highly Influenced	50	42
2	Moderately Influenced	47	39
3	Not Influenced	23	19
	Total	120	100

Out of 120 respondents, 42% of respondents are highly influenced, 39% of respondents have moderately influenced and 19 % are not influenced by Payment security.

9.3 Price Comparison

Price comparison has a great influence in deciding the level of satisfaction of respondents through buying online. The following table shows the influence of Price comparison on customer satisfaction in e-commerce.

Table 10: Price Comparison

S no.	Opinion	Frequency	percentage
1	Highly Influenced	12	10
2	Moderately Influenced	77	64
3	Not Influenced	31	26
	Total	120	100

Source: Primary data

Out of 120 respondents 10 % of respondents are highly influenced, 64% of respondents have moderately influenced and 26% are not influenced with Comparison of price.

9.4 Mode of payment

Mode of payment has a great influence in deciding the level of satisfaction of respondents through buying online. The following table shows the influence of Price mode in customer satisfaction in e-commerce.

Table 11: Mode of payment

S no.	Opinion	Frequency	percentage
1	Highly Influenced	74	62
2	Moderately Influenced	45	38
3	Not Influenced	01	0
	Total	120	100

Out of 120 respondents, 62 % of respondents are highly influenced, 38 % of respondents have moderately influenced and .8% are not influenced by Mode of payment. This data reveals that payment mode has a great influence on customer satisfaction.

9.5 Quality

Quality of products offered through e-commerce has a great influence in deciding the level of satisfaction of respondents through buying online. The following table shows the influence of Quality of products offered through e-commerce in customer satisfaction in e-commerce.

Table 12: Quality

S no.	Opinion	Frequency	percentage
1	Highly Influenced	50	42
2	Moderately Influenced	61	51
3	Not Influenced	09	07
	Total	120	100

Out of 120 respondents, 42 % of respondents are highly influenced, 51 % of respondents have moderately influenced and 7 % are not influenced with Quality of products

9.6 Choice

Choice has a great influence in deciding the level of satisfaction of respondents through buying online. The following table shows the influence of Choice in customer satisfaction in e-commerce.

Table 13: Choice

S no.	Opinion	Frequency	percentage
1	Highly Influenced	79	65.8
2	Moderately Influenced	36	30
3	Not Influenced	05	4.2
	Total	120	100

Out of 120 respondents 66 % of respondents are highly influenced, 30 % of respondents have moderately influenced and 4 % are not influenced with Choice. This study reveals that choice has a great influence on customer satisfaction

9.7 Attractive Offers

Attractive Offers has a great influence in deciding the level of satisfaction of respondents through buying online. Giving more offers in e-shopping websites well attract more and more customers to e-shopping the following table shows the influence of Attractive Offers on customer satisfaction in e-commerce.

Table 14: Attractive offers

S no.	Opinion	Frequency	percentage
1	Highly Influenced	33	28
2	Moderately Influenced	75	62
3	Not Influenced	12	10
	Total	120	100

Source: Primary data

Out of 120 respondents 28 % of respondents are highly influenced, 62% of respondents have moderately influenced and 10 % are not influenced with attractive offers. This data reveals that giving more offers in e-shopping websites well attract more and more customers to e-shopping. So attractive offers have a great role in the e-business domain and e-shopping.

10. FACTORS CONSIDERED WHILE DOING ONLINE SHOPPING SITES

Here the respondents are asked to rank the important factors which they consider while selecting the Online Shopping sites. The factors include Website Quality, Service Quality, Trust, Easiness, Security, Price, Time, Product. These factors were identified in the recent research studies pertaining to the area of Online shopping as revealed in the literature. The interpretation is made on the basis of the total scores arrived by multiplying the weight by the number of respondents. The factor with the highest value is considered as the most significant factor and other factors are ranked accordingly

Table 15: Ranking of factors by the customers while selecting Online shopping sites

S no.	Factors	I	II	III	IV	V	VI	VII	VIII	Total value	Rank
1	Website quality	38	30	02	05	08	20	26	19	328	8
2	Service quality	04	07	9	08	21	13	21	14	515	4
3	Trust	14	15	14	16	22	20	13	14	511	6
4	Easiness	14	8	16	26	17	17	11	04	588	2
5	Security	02		13	19	23	15	11	19	493	7
6	Price	24	2	40	12	05	18	07	02	666	1
7	Time	04	25	14	18	10	12	19	18	513	5
8	Product	20	11	12	18	14	05	2	28	522	3

Table 15 reveals that Price is the first factor that people consider while doing E-Shopping. Easiness is the next factor preferred by the respondents. The factors Product, service Quality, Time, Trust are given the third, fourth, fifth and sixth ranks respectively. Security is the seventh factor ranked by the respondents. Website quality is the least preferred factor.

11. HYPOTHESIS TESTING

11.1 H0: Easiness of doing online shopping is independent of Educational Qualification

Table 16: Descriptive Statistics

Factors	N	Mean	Standard Deviation	Standard Error
SSLC	12	4.3333	.37437	.10807
Plus Two	15	4.0333	.67392	.17401
Degree	36	4.2361	.51041	.08507
PG	50	3.9950	.54043	.07643
Others	07	3.6429	.78868	.29809
Total	120	4.0854	.56833	.05188

Table 17: ANOVA Easiness and Educational Qualification

	Sum of squares	df	Mean square	F	Signature
Between Groups	3.376	4	.844	2.768	.031
Within Groups	35.061	115	.305		
Total	38.437	119			

The factor easiness is dependent on the variable educational qualification in online shopping. The mean difference between different factors are analyzed by using ANOVA, and the results show that the significant value .031 is less than .05 (.031 < .05). Hence the null hypothesis is rejected. Therefore, it can be concluded that educational qualification has a significant impact on easiness in online shopping.

11.2 H0: The opinion on the factor Price as a motive for Online Shopping is independent of the annual income of respondents

Table 18: Descriptive Statistics

Annual income	N	Mean	Standard Deviation	Standard error
Less than 1 lakh	63	4.0754	.63917	.08053
1L-2L	18	4.0556	.57238	.13491
2L-3L	23	3.9891	.58133	.12122
Above 3L	16	4.3281	.47186	.11797
	120	4.0896	.60007	.05478

Table 19: ANOVA Price and Annual Income

	Sum of squares	df	Mean square	F	Signature
Between Groups	2.673	4	.668	1.912	.113
Within Groups	40.177	115	.349		
Total	42.849	119			

The mean difference between different factors are analyzed by using ANOVA, and the results show that the significant value .113 is greater than .05 (.113 > .05). Hence, the null hypothesis is failed to reject. Therefore, it can be concluded that Annual Income has a significant impact on various price factors in online shopping.

12. SUGGESTIONS

- From the study, it is identified that is the replacement of defective goods is poor. Hence customers will be more satisfied if the replacement facility is effective.
- Lack of information about the products is one of the problems faced by e-shoppers. Hence relevant information about the products should be included in the product details.
- From the study, it is identified that the trust level on online shopping is less. Hence the e-shopping websites should adopt customer-oriented measures to improve trust.

13. CONCLUSION

Online Shopping is becoming more popular day by day. Understanding customer's need for online selling has become a challenge for marketers. Especially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

In conclusion, having access to Online Shopping has truly revolutionized and influenced our society as a whole. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases.

Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

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