

A Study on Customer Experience in Online Shopping with Special Reference to Sri Vijaya Puram (Port Blair), Andamans

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Abstract

The present study explores the perceptions and experiences of consumers in Sri Vijaya Puram City with regard to online shopping. With the rapid growth of internet access and digital services, online shopping has become a preferred mode of purchase for many customers. Consumers commonly use online platforms to buy products such as clothing, electronic goods, and beauty products, as well as to gather information about products and services. The study focuses on analysing the factors that influence customer experience in online shopping, the product categories most preferred by customers, variations in payment and delivery systems, and the quality of product support and customer service offered by online retailers.

The findings indicate that convenience, time efficiency, competitive pricing, secure payment options, and customer reviews play a major role in shaping positive customer experiences. Young consumers, particularly those in the 18–25 age group, show a higher inclination toward online shopping and expect fast, safe, and hassle-free transactions. The study also highlights the importance of efficient delivery mechanisms and responsive customer support in building customer satisfaction.

Based on the findings, the study suggests that online retailers should enhance website functionality, strengthen customer service, streamline return and refund processes, and adopt innovative solutions such as Digi Pin to improve delivery accuracy, especially in rural and semi-urban areas. The study concludes that continuous improvement in digital infrastructure and

INTRODUCTION

An online shopping system that permits a customer to submit online orders for items and/or services from a store that serves both walk in customers and online customers. The online shopping system presents an online display of an order to cut-off time and associated delivery window for items selected by the customers. The online shopping system does not settle with credit supplier of the customer until the item selected by the customer is picked from inventory but before it is delivered. Online shopping is the process whereby consumers directly buy goods or services from seller in real-time without an intermediary service, over the Internet. Online shopping is becoming more popular for variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and others traditional stores to contribute to the increased interest to the interest in online shopping.

Consumer Behaviour

Consumer decision process has undertaken by consumers in regard to a potential market transactions before, during, and after the purchase of product or service. Generally decision making is the cognitive process of selecting a course of action among multiple alternative. Decision making is said to be a psychological construct. This means that although we can never can infer from observable behaviour that a decision has been made. Therefore we conclude that a commitment to action.

Customer Experience

Customer experience is the product of an interaction between an organization and a customer over the duration of their relationship, a good customer experience means that the individual's experience during all points of contact that matches individual's expectations. In sales, commerce and economics customer is the receipt of a goods or service or

product or an idea which obtained from a seller, vendor, or supplier by financial consideration or exchange of product or some valuable considerations. A customer experience is about the understanding of the product or service rendered by the suppliers or manufacturer with in a short period of time.

LITERATURE REVIEW

Lohse et al. (2011)¹used panel data to explore the predictors of online purchasing behavior. They found that the typical online consumers are characterized by their wired lifestyle, and are time starved. Therefore, they suggested providing customized information for the online shoppers who buy standard or repeat items, which can lead to shoppers gaining a feeling of increased convenience, and allow them to make quick purchase decisions

D. Venkaba Rao (2011)²Determinants of Purchase Behavior of Online consumers the study found that the Online consumer behavior is a broad and interesting area of study that can benefit organizations in their efforts to market and sell products online. As consumers' attitude towards online shopping is a prominent factor affecting actual buying behavior, this research attempts to investigate a modest part of that area. The results of study of perceptions of 200 online purchasers in Hyderabad reveal trust, security, Internet speed, and responsiveness significantly affect online purchasers' behavior.

1. Lohse, G.L., Bellman S. and Johnson, E. J., "Consumer Buying Behavior On The Internet: Findings from Panel Data", Journal of Interactive Marketing, Vol.14, No. 1: 15-29, 2011.
2. D. Venkoba Rao, "Determinants of Purchase Behavior of Online Consumer", Osmania Journal of Management, Osmania University, Vol. II, No.2, June 2011.

Syed Shah Alam&ZaharahBakar (2012)³have investigated in their study the relationships between young consumers' perceptions of the factors that influence their intention to buy through online. The analytical results are generally consistent with consumers' perceptions of the customer service, reliability and trust of online purchasing. Trust has received the most consistent support as factors that influence online buying. Marketers need to realize that the online marketing environment affects the way consumers view and develop relationships.

Bhavani and Prakash (2012)⁴In their article have explained the importance of online shopping, its advantages and disadvantages and also the impact of doing business online. The internet has become a preferred place for the shoppers to carry out their business. The number of shoppers and volume of business continue to surge. They have given three main factors which mainly make online shopping attractive, they are abundance (i.e.) the customers have a vast choice, vast selection (i.e.) various products can be displayed reviewed and compared at no cost in time or funds and quick comparison (i.e.) consumers can quickly compare products in terms of price, quality, shipping cost, etc., before making a final choice.

Prasad and Aryasri (2013)⁵Have explored the determinants of shop behavior such as convenience, customer service, trust, web store environment and web shopping enjoyment and examine the effect of these factors towards online buying behavior.

S. L Gutpa&Nirupama Gupta (2013)⁶ In their study Online shopping behavior by Urban Indian youth and study highlights that urban Indian youth is more an online surfer than an online shopper. Only a very small percentage of Indian youth has started appreciating the role of Internet in shopping. It is well equipped for using the Internet as an online surfer but needs time and experience to be an online shopper.

Objectives of the study

- ❖ To analyse factors influence customer experience in online shopping.
- ❖ To analyse product categories for which customers favour online shopping.
- ❖ To analyse the different in payment and in delivery systems provided by the online shoppers.
- ❖ To examine the product support or customer service provided by the online shoppers.

- ❖ To make suggestion from the findings and to conclude.

Scope of the study

The increasing reach of the Internet and internet services among customers has resulted in more retailers providing online avenues for customers to make purchase at the click of the mouse. Customers not only use the internet to make purchase but also to search for information about the product or services that already purchased. Internet has changed the way of conducting business and building up their strategies around the internet.

If E-Marketers analyse and understand the factors influencing customers’ online experience, they can further fine-tune their business strategies towards customer preferences.

Research Methodology

The study is to figure out factors that affect customer online experience, and by using a quantitative approach, a survey is a research method in which subjects respond to a series of statements or questions in a questionnaire. Surveys target the people who are focus by the study. Because populations are usually quite large, the researcher will target a sample, which is a part of a population that represents the whole.

DATA ANALYSIS AND INTERPRETATION

Category	Particulars	No. of Respondents	Percentage (%)
Gender	Male	25	33
	Female	50	67
Device Used	Personal Computer	8	11
	Laptop	17	23
	Mobile	46	61
	Tablet	4	5
Preferred Online Shopping Site	Amazon	25	45
	Flipkart	14	25
	Snapdeal	8	15
	Others	8	15
Frequency of Online Shopping	Daily	13	24
	Weekly	7	13
	Monthly	23	42
	Annually	12	22
Reason for Online Shopping	Convenience & Time Saving	15	27
	Low Price	7	13
	Different Brands	22	40
	Rare Products	11	20
Online Shopping Awareness	Yes	50	91
	No	5	9
Problems Faced	Lack of Network Security	2	40
	Damaged Product	1	20
	Difficult to Use	2	40
	Change of Product	0	0
Products Purchased	Books/CDs	6	12
	Dress Materials/Shoes	15	30
	Electronics	22	44
	Cosmetic/Jewellery	7	14

Online Shopping Experience	Yes	37	74
	No	13	26
Level of Satisfaction	Highly Satisfied	6	12
	Satisfied	27	54
	Not Satisfied	11	22
	Neutral	6	12
Post Purchase Satisfaction	Highly Satisfied	7	14
	Satisfied	19	38
	Not Satisfied	13	16
	Neutral	11	22
Opinion on Online Shopping	Agree	26	52
	Strongly Agree	7	14
	Disagree	8	16
	Neutral	9	18
Price Comparison Opinion	Reasonable	16	32
	Minimum with Others	7	14
	More Offers	20	40
	Others	7	14
Source of Information	Commentary	11	22
	Guarantee/Warranty	10	20
	Sales Representative	20	40
	Others	9	18
Important Buying Factor	Offer & Price	11	22
	Design & Look	7	14
	Demo of Installation	18	36
	On-time Delivery	14	28
Delivery Problems	Delay in Delivery	17	34
	Low Quality	10	20
	Damaged Product	11	22
	Non-Delivery	12	24
Recommend Online Shopping	Yes	30	60
	No	20	40
Mode of Payment	Paytm	14	28
	Cheque	4	8
	Debit/Credit Card	18	36
	Cash on Delivery	14	28
Overall Satisfaction	Highly Satisfied	11	22
Overall Satisfaction	Satisfied	26	52
Overall Satisfaction	Not Satisfied	7	14
Overall Satisfaction	Neutral	6	12

Source : Primary Data

FINDINGS AND SUGGESTIONS AND QUESTIONNAIRE

- The 67 % of respondent of Female use the internet.
- The 68 % of respondent who use the internet is under the age group of below 40 and they update the technology regularly.
- Qualification wise classification 47 % of them complete their bachelor degree and most of them where students.
- The 53 % of respondent students were the users of online shopping.
- Use online shopping 41 % of respondents of the income group below Rs.15,000.

- The 60 % of respondent use internet for online shopping only.
- The 67% of respondent use internet for shopping online for purchasing home appliances and groceries.
- The 61% of respondent were use mobile as media for online shopping due to advancement of technology and easy to access.
- The 56 % of respondents were good internet connection for online shopping and others.
- The main purpose of the using Internet is for make shopping from various producer in a particular place. 67 % of respondent use it for shopping only.
- The internet usage wise classification 51 % of respondent make shopping by the Wi-Fi connection avail nearby.
- The 64 % of respondents were product website use in online advertising.
- The 91 % of the respondent were collect information from online before purchasing the product.
- Amazon is liked by the 45 % of the respondent due offers and terms of payment is suitable for all level of people.
- The 42 % of the respondent make online purchase monthly for the purchase of eatables and medicinal needs for their belongings.
- The 40 % of the respondent use online shopping for the availability different brand and convenience.
- The 91 % of the respondent use online shopping because of their convenience and the easily availability of various brands and they are youngsters.
- The 40 % of respondent says that there is a problem in network security and in usage.
- The 44 % of the respondent use online for purchasing the electronic goods like calculator, mobiles and laptop.
- The 74 % of respondent says that the online shoppers provide prompt service after sales service.
- The 54 % of the respondents satisfied with the service provided by the seller after the sale of goods.
- The 38% of the respondents satisfied the service provided by the shopper.
- The 40 % of respondent says that there is a problem in network security and in usage.
- The 44 % of the respondent use online for purchasing the electronic goods like calculator, mobiles and laptop.
- The 74 % of respondent says that the online shoppers provide prompt service after sales service.
- The 54 % of the respondents satisfied with the service provided by the seller after the sale of goods.
- The 38 % of the respondents satisfied with the after sales service provided by the online shopper.
- The 52 % of the respondent says that the delivery of product to the customer in time is agreed.
- The 40 % of the respondent says that they go for online when the shoppers provide more offers in between the product with timings.
- The 40 % of respondent purchase product due to availability of representative for the particular product.
- The 36 % of respondent says that the demo provided by the shoppers is useful for using the product.
- The 34 % of respondent face some problem but they go for online due to convenience and in time saving of them. The problem does not affect the purchase due to more competitors in the market.
- The 40% of respondent have purchase due the interest created by the shoppers.
- The 46 % of the respondent says that the design of the website is easily assessable by all.
- The 44 % of the respondent buy many things in particular time and save money and the timing of the purchaser.
- The credit card make online shopping 60 % of the respondents effective and successful.
- The 36 % of the respondent use plastic cards for payments.
- The experience in online shopping is satisfied by the 52 % of the respondent.

Suggestions

Nearly one-third of internet users already making purchases online, the E-Retail growth will rely more on increased spending from existing buyers than first-time online buyers. When it comes to liking most about online shopping, most of the e-consumers likes cheaper prices as their primary motivation for shopping electronic products online and Cash on delivery is the most preferred payment method.

E-consumers decision making mostly influenced by marketing influences like the Price, Advertisements on TV, Newspapers & Magazines, Free samples, Quality of product & Brand Image impacts most on consumers' willingness to buy online. Overall, most of consumers reported to have satisfied experience with the quality and services offered to them by e-retailers. Hence the study directs the e-retailers that they should focus on these important aspects in order to attract the more customers towards online shopping and they must provide the service after the sales through online.

Conclusion

Due to fast moving lifestyle, online shopping has been growing drastically in India. With developed internet penetration, increasing adoption of devices like smartphones, tablets, and laptops, and access to the Internet and the shift in buying behaviour among the consumers has contributed to the rapid growth of the online consumer base. The increase of online shopping has become a trendy way for consumers to shop over internet. The research indicates that shift in buying behaviour towards online is positive due to reasons like cash on delivery, discounts, schemes & quality of products offered .

Increasing awareness towards use of internet, satisfactorily results in online shopping, rise in standard of living, occupation, influence of friends and attractive offers had affected purchase decision making. Youngsters contribute considerable proportion of the online users with India comprising a significantly larger share than global internet users. Online shoppers has attract more customer to raise their market share in upcoming years.

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