Customer Satisfaction towards Online Shopping with reference to Ujjain City

Dr. Rajesh Jain, Associate Professor, IMS, SAGE University, Indore

Himani Singh, Research Scholar, SAGE University, Indore

ABSTRACT

A fundamental understanding of factors causing customer satisfaction in online shopping has gained greater prominence with companies replacing their traditional retail outlets with the online interface. Online retailing helps retailers to serve their customers quickly and more efficiently by delivering superior customer value. It is in this regard a fundamental understanding of factors causing customer satisfaction in online shopping has attained greater prominence. The paper aims to apply the modified SERVQUAL model in the context of online shopping to describe how customers perceive online shopping quality. This empirical study mainly focuses on examining the major factors influencing online customer satisfaction. A survey research questionnaire of 24 items has been applied and the data of 200 respondents were collected from customers using online shopping service in Ujain city. A convenient sampling technique was used for selecting the respondents. Statistical tools such as factor analysis cross tabulation and frequency tables were applied to interpret the data. To achieve the objective reliability test was conducted. The reliability analysis shows that all dimensions are reliable. First, the study identified Ease of use, service reliability, responsiveness, assurance, and security are the major determinants of customer satisfaction with reference to online Shopping. The study primarily focuses on exploring the factors that influence online customer's satisfaction. The study not also helps in assessing the significance of these factors in the context of online shopping but also provides an insight for retailers on the factors affecting customer satisfaction.

Keywords – prominence, Online retailing, convenient sampling technique, reliability analysis, assessing.

1.Introduction

Online retailing (also known as e-retailing) is a web
enabled interface that allows retailers to sell products and services directly to their customers. With the .
advancement of information technology and the growth of the Internet, the online shopping scene has ch
anged and has now become the most popular way to purchase products. Online shopping has become ve
ry popular in areas such as clothing, arts and crafts, books, rental cars, computers and electronics, cosme
tics and new products. Provide goods and services. Online shopping has become a popular tool for attrac
ting potential customers and retaining existing customers by providing customer value. Additionally, the
 availability of transaction data helps retailers identify and interpret their customers' purchasing behavior
. It has become the best way to provide valuable information. This study examines the satisfaction of cus
tomers using online services in Ujjain city.

❖ Customer satisfaction and online shopping

Customer satisfaction is considered the key to success in any business environment and is essential for the survival and growth of the Indian retail industry. Providing excellent customer service increases customer satisfaction and encourages greater customer engagement. Excellent service makes all customers satisfied. With the proliferation of online shopping services, it will be beneficial for businesses to understand what makes their customers happy, as this information will enable them to focus their efforts and strengthen the key points that lead to customer satisfaction and retention. Therefore, online retailers need to adjust their strategies to respond to changing customer needs and technological advances. This study aimed to better understand the service quality dimensions that affect customer satisfaction while shopping online in Ujjain city.

❖ Literature Review

In the literature review, a review of previous studies is presented in the following paragraphs. This review provides an overview of the few studies that focus on the subject of this study.Pervaiz Ali, Sudha Sankaran and Peter Stevrin [1] analyzed Satisfaction and Loyalty in their study Online Shopping, Customer Satisfaction and Loyalty in Norway. Loyalty of Norwegian online customers. Survey results show that most Norwegians are interested in online shopping, but less than half of them shop online. The findings show that customer trust in the long term can only be gained through customer satisfaction, which can be achieved through the provision of detailed product information on the website, excellent customer service, quality workmanship and ontime delivery. br>Eri, Y., İslam, M. A. and Daud, K. A. K. [2] analyzed the factors influencing the purchasing behavior of students in a Malaysian university through online shopping. Factors such as usefulness, ease of use, compatibility, privacy, security, beliefs and attitudes that affect students' purchasing intentions are examined. Research shows that compatibility, value, ease of use, and security are important factors in online business and usage behavior.Mustafa [3] conducts research on the factors affecting consumers' satisfaction with online shopping. Research results show that user interaction quality, information quality, understanding of consent and privacy, and web design issues are important factors affecting online customer satisfaction. When looking at the characteristics of interest in online shopping, it has been determined that factors such as website design, security, good information, payment method, good electronic service, product quality, quantity and delivery service are the main factors of customer satisfaction.Lai Wang Wang and Quoc Liem Le [5] studied the factors affecting online shopping, and the study found that consumers' satisfaction with online shopping depends on product satisfaction, tangibility, emotions, performance, andSathiya Bama. and Ragaprabha [6] found in their research that consumers' interest in online shopping is related to the region of residence, age, gender, occupation and last purchase price. . A research method was used to collect information from the participants through a convenient survey. Research results show that factors such as discounts, best prices, quality and convenience are the main factors affecting customer satisfaction. [8] investigated customer satisfaction with eprocurement in Tiruchirappalli district. The study was based on a survey of 200 participants. The results of the study were analyzed using the simple percentage test, chisquare test and Friedman rank test. Research results show that age, gender and education level are related to customer satisfaction with eshopping. The study also concluded that 24hour service is the primary customer satisfaction factor in eshopping. Karthik [9] examined the purchasing patterns of online consumers in his study. This study aims to investigate the online shopping behavior of online shoppers in Tirupur region. In this study, a survey was created to collect information from the participants. Research shows that the largest age group of online shoppers is between the ages of 26-30.

❖ Problem Statement

The growth of the Internet has changed the retail industry; More and more people prefer to shop from the comfort of their home and office. The rapid increase in the number of users of online shopping services has led to many studies focusing on understanding the factors that motivate consumers in online environments. Research that helps understand the importance of various dimensions of online business service quality and its impact on customer satisfaction is limited. This is against the background; This article investigates the satisfaction of customers using online business in Ujjain city. Therefore, this study aims to examine online customer satisfaction with reference to Ujjain city and identify the problems customers face while shopping online.

2. Methods

❖ Significance of the Research

Customer satisfaction is considered an important factor leading to customer retention and loyalty. Creating a happy customer experience is difficult, especially in an online environment where there is little interaction between companies and customers. Customer satisfaction is key to building long-term customer relationships and maintaining profitability; Therefore, it is important to understand what drives customer satisfaction pressure. Therefore, this study examines customer satisfaction with various service quality when shopping online.

❖ Research Objectives

The main objective of this study is to investigate the factors affecting customer satisfaction in online shopping in Jalandhar city. br> Identify the most attractive features for online shoppers
Identify the problems customers face while shopping online
Provide some suggestions to improve customer satisfaction while continuing to use online services.

❖ Research Hypothesis

H_1: Ease of use and online customer satisfaction are independent.

H_2: Service reliability and online customer's satisfaction are independent H_3: Security and online customer's satisfaction are independent

H_4: Responsiveness of online retailer and online customer's satisfaction are independent H_5: Assurance and online customer's satisfaction are independent

H_6: Communication and online customer's satisfaction are independent

Due to the nature of the subject in India, this research is exploratory and has been conducted using survey method. Sampling: Simple sampling was used to easily select people who would respond to the research. This study is crosssectional. This study included participants from the city of Jalandhar. A total of 200 participants were evaluated with the questionnaires developed and prepared in advance in this study. The survey was first piloted on 30 participants. Some minor changes were affected by the final preadministration of the survey. Analyze data using SPSSEvaluation: Based on survey data analysis. The survey is divided into two parts. The first part consists of 24 indicators that measure customer perception of online business service quality in end products; and communication). Respond to your understanding on a fivepoint Likert scale; where 1 very weak; 3 satisfied 4 good; Income. The collected data is first combined into a frequency distribution and then an analysis is used.

❖ Service quality dimensions and customer satisfaction

The relationship between online shopping and customer satisfaction is shown in Figure 1. The six programs selected for this study are; ease of use, functionality, reliability, safety, security and communication, and overall performance. Some of the service quality was selected from the SERVQUAL model, and some was selected from service quality standards. A total of 24 items measure performance on six options. SERVQUAL dimension was used to examine the importance of service quality in terms of overall service quality.

❖ Conceptual Architecture of the Study

In this study, based on a comprehensive review of the literature, a conceptual model was developedthat explains interesting dimensions of user evaluation of the program.

Table 1 Description of Constructs for the Proposed Model

Ease of use	User-friendly software, ease of navigation
Service reliability (SR)	The ability to perform the promised service dependably and accurately
Security (S)	Measures to protect the confidentiality and privacy of clients, trustworthy behaviour of employees.
Responsiveness (R)	ustomers and to provide prompt service and rovide each customer with personal care. The idualized attention to customers
Assurance (A)	tesy of employees and their ability to convey
Communication (C)	ailers to provide information which is accurate, tand for online customers

❖ **SOCIO -DEMOGRAPHIC PROFILE**
Table- 2 reports on the respondent's socio-demographic characteristics like age, gender, education level, occupation and income level of the sample respondents.

Table 2 SOCIO - Demographic Profile

Particulars		Respondents	Percentage
Male		102	51%
Female		98	49%
Gender	Total	200	100
Age Group (in Years)	Less than 20	45	22.5%
	21 – 30	75	37.5%
	31 -40	62	31%
	41 – 50	11	5.5%
	above 50	7	3.5%
	Total	200	100
Level of Education of the respondents	SSC / Metric	18	9%
	Intermediate / ITI	21	10.5%
	Bachelor's degree	64	32%
	Post graduate	52	26%
	Diploma	27	13.5%
	Others	18	9%
	Total	200	100
Occupation of the Respondents	Employed in private service	50	25%
	Employed in government service	45	22.5%
	Business/ self employed	20	10%
	Professional	31	15.5%
	Student	42	21%
	Others	12	6%
	Total	200	100
Income Level of the Respondents (Per month)	Less than Rs. 20000	46	23%
	Rs. 20001 – Rs. 30000	55	27.5%
	Rs. 30001 – Rs. 50000	38	19%
	Rs. 50001 – Rs. 75000	22	11%
	Rs. 75001 – Rs. 100000	20	10%%
	More than Rs. 100000	19	9.5%
	Total	200	100

3. Results and Discussion

Gender: Looking at the gender distribution of the survey participants, it is stated that the majority of the participants are men, 51% of the sample, and 49% of the remaining sample are mothers. The data of 200 participants in the study were analyzed, and from Table2 it can be seen that the majority of the participants are between the ages of 2130, constituting 37.5% of the total sample, followed by 31%. a part. 22.5% of the sample is under 20 years old. > Respondents represented 32% of the sample as having a bachelor's degree, followed by postgraduates with 26%. Most sample participants are salaried employees, 25% are salaried employees, 22.5% are government employees, 10% fall into the business/selfemployed category, and 15.5% of the sample is professionals. person As seen in Table 2, family income is one of the relevant factors; 27.5% of the respondents have an income of 20,00130,000 rupees, 23% have an income of less than 20,000 rupees and 19% have an income of 30,001 rupees. 40,000 per month. 9.5% earn Rs 75,001 -100,000 per month.

❖ **ONLINE PURCHASE BEHAVIOUR**

Online shopping is a recent phenomenon in e-commerce and it is reshaping consumers' purchase behaviour. Online shopping is the process whereby consumers buy goods, services, etc. directly from a seller over the internet in real time without an intermediary service. Online consumer behaviour is

diverse from traditional consumer behaviour. The Table-3 below provides an insight into the purchase behaviour of online shoppers in Jalandhar city

Table 3 Online Purchase Behaviour

Frequency of online shopping	No of respondents	Percentage
Regularly	78	39%
Often	65	32.5%
sometimes	32	16%
Rarely	25	12.5%
TOTAL	200	100
Preferred Mode of payment		
Cash on Delivery	73	36.5%
Debit card	40	20%
Credit card	36	18%
Net Banking	51	25.5%
TOTAL	200	100
PREFERRED FEATURES OF SHOPPING PORTALS		
Payment Options	25	12.5%
Product Variety / Availability	56	28%
Quick & Quality of Delivery	41	20.5%
Security	38	19%
User Friendly interface.	40	20%
TOTAL	200	100
How many hours do you spend online daily		
Up to 2 hours	51	25.5%
2-4	59	29.5%
4-6	65	32.5%
6-8	13	6.5%
Over 8 hours	12	6%
TOTAL	200	100
Preferred category of products to purchase online		
APPARELS	30	15.0%
HEALTH & BEAUTY	25	12.5%
CONSUMER ELECTRONICS	40	20.0%
Home and furniture	21	10.5%
COMPUTER & RELATED	24	12.0%
MOBILE PHONES AND accessories	32	16.0%
Sports	18	9.0%
BOOKS	10	5.0%
Total	200	100.0%

As per the details furnished in table 3, it can observe that most of the sample respondents use the internet for more than 4-6 hours per day (32.5%), while around 30 percent of the respondents use the internet for 2-4 hours in a day. Features of shopping portals that the respondents consider most important are: product variety / availability constituting 28 percent, speed & quality of delivery

representing 20.5 percent, security (20 percent) payment options (19 percent) and user-friendly interface, the most preferred payment options of the respondents are cash on delivery constituting 36.5 percent and internet banking representing

25.5 percent. It can be further found that the majority of the respondents 20 per cent selected purchasing consumer electronics products as the preferred category of products to purchase online, while 16 percent indicated that mobile phones and accessories AS A Preferred category of products to purchase online.

❖ **RELIABILITY STATISTICS CRONBACH'S ALPHA**

The Cronbach's Alpha for comparing the internal reliability of items both in expectation and perception of service quality was used. A reliability coefficient of .70 or higher is considered acceptable in most social science research. As can be observed from Table -4, Cronbach's Alpha results of .821 for the items are above the suggested threshold of .70. The results show the internal consistency between variables.

Table 4 Reliability Statistics Cronbach's Alpha

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.879	.821	2

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization

From the Table -5, it can be observed, Online Shopping is time saving process (0.781), User friendly interface (0.814), Availability of more products /brands(0.653), Transaction efficiency (0.674), Product quality and safety (0.844), Online payment is safe and secure (0.762), Website can protect customer personal information (0.621), Security protection for online payment process (0.781)Quick response to client queries (0.642), The representative instantly available to receive the complaint 0.743, well communicated Product return policy (0.834) all of which have high load values on component 1 indicate that ease of use, confidentiality and shopping system security have more weight age on component 1 compared to other factors. Other factors like online Payments services (0.769), Reliability of product information (0.802) Website provides quick confirmation of transaction (0.608), Employees are kind and courteous (0.870), information clarity and accuracy (0.722) information provided was useful to make purchase decision (0.608), Employees are quick and efficient in-service delivery (0. 731) have high load values on component 2 indicate that ease of use, shopping system security, responsiveness, and assurance have more weight age on component 2 compared to other factors. The online retailer has good reputation (0.672), Quick access to the website whenever I try (0.875) Email and mobile alerts on Special offers and discounts/gifts (0. 731) have high load values on component 3 indicate that assurance and communication have more weight age on component 2 compared to other factors. Order tracking details (0.807) Time taken for delivery and Delivery charges (0.742) have high load values on component 3 and 4 indicate that communication has more weight age on components 4 and 5 compared to other factors. According to the results, the often-mentioned service quality factors leading to dissatisfaction are online retailers' information and communication systems, while user- friendly interface, ease of use, safety and security, reliability and assurance are the major factors causing satisfaction among customers using online shopping services.

Table 6 Summery Of Hypotheses

S.no.	Factors	Influence significant	Hypothesis Accepted or rejected
H_1	Ease of use and online customer satisfaction are independent.	Yes	Accepted
H_2	Service reliability and online customer's satisfaction are independent	Yes	Accepted
H_3	Security/ privacy and online customer's satisfaction are independent	Yes	Accepted
H_4	Responsiveness of online retailer and online customer's satisfaction are independent	Yes	Accepted
H_5	Assurance and online customer's satisfaction are independent	Yes	Accepted
H_6	Communication and online customer's satisfaction are independent	No	Rejected

Table6 shows that in terms of online services, ease of use, service reliability, online shopping sensitivity and security are the main factors of customer satisfaction when using online services. The findings show that communication regarding order and tracking details and delivery time does not have a significant impact on customer satisfaction. The results of this study clearly show that ease of use, reliability, performance, security and safety have a positive impact on customer satisfaction in online shopping.

❖ MAJOR FINDINGS OF THE STUDY

➢ Most of the respondents are men (51%), their ages are between 25 and 35, accounting for 37.5%. Most of the participants in this study had a bachelor's degree, accounting for 32% of the sample, followed by a master's degree, accounting for 26% of the sample.

➢ Research results confirm that individuals who shop online have a bachelor's or master's degree. 22.5% of salaried employees in the department are government employees· 27.5% of the respondents mostly earn Rs 20,001-30,000 while 23% earn less than Rs 20,000,

➢ Most of the respondents (% as per the table 48) spends one to two hours online every day. Respondents (28%) said the most popular thing about online shopping is product variety, followed by availability, fast delivery (20.5%) and service.

➢ Most of the time, the majority of survey respondents, 39%, regularly use online platforms to shop. Research shows that ease of use, reliability, performance, stability and security are beneficial to online consumers.

4. Conclusion

The research results show the preferences, purchasing behavior and satisfaction of online consumers in Jalandhar city. In this study, service quality such as ease of use, service reliability and security are important factors in customer satisfaction in online shopping. Investing in the development and improvement of online security to ensure the safety of customers and their purchases. The findings suggest that online retailers must gain and maintain customer trust by reducing customer risk by making business portals easier to navigate and providing secure payment options to ensure fast and efficient delivery. Efforts should be made to educate online shoppers on the steps they should take when shopping online. Most online stores have custoer feedback. Feedback from online shoppers should be collected to identify gaps in product delivery and work to improve the customer experience.

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