

SATISFACTION IN ONLINE SHOPPING INFLUENCES THE PURCHASE INTENTION OF CONSUMERS – AN ANALYTICAL STUDY

Kennedy A

Research Scholar, PG & Research
Department of Commerce
St. Xavier's College, Palayamkottai
Tamil Nadu
E-mail: kennedyjulie5@gmail.com

A Arockia Dass

Associate Professor, PG & Research
Department of Commerce
St. Xavier's College, Palayamkottai
Tamil Nadu
E-mail: aruldosd@gmail.com

ABSTRACT

The repetitive purchase in online shopping is dependent on various factors of consumers. It varies from person to person. The PI of consumers in online shopping in one way or the other influences their satisfaction, if not; consumers do not feel to purchase the want of products online. This paper aims to bring an understanding of how satisfaction in online shopping influences the PI of consumers. The study was undertaken based on primary data. 280 respondents from the Tirunelveli district in Tamilnadu were selected for the study. The various statistical tools used in the study were Factors analysis, Correlation and Multiple linear regression analysis. These tools were employed to identify influencing factors and also find out the relationship between dependent and independent variables. The study found that independent factors like discounts and offers, customer care service, website features, and payment facilities are statistically influencing factors on the PI of consumers in online shopping. The study also revealed that there are significant relationships between independent variables and dependent variables namely purchase intention.

Keywords: Consumers, Online Shopping, Satisfaction, Purchase Intention

INTRODUCTION

Shopping trends of people increase year by year as online platforms make people shop from their comfort zone. As a result, people get interested in getting a variety of products online without visiting a physical store. Many studies show that consumers are satisfied with shopping for goods online in terms of price and discounts, offers, delivery and quality. Customer support, Security, information quality, payment mode and quality positively support the satisfaction of customers in online shopping (Jain and Sharma, 2020). E- Commerce's customers are satisfied and loyal to the website platform provided by e-commerce operators concentrating on higher quality delivery like correct orders, on time and improved product variety. Further, product delivery, product variety, information quality, and perceived security are significantly associated with customer satisfaction in online shopping (Mofokeng, 2021).

REVIEW OF LITERATURE

This Research study is based on primary data from 280 respondents in Tirunelveli district of Tamilnadu who have experienced in online shopping. A well-structured questionnaire was sent to the target

population to collect the relevant information from 300 respondents of which 280 were complete and the remaining were not complete. The stratified random sampling technique (probabilistic sampling) was adapted to select the sample of 280 for this study. Tirunelveli district consists of 19 blocks. The population of Tirunelveli district was stratified into blocks and every block was given proportionate weight in the participation of the sample.

RESEARCH OBJECTIVES

This research is mainly undertaken to study the relationship between satisfaction and PI of online shoppers. Based on the research focus, the objectives have been derived as follows

1. To identify key factors satisfying online shopping.
2. To analyze the significant relationship between factors satisfying online shopping and consumers' purchase intention.

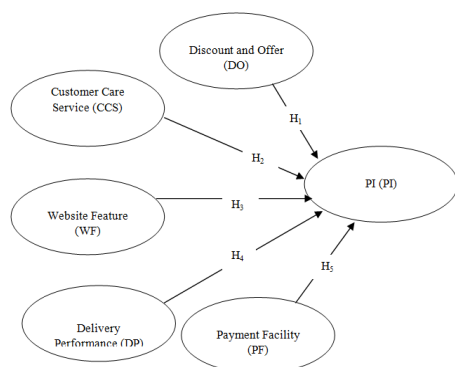


Figure 1: The Conceptual Model

Hypotheses

H₁:Discounts and offers play a significant role in the PI of consumers in online shopping.

H₂:Customer care service plays a significant role in the PI of consumers in online shopping.

H₃:Website feature plays a significant role in the PI of consumers in online shopping.

H₄:Delivery performance plays a significant role in the PI of consumers in online shopping.

H₅:Payment facility plays a significant role in the PI of consumers in online shopping.

The study consists of 280 online shoppers of which 60.7 percent are male and 39.3 percent are female respondents, the majority of the respondents come under the age group between 16-30 years, 57.9 percent respondents are married and 42.1 percent are unmarried, the maximum 40 percent of the

respondents having highest qualification as postgraduates, 40.4 percent of the respondents are private employees, 28.9 percent of the respondents belong to the income group between Rs.10,001 – Rs. 20,000, and 55.4 percent respondents reside in the urban area and the remaining 44.6 percent reside in the rural area.

FACTOR ANALYSIS

The Principal Component Analysis with the Rotation Method of Varimax and Kaiser Normalisation was used to identify the number of factors out of 17 items. Factor loading greater than 0.5 is considered good for data analysis. The estimate of the factor loading should be higher than 0.5, and ideally, 0.7 or higher. So, there is no obligation that your loading estimates must have higher than 0.7 (Hair *et al.* 2010).

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.787
Bartlett's Test of Sphericity	Approx. Chi-Square	1153.122
	Df	136
	Sig.	.000

Source: Primary Data

Table 2: Factor Analysis

Factors	Rotated Component Matrix	Factor Loading
Discount and Offer	Availability of combo offers	0.752
	Availability of cashback offers	0.729
	Free delivery of goods	0.649
	Availability of free coupons	0.620
Customer Care Service	Follow-up system till the products are delivered	0.716
	The timely response of customer care service	0.621
	Pre-information about new product arrival	0.567
	Return and refund policy of product	0.528
Website Feature	User-friendly website for shopping	0.736
	Display of brand images	0.666
	Multiple payment options	0.582
	The secured internet transaction method	0.538
Delivery Performance	Package and prompt delivery system	0.708
	Safety of the products	0.686
	The arrival of products on time	0.684
Payment Facility	Payments can be made on delivery of the products. (Cash on delivery)	0.756
	Availability of 24x7 payment facilities	0.686
PI	Branded products are available in online stores	0.779
	The availability of quality products makes me purchase online	0.650
	I can get quick information about products that I wish to purchase online	0.826
	I could see the variety of products and compare the price at the same time in various online stores	0.517

Table 3: Pearson’s Coefficient Correlation between Dependent and Independent Variables

		PI	Customer Care Service	Website Feature	Payment Facilities	Discount and Offer	Delivery Performance
PI	r Sig. (2-tailed)	1					
Customer Care Service	r Sig. (2-tailed)	0.434** .000	1				
Website Features	r Sig. (2-tailed)	0.500 .000	0.336 .000	1			
Payment Facilities	r Sig. (2-tailed)	0.323 .000	0.372 .000	0.278 .000	1		
Discounts and Offers	r Sig. (2-tailed)	0.418 .000	0.892 .000	0.358 .000	0.309 .000	1	
Delivery Performance	r Sig. (2-tailed)	0.324 .000	0.832 .000	0.209 .000	0.337 .000	0.492 .000	1

** . r is significant at the 0.01 level (2-tailed).

Source: Primary Data

Pearson’s Correlation shows that there are significant relationships between independent variables like discounts and offers, customer care service, website features, payment facility, delivery performance and PI of online shopping. This indicates that an increase in discounts & offers or payment facilities would lead to an increase in PI of online shopping. Similarly, an increase in website features would result in to increase in the PI of online shopping. It is also found from the analysis that website features with 50 per cent are much correlated with consumers’ PI of online shopping.

REGRESSION ANALYSIS

Multiple linear regression is used to find the significant relationship between dependent and independent variables. PI is taken as the dependent variable and discounts and offers, website features, payment facilities, delivery performance, and customer care service are taken as the independent variables. The statistical results are shown in the following tables.

Table 4: Model Summary for Independent Variables towards PI

Model	R	R ²	Adjusted R ²	Std. Error in the Estimate	Change Statistics		
					R ² Change	F Change	Sig. F Change
1	.585 ^a	.342	.333	.46257	.342	35.787	.000

a. Predictors: (Constant) Discount & Offer, Customer Care Service Website feature Delivery Performance, Payment Facilities
 b. Dependent Variable: PI

From the table, it is found R2 0.342 which shows a 34.2 per cent variance of PI is explained by discounts and offers, customer care service, website features, delivery performance and payment facilities.

Table 5: Coefficient of Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	1.288	.225		5.727	.000
	Discounts & Offers	.161	.050	.192	3.245	.001
	Customer Care Service	.258	.089	.277	2.893	.004
	Website Features	.337	.048	.374	7.016	.000
	Delivery Performance	.084	.044	.109	1.893	.059
	Payment Facilities	.100	.044	.123	2.288	.023

Source: Primary Data

a. Dependent Variable: PI

A multiple linear regression analysis was used to find out the significant relationship between the key factors influencing the PI of consumers shopping online. The various hypotheses were framed and

tested. The result in the above table shows that discounts and offers, customer care service, website features, and payment facilities have a direct relationship with the PI of consumers shopping online. The independent variables such as discounts

and offers, customer care service, website features, and payment facilities are statistically significant and influencing factors on the PI of online shopping because their p-values are less than the usual significant level of 0.05. This shows that an increase in discounts and offers, customer care service, website features, and payment facilities would certainly impact on PI of consumers shopping online. Nevertheless, delivery performance is a less influencing factor on the PI as its p-value is 0.059 which is greater than the usual significant level of 0.05.

CONCLUSION

Online shopping became more popular and convenient shopping rather than conventional shopping among all sections of people around the world. The result of this study identified the most influencing factors are discounts and offers, customer care service, website features, payment facilities and delivery performance as predictors for the PI of online shopping of consumers. Among the independent variables, delivery performance has a less influencing factor on the PI. The study also showed that website features are highly correlated with the PI of online shopping. It is therefore suggested that online sellers need to focus more on the delivery system adopted to satisfy the consumers shopping online and also to motivate the PI of consumers shopping online.

REFERENCES

- Abu-Shamaa, R., & Abu-Shanab, E. (2015, February). Factors influencing the intention to buy from online stores: An empirical study in Jordan. In 2015 IEEE 8th GCC Conference & Exhibition (pp. 1-6). IEEE.
- Gbolonyo, P. K., Darkwa, B. F., Antwi, S., & Adjei, E. O. (2022). To Shop Online or Not: The Role of Site Quality on Customer Satisfaction. *Open Access Library Journal*, 9(9), 1-27.
- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010), *Multivariate Data Analysis*. 7th Edition, Pearson, New York.
- Hu, Y. (2011). Linking perceived value, customer satisfaction, and purchase intention in E-commerce settings. In *Advances in computer science, intelligent system and environment* (pp. 623-628). Springer, Berlin, Heidelberg. Retrieved from https://link.springer.com/chapter/10.1007/978-3-642-23753-9_100
- Jain, R., & Sharma, M. S. (2020). Determinants of customer satisfaction in online shopping. *Maharshi Dayanand University Research Journal ARTS*, 19(1), 51-66.
- Jibby, B. John, & Pragadeeswaran, S. (2016). A study on relationship between customer satisfaction and loyalty in online shopping. *International Journal of Current Research*, 8(11), 41404–41410.
- Mofokeng, T. E. (2021). The impact of online shopping attributes on customer satisfaction and loyalty: Moderating effects of e-commerce experience. *Cogent Business & Management*, 8(1), 1968206. <https://doi.org/10.1080/23311975.2021.1968206>
- Phetnoi, N., Siripipatthanakul, S., & Phayaphrom, B. (2021). Factors Affecting Purchase Intention Via Online Shopping Sites and Apps During COVID-19 in Thailand. *Journal of Management in Business, Healthcare and Education*, 1(1), 1-17.
- Vasić, N., Kilibarda, M., & Kaurin, T. (2019). The influence of online shopping determinants on customer satisfaction in the Serbian market. *Journal of theoretical and applied electronic commerce research*, 14(2), 70-89. <http://dx.doi.org/10.4067/S0718-1876201900200107>