

A Satisfaction Study of Online Buyers

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Abstract: In today's era of globalization, electronic marketing is a revolution. Over the last decade, most business organizations have embraced technology, with online shopping or marketing as a way to improve marketing performance. As retailers develop strategies to meet the demand of online shoppers, they are busy studying consumer behaviour in the field of online shopping. This is to understand consumer attitudes towards online shopping. As a result, we have decided to examine consumers' attitudes towards online shopping and study the factors that influence consumers to shop online.

Keywords: Buying behaviour, consumer attitude, consumer behaviour, online shopping, technology.

1. Introduction

Globally, e-buyers are trying to acquire goods and services from the Internet in order to gain tremendous benefits from the concept of E-COMMERCE. As a result, we have transcended the traditional shopping era and entered the new and more efficient era of E-COMMERCE. Online shopping allows consumers to access goods and services 24-hours a day, 365 days a year with little or no cost. Since surplus seeking consumers are always looking for markets that are more economically efficient, online shopping is ideal. People can purchase just about anything from companies that offer their products online. Books, clothes, household appliances, toys, hardware, electronics, and stationery are just a few of the thousands of products they can buy from an online store. Since today's customers are more materialistic and running for their lives and careers with a limited amount of time, it has been an excellent platform for shopping.

The internet has influenced both demographic and psychographic aspects, resulting in major changes in consumer purchasing behaviour. In 1979, Michael Aldrich pioneered online buying. Shopping on the internet is a terrific method to find unique items that may not be accessible in your area. Comparing items, whether comparable or not, is even more valuable.

Multiple E-stores can be compared at the same time for materials, sizes, and pricing. You can compare material quality, sizes, and prices across multiple E-stores at the same time. The growth of E-shopping is primarily due to changes in consumer lifestyles and the proliferation of online activities. Almost all shoppers use the internet to save money because different products have different discounts. Above all, it saves time and provides complete reprieve from crowds.

2. Review of Literature

R.R. Burke, (2002), The success of Business-to-Consumer (B2C) e-commerce transactions is largely determined by trust. Several essential aspects that influence trust in the context of online shopping have been discovered by previous investigations. The focus of this study is on accessible security measures that ensure the safety of online buyers, as well as fantastic sales promos and online deals that encourage customers to shop online.

N.M. Menon, P. Konana, and S. Balasubramanian (2003), Some typical customer-satisfaction indicators, such as the appearance of facilities, staff, and equipment, as well as employee response and empathy, are unobservable in this setting. On the other hand, consumer satisfaction may be influenced by consumer trust. By modelling trust as an endogenously formed entity that ultimately affects consumer pleasure, we highlight the linkages between trust and other characteristics crucial to the performance of the online service provider and the service environment.

According to E marketer (2005 research)'s the Internet had a higher impact on electronics than on fashion, beauty, or home improvement, as one might expect. As a result of online marketing, people's buying and selling habits have shifted. It has made the entire shopping process much simpler and more convenient. Internet buying is most popular in the United States, where 93% of Internet users have made an online purchase (Business Software Association, 2002), and it is rapidly growing in India (www.ebay.com).

Greetings, Chirag Parmar is a writer who lives in India (2015), The study's main purpose is to figure out which payment option is the most popular for online shopping. Credit cards, debit cards, cash on delivery, EMI, gift certificates, and wallet Rs. of a specific site are all choices for online shopping. A survey was conducted to achieve this purpose, and 120 questionnaires were distributed to persons from various markets and the general public around Bikaner. The responses were examined using table analysis. According to the study's findings, the various payment options mentioned above have a significant impact on on-line buyers in India. Scholars and practitioners could use the study's findings to conduct future research in the same field.

Bellman et al. (1999) contend that demographics significantly influence online purchasing. A consumer's time constraints and networked lifestyle influence their purchasing

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decisions. Your willingness to take risks is another important factor to consider. Traditional shoppers are less willing to take risks than e-commerce customers. When consumers are concerned about their privacy and security, they make fewer online purchases, However, their desire to take advantage of the environment's information advantage offsets this (Kwak et al., 2002; Miyazaki and Fernandez, 2001). These more confident decision makers are significantly more demanding and have greater control over the entire purchasing process from start to finish (Rao et al., 1998).

Understanding why people shop on the internet requires recognizing people's pre-purchase intentions. One area of research in the realm of online consumer behavior is looking into the factors that influence these intentions. Researchers examined transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security concerns, trust, shopping delight, the valence of the online shopping experience, and perceived product quality, to name a few factors. (Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003; Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003; Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky

A growing number of firms and organisations are taking advantage of and developing economic opportunities on the internet. Marketers are increasingly interested in determining what motivates customers to spend money online as a result of this new purchase channel. Because of intense competition, online retailers have been compelled to develop a competitive advantage in the virtual shopping sector. Marketers must first understand customer purchasing behaviour in order to have a competitive advantage in the marketplace. As a result, in order to match consumer expectations, it is vital to analyse and discover the features that motivate people to shop online. As a result, the focus of this research will be on the characteristics that are most likely to increase online consumer pleasure.

3. Scope of Study

This study looks at e-buyers' satisfaction with online purchases. The primary purpose of this research is to determine what factors influence online consumer happiness. Aside from that, the poll examined the attributes they prefer in their products as well as their brand loyalty. We now know what types of items people enjoy and why they buy them as a consequence of this study.

4. Limitations

- The survey's findings are based on the assumption that respondents provided accurate information, and the study is limited to Irinjalakuda.
- Bias may exist among the responses. As a result, the accuracy is false.

5. Research Methodology

- *Research design:* The study utilized a descriptive research

design. Descriptive research investigations are concerned with describing the features of a certain person or group of people.

- *Population:* There is no limit on the size of the population.
- *Sample size:* This is the number of items that will be chosen from the whole population to make up the sample. The study employed a sample size of 50 people.
- *Sample design:* A sample design is a set of instructions for extracting a sample from a specified population. It is the method used by the researcher to pick objects for the sample. The respondents are chosen using a suitable sampling method.
- *Statistical tools:* Simple percentage analysis and ranking analysis are used to analyze the data gathered through questionnaires.

6. Objective of the Study

- To determine how satisfied e-buyers are with internet buying.
- To learn what people think and believe about internet buying.

7. Data Analysis

Access to essential and useful data is one of the most important tools for conducting marketing research. In some cases, data is readily available, but in other cases it has to be collected from scratch. A variety of methods can be used to gather data.

Primary data: The primary data were collected by distributing a questionnaire and asking them to fill it out after explaining how the data would be used.

The survey had both open-ended and closed-ended questions. These are the methods I used to obtain this information:

- Hold a poll
- Ask a question

Secondary data: is previously obtained and compiled information. This data is available from the corporation or firm, as well as newspapers, periodicals, magazines, and other publications. The study's data was taken from the organization's records, records, journals, text boxes, the internet, encyclopaedias, and other resources for information, the organization's staff and management are also consulted.

8. Findings

- The majority of respondents (68%) feel that pricing is a major consideration when making an online purchase.
- Flipkart and Amazon are the most popular online shopping sites among the 50 respondents.
- The majority of respondents choose the pay-on-delivery option as a payment method.
- The majority of the respondents learned about online shopping sites from social media as well as family and friends.
- Almost 40% of respondents say they spend an average of 1000-5000 rupees on internet shopping.

- Flipkart is the most popular ecommerce website among respondents, followed by Amazon.
- The majority of respondents say mobile wallets are their preferred form of online payment.
- The majority of respondents believe that using social media and promotions to promote an e-commerce website is the best marketing strategy.
- The most dissatisfying experiences reported by the majority of respondents were delivery delays and expensive shipping costs.
- The majority of respondents prefer to buy electronic items online from Flipkart and Amazon.
- The three key elements that influence people's purchasing decisions are quality, brand image, and pricing.

9. Conclusion

"Customer satisfaction among e-buyers," according to the report. The information was mostly gathered through a 50-person survey. There is a real effort to make a meaningful conclusion based on the facts gathered throughout the project. Consumers used to have enough time to go to shopping malls and look for different things. Many people like to bargain and make purchases after physically inspecting the goods. Depending on the goods, amount, quality, and buying source,

the complete process might take anywhere from a few hours to weeks. Today, the entire scenario has changed dramatically. Online purchasing is a rapidly expanding industry. It will thrive in a highly competitive and dynamic market if it is correctly employed with ensured safety and security for transactions. With the increased use of the World Wide Web, sometimes known as www, online shopping is becoming increasingly popular. Marketers are finding it difficult to understand their customers' needs for online selling. Understanding customer attitudes toward online buying, improving the elements that drive consumers to shop online, and working on the factors that encourage consumers to purchase online can help marketers achieve a competitive advantage over their competitors. Finally, having access to online buying has had a significant impact on our society as a whole. This application of technology has opened up new avenues and possibilities, allowing for a more convenient existence today.

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