

Factors Affecting Online Customers' Satisfaction in Rajasthan

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Abstract: India is raising on the map of world as one of the fastest growing economy, Growth is taking place in every factor of economy including infrastructure, technology, industrialization and many more. Development of technology has put its significant impact on common man as well. Today approximately 700 million people in India are using Internet. likewise, trend of online shopping is also increasing at fast pace. E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. This paper examines the major factors which affect online buyers' satisfaction level significantly specially in the segment of FMCG, Grocery and personal care products. Respondents have been taken from four cities of Rajasthan namely Bundi, Sawaimadhopur, Ajmer and Bhilwara.

Keywords: Online shopping, E-Commerce, Customer Satisfaction

1. Introduction

Internet has changed the way of living way back for the mankind but during CORONA pandemic, it became the only way to survive. It helped humans to stay connected with others, to get informed about what is happening worldwide and even to shop necessary things when lockdown was applied. Before this pandemic, using internet was a choice for people but during lockdown it became the necessity for everyone to get access of internet. Concept of "work from Home" increased requirement of internet access manifolds.

E-commerce has made purchase and sell of goods as well as commodities extremely easy without wasting time over time scouting for the correct outlet, product or price. It has radically altered the habits and patterns of consumers shopping by reducing their physical involvement, yet offering extensive choices at competitive prices. All 4 forms of transaction namely B2B, B2C, C2B and C2C are being offered through a single platform. It empowers both consumers and businesses. The online market specifically in India is growing rapidly with a huge variety of offers right from fast moving consumer goods to many kinds of services. Extensive range of Goods (electronic gadgets, fashion accessories, groceries, vegetables, and even processed food) and services (such as pilgrimage, movies, hotel, travel reservations and matrimonial services) are available online and can be ordered as per time, place and budget convenience of customer. Though at present in comparison with e market worldwide, The Indian online retail space is small in size but it possess an amazing exponential progress rate. It has grown from US \$14 billion in 2014 to US \$39 in 2017 and is poised to surpass the US by 2034 (IBEF, 2018). Growth in number of internet users have pushed trend oof e-commerce further. Earlier internet usage was confined in metro cities only but with development of infrastructure and efforts from private sector, internet usage flowed to tier 2 and tier 3 cities as well. Most of the internet usage and e shopping is being done through mobile phones. Internet usage through mobile phones have surpassed usage of desktops and laptops. Statistics revealed that in September 2017, there were approximately 430 million internet users in country.

For FMCG, Grocery and Personal Care products, Flipkart, Amazon and Myntra are the most visited platforms being used all over the country. Their wide range of products, delivery ease at your doorstep, payment options availability and genuine return policies have made them most successful E Commerce platforms.

With an investment of Rs. 4 Lakhs, Flipkart.com (Flipkart), was started by Sachin Bansal and Binny Bansal in October 2007. In beginning they offered 50,000 books for online sell and received its first order about four months after launch. But soon after they picked momentum and by December 2009 flipcart.com became the largest online bookstore of country. Afterwards they Flipkart started expanding its products under various categories.

Jeff Bezos started Amazon in July 1995 It was up to the public in 1997. Currently Amazon is working globally. Making its presence in countries like China, Brazil, India, Russia etc. Under leadership of Bejoz, Amazon has market its place as the foremost online retailer in huge parts of the world, constructed an industry-leading cloud computing business, and established as a chief player in consumer technology and digital media and. Success of amazon can be understood with the fact that value of its stocks increase by 5,166% from it initiated its IPO

Mukesh Bansal Built Myntra in 2007 with Ashutosh Lawania and Vineet Saxena. Initially Myntra was in the trade of on-demand personalization of gift items and worked on the B2B model. By the year 2010, Myntra started focusing on online sell of branded clothing. Later, In 2011, Myntra moved far from personalization and stretched its index to way of life items and incorporate style. Further, they tied up with various popular brands to distribute an wide variety of most recent stock from these brands. As a result of this, by 2012, Myntra offered items from 350 Indian and International brands. In May 2014, Myntra.com united with Flipkart. Myntra is India's largest e-commerce store for products related with lifestyle and fashion. widest range of brands and products, It targets at giving an enjoyable and disturbance free experience of shopping to its shoppers across the country.

2. Literature Review

(Mehta, Saxena, & Purohit, 2020) The present research concentrates on changes took place in consumer behaviour during lockdown period. Researchers observed that during the critical condition of pandemic the demand and supply of goods rolled back to primary level needs for all social class alike, which are, need for 'food, 'clothes', 'shelter', 'safe indoors', 'social love' and 'belongingness'. Professionals mentioned that prominent internal and external drivers of consumer behaviour such as personality type, status, self-concept, brand image etc have become unremarkable during lockdown period. Purchase of essential things, recycle and re use of products and buying from near to home retail outlet were few major changes that were observed. Market is shifting from global to local. Conclusively a conscious shift towards spiritual consumption has taken place. Practice of spending within limits is revived. (Uddin, 2020) Michael Aldrich invented online shopping concept in 1979. Amazon and e-bay launched their shopping sites in 1995. Hence even before the beginning of 21st century e-commerce got introduced in the world but pandemic of COVID-19 and requirement of social distancing and internet being the only way of interacting made online shopping one of the essential features of life for almost all in the world. Present research paper aims at investigating the factors affecting consumers' internet shopping behaviour during the corona virus disease (COVID-19) pandemic in Bangladesh. Study states that due to pandemic, Global supply chain has been broken and people prefer their nearby shops to purchase essential things. Finding of research suggested that quality of products and service being offered online is the prime concern of customers while making purchase decision. Along with that time saving, payment modes and administrative factors also significantly impact buying behaviour. (Alam, 2020) E-business is playing a very vigorous role in growing the economy any nation. Present research reconnoitred the impact of five aspects: health aspect, price aspect, product aspect, trust aspect, and place aspect on customers' online buying behaviour in Bangladesh under corona virus disease (COVID-19) pandemic situation. Health aspect includes factors named rules, social distancing, stay home, protection from virus. Factors under Price aspect are cheaper than in store, performance reflect prices and reasonable delivery charges. Product aspect covers branding products, and product quality. Safe and secure website, trustworthy website and safe financial transaction come under Trust aspect. Similarly, place aspect denotes shopping facility anytime 24 hours a day and get on time delivery. (Anupam Sharma, 2020) Corona Virus pandemic has impacted global economy and changed consumer behaviour towards everything including online shopping. This research paper aims to reflect on different issues and perspectives of online marketing due to COVID-19. Study showed that now consumers are not focusing on luxury but on the basic essentials for survival. International borders are closed for exchange of goods and local players is being the new preference for everyone. Financial uncertainty has led to focus on saving money by recycling and reuse of products. (Hashem, 2020) Results of research indicated that COVID 19 had a positive influence over customer behaviour along with its adopted variables (Frequency, Necessity, Method of Payment, Price, and Availability of Product/Service) through increasing the

tendency towards e-shopping. During the period of lockdown and social distancing, e-shopping for grocery and other basic needs reached to its peak. Results of study also supported the fact that demographics played a role in asserting the change of customer behaviour attributed to COVID19 pandemic. Females appeared to be more influence and those who had a diploma in terms of educational level as a demographic variable. (Rahman, Islam, Esha, Sultana, & Chakravorty, 2018) ICT infrastructure development, internet penetration and online payment system are major drivers of online shopping. People are being informed about this contemporary shopping option through advertisements on social media as well as 'word of mouth' from their family, friends and relatives. Because this is a new form of transaction, people prefer 'Cash on delivery' above any other option. Though people feel inability to touch and feel the product is one of the biggest drawback of online shopping. (Vyas & Bissa, 2017) Consumers now prefer to shop products online over conventional methods of shopping in stores. Results of research show that online shopping is preferred mainly by young generation. People give preference to smart phone over personal computer for shopping online, because apps for e-commerce make browsing product features and comparing various brands quite easy with smart phones. Any time shopping facility provided by online shopping has been highlighted as the most important reason of online shopping preference over offline. Results of study indicate that online retailers should enhance and improve the information about products and e-commerce site should maintain the safety and security of personal data and transaction to stay competitive in business. (Kala & Sharma, 2015) Research article named "Behaviour of Customers' Towards Online Shopping in India" investigated the relationship between various characteristics of online shopping and customer purchase behaviour. Research underline that internet literacy is increasing in India and trend of online shopping has pushed the local manufacturers to put their products online. Detailed information about products, easy to use and order, security of personal and transactional data are the dominant factors which influence consumer perception for online shopping. (R.Ganapathi, 2015) Online shopping allows consumers to purchase goods directly from manufacturers. Increased access of internet has boosted the business of online shopping. Present study has gathered information about the most important factors which affect online shopping behaviour of consumers specifically in Chennai city. Study revealed "Convenience of Purchase" as the most significant factor affecting consumers' online shopping behaviour. Convenience of purchase comprise factors such as, 24 hours shopping facility availability, detailed information of product, ease of shopping and on time delivery. "Website Features" has been identified as Second significant factor which comprises features named website layout and design, safety, ease of navigation and ordering. "Security" has been highlighted as third significant factor which comprises trustworthiness of website. (Mishra & P.K.Chopra, 2014) Growing usage of internet and smart phones by young generation of India has given boost to online shopping. Large population is shifting from traditional offline buying to digital market place for online purchase. Whereas pace of this shift is high in metro cities like Delhi, Mumbai etc, in tier II and III cities, this shift is quite slow due to various reasons. Present study revolves around consumers' online buying

behaviour in Bhopal city and concludes that tier III cities as Bhopal has immense potential for e-commerce. But still online shopping is popular among youth only. The quality of products offered online and procedures for service delivery are not yet standardized. It stands as risk of fraud for mass. (Rastogi, 2010) This study attempts to analyze the features related to the buying behaviour of online shoppers in India. It draws attention towards the fact that goal to shop online is not only affected by ease of use, usefulness, and enjoyment, but also by other factors like consumer individuality, situational factors, product distinctiveness, previous online shopping understanding and faith in online shopping. So it becomes essential for online sellers to understand their customers, their buying behaviour and factors affecting their purchase decisions. Study reveals that Wide variety of products, low price, various modes of payment, detailed information about product are the most significant features of online shopping.

Research Gap

It has been analysed that trend of online shopping for almost all products are increasing throughout India. Requirement of social distancing has even increased the necessity of online shopping. Many researchers have studied about consumer behaviour towards online shopping, role of demographic factors affecting trend of online shopping. But less research has been taken up on the major factors which affect satisfaction level of online buyers significantly. Present study revolves identifying the major factors which affect buyer satisfaction during online shopping. Study also attempts to analyse satisfaction level of customers in Rajasthan State who purchase FMCG goods and products for personal care through online shopping.

Objective of the Study

- 1) To find out major attribute which affect buyers' satisfactions in online shopping.
- 2) To access buyers' satisfaction level with online shopping in Rajasthan
- 3) To underpin major roadblocks for online selling business in Rajasthan.

Data Base – Present study is descriptive and Primary data has been collected from 240 respondents from 4 cities Rajasthan who purchase their grocery, cloths and personal care products through online shopping (Flipcart, ama. International and National journals, research articles, official websites of Online shopping stores, data published in government report, newspaper etc has been referred to collect secondary data. Study has been steered in duration of 3 months.

Research methodology – Present study is based majorly on primary data collected through structured questionnaire. Questions have been drafted through the variables of online shopping identified from review of literature. Respondents from Bhilwara, Bundi, Sawai Madhopur and Ajmer were selected through convenient sampling method. Microsoft Excel and SPSS have been used for data tabulation and analysis. Test for reliability and validity was applied to judge internal consistency of data. Exploratory factor analysis helped to identify main factors affecting satisfaction level of online buyers. Central tendency of responses was also calculated in order to find out level of satisfaction among four mentioned cities.

Hypothesis 1

H₀ – Customers making online purchase of grocery, clothes and personal care products are not satisfied with online shopping in Rajasthan.

H₁ – Customers making online purchase of grocery, clothes and personal care products are satisfied with online shopping in Rajasthan.

3. Data Analysis and Interpretation

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.894	22

Factor Analysis

Table 2: KMO and Barlett's Test

KMO and Barlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy		.883
Barlett's test of sphericity	Approx Chi-Square	22357.456
	Df	262
	Sig	0.000

Table 3: Rotated component Matrix

	Components				
	1	2	3	4	5
Quality of product					.747
Product Filters availability					.812
Product variety available					.833
Brand Options available					.889
low price than offline shopping	.914				
Discount/ sale available	.955				
Refund policy		.757			
Return option		.843			
Time limit for product return		.796			
Ease of ordering				.915	
Payment options available				.876	
Security in online payment				.748	
Product delivery time				.910	
Website content available in regional language				.887	
User friendly website				.837	
24 hours shopping facility				.864	
Customer support				.765	
Website loading time				.854	
Similarity between product shown and delivered			.922		
Availability of product detail			.874		
Availability of product review			.798		
Availability of Product comparison			.740		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalisation^a

a – Rotation Converged in 6 iterations.

Table 4: Calculation of mean

S. No.	Attributes	Value of Mean
1	Product quality and range	4.23
2	Price competitiveness	3.65
3	Information availability about product	4.48
4	Ease of Shopping	4.22
5	Ease of product return	3.98
	Overall Mean	4.11

4. Findings

Reliability test gives Cronbach's alpha value 0.894 (Cronbach's alpha Value > 0.70 which proves that data collected through structured questionnaire on likert scale is reliable with internal consistency).

Kaiser-Meyer-Olkin measure of Sampling Adequacy value (0.824 > 0.50) indicates sample is adequate. Bartlett's test shows significance of factor analysis at 95% confidence interval (p value = 0.00)

Factor analysis reduced 22 variables to 5 factors which impact satisfaction level of online buyers in Rajasthan. Following are the 5 extracted factors/attributes –

- 1) Product quality and range – (Quality of product, Product filter availability, product variety available, brand options available)
- 2) Price competitiveness – (Low prices than offline shopping, Discount / Sale available)
- 3) Information availability about product – (Similarity between product shown and delivered, Availability of product detail, Availability of product reviews, Availability of product comparison)
- 4) Ease of Shopping – (Ease of ordering, Payment options available, security in online payment, product delivery time, Website content available in regional language, 24 hours shopping facility, Customer support, Website loading time)
- 5) Ease of product return – (Return option, Refund policy, Time limit for product return)

Value of mean for attribute named “**Product quality and range**” is 4.23 which shows high satisfaction level.

Value of mean for attribute named “**Price competitiveness**” is 3.65 which shows near to neutral satisfaction level.

Value of mean for attribute named “**Information availability about product**” is 4.48 which shows high satisfaction level.

Value of mean for attribute named “**Ease of Shopping**” is 4.22 which shows high satisfaction level.

Value of mean for attribute named “**Ease of product return**” is 3.98 which shows high satisfaction level.

Hypothesis Testing

H₀ – Customers making online purchase of grocery, clothes and personal care products are not satisfied with online shopping in Rajasthan.

Table no 4 shows that cumulative mean of online buyers response for all attributes is 4.11 so it can be concluded that Customers making online purchase of grocery, clothes and personal care products are satisfied with online shopping in Rajasthan. So, null hypothesis is rejected and alternate hypothesis is accepted.

5. Conclusion and Suggestions

Present study revolves around the important attributes of online shopping put significant impact of consumers' satisfaction level. Study concluded that all online shopping attributes may be categorised in 5 factors namely product quality and range, price competitiveness, Information availability about product, Ease of shopping and Ease of

product return. So the online marketer should make attempt to make proper combination of these five factors in most effective manner to give best shopping experience to customers. Study showed that out of all attributes, customers' satisfaction is lowest for price competitiveness. Attempt to find out the reason behind customers' dissatisfaction, major contender in offline market will help to increase the overall performance of online shopping. Apart from identification of major influencing factors of online shopping researcher also found out chief roadblocks related to it. As research has been conducted in four cities of Rajasthan named Bhilwara, Bundi, Sawai Madhopur and Ajmer, lack of proper infrastructure related with internet supply has been come up as main challenge for online shopping. People are still convenient in offline shopping because of their personal liaising with marketers. Many local players are offering FMCG, glossary and personal care products at competitive prices so online discount offers do not sound very attractive to them. If online marketers may connect with local players of these towns and likewise, market may be extended.

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