

Rural Customer Satisfaction towards Online Shopping

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Abstract

The increasing trend of the internet has strongly impact on the worldwide marketing environment. Nowadays, it has become one of the most popular way for doing business and customer to perform trade via the internet. Businesses have been coming up with different creative ways to promote their products or services through online mode. Thus it expresses how the modern market is going to replace the traditional markets. This study is carried out to find out the factors which may influence customer's online shopping satisfaction during online shopping. Generally, the success of any online shopping mainly depends on the customer satisfaction during their purchase.

Key Words: Customer Satisfaction, Online Shopping, Rural area

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Introduction

Online shopping is the process where consumers directly buy the goods or services from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sells over the Internet. Since the emergence of the World Wide Web, merchants have made attempts to sell their products or services to people who surf over the Internet. Online shoppers can visit the web stores from the comfort of their homes and shop as they sit in front of the PC. Consumers like to buy different types of items from online stores.

In addition, rapid growth of e-commerce business provides unique opportunities for the companies to be more efficient and to grab the large portion of market. Internet has drastically changed the way of seek and use of information. The internet in many ways helps the business to develop worldwide that can reach to wider customer base and can make their advertisement more effectively and efficiently. Online shopping has becoming more and more popular in today's world trade scenario. There are many advantages of online shopping like many alternatives, low price of goods or services, free home delivery of product, different modes of payment etc. E-commerce business helps in increasing revenue and optimization of spending. Growing number of customers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environment therefore playing an increasing role in the overall relationship between marketers and their customers (Koo at al. 2008). Shoppers make their purchase based on appearance of the product like images, video clips and quality information without experiencing. As the internet has now become a truly global phenomenon, the number of internet users worldwide is expected to reach 500 million by June, 2018 said a report by the Internet and Mobile Association of India (IAMAI) and Kantar IMRB on Tuesday. The number of Internet users stood at 481 million in December 2017, an increase of 11.34% over December 2016 said the report titled, "Internet in India 2017." (The Economic Times, Feb.20, 2018)

In urban area of India with an estimated population of 455 million already has 295 million

using the internet. In rural area of India, with an estimated population of 918 million as per census survey of 2011, has only 186 million internet users leaving out potential 732 million users in rural area of India. Internet penetration in urban area of India was 64.84% in December, 2017 as compared to last December. Whereas in rural area of India, internet penetration has grown from 18.5% last December to 20.26% in December, 2017. (The Economic Times, Feb.20, 2018)

The massive use of internet and the rapid growth of information technology have provided a new market space for both the business and customers. Nowadays internet is not just a medium to get in touch with customers, but it is an important channel to find potential customers as well as a medium to maintain relationship with existing customers.

Statement of Problem

In India online marketing has obtained lots of importance in trading activities. Along with its expansion the number of fraudulent practices, scams and cheating have also been increased. Such activities create a fear in the minds of the shoppers. In our India there is two parts of geographical area one is urban area and rural area. Major portion of population lives in rural area and the size of population is around 70 %. Majority of the findings are done in urban area and rural area is somewhere neglected and if company wants to increase its turnover it should focus on rural area which is developing now days. And also there are lacks of proper arrangements for rural shoppers in India like non availability of delivery of product or services at desired place, lack of trust for return policy or exchange and mostly in online payment for product or services. Problem area of this survey is to study online shopper's satisfaction and dimensions where customers are dissatisfied.

Review of the Literature

According to Plavini Punyatoya, (2018) "Effect of cognitive and affective trust on online customer behavior" while online shopping customers face uncertainty regarding whether online shopping is reliable or not. The author is trying to show cognitive trust and affective trusts are empirically distinguished variables in online retailing. Both variables mediate the

relationship of between website quality, security and privacy policy, prior interaction experience, perceived reputation, and shared value and customer satisfaction. The study reveals the e-commerce business should attempt to maximize trust by finding the area which causes decrease in trust and should try to maximize the trust of shoppers.

According to Chander Deep Purthi & Pramod Gupta (2017), "The impact of online shopping on customer satisfaction in Indian marketing" found that the perceptions, preferences and factors influence satisfaction of online shoppers in India. They also found that now a day's users become internet savvy every day. Businesses venturing or expanding into the online market need to reduce the buyer perceived risks by making website easier to navigate, providing secure payment options, ensuring speed of transaction and quality of delivery of goods and services to gain and maintain customer trust, improved presentation and categorization to make up for the missing touch and feel experience etc.

According to K. Jayprakash, B. mithilly, & K. Ganeshkumar (2016) in his research article concluded that in rural area customers are satisfied with online shopping. Their research work clearly indicates that online merchants must have to give importance to price and after sale service factor rather than other things. In this competitive era, merchants should have to focus on the customer's satisfaction to retain existing customer for longer period and have to offer best and attractive scheme day by day to become our new customer. Online customers are satisfied. This research clearly indicates that online marketer should give more importance on price factor and after sale service. In this competition era all the online marketers should have to focus on the customer's satisfaction to retain the existing customers and have to offer new attractive schemes day by day to attract the new customers.

Wang and Le (2015) had tried to measure customer satisfaction towards online shopping and home delivery service of product, and try to find to empirically set up a realistic online service model for malls selling electronics items in Vietnam. The author has collected data through questionnaire items which is designed based on the factors chosen. The data are carried out by using statistical analyses, including exploratory factor analysis, reliability analysis, mean point value, and multiple linear regressions. The regression analysis results

that there are the significant factors affecting customer satisfaction like product feature satisfaction, tangibility, empathy, effectiveness and understandability. This study helps Vietnamese mall owners to relieve consumers' security concerns about online shopping and to raise their belief in the trustworthiness of e-service provided. The author has made some suggestions for owners of Vietnamese electronics shopping centers to improve the operations of home delivery services through efficient logistics service, to mitigate consumers' security concerns and to increase consumers' belief in the trustworthiness of e-services provided by them.

Binbin He and Christian Bach (2014) found that there are some negative sub factors like system security, privacy of personal information, product problem, professional advice, method of payment, reliability, pre-sales service, after sales service, large number of choices, payment security and website security are the critical factors of online shopping and required to be considered.

Hilaludin& Cheng (2014) identified factors influencing customer satisfaction and e-loyalty among the young adults. Convenience sampling method was used and data was collected from 193 respondents from the Klang Valley, Malaysia. The results revealed that only e-service quality and information quality had an effect on consumers' satisfaction. It was also found that consumer's satisfaction had a positively impact on e-loyalty. On the other hand, website design and security did not show a significant relationship towards consumer satisfaction.

Objectives of the Study

- To find out the satisfaction level of the customer for online shopping.
- To know the specific reasons for which purpose customers purchase in online.

Limitations of the Study

- The study is confined to major rural area of north Gujarat region specifically in villages of Sabarkantha district only.
- The study is based on responses given by online shopper.

- The data collected is fully on primary data base given by the respondents. There is a chance for personal bias. So the accuracy is not true.

Research Methodology

The Research Design Used for the Study

The research design used for the study is descriptive in nature. Descriptive research study is concerned with describing the characteristics of a particular individual, group or phenomena. The study is concerned with prediction of fact and traits with narration to concerning individual situation or group are all examples of descriptive research studies.

➤ Sample Size

It refers to total number of items to be selected from given population which represents the characteristics of population. Total sample size is 150.

➤ Sample Design

It is a definite plan to obtain a sample from a given population under study. It refers to the technique the researcher adopts in selecting items for the sample from population. The researcher has used convenient sampling for selection of respondent.

➤ Statistical Tools

The primary data collected through questionnaires were analyzed by researcher by using simple percentage analysis and ranking analysis.

Data Analysis and Interpretation

Table 1.1 Socio-Economical backgrounds

Particulars	Category	Frequency	Percentage
Gender	Male	96	64
	Female	54	36
Age	Below 20 years	15	10
	21 – 30 years	81	54
	31 - 35 years	30	20
	Above 35 years	24	16
Location	Village	150	100
Status	Student	87	58
	Business	36	24
	Service	15	10

	Profession	12	08
Education level	School	21	14
	Graduate	75	50
	Post Graduate	42	28
	Illiterate	12	8
Family Status	Nuclear family	50	30
	Joint family	100	70
Monthly income	Below Rs.5, 000	24	16
	Rs. 10,001 to Rs. 15,000	57	38
	Rs. 15,001 to Rs. 20,000	60	40
	Above Rs.20,000	9	6
Website visited	Flipkart.com	42	28
	Amazon.com	33	22
	eBay.com	12	8
	Myntra.com	15	10
	Snapdeal.com	33	22
	Olx.com	09	06
	Others	06	04
Source of awareness	Online advertisement	18	12
	Offline advertisement	24	16
	Friends	54	36
	Newspaper	42	28
	Television	12	8
Purchased product	Electronics	18	12
	Mobiles	24	16
	Computer	06	04
	Home appliances	18	12
	Games	06	04
	Garments	09	06
	Footwear	12	08
	Watches	12	08
	Jewels	03	02
	Men's Accessories	15	10
	Women's Accessories	03	02
	Toys	06	04
	Baby care	06	04
	Books	09	06
	E-books	03	02
Preference of respondent	Time saving	78	52
	Information Availability	15	10
	Less Stress	09	06
	Less Expensive	15	10
	Best Offers	24	16
	Helpful for Old & Disabled	03	02
	Service Quality	03	02
	Easy Ordinary System	03	02
Visiting a shop before Online shopping	Yes	84	56
	No	66	44
Frequency of purchase	Daily	09	06
	Weekly	33	22
	Monthly	75	50
	Yearly	33	22

Facts considered before Shopping	Product Rating	36	24
	Product review	30	20
	Advise for offline store	15	10
	Comparison of price	39	26
	Referred by friends	30	20
Mode of payment	Credit cards	15	10
	Debit cards	24	16
	Online bank transfer	18	12
	Cash on delivery	93	62

Table 1.2 Level of satisfaction

Factors	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Choice of Availability of Products	09	12	18	30	81
Availability of detailed Information about the Product	03	15	12	87	33
Comparison with Other Products	-	12	36	84	18
Quality of information	06	12	45	48	39
Layout of website that helps in searching the products easily	09	-	21	84	36
Safe and Secure transaction while online shopping	12	21	36	75	04

Table 1.3 Problem faced by buyer

S. No	Problems	No of respondent	Percentage
1	Product did not arrive at all	06	04
2	Product arrive in damage condition	15	10
3	Wrong product were sent	12	8
4	Not quality goods & services	60	40
5	Others	33	22
6	None of these	24	16
	Total	150	100

Table 1.4 Ranking of the services

S. No	Ranking of the services in online Shopping	Total score	Rank
1	Payment security	178	6

2	Delivery of product	189	4
3	Privacy of personal information	153	8
4	Warranties, return policies	185	5
5	Convenience	218	1
6	Mode of payment	175	7
7	Time saving	205	2
8	Attractive offers	198	3

Table 1.5
Hurdles
which
keep

respondents away from online shopping

S. No	Barriers	No of respondents	Percentage
1	Safety of payment	30	20
2	Low trust level of online store	90	60
3	VAT, Customs Duty	6	04
4	High shipping cost	21	14
5	Delivery too slow	3	02
6	Others	-	-
	Total	150	100

Findings

From the above table 1 it reveals that majority of the respondents are of male category (64%). Majority of the respondents have an age of 21 to 30 year (54%). Here all the respondents live in village. The status of major respondents is of students (58%). The education level of respondent is graduate level. 50% of respondents belong to joint family in their village. 40% respondents have a monthly income between Rs. 15,001 to Rs. 20,000. There are different websites which are available for shopping, but most preferred website among respondent is Flipkart (28%). There are many source of awareness like T.V., Advertisement, Newspaper, Friends etc. But among them the most important source of awareness is Friends. There is large number of variety available to shopper to shop like electric appliance, mobile, computer, home appliance, games, garments, footwear, watches, jewels, men and women accessories, toys, baby care, books etc. but among them mobile phones are mostly shopped by respondents comparing with other products (16%). 52% of respondents indicate their preference for time saving in online shopping. Out of total respondents, 56% respondents said that they would like to visit store to see the product rather than directly purchasing from internet portal. 50% respondents like to shop online on monthly basis. Instead of shopping directly without any inquiry major portion of respondent suggested that they like to shop any product after comparing product price with

other prices (26%). 37% respondent face the problem of low quality goods or services from online vendor. There are many hurdles that keep away customer purchasing from online like Safety of payment, Low trust level of online store, VAT, Customs Duty, High shipping cost, Delivery too slow etc. 58% respondents reflected a cause behind not to shop online is Low level of trust for online shopping. 62% respondents purchase goods on cash on delivery basis in rural area.

From table 1.2 it is reveals that majority 54% respondents are strongly agree with choice of availability of products while shopping online. Majority 58% respondents agree with availability of detailed information about the product. Majority 56% respondents agree with that they can make comparison with other products while shopping online. Majority 32% respondents agree with that there is sufficient quality of information is available while shopping online. Majority 56% respondents agree with layout of website that helps in searching the products easily while shopping online. Majority 50% respondents agree with safe and secure transaction while shopping online.

From table 1.3 it is reveals that majority 40% respondents have an issue with receiving not quality goods and services when they shop online.

From table 1.4 it is reveals that majority respondents have given first rank to convenience feature of online shopping.

From table 1.5 it is reveals that majority 60% respondents have low trust level for online store while shopping.

Conclusion

Online shopping is becoming more and more popular in our routine life with the increasing rate in the usage of World Wide Web known as WWW. Understanding customer's need and wants to sell online has become challenge for marketers. Specifically understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to do less online shopping and working on factors that affect consumers to shop online will help marketers to gain the competitive advantage over others

competitor. In conclusion, having access to online shopping has truly revolutionized and influenced our culture as a whole. The use of technology has open new doors and opportunities that enable one for convenient lifestyle today. Variety of product, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts also. Unfortunately, it has shown that it is likely easy for criminals to manipulate the system and access personal information without any hurdle. Luckily, today with the latest upgraded features of technology, restrictive measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases of shoppers through privacy and security policies, website designers must do their best to put an end to this unethical practice carried by fraud persons. By doing this, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future for development of business.

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