

Customers Satisfaction towards Online Shopping in Butwal Sub-Metropolitan City

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Abstract

The study intends to investigate the effect of consumer satisfaction towards online shopping in Butwal City. The study identifies the determinants that influence customer online buying satisfaction. The descriptive and causal comparative research designs are used. Primary data was collected through questionnaire from respondents in Butwal City. A total of 160 respondents were surveyed for this research. The primary source was used for the purpose of collecting data so as to analyze data for ascertaining findings. The primary source of data is structured questionnaire which contained single choice questions, multiple choice question, ranking questions and likert scale questions. The questionnaire includes general information about the respondent, single response questions, multiple response questions, and a 5-point likert scale. The data was analyzed in tabulated form. One way ANOVA and independent sample t-test was performed. The respondents were classified according to their gender, age group, individual monthly income and occupation.

The major findings of this research were; website responsiveness, website transaction security and website responsiveness are the most important dimensions that affect customer satisfaction, while website personalization is the least important for customer satisfaction; website quality is an important factor for customer satisfaction. A good layout, functioning website helps promote customer satisfaction while shopping online. Website reliability such as timely delivery of products, being truthful about its offerings, fast delivery is also very important for customer satisfaction.

Keywords: Customer satisfaction, Online shopping, Descriptive analysis, E-commerce, Internet shopping

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I. Introduction

A fundamental understanding of factors impacting online customer satisfaction is of great importance to e-commerce. Customer satisfaction is the consequence of experiences during various purchasing stages: needing something, gathering information about it, evaluating purchasing alternatives, actual purchasing decision, and post purchasing behavior. Shopping for products on the internet has become an alternative for consumer since it is more comfortable than conventional shopping which usually attributed with anxious, crowded, traffic jam, limited time, parking space and, etc. (Suki, 2008).

The internet offers benefits which help consumers to become more efficient and effective towards online shopping. Consumer's efficiency can be enhanced by online shopping to provide rapid access to product related information, saving consumers time, effort and money, quality of the product, and shopping experience (Mason, 1998). Online shopping engages purchase of products, sales, and services over the platform of internet. During last few years, it has become increasingly popular in UK (Wu 2013). As the competition level in this retail market increased day by day, all the retail organizations are trying to gain more and more customers with the old clients. In this context, Ludin and Cheng (2014) has commented that applying best E-service, proper designing of website, E-loyalty, system and service satisfaction are key to attain customers Satisfaction.

In Nepal, many companies have started the trend of e-commerce in Nepal decade ago, but the challenges are still the same. The actual sales have not been able to start due to lack of knowledge awareness and online payment systems, selling globally and inside the country is the same in years. Payment Gateways are being developed but they have their limitations due to legal and security issues. The lack of proper knowledge and awareness among the generation is the major hurdle in e-commerce. In the past recent years due to education and reach to internet among the many people in Nepal has brightened the future of e-commerce. The interest of students in the field of IT, the growth of IT companies has helped a lot in the awareness and interest in the young generation for internet and IT, has directly created more opportunities for the growth of e-commerce in Nepal.

The top considered e-commerce sites of Nepal are daraz.com, munchha.com, thamel.com, harilo.com, esewapasal.com, nepbay.com, foodmandu.com, ekantipur.com, rojeko.com, khasiboka.com, hamrobazar.com. Almost all of these sites have common aim of providing easy access to online market and secure delivery in time. Currently there are online retail stores in Nepal that are selling everything from grocery items, fashion

wear, books, music, videos and movie tickets to consumer electronics, home appliances, motorbikes and automobiles. Dozens of online stores have also emerged on social network sites such as Facebook that generally depends on 'friends' to promote their businesses.

II. Literature Review

A literature review discusses published information in a particular subject area, and sometimes information in a particular subject area within certain time period. A literature review is a body of text that aims to review the critical points of current knowledge substantive findings as well as theoretical and methodological contributions to a particular topic. They are secondary sources and they do not report any new or original experimental works.

Online shopping is the easiest way to purchase products. Online shopping in the western countries is very common to all but for Malaysia it is very challenging (Haque & Khatibi, 2007). In online shopping, sometimes consumers are not satisfied with the manner in which products and services are sold in the online environment. Sometimes items purchased from online do not deliver on time even though online message is very clear to deliver the item within 24 hours to the customer. The strategies that marketers are using have not adequately addressed the changing demands of the consumer to ensure customer satisfaction (Day & Landon, 1977). The marketing function limits the scope of marketing strategies in operating successfully online. New electronic communication marketing variables have exploded the alternatives available to customers globally. These changes have redefined many of the old views of marketing, trade and power. Furthermore, many researchers recognize and accept that customer satisfaction is a logical measurement of success in market exchanges. (Dubrovski, 2001).

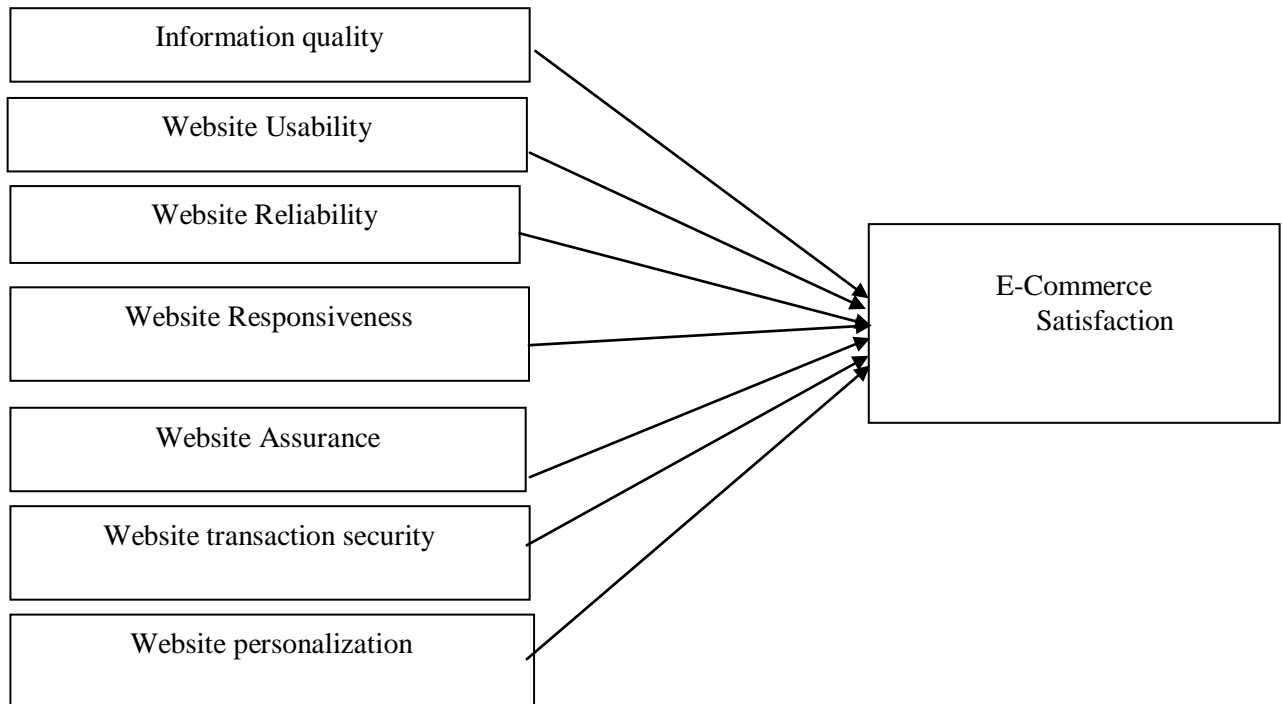
Dharma Singh discussed had never used Tradus.com before but started hearing about the same in last few months had visited the site and the first impression was not bad. It was excited by seeing a lot of items at a decent price. A search for Tripod showed over 150 items, starting from a price range of Rs. 700 to Rs. 40,000. Then short listed a couple of them and started reading reviews. However, it was eventually figured out they have just one model in stock, which is over 22,000INR, which was beyond my budget.

Shippa Gupta 'Indian online shoppers believed there was a wider purchase choice online rather than offline, that shopping online was extremely convenient and easy, and that most goods were cheaper online than they were offline,' says, Country Manager, West Africa, MasterCard Worldwide. Subash Rowther Online security is a priority for and we work closely with our customer financial institutions and retailers in Nigeria to ensure that online holders can have the highest level of confidence when shopping online, and that retailers can gain greater assurance about the identity of the customer completing a purchase.

Swaid (2007) in his research that evidence exists that one successful strategy to satisfy and retain customers is offering superior service quality. Motivated by the growing interest in e-commerce, the focus of the research question was on identifying the key dimension of e-commerce service quality and its relationship to customer satisfaction and loyalty. In exploring answers, research questions and a hypothesized model was proposed and empirically tested using a research survey with 370 online shoppers. Silent results includes; (1) key dimensions of e-commerce service quality are website usability, information quality, reliability, responsiveness, assurance and personalization; (2) customer satisfaction is influenced mostly with the perception of reliability, while customer loyalty is affected by the perception of assurance; (3) customer retention is predicted by the customer satisfaction index. Results of the study contributed to the nascent body of research in e-service quality and offer unique insights for manager of online firms on how to manage then quality of their e-commerce e-service.

Research framework

This research is based on theoretical framework of Swaid et al. (2007) conducted the study to analyze the impact of various service quality factors influencing customer online buying satisfaction. This research has been motivated by the growing interest in online shopping by residents of Butwal City and this research conducted by Swaid et al. (2007) provides necessary framework to conduct the study based on the local context of Butwal residents. This research attempts to find out various roles that online marketing can play to influence customers shopping behavior and perception for online e-commerce businesses. The findings includes key dimensions of e-commerce service quality which are website usability, information quality, reliability, responsiveness, assurance and personalization and how these factors influencing the customer online buying satisfaction levels.



Source: Wu, I. (2012)

Figure 1. Schematic Diagram of Theoretical Framework

Research Hypothesis

The research hypothesis are:

H₀₁: There is no significant relationship between information quality and customers online shopping satisfaction

H₀₂: There is no significant relationship between website usability and customer's online shopping satisfaction

H₀₃: There is no significant relationship between website reliability and customer's online shopping satisfaction

H₀₄: There is no significant relationship between responsiveness and customer's online shopping satisfaction

H₀₅: There is no significant relationship between website assurance policies and customer's online shopping satisfaction

H₀₆: There is no significant relationship between transaction security and customer's online shopping satisfaction

H₀₇: There is no significant relationship between website personalization and customer's online shopping satisfaction.

III. Research Methodology

Research Design

The descriptive and causal comparative research designs are used. Descriptive research design is a quantitative research method that attempts to collect quantifiable information for statistical analysis of the population sample. It is a popular market research tool that allows us to collect and describe the demographic segment's nature. A causal-comparative design is a research design that seeks to find relationships between independent and dependent variables after an action or event has already occurred. The collected data has been processed using statistical Package for Social Science SPSS.

Description of Sample

The sampling units are both male and female. Convenience sampling was used to gather the necessary data for this study. Convenience sampling is on non-probability sampling statistical methods of selecting people/respondents for the study who can be conveniently located and quickly accessed. In probability sampling, each element in the population has a known nonzero chance of being selected through the use of a random selection procedure. The sample size was determined through the formula as developed by (Yamane, 1957).

$$n = N/1+Ne^2$$

Where n= sample of the study, N=Total population of the study, and e=error i.e.5 percent.

$$n = 160 / (1 + 160(0.05 * 0.05)) = 160.4$$

Therefore, the sample of the study has been calculated as 160.4.

Procedure of the data collection

Primary sources were used for this research. While the study and its findings were based upon the data collected through questionnaire,

Validity and Reliability

Validity is the ability to measure what one intended to measure, and customer validity involved the operation measures for the studied subject. More precisely, it included the way in which the researcher translated theoretical information into operational and measurable questions, and variables. We sought to conduct the questions in the questionnaire in such a way that we provided with the most relevant information so as to answer our research question.

Data Analysis Methods

The data collected through questionnaire was analyzed using statistical tools in SPSS and Microsoft Excel. Statistical tools such as central tendency, frequency tables, charts, dispersions and cross tabulation analysis was used for descriptive analysis whereas chi square test, correlation analysis, t-test and correlation test were be carried out of inferential analysis.

IV. Results and Conclusion

The collected data were entered into the SPSS program for the purpose of data analysis and management SPSS and Microsoft Excel have been used for analyzing and interpreting the data.

Demographic Profile of the Respondent

This section represented the tabular representation of the different demographic component i.e. age, Gender, Academic qualification and profession.

Table 1.
Classification based on Gender

Gender	Frequency	Percent
Male	105	65.6
Female	55	34.4
Total	160	100

The table shows that out of 160 respondents 65.6 are male and 34.4 are female.

Table 2.
Classification based on Age

Age	Frequency	Percent
Below 20 Years	33	20.6
20-29 Years	46	28.8
30-39 Years	39	24.4
40-49 Years	24	15
50 Years and above	18	11.3
Total	160	100

Similarly, 20.6% of the respondents fall below 20 years, 28.8% respondents fall into 20-29 years, 24.4% of respondents fall into 30-39 years, 15% of the respondents into 40-49 years and 11.3% into 50 years and above age group.

Table 3.
Classification based on Academic Qualification

Academic Qualification	Frequency	Percent
Post Graduate	12	7.5
Graduate	45	28.1
Under Graduate	53	33.1
Up to Intermediate	50	31.3
Total	160	100

Likewise, out of 160 respondent 7.5% are post graduate, 28.1% are graduate, 33.1% are undergraduate and 31.3% are at intermediate level.

Table 4.
Classification based on Occupation

Occupation	Frequency	Percent
Student	37	23.1
Business Person	51	31.9
Service Holder	40	25
Other	32	20
Total	160	100

Income Level	Frequency	Percent
Below 15000	21	13.1
16000-25000	29	18.1
26000-35000	33	20.6
36000-45000	37	23.1
46000 and above	40	25
Total	160	100

Students comprise of 23.1%, Business person 31.9%, Service holders are 25% and other are 20%. Finally, 13.1% are below income level of Rs.15000, 18.1% are at income level 16,000-25,000, 20.6% are between 26,000 -35,000, and 23.1% are between income levels 36000-45000 and finally 46000 and above are 25%.

Descriptive Analysis in the study

Table 5.
Analysis of Respondents Using various website

Website	Frequency	Percent
Daraz	43	25
SastoDeal	30	18.8
IwishBag	62	38.8
Nepbay	18	11.3
GoGazzab	10	6.3
Total	160	100

The table shows that out of 160 respondents, 25% have used Daraz, 18.8% have used sastoDeal, 38.8% have used iwishBag, 11.3% have used Nepbay and 6.3% have used GoGazzab.com.

Table 6.
Analysis of satisfaction of respondents with online shopping experience

Satisfied with online shopping	Frequency	Percent
Yes	91	56.9
No	69	43.1
Total	160	100

The table shows that out of 160 respondents, 56.9% are satisfied with the online shopping experience while 43.1% are not satisfied with the experience.

Table 7.
Analysis of respondents who think website quality is an important factor affecting customer buying satisfaction

Website quality important	Frequency	Percent
Yes	143	89.4
No	17	10.6
Total	160	100

The table shows that 89.4% of the respondents think that website quality is an important factor influencing online customer satisfaction while 10.6% think otherwise.

Table 8.
Analysis of customers on how often they shop online

Frequency of online shopping	Frequency	Percent
Once a year	67	41.9
Twice a year	72	45
Every month	21	13.1
Total	160	100

The table shows that out of 160 respondents, 41.9% shop only once a year, 45% shop twice a year and remaining 13.1% shop every month.

Inferential Analysis

Table 9.
Cross Tabulation between gender and preference of online shopping website. (In %)

Gender	Daraz	SastoDeal	iwishBag	Nepbay	GoGazzab	Total
Male	29.5	13.30	40	11.40	5.70	100
Female	16.40	29.10	36.40	10.90	7.30	100
Total	25	18.80	38.80	11.30	6.30	100

The table shows the cross tabulation between gender and preference of online shopping websites. In male respondents 29.5% shop from Daraz, 13.3% shop from sastoDeal, 40% Shop from iwishBag, 11.4% shop from Nepbay and 5.7% shop from GoGazzab. In female respondent's 16.4% Shop from Daraz, 29.1% shop from SastoDeal, 36.4% Shop from iwishBag, 10.9% Shop from Nepbay and 7.3% shop from GoGazzab.

Chi-square: 7.552

P value: 0.109

Since p value of 0.109 is greater than level of significance (α) = 0.5, therefore there is no significant relationship between gender and preference of online shopping website.

Table 10.
Cross Tabulation between occupation and preference of online shopping website. (In %)

Occupation	Daraz	SastoDeal	iwishBag	Nepbay	GoGazzab	Total
Student	29.70	27.00	27.00	10.80	5.40	100
Business person	25.50	11.80	49.00	7.80	5.90	100
Service Holder	27.50	10.00	45.00	10.00	7.50	100
Others	15.60	31.30	28.10	18.80	6.30	100
Total	25	18.80	38.80	11.30	6.30	100

The table shows cross tabulation between occupation and respondents who have shopped from which website. Out of 37 students, 29.7% have shopped from Daraz, 27% from sastoDeal, 27% from iwishBag, 10.8% from Nepbay and 5.4% from GoGazzab. Out of 51 business persons, 25.5% shopped from Daraz, 11.80% from SastoDeal, 49% from iwishBag, 7.8% from Nepbay and 5.9% from Gogazzab. Out of 40 service holder, 27.50% have shopped from Daraz, 10% from SastoDeal, 45% from iwishBag, 10% from Nepbay and 7.5% from GoGazzab.

Chi square value: 14.917

P value: 0.246

Since p-value = 0.246 is greater than level of significant (α) = 0.05, there is no significant relationship between occupation and preference of online shopping websites.

Table 11.
Cross Tabulation between Education level and preference of online shopping website. (In %)

Education	Daraz	SastoDeal	iwishBag	Nepbay	GoGazzab	Total
Post Graduate	16.70	16.70	41.70	25.00	0	100
Graduate	13.30	20.00	40.00	17.80	8.90	100
Under Graduate	28.30	17.00	43.40	9.40	1.90	100
Upto intermediate	34.00	20.00	32.00	4.00	10	100
Total	25.00	18.80	38.80	11.30	6.30	100

The table shows the cross tabulation between education level and preference of online shopping websites. Out of 12 post graduate respondents, 16.7% shop from Daraz, 16.7% from sastodeal, 41.7% from iwishBag and 25% from Nepbay. Out of 45 graduate's respondents, 13.3% shop from Daraz, 20.0% shop from SastoDeal, 40% shop from iwishBag, 17.80% Shop from Nepbay and 8.9% shop from GoGazzab. Out of 53 Under Graduate respondents, 28.3% shop from Daraz, 17% shop from SastoDeal, 43.40% Shop from iwishBag, 9.4% shop from Nepbay and 1.9% shop from GoGazzab. Out of 50 respondents who have education level up to intermediate, 34% prefer to shop from Daraz, 20% shop from SastoDeal, 32% shop from iwishBag, 4% shop from Nepbay and 10% shop from GoGazzab.

Chi square value: 15.961

P value: 0.193

Since p-value = 0.193 is greater than level of significant (α) = 0.05, there is no significant relationship between Education level and preference of online shopping websites.

Table12.
Correlation of dimensions affecting customer's online shopping satisfaction.

Correlation		X1	X2	X3	X4	X5	X6	X7	X8
X1	Pearson correlation	1	0.671**	0.881**	0.193*	0.071	0.003	0.221**	0.092
	p-value		0.000	0.000	0.014	0.374	0.965	0.005	0.024
X2	Pearson correlation		1	0.652**	0.176*	0.052	-0.002	-0.009	0.092
	p-value			0.000	0.026	0.515	0.982	0.259	0.245
X3	Pearson correlation			1	0.158*	0.055	-0.007	0.225**	0.68
	p-value				0.046	0.488	0.932	0.004	0.002
X4	Pearson correlation				1	-	-0.137	0.041	0.04
	p-value					0.135	0.090	0.083	0.612
X5	Pearson correlation					1	0.807**	0.312***	-
	p-value						0.000	0.000	0.267
X6	Pearson correlation						1	-0.232	0.270
	p-value							0.003	0.001
X7	Pearson correlation							1	-
	p-value								0.103
X8	Pearson correlation								1
	p-value								0.194

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

*correlation is significant at the 0.05 level (2-tailed)

X1 = Website information

X2 = website Usability

X3 = website reliability

X4 = website responsiveness

X5 = website assurance

X6 = website Transaction security

X7 = website personalization

X8 = Customer satisfaction

V. Conclusion

The online shopping is getting popular among today's Nepali population as they feel it's more convenient and time saving. However, Nepalese website are not doing enough to increase the number of satisfied clients because only 56.9% of the total respondents were happy with their online shopping experience. Considering this fact, this study focuses on analyzing the various dimensions that customers think are important for customer online shopping satisfaction. For the study purpose, the dependent variable customer satisfaction and the independent variables are information quality, website usability, website responsiveness, website reliability, website assurance, website transaction security and website personalization.

This research provided similar results to the ones studied in literature review. This research was based on theoretical framework of Swaid (2007). Swaid at research questions and a hypothesized model was proposed and empirically tested using a research survey with 370 online shoppers. Salient results included: (1) key dimensions of e-commerce service quality are information quality, website usability, website responsiveness,

website reliability, website assurance, website transaction security and website personalization; (2) customer satisfaction is influenced mostly with the perception of reliability, while customer loyalty is affected by perception of assurance; (3) customer retention is predicted by the customer satisfaction index. Results of the study contributed to the nascent body of research in e-service quality and offer unique insights for managers of online firms on how to manage the quality of this e-commerce e-service. The respondents think that if online websites provide better website reliability such as delivery of the ordered goods, faster delivery and doing what is promised, it will increase customer's online shopping satisfaction. Likewise, if websites provide reliable service, assurance and transaction security to the customer, they will also lead to higher customer satisfaction.

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