A study on consequences of online shoppers' satisfaction

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ABSTRACT: *Online Shopping is a current phenomenon which has developed a great importance in the modern business environment. The evolution of online shopping has opened the door of opportunity to exploit and provide a competitive advantage over firms. Customer satisfaction is a measure of how a store meets the customer expectations. The purpose of thisresearch is to examine the consequences of customersatisfaction i.e. customer behavioural outcomes. Primary data was collected by means of convenience sampling and around 204 responses were observed onto which percentage method, chi-square test and linear regression have been carried out by using with SPSS Version 21.Results indicate that loyalty, repurchase intension, word of mouth, reduced complaint behaviour and price insensitivity are behavioural outcomes(consequences) of shopper satisfaction in online shopping. Furthermore, results find that customer satisfaction significantly affects the online store loyalty, repurchase intention, word-of-mouth (positive), reduced complaint behaviour and price insensitivity,*

I.   Introduction

At first the internet was only used for communication purposes i.e for sending and gathering the information. The internet changed the way of living standard and become as a part of modern life across the world. It has given many benefits like providing information, convenience, time saving, cost benefits, foreign brands. The growth of internet usage has lead to e-commerce. Most of the people aim is to buy the products from online stores and few people evaluate the products with offline stores.

Online Shopping concept was first established before the World Wide Web (WWW) was in use with real time transaction processed from a domestic television. The technology used was called Videotext and was first established in 1979 by M. Aldrick who designed and installed systems in the United Kingdom. Commerce via the Internet, or e-commerce, has skilled rapid growth since the early years. It is well known to most of the Internet researchers that, the amount of online business-to consumer (B2C) business is increasing annually at a very high rate. Organizations need to develop strategies with the focus on changes in modern life. Online shopping holds a great potential for youth marketers. The current growth in the mall culture in the country has in fact made consumers more conscious about different options and encouraged them to search and finally purchase online. The growth in the number of online consumers is greater than the growth in Internet users, indicating that more Internet users are becoming pleasant to shop online. Until lately, the consumers generally visit online to reserve hotel rooms and buy air, rail or movie tickets, books and various electronic devices, but now more and more offline product like clothes and various accessories are being purchased. At present the market is estimated at Rs.46000crores and is growing at 100 per cent per year. They are various factors affecting the online shopping.**Customer satisfaction** measures how well the expectations of a customer concerning a product or service provided by your company have been met.Customer satisfaction is an abstract concept and involves such factors as the quality of the product, the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. Businesses often use customer satisfaction surveys to gauge customer satisfaction. The purchases for the second time and further totally depends on satisfaction derived from first purchase thus online stores have to pay more attention to provide better satisfaction.
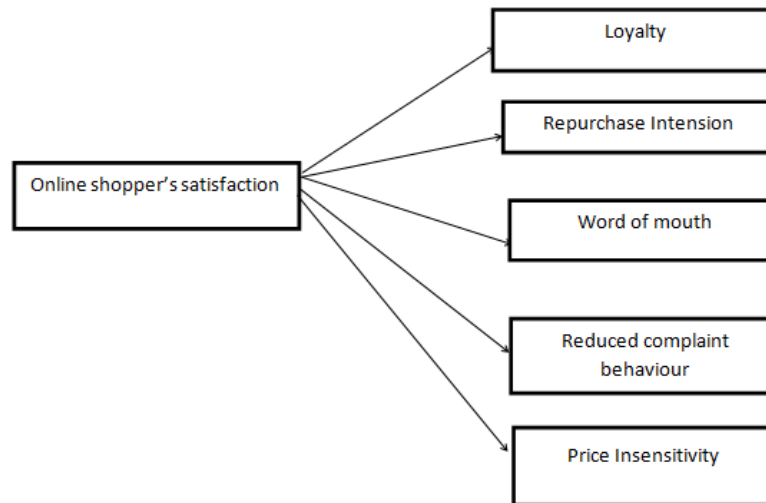
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II. Review Of Literature:

RESEARCH FRAMEWORK

DEVELOPMENT OF HYPOTHESIS:
LOYALTY

Moez Ltifi (2012) research shows that the theoretical foundations of loyalty to a company of the Internet are similar to those of traditional loyalty. Under his research loyalty is defined as a continuing relationship established between the consumer and a brand or a brand. Where as in Cherukuri and Prodhuturi (2012) research customer loyalty is defined as "a deeply held commitment to re-buy or re-patronise a preferred product or service consistently in the future despite situational influences that marketing efforts having the potential to cause switching behavior". Customer loyalty is considered as an important state in the customer's post-purchase behavior, because loyalty influences the customer's re-purchase. Loyalty theory shows that loyalty has both attitudinal and behavioral components (Dick & Basu, 1994). Chao-Min, Hua-Yang et al., (2009) stated that Satisfaction determines intentions to patronise or not to patronise the store in the future. Satisfied customers generate high patronage frequency. They tend to remain loyal to the firm, repurchase or spend more with it, and are willing to pay a price premium (Fue Zenga, Zuohao Hub et al., 2009). And Fue Zenga et al., also stated that dissatisfied customers may take actions detrimental to the firm, including spreading word-of-mouth criticism, switching patronage to another company, complaining to internal and external agencies, and reducing purchases from the company. Beril, sakir & yesim (2013) research says- loyalty implies satisfaction, but satisfaction does not necessarily lead to loyalty. Consequently, there is an asymmetric relationship between loyalty and satisfaction. This phenomenon is particularly important in e-marketplaces, since (dissatisfied) customers face a greater variety of choices.. Therefore Customers satisfaction is positively associated with their loyalty intentions.

REPURCHASE INTENSION

Repurchase intention is the willingness to buy the same product or service by a customer. It is the anticipated response of the effectiveness of a transaction that the customer is satisfied with the service provider (Hamza V. K.2013-14), by this we can know that customer satisfaction is an important determinant of repurchase intention. According to Moez Ltifi(2012) - Customer satisfaction positively affects repurchase intention. It is the most important factor in creating repurchases intention. The consumer behavior on internet is not stable – as every consumer will have more alternatives to choose the different websites. In Cherukuri and Venkata Vijaya (2012) discussed that Repeat purchasing has been a primary objective of marketers for decades because retaining customers requires less marketing resources than acquiring new ones. Unpleasant buying experience easily leads to dissatisfaction, discouraging the customer from coming back. Researchers have studied online customer retention in different contexts, such as "online repurchase intention", "Continue to shop online", "customer intention to return", "Web site stickiness", and repurchase intention are influenced by the initial use/purchase experience (Chao Wen, Prybutok and Chenyan Xu – 2011). Satisfaction with purchase experiences influences customers' future purchase intentions. Similarly, dissatisfaction with purchase experiences will also affect customers' future purchase decisions.Many studies have shown that dissatisfaction can cause customers to leave a seller(Yunfan Lu , Yaobin Lu1 and Bin Wang).

WORD OF MOUTH

In Cherukuri and Prodhuturi (2012) research, Word of mouth (WOM) is defined as consisting of "informal communications directed at other consumers about the ownership, usage or characteristics of a particular goods and services and/or their sellers"- this shows that every customer will share their experience about the product purchase and usage experience to other person whether it is positive or negative. Where as in Hamza V. K. (2014) research, Word of mouth is shown as the extent that a customer informs colleagues and relatives about an experience that he had from a product or service.

Customer satisfaction is one of the important antecedents of word of mouth. Mohammad safari and at all (2016) stated that, If the customer is satisfied then the customer plays a vital role in the growth and survival. Customers who are acquired via word-of-mouth (WOM) are more likely to be loyal than customers via traditional marketing media. Nowadays, word-of-mouth plays a significant role in distributing information to others and consumers feel that it is a reliable source for them to make decisions (Muhammad Tahir Jan & Kalthom Abdullah-2013).

REDUCED COMPLAINT BEHAVIOUR

Richins (1983),stated about intensity of dissatisfaction, he found a direct relationship between intensity and complaining behavior. In other words, his research proposed that if the more customers are dissatisfied then probability will be high to engage in complaint behavior. Daniel & Brasil- 2008 stated that dissatisfied consumers engage in several different behaviors, such as negative word-of-mouth, exit, complaint to the firm, appeal to a third party or repeat purchasing as usual. When consumers believe that their complaints will be accepted by the firm and effectively managed, they are likely to express their feelings to the firm and not to spread negative word-of- mouth or to switch supplier (Anderson and Sullivan 1993, Dabholkar 1994). Regarding the influence of acquainted customers, this study reveals that close relationships with and/or concerns about acquaintances may provide strong triggers to complaining behaviour(Ruoh-Nan and Sherry Lotz- 2004). Customer complaining behaviour defined as the consequences of customer dissatisfaction (Yi 1990), has long been considered an important forms of market feedback (Fomell and Westbrook 1984). Dissatisfied consumers engage in several different behaviours such as negative word-of-mouth, exit, complaint to the firm, appeal to a third party which these are stated by Daniel and Cristiane -2008. According to Yooncheong Cho et al research, the intensity of complaint behaviour was often hypothesized to be directly proportional to the customer's degree of dissatisfaction. online customer dissatisfaction differs from offline customer dissatisfaction (Jerry Fjermestad et al – 2002). online complaints have a direct effect on customer retention. Online customers may file complaints directly to the company from whom a product or service is purchased; or indirectly via publicor non-profit feedback websites.

PRICE INSENSITIVITY

In Cherukuri and Venkata Vijaya (2012) research stated that satisfied customers exhibit price insensitivity and are willing to pay more for high quality products and services. As price is the main factor for most purchases, it not only affects consumer utility but also consumer's repeat purchase probability.Satisfaction is appearing as dependent variable as mentioned by Helgesen (2006), he stated that customer satisfaction is perceived as a dependent variable according to the common suppositions and the price has been regarded as the main factor affecting the choice of the buyer since a long time. The price is linked to a product in different forms i.e. product life curve, marketers by grouping prices make differences between different classifications of different similar products and price is directly linked with the customer perceptions. Manufacturer believes that commodity prices are the main factor in the selection of distribution channels (Sabikeh AND Maryam-2015).Various studies have attempted to uncover the behavioral consequences ofcustomer satisfaction in the conventional channels of distribution. Zeithaml etal (1996) proposed four types of behavioral intentions: word-of-mouth, repurchase intention, price sensitivity, and complaining behaviour(Seong Hwan Yoon-2007). If the customer produces a loyal attitude towards a specific enterprise, price tolerance will increase accordingly (Shu Fen and Chia-Yon).

RESEARCH PROBLEM:

This study aims to review of responses on the shopping satisfaction of online stores. In addition, main objective of this study is to examine and analyse the consequences of online shopper's satisfaction.
RESEARCH OBJECTIVE:
- To identify the consequences that followed by online shopper's satisfaction.
- To examine the relationship between online shopper satisfaction and its consequences.
- To identify the association between shopper's demographic factors and factors of E-Commerce website and buying amount.

RESEARCH HYPOTHESIS:

H_1- There is significant relation between the online shopper's satisfaction and Loyalty.

H_2- There is significant relation between the online shopper's satisfaction and Repurchase Intension.

H_3- There is significant relation between the online shopper's satisfaction and Word of mouth.

H_4- There is significant relation between the online shopper's satisfaction and reduced complaint behaviour.

H_5- There is significant relation between online shopper's satisfaction and Price insensitivity.

III. Research Methodology

Primary data:

The primary data will be collected mainly with the help of a questionnaire designed for the purpose of the study.

Secondary Data:

Secondary data are data obtained from secondary sources which is collected from various

- Journals,
- EBSCO,
- Google Scholar,
- Case studies,
- Websites

The present study uses both primary and secondary data.

POPULATION: online shoppers are taken into my study to identify and examine the consequences of online shopper's satisfaction.

SAMPLING PLAN: Sample plan is to know the consequences of satisfaction derived from satisfaction of online customers.

SAMPLING SIZE: Taking into account the nature and the extent of study along with the constraint of time, a sample size of 204 respondents were taken. The survey was conducted over a period of 120 days..

SAMPLE METHOD: The researcher has followed the convenience sampling method for this project study.

RESEARCH DESIGN:

❖ In the research design of this project the study was conducted by the survey method.

❖ Taking sample 204 respondents by commencing sampling using the research instrument as the questionnaire.

❖ For this project area of research is Vijayawada and Guntur city.

IV. Data Analysis

REGRESSION ANALYSIS

Hypothesis -1 : Online shopper's satisfaction with Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856[a]	.732	.731	1.43972

a. Predictors: (Constant), OSS

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1145.121	1	1145.121	552.456	.000[b]
	Residual	418.702	202	2.073		
	Total	1563.824	203			

a. Dependent Variable: L

b. Predictors: (Constant), OSS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.798	.362		4.967	.000
	OSS	.808	.034	.856	23.504	.000

a. Dependent Variable: L

H_0- There is no significant relation between the online shopper's satisfaction and Loyalty.

H_1- There is significant relation between the online shopper's satisfaction and Loyalty.

Above tables shows that regression (R) value is 0.856 and R square value is 0.732 and constant value is 0.000 which is less than 0.05. Hence H_0 is rejected and H_1 is accepted. Therefore, there is significant relation between the online shopper's satisfaction and Loyalty.

Hypothesis – 2: Online shopper's satisfaction with Repurchase intension

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682[a]	.465	.462	1.84625

a. Predictors: (Constant), OSS

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	598.449	1	598.449	175.568	.000[b]
	Residual	688.546	202	3.409		
	Total	1286.995	203			

a. Dependent Variable: RI
b. Predictors: (Constant), OSS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.597	.464		7.748	.000
	OSS	.584	.044	.682	13.250	.000

a. Dependent Variable: RI

H_0- There is no significant relation between the online shopper's satisfaction and Repurchase Intension
H_2- There is significant relation between the online shopper's satisfaction and Repurchase Intension.
Above tables shows that regression (R) value is 0.682 and R square value is 0.465 and constant value is 0.000 which is less than 0.05. Hence H0 is rejected and H2 is accepted. Therefore, there is significant relation between the online shopper's satisfaction and Repurchase Intension.

Hypothesis -3: Online shopper's satisfaction with Word of mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852[a]	.726	.724	1.55313

a. Predictors: (Constant), OSS

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1288.668	1	1288.668	534.224	.000[b]
	Residual	487.269	202	2.412		
	Total	1775.936	203			

a. Dependent Variable: WOM
b. Predictors: (Constant), OSS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.541	.391		3.947	.000
	OSS	.857	.037	.852	23.113	.000

a. Dependent Variable: WOM

H_0- There is no significant relation between the online shopper's satisfaction and Word of mouth.
H_3- There is significant relation between the online shopper's satisfaction and Word of mouth.
Above tables shows that regression (R) value is 0.852 and R square value is 0.726 and constant value is 0.000 which is less than 0.05. Hence H0 is rejected and H3 is accepted. Therefore, there is significant relation between the online shopper's satisfaction and word of mouth.

Hypothesis - 4: Online shopper's satisfaction with reduced complaint behaviour

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625[a]	.391	.388	1.97458

a. Predictors: (Constant), OSS

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	504.812	1	504.812	129.473	.000[b]
	Residual	787.595	202	3.899		
	Total	1292.407	203			

a. Dependent Variable: RCB
b. Predictors: (Constant), OSS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.520	.496		7.090	.000
	OSS	.536	.047	.625	11.379	.000

a. Dependent Variable: RCB

H_0- There is no significant relation between the online shopper's satisfaction and reduced complaint behaviour.
H_4- There is significant relation between the online shopper's satisfaction and reduced complaint behaviour.

Above tables shows that regression (R) value is 0.625 and R square value is 0.391 and constant value is 0.000 which is less than 0.05. Hence H0 is rejected and H4 is accepted. Therefore, there is significant relation between the online shopper's satisfaction and reduced complaint behaviour.

Hypothesis – 5: Online shopper's satisfaction with Price insensitivity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.407[a]	.166	.161	1.61417

a. Predictors: (Constant), OSS

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.425	1	104.425	40.078	.000[b]
	Residual	526.320	202	2.606		
	Total	630.745	203			

a. Dependent Variable: PI
b. Predictors: (Constant), OSS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.277	.406		8.074	.000
	OSS	.244	.039	.407	6.331	.000

a. Dependent Variable: PI

H_0- There is no significant relation between online shopper's satisfaction and Price insensitivity.
H_5- There is significant relation between online shopper's satisfaction and Price insensitivity.

Above tables shows that regression (R) value is 0.407 and R square value is 0.166 and constant value is 0.000 which is less than 0.05. Hence H0 is rejected and H5 is accepted. Therefore, there is significant relation between the online shopper's satisfaction and Price insensitivity.

CHI-SQUARE TEST:
Gender * factors for choosing online shopping

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.240[a]	3	.041
Likelihood Ratio	8.264	3	.041
Linear-by-Linear Association	.001	1	.977
N of Valid Cases	204		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.53.

As the chi-square value of gender and factors for choosing online shopping is 0.041 which is less than or equal to 0.050. Therefore there is association between gender and factors for choosing online shopping.

Gender * products purchased more through online shop

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.651[a]	4	.000
Likelihood Ratio	30.585	4	.000
Linear-by-Linear Association	18.682	1	.000
N of Valid Cases	204		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.18.

As the chi-square value of gender and products purchased more through online shop is 0.00 which is less than or equal to 0.050.Therefore there is association between gender and products purchased more through online shop.

Gender * Amount spent in a month for online purchases

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.949[a]	4	.093
Likelihood Ratio	7.896	4	.095
Linear-by-Linear Association	4.392	1	.036
N of Valid Cases	204		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.29.

As the chi-square value of gender and amount spent in a month for online purchases is 0.093 which is greater than or equal to 0.050.Therefore there is no association between gender and amount spent in a month for online purchases.

Age * factors for choosing online shopping

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.524[a]	6	.367
Likelihood Ratio	6.194	6	.402
Linear-by-Linear Association	.117	1	.732
N of Valid Cases	204		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .96.

As the chi-square value of age and factors for choosing online shopping is 0.367 which is greater than or equal to 0.050.

Therefore there is no association between age and factors for choosing online shopping.

Family monthly income * Amount spent in a month for online shopping

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.324[a]	16	.001
Likelihood Ratio	44.042	16	.000
Linear-by-Linear Association	3.893	1	.048
N of Valid Cases	204		

a. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .86.

As the chi-square value of family monthly income and amount spent in a month for online shopping is 0.001 which is less than or equal to 0.050.Therefore there is association between family monthly income and amount spent in a month for online shopping.

Time spent on shopping websites everyday * Amount spent in a month for online shopping

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	65.779[a]	12	.000
Likelihood Ratio	42.988	12	.000
Linear-by-Linear Association	32.166	1	.000
N of Valid Cases	204		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .08.

As the chi-square value of time spent on shopping websites every day and amount spent in a month for online shopping is 0.000 which is less than or equal to 0.050.Therefore there is association between time spent on shopping websites every day and amount spent in a month for online shopping.

V. Findings

- Nearly both male and female are both actively buying from the online stores and my survey has a 41.18% male and 58.82%female respondent and we can see the both gender are actively buying from the online stores.
- As per my survey most of the online shoppers are students and followed with employees, business and others. The students occupy a percentage of 74.02%, employees occupy a percentage of 18.14%, business people occupy a percentage of 6.86% and others occupy a 0.98% (Percentages are from my research survey).
- And from my survey it was clearly know that customers will spend less than 2000/- to buy the product from the online store and it occupy a percentage of 56.37%. And then they will shop at least between 2000/- to 4000/- and 4000/- to 6000/- which occupy a percentage of 19.61% and 12.25% respectively, it is came to know from my research survey.
- By using SPSS, through linear regression analysis it is found that the online shopper's satisfaction is the antecedent for all the consequences of online shopper's satisfaction.
- The five outcomes which are consequences of online shopper's satisfaction are Loyalty, Repurchase Intension, Word-of-mouth, Reduced complaint behaviour and Price insensitivity. These are the outcomes which show online shopper's positive actions after experiencing satisfaction from online purchases.
- Amazon is the most preferable website followed by flip kart when compared with the other sites under study.
- Among convenience, low price, products variety and time saving, products variety is more attracting shoppers followed by time saving to buy through online.
- Among all the respondents in my survey 87.75% of respondents are satisfied customers and 12.25% of respondents are unsatisfied customers from the website they purchased more.
- According to chi-square test results, it was found that there is association between gender and factors for choosing online shopping.
- According to chi-square test results, it was found that there is association between gender and products purchased more through online shop.
- According to chi-square test results, it was found that there is no association between gender and amount spent in a month for online purchases.
- According to chi-square test results, it was found that there is association between family monthly income and amount spent in a month for online shopping.
- It was clear that most of the customer will prefer online purchase than the offline purchase. And the reason for that was said by the respondents is online shopping is convenient, products variety and saving shopping time.
- The element that makes customer to retain and spread positive word of mouth to that particular online store is the main factor i.e. satisfaction.

VI. Suggestions

- As consumers/shoppers next move in purchase process is based on satisfaction derived from previous purchases. E-tailors should focus on elements which satisfy shoppers to increase their sales, retain customers and grab more/new customers.
- To retain the customer the e-tailors need to update their loyalty programmes and provide better services depending on the changes that are expecting from the customers.
- This research variable - loyalty, repurchase intension, word of mouth, reduced complaint behaviour and price insensitivity says that satisfaction is the main element to bring satisfaction behavioural outcomes. So e-tailors need to focus on elements which bring satisfaction which makes customers to perform satisfaction behavioural outcomes. This finally result in increase in sales, retain customer and grab new customers.
- E-tailors need to provide good pre and post purchase services which helps to satisfy the customer which result in satisfaction behavioural outcomes and it will help to generate sales.

VII. Conclusion

This study was accomplished to determine the shopper's satisfaction in Indian e-commerce sales. In research, satisfaction and consequences of satisfaction are examined. The elements loyalty, repurchase intension, word of mouth, reduced complaint behaviour and price insensitivity are the consequences of satisfaction. And these are the behavioural outcomes of a satisfied online shopper.

Study revealed that Consumers are doing online shopping because of convenience, time saving and products variety. And also showed that every behavioural outcome/ consequence of satisfaction are the results of satisfaction which derived from previous experience with the online store. These consequences of satisfaction give good results to the online store i.e. in terms of loyalty, retention of shopper, positive word of mouth, reduced complaint behaviour and price insensitivity. Which this finallyresult in generating more sales, attracting new customers without any advertisement costs and increase profits and share value in the market.

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