

# STUDY ON CUSTOMER SATISFICATION AND LOYALTY ONLINE SHOPPING

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**Abstract**— An online shopping system that permits a customer to submit online orders for items and/or services from a store that serves both walk-in customers and online customers. The online shopping system presents an online display of an order cut off time and an associated delivery window for items selected by the customer. The system accepts the customer's submission of a purchase order for the item in response to a time of submission being before the order cut off time. The online shopping system does not settle with a credit supplier of the customer until the item selected by the customer is picked from inventory but before it is delivered. Therefore, the customer can go online and make changes to the order. In addition, available service windows are presented to the customer as a function of customer selected order and service types and further, the order picking is assigned in accordance with a picker's preference. When ordering goods, many shopping systems provide a virtual shopping cart for holding items selected for purchase. Successive items selected for purchase are placed into the virtual shopping cart until a customer completes their shopping trip.

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## 1. INTRODUCTION

In the past decade, there has been a dramatic change in the way consumers have altered their way of shopping. Although consumers continue to purchase from a physical store, consumers feel very convenient to shop online since it frees the customer from personally visiting the store. Internet shopping has its own advantages and it reduces the effort of travelling to a physical store. Decisions can be made from home at ease looking at various choices and prices can be easily compared with the competitor's products to arrive at a decision.

Online shopping offers the customer a wide range of products and services wherein he is able to compare the price quoted by different suppliers and choose the best deal from it. Internet marketing is conceptually different from other marketing channels and internet promotes a one to one communication between the seller and the end user with round the clock customer service. Today, business internet marketing is the fastest growing segment of online commerce. The major difference between traditional and online

### 1.1 Defining the Problem

One can find numerous statistical and economic studies on customer satisfaction and loyalty with regards to physical store shopping. But this research on measuring the customer satisfaction and loyalty of online shoppers is rare of its kind. This increases the importance of our research work and the need to study the online shopping. This study has enabled us to gather the views of online customers with respect to what they expect and what has made them remain loyal or satisfied to the product or service.

The objective of this research work is to measure customer satisfaction and loyalty with online shopping in Norway. Moreover it explains the relationship between customer satisfaction and customer loyalty and how it relates to retention. Here it is very important to describe, what the difference between the customer satisfaction and loyalty is in order to get better understanding of how customer satisfaction changes into customer loyalty. Selling is the extent of interaction between the consumer and the seller. There is much more electronic interactivity with the consumer in the form of emails and FAQs. Through FAQs, the consumer's questions on shipment, payment, product, policies and other customer concerns can be addressed effectively.

It is very important for businesses to understand the customer satisfaction and loyalty because some the customer We will add many other supporting materials specifically for the literature review a model will be used with which we try to link adjustment to its antecedents and consequences. For qualitative data collection, we have used the web survey method as this is the most quick and inexpensive method compared to other survey methods firms.

### 1.2 Research questions

In this research, through our literature study and survey method, we will try to get answers for the following questions:

Do you think that information provided by the seller about the goods available for purchase is enough?

The results of this thesis will help the online sellers to not only identify the key improvement areas in their online business but also focus on them in order to enhance

the customer satisfaction and loyalty towards online shopping. The findings of this research will help the online sellers in the following way:

1. Identify the key areas for improving their online business.
2. Address the downsides and customer expectations towards online shopping.
3. Recognize their strength and further focus on increasing customer satisfaction and loyalty of online shoppers.

### 1.3 Advantages of online shopping

Internet marketers comparatively offer products / services at a cheaper price and soft service as well. While the conventional shopping method has its own advantages, online shopping can be attributed to handy, hassle free, all time convenience. The various advantages of online shopping are:  
Reduces travel necessity, time and energy consumption

### 1.4 Disadvantages of online shopping

Waiting time involved in receiving the product as compared to purchasing it immediately from a physical store. Security measures regarding online payments.

## OBJECTIVES

This study regarding “CUSTOMER SATISFACTION AND LOYALTY – ONLINESHOPPING” will be accomplished by the following objectives:

- To study of online shopping.
- To study of expectation of customers.

### 1.5 Extent of Study

This study does not check the percentage across product categories but is about overall online shopping experience. This study is not specifically limited to particular product categories and therefore focuses on the overall online shopping domain. Further, online services like online banking are not included as part of this research. This study also does not bring into account the differences of tangible and intangible products for analysis. The study covers the different aspects of online shopping (for example selling goods online to final consumers) and does not include other type of online marketing. It is assumed that one model would govern all the cities and other demographic variables. Also the study of customer satisfaction has been made from a firm’s perspective.

### Introduction of eBay:

eBay Inc. (stylized as e bay) is an American multinational internet consumer-to- consumer corporation, headquartered in San Jose, California. It was founded in 1995, and became a notable success story of the dot-com bubble; it is now a multi-billion dollar business with operations localized in over thirty countries. The company manages eBay.com, an online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide.

Logo of [www.ebay.in](http://www.ebay.in)

### Introduction of quikr.com:

Quikr is an online classifieds company based in Mumbai, India. Quikr was launched on 12 July 2008 and is currently present in 90 cities across India. Quikr provides the local community with a platform to help them buy, sell, rent and find something and address needs across many categories. These categories range from Mobiles, real estate, cars, services, jobs, entertainment, furniture, electronics etc. The company is backed by Matrix Partners India, Omidyar Network, Norwest Venture Partners and invested in by eBay Inc. Quikr was formerly known as Kijiji.in.

Logo for [www.quikr.com](http://www.quikr.com)

### Introduction Of Flipkart.Com

Flipkart is an Indian e-commerce company headquartered in Bangalore, Karnataka. It was founded by Sachin Bansal and Binny Bansal in 2007. In its initial years, Flipkart focused on online sales of books, but it later expanded to electronic goods and a variety of other products. Flipkart offers multiple payment methods like credit card, debit card, net banking, e-gift voucher, and the major of all Cash on Delivery.[3] The cash-on-delivery model adopted by Flipkart has proven to be of great significance since credit card and net banking penetration is very low in India.

Logo of [www.flipkart.com](http://www.flipkart.com)

## Introduction Of Snapdeal.Com

Snapdeal.com is a leading Online marketplace, headquartered in New Delhi, India. Snap deal features products across categories like Mobiles, Electronics, Fashion accessories, Apparel, Footwear, Kids, Home Theoretical Framework Business Performance measurement

One of the primary goals of every business organization in general is to earn profit and to enhance their business financial profile.

and Kitchen, Sports, Books; and services like Restaurants, Spas & Entertainment amongst others. The company was started by Kunal Bahl, a Wharton graduate and Rohit Bansal, alumnus of IIT Delhi, in February 2010.

Logo of www.snapdeal.com

Also, improving its non-financial performance like creating stakeholders value i.e. customers, employees and society is also equally important for a business organization. A business has to improve their performance by constantly doing a self-assessment.

Source: EFQM In brief this excellence model describes the following:

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Among the enablers, the element „Leadership“ is

an important criterion for self-assessment. It should demonstrate how a leader develops the mission and personally involves in the development, implementation and constant improvement of the organization about internet security when they give their credit card details.

Design: when the website is designed badly in such a way that the customer faces difficulty in finding the product that he is interested in. When the company sends emails, newsletters to the customers without their permission can irritate the customers. management system. The evolution of Customer Satisfaction Index

## 2. METHODOLOGY AND DATA ANALYSIS

### 2.1 Data Collection

This section describes the overall procedure used to Cumulative customer satisfaction helps to predict the subsequent behavior and the future economic performance of the business. While making a repurchase, customers evaluate and arrive at a decision not only based on one particular transaction but based on the past experience of the previous purchase and consumption (Johnson, Gustafson, Andreasson, Lervik & Cha 2001).

### 2.2 Customer Satisfaction

The following are some of the examples that lead to customer dissatisfaction online:

Hackers who steal the personal information of the customers. Customers are concerned

### 2.3 Questionnaire Design

From firms perspective customer satisfaction dimensions such as availability, responsiveness, timeliness, completeness, and convenience need to be measured by questionnaire. Availability should be the degree for which customer could contact the supplier. There where the supplier could react promptly according to the requirement of the customer fulfils the responsiveness dimension of customer satisfaction for example constantly response to the customer feedback receive via website. The time frame for the delivery of goods collect data for the thesis work. From the Marketing point of view normally we use the combination of qualitative and quantitative research.

### 2.4 Qualitative Research

Qualitative research consists of some technical procedures. These procedures are essential for the survey response. There are many factors involved in the qualitative research. Following is the description for qualitative data collection or services is another dimension of customer satisfaction. Firms have to make sure that the job is finished and customer is satisfied of the completion of his demand or requirement.

Firms also need to enhance their professional behavior and manners to keep their customer satisfied and retained, for example offering customized solutions thus making virtual purchase a convenient method of shopping (Hayes 2008).

## 3. CHI SQUARE TEST

How long you have been using online shopping \*

Is it a great advantage to be able to shop at any time of the day on the online Cross tabulation

			Is it a great advantage to be able to shop at any time of the day on the online		Total						
			Yes	No			Sum of Squ	Df	Mea n Squ	F	Sig
How long you have been using online shopping	Recently	Count	66	0	66	Between Groups	.562	1	.562	4.523	.036
		Expected Count	59.4	6.6	66.0	Within Groups	12.187	98	.124		
	1-2 Years	Count	24	6	30	Total	12.750	99			
		Expected Count	27.0	3.0	30.0						
	3+ Years	Count	0	4	4						
		Expected Count	3.6	.4	4.0						
	Total	Count	90	10	100						
		Expected Count	90.0	10.0	100.0						

DEGREE OF FREEDOM:

$$\begin{aligned}
 V &= (r-1) (c-1) \\
 &= (3-1) (2-1) \\
 &= 2(1) \\
 &= 2
 \end{aligned}$$

CALCULATIONS:

Calculated Value =14.266 Level of significance =0.05 Table Value = 5.9914

FREQUENCY TEST

How long you have been using online shopping

		Freq	Percent	Valid Percent	Cumulative percent
Valid	Recently	66	16.5	66.0	66.0
	1-2 yrs	30	7.5	30.0	96.0
	3+ Yrs	4	1.0	4.0	100.0
	Total	100	25.1	100	
Miss	System	299	74.9		
Total		399	100.0		

20% of the female customers are using online shopping.

4. SUGGESTIONS

Online shopper should be made the system more users friendly, terms & conditions clearly stated. The terms and conditions understandable for the common man Many people thinking that online shopping is not secure, so online shoppers have to make awareness among people about online trading.

Video instructions can be added in



FINDINGS 80% of the male customers are using online shopping but only

5. CONCLUSION

The thesis was aimed to study the level of customer satisfaction and loyalty of online shoppers. The study was done with an overview of current and past research works done on related topics and with the help of qualitative and quantitative data collection. Through the questionnaire, the factors that assess and affect the customer satisfaction and loyalty were evaluated. Keeping this in mind,

customers are satisfied with the online method of shopping People do not effectively make use of the online customer service/support facilities in case of inconvenience. This shows that they are not encouraged by the online sellers to make effective use of service and support provided on online shopping websites.

3. Bibliography we have come up with the following. Rangaswamy and G.H. Van Bruggen conclusions

An analysis of survey results according to the table – 9 show that around 70% of the Marketing, 19(2),p.:5-11

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