



OUR HERITAGE

ISSN: 0474-9030, Vol-68, Special Issue-9

International Conference On E-Business, E-Management,
E-Education and E-Governance (ICE4-2020)

Organised by

Kamla Nehru Mahavidyalaya, Nagpur
7th & 8th February-2020



A Study on E-Shopping and Customer Satisfaction in South Nagpur Region

Dr. Sunil M. Ikharkar

BSc, LLB, MBA, PGDIBO, M.Com, PhD,
Associate professor, Kamla Nehru Mahavidyalaya,
sunilikharkar@gmail.com

Prof. Samrudhi Churad

M.Sc, MBA, PGDMLT, B.Ed
Assistant professor, Govindrao Wanjari College of Engg. & Tech.
anand.samrudhichurad@gmail.com

Abstract: *The Indian e-Commerce sector has sprinted towards becoming one of the biggest e-Commerce sectors in the world. A lot of business units started to use Internet with a maxim of reducing distribution expenditures. Hence the price of the products and services are reduced to a certain extent and help business units to stand cutthroat marketplace. This study also emphasize on the factors that influence customer satisfaction.*

Companies also use the Internet to communicate and distribute information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet to purchase the product online, compare prices, product features and after sale service if they purchase the product from e-store.

E-customers can visit web site and shop by just through mobile or computer. Ability of the internet contains wide range of collecting information, supplying a service or purchasing a product online which leads to increase in demand of online products/services and also barriers/ hurdles while e-shopping go hand in hand.

I. Introduction

The Indian e-Commerce sector has sprinted towards becoming one of the biggest e-Commerce sectors in the world. From electronic appliances to beauty products, from legal services to ordering food, consumers in India rely on the internet to purchase their goods and avail top-class services as per the comforts from their places.

Shifting life style of customers' has induced them to prefer online shopping than conventional shopping. Online shopping acts as a major growth in the area of E-Commerce and certainly be the future drone of shopping across the world. In India, few business houses carry out their trading movement through online in order to offer their products or services at cheaper cost to their customers. Internet has thoroughly changed the method of the consumers' perception for and makes use of information.

The Internet, which was previously mentioned as an important tool for enhancing information, has become an important part of business in modern era. Therefore, the future



OUR HERITAGE

ISSN: 0474-9030, Vol-68, Special Issue-9

**International Conference On E-Business, E-Management,
E-Education and E-Governance (ICE4-2020)**

Organised by

Kamla Nehru Mahavidyalaya, Nagpur
7th & 8th February-2020



endurance of any business depends on how good they can integrate this medium in their business.

Before entering into online trading Manufacturers have to analyze their customers' experience and preference, financial status, behavior for buying, product preference, etc., Online shopping assists customers to ascertain the products available in the market and help them to compare the price and quality of the products before they purchase. Customer's repeated preference towards online shopping depends on the quality of products and service they received on their purchase. When customers are not satisfied with respect to goods /services purchased through online, they may switch over to new e-commerce vendor for their next purchase. Thus, in order to retain the existing customer and to attract new e-customers towards their web portal, e-commerce sellers have to establish their customer's desires and their satisfaction stage by receiving continuous feedback from their regular customers and providing speedy redresses of their grievances. Thus, in this study an attempt has been made to ascertain the customer's satisfaction towards their online shopping and to identify the factors influencing their satisfaction level and to find out hurdles in their online shopping.

II. Review of Literature

According to MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION Department of Consumer Affairs KRISHI BHAWAN, NEW DELHI Satisfaction of consumers, clients and customers with regard to the quality, quantity and prices of goods and services is a precondition for the success and proper functioning of any economic system.

V. Mathan Kumar and R. Velmurugan(2017): Customers make use of Internet not only to acquire goods through online, but also to compare prices of different manufactures to have a good decision, product traits and after sale services they obtain.

Kabu Khadka & Soniya Maharjan(2017): The report emphasized the role and the importance of customer satisfaction and loyalty. Customers are the link to a business success. A business organization should focus on a huge number of customers, for this customer satisfaction and loyalty should be incorporated along the long-term goals.

Ghosh et al. (2004) were conceived that e-service quality is the rule for interactive information service. For this purpose, Roland and Freeman (2010) indicate that the e-service quality concepts must be developed to international business, The e-service quality must be verified at the level of all transactions, in order to improve the quality of services provided to customers.

Roland and Freeman (2010) indicate that the e-service quality concepts must be developed to international business, The e-service quality must be verified at the level of all transactions, in order to improve the quality of services provided to customers.



OUR HERITAGE

ISSN: 0474-9030, Vol-68, Special Issue-9

**International Conference On E-Business, E-Management,
E-Education and E-Governance (ICE4-2020)**

Organised by

Kamla Nehru Mahavidyalaya, Nagpur
7th & 8th February-2020



Prateek Kalia, Navdeep Kaur, and Tejinderpal Singh (2017): Studies have found that higher customer satisfaction translates into higher future profits, repeat purchase and positive word of mouth. At the last marketers and researchers consider satisfaction as an important practical and theoretical issue.

III. Objectives of the Study

- To ascertain the major motive on customers satisfaction towards online shopping
- To recognize the factors affects the level of satisfaction towards online shopping
- To analyze the hurdles in the way of purchasing the online products

IV. Hypothesis

Ho: Customers are not satisfied with e-shopping

H1: Customers are satisfied with e-shopping

V. Research Methodology

A research methodology involves specific techniques that are adopted in research process to collect, assemble and evaluate data. It defines those tools that are used to gather relevant information in a specific research study. Surveys, questionnaires and interviews are the common tools of research.

The research is Descriptive in nature.

Primary Research

The primary data was collected using the instrument in the study. Questionnaire was used as an instrument for data gathering from the respondents.

Size and Design of Sample

The study was conducted across the South Nagpur region. The sampling method used was Non Probability Convenience Sampling.

The sample units were the people in South Nagpur region identified by calling perspective samples to confirm their interest in online shopping and further references received from them.

Sample Size:

The total sample for the study was 100 online shoppers.

Sampling Plan

The target population of the study is identified as people from South Nagpur region who deal in online shopping. Since the universe cannot be defined, the sample size of the study is ascertained to 87. The total sample size was ascertained to be 100 and questionnaire was prepared and circulated. Out of which 13 responses were not fit for the study and 5 Respondents state way denied for being online shoppers.

Research Instrument

The research was conducted using a questionnaire for E shoppers. It comprises of quantitative and qualitative statements.



Limitations of the Study

1. The study could not be conducted all over the Nagpur City as it was difficult to analyze the samples.
2. The other factors which were difficult for the researcher were the data and perspectives of the employees.
3. The study was limited to the online shoppers residing at South Nagpur region only i.e. working population.
4. Study was limited to 100 e-shoppers only, out of which few have denied e-shopping and still replied to remaining questions.

VI. Data analysis and interpretation

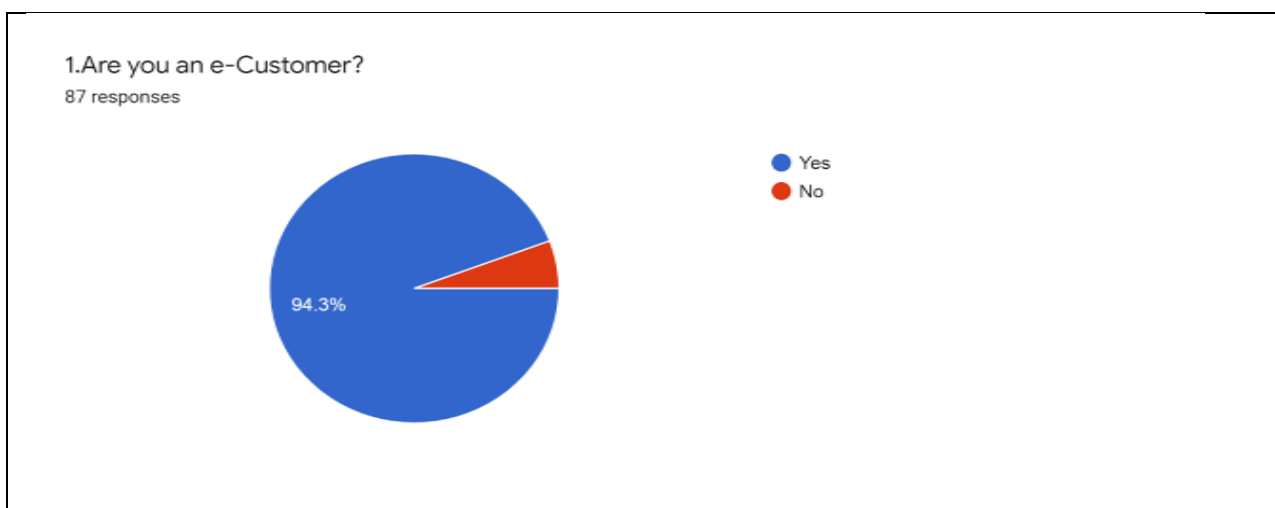


Table-6.1

Opinion about e-customer				
Yes		No		Total
No	%	No	%	
82	94.3	5	6.7	100

Interpretation: From the above data it is clear data majority (94.3%) of respondents i.e. 82 are using e-shopping whereas only 6.7% of respondents are not using it.

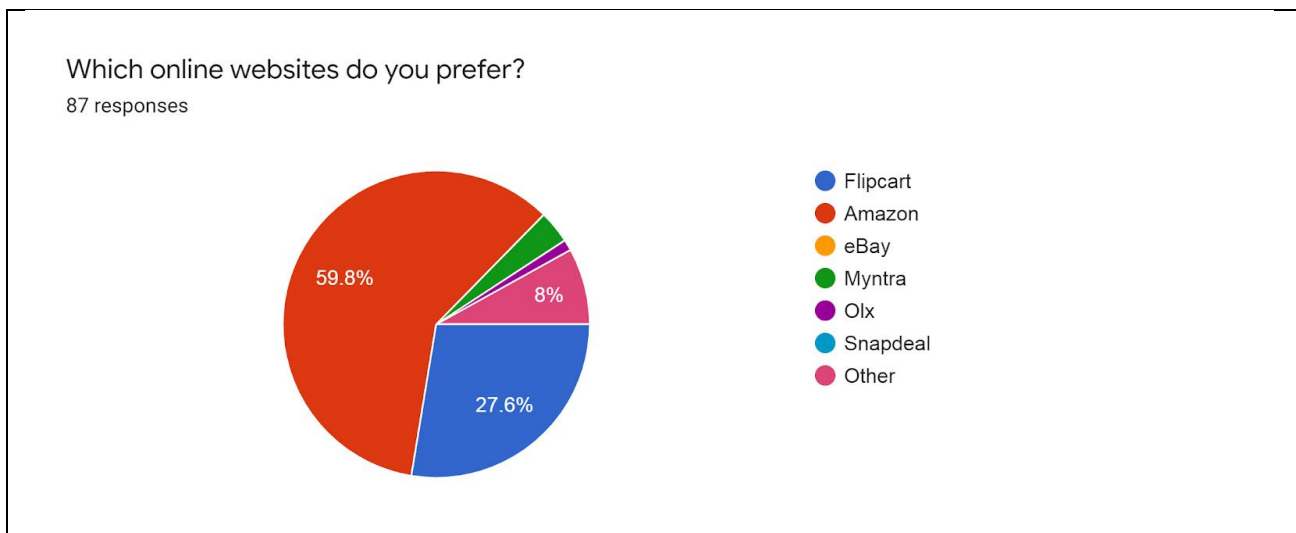


Table: 6.2

Interpretation: From the above data most of the respondents are using Amazon for e-shopping.

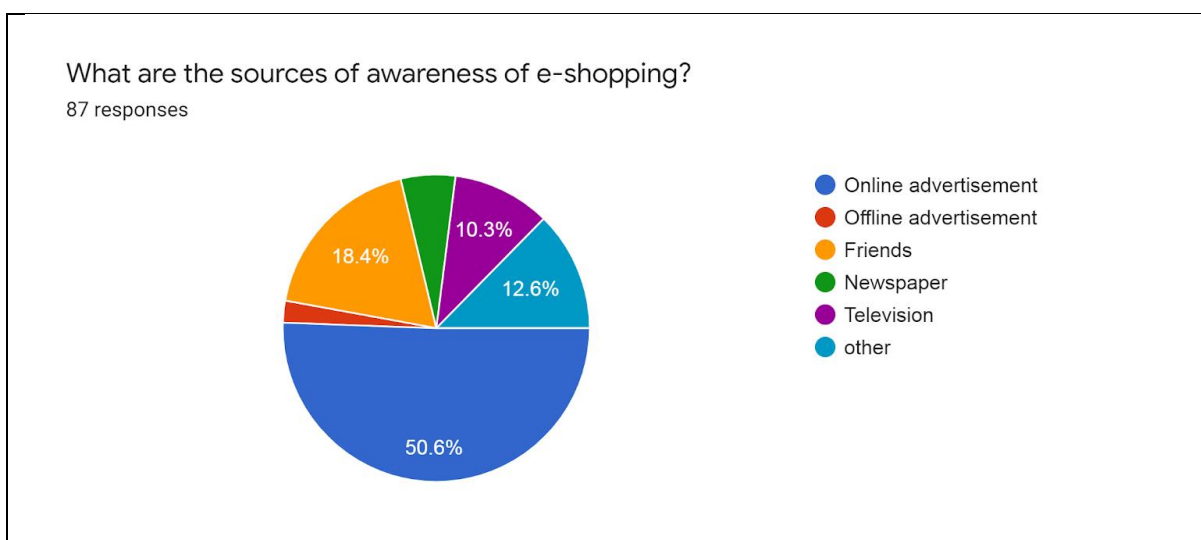


Table: 6.3

Interpretation: Online advertisement play an important role in awareness of e-shopping and awareness created through friends and television is playing satisfactory role. Offline advertisement, newspaper plays negligent role.



Table -6.4

Interpretation: While assessing this question it has been observed that out of 100 respondents, 33.7 % respondents use all the options i.e. convince, discounts, saves time, product comparison, best offers choices for e-shopping. 15% think that e-shopping can save time. Respondents selected more than one motive to purchase online.

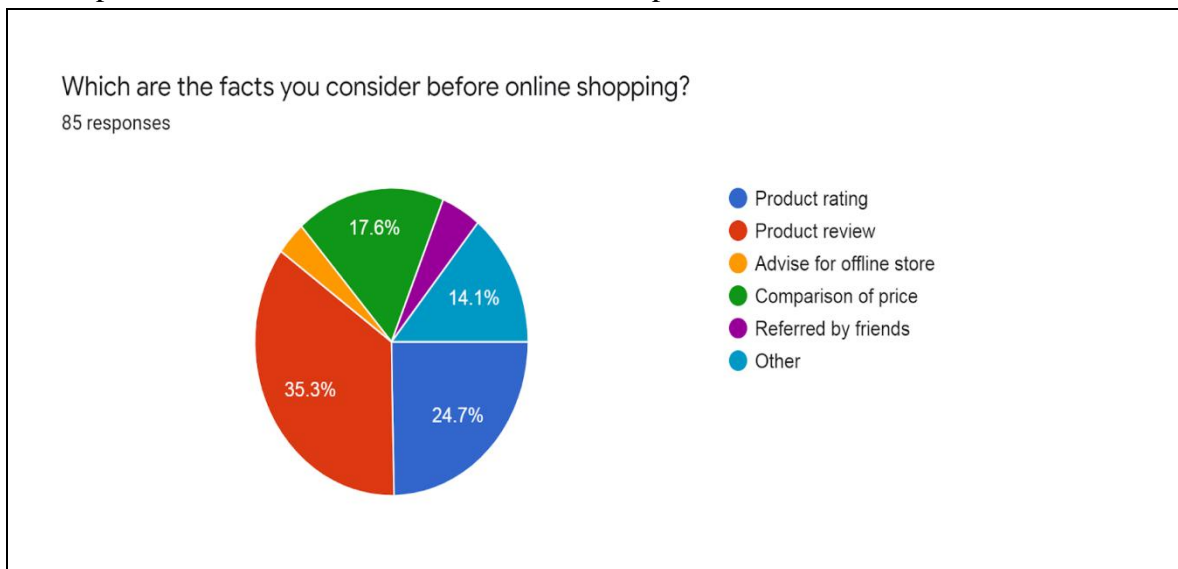


Table -6.5



Interpretation: Product review, product rating and comparison of price are the main facts consumer considers most before shopping online. Other facts like, friend's references and advice for offline store play least role.

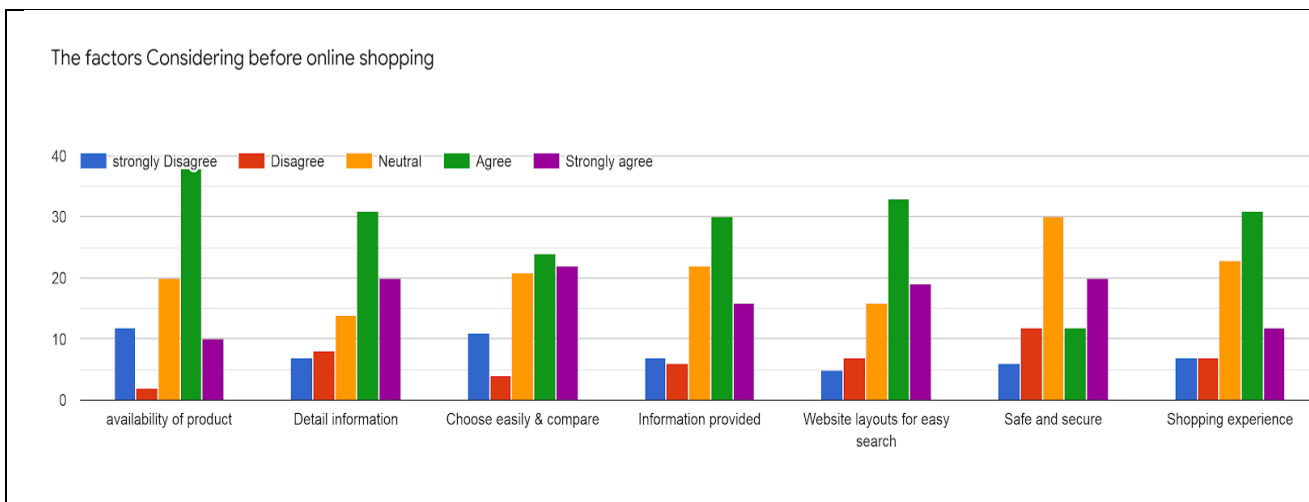


Table-6.6

Respondents selected more than one motive to purchase online. Majority of respondents are agree with all the option i.e. availability of product, detail information, comparison, website layouts, best shopping experience and respondent were neutral about safety and security.

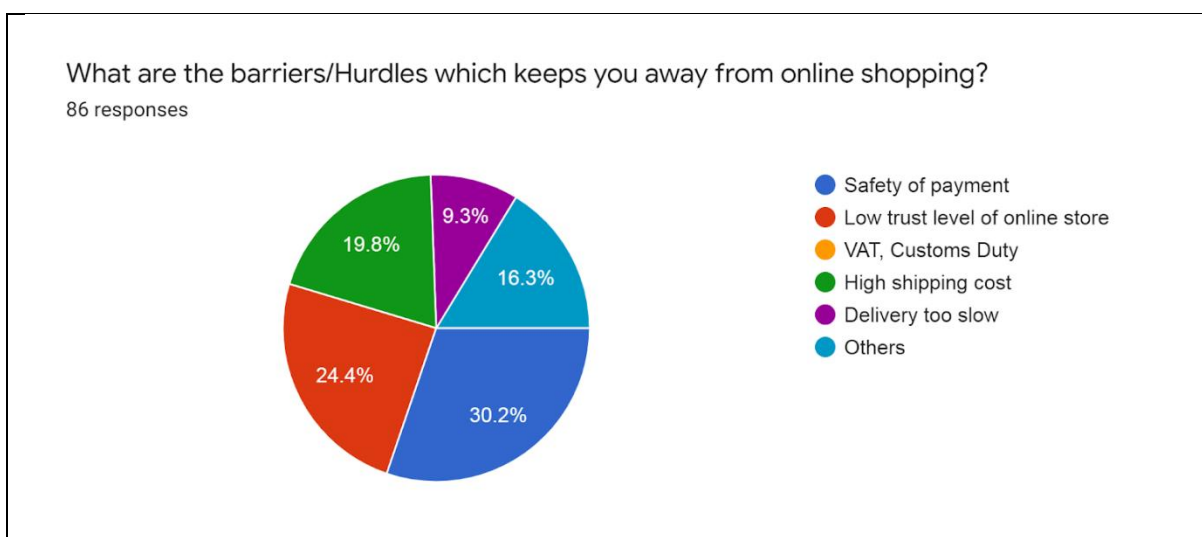


Table -6.7



Interpretation: Safety of payment, low trust level and delay in delivery are found to be the major factors which keeps consumer away from online shopping.

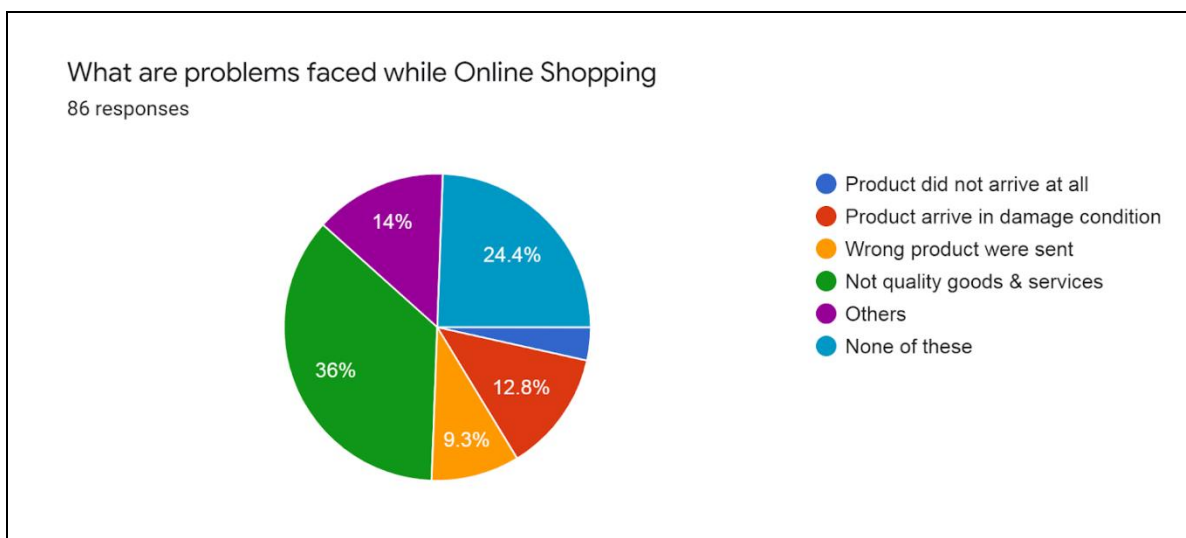


Table -6.8

Interpretation: Majority of respondents (36%) have Quality issues of product. Delivery of product, product arrives in damage condition and wrong product deliveries are the major reasons due to which consumers are generally reluctant to shop online.

VII. Findings

1. From the pie chart no. 6.2 it is clear that most of the respondents are using Amazon for e-shopping.
2. Pie chart no. 6.3 states that online advertisement play an important role in awareness of e-shopping and awareness created through friends and television is playing satisfactory role. Offline advertisement, newspaper plays negligent role.
3. While assessing this question it has been observed from pie chart no.6.4, out of 100 respondents, 33.7 % respondents use all the options i.e. convince, discounts, saves time, product comparison, best offers choices for e-shopping. 15% think that e-shopping can save time. Respondents selected more than one motive to purchase online.
4. Pie chart no. 6.5 depict that, Product review, Product rating and Price comparison are the main facts consumer considers most before shopping online. Other facts like, friend's references and advice for offline store play least role.
5. Respondents selected more than one motive to purchase online is cleared from pie chart table no 6.6 where majority of respondents are agree with all the option i.e. availability of product, detail information, comparison, website layouts, best shopping experience and respondent were neutral about safety and security.



OUR HERITAGE

ISSN: 0474-9030, Vol-68, Special Issue-9

**International Conference On E-Business, E-Management,
E-Education and E-Governance (ICE4-2020)**

Organised by

Kamla Nehru Mahavidyalaya, Nagpur
7th & 8th February-2020



6. Safety of payment, low trust level and delay in delivery are found to be the major factors which keeps consumer away from online shopping can be analyzed from pie chart table no 6.7.
7. Majority of respondents (36%) have Quality issues of product as shown in the pie chart table no 6.8 and it also describe that delay in delivering the product, damaged or wrong product delivery are the major reasons due to which consumers are generally reluctant to shop online.

VIII. Conclusion and Suggestions

Throughout this study an attempt was made by researchers to study the present status of online shopping. 100 respondents from South Nagpur region were selected. Review from these respondents was collected with the help of questionnaire. With the help of Data analysis and interpretation conclusion were drawn by researchers. With the help of findings following conclusion and suggestions were drawn.

It is observed that online advertisement is the major source of creating awareness about online shopping and Amazon is the most preferred option for online shopping amongst the people of South Nagpur. Discounts, offers, available product comparison, and ease of shopping are the major motivators for online shopping. Product review, product rating and price-comparison are the main factors influencing buying decisions. Detail product specifications, product comparison and safe & secure payment modes are the additional motivators for buying decisions. The factors which keep makes customers reluctant to shop online are fear of receiving wrong or bad product, low trust level about the quality and timely delivery of products.

To increase number of customers for e- shopping there is need of extensive publicity, advertisement and promotion by online shopping companies to attract all class of customers.

Most of the customers are of opinion that shipping charges charged by companies are very high, it is suggested to either reduce shipping charges or if possible free delivery should be provided.

E-shopping companies should provide more secure payment channels and should develop proper product return facilities in case of dissatisfaction.

Companies should provide detail product information, easiest mode of payment, options for price comparison. It should be completely hassle-free shopping experience. Success of e-shopping depends on its popularity, its brand image and companies unique promotional policies.

References

Abu, B., & Mohammad, W. (2013). Online Shopping and Consumer Behavior: E-satisfaction and E-loyalty of Consumers Shopping Online. Global Sci-Tech, 5(1), 6–19.



OUR HERITAGE

ISSN: 0474-9030, Vol-68, Special Issue-9

**International Conference On E-Business, E-Management,
E-Education and E-Governance (ICE4-2020)**

Organised by

Kamla Nehru Mahavidyalaya, Nagpur
7th & 8th February-2020



Retrieved from https://www.academia.edu/2968801/Online_Shopping_and_Consumer_Behaviour_E-satisfaction_and_E-loyalty_of_Consumers_Shopping_Online

Anderson, E.W., & Sullivan, M.W. (1993). *The Antecedents and Consequences of Customer Satisfaction for Firms. Marketing Science*, 12(2), 125–143.

<https://doi.org/10.1287/mksc.12.2.125> Bai, B., Law, R., & Wen, I. (2008).

The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. International Journal of Hospitality Management, 27(3), 391–402. <https://doi.org/10.1016/j.ijhm.2007.10.008>

Bhattacharjee, A., & Premkumar, G. (2004). *Understanding Changes in Belief and Attitude toward Information Technology usage: A Theoretical Model and Longitudinal Test. MIS Quarterly*, 28(2), 229–254.

Bitner, M.J., Booms, B.H., & Tetreault, M.S. (1990). *The Service Encounter: Diagnosing Favorable and Unfavorable Incidents. Journal of Marketing*, 54(1), 71–84. <https://doi.org/10.2307/1252174>

Know Your Customer: New Approaches to Understanding Customer Value and Satisfaction by Robert Woodruff.

Improving Customer Satisfaction, Loyalty, and Profit: An Integrated Measurement and Management System by Michael D. Johnson, Anders Gustafsson.

Customer Success: How Innovative Companies Are Reducing Churn and Growing Recurring Revenue by Nick Mehta, Dan Steinman, Lincoln Murph.

The Little Book of Big Customer Satisfaction Measurement by Ajit Rao.