



Influencing Factors on Consumer Satisfaction in Online Shopping via E-commerce Marketing Channels

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ABSTRACT

Flipkart is the leading online shopping and selling destination in Karnataka. Purchasing behavior and factors affecting consumer satisfaction with purchases on Flipkart in Karnataka were studied. Trends in customer demand, target customers, and marketing strategies were considered. Samples were consumers who had made purchases on Flipkart. The 7ps marketing mix -people, product, price, promotion, place, process and physical evidence –was taken into account, as well as demography. Results were that place, price, process, and variety of products or stores were most influential, in decreasing order of importance, along with product. Demographically, gender and monthly income had an impact on consumer satisfaction. Ecommerce marketing is the practice of driving top-of-funnel traffic to convert into sales and customers. And there are hundreds of ways to go about it. From focusing on organic traffic and SEO to using Face book or Google ads to drive targeted traffic, you can mix and match paid strategies with non-paid strategies all in an effort to figure out which mix converts the most people.

KEYWORDS: Consumer, Online shopping, E-commerce marketing.

INTRODUCTION

"E-commerce marketing involves strategically driving potential customers to convert into sales through a myriad of approaches. From prioritizing organic traffic and SEO to leveraging platforms like Facebook and Google ads for targeted outreach, the dynamic landscape demands a flexible strategy. As marketing tactics and online marketplace algorithms evolve, staying adaptable is key for maximizing returns on both ad spend and operational costs associated with non-paid strategies like SEO.

Online shopping, a facet of electronic commerce, empowers consumers to purchase goods or services directly from sellers over the Internet. This can be achieved by visiting the retailer's website or utilizing shopping search engines to compare product availability and pricing across various e-retailers. The versatility of online shopping extends to different devices such as desktop computers, laptops, tablets, and smartphones. Business-to-consumer (B2C) transactions mirror the traditional retail experience, while business-to-business (B2B) online shopping facilitates inter-business transactions.

A typical online store allows customers to explore a range of products and services, providing detailed information, images, specifications, features, and prices. Search features further empower users to find specific models or brands. Access to the Internet and a valid payment method, such as credit cards, Interact-enabled debit cards, or services like PayPal, are essential for completing transactions. Physical products are shipped to customers, while digital products like audio files or software are delivered online. Dominant players in the online retailing landscape include Alibaba, Amazon.com, and eBay.

OBJECTIVES

The primary aim of this study is to explore the factors influencing satisfaction in online shopping, specifically within the E-marketplace channel of the Flipkart application. The focus is on identifying key elements that contribute to customer satisfaction and their relevance in enhancing digital marketing communication strategies within the Flipkart platform.

METHODOLOGY

A survey was conducted among 500 Flipkart customers, utilizing a questionnaire to gauge their satisfaction levels while shopping through the electronic channels on the Flipkart Application. The survey focused on assessing marketing mix factors, ease of use, and the impact on customer satisfaction. Respondents used a Five Rating Scale (1=lowest, 2=low, 3=moderate, 4=high, 5=highest) to provide feedback on their electronic shopping experience. The collected data underwent statistical analysis, employing methods such as Frequency, Percentage, Mean, One-way ANOVA, MANOVA, and Multiple Linear Regression to derive meaningful insights.

RESULTS AND DISCUSSION

The regression analysis, employing the Enter method, yielded a comprehensive equation at each step. This analysis focused on the relationship between customer satisfaction through electronic channels on Flipkart and the five factors under consideration.

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1. (Constant)	1.444	1.35		12.622	0.00
Distribution channels Process price and Variety of product or shop	0.401	0.64	0.478	5.625	0.00
Product	0.166	0.38	0.330	4.654	0.00
People	1.823	0.42	0.016	0.474	0.625
Physical Characteristics	1.554	0.31	0.089	1.717	0.252
Promotion	-0.009	0.54	-0.100	-0.716	0.998

The table shows that Based on independent variables related to customer satisfaction through electronic channels on Flipkart. Significantly, at the 0.05 level, two factors were found, of which the T-test was Sig. Less than 0.05 is Distribution channel factors, price, process and variety of merchandise or stores has Standardized Beta Coefficient as 0.478 and field factors The product has a Standardized Beta Coefficient. Equal to 0.330. The remaining 5 factors are personal factors, physical factors. And marketing promotion factors, the T-test value was more than 0.05, so there was no significant relationship with the consumer satisfaction through electronic channels on Flipkart.

CONCLUSION

By diversifying the channels through which questionnaires are distributed, we can capture a more comprehensive range of perspectives and insights from a varied demographic. This approach aims to ensure a holistic understanding of factors influencing customer experiences, encompassing not only technology adoption but also safety, personal service, and other pertinent aspects. The inclusion of multiple channels enhances the inclusivity and richness of the data gathered, fostering a more nuanced analysis and robust conclusions.

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