

Analysis and Study on Consumer Satisfaction and Delight with E-Commerce Online Shopping Portal

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Abstract: *In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance and retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.*

Keywords: Online Shopping, Consumer Behavior, Attitude, Influencing Consumers, Marketing Performance, Retailers

I. INTRODUCTION

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store. Many people choose to conduct shopping online because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that's unavailable in stores. Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store. Many people choose to conduct shopping online because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that's unavailable in stores.

II. LITERATURE REVIEW

Internet usage history and intensity also affect online shopping potential. Consumers with longer histories of Internet usage, educated and equipped with better skills and perceptions of the Web environment have significantly higher intensities of online shopping experiences and are better candidates to be captured in the well-known concept of flow in the cyber world (Sisk, 2000; Hoffman and Novak, 1996; Liao and Cheung, 2001). Those consumers using the Internet for a longer time from various locations and for a higher variety of services are considered to be more active users (Emmanouilides and Hammond, 2000).

As Bellman et al. (1999) mention, demographics are not so important in determining online purchasing potential. Whether the consumer has a wired lifestyle and the time constraints the person has are much more influential. Risk

taking propensity is also a powerful factor. E-shoppers have higher risk taking tendencies. Consumers with high levels of privacy and security concerns have lower purchasing rates in online markets but they balance this characteristic with their quest for making use of the information advantage of the environment (Kwak et al., 2002; Miyazaki and Fernandez, 2001). These educated individuals, as more confident decision makers, are much more demanding and have greater control over the purchasing process from initiation to completion (Rao et al., 1998).

Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behavior consists of studies that handle the variables influencing these intentions. A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online shopping experience, and perceived product quality. (Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003).

The lists of factors having a positive or negative impact on consumers' propensity to shop do not seem to be very different from the considerations encountered in offline environments. However, the sensitivities individuals display for each variable might be very different in online marketplaces. Factors like price sensitivity, importance attributed to brands or the choice sets considered in online and offline environments can be significantly different from each other (Andrews and Currim, 2004). Uncertainties about products and shopping processes, trustworthiness of the online seller, or the convenience and economic utility they wish to derive from electronic shopping determine the costs versus the benefits of this environment for consumers (Teo et al., 2004). Further studies aiming to complete the full set of factors influencing consumers' prepurchase intentions are still much awaited.

Simon Rigby, Head of Direct Channels at Comet, says, "Our challenge is to meet the needs of the greatest number of shoppers. By undertaking research on a regular basis, we learn more about our customers' shopping needs and styles. This helps us to deliver all the necessary assurances, product ranges and services. We conducted this survey during our peak selling period as we are in the process of developing our range of online interactive services, such as Live Chat and CometTV.co.uk. Powerful multimedia sales tools will soon become standard in the online shopping arena. In three years, you'll be just as likely to click and watch a product related video of your intended purchase on your computer before you buy - as you are to have an email address today.

Research summarized by Emarketer(2005) showed that the Internet applied a bigger influence than for offline media for electronics compared to that clothing, beauty or home improvement as would be expected. Internet Marketing has changed the way people buy and sell good and service. It has added lot of convenience and easy to the whole process of buying. Internet buying prevalence is highest in the United States, where 93% of Internet users have bought on-line (Business Software Association, 2002), and it is growing rapidly in India as well.

III. ONLINE SHOPPING

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the seller directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different sellers. An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another business, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices. Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, a debit card. Most famous online shopping apps are Flipkart, Amazon, Ajio, Myntra etc. One of the earliest forms of trade conducted online was IBM's (International Business Machines) Online Transaction Processing (OLTP) developed in the 1960s and it allowed the processing of financial transactions in real-time. The Computerized Ticket Reservation System developed for American Airlines was one of its applications. The emergence of online shopping as we know today developed with the emergence of the Internet. Initially, this platform only functioned as an advertising tool for companies, providing information about its products. It quickly

moved on from this simple utility to actual online shopping transaction due to the development of interactive Web pages and secure transmissions. Researchers found that having products that are appropriate for e-commerce was a key indicator of Internet success. Many of these products did well as they are generic products which shoppers did not need to touch and feel in order to buy. But also importantly, in the early days, there were few shoppers online and they were from a narrow segment.

IV. DATA ANALYSIS AND INTERPRETATION

Factors	Category	No. of Respondents	Percentage (%)
Gender	Male	29	58
	Female	21	42
Age	Below 20 years	18	36
	25 – 30 years	25	50
	31 - 35 years	1	2
	Above 35 years	6	12
Location	Village	23	46
	Town	20	40
	City	7	14
Profession	Student	23	46
	Business	10	20
	Service	8	16
	Professional	9	18
Educational	School	9	18
	Graduate	16	32
	Post Graduate	20	40
	Illiterate	5	10

Factors	Category	No. of Respondents	Percentage (%)
Family status	Nuclear family	28	56
	Joint family	22	44
Monthly Income	Below Rs.5, 000	19	38
	Rs.10,001 to Rs. 15,000	11	22
	Rs.15,001 to Rs. 20,000	11	22
	Above Rs.20,000	9	18
Online shopping websites	Flipkart.com	34	68
	Amazon.com	16	32
	eBay.com	08	16
	Myntra.com	05	10
	Snapdeal.com	14	28
	Olx.com	08	16
	Others	12	24
Sources of awareness	Online advertisement	21	42
	Offline advertisement	07	14
	Friends	15	30

	Newspaper	03	06
	Television	04	08
Products purchased	Electronics	13	26
	Mobiles	31	62
	Computer	04	08
	Home appliances	08	16
	Games	02	04
	Garments	05	10
	Footwear	09	18
	Watches	09	18
	Jewels	03	06
	Mens Accessories	12	24
	Womens Accessories	11	22
	Toys	02	04
	Baby care	02	04
	Books	04	08
	E-books	02	04

Table 1- Showing socio-economic background of the respondents

V. FINDINGS RESULTS

Hence it is concluded that majority (58%) of the respondents are male.

Hence the higher (50%) percentage of the respondents are falling under the category of below 25 - 30 years age group.

Hence the higher (46%) percentage of the respondents are falling under the category of Village area.

Hence it is disclosed that majority (46%) of the respondents are engaged on in students

Majority 40% of the respondents are post graduate level

Majority 56% of the respondents are belongs to Nuclear family.

Majority 38% of the respondents are earning the monthly income below Rs.5, 000 only

Majority 68% of the respondents visited Flipkart.com.

Majority 42% of the respondents get awareness about websites through online advertisement

Majority 62% of the respondents purchased Mobiles via online channels.

Majority 56% of the respondents Prefer online shopping for time saving.

Majority 52% of the respondents visiting retail store before online shopping.

Majority 42 % of the respondents make purchase on Online Shopping Monthly.

Majority 54% of the respondents Strongly Agree with the choice of products available in Online shopping.

Majority 40 % of the respondents consider product review before Online shopping.

Majority 54% of the respondents Agree with the detailed information about the products in Online shopping.

Majority 52% of the respondents Agree with the easy to choose and make comparison with other products in Online shopping.

Majority 50% of the respondents agree with the Quality of Information provided in Online shopping.

Majority 50% of the respondents Agree with the Website layout helps in searching the products easily.

Majority 42% of the respondents Strongly Agree with the Safe and secure with online shopping.

Majority 52% of the respondents did not face any of the problems in online shopping.

First rank given by the respondents for the Convenience in online shopping.

Majority 76 % of the respondents make payment through Cash on delivery in online shopping.

Majority 36 % of the respondent have barrier of delivery too slow in online shopping.

Majority 76 % of the respondent satisfied with online shopping

VI. CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

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