

Customer Satisfaction towards Online Buying in Chitwan District

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Received Date: March 18, 2024; **Reviewed Date:** May 19, 2024;

Accepted Date: August 12, 2024

ABSTRACT

The largest factor in both customer satisfaction and consumer attractiveness is online buying. Most firms in today's technologically advanced world rely on online sales to both satisfy their current clientele and draw in new ones. This study report examines how internet buying affects increasing consumer satisfaction. The study also looked at how internet purchasing affected retail companies' ability to increase customer happiness. To complete the research tasks, an ethical questionnaire must be created with the study subject and activities in mind. The study is based on 100 respondents from the online buyers of Chitwan district. Several contact points were considered when creating the survey. Stratified sampling method was followed to select the respondent. After working on the study, researcher have discovered that people's decisions to purchase online are greatly influenced by their level of customer satisfaction. For websites that facilitate online shopping to become more popular than brick-and-mortar stores, they need to offer excellent customer support and readily navigable applications or websites. Additionally, the study found that online shopping has a range of negative effects on people of all ages and genders. However, the analysis also showed that online shopping contributes to excellent quality, accessibility, and comfort, all of which boost consumer happiness.

Keywords: Attitude, Customer Behavior, Customer Satisfaction, Online Buying.

Introduction

In recent years, e-commerce has dramatically transformed the retail landscape! Altering how consumers shop and interact with brands! This shift towards online buying has been driven by several factors! Including advancements in technology, the convenience of shopping from home, and the increasing availability of a wide range of products? As more consumers turn to online platforms for their purchasing needs, understanding customer satisfaction in this digital environment has become crucial for businesses aiming to retain customers and foster loyalty. Customer satisfaction in online buying is a multifaceted concept! Encompassing various dimensions such as website usability, product quality, delivery efficiency, customer service, and overall shopping experience! These factors collectively influence a consumer's perception and their likelihood of repeat purchases? Research indicates that satisfied customers are more likely to

become repeat buyers and advocates for the brand! Highlighting the importance of delivering a positive online shopping experience (Anderson & Srinivasan, 2003). Moreover, the unique characteristics of online shopping! Such as the inability to physically inspect products before purchase and the reliance on digital communication for customer service? Introduce distinct challenges and opportunities for enhancing customer satisfaction. According to a study by Kim, Ferrin, and Rao (2009)? Trust and perceived risk play significant roles in shaping customer satisfaction in e-commerce settings, underscoring the need for businesses to build reliable and secure online environments. As e-commerce continues to evolve, ongoing research into customer satisfaction is essential for identifying best practices and strategies that can help businesses improve their online offerings! By understanding the key drivers of customer satisfaction, companies can better cater to the needs and preferences of online shoppers? Ultimately achieving sustainable growth and competitive advantage in the digital marketplace. Many daily tasks have been moved online considering the global technology breakthroughs that have occurred. Online buying has been the foremost critical internet-related change. Shopping from domestic isn't as it were helpful, but it moreover spares time and diminishes the unnecessary stretch that numerous people experience when they go shopping (Tzeng, Ertz, Jo & Sarigöllü; 2021). This thinks about contributes to the understanding of how shopper bliss ensures a positive online buying encounter. Whereas acquiring online could seem like a more hassle-free elective, there are steps you ought to take to maximize customer fulfillment. A great helpline, simple shapes of exchanges, high-quality conveyance administrations, and high-quality data are all critical components to consider when surveying client fulfillment. To improve the system, it is crucial to comprehend the demands of clients who purchase online (Liu, Gao & Xie; 2008). This study emphasized many approaches of achieving customer satisfaction and the metrics that influence it.

The researcher was motivated by the issue statement, which read, "How does customer satisfaction affect online Buying?" Various follow-up questions around the importance of client fulfillment, the relationship between online acquiring and client bliss, and different exercises that affect client fulfillment were included in expansion to the most address. The study also discusses some of the factors that influence people's preference for online shopping, which helps to address the topic of how to raise customer happiness while keeping the demands of the consumer in mind. After completing the study, the reader was equipped to respond to the queries with a thorough understanding of every facet, which enhanced the online

buying experience. It also gave a general picture of the future, in which everything is probably done digitally (Jayasubramanian, Sivasakthi & Ananthi; 2015). This study aims to provide an overview of consumer attitudes on online shopping. The impact of customer happiness on online buying is shown by this study. Additionally, it offers a thorough explanation of how to improve the online buying experience by demonstrating the relationship between increasing customer happiness and an increase in the number of online shoppers. This study provides a comparison of how different rules ultimately have dual impacts and helped uncover numerous areas of online buying that might be improved. The breadth of various approaches and their potential to raise customer satisfaction has been evaluated by the research. The research has limitations, such as a limited sample size and the period of the study, even if it was instructive and a foundation for understanding how online purchasing might be improved. Customer satisfaction can also be reduced to individual preferences, which makes it more arbitrary and challenging to deal with. To reduce the disadvantages, we have, however, taken preventative steps, such as surveying a diverse range of respondents.

Research Hypothesis

A research hypothesis is a claim about an anticipated outcome or forecast that the study was attempting to verify. A precise, understandable, and testable claim or prediction regarding the potential result of a population-based scientific research study, such as assumed variations in groups' scores on a given measure or correlations across variables, is known as a research hypothesis. One of the most crucial phases in organizing a quantitative scientific research study is defining the research hypothesis. Because the stated hypotheses frequently influence the intended research design as well as the design of the study, a quantitative researcher typically specifies an a priori expectation for the study's outcomes in one or more research hypotheses before the investigation is conducted. You "prove" your hypothesis with the discipline insights you've obtained over the year of investigation. The null hypothesis and the alternative hypothesis are the two categories. Usually, research begins with an issue. The researcher is then given some precise restatements and explanations of the study problem by these hypotheses. The researcher strives to illustrate the impact of customer happiness on online buying while keeping in mind our main inquiry and anticipate that as customer satisfaction rises, more people will purchase online. It is anticipated that higher levels of customer satisfaction led to easier access to online retailers, increasing consumer convenience. Thus, it stands to reason that online buying and

consumer happiness will be positively correlated. Several theories have been established to analyze the basic data that was gathered for this research.

H1: The mean for purchasing goods online varies depending on factors including comfort/ease of access, the quality of the product, and satisfaction with the purchase.

H2: The mean amount of online buying varies according to gender.

H3: The mean amount of online buying varies according to age.

Literature Review

Since the epidemic has essentially stopped many of the traditional types of buying that we are used to, online shopping has become even more vital. This makes it crucial to research the elements that affect customer happiness in an online environment to comprehend consumer behavior and tailor our services to meet their demands. Studies on customer satisfaction with online buying indicate that several factors, including the quality of the information provided, the characteristics of the merchandise, the ease with which transactions can be managed, the security and privacy provided by the service, the design of the website, customer support, and delivery, are highly significant predictors of customer satisfaction in the context of online buying. Additionally, studies have shown that there is no discernible relationship between response time and customer happiness (Liu, Gao & Xie; 2008). Customer satisfaction in the context of online buying is influenced by a multitude of factors, which have been extensively studied in the literature. One of the foundational aspects is website quality, encompassing usability, design, and functionality. According to Bai, Law, and Wen (2008), a well-designed website that is easy to navigate significantly enhances the customer experience, leading to higher satisfaction levels. The intuitive layout, efficient search functions, and detailed product information are critical components that contribute to a positive online shopping experience. Another crucial factor is the perceived value, which includes the quality of products and services relative to the price paid. Zeithaml (1988) posits that perceived value is a key determinant of customer satisfaction, as it reflects the consumer's evaluation of the benefits received versus the costs incurred. This concept is particularly relevant in the online shopping environment, where consumers cannot physically inspect products before purchase.

Trust and security are also pivotal in shaping customer satisfaction in e-commerce. Given the inherent risks associated with online transactions, such as

privacy concerns and the potential for fraud, building trust is essential for online retailers. Studies by Kim, Ferrin, and Rao (2009) indicate that trust in the online vendor, facilitated by secure payment systems and transparent policies, significantly impacts customer satisfaction and loyalty. To comprehend the process that is attracting an increasing number of customers to the world of online buying, several academics and literary discourses have focused on the online medium of purchasing. While some academics have argued that aggressive marketing tactics are to blame for this contemporary development, others have used the technological growth as justification. Early study was done by Davis (1993) to comprehend this process holistically. He discovered two primary causes: the customers' satisfaction and their greater simplicity of use in comparison to more conventional buying methods. Because these characteristics are still valid and may describe customers' mental processes when they go online and shop for various goods, they can assist explain the present shopping trend.

Although this provides us with a common description to help us grasp the process, a thorough awareness of the issues surrounding online purchasing is still necessary to appreciate the drawbacks and advantages of this system. Tandon (2017) released studies in which they noted several issues that have impacted customers using this business model. The vast array of items that are available on the database is one of the relevant factors that has impacted the customers. Customers find it challenging to focus entirely on online activities as a result.

According to additional research, the four most significant factors influencing customers' satisfaction with online shopping are the variety of products available, the website design of the product, the performance of the service used for product delivery, and the reliability of the product or services the customer is purchasing. Additionally, this study discovered no significant correlation between the amount of time saved throughout this procedure and consumers' pleasure with online buying (Alam & Yasin; 2010). Important research comes to the conclusion that people are drawn to online shopping because of its convenience, which can be defined and described by factors like saving time by using this method, avoiding the unbearable stress associated with in-person shopping, having a wealth of options and information about the products they are buying, having easy access to these services, having websites that are easy to use, having flexible ordering hours, and being less expensive (Vasić, Kilibarda & Kaurin; 2019). The disadvantage of this buying strategy, though, is that consumers are extremely concerned about their privacy and safety. Some of the obstacles preventing

everyone from adopting online purchasing include ambiguous regulations regarding product warranties, imprecise return and exchange procedures, a lack of individualized customer care that used to make consumers feel important, etc. (Karim, 2013). Researchers also suggest addressing privacy and security concerns and improving the overall trustworthiness of online commerce (Karim, 2013).

Theoretical Models and Frameworks

Several theoretical models and frameworks have been developed to understand and measure customer satisfaction in online buying. The Technology Acceptance Model (TAM) by Davis (1989) has been adapted to e-commerce to explain how perceived ease of use and perceived usefulness influence customer satisfaction. Additionally, the SERVQUAL model by Parasuraman, Zeithaml, and Berry (1988) has been applied to assess service quality dimensions in online retail, such as reliability, responsiveness, and assurance. The Expectation-Confirmation Theory (ECT) by Oliver (1980) is another framework used to study customer satisfaction in online buying. ECT posits that satisfaction is determined by the confirmation or disconfirmation of pre-purchase expectations. When the actual performance of an online retailer meets or exceeds expectations, customers are likely to be satisfied, whereas a gap between expectations and performance can lead to dissatisfaction.

This study report examines how internet buying affects increasing consumer satisfaction. The study also looked at how internet purchasing affected retail companies' ability to increase customer happiness. Through this study, I hope to present a thorough overview of how increasing customer satisfaction might improve the online shopping experience and increase the number of people who purchase online. This study provided a comparison of how different rules ultimately have dual impacts and helped uncover numerous areas of online buying that might be improved.

Research Methodology

Any effective research strategy must include data and the use of data in the research process. People use the method of "research design," which helps them develop a plan and a step-by-step approach to understanding a research issue by collecting, analyzing, and interpreting data, to rationally examine data and adopt a plan-based approach to solving various research problems. The research population that has working with for this project included both qualitative and quantitative research. The researcher had intended to use books, journals, and

articles as our secondary sources of information and surveys and interviews as our main primary sources. For the quantitative portion of the study, information gathered from public surveys was considered. The researcher has reflecting of using 100 respondents as research sample size, stratified sampling method was followed to select the respondent, and the poll was administered using Google Forms. The researcher has trying to target a Chitwan district; instead, researcher has thinking about a wide range of people, such as housewives, parents with jobs, teens, and the elderly. This assisted us in gaining a general understanding of the variations in customer satisfaction among individuals.

Research instruments, often referred to as data-collection instruments, are devices used to gather information that would help a research project move forward. Several widely used research tools, including online questionnaires as well as interviews are employed to gather data. Integrating ethical standards into the research and data collecting procedures is critical for instrument quality. For example, researcher must ensure that respondents' privacy and identification are safeguarded when they answer online, unless they provide permission for their identities to be disclosed. Integrity is required when gathering data, and unethical behaviors like theft of information and data plagiarism from other study modules must be prevented.

Data Analysis

The survey results provide a comprehensive understanding of customer satisfaction in relation to online shopping. According to the findings, a significant majority of respondents believe that there is a direct correlation between the rise in online shopping and increased customer satisfaction. Conversely, low levels of customer satisfaction can have detrimental effects on the perception and success of online shopping platforms.

Customer Satisfaction Breakdown

Based on the data analysis, customer satisfaction is influenced by various factors:

- **Product Sales:** 54% of respondents expressed satisfaction with the sales process of products online. This high percentage indicates that many customers appreciate the ease and efficiency of purchasing products through e-commerce platforms.
- **Product Quality:** 20% of respondents were pleased with the quality of the products they received. Although this is a lower percentage compared to

satisfaction with sales, it highlights the importance of product quality in shaping overall customer satisfaction.

- **Comfort and Ease of Access:** 15% of respondents valued the convenience and ease of accessing products online. This reflects the importance of user-friendly interfaces and the accessibility of online shopping, which are crucial for customer satisfaction.
- **Additional Concerns:** The remaining 11% of respondents mentioned other concerns, which may include factors such as delivery times, customer service, and return policies. These aspects are also critical in determining the overall satisfaction of online shoppers.

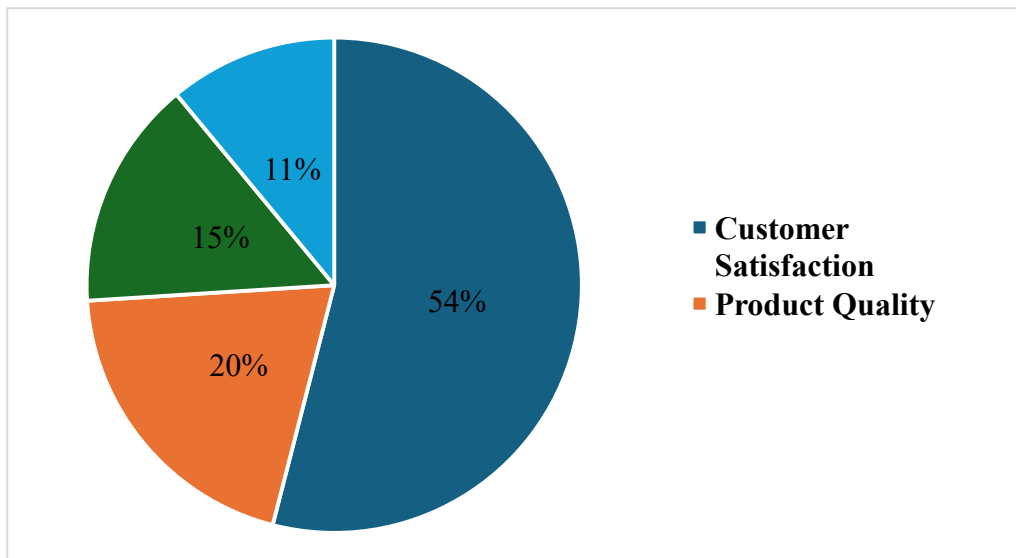


Figure 1: Representation of the major challenges encountered in the online purchasing survey

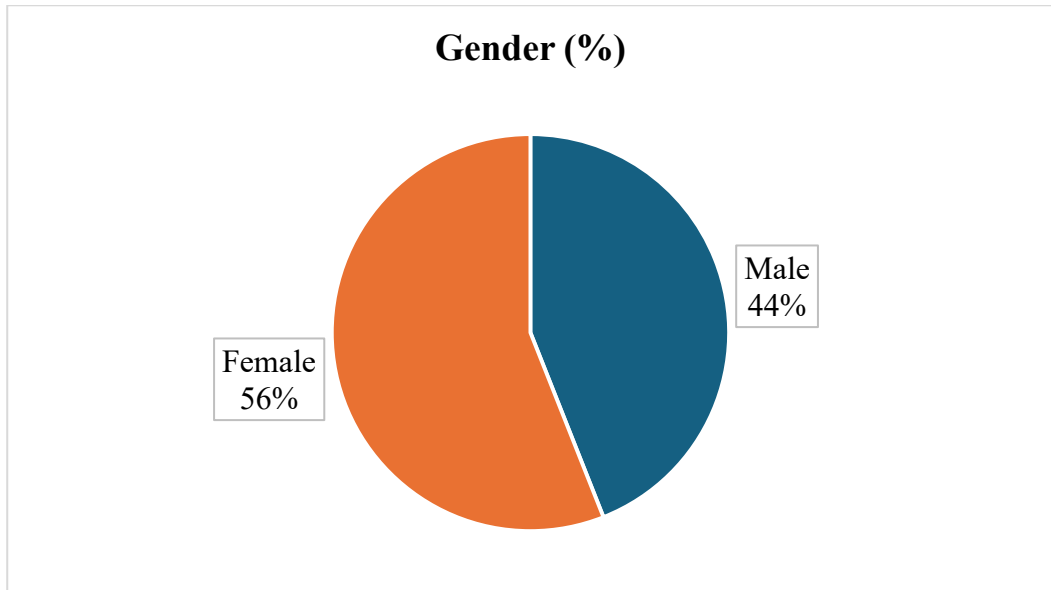


Figure 2: Representation by gender as a percentage of the total in the online purchasing survey

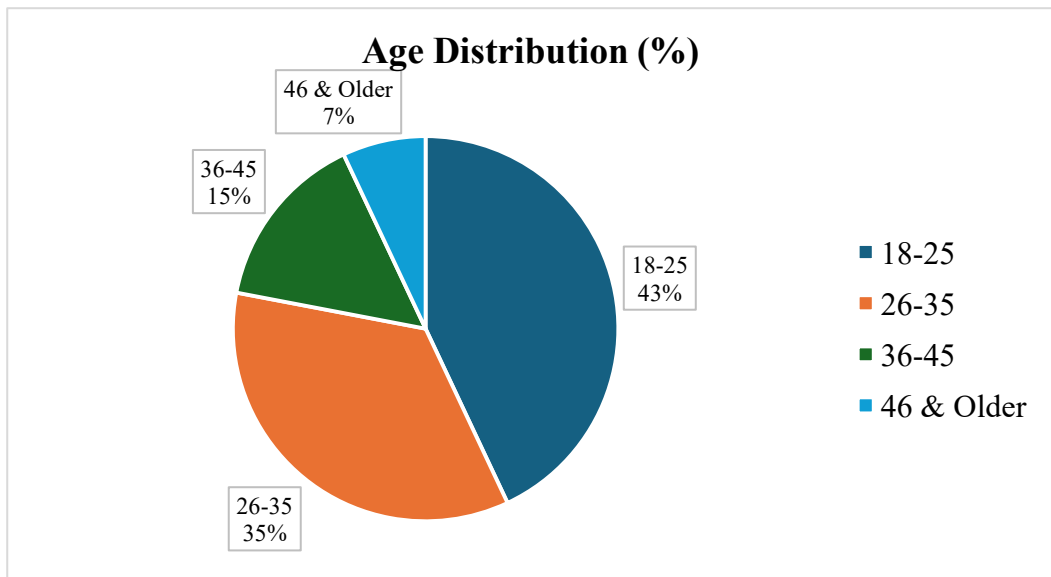


Figure 3: Representation of age groups in an online purchasing survey

Demographic Insights

The survey further reveals demographic differences in the perception of online shopping:

- **Younger Population:** Younger respondents generally have a more favorable view of online shopping. They tend to be more tech-savvy and comfortable with digital transactions, which may contribute to their higher satisfaction levels.
- **Older Population:** Although older respondents also recognize the convenience and power of online shopping, they tend to have a slightly less favorable opinion compared to younger users. This difference could be due to various factors, including less familiarity with technology or different shopping preferences.

Conclusion

To complete the research tasks, an ethical questionnaire must be created with the study subject and activities in mind. Numerous touchpoints were taken into consideration while the survey was constructed. A lot of study was conducted to determine the most important problems with internet buying. Based on these observations, a survey was created and distributed to one hundred respondents who varied in age, gender, and place of residence. All respondents' experience-based data was gathered using Likert scales. Anonymity and the full agreement of all participants were maintained during the whole procedure, which was conducted in a very ethical manner. After doing the research, we have discovered that people's decisions to purchase online are greatly influenced by their level of pleasure. For websites that facilitate online shopping to become more popular than brick-and-mortar stores, they need to offer excellent customer support and readily navigable applications or websites.

The study's conclusions led to the formulation of the following suggestions to raise awareness about internet shopping: To convert buyers into loyal online shoppers, issues with defective products, delayed deliveries, and other issues relating to trust should be resolved. The purchase process needs to be simple to use to reach the largest possible number of customers. Since most consumers prefer online shopping to traditional retail, it is important to create compelling advertisements that highlight the benefits of accessibility, product quality, and other attributes to pique customers' attention. Encouraging internet shoppers to tell others about their purchases may be a great marketing tactic. The findings of our study imply that people's reluctance to recommend online buying to others may have something to do with their perception of being overcharged. To promote customer engagement, pricing, and commodity quality should thus continue to work in tandem. Customers might therefore be satisfied and devoted to a company

that offers online services by building a stronger reputation for brand quality and attending to customer concerns throughout the shipping process.

Overall, the findings suggest that online shopping is perceived as a powerful and convenient option by a large segment of the population. The data underscores the importance of ensuring high levels of customer satisfaction to maintain and enhance the growth of online shopping. By addressing the diverse needs and concerns of different demographic groups, e-commerce platforms can foster greater satisfaction and loyalty among their customers.

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