Analyzing the Impact of Customer E-Satisfaction on Their Buying Behavior

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ABSTRACT

Today e-commerce websites have become very big and booming industry and is generating huge business through e-trading. The rapid growth of E-commerce websites sector had huge impact on market. The success of e-commerce websites totally depends on the responses of customer buying behavior and their e-satisfaction. Reducing intermediaries and levels of doing business, competitive pricing and door step delivery are the keys of success. Many studies have shown that this industry has overcome the traditional marketing practices, and increase in customer e-satisfaction in their buying behavior led to huge accumulation of higher demands in this sector.

User satisfaction is essential to the success of any Web site. Satisfaction with electronic environments, or e-satisfaction, drives traffic to Web sites and encourages repeated use of a site. However, the e-satisfaction literature has not been critically examined to assess e-satisfaction scales that currently exist in an effort to determine potential gaps or opportunities for future research.

The impact of customer e-satisfaction on the customer intentions is dependent on the customer's contributions. This eventually leads to greater future customer purchase from the same service provider thus limiting the probability of switching trends.

Indian market is considered as potential market as e-commerce is extracting huge business from the same. This research intends to study the current available literature on e-satisfaction of customer buying behavior and its related studies. It intended to critically review the existing e-satisfaction literature. We identify problems in defining and measuring e-satisfaction and offer directions for future research.

Introduction to E-Satisfaction

Our first argument pertains to defining e-satisfaction. We argued that conceptual and operational definitions of e-satisfaction are inconsistent. First, the definition of e-satisfaction is grounded in the customer satisfaction literature, and many definitions are based on consumer satisfaction with traditional retail channels. For example, using Oliver's (1997) definition of customer satisfaction as the overall subsequent psychological state following the appraisal of the consumer experience against the prior expectations, Anderson and Srinvasan (2003) suggest a definition of e-satisfaction as "the contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm. Similarly, Wang et al. (2001) propose a construct called "customer information satisfaction" (CIS) for Web sites that market digital products and services. The authors define CIS as "a summary affective response of varying intensity that follows consumption, and is stimulated by focal aspects of sales activities, information systems (websites), digital products/ services, customer support, after-sales service, and company culture".

Objective of the Study

- ❖ To understand the concept of e-satisfaction.
- ❖ To find factors of customer buying behavior:
  1. Price factors
  2. Cultural factor
  3. Environmental factors
  4. Quality
  5. Brand
- ❖ To estimate the influence of customer review on e-satisfaction.

Need and Scope of the Study

A consumer behavior analysis helps you identify how your customers decide on a product or a service. To study their behavior, you need a mix of qualitative and quantitative data from customer surveys, customer interviews, the information gathered from observation of their behavior in-store and online.

And due to new e-purchasing environment people have started purchasing products and services online. In India, since last 5-6 years, e-commerce is playing big role in all types of markets. People especially youth consumers are crazy about online buying.

E-commerce websites are providing services which are very convenient to customers. But in future they may get strong competition by traditional marketing practices which will be totally changed. Hence in future it is necessary for e-commerce companies to understand change in consumer buying behavior, particularly change in buying behavior caused due to e- satisfaction business practices. It will help these e-tailers to find out what consumers will be expecting more and how to fulfill their e-satisfaction.

Limitations of the Study

- ❖ The study is beneficial for e-tailers involved in E-satisfaction website activities that may be Customer-to-Customer or Business-to-Business. Managerial implication are suggested for improving marketing strategies for generating consumer trust in online shopping.
- ❖ Due to constraints of time and sample responsiveness, the sample size is limited.
- ❖ The findings have limited generalizability due to small sample size and selection
- ❖ Length of the questionnaire was also a constrain for getting true responses
- ❖ Other variables which significantly contribute to performance appraisal of staff members may also be incorporated.
- ❖ Time spent on conducting this study was also not enough.

Literature Review

V.Kumar and Denish Shah 2011 have published research paper entitled "Pushing and Pulling on the Internet "The internet is fast emerging as a domain sales channel. The Internet is expanding & it influences consumer which shifts the consumer behaviour. It has changed the way product awareness, developed new modes of product consideration.

JK Corley, Z Jourdan, 2013, The amount of research related to Internet marketing has grown rapidly since the dawn of the Internet Age. A review of the literature base will help identify the topics that have been explored as well as identify topics for the further research.

J Suresh Reddy, 2014 has published article "Impact of E-commerce on marketing". Marketing is one of the business function most dramatically affected by emerging information technologies. Internet is providing companies new channels of communication and interaction. It can create closer yet more cost effective relationships with customers in sales, marketing and customer support. Companies can use web to provide ongoing information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases.

T. Shenbhagavadivu, 2015 has published the article " A Study on Customer Satisfaction towards online shopping " focused on 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.

Vikas Bondar, 2015 has published his article on "sales and marketing strategies". Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites.

Research Methodology

Research methodology is considered as the nerve of the project. Without a proper well- organized research plan, it is impossible to complete the project and reach to any conclusion. The project was based on the survey plan. The main objective of survey was to collect appropriate data, which work as a base for drawing conclusion and getting result.

Research Design

The research design is the basic framework or a plan for a study that guides the collection of data and analysis of data. In this market survey the design used is used Descriptive Research Design. It includes surveys and fact-finding enquiries of different kinds.

Sources of Data Collection

Secondary data: It was collected from books, journals various web sites etc.
Primary data: It was collected with the help of questionnaire.
Analytical Tools: For the purpose of analysis, descriptive information tables, graphs, pie charts have been used.

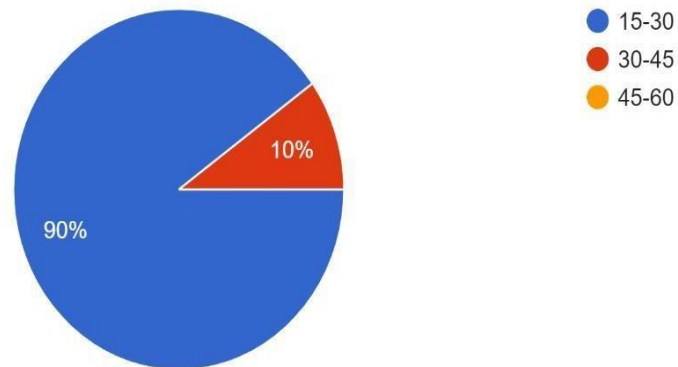**Sample Size:** Due to constraint of time sample size was 70.
Sampling: Convenience Sampling

Data Analysis and Interpretation

Age of Customers

What is your age.
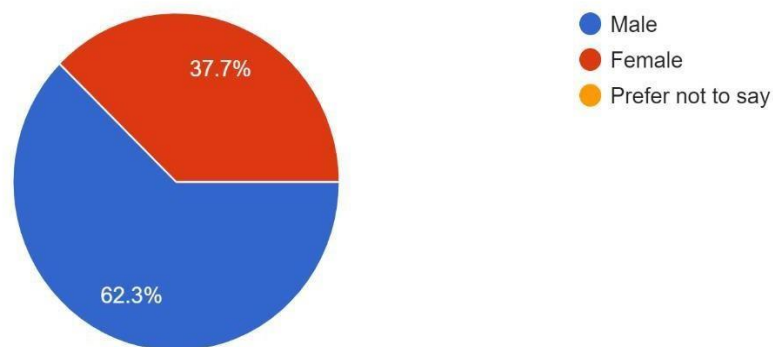70 responses

- 15-30
- 30-45
- 45-60

The age group of the customers are from 15 to 60 years and most of the responses were fromage group 15 to 30 years, it was 90%.

Gender of the Customers
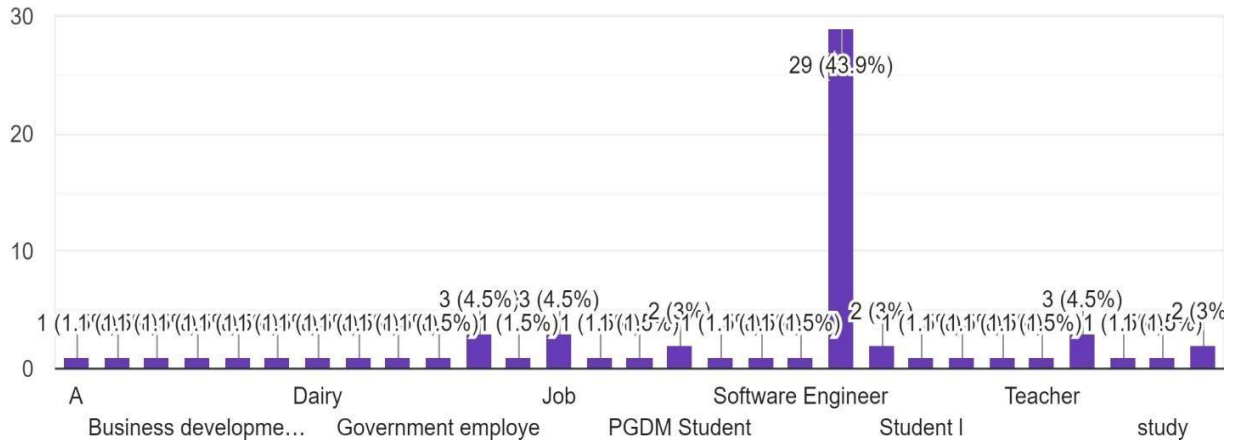
What is your gender.
69 responses

- Male
- Female
- Prefer not to say

Mostly male person participated in the survey, it was total 62.3% and female were 37.7%.

Occupation of the Customers

What is your Occupation.
66 responses

Participation of students were more including other occupation as well.

How Frequently They Shop

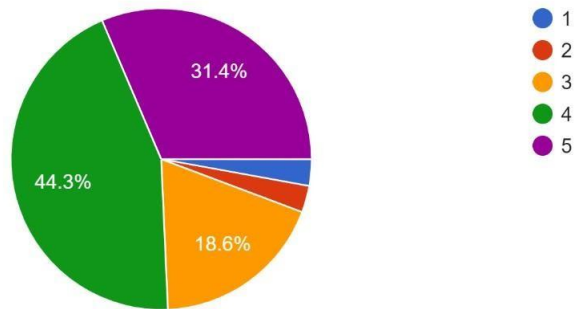## How frequently do you shop through e-commerce websites.
70 responses
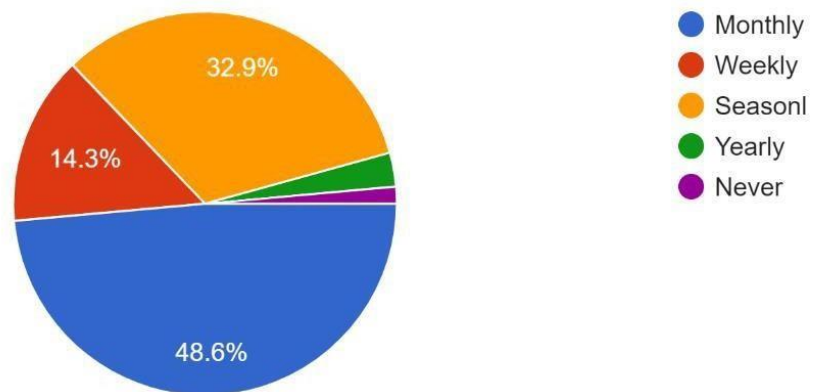
48.6% people shop monthly while rest while 32.9% people sop seasonally and rest were others
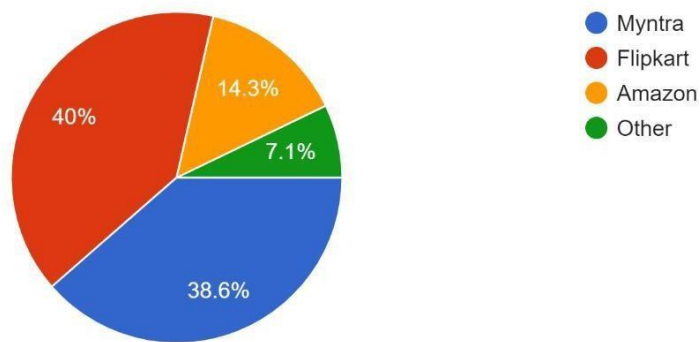
Heir Rating Experience

How would you rate your overall e-commerce shopping experience.

70 responses

31.4% people rated 5 star as they were very satisfy and 44.3% rated four star as they experiencegood from e-commerce shopping

*Most Preferred E-commerce Websites*

Which is your most preferred e-commerce websites.

70 responses

Most preferred E-commerce websites are Flipkart than Myntra and rest other were the next.

Getting Information for Shopping Through E-commerce websites

How frequently have have you used the e-commerce websites for getting information before shopping at a physical store.
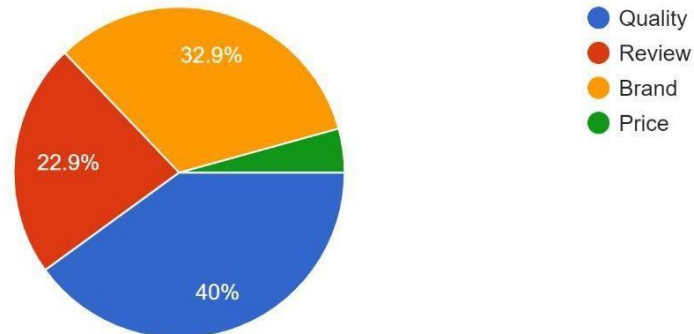
70 responses
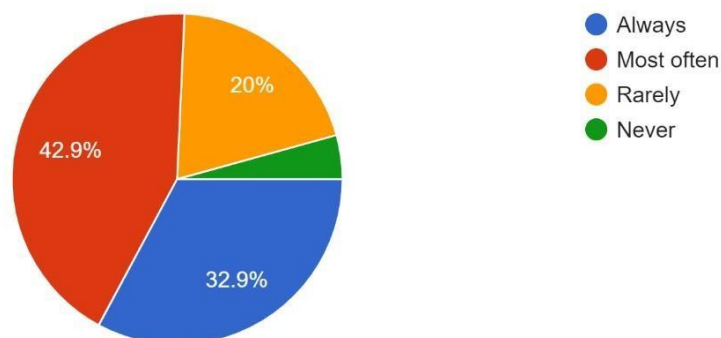
Most often people get information from E-commerce websites as it is 42.9% of the survey.

Their Purchasing Decision

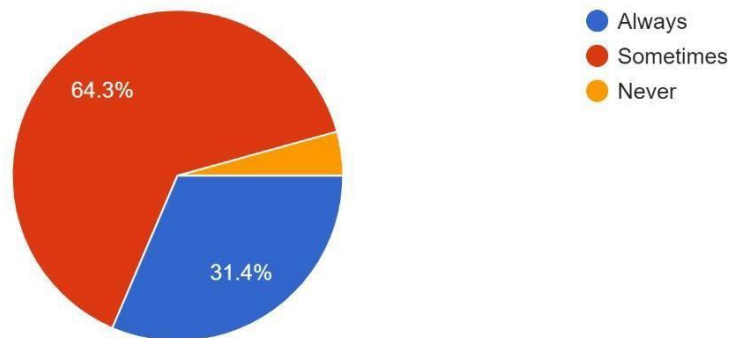## On what basis do you make purchase of clothes.
70 responses

Their purchasing decision is based mostly on quality, brand and review.

Visiting on Myntra

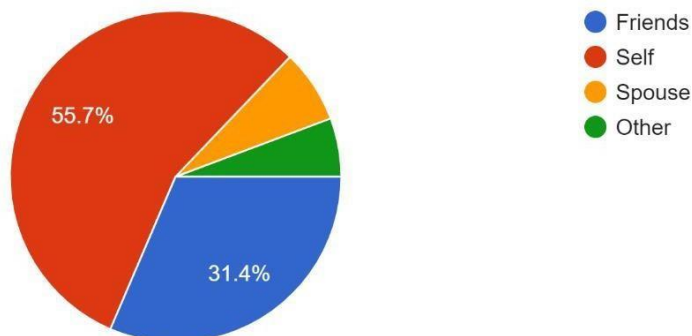## How often do you visit Myntra.
70 responses

31.4% people often visit Myntra and 64.3% people visit sometimes.

Influencing their Purchasing Behaviors

Who influences your purchase at Myntra.
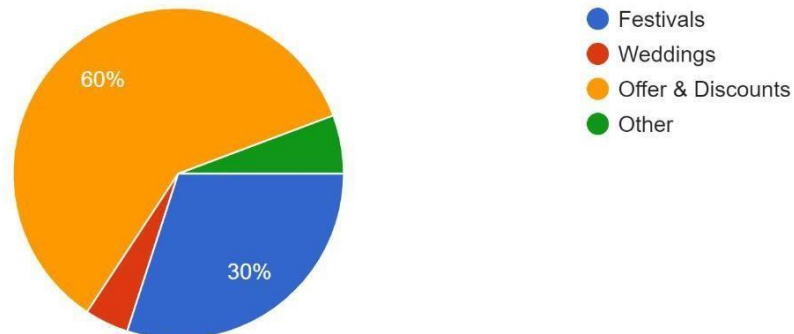70 responses

55.7% people are influence by self and 31.4% are influence by friends.

Occasion of Purchase

On what occasions do you make purchase.
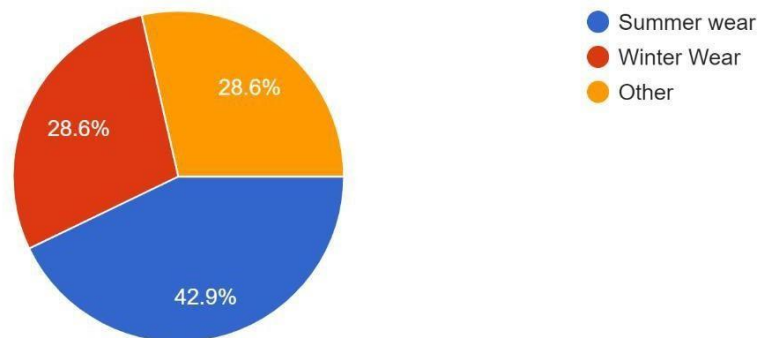70 responses

Mostly people purchases on offer and discount and it is upto 60%,then on festive season andrest other

Types of Dresses they Preferred

Which type of dresses you prefer most from E-commerce.
70 responses

People buy 42.9% summer wear and 28.6% winter wear and 28.6 % preferred other

Online Experiences of the Customers from their website review

When respondents were asked to share their experience of using e-commerce websites. I have received:

Great experience

It's good platform for quality of products

E-commerce websites are good for online shopping Awesome

E commerce saves our times good Time saving and easy to shop. Fast service and return policy. Amazon It's good but it can improve more in quality

Nice and comfortable but sometimes it's hard to have faith on the quality of the products.

It's good but they should improve their quality Everything is good

Nice It's save our previous time. Badhiya

Much good Sometime good offers for many brands Gud

Good platforms to get information regarding clothes It's good and time saving

Experiences of the customer while taking survey.

Findings

1. The online shopping is getting popular among the young generation as they feel it more comfortable, time saving and convenient. It is analyzed from the survey that when a consumer makes a mind to purchase online goods he or she is affected by multiple factors.
2. People compare prices in online stores and then review all feedbacks and rating about product before making the final selection of

product and decision.

3. The main barrier in the process of online shopping is the safety issue.

4. The online shopping are overall satisfied with the prices, quality, review etc in comparison with the location of the city.

5. From the age of 15 to 30, online shopping is being more used as there is more influence of the internet generation, and online shopping has become an emerging trend among this age group to most of the online shoppers are employed therefore they have the necessary independence to shop online as most of them have different levels of income.

6. The number of times internet is being used for online shopping where some respondent have shown that they have shopped online once or twice in a month etc.

7. The online shopping is much more easier mean of purchasing products because in online shopping there is less physical movement of the consumer as products are being ordered and is being delivered at door steps.

8. Online shoppers are more motivated to buy online as it is easy in payment, and it is time saving.

9. Online shopping helps in comparison of products from different online shopping websites also to a certain level the comparison of products in websites and the physical market in terms of quality , price etc.

Recommendation

❖ Companies Should give more importance to E-satisfaction. Their presence on E-commerce can give them more visibility and it can also increase the brand value that will lead to more customer loyalty and customer lifetime value.

❖ Companies can be more connected through E-commerce websites through feedback and customer review.

❖ Customer review can share more positive experiences to the customer who want to purchase further.

Conclusion

❖ This study is mainly focused on the status of consumer buying behavior and E-satisfaction. It starts with the introduction of e-commerce and consumer buying behavior and how it is important to study.Due to adoption of e-satisfaction in life, consumers have started expecting more which can impact on their buying behavior.

❖ The factors of the e-satisfaction that influenced consumer behaviors need to be carefully analyzed by the online retailers, who can utilize the appropriate marketing communications to respond the change in customer's purchase decision making process and improve their performance.

❖ Hence in terms of promising future research directions, two avenues deserve special mention, first is, there is need to study in detail the impact of e-satisfaction on consumer buying behavior and second is to find out to what extent the behavior can be changed.