

IMPACT OF ONLINE SHOPPING ATTRIBUTES ON CUSTOMER SATISFACTION

S. Kanagalakshmi, Part-time Research Scholar, Reg. No. 19221301012005, P.G. & Research Centre for Commerce, Thiruvalluvar College, Papanasam. Affiliated with Manonmaniam Sundaranar University, Tirunelveli.

Dr. Poornapushkala, Assistant Professor, P.G. & Research Centre for Commerce, Thiruvalluvar College, Papanasam. Affiliated with Manonmaniam Sundaranar University, Tirunelveli.

Abstract:

The researcher took the initiative to analyse how satisfied potential customers are with shopping online. Shopping online offers many benefits, including unique products, affordable prices, convenience, speedy delivery, and multiple payment methods. To gather data, the researcher used the non-probability convenience sampling technique and created a questionnaire based on their objectives. They received feedback from marketing field experts and statisticians. The researcher distributed 200 questionnaires to individuals in Tenkasi city and received 184 fully completed questionnaires.

Key Words: Online shopping, Product quality, Product variety, Price, Customer satisfaction.

1. Introduction:

In the modern world, digital technology has become an essential part of our daily lives. Initially, the internet was just used for sharing information, but now it plays a crucial role in our day-to-day activities. We rely on it for conducting business, socialising, and shopping. Modern lifestyles have transformed the traditional way of doing things, and now people prefer to shop online. Online shopping refers to purchasing goods directly from a seller without any intermediary. This also includes buying and selling goods over the Internet. One of the significant advantages of online shopping is that it provides customers with a wide range of products and services. Customers can compare deals from various intermediaries and choose the one best suits their needs. According to Statista-The Statistics Portal, there are currently almost 4.57 billion active internet users worldwide, with 3.81 billion social media users. China, India, and the USA are leading in internet usage compared to other countries.

The number of people buying things online and spending time on the internet has increased. Buying things online has become more popular because it's more convenient, saves time, and is enjoyable and fast. These are the main reasons why more people are interested in

online shopping. Additionally, people's busy schedules and long work hours make online shopping a convenient and time-saving solution. Consumers can shop from the comfort of their own homes, save money and time on travel, and have easy payment options. Online shopping also allows for easy price comparisons while shopping. According to a study, the main factors influencing online shopping are availability, low prices, promotions, comparisons, customer service, user-friendliness, time, and variety. Additionally, website design and features can encourage people to shop on certain websites. Online retailers offer discounts and promotions, attracting many customers, including giants like Amazon, Flipkart, and AliExpress.

2. Profile of study area:

Tenkasi is a district that shares its boundaries with Virudhunagar to the North, Thoothukudi to the East, Tirunelveli to the South, and Kerala to the West. This area is nourished by two major rivers, Chittar and Anumanadhi, which help agriculture to thrive. Over 65% of the population is engaged in agriculture and related activities. The district benefits from water sources such as the Gundar, Adavinayinar, Karupanadhi, and Ramanadhi dams and more than 800 irrigation tanks. The waterfalls created by the rivers attract many tourists to the district. The renowned Coutrallam Falls, located in the Chittar River, is well known throughout the state. The water from these falls is believed to have medicinal properties, making it a popular destination for those seeking a "medical spa" experience. Other notable falls in the district include Peraruvi, Aindharuvi, and Puli aruvi. Tenkasi is also known for its significant spiritual places in South Tamilnadu. The Kutraleeshwarar temple (Chitra Sabha) is located in Tenkasi, one of the five sabhas of Nataraja, an incarnation of Lord Shiva.

3. Review of Literature:

Anthony Ekwueme et.al. (2017), in their research journal entitled "The Influence of Online Marketing of Julia and Conga on Consumer Purchasing Behaviour among Kogi State Residents of Nigeria", have found that people do not trust online shopping fully because of factors such as the challenge of delivery time frame, quality of products, inadequate internet connection and card payment problem. Also, the literacy level of many Nigerians towards online shopping is relatively low, as many do not understand online shopping procedures and still prefer traditional shopping.

Nebo's Vatic et. al. (2019), in the study entitled The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian Market, have applied confirmatory

factor analysis to demonstrate the variables influencing online consumer satisfaction. The outcome of this study confirmed that security (0.072*), information availability (0.132***), shipping (0.584***), quality (0.072*), pricing (0.314***) and time (0.108**) are the obtainable significant predictors of online consumer satisfaction. Based on the confirmatory factor analysis results, shipping is the most powerful variable of online consumer satisfaction.

4. Statement of Problem:

In today's day and age, the Internet has become a crucial tool for businesses to explore new opportunities. Online shopping has become increasingly popular among consumers due to its convenience and cost-effectiveness compared to traditional brick-and-mortar stores. With many websites and mobile applications available, consumers can easily purchase various products and services from the comfort of their homes. Despite the advantages of online shopping, there are still some challenges, such as damaged goods, counterfeit products, and fraudulent payment systems. This research investigates the Impact of Online shopping Attributes on customer satisfaction and loyalty.

5. Objectives of the study:

- ⇒ To study the respondents' opinions about online shopping.
- ⇒ To investigate the Impact of Online shopping Attributes on customer satisfaction.

6. Null and Alternative Hypotheses:

H₀: Respondents' opinions about online shopping do not influence their satisfaction.

H₁: Respondents' opinions about online shopping influence their satisfaction.

7. Scope of the study:

Shopping online offers a range of benefits, such as unique products, various options, affordable prices, convenience, speedy delivery, and multiple payment methods. Advancements in communication technology have made it easier for consumers to purchase items from virtual stores. These factors are significant in attracting customers to shop online. This study aims to analyse the Impact of Online shopping Attributes on customer satisfaction and loyalty.

8. Methodology:

The descriptive research method describes the characteristics of a specific target population. This study collected the sample using the Non-Probability convenience sampling technique. The researcher shaped a questionnaire based on their objectives and received feedback from marketing field experts and statisticians. Two hundred questionnaires were distributed to individuals in Tenkasi city, and 184 fully completed questionnaires were received.

9. Limitations:

- ⇒ Only selected online shopping websites are taken in general for this study. It is not a focused in-depth study of a particular website.
- ⇒ The study area is restricted to Tenkasi city only.

10. Data Analysis and Interpretation:

Table 1
Socio-Economic Profile of Respondents

Characteristics		Frequency	Percentage
Gender	Male	102	55.43
	Female	82	44.57
Age	< 30 Years	80	43.48
	30 – 50 Years	62	33.70
	> 50 Years	42	22.83
Marital Status	Married	112	60.87
	Unmarried	72	39.13
Educational Qualification	Higher Secondary	32	17.39
	Graduates	52	28.26
	Post Graduates	64	34.78
	Others	36	19.57
Employment	Govt. Service	43	23.37
	Self-employed	52	28.26
	The employee of Pvt. sector	89	48.37
Annual Income	< Rs.2,00,000	54	29.35
	Rs.2,00,000 – 5,00,000	91	49.46
	>Rs.5,00,000	39	21.20

(Source: Primary Data)

The following information in Table 1 displays the socio-economic characteristics of respondents selected from the Tenkasi district. The data indicates that 55.43% of the respondents are male, while the remaining 44.57% are female. Regarding age, 43.48% of

participants were below 30, 33.70% were between 30 and 50, and 22.83% were over 50. The study also found that 60.87% of the respondents were married, and 39.13% were unmarried. Regarding education, 34.78% of respondents had post-graduate degrees, 28.26% had graduate degrees, and 17.39% had completed higher secondary-level education. As for employment status, 48.37% of respondents were employed in the private sector, 28.26% were self-employed, and 23.37% were government employees. The majority of respondents (49.46%) reported an annual income ranging from Rs.2,00,000 – 5,00,000, followed by 29.35% who reported an income below Rs. 2,00,000, and the remaining 21.20% had an income exceeding Rs.5,00,000.

Table 2
Features of online shopping

Sl.No	Satisfaction Variables	Code
1.	Product variety	SAT1
2.	Comparing prices	SAT2
3.	Previous users review	SAT3
4.	Time and energy-saving	SAT4
5.	Prompt delivery	SAT5
6.	Safety in the transaction	SAT6

Table 3
Association between the Respondents' opinion about online shopping and their satisfaction

Variables	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.140	.108		-1.293	.196
SAT1	.154	.025	.191	6.094	<0.05
SAT2	.318	.025	.384	12.618	<0.05
SAT3	-.439	.021	-.603	-20.603	<0.05
SAT4	.311	.039	.209	7.942	<0.05
SAT5	.243	.025	.268	9.848	<0.05
SAT6	.117	.011	.152	10.885	<0.05
“R”	.788				
“R ² ”	.621				
Adjusted “R ² ”	.618				

“F” value	249.841	Sig. Value 0.000
------------------	---------	-------------------------

Table 3 divulges the regression coefficient between the independent variable, Respondents' opinion about online shopping and the dependent variable, customer satisfaction. R-value describes the multiple correlations between the dependent and independent variables, and a value greater than 0.4 is measured for further analysis. R^2 value greater than 0.5 shows that the model is active enough to define the relationship between the selected variables. In this case, the values “R” and “ R^2 ” are more than the threshold level, and the adjusted R-square very nearer to the “ R^2 ” glasses the generalization of the results. Moreover, the “t” values of all six independent variables are more than 1.96, and the corresponding significance value is less than 0.05. Hence, these six variables significantly influence the satisfaction of respondents about online shopping.

11. Findings:

- ✓ The data indicates that 55.43% of the respondents are male, while the remaining 44.57% are female.
- ✓ Regarding age, 43.48% of participants were below 30, 33.70% were between 30 and 50, and 22.83% were over 50.
- ✓ The study also found that 60.87% of the respondents were married, and 39.13% were unmarried.
- ✓ Regarding education, 34.78% of respondents had post-graduate degrees, 28.26% had graduate degrees, and 17.39% had completed higher secondary-level education.
- ✓ As for employment status, 48.37% of respondents were employed in the private sector, 28.26% were self-employed, and 23.37% were government employees.
- ✓ The majority of respondents (49.46%) reported an annual income ranging from Rs.2,00,000 – 5,00,000, followed by 29.35% who reported an income below Rs. 2,00,000, and the remaining 21.20% had an income exceeding Rs.5,00,000.
- ✓ Respondents’ opinions about online shopping influence their satisfaction.

12. Conclusion:

Market development and technological innovation must have a symbolic relationship for any business unit to achieve long-term success; understanding the technology-marketing interface and integrating it with corporate strategy and organisational design is how to maintain a productive balance. Online shopping has gained a lot of importance in today's marketing situation. But at the same time, it has plenty of fraudulent, scam practices and cheating consumers. Such wrong behaviour has created fear in the minds of consumers and also had a negative impact on the minds of consumers towards online shopping. The problem area of this study is that consumers' opinions of online shopping will determine the factors that influence satisfaction. Those factors will help the companies formulate their marketing strategies towards online marketing.

References:

1. Anthony Ekwueme et.al., The Influence of Online Marketing of Jumia and Konga on Consumer Purchasing Behaviour among Kogi State Residents of Nigeria Global Journal of HUMAN-SOCIAL SCIENCE: Arts & Humanities – Psychology Volume 17 Issue 6 Version 1.0 Year 2017 Type: Double Blind Peer Reviewed International Research Journal Publisher: Global Journals Inc. (USA) Online ISSN: 2249-460x & Print ISSN: 0975-587X
2. Aruna S. and William A. J., (2015), A study on consumer behaviour towards online shopping in Coimbatore district, International Journal of Research in Business Management, 3(7), 51–62
3. Bianchi C. and Andrews L., (2018), Consumer engagement with retail firms through social media: an empirical study in Chile, International Journal of Retail & Distribution Management, 46(1), 446–552.
4. Nebo's vatic, et. al. (2019). The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian Market. Journal of Theoretical and Applied Electronic Commerce Research, 70-89
5. Srivastava N., Hinton G., Krizhevsky A., Sutskever I. and Salakhutdinov R., (2014), Dropout: A Simple Way to Prevent Neural Networks from Overfitting, Journal of Machine Learning Research, 15(1), 1929–1958