



Customer Satisfaction With Special Reference To E-Business

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Abstract

The study is conducted to explore various factors that determine the level of customer satisfaction among online shoppers. On-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line. Though online shopping is very common outside India, its growth in Indian Market, which is a large and strategic consumer market, is still not in line with the global market. The potential growth of on-line shopping has triggered the idea of conducting a study on on-line shopping in India. The present research paper has used Qualitative and Quantitative research methods to study the impact of Demographic factors of consumers on on-line shopping parameters like satisfaction with on-line shopping, future purchase intention, frequency of on-line shopping, numbers of items purchased, and overall spend on on-line shopping. The data was collected through Questionnaires. The results of study reveal that on-line shopping in India is significantly affected by various Demographic factors like age, gender, marital status, family size and income. The results of the study could be further used by the researchers and practitioners for conducting future studies in the similar area.

Key Words: E-Business, On-line shopping, Customer, Satisfaction,

Introduction

With increasing inclination towards digitalization and usage of the internet, there is a rapid increase in the number of people engaging in online shopping in India. With more than 200 online shopping websites available in India providing varied categories of products and

services directly to the consumers, the shopping experience is becoming more and more flexible and convenient for customers now (Chen et al. 2012). Online shopping has become so popular nowadays that some people are shifting from offline to the online mode of shopping for almost every category of product.

Internet is playing a major role in removing business limitations of past. Today a sales representative of a company can directly reach to a client's doorstep and offer the most satisfying services in a click. Though internet marketing in India is low as compared to the western countries, it is growing at a fast pace. There is a huge online market in India as computer and internet is becoming an inevitable part of our life. The technology is developing day by day as it removes the misconceptions and limitations of the technology in the past. Advanced technologies and web applications with safe transaction assurance are giving enough reasons to the new age Indian buyers to shop online. The best thing about the e-business is that it never phase-out and it demands half of the amount which a retail business does. If the web promotion and up gradation of website are at place, it means you are there to survive in the business for many more years.

In last two years many e-commerce websites have come up and competing one another with striking deals like free shipping, coupons, free gifts, easy return policy, and many others. The latest data reveals that Flipkart, Amazon, Snapdeal, Paytm, Myntra, eBay, Jabong, Shopclues, Homeshop 18, and Infibeam are the top ten e-commerce websites in India. Flipkart is one of the biggest Ecommerce giant that arrived as the top among e-commerce websites in India.

For the 2021 festive season, Indian e-commerce platforms are anticipated to generate over US\$ 9 billion gross GMV (Gross Merchandise Value), a 23% increase from last year's US\$ 7.4 billion.

Huge investments from global players—such as Facebook, which is investing in Reliance Jio—are being recorded in the e-commerce market. Google also reported its first investment worth US\$ 4.5 billion in Jio Platforms. This deal was followed by the purchase of Future Group by Reliance Retail, expanding the presence of the Ambani Group in the e-commerce space.

Much of the growth in the industry has been triggered by increasing internet and smartphone penetration. As of July 2021, the number of internet connections in India significantly increased to 784.59 million, driven by the 'Digital India' programme. Out of the total internet connections, ~61% connections were in urban areas, of which 97% connections were wireless. Online penetration of retail is expected to reach 10.7% by 2024 compared with 4.7% in 2019. Moreover, online shoppers in India are expected to reach 220 million by 2025. According to a report published by IAMAI and Kantar Research, India internet users are expected to reach 900 million by 2025 from ~622 million internet users in 2020, increasing at a CAGR of 45% until 2025. Smartphone shipments in India increased

by ~23% YoY to reach 38 million units in the first quarter of 2021, driven by new product launches and delayed demand from 2020. Xiaomi led the Indian smartphone market with 26% shipping, followed by Samsung (20%). By 2025, India will be home to 650 million users who consume short-form videos.

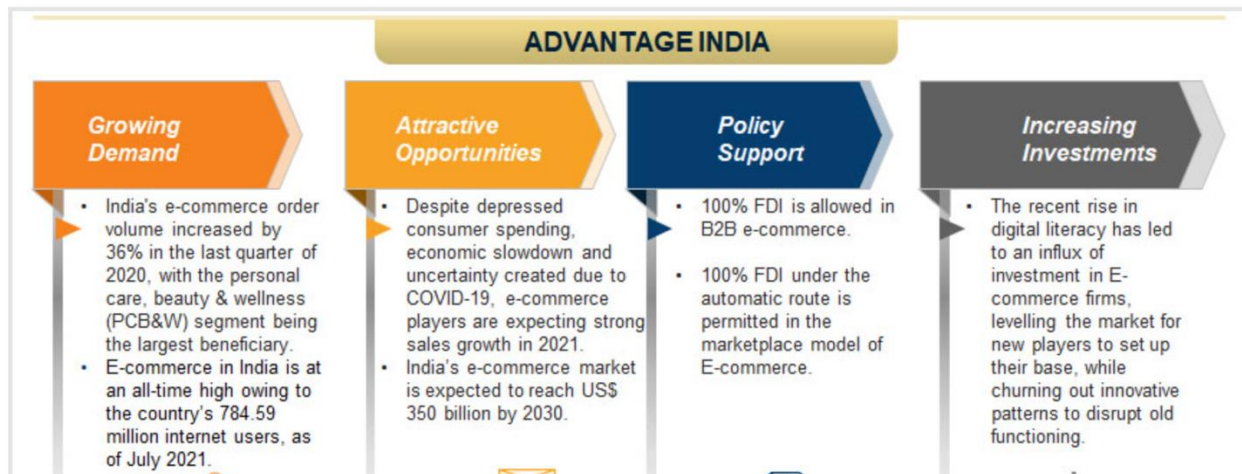
The Government of India's policies and regulatory frameworks such as 100% Foreign Direct Investment (FDI) in B2B E-commerce and 100% FDI under automatic route under the marketplace model of B2C E-commerce are expected to further propel growth in the sector. As per the new FDI policy, online entities through foreign investment cannot offer the products which are sold by retailers in which they hold equity stake. As of October 11, 2021, the Government e-Marketplace (GeM) portal served 7.78 million orders worth Rs. 145,583 crore (US\$ 19.29 billion) to 54,962 buyers from 2.92 million registered sellers and service providers.

Through its Digital India campaign, the Government of India is aiming to create a trillion-dollar online economy by 2025. It has formed a new steering committee that will look after the development of a government-based e-commerce platform. The new committee, set up by the Commerce Ministry, will provide oversight on the policy for the Open Network for Digital Commerce (ONDC), which is an e-commerce platform that the government is backing for the development. The ONDC will serve as the infrastructure for setting up the final storefront, which will be similar to Flipkart and Amazon.

Advantages of Online Shopping

Online shopping has been growing because of technological advancement, convenience of use, better purchasing capacity, the availability of different search engines and easier payment modes. The global and convenient nature of the internet makes online shops perfect marketplaces for users. The growth of eshopping has reshaped consumers' shopping behaviour.

Online shopping is a form of electronic commerce whereby consumers directly buy goods or services from a seller over the Internet without an intermediary service. Finding a product online is much easier than looking for it in the local store. You can search any product easily by using the search engine feature of an online shopping website. But in store you have to look for it until you find it.



Review of Literature

As the possibility of internet is expanding, it becomes a popular marketing channel¹⁰. There are various differences between a physical store and its electronic counterpart such as consumers can buy things whenever they want and wherever they are through online shopping²³. It is a complex buying process that includes navigations, the searches of information, the online transactions and the customer interactions²⁰. The intensity of online shopping is expected to be increased in double digits by every year¹⁰. In fact, consumers can also enjoy window shopping on the internet without enduring/feeling the pressure to purchase, unlike the traditional shopping environment¹⁸.

Most of the previous online shopping research works have focused on identifying the attributes of successful online store¹². These attributes comprised of time saving/convenience, lower price, wider selection¹⁵, entertainment²⁵ homepage, customer service²⁶ and price comparison¹⁸.

Convenience: Online marketers need to ensure online shopping process easy and simple¹⁶ and ensure maximum customization²¹. Studies enlighten that both value added and entertainment information should be incorporated with web based stores that instigate for online shopping tendency to customers^{16,19}. All these studies suggested that convenience is an integral part of online customer satisfaction. So the first hypothesis of the study has framed as follows:

H1: Conveniences positively influence online customer satisfaction.

Objectives of the Study

1. To examine the emerging trends in apparel shopping in India.
2. To evaluate the scope and challenges of fashion in apparel in India.
3. To study the trends of latest developments in the Apparel Industry in India and the awareness of the same amongst the people.

4. To study the preferences of the people in online shopping.

Research Hypotheses

H0: Demographics factors of consumers not creating any impact on the online shopping behavior of the consumers.

H1: Demographics factors of consumers significantly affect the online shopping behavior of the consumers.

H1.1: Age of consumer significantly affects online shopping parameters* of consumer.

H1.2: Gender of consumer significantly affects online shopping parameters* of consumer.

H1.3: Marital Status of consumer significantly affects online shopping parameters*of consumer.

H1.4: Income of consumer significantly affects online shopping parameters *of consumer.

Research Methodology

Methods of data collection

A combination of Interview method and Questionnaire method is used to collect data from the respondents.

Sample Design

Under sample design the method of Random Sampling is been used to collect data from the respondents.

Sample Size

Sizes of 70 respondents are taken for the collection of the data.

Data Analysis and Interpretation

In data analysis and interpretation, method of “ANOVA” is used to analyze the data by using the minitab 16 Software and SPSS.

Hypotheses Testing

H1.1: Age of consumer significantly affects possession of internet connection of consumers.

CONSUMERS' RESPONSE VARIATIONS FOR ONLINE BEHAVIOR * ACROSS DIFFERENT AGE GROUPS

(* Possession of internet, Frequency of online purchase, Motivation drives for online purchase)

Dependent variables	Mean	Std. Deviation	F Value	Sig.
Possession of internet	1.11	.320	7.125	.000
Frequency of online purchase	3.41	.577	4.561	.006
Motivation drives for online purchase	2.23	1.024	1.493	.225

The results show that age as one of the variables of demographics factor does affect Possession of internet and Frequency of online purchase online shopping behavior of consumers

The results show that Income as one of the variables of demographics factor has a significant impact on affects frequency of online purchase of consumers. Research studies by Sultan and Henrichs in 2000 concluded that the consumer's motivation to and inclination for using the Internet as his or her shopping intermediate was positively allied to income the identical is being supported by this study.

Findings

The ANOVA results for consumers' response across different demographics factors shows that gender does affect Possession of internet and Frequency of online purchase of consumers occupation is a demographic variable which does not impact any of the variables under study. The overall results prove that the respondents have perceived online shopping in a positive manner. This clearly justifies the project growth of online shopping. The frequency of online shopping is relatively less in the country. Online shopping organizations can apply the relevant variables and factors, identified from the research, to create their strategies and tactics. The organizations can prioritize the consumer inherent and unequivocal requirements in online shopping environment. The results can also be used by various organizations to identify their target customer segments.

Conclusion

E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US\$ 111.40 billion by 2025 from US\$ 46.2 billion as of 2020. By 2030, it is expected to reach US\$ 350 billion. By 2021, total e-commerce sales are expected to reach US\$ 67-84 billion from the US\$ 52.57 billion recorded in 2020. Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration. As of July 2021, the number of internet connections in India significantly

increased to 784.59 million, driven by the 'Digital India' programme. Out of the total internet connections, ~61% connections were in urban areas, of which 97% connections were wireless.

The results of the study can be utilized by practitioners in relooking or revamping their strategies for online shopping. Online websites should concentrate more to the female segments as results prove that females shop more in online shopping as compared to men. So companies should devise the policies and strategies to magnetize more number of people in this segment in future also. Online retailers should also look into the prospect of call centers which could guarantee that the customer get a chance to officially interact with the other party before the actual purchase. It includes the random sample of individuals from the study area. This study finds agreement amongst variety by in clouding people of different age income, occupation gender segments.

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