

A STUDY ON ONLINE SHOPPING EXPERIENCE AND FINAL SERVICE DELIVERY IMPACT ON ONLINE CUSTOMER SATISFACTION AT BHUBANESWAR (ODISHA)

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“Building a good customer experience does not happen by accident. It happens by design”.- (Clare Muscutt)

Abstract-

Online shopping is a form of electronic commerce where buyer and seller interact with each other with the help of internet. This study endeavors to understand customer's perception about online shopping experience at the final spot of delivery. This study focuses on the age of the customer and then it compares individual buyer's needs and expectations, safety measures and return policies and last but not the least, the options available to ensure customer satisfaction. In it, it is also highlighted that whether customer satisfaction depends on final delivery of goods. Making a logical review of the factors to discover reasons that would influence online retail experience and final spot delivery in e-retail experiences, the paper makes analysis of all responsible factors. To find out the conclusion, the data has been taken on convenience sampling from 121 respondents, who have already experienced the complete procedure, involved in online shopping. Two hypotheses have been tested with the help of chi-square. The result of the study stated that customers need wide ranges of options. Safety and return policies should be clear and on time service delivery also help to create positive customer experience. Finally, few recommendations have been suggested for online retailers to take new initiatives and make online shopping more attractive and trusted.

Keyword- Online shopping experience, customer satisfaction and final spot delivery.

INTRODUCTION

Now-a-days, just by clicking the mouse in computer, shoppers can get everything delivered, at their door steps. In the millennium-era, internet has created a wonderful platform for its users. The marketers get a new pattern of thinking to make creative form of marketing mix. The challenges for e-commerce industry have so far remained as to how goods and services would get delivered to the end users. Neither size of the market is important nor simplicity or complexity of produced goods and services matter, ultimately it is vital that how the customers avail the goods and services at their door-steps. Here, e-commerce has added a new dimension to the marketing mix that is space marketing. It is important to discuss, at this particular point, the significance of online marketing. It is important to evaluate how far today, the business sector has adopted the marketing-mix philosophy for online marketing.

E-commerce provides a platform to the existing potential consumers to go for round-the-clock shopping. One person, residing anywhere in the globe, can connect anytime at anyplace with the available e-Commerce marketers. If a person needs information, he can

avail internet service for 365 days in a year. By sitting at home or workplace or during travelling, a person can buy goods or services by browsing for the same in the web. This e-commerce makes our life simpler and comfortable. Now, we can't think about service without internet. When the customer is busy, without time for off-line shopping, online shopping provides the best resources, where he/she can collect more information and avail the opportunities to compare the related features of the products, such as prices, warranty, and after-sales service coverage. It makes the decision-making for purchase easier and simpler.

The success of any business, nowadays, depends on how far the marketers reach their prospective customers and try to satisfy them with the best of services. The term satisfaction means fulfillment of customer's expectations. The customer satisfaction is a judgment that product or service finally fulfills by satisfying their needs and wants. A buyer can feel the satisfaction by getting his/her needs fulfilled through that product or service. He or she makes a worthy purchase decision experience then.

With this backdrop in this article, an attempt is made to study the perception of satisfaction on online shopping experience and final delivery service. From the stated objectives, two hypotheses have been formulated to examine the theory. Parameters have been laid down, which include individual needs and expectations, wide range of options available in online shopping, safety norms, return policies, final delivery service. Above and all, it also tests whether overall shopping experience has any impact on customer satisfaction.

This research paper is designed to explain theoretical backgrounds of online shopping experience, final delivery service, and customer satisfaction. An attempt is made to test the developed hypotheses through an empirical analysis. Lastly, the study has evaluated the implication of findings.

OBJECTIVES OF THE STUDY

- To find out the relationship between ages of the customers and the impact of online shopping on customer satisfaction.
- To find out the relationship between ages of the customers and the impact of final delivery service on customer satisfaction.

HYPOTHESIS

H0- Online customer experience is not positive and it is significantly related to customer satisfaction

H1-Online customer experience is positive and it is significantly related to customer satisfaction.

H0- the final delivery experience does not play a role in the relationship between the online experience and customer satisfaction.

H2- the final delivery experience does play a role in the relationship between online experience and customer satisfaction.

LITERATURE REVIEW

Customer experience encompasses service processes that span from the mundane to the spectacular. The term 'Customer experience' was first coined by **Holbrook and Hirschman (1982)**, who explained that customer's perception of value and price of the product are responsible for a small portion of customer behavior. But, a holistic point of view of customer experience was suggested, that consisted of economic, physical, hedonic, symbolic, social, environment and aesthetic factors. As the concept proceeds further, it reveals a multistage scope and link between previous, current and future customer experiences (**Verhof et al 2009**). As a result, of which, it can be concluded that customer experience is the interaction between customer and firm. So it is the subject to the customer's perception of a firm and their experience as the output. Another perspective on

customer experience has explained that the perception of customer experience and the outcomes between the firm and the customer can vary significantly. **(Kranzbuhler et. al, 2018)**

Traditionally, a firm recommended that customer satisfaction was major tool for developing customer loyalty and generating revenues for the firm. **(Frow and Payne, 2007)**. The online customers has given emphasis on following online shopping habits namely convenience, pricing and wider selection towards online customer satisfaction. As a result of which, low price, wide alternatives and convenience play a significant role in bringing customer satisfactions in online trading. **(Hamza and Saidalavi, 2014)**. So, rapidly increasing market competition, customer experience have been the major sources for competitive advantage (Pine and **Gilnre 2011; Verhoef et. al. 2009**) and lastly customer loyalty **(Mascarenhas et. al, 2006)**. In this aspect, the customer experience is a systematic procedure of customer responses that customer journey starts long before the actual purchase or it begins only with service provider. **(Lemon and Verhoef 2016)**. That's why, it is a uphill task for service provider like retailers and for those whom know about the incomplete journey of customer and tries to understand customers' points of views for a loss of control over customer management.

An industrial study indicates that 80% of companies agreed that they provided for superior customer's experience, but actually, only 8% of customers agreed on that point of view. For higher customer satisfaction index, the Companies could take various steps for enhanced results in this regard.

ON-LINE RETAIL EXPERIENCE

The rapid growth of the business, all the retailers would like to reach to the customers at their doorsteps. So online retailing is the biggest platform for the best interaction between suppliers and customers. Here, not only acquiring the customer is vital but also retaining them for a longer period is also a challenging task. This is possible with the help of various tools for achieving customer satisfaction. Now the time has come to reconstruct the customer's relationship with the online suppliers by providing new market strategies and distribution channels.

There are a number of shortcomings in offline as well as online retailing. Despite numerous attempts by researchers, it has not been confirmed that what the real attributes for getting complete customer satisfaction are. An online store can evaluate different attributes like website design, website personalization, product range, product information, price and their comparison, variety of shopping options, availability of the desired product, order tracking option, on time delivery, meeting customer's expectations, customer feedback and customer retention. **(Dholakia and Zhao 2010)**. These attributes create different types of customer values and also creates fundamentals for the customer e-retail experience.

The e-retailing is a new journey, started by customers in retail sector.. Here new perspective to create customer experience becomes an ultimatum task for e-retailer. Retailer should prepare a blueprint to identify and place various touch points on customer journey. As far as, e-retailing is concerned to observe customer behavior, it becomes tricky to observe because there is least or no direct interaction with the customers. As we can say, it is a just remote interaction with the customers, it becomes tougher to observe the customer's expectations. But many retailers take advantage of big data and on site behavior tracking to monitor customer behavior and prepare a detail customer profile. Due to change in retail setting, customer behavior has been redefined and it targets the changes in customer satisfaction **(Ballantine 2005)**. Online experience acts as a powerful tool to identify customer's perceptions and expectations, regarding an e-retailer (Pappas et al, 2014). Another research suggests that there is a strong connection between past online

retail experiences, self efficiency, perceived effort, perceived usefulness and ease of use (Tong 2010). An amalgam of all elements and their relationship form the customer behavior during the future experiences. And surely positive words of mouth bring the best results in creating customer satisfaction and only through this, customer retention is possible. To attract more number of customers, these are the parameters to influence and attract repurchase of the product and those are attributes like low price, speed and accuracy of information, customized product availability and ease in accessing the websites. (Singhal S. and Shekhawal S. 2015),

FINAL SPOT DELIVERY IN E-RETAIL EXPERIENCE

E-retail has focused on mass marketing but it has placed no emphasis on its customer experience at the same time. Many investigators try to find out the relationship between final spot delivery process and customer experience. As the customer experiences have great impact on the customer satisfaction, it is important to make deep analysis of them.

Jiang and Rosenbloom (2005) explained that the levels of customer satisfaction can vary at different stages. Online retail booking of goods and services and final delivery of them, have direct impact on overall customer satisfaction. The modern research has also revealed that the customer's perception of the online experience and on time delivery of the products and services creates more trust in the minds of customers in e-retail marketing process. Reliable and on-time delivery has created more customer value in online retailing. (Keeney,1999). Apart from the price factor, on time delivery is equally important generate more customer satisfaction and loyalty towards e-retail. (Swaninathan and Tayur 2003). The customer's interest is volatile due to changing trends, comprehensive demand and increasing competitors, rolling into the market. It is really a very challenging task to satisfy them.

RESEARCH METHODOLOGY

A valid data was collected from the respondents. For this study, 140 questionnaires were distributed. Out of that 121 respondents were valid, which is 86.44% of the total population. The data was collected and stored on MS Excel for data processing. The data is arranged according to tabulation and then as per percentage analysis. Further the Chi-square method is used.

The perception of respondents was collected from five major areas. Those are as follows;

- 1- Satisfying individual needs and expectation brings forth more online shopping.
- 2- The wide range of options helps in bringing online customer satisfaction.
- 3- More safety options help to attract customer satisfaction.
- 4- Return policies helps in customer satisfaction.
- 5- In time final delivery plays a significant role for bringing the customer satisfaction.

To collect these in information, the respondents were asked five options in each of the above five areas basing on Likert's scale. Respondents were given enough space to express their perception on online shopping experience. Further choice was also given to the respondents to express their perception about the impact of final service delivery of the products and services on customer satisfaction. These were analysis on the basis of Chi-square.

Sources of data collection

This is an empirical study, based on both primary and secondary sources of data collection. The primary data sources include the survey method. The stratified random and convince sampling for data collection also get used. The secondary data source is adopted to accumulate the fact and figures of different studies, different research publications, and websites are also referred. These sources are used for only reference and literature review.

b) Sample Design

In the current study, primary data have been used to fulfill the objectives of the study. There is a set of structured questionnaire, administered to collect the required data from the respondents. The questionnaires were distributed to the customer through online and the filled-in questionnaires were received by mail. The sample size of the customers is 140 and among them 121 customers responded by email. The sample has been picked up from the city of Bhubaneswar (Odisha), as it is the capital of the state. Bhubaneswar was chosen as a suitable setting for this study because this city is widely accepted as the fastest growing market of e-commerce. Here students from different places come for their higher studies. As a capital city of Odisha, people also come for employment. In this study, respondents are students, service holders, business persons and home makers.

ANALYSIS AND INTERPRETATION OF DATA

1. Respondents opinion in different Ages.

The association between the age and the respondent's opinions are examined here.

Table-1
Opinion of respondents towards the age

Table-1		
Age	Respondents	Percentage
Below 25 years	9	7.4
26-35 years	40	33.05
36- 45 years	30	24.8
46-55 years	27	22.3
above 56 years	15	12.45
Total	121	100

Interpretation-

From the table-1 it is understood that 33.05% of the respondents belongs to the age group of 25-35 years. However it is also found that second highest age group is 24.8% which belongs to 35 to 45 years, the third highest is 22.3% and it belongs to 45-55 years. The fourth is 12.45% and it belongs to above 56 years age group. From the analysis, it is observed that more than 55 per cent of the respondents are adopting online shopping and they belong to the age group of 26- 45 years. So, it may be concluded that the younger masses are showing more interest in on-line shopping.

2. Respondents' opinion in different Genders. Here, it is attempted to evaluate whether any association between the Gender and the opinion of the respondents.

Table- 2
Opinion of respondents towards the Gender

Table-2		
Gender	Total respondents	Percentage
Male	63	53
Female	58	47
Total	121	100

Interpretation-

From table-2, it is indicated that the following interpretation, it is evident that 52.5% of the respondents are males and 47.5% of the respondents are females. So, it may be concluded that male respondents are more interested in online shopping in comparison to females.

3. Marital Status of the Respondents and their opinion on online shopping services.

Table- 3

Opinion of respondents about marital status

Table-3		
Marital Status	Total respondents	Percentage
Married	66	55
Unmarried	55	45
Total	121	100

Interpretation-

The table-3 indicates that 55% of the respondents are married and 45% of the respondents are unmarried.

4. Impact of Respondents' educational Qualifications and their On-line shopping behavior.

Table- 4
Opinion of respondents towards the Educational Qualifications

Table-4		
Education	Total respondents	Percentage
High school	6	5
Intermediate	15	12
Graduation	12	10
Post graduation	58	48
Technical	24	20
Ph.D	6	5
Total	121	100

Interpretation-

The above table-4 indicates that 48% of respondents belong to Post graduation category as their educational qualification. To add to this, 20% comes from technical education category, 12% from intermediate, 10% from graduation, 5% from high school and Ph.D. From the analysis it is understood that more than 68% is highly educated. Hence, it can be concluded that higher education has greater impact on online shopping.

5. How far the occupation is associated with the Opinion of the Respondents.

Table- 5
Opinion of respondents towards the occupation

Table-5		
Occupation	Total respondents	Percentage
Self employed	12	10
Service holder	57	48
students	37	30
Home maker	15	12
Total	121	100

Interpretation- The table-5 indicates that 48% of respondents belong to the category of service holders, 30% belongs to students, 12% belongs to home makers and 10% belongs to self employed categories or groups. So, it can be concluded that service holders prefer online shopping and next to them are students.

6- How far the age of the customer decides individual needs and expectations?**Table- 6**

Chi-square test is conducted to explain relationship between age of the customer and it matches with individual needs and expectations.

Opinion of respondents about the customer' age and how does it match with individual needs and expectations.

Customers' individual need and expectation.	No. of respondents
Strongly agree	21
Agree	54
No opinion	28
Disagree	15
Strongly disagree	3
Total	121

Chi-square Tests

	Calculated Value	d.f.	Tabulated Value
Chi-square	51.36	4	9.49

Interpretation-

From the above table, 6 it could be concluded that out of 121 participated in the survey of Chi-square test, it was found that there is significant relationship between age of online customer and individual needs and expectations. As calculated value of Chi-square= 51.36 is greater than the tabulated value viz. 9.49, it is significant and null hypothesis is not accepted at 5% level of significance.

Table-7

Chi-square test is conducted to explain the relationship between age of the customer and wide range of options and it has significant impact on customer satisfaction.

The customer and wide rang options	No. of respondents
Strongly agree	64
Agree	27
No opinion	15
Disagree	3

Strongly disagree	12
Total	121

Chi-square Tests

	Calculated Value	d.f.	Tabulated Value
Chi-square	68.49	4	9.49

Interpretation

From above table 7, it is evident that χ^2 value is 68.49, which is more than 9.49. Hence it is found that a wide range of options has significant impact on customer satisfaction. . Since calculated value of chi-square- 68.49 and it is greater than tabulated value= 9.4. It is significant as null hypothesis is rejected at 5% level of significance.

Table-8

Chi-square test is conducted to explain relationship between age of customer and safety options and it has an impact on online customer satisfaction.

Customers' safety option	No. of respondents
Strongly agree	9
Agree	40
No opinion	30
Disagree	27
Strongly disagree	15
Total	121

Chi-square Tests

	Calculated Value	d.f.	Tabulated Value
Chi-square	80.35	4	9.49

Interpretation

From above table 8, it could be interpreted that there is significant relationship between age of online customers and safety options and it influences online customer satisfaction. Since calculated value of Chi-square=80.35 is greater than tabulated value 9.49, it is significant that the null hypothesis is rejected at 5% level of significance.

Table-9

Chi-square test is conducted to explain the relationship between ages of customers and return policies for online customer satisfaction.

Customers' return policies	No. of respondents
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Strongly agree	9
Agree	40
No opinion	30
Disagree	27
Strongly disagree	15
Total	121

Chi-square Tests

	Calculated Value	d.f.	Tabulated Value
Chi-square	46.99	4	9.49

From above table 9, it could be interpreted that there is a significant relationship between ages of online customer and return policies in bringing customer satisfaction. Since calculated value of Chi-square=46.99 is greater than tabulated value i.e.= 9.49, hence alternative hypotheses is accepted at 5% level of significance and null hypothesis is rejected.

Table- 10

Chi-square test is conducted to extend relationship between age of the customer and final service delivery in online customer satisfaction.

Final service delivery towards online customer satisfaction.	No. of respondents
Strongly agree	9
Agree	40
No opinion	30
Disagree	27
Strongly disagree	15
Total	121

Chi-square Tests

	Calculated Value	d.f.	Tabulated Value
Chi-square	35.78	4	9.49

Interpretation

From above table, 10 it could be interpreted that there is a significant relationship between age of online customer and final service delivery in creating online customer. Since

calculated value of Chi-square= 35.78 is greater than tabulated value 9.49, it is significant that the null hypothesis is rejected at 5% level of significance.

Chi square Analysis

The analysis of the survey reveals that there is no relationship between age of online shopping customers with individual needs and expectations.

Again, the analysis of the survey reveals that there is relationship between ages of online customers with wide ranges of options, provided by online shoppers. Apart from that, the study also explains that the age of online customer and safety option have a significant relationship. These studies also focus on ages of online customers and return policies in bringing customer satisfaction.

Finally, the survey explains that there is significant relationship between the age of the online customer and final delivery service in time.

Conclusion

The finding of the study emphasizes that online shoppers need wide ranges of options in buying different goods and services. They also look for finding different alternatives on the basis of price, quality, features, style etc. Here, shoppers must focus on safety options, which means when a customer gives his/her payment either in the shapes of cash on delivery (COD), debit card, credit card, or net banking, it is also essential that payment should take place within highest security and safety norms. As customers are more internet savvy, they must trust and be confident to buy high value products online. That is the reason the online shoppers put emphasis on safety of payment and delivery goods as per the professional norms. Business venture must reduce the customers' perceived risk, making sure easy navigation, and availability of wide ranges of products and services. With those facilities, safe payment options, easy and quick return policies and in time final service deliveries are also equally important. Service portals need to take notes of these factors, which help them to create new and successful e-commerce market and generate healthy competition.

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