STUDY ON THE CONSUMER SATISFACTION LEVELS OVERALL SHOPPING EXPERIENCE OF CONSUMERS ACROSS ONLINE SHOPPING WEBSITES

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Abstract

Online stores do not have space constraints and a wide variety of products can be displayed on website. It is the ecommerce site which allows customers to shop online over internet using web browser or apps. The largest e-commerce companies in India were Flipkart, Amazon India in 2015. It is important for online portals to have quality of products that will attracts users and have heavy discount with quick delivery option that will make their decision fast and there will be loyalty to the portal. Most of the consumer doesn’t prefer online shopping due to risk of security, financial and performance risk. As there are many sites emerging that are offering the same product with different pricing so there is risk of fraud and trust in consumers affecting their decision to rely on digital world.

INTRODUCTION

Online shopping is the ecommerce site which allows customers to shop online over internet using web browser or apps. Consumers can find their interest of products online rather going for offline shopping. An online portal allows customer to have a look to variety of products with offering heavy discounts and almost every product.

India has an internet users based of about 450 million as of July 2017, 40% of the population. Despite being the second-largest user base in world, there is less market share to market for online shopping portals. Its growth is at inflection point In India; cash on delivery is the most preferred payment method, as people have security issues while paying online. So the companies have launched new ideas to ease customer’s life, where the customer can swipe card even on cash on delivery.

The largest e-commerce companies in India were Flipkart, Amazon India in 2015. Some shopping portals have test and trial option, where you can select your body type your complexion just to see this product suits your body type or not. Ecommerce portal have made people life easier and its time saving. Even they have good return policy and quick delivery.

Customer’s buying pattern is not influenced and controlled by any brand and firm, when they make decision to buy any product they first see the reviews on the product have a look on different sites to see is there any discount on the same product that helps them to make decision on the respective product. With the quick access to smartphone and internet people are more likely to use mobile phone to shop online. The digital world has a growing effect on consumers mind to buy products online.

It is important for online portals to have quality of products that will attracts users and have heavy discount with quick delivery option that will make their decision fast and there will be loyalty to the portal. As customers started giving feedback for the product this helps other customer to make decision to buys or skip the product. As there are many sites emerging that are offering the same product with different pricing so there is risk of fraud and trust in consumers affecting their decision to rely on digital world.
Most of the consumer doesn’t prefer online shopping due to risk of security, financial and performance risk. Those people feel shopping online is a risk to money and security so it’s better be safe while shopping offline in stores.

**RESEARCH OBJECTIVE**

To understand the satisfaction level with the Overall Shopping Experience of consumers across Online Shopping Websites.

The proposed hypotheses were-

H1: More than 30% of consumers are extremely satisfied with online shopping experience on Amazon

H2: More than 20% of people are slightly satisfied with Flipkart online shopping experience.

H3: Average age of male consumer who is extremely satisfied of Myntra’s online shopping experience is 23 years.

H4: Average annual income of consumer is 5 lakhs who are extremely satisfied with Flipkart online shopping experience

H5: Satisfaction of online shopping experience with Flipkart is dependent on years of shopping.

H6: Satisfaction of online shopping experience with Amazon is dependent on annual income

**LITERATURE REVIEW**

As per Jayendra Sinha (2010) number of online activities is increasing day by day in terms of online shopping or booking train through internet. Number of people shopping online is increasing; it is not equivalent to that of brick-and mortar shoppers. There have many research conducted to explain the performance of online shopping compared to offline shopping. Reasons for not using online shopping portal is the risk of security for online transaction it depends on persons feedback(family or relatives) and limitations such as availability of Internet, computers, credit-cards, cyber etc. Under the purview of aforementioned factors this study tried understanding the online shopping behavior of Indian consumers. Socio-psychological factors and limitation have been found influential factors security risk surprisingly is affecting less internet sale.

As per Boudhayan Ganguly and Satya Bhusan Dash (2009) the main reason for less sale of internet are trust issues (quality of product, risk of online). In this paper a model is proposed by author Boudhayan Ganguly and provided evidence on the impact of the website characteristics on trust in online transactions in Indian people. They first tried to find the importance of website that develops trust in people of India. The level of trust is trusted between the website and purchase intention (the risk of online shopping).
As per Mahesh N.Rajan (2012) this study aims to explore Indian online shopping via the concept of shopping orientations. Segments were identified: two segments are quality at any price, and reputation/recreation. The quality at any price and reputation/recreation segments is the base of online shopping. Although their interest differs in terms of their behaviour, internet knowledge, demographics, choices, occupation. Although online shopping in India is on the verge of rapid growth, relatively little is known about most aspects of Indian consumer behaviour. This study begins to build a foundation of knowledge of Indian online shopping.

RESEARCH METHODOLOGY

This research was Quantitative in nature and an initial exploratory search was carried out through internet based sources. An extensive literature review was also conducted. The primary data was collected through a survey in the city of Mumbai through E forms.

Selection of the sample units is based on easy availability and accessibility, thus it is non-probabilistic convenience sampling. The research contains responses from different age groups, gender, occupation and locality totaling to 282 in number.

Statistical tools were used for analysis of the primary data. The findings were tested through statistical tests such as Test of Proportion, Test of Mean, Chi Squared test.

Chart for sample profile

Demographics
DATA ANALYSIS

Hypothesis 1: Test of Proportion

Ho: Less than 30% of consumers are extremely satisfied with online shopping experience on Amazon
Ha: More than 30% of consumers are extremely satisfied with online shopping experience on Amazon

Ho: p< 30%
Ha: p>30%
Test of Proportion
Right tailed
Confidence-0.9
Alpha-0.1
Probability-0.9
Critical value-1.28
Calculating the observed-value
x =114
n =244
p’=0.47

p =30%
q =70%
p’-p =0.17
p*q =0.21

Sqrt((p*q)/n)=0.03
Observed-value=5.70
Pvalue-0.00
Alpha=0.10
0<0.1,pvalue<Alpha

Observation: We reject the null. Therefore, we can say that more than 30% of people are extremely satisfied with online shopping experience on Amazon.

Insights: As more than 30% of people prefer Amazon over other online shopping portal for the ease of delivery and quality of product. People can opt for multiple products in the same portal that makes people connected to this portal. They are preferring Amazon because of its heavy discount on products, and its reliability on product with fast delivery options.
Hypothesis 1: Test of Proportion

H₀: Less than 20% of people are slightly satisfied with Flipkart online shopping experience.
H₁: More than 20% of people are slightly satisfied with Flipkart online shopping experience.

H₀ : p< 20
H₁ : p>20

Test of proportion
Right-tailed test
Confidence=0.9
Alpha=0.1
Probability=0.9
Critical value= 1.28

Calculating observed value:

x = 55
n = 244
p' = 0.23
p = 20%
q = 80%
p' - p = 0.03
p.q = 0.16

Sqrt((p*q)/n) = 0.03

Observed value=0.99

p-value=0.16
Alpha=0.1
0.16 > 0.1, p-value > Alpha

Observation: we reject the null. Therefore, more than 20% of people are slightly satisfied with Flipkart online shopping experience.

Insights: As, more than 20% of people are slightly satisfied with Flipkart online shopping experience. Due to possible reasons as Flipkart is good for electronic gadget and not for clothing. As product quality is not good and prices are high it’s not worth for money. For electronic gadget it is in comparison with amazon and its delivery option is also good.
Hypothesis 2 - Test of Mean

Ho: Average age of male consumer who is extremely satisfied of Myntra’s online shopping experience is not 23 years.

Ha: Average age of male consumer who is extremely satisfied of Myntra’s online shopping experience is 23 years.

\[ H_0 : \mu = 23 \]
\[ H_a : \mu \neq 23 \]

Test of Mean
Two tailed test

Confidence = 0.9
Alpha = 0.1
Probability = 0.05

Critical value = 1.68

\[ x' = 24.82 \]
\[ \mu = 23 \]
\[ x' - \mu = 1.82 \]

s = 5.20
n = 41

observed value = 2.24
Alpha = 0.1
2.24 > 1.68,
Tobserve > Tcritical

**Observation:** Tobserve > Tcritical. Therefore, we reject the null. So, we can say that average age of male consumer who is extremely satisfied of Myntra’s online shopping experience is 23 years.

**Insights:** As, average age of male is 23 years who are extremely satisfied of Myntra’s online shopping experience. Due to possible reasons as on Myntra the clothing is generally promoted on styling and they have cool products with good quality featuring brand ambassador (such as Hrithik Roshan Virat Kholi) so it attracts young boy.
Hypothesis2 - Test of Mean

Ho: Average annual income of consumer is not 5 lakhs who are extremely satisfied with Flipkart online shopping experience
Ha: Average annual income of consumer is 5 lakhs who are extremely satisfied with Flipkart online shopping experience.

\[ H_0 : \mu = 5 \]
\[ H_a : \mu \neq 5 \]

Test of Mean
Two tailed test
Confidence=0.9
Alpha=0.1
Probability=0.05
Critical value=1.29
\[ x' = 5.52 \]
\[ \mu = 5 \]
\[ x' - \mu = 0.52 \]

\[ s = 3.30 \]
\[ n = 69 \]

Observed value=1.31
Alpha=0.1
1.31>1.29, \( T_{observe} > T_{critical} \) Therefore, we reject the null. So, Average annual income of consumer is 5 lakhs who are extremely satisfied with Flipkart online shopping experience.

Insights: As, annual income of consumer is 5 lakhs who are extremely satisfied with Flipkart online shopping experience. Due to possible reasons as consumer prefer Flipkart for electronic gadgets are phone accessories as they get discounts and offer. Even Flipkart offers exchange on the old mobile phones. People can replace their old mobile phone with new one by adding little money.
### Hypothesis 3 - Chi squared test

**Ho:** Satisfaction of online shopping experience is independent on years of shopping on Flipkart

**Ha:** Satisfaction of online shopping experience is not independent on years of shopping on Flipkart

<table>
<thead>
<tr>
<th>Observed</th>
<th>Satisfied</th>
<th>not satisfied</th>
<th>total</th>
<th>proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5 years</td>
<td>72</td>
<td>55</td>
<td>127</td>
<td>52%</td>
</tr>
<tr>
<td>Less than 2</td>
<td>25</td>
<td>42</td>
<td>67</td>
<td>27%</td>
</tr>
<tr>
<td>years</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 5</td>
<td>25</td>
<td>14</td>
<td>39</td>
<td>16%</td>
</tr>
<tr>
<td>years</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>2</td>
<td>9</td>
<td>11</td>
<td>5%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>124</td>
<td>120</td>
<td>244</td>
<td></td>
</tr>
</tbody>
</table>

Chi Squared test
Right tailed Test

alpha=0.1

probability=0.1

critical value=6.25

observed value=14.08

p-value=0.00

<table>
<thead>
<tr>
<th>Expected</th>
<th>satisfied</th>
<th>not satisfied</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5 years</td>
<td>65</td>
<td>62</td>
<td>127</td>
</tr>
<tr>
<td>Less than 2</td>
<td>34</td>
<td>33</td>
<td>67</td>
</tr>
<tr>
<td>years</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 5</td>
<td>20</td>
<td>19</td>
<td>39</td>
</tr>
<tr>
<td>years</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>6</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>Grand Total</td>
<td>124</td>
<td>120</td>
<td></td>
</tr>
</tbody>
</table>

alpha=0.1

0.00<0.1,
p-value<alpha

So we reject the null.

<table>
<thead>
<tr>
<th>((fo-fe)^2)/fe</th>
<th>satisfied</th>
<th>not satisfied</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5 years</td>
<td>1</td>
<td>1</td>
<td>1.75</td>
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<tr>
<td>Less than 2</td>
<td>2</td>
<td>2</td>
<td>4.89</td>
</tr>
<tr>
<td>years</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 5</td>
<td>1</td>
<td>1</td>
<td>2.75</td>
</tr>
<tr>
<td>years</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>2</td>
<td>2</td>
<td>4.69</td>
</tr>
<tr>
<td>Total</td>
<td>7</td>
<td>7</td>
<td>14.08</td>
</tr>
</tbody>
</table>

observed-value
**Observation:** p-value < \alpha. Therefore, we reject the null. So we can say that satisfaction of online shopping experience is not independent on years of shopping on Flipkart.

**Insights:** As, Satisfaction of online shopping experience is dependent on years of shopping experience on Flipkart. Due to possible reasons as Flipkart once started with heavy discount offers on almost all products that were a hit. So those customers still rely on the portal. And deals on electronic gadget are also good. Exchange your old mobile with new mobile by giving little money to it. Its delivery and return policy is quick and easy to use.
Hypothesis 3-Chi Squared test

Ho: Satisfaction of online shopping experience with amazon is independent on annual income
Ha: Satisfaction of online shopping experience with amazon is not independent on annual income

<table>
<thead>
<tr>
<th>Observed</th>
<th>Satisfied</th>
<th>not satisfied</th>
<th>Total</th>
<th>proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above Rs 20 lakhs</td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>2%</td>
</tr>
<tr>
<td>Less than Rs 5 lakhs</td>
<td>98</td>
<td>59</td>
<td>157</td>
<td>64%</td>
</tr>
<tr>
<td>Rs 10-15 lakhs</td>
<td>10</td>
<td>6</td>
<td>16</td>
<td>7%</td>
</tr>
<tr>
<td>Rs 15-20 lakhs</td>
<td>6</td>
<td>1</td>
<td>7</td>
<td>3%</td>
</tr>
<tr>
<td>Rs 5-10 lakhs</td>
<td>39</td>
<td>20</td>
<td>59</td>
<td>24%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>156</td>
<td>88</td>
<td>244</td>
<td></td>
</tr>
</tbody>
</table>

Chi squared test

Right tailed test

alpha=0.1
Probability=0.1
Critical value=7.78

Observed value=1.76
pvalue=0.78
alpha=0.1
0.78>0.1

so, we fail to reject the null

<table>
<thead>
<tr>
<th>Expected</th>
<th>Satisfied</th>
<th>not satisfied</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above Rs 20 lakhs</td>
<td>3.20</td>
<td>1.80</td>
<td>5.00</td>
</tr>
<tr>
<td>Less than Rs 5 lakhs</td>
<td>100.38</td>
<td>56.62</td>
<td>157.00</td>
</tr>
<tr>
<td>Rs 10-15 lakhs</td>
<td>10.23</td>
<td>5.77</td>
<td>16.00</td>
</tr>
<tr>
<td>Rs 15-20 lakhs</td>
<td>4.48</td>
<td>2.52</td>
<td>7.00</td>
</tr>
<tr>
<td>Rs 5-10 lakhs</td>
<td>37.72</td>
<td>21.28</td>
<td>59.00</td>
</tr>
<tr>
<td>Total</td>
<td>156.00</td>
<td>88.00</td>
<td></td>
</tr>
</tbody>
</table>

pvalue>alpha

<table>
<thead>
<tr>
<th>((fo-fe)^2)/fe</th>
<th>Satisfied</th>
<th>not satisfied</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above Rs 20 lakhs</td>
<td>0.01</td>
<td>0.02</td>
<td>0.03</td>
</tr>
<tr>
<td>Less than Rs 5 lakhs</td>
<td>0.06</td>
<td>0.10</td>
<td>0.16</td>
</tr>
<tr>
<td>Rs 10-15 lakhs</td>
<td>0.01</td>
<td>0.01</td>
<td>0.01</td>
</tr>
<tr>
<td>Rs 15-20 lakhs</td>
<td>0.52</td>
<td>0.92</td>
<td>1.44</td>
</tr>
<tr>
<td>Rs 5-10 lakhs</td>
<td>0.04</td>
<td>0.08</td>
<td>0.12</td>
</tr>
<tr>
<td>Total</td>
<td>0.64</td>
<td>1.13</td>
<td>1.76</td>
</tr>
</tbody>
</table>
Observation: pvalue<alpha. Therefore, we reject the null. So we can say that satisfaction of online shopping experience with Amazon is not independent on annual income.

Insights: As, satisfaction of online shopping experience with Amazon is not independent on annual income. Due to possible reason as Amazon have started Amazon Prime where people have to subscribe on it to avail great discounts and many offers in terms of shopping and watching web series. If you have money than only you can buy products so it’s pretty obvious it’s dependent on annual income.

Shopping experience with Amazon as per annual income
CONCLUSION

The main objective of this study is to explore the consumer satisfaction levels on Overall Shopping Experience of consumers across Online Shopping Websites.

As more than 30% of people prefer Amazon over other online shopping portal for the ease of delivery and quality of product. People can opt for multiple products in the same portal that makes people connected to this portal. They are preferring amazon because of its heavy discount on products, and its reliability on product with fast delivery options.

As, more than 20% of people are slightly satisfied with Flipkart online shopping experience. Due to possible reasons as Flipkart is good for electronic gadget and not for clothing. As product quality is not good and prices are high it’s not worth for money. For electronic gadget it is in comparison with amazon and its delivery option is also good.

As, average age of male is 23 years who are extremely satisfied of Myntra’s online shopping experience. Due to possible reasons as on Myntra the clothing is generally promoted on styling and they have cool products with good quality featuring brand ambassador (such as Hrithik Roshan Virat Kholi) so it attracts young boy.

As, annual income of consumer is 5 lakhs who are extremely satisfied with Flipkart online shopping experience. Due to possible reasons as consumer prefer Flipkart for electronic gadgets are phone accessories as they get discounts and offer. Even Flipkart offers exchange on the old mobile phones. People can replace their old mobile phone with new one by adding little money.

As, Satisfaction of online shopping experience is dependent on years of shopping experience on Flipkart. Due to possible reasons as Flipkart once started with heavy discount offers on almost all products that were a hit. So those customers still rely on the portal. And deals on electronic gadget are also good. Exchange your old mobile with new mobile by giving little money to it. Its delivery and return policy is quick and easy to use.

As, satisfaction of online shopping experience with amazon is not independent on annual income. Due to possible reason as Amazon have started amazon prime where people have to subscribe on it to avail great discounts and many offers in terms of shopping and watching web series. If you have money than only you can buy products so it’s pretty obvious it’s dependent on annual income.

As we can demonstrate that Flipkart, Amazon and Myntra are extremely preferable site for online shopping. We can see that the respondents are becoming more internet savvy every day. As they become more confident they are ready to buy high value products online as well. The quality of the product must be improved and should be in line with customer’s needs.
LIMITATION OF RESEARCH

For survey E forms were sent to people. E form included fixed choice questionnaires which is generally assume an un-stated general knowledge of the topic being investigated, and force the respondent to answer questions that he or she might be ignorant of, have a different understanding of based on personal perception, or which are influenced by factors such as education, culture, age, or societal status.

Almost all section was fixed choice so respondent has to fill the form without having knowledge of product. For particular questions the answer has multiple choice option which restricted people to enter their respective choices. For the same portal they can’t choose other product so they randomly answer the questions.

Data was collected based on the age group of 20 to 55 years, wherein majority of the students were student. So majority of the responses depend on the perception and thinking of students only.

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