

## **Consumer's satisfaction level regarding Online Shopping: with a Special reference to Uttar Pradesh State in India**

**<sup>1</sup>Dr.Deepak Jain and <sup>2</sup>Arti Lata**

<sup>1</sup>Associate Professor, School Of Business, Shri Mata Vaishno Devi University, J&K, India

<sup>2</sup>Research Scholar (Ph.D), Shri Mata Vaishno Devi University University, J&K., India,

**Abstract**— Last few years, Business has actively involved in the field of E-commerce in-term to achieved the corporate objective along with to reach the end user of the product and service (levy&Weitz 2001; Ferguson, 2011).In today's dynamic environment Customers demand has getting increased and more concern Product quality, Varieties along with Product knowledge and also wish for easy accessibility of the product and service. With the changing shopping environment trend customers are adopting and more fascinating for online shopping (Coleman and Levine, 2008).According to (Verhoef, Nelsin, and Vroomes, 2007) customer likely to prefer for doing shopping based on Online or Web based services, reason to get more knowledge in term of product feature, price and quality and services.

The E-commerce site designers, or owner basely design their Web page in-term to convey the all relevant information to the customers for purchasing the product form the web site and also built the strong and long term relationship between the business and customers .The technology approach for web retailer or designers, to design easy and convenient transactional and provide more and relevant information for the product and service which gives stimulus to consumers for doing online shopping. The Psychological factor also influenced the online shoppers like trust, valve and belief for the online shopping

This research paper has basic objective to understand, the online consumers and their buying behavior and also satisfaction level for on line purchasing.

**METHODOLOGY:** This research paper has purely based on the descriptive research design and data are collected on the basis of simple random sampling from the various place of India.

**VALUE:** This paper has enlightened the undefined areas and adds more knowledge for e-shopper in the area of marketing & consumer behavior.

**Keywords**— E-retailing, Trust and image, IT and Technology and consumer buying behaviour.

### **INTRODUCTION:**

Even today's, some considerable time after the so called 'dot com/Internet revolution', electronic commerce (e-commerce) remains a relatively new, emerging and constantly changing area of business management and information technology. According to the editor-in-chief of International Journal of Electronic Commerce, Vladimir Zwass, "**Electronic commerce is sharing business information, maintaining business relationships and conducting business transactions by means of telecommunications networks**".

### **E-COMMERCE: THE REVOLUTION IS JUST BEGINNING:**

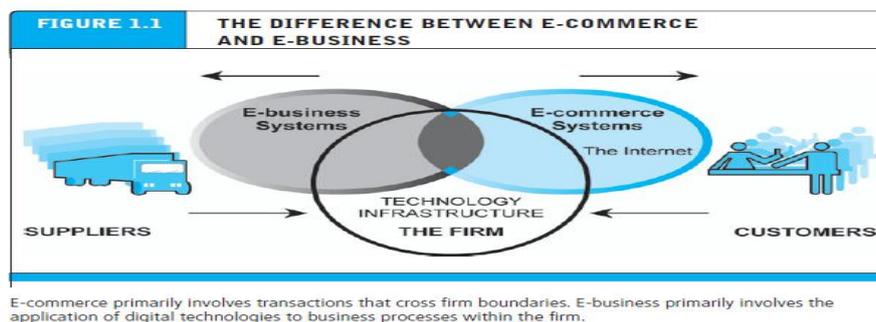
The e-commerce revolution is just beginning For instance:

Online consumer sales expanded by more than 23% in 2005 to an estimated \$142–\$172 billion (eMarketer, Inc., 2005a; Shop.org and Forrester Research, 2005)

- The number of individuals online in the United States increased to 175 million in 2005; up from 170 million in 2004 (The total population of the United States is about 300 million.) (E Marketer, Inc., 2005b; U.S. Census Bureau, 2005)
- Of the total 112 million households in the United States, the number online increased to 71 million or 63% of all households (U.S. Census Bureau, 2005; eMarketer, Inc., 2005b; Pew Research Center, 2005)
- On an average day, 70 million people go online. Around 140 million send e-mail, 8 million have created a blog, 4 million share music on peer-to-peer networks, and 3 million use the Internet to rate a person, product, or service (Pew Research Centre, 2005; Pew Internet & American Life Project, 2004)
- The number of people who have purchased something online expanded to about 110 million, with additional millions shopping (gathering information) but not purchasing (Pew Research Centre, 2005)
- The demographic profile of new online shoppers broadened to become more like ordinary American shoppers (Pew Research Centre, 2005; Fallows, 2004)
- B2B e-commerce—use of the Internet for business-to-business commerce expanded about 30% in 2005 to more than \$1.5 trillion (U.S. Department of Commerce, 2005)

#### **THE DIFFERENCE BETWEEN E-COMMERCE AND E-BUSINESS:**

There is a debate among consultants and academics about the meaning and limitations of both e-commerce and e-business. Some argue that e-commerce encompasses the entire world of electronically based organizational activities that support a firm's market exchanges—including a firm's entire information system's infrastructure (Rayport and Jaworksi, 2003). Others argue, on the other hand, that e-business encompasses the entire world of internal and external electronically based activities, including e-commerce (Kalakota and Robinson, 2003). We think that it is important to make a working distinction between e-commerce and e-business because we believe they refer to different phenomena. For purposes of this text, we will use the term e-business to refer primarily to the digital enablement of transactions and processes within a firm, involving information systems under the control of the firm.



#### **LITERATURE REVIEW:**

The very limited study has done in the area of consumer shopping behavior for using the online Shopping. The web page design for the product has gives the weighted in consumer shopping by the particular store (Zhang et al. (2001). Myerson (1998) has mentioned that the easy, convinced and providing information of the product to the online users is important for choosing the shopping channel. Guttman (1998), also mentioned in his study that innovation in your web page and how different your services from others web retailers to satisfied the customer desire. Rao (1999), consumer adopting the e-commerce to reduced their cost in-term of Service charged by retailer while visiting the store.

Levin and Levin (Heat h):2003 stated that product feature like Delivery of the product, personally services cost and Location of the product these factor has influenced the consumer buying behavior to select the e-Commerce. But product like Music, books, Ticket customer does not have required feeling like touch and feel so consumer has low risk on purchasing by on line (Lunch, kent and Srinivasan; 2007). (Chiang and Dholakia;2003) has mentioned in their study that by browsing the product online in term of cost and comparison the price of the product in to others retailer consumer used the online shopping and do the comparatives study of the product. Consumer used the Online searching to get the more information about the product attribute like quality, economic durability of the product, hygiene (Cohen and Golden; 1972).According to (Jarvenpa and Todd; 1997) find out that to save consumer time, Convinces issue example transport, have consumer traffic, opening and closing retail outlet time Payment issues, heavy parking so all these are predominant factor to drive to consumer for online shopping.

(Gegen and Straub 2004; Stewart 2003; Teo and Liu 2006; Van der Heijden 2003) mentioned that now are days in online business how? The business design their Web page in-term of to convey the all relevant information to the customer for purchasing the product form the web site and also built the strong and long term relationship between the business and customer .the technology approach in retailer web design in-term of transactional and information based service has gives stimulus to consumer for going online. Psychological factor also influenced the online shopping like trust, valve, belief for the online shopping (Hoffman and Novak 1996;Lynch and Beck 2001;Novak et al.,2000).Subjective Norms has make the weighted in consumer perception and intention into consumer buying behavior into what? Channel has adopt for purchasing its could be traditional or online shopping (Jayewardene, C, Wright, L-T.and Dennis, C Dennis, C; 2007). According to the (Geissler and Zinkhan;1998),the advantage of online shopping to the customer is reduce the cost of transport, transaction and Save the time so using online shopping also make the advantage to the vendor to reduce their cost. As per the study has done by (Haubl and Murray,2003; Xiao and Benbasat,2007) they mentioned that online consumer have low trust factor in-term of touch,feel,quality which is different from offline store consumer shopping exercised but certain software like online recommendation help to reduce all these factor while online shopping. According to the (Huang and Sycara, 2002; Huang and lie, 2007), that business has design such type of software who access the online consumer in the shopping so here software technology works as place of off store sales person. According to the study which has been done by (Fishbein and Ajzen; 1975), based on Consumer attitude based on online shopping, mentioned that Intention are feeling for the product has played important role to choose the online shopping. As per (Peterson et al., 1997), has found that consumer chooses the online shopping when consumer do not have requirement of touch and feel Sense for the product. According to the study (Jahng, Jain, and Ramamurthy, 2001) confirmed that the consumer attitude has multiple direction and one of variable has strong acceptance about online shopping. As per the study (George, 2004; Yang et al., 2007) he mentioned that consumer attitude has changed from his post purchase experienced like if the consumer has negative experienced in his past about the shopping it could be on line or offline both. According to the (Baes and Guo ;2011) in his study explained about the purchase behavior of consumer in-term of money and time, social status ,satisfaction, self esteem and internal and external factor who motivate the consumer for online shopping .As per the study has done by the (Hernández et al. (2011) explained the online consumer behavior based on the socioeconomic factor like income, education, age has influenced by the society .As study has done by the (Chen 2009) on online consumer and he explained the online consumer behavior with the support of the theory of planned Behavior (TPB) and he explained that how? Customer is already planned while choosing the online shopping. According to the (Kalifa and Limayem ;2003) mentioned that the What are the driving forces or factor who for choosing the online shopping and he explained this concept with the support of the well established behavior theory.

**DATA INTERPRETATION AND ANALYSIS:**

**RELIABILITY TEST:**

**Scale: FOR ALL MEASURED VARIABLES**

**Case Processing Summary**

	N	%
<b>Valid</b>	73	89.0
<b>Excluded (a)</b>	9	11.0
<b>Total</b>	82	100.0

**Reliability Statistics**

<b>Cronbach's Alpha</b>	<b>N of Items</b>
.727	30

The reliability test shows that the data are valid and reliable and the reliability is 89% which shows that data are good and valid.

**HYPOTHESIS 1: There are no relationship between Education Level and Online purchase**

**EDUCATION LEVEL:**

	<b>Observed N</b>	<b>Expected N</b>
<b>UG</b>	23	26.7
<b>PG</b>	49	26.7
<b>PH D</b>	8	26.7
<b>Total</b>	80	

**ONLINE PURCHASE**

	Observed N	Expected N
YES	73	40.0
NO	7	40.0
Total	80	

Test Statistics

	EDUC LEVEL	ONLINME PURCHASE
Chi-Square(a,b)	32.275	54.450
df	2	1

Table value for the Chi square test is 0.010 which is smaller than calculated value so we do not accept our Null hypothesis and it shows that there is a relationship between EDUCATION LEVEL and Online purchase.

**HYPOTHESIS2:** There are no relationship between Income Level and Online purchase

**ONLINME PURCHASE:**

	Observed N	Expected N
YES	73	40.0
NO	7	40.0
Total	80	

**ANNULA INCOME**

	Observed N	Expected N
>10000	36	20.0
11K-20K	17	20.0
21K-30K	7	20.0
<30 K	20	20.0
Total	80	

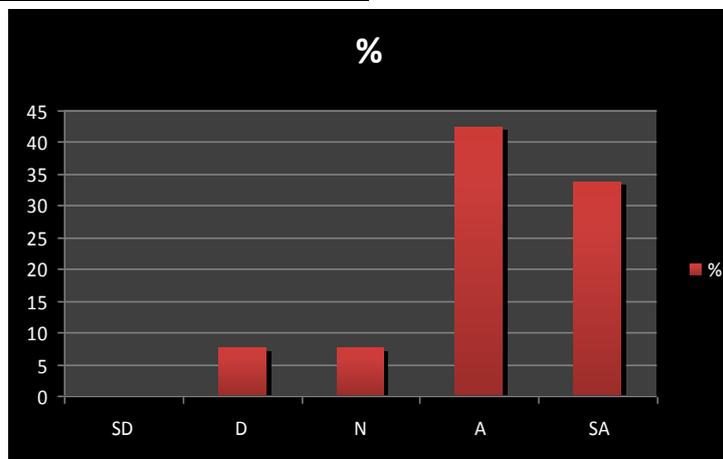
**Test Statistics**

	ONLINME PURCHASE	ANNULA INCOME
Chi-Square(a,b)	54.450	21.700
df	1	3

Table valve for the Chi square test is 0.072 which is smaller than calculated valve so we do not accept our Null hypothesis and its shows that there is relationship between INCOME LEVEL and Online purchase.

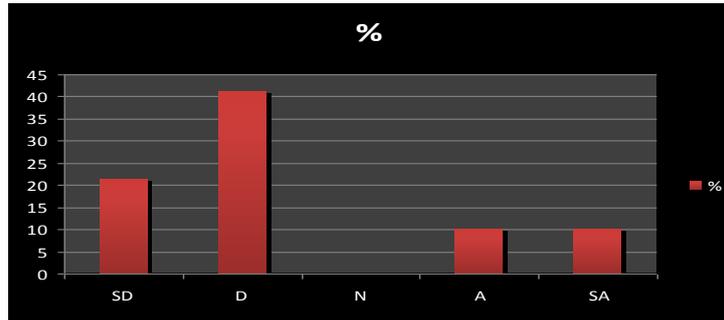
SD (Strongly Disagree), D (disagree), N (Indifferent), A (agree), SA (strongly agree)

**Q- I think shopping on the internet saves times.**



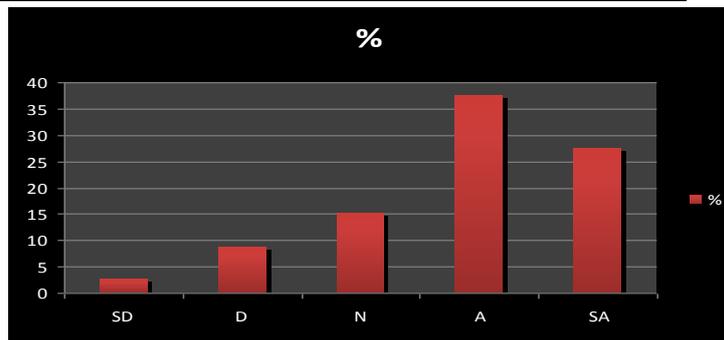
42% respondent is agreed and 33% strongly agree that e commerce sites are saving the time.

**Q- Shopping online is risky.**



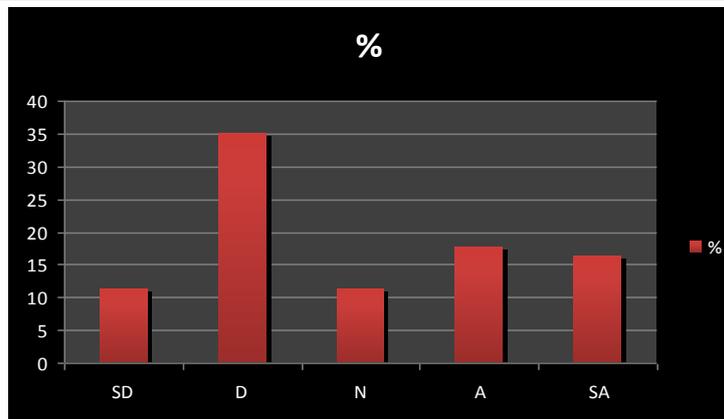
21% and 40% are think shopping online is not risky but company pay more focus on the security because to approximate 40% respondent are considered is risky.

**Q – I will prefer inline shopping only if online prices are lower than actual price.**



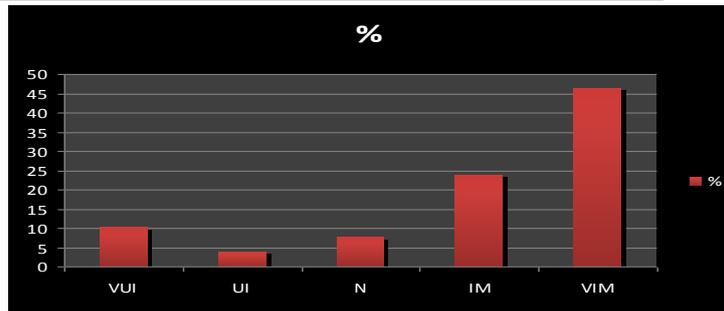
Price is the main factors for doing the online shopping 60% respondent is agreeing and strongly agrees.

**Q-A Long time is required for the delivery of thee product and service on the internet.**



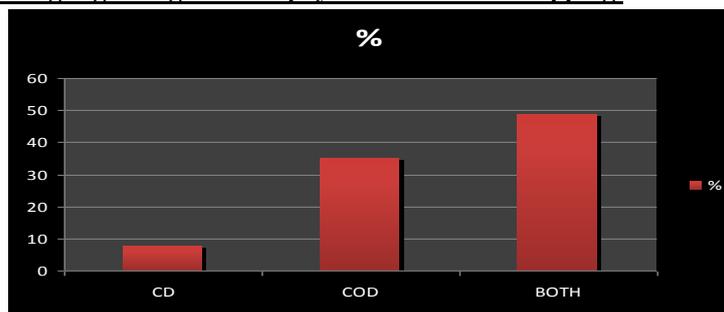
Delivery the product is always an issue in online shopping still 31% respondent think low time required for the product delivery which is major concern for the online business to improve to its image on long time required delivery of the product to ultimate customer.

**Q- People are considering Reputation of the company. When purchase online.**



Approximate 70% respondents are buy the product on the basis of reputations of the company which indicate that National brand are the major player than private level brand.

**Q- People are considering regarding mode of payment for online shopping.**



49% are respondent are using the both mode of payment while 33% responded are using COD basis for online shopping.

**CONCLUSION:**

Uttar Pradesh, location based customers are more likely to purchase National label brand over the private label brand, because customers are more concern for Quality as well as Price of the product/services. As per studied data result observed that these two major factors, first Education level and second is Income level plays as a significant role for online purchasing. Mostly online Indian customers usually purchased these items, like books, apparels, tickets and computer and mobile accessories and the reason for purchasing these items influenced by availability factor for items with providing the larger variety with low price Online shopping are good for small cities where varieties of the product is less at retailer shops, company can focused these area for growing its business and make strong foothold.

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