



Study about the satisfaction towards online shopping among rural customers special reference to Thrissur district

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Abstract

Online shopping is the process whereby consumers directly buy goods, services etc. 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 sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. The importance of this study is to examine the customer satisfaction towards online shopping users in Thrissur District. For this survey was conducted. The data will be collected from respondents through a scheduled questionnaire. Descriptive Research Design has been used for this study.

Keywords: satisfaction, rural customers, online shopping, e-commerce, internet

Introduction

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behaviour in the field of online shopping, to see the consumer attitudes towards online shopping. Not only benefits but also risk is associated with online shopping. Generally speaking internet users avert online shopping because of credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services. Concerned authorities are devising policies to minimize the risk involved in e-business. Nowadays, online shopping is a fast growing phenomenon. The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. Now day's internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers. Essentially, the idea of online shopping is to lead customers to a convenient way of shopping. Customers will be able to save their time and money, plus retrieve all the product information with just few clicks in few minutes. Plus, purchasing can be done anywhere, anytime according to their preferences. Changing life style of customers' has induced them to prefer online shopping than traditional shopping. Online shopping acts as a major growth in the domain of Electronic Commerce and certainly be the future buzz of shopping across the world. In India, few business houses carry out their trading activity through online in order to offer their products or services at cheaper cost to their customers. The revolution in Internet leads to a paradigm shift in the way things are done. Internet has radically changed the method of the consumers' look for and make use of information. The Internet, which was

previously mentioned as an instrument for enhancing information, has become an important part of business in these days. Thus, the future survival of any business depends on how well they can integrate this medium in their business. Manufacturers before entering into online trading have to ascertain their customers' taste and preference, financial status, buying behaviour, product preference, etc., Online shopping assists customers to ascertain the products available in the market and help them to compare the price and quality of the products before they purchase. Customer's repeated preference towards online purchase depends on the quality of products and service they received on their purchase.

Review of Literature

Hsuehen (2006) ^[1] in his study mentions that Web Information Quality (IQ), customers' perception on the quality of information presented on a website, and Web system quality, the customers' perception of website's performance on the information retrieval and delivery have positive effect on the customer's satisfaction. Sharma and Mittal (2009) ^[2] in there study "Prospects of ecommerce in India", mention that India is showing tremendous growth in e-commerce. Undoubtedly, with the population of millions of people, online shopping shows unlimited potential in India. Today e-commerce is the common word in India society and it has become an integral part of our daily life. Chinting (2010) ^[3] stated that few school or educational studies have simultaneously explored both internet marketing and organizational commitment, and of those that have, only direct effects were examined. This study clarifies the relationship between school organization's internet marketing and teacher's organizational commitment by examining the mediating role of teachers' job involvement and job satisfaction. Kanwalgurleen (2012) discussed that different options in internet encouraged them to search and eventually purchase online, because more than 100 million internet users in India. People those who are using internet

from 5 to 7 hours a day were found to be adopter of online shopping, price consciousness, convenience and variety, easy payment options and challenges of online shopping are the factors found to be a significant in online shopping. Adrita Goswami (2013) [5] *et al.* studies “Customer Satisfaction toward Online shopping with special reference to teenage group of Jorhat Town” study concludes that online customers are satisfied. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor.

Objectives

1. To find out the satisfaction of rural customers towards online shopping.
2. To find out the problem face by rural customers to use online shopping.

Research Methodology

Descriptive method is used for this study. Bothe primary and secondary data are used for this study. Primary data is

collected through survey. Secondary data were collected from website, books, journals etc. Structured questionnaire is used to collect primary data. Percentage analysis, CFA, Regression Coefficient, AMOS, SPSS are mainly used for this study. Data collected from 200 rural customers from Thrissur District.

Data Analysis and Interpretation

Objective 1: To find out the satisfaction of rural customers towards online shopping.

- H₁: Information availability leads to customer satisfaction.
- H₂: Website leads to customer satisfaction.
- H₃: Competency leads to customer satisfaction.
- H₄: Efficiency leads to customer satisfaction.
- H₅: Economical aspect leads to customer satisfaction.
- H₆: Supporting factors leads to customer satisfaction.
- H₇: Educating the customers leads to customer satisfaction.
- H₈: Customer Relationship Management leads to customer satisfaction.

Table 1: Model fit Indices for CFA Customer satisfaction

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Customer satisfaction	12.491	11	.328	1.136	.985	.950	.959	.986	.995	.082	.026

Source: survey data

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data. In short

the measurement model confirms to the factor structure of the constructs.

Table 2: Regression coefficient

Path	Estimate	CR	P	Variance explained
Information availability ->Customer Satisfaction	0.714	12.566	<0.001	51.0
Website ->Customer Satisfaction	-0.006	-0.084	0.933	0.0
Competency ->Customer Satisfaction	0.237	3.391	0.001	5.6
Efficiency ->Customer Satisfaction	0.562	8.923	<0.001	31.6
Economical aspect->Customer Satisfaction	-0.119	-1.678	0.095	1.4
Supporting factors->Customer Satisfaction	0.445	6.715	<0.001	19.8
Educating the customers->Customer Satisfaction	0.521	8.109	<0.001	27.2
Customer Relationship Management-> Customer Satisfaction	0.342	5.002	<0.001	11.7

H₁: Information availability leads to customer satisfaction. The results exhibited in Table 2 revealed that the information availability had significant influence on Customer Satisfaction as the standardised direct effect of this construct on Customer Satisfaction was 0.714, which is more than 0.4 (also p value was significant). So we accept the hypothesis H₁ and conclude that Information availability leads to customer satisfaction

H₂: Website leads to customer satisfaction. The results exhibited in Table 2 revealed that the Web site had no significant influence on Customer Satisfaction as the standardised direct effect of this construct on Customer Satisfaction was -0.006, which is more than 0.4 (also p value was not significant). So we reject the hypothesis H₂ and conclude that Website does not leads to customer satisfaction

H₃: Competency leads to customer satisfaction. The results exhibited in Table 2 revealed that the Competency had no significant influence on Customer Satisfaction as the standardised direct effect of this construct on Customer Satisfaction was 0.237, which is more than 0.4

(also p value was not significant). So we reject the hypothesis H₃ and conclude that Competency does not leads to customer satisfaction

H₄: Efficiency leads to customer satisfaction. The results exhibited in Table 2 revealed that the Efficiency had significant influence on Customer Satisfaction as the standardised direct effect of this construct on Customer Satisfaction was 0.562, which is more than 0.4 (also p value was significant). So we accept the hypothesis H₄ and conclude that Efficiency leads to customer satisfaction

H₅: Economical aspect leads to customer satisfaction. The results exhibited in Table 2 revealed that the Economical aspect had no significant influence on Customer Satisfaction as the standardised direct effect of this construct on Customer Satisfaction was -0.119, which is more than 0.4 (also p value was not significant). So we reject the hypothesis H₅ and conclude that Economical aspect does not leads to customer satisfaction

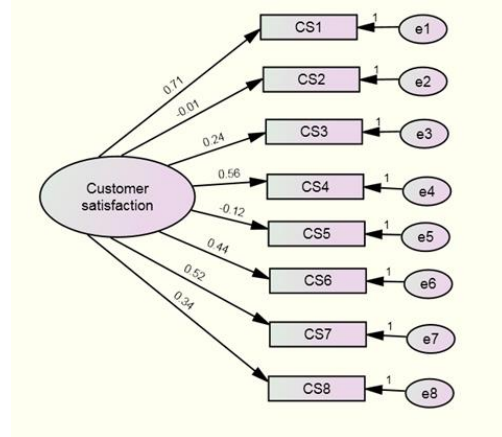
H₆: Supporting factors leads to customer satisfaction. The results exhibited in Table 2 revealed that the Supporting

factors had significant influence on Customer Satisfaction as the standardised direct effect of this construct on Customer Satisfaction was 0.445, which is more than 0.4 (also p value was significant). So we accept the hypothesis H₆ and conclude that Supporting factors leads to customer satisfaction.

H₇: Educating the customers leads to customer satisfaction. The results exhibited in Table 2 revealed that the Educating the customers had significant influence on Customer Satisfaction as the standardised direct effect of this construct on Customer Satisfaction was 0.521, which is more than 0.4 (also p value was significant). So we accept the hypothesis H₇ and conclude that Educating the customers leads to customer satisfaction

H₈: Customer Relationship Management leads to customer satisfaction. The results exhibited in Table 2 revealed that the Customer Relationship Management had no significant influence on Customer Satisfaction as the standardised direct effect of this construct on Customer Satisfaction was 0.342, which is more than 0.4 (also p value was not significant). So we

reject the hypothesis H₈ and conclude that Customer Relationship Management does not leads to customer satisfaction



Objective 2: To find out the problem face by rural customers to use online shopping.

Table 3: Problem face by rural customers to use online shopping

No	Problem	No. of Respondents	Percentage
1	Quality issue	7	3.5 %
2	Accessibility	7	3.5 %
3	Poor internet connection	96	48%
4	Delay of delivery	18	9%
5	Lack of technical knowledge	21	10.5%
6	Lack of knowledge to return the product	23	11.5%
7	Lack of knowledge about the e-payment	28	14
Total		200	100%

Source: Primary data

As per the collected data, table 3 was drawn. According to the survey data, rural customers facing a problem to adopt online shopping is that poor internet connection in their locality. Then 14 % of them facing a problem that lack of knowledge about the e-payment system. 11.5% of rural people are no aware or don't know to return the damaged or unsatisfied product. 10.5% of rural people have no technical knowledge to use internet, mobile or any other devices for online shopping.

Findings

Information availability, efficiency, supporting factors and educating customers are leads to customer satisfaction. Website, competency, economic aspects are not leads to customer satisfaction. Poor internet connection is the main obstacle to choose online shopping by rural people. 14% of them are not aware about the e-payment system. They don't know to return the product if it needed.

Conclusion

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken

in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future. Consumers are looking for trust, security and wider choice throughout online shopping.

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