


AN INVESTIGATION ON FACTORS INFLUENCING CUSTOMER SATISFACTION BY UTILISING ONLINE SHOPPING

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ARTICLE INFO	ABSTRACT
<p>Article history: Received: February, 13th 2024 Accepted: May, 03rd 2024</p>	<p>Purpose: E-Commerce has unleashed yet another revolution, which is changing the way businesses buy and sell products and services. New methodologies have evolved. The role of geographic distances in forming business relationships is reduced. E-Commerce is the future of shopping. With the deployment of 3G ,4G& 5G wireless communication technologies, the internet economy will continue to grow robustly. Nowadays, online marketing is a new area of marketing which play a vital role in attracting customers.</p>
<p>Keywords: E-Commerce; Online Shopping; Consumer Behaviour; Consumer Satisfaction; Risk.</p> 	<p>Theoretical Framework: Most organizations utilize online shopping in current technology age to please consumers and also to attract additional clients. Online purchasing has a major influence on the pleasure of customers. Online shopping is the key aspect of electronic commerce, and this electronic trade guides many clients in the manner they purchase things from the business. Convenience is one of the benefits that customer gets from the e-commerce and thus increasing customer satisfaction. This is due to customer can place a purchase an order from anywhere with internet connection. E-commerce business provider should give importance on every customer by giving smooth service and many options for payment and have more functions available online.</p> <p>Design/Methodology/Approach: The study investigated factors influencing customer satisfaction in e-commerce. Demographic variables were analyzed alongside perceived risks and influencing factors.</p> <p>Findings: Findings highlight diverse influences on online purchasing behavior and varying satisfaction factors. However, no significant differences were found in risk perceptions. Education on online purchasing steps is recommended based on the results.</p> <p>Doi: https://doi.org/10.26668/businessreview/2024.v9i5.4707</p>

UMA INVESTIGAÇÃO SOBRE OS FATORES QUE INFLUENCIAM A SATISFAÇÃO DO CLIENTE AO UTILIZAR COMPRAS ON-LINE

RESUMO

Objetivo: O comércio eletrônico desencadeou mais uma revolução, que está mudando a forma como as empresas compram e vendem produtos e serviços. Novas metodologias foram desenvolvidas. O papel das distâncias geográficas na formação de relacionamentos comerciais foi reduzido. O comércio eletrônico é o futuro das compras. Com a implantação das tecnologias de comunicação sem fio 3G, 4G e 5G, a economia da Internet continuará a crescer de forma robusta. Atualmente, o marketing on-line é uma nova área de marketing que desempenha um papel fundamental na atração de clientes.

Estrutura Teórica: A maioria das organizações utiliza as compras on-line na era tecnológica atual para agradar aos consumidores e também para atrair mais clientes. As compras on-line têm uma grande influência sobre o prazer dos clientes. As compras on-line são o principal aspecto do comércio eletrônico, e esse comércio eletrônico orienta muitos clientes na maneira como eles compram coisas da empresa. A conveniência é um dos benefícios que o

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cliente obtém do comércio eletrônico e, portanto, aumenta a satisfação do cliente. Isso se deve ao fato de o cliente poder fazer uma compra ou um pedido de qualquer lugar com conexão à Internet. O provedor de comércio eletrônico deve dar importância a todos os clientes, oferecendo um serviço tranquilo e muitas opções de pagamento, além de ter mais funções disponíveis on-line.

Projeto/Metodologia/Abordagem: O estudo investigou os fatores que influenciam a satisfação do cliente no comércio eletrônico. As variáveis demográficas foram analisadas juntamente com os riscos percebidos e os fatores de influência.

Resultados: Os resultados destacam diversas influências sobre o comportamento de compra on-line e fatores de satisfação variados. Entretanto, não foram encontradas diferenças significativas nas percepções de risco. Com base nos resultados, recomenda-se a educação sobre as etapas de compras on-line.

Palavras-chave: Comércio Eletrônico, Compras On-line, Comportamento do Consumidor, Satisfação do Consumidor, Risco.

UNA INVESTIGACIÓN SOBRE LOS FACTORES QUE INFLUYEN EN LA SATISFACCIÓN DEL CLIENTE MEDIANTE LA COMPRA EN LÍNEA

RESUMEN

Objetivo: El comercio electrónico ha desencadenado otra revolución que está cambiando la forma en que las empresas compran y venden productos y servicios. Han evolucionado nuevas metodologías. Se ha reducido el papel de las distancias geográficas en la formación de relaciones comerciales. El comercio electrónico es el futuro de las compras. Con el despliegue de las tecnologías de comunicación inalámbrica 3G, 4G & 5G, la economía de Internet seguirá creciendo con fuerza. Hoy en día, el marketing online es una nueva área del marketing que desempeña un papel vital en la captación de clientes.

Marco Teórico: La mayoría de las organizaciones utilizan las compras online en la era tecnológica actual para complacer a los consumidores y también para atraer clientes adicionales. Las compras en línea influyen mucho en el placer de los clientes. La compra en línea es el aspecto clave del comercio electrónico, y este comercio electrónico guía a muchos clientes en la forma de comprar cosas de la empresa. La comodidad es uno de los beneficios que el cliente obtiene del comercio electrónico y por lo tanto aumenta la satisfacción del cliente. Esto se debe a que el cliente puede realizar una compra desde cualquier lugar con conexión a Internet. El proveedor de comercio electrónico debe dar importancia a cada cliente ofreciéndole un servicio fluido y muchas opciones de pago, así como más funciones disponibles en línea.

Diseño/Metodología/Enfoque: El estudio investigó los factores que influyen en la satisfacción del cliente en el comercio electrónico. Se analizaron variables demográficas junto con los riesgos percibidos y los factores influyentes.

Resultados: Los resultados ponen de relieve diversas influencias en el comportamiento de compra en línea y diversos factores de satisfacción. Sin embargo, no se hallaron diferencias significativas en la percepción de los riesgos. A la vista de los resultados, se recomienda la educación sobre los pasos a seguir en las compras en línea.

Palabras clave: Comercio Electrónico, Compras en Línea, Comportamiento del Consumidor, Satisfacción del Consumidor, Riesgo.

1 INTRODUCTION

Ecommerce, also referred to as e-commerce or online trade, refers to the purchase and sale, transference of money and the data for the purpose of these purchases by means of the internet Mtotywa and Kekana (2023). Ecommerce is mostly used in the online selling of physical goods, but it often can represent some kind of business transaction made through the internet. The corporate dealings are conducted as either business-to-business (B2B), business-to-consumer (B2C). E-commerce is also used in an interchangeable manner Fitri et al. (2023).

The term e-tail is often used also in relation to online-shopping transactional procedures. Technologies including mobile trade and electronic money transfer, supply chain management, internet marketing, on-line transactions, EDIs, stock management systems and automatic data collection systems are used for electronic trading. Modern electronic trading normally uses the World Wide Web, but it can also use such technology such as email for at least one aspect of the transaction life cycle Kumar et al. (2023), Susanto et al. (2023), Tharini and Shivakumar (2022), Park (2023), Kajandren et al. (2023).

The notion of the purchase, sale and exchange of products, services and information over computer networks, and internet, is the fundamental definition of e-commerce. The easy way to describe e-commerce is to buy and sell on the internet Mainardes, E. W., et al., 2023, Awal et al. (2023). For most people this seems to be a conventional consumer-retailer interaction, but it also is vital not only for the cash transaction but also for communication, for example from consumers who seek for additional information, to think realistically about e-Commerce. E-commerce offers diverse prospects:

- communications perspective: Electronically supplied information, products, services or payments;
- perspective of business processes: technology utilization for business transactions and workflows;
- service perspective: Make cost as low as feasible and, at the same time, boost service delivery speed and quality;
- online perspective: the notion of online purchase and sale of items and information.

The term commerce is often interpreted as commercial transactions and so the notion behind electronic commerce is not very appreciated by those using the EC sector as a platform for their business. Rather, e-business is utilized since the word "e-business" contains a larger concept of a corporation.

India's e-commerce landscape is evolving rapidly, poised for substantial growth driven by various factors. While still in its nascent stage, projections indicate a promising boom fueled by the increasing affordability of computers and the expanding base of internet users. With just 10% of the population currently connected to the internet, the Indian government is actively developing infrastructure to enhance connectivity, particularly in metropolitan and rural areas. This concerted effort to improve internet accessibility is expected to significantly contribute to the growth of e-commerce in the country.

Global companies are increasingly turning their attention to India's burgeoning e-commerce segment, recognizing it as one of the key international markets. The appeal lies not only in the sheer size of the population but also in the rising adoption of English-language websites, making it easier for global players to penetrate the Indian market. Urban India, with its higher internet penetration and greater purchasing power, emerges as the driving force behind the e-commerce boom.

Within the e-commerce landscape, certain segments are particularly favored by Indian consumers. Travel, retail, and consumer electronics are among the top segments witnessing significant traction. Indian portal sites are transitioning towards e-commerce, offering a wide range of products and services, including flowers, cards, movie tickets, electronic gadgets, and apparels. This diversification into e-commerce signifies the dynamic nature of the Indian market and the increasing consumer demand for online shopping options Tharini and Shivakumar (2023).

Among the various segments within e-commerce, the online travel industry stands out as the largest segment, propelled by the urban population's inclination towards travel bookings online. Private players like MakeMyTrip, Cleartrip, and Yatra, along with government initiatives like IRCTC by Indian Railways, dominate this space. Additionally, non-travel segments such as online retail, classifieds (including jobs, matrimonial, and real estate), and digital downloads are also experiencing significant growth Rana et al. (2023), Jeevika Tharini and Vijayarani (2020), Anas et al. (2023).

Despite the promising growth trajectory, new ventures in the e-commerce space face both opportunities and challenges. While there are ample growth drivers, including increasing internet penetration, rising consumer demand, and favorable government policies, there are also barriers such as logistical challenges, regulatory hurdles, and competition from established players. Successfully navigating these challenges while capitalizing on the growth drivers is crucial for the sustained success of e-commerce ventures in India Jahir and Hwa (2023).

Revenue projections paint a rosy picture for the future of e-commerce in India. The industry is expected to witness exponential growth, with revenue forecasted to increase from US\$1.6 billion in 2012 to US\$8.8 billion by 2016, marking a more than fivefold increase in just four years. This rapid expansion underscores the immense potential of the Indian e-commerce market and its attractiveness to both domestic and international players. India's e-commerce industry is experiencing a significant surge in growth, driven by factors such as increasing internet penetration, urbanization, and changing consumer preferences. While challenges exist,

the overall outlook remains optimistic, with substantial opportunities for e-commerce ventures to thrive in the Indian market Saha et al. (2023).

Depending upon the particular circumstance, the field of customer satisfaction can be described in different ways and analyzed readily. Things are more relevant than ever because of the extremely individualized feature of the Internet business. A pleased client is not just a statement of how the client feels; it is also a means to help the customer go ahead or backwards Aljabari et al. (2023). The subject of consumer satisfaction has been examined in great numbers. Our thesis aims at analyzing the happiness of customers in retail items in the Indian market. When buying retail items online, we have tried to build a genuine picture of Indian customers and we want to provide you the most realistic image of how different circumstances and conditions might impact the customer.

The Internet has completely transformed the way people shop for and purchase products and services, and it has quickly become a worldwide phenomenon. Many people utilized the internet to minimize marketing expenses in order to remain ahead of the competition in highly competitive sectors. Companies also utilize the internet to convey, communicate, and disseminate information, sell products, solicit feedback, and perform customer satisfaction surveys. Consumers utilized the internet not just to buy items online, but also to compare pricing, product features, and after-sales support that they will receive if they purchase products and services from a specific business. There is no question that internet shopping in India is in its early stages. However, an increasing number of individuals are acquiring trust in purchasing items and services online. Initially, the consumer base for internet buying activities consisted of the wealthy class with a large spending power. However, as time passes, an increasing number of consumers are opting to make their purchases online. Purchasing habits in internet stores might differ significantly from those in traditional stores Enemu et al. (2023), Limna et al. (2023), de Oliveira and Barros (2024), Benbakkar et al. (2024).

2 HYPOTHESES

The principal objective of the Study is to provide knowledge about the customer's perception towards online shopping risks and their impact on overall satisfaction. Specifically, the subsidiary objectives of the study are as follows:

- to study the factors influencing online shoppers and consumers;
- to measure the customers level of satisfaction towards online shopping.

On the basis of above objectives framed above the alternate hypotheses for the research are as follows:

- H01: “There is no significant difference in the various demographic characteristics of the respondents (Area, Gender, Occupation, Education and Monthly Income) and online purchasing”;
- H02: “There is no significant difference in the Influencing factors on online shopping intention”;
- H03: “There is no significant difference between Customer Satisfaction and Behavior towards online shopping”;
- H04: “There is no significant difference in the various risk factors leading towards the perception of customers for online shopping”;
- H05: “There is no significant difference in the buying experience of online shoppers in compare to Physical stores”.

3 SAMPLING TECHNIQUES AND RESEARCH TOOL

The initial phase of the research involves defining the research problem and selecting the study area. Following this, a specific geographic region must be chosen. Sampling methods are then employed to select a subset of individuals from the population, in this case, individuals who engage in online shopping within the state. The simplicity sampling method was utilized, including only individuals available during data collection for the survey. In order to choose the respondents for the sample, the basic random sampling procedure was used. A sample of 567 respondents has been selected on the basis of “Convenience Sampling” from the general public within a state. Whereas on 493 samples found suitable for further analysis

A systematic inquiry and application of appropriate methods, which have an essential bearing on the collection of reliable and accurate data, are very much necessary for research. The research will be based on Primary and secondary data. Questionnaire was prepared to examine the perception of consumer’s perception towards online shopping in the state. Primary data has been collected from 567 respondents to analyses and understand the perception of individuals through personal as well as telephonic interviews and questionnaires. Whereas on 493 samples found suitable for further analysis. Total Questions were asked which focused on the perception of the consumers and to divulge the main factors influencing their decision

Before the final data collection, a pilot study was conducted to judge the appropriateness and adaptability of the questionnaire. The questionnaire was primarily administered on 50 online consumers of various Areas. After the pilot study, some necessary modifications were done and incorporated into the questionnaire. The primary data was collected to justify the objective of the study and for its analysis various computer software were used, Software of SPSS (version 20), Regression Analysis, T-test, ANOVAs, correlation, factorial analysis, KMO- Bartlett and component Rotated Matrix etc.

4 RESULT ANALYSIS

Demographic analysis is a technique used to develop an understanding of the age, sex, and racial composition of a population and how it has changed over time through the basic demographic processes of birth, death, and migration. Demographic Analysis (usually abbreviated as DA) also refers to a specific set of techniques for developing national population estimates by age, sex, and race from administrative records to be used to assess coverage in the decennial census. In sociologies inquire about staff attributes of respondents have exceptionally noteworthy task to carry out in communicating and giving the reactions about the issue, remembering this, in this examination a lot of individual qualities to be specific, age, sex, Nation of Living arrangement, work and so on of the 492 respondents have been analyzed and exhibited in this part.

4.1 DEMOGRAPHIC DETAILS

The descriptive statistics presented in the table summarize demographic characteristics and perceptions among the participants in our study. Age distribution shows a relatively even spread across different age groups, with the highest mean satisfaction score observed among individuals aged 60 and above ($M = 2.9111$, $SD = 0.27114$). Regarding gender, males exhibited a higher mean satisfaction score ($M = 3.112$, $SD = 0.25781$) compared to females ($M = 2.597$, $SD = 0.2645$). In terms of marital status, married individuals displayed slightly higher satisfaction levels ($M = 2.880$, $SD = 0.26570$) compared to unmarried or single participants ($M = 2.8730$, $SD = 0.29171$).

Analysis of participants' area of residence revealed variations in satisfaction levels, with urban dwellers reporting the lowest mean score ($M = 2.5642$, $SD = 0.2645$) compared to semi-

urban ($M = 2.3566$, $SD = 0.2734$) and rural residents ($M = 2.7995$, $SD = 0.2541$). Regarding monthly income, participants earning over 25,000 displayed the highest satisfaction levels ($M = 2.9108$, $SD = 0.291$), while those earning between 10,000 and 25,000 exhibited lower satisfaction ($M = 2.7422$, $SD = 0.245$). Education level also appeared to influence satisfaction, with individuals holding graduate degrees reporting the lowest mean score ($M = 2.342$, $SD = 0.280$) compared to those with lower or higher educational attainment.

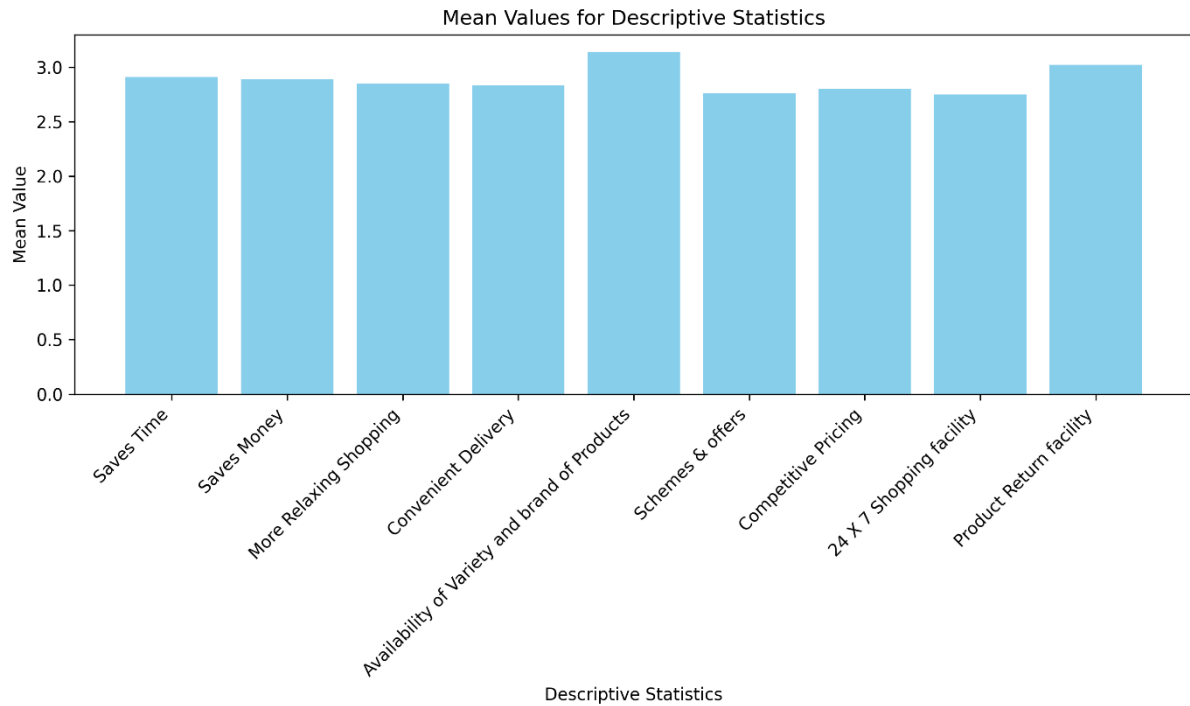
Occupationally, unemployed participants demonstrated the highest mean satisfaction score ($M = 2.889$, $SD = 0.279$), followed by salaried ($M = 2.797$, $SD = 0.267$), business owners ($M = 2.455$, $SD = 0.302$), and individuals in other occupations ($M = 2.576$, $SD = 0.278$). These findings provide valuable insights into the interplay between demographic variables and satisfaction levels, underscoring the importance of considering diverse factors in understanding subjective well-being.

4.2 INFLUENCE FACTORS ON ONLINE SHOPPING INTENTION

Influence factors on online shopping intention were assessed through descriptive statistics, revealing various dimensions of consumer perception. Participants indicated moderate agreement that online shopping saves time ($M = 2.91$, $SD = 1.241$) and money ($M = 2.89$, $SD = 1.212$), while also finding it conducive to a more relaxed shopping experience ($M = 2.85$, $SD = 1.169$). Convenience emerged as a key factor, with respondents appreciating features such as convenient delivery options ($M = 2.83$, $SD = 1.248$) and the availability of a wide variety of products and brands ($M = 3.14$, $SD = 1.303$). Additionally, schemes and offers ($M = 2.76$, $SD = 1.128$) and competitive pricing ($M = 2.80$, $SD = 1.156$) were perceived as influencing factors in online shopping decisions. The accessibility of 24 x 7 shopping facilities ($M = 2.75$, $SD = 1.161$) and the provision of product return facilities ($M = 3.02$, $SD = 1.242$) also contributed to shaping consumers' intentions to engage in online shopping. These findings underscore the multifaceted nature of consumer preferences and the importance of understanding diverse factors that drive online shopping behavior.

Figure 1

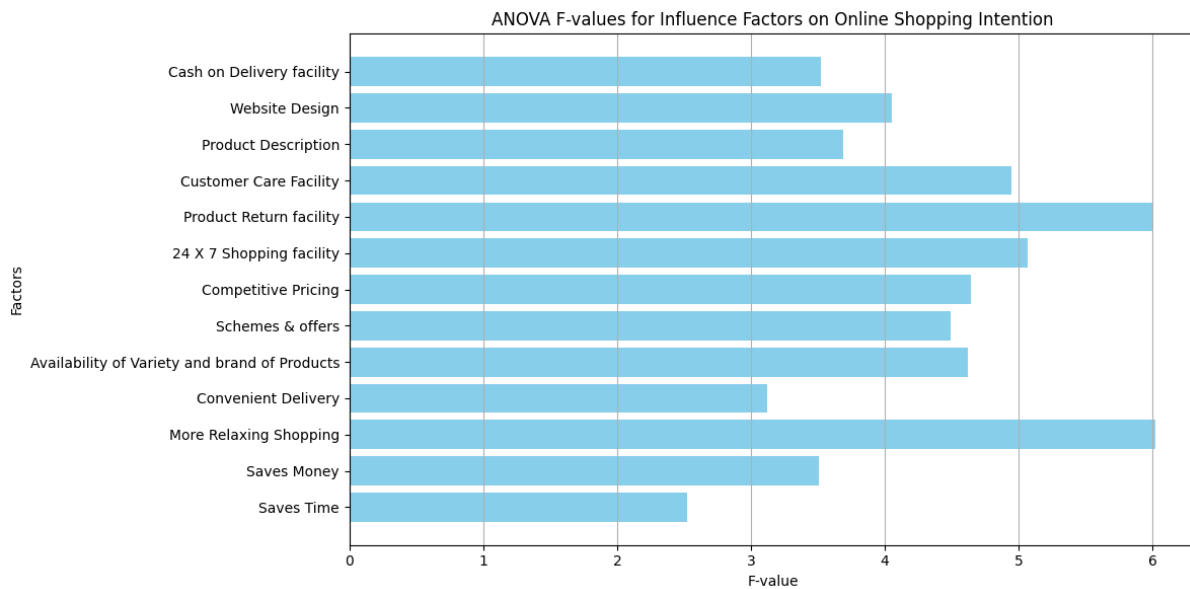
Influence Factors



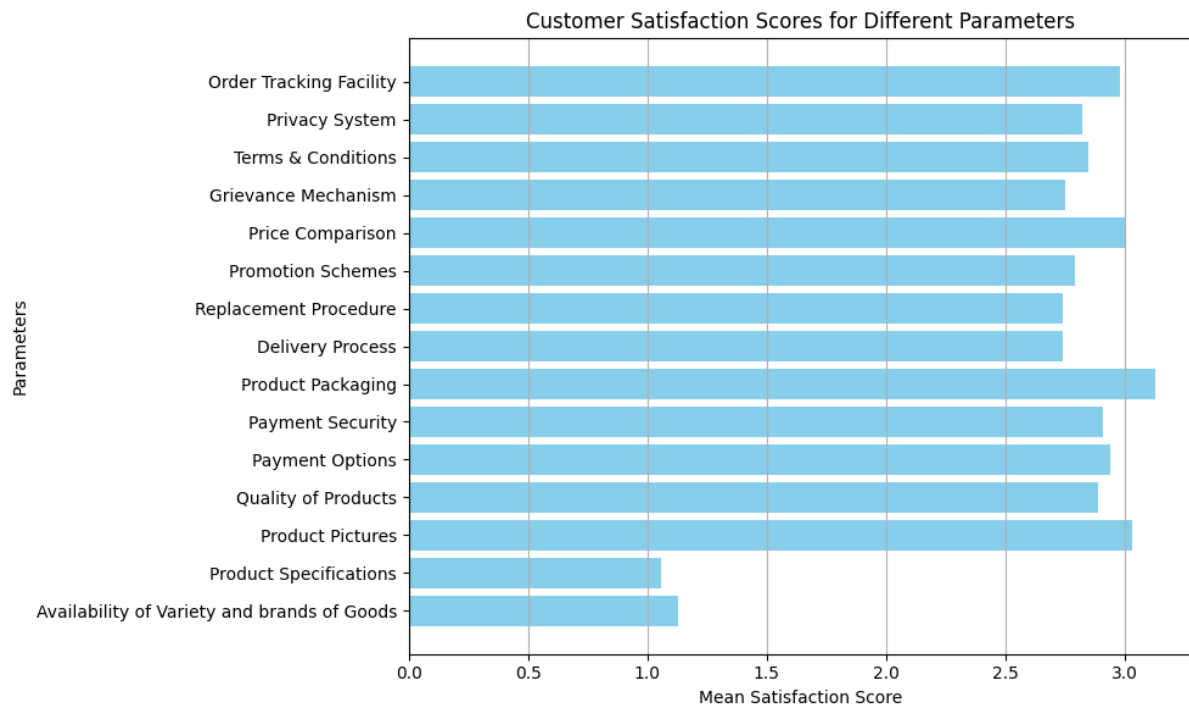
Source: Prepared by Authors (2024)

Figure 2

ANOVA analysis



Source: Prepared by Authors (2024)

Figure 3*Customer Satisfaction*

Source: Prepared by Authors (2024)

The hypotheses underlying the influence factors on online shopping intention are theoretically grounded and supported by empirical evidence. Firstly, the proposition that online shopping saves time is consistent with convenience theory, where individuals seek to minimize effort and maximize utility. Similarly, the hypothesis regarding cost-saving aligns with economic theories, as online retailers often offer competitive prices due to reduced overhead costs. The relaxation theory supports the notion that online shopping provides a more relaxed experience, away from the crowds and pressures of physical stores. Additionally, convenience theory underscores the importance of convenient delivery options in influencing online shopping behavior. The availability of a wide variety of products and brands is consistent with the variety-seeking theory, indicating consumers' inclination towards exploring diverse options. Behavioral economics principles, such as loss aversion, support the hypothesis that schemes and offers influence online shopping intention. Furthermore, competitive pricing hypothesis is grounded in consumer behavior theories, as lower prices often attract consumers to online platforms. The accessibility hypothesis emphasizes the importance of 24 x 7 shopping facilities in meeting consumers' needs at their convenience. Lastly, the product return facility hypothesis is supported by research indicating that a lenient return policy instills confidence in consumers, thereby positively impacting their intention to shop online. Overall, these hypotheses provide a

comprehensive understanding of the factors driving online shopping intention, integrating both theoretical frameworks and empirical findings.

5 CONCLUSION

The research attempts to systematically analyze the data by carrying out the basic descriptive analysis at the initial stage then comparative analysis and finally concludes with SEM including both mediation and moderation analysis. Different statistical tools and techniques have been applied to derive valid inferences. The proposed hypotheses were tested and it was observed that most of the hypotheses were supported by the study. The findings so obtained were compared with the previous research findings, which provided support to the present findings. Present research findings were used as the base for suggestions, implications and future research scope. Future research may explore moderating factors, conduct longitudinal studies, and compare online shopping behaviors cross-culturally to deepen understanding and address gaps in the literature.

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