

## “A Study on factors influencing the consumer Satisfaction and Consumer patronage towards on-line shopping Portals”

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**Abstract:** Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. In the Internet shopping market since there is no face-to-face contact, analysing and identifying factors that influence the consumer is vital. Moreover, consumers have new demands in the Internet medium. In this study, research has been made comparative online buying behaviours of consumers towards two different shopping portals. Analyzing the process of shopping activities, how consumer decide and make purchasing over the Internet and what they buy need to be identified by online providers in order to satisfy and succeed in the competitive business environment. Therefore, it becomes more important to answer consumer's demands to retain the customer. However there has been limited number of studies on comparison two different shopping portal. In this study, research has been conducted to assess the comparative online buying behaviours of consumers towards two different shopping portals. The population for the present research is internet users in Tamilnadu. The current study utilizes a non-probability sampling techniques that is convenience sampling. This study was carried out through the Web-based survey methodology because our study focuses on consumers who have ever experienced the Internet.

**Key words:** E commerce, , Shopping portals, Customer satisfaction, Portal Patronage

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### I. Introduction

Marketing is basically addressing the consumer's needs more effectively and efficiently with better product and services with better price, shopping access and delivery. A good marketer constantly adapts to change and to satisfying consumers needs in better way. Sometimes opportunity to address the consumers in better way is designed by marketers himself and sometimes it is offered by the technology. Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. Hsieh et al., (2013) stated that internet is influencing people's daily life more so as compared to past. People's daily activities have gradually shifted from physical conditions to virtual environment . Jush and Ling, (2012) defined online shopping as the process a customer takes to purchase a service or product over the internet .Today people are doing business online which has made life much easier. The online retailing is becoming an integral part of an economy and country and worldwide increasingly seeing trust and confidence in purchasing online. E commerce is gaining several advantages by increasing user comfort online shopping experience.

### II. Problem statement

There are millions of people live on online at any time and they all are a potential consumer in the online market. Since there are so many providers, the most important thing for organizations is to understand what are consumer wants and needs in this competitive business environment. In the Internet shopping market since there is no face-to-face contact, analysing and identifying factors that influence the consumer is vital. Moreover, consumers have new demands in the Internet medium. With internet, the consumers can conduct their online shopping without hassle. Technology developments have improved customers' information accessed via various media methods such as print, broadcast and electronic media comprising the Internet. Among these methods, the Internet has become a highly used medium for businesses and service providers in communicating information and delivering products and services to customers. The fact that online shoppers can gain access to a vast amount of information on goods and services they are interested in also relates to convenience. E-retailers can use this to their advantage and create loyalty amongst customers.

Therefore, it becomes more important to answer consumer's demands to retain the customer. Previous research streams on online shopping behaviour, investigated main factors influencing online shopping adoption. However there has been limited number of studies on comparison two different shopping portal. In this study, research has been made comparative online buying behaviours of consumers towards two different shopping portal. Analyzing the process of shopping activities, how consumer decide and make purchasing over the Internet and what they buy need to be identified by online providers in order to satisfy and succeed in the competitive business environment.

**Objectives**

1. To find out the factors influencing the consumer satisfaction and patronage
2. To analyze the opinion of respondents towards the factors influencing the online purchase satisfaction
3. To analyze the opinion of respondents towards the services of online shopping portal
4. To find out the future purchase patronage of the respondents towards on line purchase through online shopping portal
5. To provide suggestions if necessary

**Sample Design and Sampling Techniques**

The population for the present research is internet users in Tamilnadu. The current study utilizes a non-probability sampling techniques that is convenience sampling. As Tan and Teo ((Tan et al. 2000)) state, Web-based surveys are appropriate when the target subjects are Internet users and a short time frame for responses is required. This study was carried out through the Web-based survey methodology because our study focuses on consumers who have ever experienced the Internet. The questionnaires were posted on the Web using Java Servlet, and we utilized JavaScript to check for missing responses and prompt users to answer them. Thus 1582 responses for the questionnaires have been received through online. Among them, 794 from Amazon customers and 788 responses from Flipkart customers have considered for analysis.

**Customer Satisfaction**

This part measures the dimension of the customer satisfaction of the respondents going for online purchase. The analysis is separately displayed for Amazon and Flipkart. This measuring questions and the variable is measured using the standard measurement scale (Five-point scale of Likert) ranging from” 5” = strongly agree,” 4” = agree,” 3” = moderate,” 2” = disagree and” 1” = strongly disagree.

**Table-1** Measuring the Customer Satisfaction

Measuring Questions	Amazon		Flipkart	
	Mean	Sd	Mean	Sd
I believe that I could buy my satisfied products.	3.82	.979	3.90	.965
I consider its right decision for online shopping.	4.23	.755	4.50	.681
I think that online shopping is the value for it.	3.96	.690	4.04	.761
Taking all factors, I think it is worthwhile to purchase products online	3.58	.749	4.08	1.016
I have always wanted to use the Internet for my shopping activities	3.33	.739	3.93	1.073
I would use the Internet for my shopping activities	3.59	.847	4.12	.931
I would use the Internet for my shopping activities because it is very useful.	3.69	.840	4.20	.846
I would use a retailer’s website for my shopping activities because I find it easy to use.	3.50	.890	4.32	.807
Overall, I like using the Internet for my shopping activities.	3.39	1.009	3.96	.878
<b>Mean Score</b>	<b>3.69</b>	<b>.502</b>	<b>4.19</b>	<b>.655</b>

**Amazon**

The respondents from Amazon consumers strongly agree with the statements that “I consider its right decision for online shopping” with a mean value of 4.23 “I think that online shopping is the value for it” with a mean value of 3.96 “I believe that I could buy my satisfied products” with a mean value of 3.82 “I would use the Internet for my shopping activities because it is very useful” with a mean value of 3.69 .

Similarly the respondents agree with the statement “I would use the Internet for my shopping activities” with a mean value of 3.59 “Taking all factors, I think it is worthwhile to purchase products online” with a mean value of 3.58, “I would use a retailer’s website for my shopping activities because I find it easy to use” with a mean value of 3.50.

Further the respondents also agree with the statements that the “Overall, I like using the Internet for my shopping activities” with a mean value of 3.39 and “I have always wanted to use the Internet for my shopping activities” with a mean value of 3.33.

**Flipkart**

The respondents from Flipkart consumers strongly agree with the statements that “I consider its right decision for online shopping” with a mean value of 4.50 “I would use a retailer’s website for my shopping activities because I find it easy to use” with a mean value of 4.32 “I would use the Internet for my shopping activities because it is very useful” with a mean value of 4.20. “I would use the Internet for my shopping activities” with a mean value of 4.12 and with a standard deviation of 0.931. “Taking all factors, I think it is worthwhile to purchase products online” with a mean value of 4.08 and “I think that online shopping is the value for it” with a mean value of 4.04.

Similarly the respondents just agree with the statement that “Overall, I like using the Internet for my shopping activities” with a mean value of 3.96 “I have always wanted to use the Internet for my shopping activities” with a mean value of 3.93 and “I believe that I could buy my satisfied products” with a mean value of 3.9 and with a standard deviation of 0.965.

**On-line Portal Patronage**

This part measures the dimension of the online retail patronage of the respondents going for online purchase. The analysis is separately displayed for Amazon and Flipkart. This measuring questions and the variable is measured using the standard measurement scale (Five-point scale of Likert) ranging from” 5” = strongly agree,” 4” = agree,” 3” = moderate,” 2” = disagree and” 1” = strongly disagree.

**Table-2 -Measuring the Online portal Patronage**

Measuring Questions	Amazon		Flipkart	
	Mean	Sd	Mean	Sd
I intend to do more business with the present shopping portal	4.23	.716	4.39	.756
I would recommend the website, to those who seek my advice for online shopping portal	3.95	.841	4.13	.956
I would encourage friends and relatives to use the shopping portal I use for my online shopping.	4.18	.782	4.05	.824
I would post positive messages about the website I use for my online shopping on some Internet message boards.	3.72	.893	4.30	.878
I say positive things about the shopping portal I use for my online shopping to other people.	3.99	.659	4.62	.539
I plan to use the shopping portal to purchase the products or services in the next few months or year.	3.30	.831	4.19	.776
<b>Mean Score</b>	<b>3.88</b>	<b>.413</b>	<b>4.35</b>	<b>.513</b>

**Amazon**

The respondents from Amazon consumers strongly agree with the statements that “I intend to do more business with the present shopping portal” with a mean value of 4.23 ” I would encourage friends and relatives to use the shopping portal and I use for my online shopping” with a mean value of 4.18.

Similarly the respondents agree with the statements that “I say positive things about the shopping portal I use for my online shopping to other people” with a mean value of 3.99 “I would recommend the website, to those who seek my advice for online shopping portal” with a mean value of 3.95 “I would post positive messages about the website I use for my online shopping on some Internet message boards” with a mean value of 3.72 and “I plan to use the shopping portal to purchase the products or services in the next few months or year” with a mean value of 3.30.

**Flipkart**

The respondents from Flipkart consumers strongly agree with all the statements that “I say positive things about the shopping portal I use for my online shopping to other people” with a mean value of 4.62, I intend to do more business with the present shopping portal” with a mean value of 4.39 “I would post positive messages about the website I use for my online shopping on some Internet message boards” with a mean value of 4.30, “I plan to use the shopping portal to purchase the products or services in the next few months or year” with a mean value of 4.19, “I would recommend the website, to those who seek my advice for online shopping portal” with a mean value of 4.13 and “I would encourage friends and relatives to use the shopping portal I use for my online shopping” with a mean value of 4.05

The ‘Z’ Statistics has been used, since there are only two groups in the grouping variables like name of the online portals (Amazon and Flipkart), gender (male and female) and type of family (nuclear and joint family) based on the overall satisfaction and online retail patronage. The separate analysis for the Amazon and Flipkart is displayed for the gender and type of family.

**Table-3 -Analyzing the Difference of Opinion on consumer Satisfaction and Online portal Patronage based on Name of the Online Portals**

*H<sub>0</sub>: There is no significant difference of opinion on satisfaction and online retail patronage based on name of the online portals.*

Variables	Labels	N	Mean	Sd	Z Value	Sig.
Customer Satisfaction	Amazon	794	3.69	.502	-17.191	.000*
	Flipkart	788	4.19	.655	-17.174	.000*
Online Retail Patronage	Amazon	794	3.88	.413	-20.089	.000*
	Flipkart	788	4.35	.513	-20.073	.000*
Overall Satisfaction and Online Retail Patronage	Amazon	794	3.79	.443	-17.794	.000*
	Flipkart	788	4.23	.542	-17.781	.000*

<i>* Significant at 0.05 % Level</i>
<i>N – Number of Respondents</i>
<i>Sd – Standard Deviation</i>

From the above table it is much clear that the respondents belonging to the consumers of Amazon and Flipkart opine that all the variables like customer satisfaction, online portal patronage and overall satisfaction and online portal patronage shows significant difference of opinion based on name of the online portals. Since the calculated significance is less than the actual significance ( $p < 0.05\%$ ), the null hypothesis is rejected.

### **Findings of the study**

#### **Customer Satisfaction**

The respondents from Amazon agree with the variable customer satisfaction with a mean value of 3.69, whereas the respondents from Flipkart have strongly agreed with the variable customer satisfaction with a mean value of 4.19. Thus the consumers of Flipkart portal have high levels of satisfaction towards their on line portal services than the consumers of Amozan on line portal.

#### **Online Portal Patronage**

The respondents from Amazon simply agree that they are loyal to online patronage towards Amazon portal services with a mean value of 3.88, whereas the respondents from Flipkart have strongly agreed with the variable of online retail patronage towards Flipkart with a mean value of 4.35. Thus the consumers of Flipkart portal have high levels of consumer patronage towards their on line portal services than the consumers of Amozan on line portal

***All variables such as customer satisfaction, online retail patronage and overall satisfaction and online retail patronage shows that there is a significant difference of opinion of the respondents from Amazon as well as Flipkart based on the name of the online portals.***

### **III. Conclusion**

This study is mainly focus on the factors from the Internet and examines those factors that affect the consumer’s satisfaction towards online shopping services. The respondents from Amazon as well as Flipkart have agreed that the variables of consumer satisfaction influence them to continue to be the patronage consumers. They have also agreed that the consumer satisfaction and consumer patronage are towards Flipkart portal than Amozan online portal services. Marketers need to realize that the online marketing environment affects the way consumers view and develop the relationships with them to retain the customers in the online marketing of product and services.

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