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A STUDY ON FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING AMONG YOUNGSTERS

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ABSTRACT:

This study aims to examine the factors that in environment in Thanjavur, especially amongst the young Adult generation of ages ranging from 18 satisfaction and loyalty in an online shopping environment. The findings of this study are valuable to marketers to make better decisions on their online marketing Strategic plan. Moreover, the outcome of this study adds value to marketers. The available business resources may be utilized to improve the key features that can directly increase customer satisfaction, as well as retaining their loyalty towards the online retailers. Most importantly, the online marketers could avoid spending their valuable resources on online retail features that may not positively influence consumer satisfaction and loyalty. This would give a huge advantage to the online retailers to promote long term business growth by creating loyal customers. The findings of this study are valuable to marketers to make better Decisions on their online marketing strategic plan.



KEYWORDS: *Online shopping, Customer satisfaction, marketing strategy.*

INTRODUCTION

Worldwide, the number of people buying online has been increasing as they feel it is easy to do online shopping compared to traditional shopping. Online shopping is a form of e-commerce in which a consumer can purchase goods or services directly from the seller through the Internet. Consumer's intention to buy depends on the appearance of the website, quality information and video clipping narration of the products, rather than physical experience. Online shopping is

similar to shopping using a paper catalog wherein customers cannot touch, smell or feel the items. In online shopping, customers can explore the company's products and services viewing these pictures and images – the details of the product specifications, features, and pricing mentioned therein and make their purchases in real time.

With the growing speed of the World Wide Web, online shopping is becoming popular among the Omani youth. The younger generation entirely

depends on the internet as they are accustomed to using the internet for everything. Confirmed that the younger generation is more interested in browsing anything and everything online. Though the Omani market is small, easy access to the internet making the youth feel online shopping is easier and comfortable, and hence they consider online shopping is useful to purchase the products. Online shopping has brought more customer turnout as it has been considered as the easy way of doing

shopping being at home at a relatively lower price compared to traditional shopping. In online shopping, the customers need not run up and down to buy a specific product from a specific store, and the shopping becomes easier. It is similar to that of a shop where you can buy multiple brands/products under one roof. The technology is helping the consumers to react fast. There are many online shopping websites familiar amongst the Omani youth. All these sites focus, mainly towards increasing the customer satisfaction and thereby towards customer retention. These brands are focusing the majority of Omani youth because they were importing the goods directly or the inclined to buy the imported goods. So the online marketers, not only trying to bring lots of Omani customers into their manifold but also trying to serve and enrich the Omani youth community with the online experience. Though the five dimensions for the perceived service quality plays a predominant role in customer satisfaction, the factors enriching the customer satisfaction on the mindset of the Omani youth need to be analyzed and aligned to that of the reliability of the product information, service assurance, the service tangibility through guarantee, customer alliance, the responsiveness through customer queries, and empathy towards customer grievances.

REVIEW OF LITERATURE

(Alam & Yasin, 2010) Satisfied customers are most likely to have the intention to repurchase if the service provider reached or exceeded their expectation. Identifying the variables of customer satisfaction is significant as it acts as a benchmark of the business performance, and it also serves as guidelines for future improvement.

Anderson and Srinivasan (2003) defined attitude towards an e-commerce that leads to a repeat buying behavior. There are several antecedents that have been suggested by the previous research.

Mustafa (2011) presents user interface quality, information quality, perceived quality and perceived privacy for his framework. For the purpose of this study, the effects of website design, Security, e-service equality and information quality on customer satisfaction are examined. Subsequently, the influence of customer satisfaction on loyalty in online shopping environment is also tested.

Alam and Yasin (2010) stated that the product quality, offers, product variety, and delivery performances are the four key factors influencing online shopping consumers' satisfaction. After thoroughly going through the above literature review, the questionnaire was prepared in line with the variables identified and the data was collected from the respondents.

Zamri (2014) confirmed that the three factors – product quality, brand diversity, and shopping experience influence online shopping customer satisfaction.

RESEARCH METHODOLOGY

Both primary and secondary research was conducted for this study. Secondary data are information collected for other research projects or problems and primary data are that which are specifically collected to address the research objective (Tustin, Ligthelm, Martins, & Van Wyk, 2010).

The study involved quantitative research which generally involves the collection of primary data from large numbers of individuals with the intention of projecting the results to a wider population. The aim is to generalize the specific population based on the results of a representative sample of that population (Tustin, Ligthelm, Martins, & Van Wyk, 2010).

STATEMENT OF THE PROBLEM

The study also examines the relationship between customer's satisfaction and loyalty in an online Shopping environment. The findings of this study are valuable to marketers to make better decisions on their online marketing strategic plan. Moreover, the outcome of this study adds value to marketers. The available business resources may be utilized to improve the key features that can directly increase customer satisfaction, as well as retaining their loyalty towards the online retailers. Most importantly, the online marketers could avoid spending their valuable resources on online retail

features that may not positively influence consumer satisfaction and loyalty. This would give a huge advantage to the online retailers to promote long-term business growth by creating loyal customers.

RESEARCH OBJECTIVES

- The primary objective of this research was to investigate factors that influence customer online buying satisfaction.
- To determine whether technology factors such as security, website ease of use, and privacy, influence customer online shopping satisfaction.
- To study about the shopping factors, such as convenience, trustworthiness, ease of payment, time saving, price, and value for money, affects customer online shopping satisfaction.
- To study product factors, such as variety, type of product, and well-known brands influence customer online buying satisfaction
- To online shopping determine the logistic factors, such as delivery performance and service, affect customer online shopping satisfaction.

SAMPLING

The target population included all online shoppers in Thanjavur district. A quota-based random selection of the household entries in these telephone directories was done. A screening question helped to select only persons who had conducted online buying during the past 12 months and who were prepared to participate in the survey. The realized sample consisted of 128 respondents.

MEASUREMENT SCALE

Nominal and Ordinal scaling has been used to find out the Socio demographic factors, Quality product, Product guarantee,, discounts, Delivered safety, Customer satisfaction such as, Strongly Disagree, Slightly Disagree, Disagree, Agree and Strongly Agree.

ANALYTICAL TOOLS USED

Analysis of data is a critical part in social science researches. Successful analysis of data mainly depends on the reliability of data as well as usage of appropriate statistical tools. These two aspects of statistical analysis result in logical interpretation and conclusion. The present research has paid its attention on these two aspects carefully. Choice of suitable analytical tools relies on the nature and objectives of the study

Friedman test

The Friedman test is a non-parametric statistical test. Similar to the parametric repeated measures ANOVA, it detects the differences in treatments across multiple test attempts. It is used to test for differences between groups when the dependent variable being measured is ordinal.

DATA ANALYSIS AND INTERPRETATION

FRIEDMAN TEST FOR SIGNIFICANT DIFFERENCE AMONG MEAN RANKS TOWARDS FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING AMONG YOUNGSTERS

Null Hypothesis: There is no significant difference among mean ranks towards factors influencing customer satisfaction towards online shopping among youngsters.

Table -1
Friedman test for significant difference among mean ranks towards factors influencing customer satisfaction towards online shopping among youngsters

factors influencing customer satisfaction towards online shopping	Mean Rank	Chi-Square	Significance p- value
Quality product	3.75	329.884	0.000**
Product guarantee	1.72		
discounts	3.57		
Delivered safety	4.35		
Customer satisfaction	1.61		

Source: Output generated from SPSS 20

Note: ** Denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence concluded that there is significant difference among ranks towards factors influencing customer satisfaction towards online shopping among youngsters. Based on mean rank Quality product (3.75) is most effective adopted customer satisfaction towards online shopping among youngsters, followed by Product guarantee (1.72), discounts (3.57), Delivered safety (4.35) and customer satisfaction (1.61). The Friedman test for significant difference towards factors influencing customer satisfaction towards online shopping among youngsters clearly shows that the delivered safety to learn is the most important aspect of online shopping.

CHI-SQUARE TEST FOR SIGNIFICANT FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING AMONG YOUNGSTERS

Table -2
Chi-square test for significant factors influencing customer satisfaction towards online shopping among youngsters

	Delivered safety	Product guarantee	Discounts	Customer satisfaction	Quality product
Chi-Square	53.125 ^a	25.281 ^b	98.000 ^c	70.563 ^d	56.500 ^a
Degrees of freedom	11	9	15	17	11
Asymp. Significance	.000**	.003**	.000**	.000**	.000**
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10.7.					
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.8.					
c. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 8.0.					
d. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 7.1.					

Source: Output generated from SPSS 20

Note: ** Denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence concluded that there is significance service quality on online shopping towards youngsters. Since the p value 0.00 is less than 0.05 (p<0.05), there is a significant factors influencing customer satisfaction towards online shopping among youngsters.

It is concluded that the online shopping was successful in increasing the level of factors influencing online shopping among youngsters.

ONE SAMPLE TEST THE FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING AMONG YOUNGSTERS

HYPOTHESES

Null Hypothesis H0: There is no significant between factors influencing customer satisfaction towards online shopping among youngsters.

Alternative Hypothesis H1: There is a significant difference between factors influencing customer satisfaction towards online shopping among youngsters

Table - 3
One sample test the factors influencing customer satisfaction towards online shopping among youngsters

One-Sample Test						
	Test Value = 128					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
quality of the product was ensured while purchased online	24.222	127	.000**	3.01563	2.7693	3.2620
get reliable information about the product and the brand	53.356	127	.000**	3.76563	3.6260	3.9053
get more diversified products with price and quality	50.398	127	.000**	3.75000	3.6028	3.8972
Product quality & service guarantee during online influences comfort and satisfaction	24.406	127	.000**	2.93750	2.6993	3.1757
feel secured providing personal information during online purchases	23.571	127	.000**	2.96875	2.7195	3.2180
Online shopping has adequate security features - payment etc.	52.153	127	.000**	3.71094	3.5701	3.8517
online shopping websites as they do online trade responsibly	49.151	127	.000**	3.68750	3.5390	3.8360
Return of goods and retrieving payment process is guaranteed in online shopping	52.142	127	.000**	4.25000	4.0887	4.4113
Payment process can be relied upon during online shopping	52.179	127	.000**	4.35938	4.1941	4.5247
Online shopping delivery & package were flexible & responsible	24.552	127	.000**	2.97656	2.7367	3.2165
satisfied with the package and delivery process as it is tangible	57.332	127	.000**	3.73438	3.6055	3.8633
received the product without any damage	48.638	127	.000**	3.72656	3.5749	3.8782
product delivered in time as per the service assurance	25.213	127	.000**	3.05469	2.8149	3.2944
Discount coupons are offered during online purchases encourages	12.485	127	.000**	3.57813	3.0110	4.1452
Various offers available in online shopping are genuine and reliable	47.875	127	.000**	3.55469	3.4078	3.7016
Online shopping offers outweigh the offers available in the traditional shopping	41.953	127	.000**	3.88281	3.6997	4.0660

Service Guarantee is assured during online shopping	43.276	127.000**	4.01563	3.8320	4.1992
got the lowest price without compromising quality	45.681	127.000**	4.08594	3.9089	4.2629
happy and prefer to redo online shopping	32.232	127.000**	3.42188	3.2118	3.6320
Shopping through online is easier and faster	44.389	127.000**	4.00000	3.8217	4.1783
satisfied with the online shopping security system	45.476	127.000**	4.11719	3.9380	4.2963
Online shoppers took care of the timely delivery of the product, assured package quality	20.299	127.000**	2.73438	2.4678	3.0009
feel comfortable in ordering products through online	46.288	127.000**	4.16406	3.9860	4.3421
satisfied for purchasing need to all products	27.399	127.000**	3.55469	3.2980	3.8114

Source: Output generated from SPSS 20

Note: ** Denotes significant at 1% level

Since the p value 0.027 is less than 0.05 ($p < 0.05$), there is a significant difference between the factors influencing customer satisfaction towards online shopping among youngsters. It is concluded that the online shopping customers Product Quality, Application Safety, Delivery Guarantee, and Offers affects customer satisfaction and makes an impact on online shopping customer satisfaction. The results for this study have proven that there is a difference in preference amongst the young adult generation. In conclusion, the rising number of online business in the market show show important it is for business retailers to understand the business environment, to target customers in order to strive better and above the competitors, as well as to sustain their businesses in along errun.

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

The product quality & the service guarantee influenced comfort and satisfaction to the online customers. The application was user-friendly, and the procedure for returning goods was simple and retrieving payment was easier as well. They feel Timely delivery of the product ordered and package quality was assured.

Since P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence concluded that there is significance service quality on online shopping towards youngsters. Since the p value 0.00 is less than 0.05 ($p < 0.05$), there is a significant factors influencing customer satisfaction towards online shopping among youngsters.

P value is less than 0.01 the null hypothesis is rejected at 1 percent level of significance. Hence concluded that there is significant difference among ranks towards factors influencing customer satisfaction towards online shopping among youngsters.

Based on mean rank Quality product (3.75) is most effective adopted customer satisfaction towards online shopping among youngsters, followed by Product guarantee (1.72), discounts (3.57), Delivered safety (4.35) and customer satisfaction (1.61). The Friedman test for significant difference towards factors influencing customer satisfaction towards online shopping among youngsters clearly shows that the delivered safety to learn is the most important aspect of online shopping.

SUGGESIONS

The customers repeatedly visit the online sites; the application should be made highly reliable. Delivery Quality must be ensured – package and time of delivery. Application safety should be ensured

– whether it is a payment gateway or personal information details, the application should also be highly user-friendly, and utmost secrecy needs to be maintained. The most expected by the Omani youth during online marketing is that they are looking for best-buy offers. So the offers should be updated on a regular basis.

CONCLUSION

Customer satisfaction can be improved through the information reliability, the responsiveness by the shoppers through prompt response to the customer queries and redressing the customer grievances, Service tangibility in the form of assured sales services, guaranteed product delivery, assured service guarantee and the best offers. The online shoppers should focus on to improve the customer satisfaction and Best-buy offers the factor which needs more attention to increase online shopping.

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