

An Empirical Study on the Service Quality Satisfaction of Customers of Online Shopping with Special Reference to Kannur District of Kerala

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Abstract--- *In the worldwide, for today's generation technology has become a basic necessities of their life. Whatever activities people have indulged in technology has become inevitable, people depend more on technology for meeting their daily busy life schedules and time constraints. The uptrend in technology adoption such as the increasing budding up of electronic gadgets such as mobiles, smart phones and tablets and access to the internet through broad band 3G/4G have become major driving factor for increase in the online consumer base of the country. According to Statista in the year 2017 about 23.93% of Indian population used their mobile phone to access the internet and it is expected to increase to 34.85% by 2022 suggesting that India has a huge market for digital and mobile sales. It estimate that India will have more than 850 million online users by 2025 more than the combined population of G7 countries For grabbing this wide opportunities many online shopping sites had proliferated up with tremendous offers and greater services. Apart from other product features Service quality is the prime factor which influence the customer purchase decision. Among the wide pool of online shopping sites customers select their preferable site based on the quality satisfaction level they have received from their previous purchases or from the wordings received from friends and relatives. Reasonable price variety goods and attractive services has made many young generation customers attracted to online shopping. The study is intended to understand the service quality satisfaction with related to online shopping sites and the level of satisfaction based on the product, online site and the frequency of online shopping The study is limited to Kannur district of Kerala state. The data has been collected among the 152 online customers ranging from 18-55years of age group. The result of the study will provide a valuable reference to the e marketers to understand the level of their service quality satisfaction among the people of Kannur District.*

Keywords--- *Online Shopping, Customer Satisfaction, Service Quality.*

I. INTRODUCTION

Before years ago technology or internet was unfamiliar for majority of people irrespective of literate or illiterate, city or village. There was a time were technology was far behind the reach of people because of its unawareness of how to use it and its huge related expenses. As time passes gradually people was forced to depend on technology for conveniently accepting most of the services offered to the people. Wider development in technology has made it possible to cheaply avail it to the people. Another turning point was that it was available at cheapest price affordable for all classes of people and the service providers provide various postpaid and prepaid plans affordable for each category of people. The influence of mobile phone and social media has attracted many people to move towards

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doing everything online. Government and private service sector agencies have digitalized as the technology has developed priorly the online services has begun and gradually changed to product based online service also. According to a study done by the Indian institute of e commerce by 2020 India is expected to generate \$100 billion online retail revenue out of which \$35 billion will be through fashion. Finding this opportunity that is seeing the people mind set moving towards digitalization many online shopping websites have been created offering online services and products. Kerala has been developed as one of the popular destination for e commerce and e business solutions Kerala has been ranked the ninth largest e commerce state in India according to eBay India census 2012. Today's Kerala economy is intensifying a head in leaps and bounds, many international companies are investing in so many projects in Kerala. Many small and medium scale industries and large scale industries those producing electronic items and textile are established in Kerala.

At the initial stage people prefer services like online ticketing as they can take it conveniently without standing in long queues. Considering a place like Kerala where majority of people are literate they gradually moved towards online along with change of world to digitalization, people found it more convenient to purchase basic necessity products at their convenient times with more offers. Government of Kerala has taken initiative by implementing the various information and communication technology project aiming to achieve digital and social inclusion. Kerala has recorded very high internet penetration with broad band access across 20% of the household. Kerala also has the highest mobile penetration with 32 million connections which accelerate the usage of smart phones and this account for 15% of the internet penetration. Developing the regional language versions of ecommerce portals will positively influence the growth of online shopping. Many foreign investors are funding ecommerce sector due to strong growth prospects in India. Social media has become a major platform for online advertisement. Portable features of mobile phone and regular visitor of social media sites has made people a regular viewer of online products advertisements. Gradually the mind set of people has changed from traditional purchasing of products to online purchasing to a greater extent. This study is intended to understand the service quality satisfaction of online customers with regard to online shopping site, frequency of online shopping and the product. Previous studies explain that superior e service quality can improve customer satisfaction, customer acquisition and customer retention Boulding Et al.1993, Ranaweera and Neely 2003, Lee & Lin 2005 E service quality has been suggested as a critical component in controlling customers attitude and market response outcomes since expectations towards online service has increased beyond price issue, it is critical to better understand customer expectations concerning purchase experience and service quality Yoo and Doonthu 2001. It is commonly believed that satisfied customers are more likely to display loyalty behavior that is repeat purchase and willingness to give positive word of mouth Taylor, 1998, Bennett & Rundle Thiele, 2004; Schultz 2005.

II. OBJECTIVES

- To understand the satisfaction level of customer with regard to service quality offered among the online shopping sites.
- To recommend the online sites in which all variables they need to develop further.

III. STATEMENT OF THE PROBLEM AND SIGNIFICANCE

Growing up of digital world has made people to do each and everything digitally. This juncture has led to opening up of infinite online shopping sites. The very existence and success of these online shopping sites depends on how well they were able to attract and retain their customers. Along with quality product service is an imminent factor for attracting the customers. Thus it is significant to understand the service quality satisfaction of online shoppers with reference to online shopping site, product etc. This study will be able to provide valuable insights to the online sites about their service quality and understand the variables which are to be further developed. Previous studies have been conducted by different researchers in the area of online shopping related with customer motivations and inhibitions, attitude and perceptions towards online shopping in different districts of Kerala. The study related with Kannur district regarding the service quality satisfaction of online customers have not been done previously this research gap has been fulfilled.

IV. REVIEW OF LITERATURE

As per the report of Statista “India the south Asian country had the rapidly developing online retail market in 2019. The overall figure of digital buyers across the country was estimated to be approximately 330 billion in 2020. It explains that almost 71% of internet users in the region will have bought products online for the specified time period”.

Sharma & Mittal, 2009 in his study “Prospects of ecommerce in India” he referred that India is a country expressing a higher growth in the ecommerce sector, as a second largest populated country online shopping shows limitless potential in India ecommerce has become an inevitable part of daily life of Indian Society.

The implication of the consumer perception about the quality of online service has been prioritized in number of studies (Cheng et al., 2008; Gounaris et al., 2005; Janda et al., 2002; Cai & Jun, 2003; Lee & Lin, 2005; Jun et al., 2004; Yang & Jun, 2002; Yoo & Donthu, 2001) and the ways in which the service quality influence the customer (Wolfenbarger & Gilly, 2003).

Service quality broaden the users' intention to purchase online (Lee & Lin, 2005). Online shoppers must try to avoid troublesome websites and interfaces that are difficult to navigate due to inferior level of service quality.

The service quality of website and Satisfaction of customer of Online shopping websites is known as a structured collection of information about products and services which are presented in the form of text, graphics, and videos (Ghaffari and Ashkiki, 2015). The online shopping site should be able to provide the required information to the customers. Hence, Ghaffari & Ashkiki (2015) explains that the quality of providing the information regarding the products and services that have been provided in the online shopping websites as the important parameter for understanding the customer satisfaction. Moreover, Hong, Zulkifli, Hamsani, & Shuaib (2017) explains that the service and website quality is a most important factor which influence the customer satisfaction. Hence, cheap-quality websites and service can be a greater reason for reduction in number of customers along with which it may affect the total sales of the online sites. In this way, Kumar & Velmurugan (2017) claimed that websites quality determines customers' purchasing decisions. the variation between customers' expectations for service performance

priorities the service encounters and their expectations about service performance prior to the service offering. Because of the latest development in the e-service quality in the area of e-commerce, the relevance of overseeing and calculating e-service quality has provided value to the virtual world.

V. HYPOTHESES OF THE STUDY

H0: There exist no significant difference in service quality based on online shopping site, frequency of online shopping and product.

H1: There exist a significant difference in service quality based on online shopping site, frequency of online shopping and product.

VI. RESEARCH METHODOLOGY

The research design adopted for the study is descriptive. Descriptive research is a fact finding enquiry it explains the state of affairs as it exists at present. It explains the nature of a particular individual or group. The absolute population size is indefinite. It includes the number of components to be chosen from the full population to form the sample. The sample size used for the survey is 152. Convenient sampling is used for choosing the respondents. The data required for the study collected from different taluks like Kannur, Taliparamba, Payyanur, Thalasseri, Iritty of Kannur district of Kerala. The information for measuring the satisfaction was collected using 5 point Likert scale the components were delivery time, Packaging, Safety in payment, convenience in shopping, customer service, description and information of product and ratings done by other customers. Analysis of variance is used for scrutinizing the online site based, frequency and product based service quality satisfaction.

VII. ANALYSIS AND INTERPRETATION

The service quality satisfaction of online customers are analyzed based on the online shopping site, frequency of online shopping and based on the product. The below table explains the average satisfaction level of customers among different online sites like Amazon, Flip Kart, Snap Deal and Myntra.

Table 1: Service Quality based on Online Shopping Site

Site	N	Mean	SD	F-value	p-value
Amazon	51	39.2157	4.83452	.901	.465
Flip kart	75	38.7600	4.96975		
Snap deal	6	38.6667	3.72380		
Myntra	18	37.3889	3.41517		
Others	2	34.5000	.70711		
Total	152	38.6908	4.70625		

Table 1 shows the service quality satisfaction of customers among the online sites, the significant value is greater than 0.05 at 5% level of significance, and it shows that there exist no significant difference on the service quality based on the online shopping site, there is no differences in the service quality satisfaction level of customer offered by different online sites.

In the below table the service quality satisfaction of online customers is scrutinized based on the frequency of visiting the online shopping site. The satisfaction level is measured by considering components like whether the customer was visiting the online sites on routine basis, occasionally and on the basis of requirement.

Table 2: Service Quality based on Frequency of Online Shopping

Components	N	Mean	SD	F-value	p-value
Routine	5	36.4000	2.50998	.743	.477
Occasionally	45	38.4667	4.40351		
Based on requirement	102	38.9020	4.90809		
Total	152	38.6908	4.70625		

Table 2 shows the service quality of online site and the frequency of online shopping, the significant value is greater than 0.05 at 5% level of significance, which implies that there exist no significant relationship between service quality and the frequency of online shopping by the customer, irrespective of service quality customers are doing online shopping of their preferable choice.

The service quality satisfaction of online customer is also measured based on the type of the product they consume the products considered for the study were Electronic, apparels, camera and kitchen appliances, jewels and watches, books, beauty and health products.

Table 3: Service Quality based on Product

Product	N	Mean	SD	F-value	p-value
Electronic	36	39.8056	5.32820	2.154	.062
Apparels	59	38.4237	4.75323		
Camera & Kitchen Appliances	5	40.0000	3.31662		
Jewels and Watches	39	37.2821	3.40239		
Books	6	42.6667	6.56252		
Beauty & Health Products	7	38.7143	4.30946		
Total	152	38.6908	4.70625		

Table 3 signifies the service quality based on the product. The significant value is greater than 0.05 at 5% level of significance which entails that the level of service quality satisfaction derived from different products remains the same. It points out that depending up on the type of the product the service quality offered is not changing.

As per the analysis tables mentioned above exhibits that the service quality satisfaction of online customers based on online shopping site, frequency of online shopping and product based analysis, there exist no significant difference in the service quality of online shopping site based on the above three components hence the null hypothesis is accepted.

VIII. DISCUSSION & CONCLUSION

Today online shopping has become a part of each individual. Retaining the existing customers and attracting the new customers was always a big challenge as far as any business is considered. Considering the online sites this task is bit a more challenging because of umpteen online shopping sites providing mind blowing offers even in off seasons. Anyway the online shopping has absolutely revolutionized and dominated our society as a whole. It has widened the opportunities that for the people for having a more convenient life style today. A satisfied customer means an unpaid advertisement for the business. The service quality satisfaction of online customer are analyzed based on online shopping site, frequency and based on product among different online sites, among all the three component factors considered in the study, the level of service quality satisfaction the customer have derived remains the same. As a result of infinite growth of online shopping sites, each site is trying harder to improve their

service quality and capture the mind of customers which has made the customer in a dilemma to differentiate which online site service is overwhelming. It has made the customer difficult to characterize the level of service quality satisfaction derived from different online sites. Irrespective of type of product the service quality remains the same among different online sites, hence the online shopping sites must try to improve their service quality at least based on the product, that is high priced products services must be improved quiet more, considering the money value of product, The service offered for a Rs10 product must be different from those of a product worth Rs 10000,the frequency of visiting the online shopping site is also not based on the service quality, hence the online shopping sites has to be far forward moving again in their services in the upcoming future for their successful existence, because the ultimate success of everything depends when it is unique.

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