E COMMERCE AND CUSTOMER SATISFACTION

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ABSTRACT

E Commerce is a recent growing phenomenon in India. The genesis can be traced in America, 1994 and later in Europe. At present usage and users are increasing many folds especially in countries like India and China. Slowly but steadily most of the marketers and business houses getting into the E business to reach and cater maximum number of customers spread across the globe.

E commerce is in wide practice across America, China and some countries of Europe like France, Germany etc., India is also in the list of top 10 countries using E Commerce. The present study is a part of the thesis work. A pilot test was conducted for a sample of size of 150 respondents. However, 99 filled-in questionnaires are valid for data analysis. The study has considered demographic variables in relation to customers awareness, shopping preferences, shopping frequencies and level of satisfaction etc., There are n number of products available over the internet stores and various types of customer surf the web for products information. Therefore, it is inevitable for retailers to match their online presentation in brief showing right fit between customer need and right products.

In the process of search for product information five major aspects influence customer namely: 1. User interface quality 2. Information quality 3. Perceived security 4. Perceived privacy and 5. Perceived Trust. Quality of the above said factors together gives satisfaction to the customer. If the satisfaction is consistently experienced by the customer it leads to Customer Loyalty.

An attempt is made to examine relationship between several demographic variables namely Gender, Occupation, Income Vs Shopping preferences, Shopping frequency, Sources of Awareness and level of satisfaction in several combinations.

The outcome of the study revealed that internet advertisement is major source of awareness for both genders and Flipkart is well known and used by male and Jabong is mostly used by female. Male respondents are highly satisfied compared to female respondents. At the same time self employed respondents are frequently doing online shopping compared to others. Flipkart is one of the leading E commerce portals where more respondents are surfing for their shopping needs. Cyber security is the major threat for electronic payment and however, most of the customers still prefer to do electronic shopping because of convenience and time. Irrespective of the gender and age all the respondents are satisfied with online shopping as it is more convenient and saving time. The above said five factors together leading to customer satisfaction and the repeated customer satisfaction is leading to customer loyalty.

Our findings have implications for research and practice.

Key words: E Commerce – Online shopping – Customer shopping preferences – Shopping frequency – Customer satisfaction