

THE CONSEQUENCES OF E-SERVICE QUALITY AND CUSTOMER SATISFACTION IN ONLINE STORAGE WITH REFERENCES

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ABSTRACT

Building on previous research, the goal of this study is to create new knowledge to better understand the most crucial aspects of e-service quality that affect customer satisfaction, customer trust, and customer behaviour. Globalization and technology advancements have led to great expansion in the electronic commerce (e-Com) industry as well as fierce rivalry. This study's goal was to test a conceptual framework based on 155 respondents' opinions of online store service quality and how it affected their satisfaction and loyalty. The study was conducted in Andhra Pradesh, India. As a result, demographic variables such as marital status, gender, customer awareness of e-mail and Internet operations, customer satisfaction, and loyalty, excluding educational background and status of residence, and e-service quality, customer satisfaction, and loyalty. It was found that there is a significant relationship between Responsiveness and trust factors were highlighted as important predictors of customer satisfaction and loyalty, with the exception of personalization. For the relationship between customer satisfaction and loyalty, all variables under satisfaction are shown to be significantly and positively associated with loyalty.

Keywords: customer satisfaction, online shopping study

INTRODUCTION

Online shopping is the act of buying products or services directly from a seller while using a web browser or a mobile application. Customers can use a shopping search engine to uncover other sellers or go directly to the retailer's website to find the goods they're looking for. Shopping search engines show customers the product's availability and cost across different e-retailers. Customers will be able to conduct online transactions by 2020 utilizing a range of computers and gadgets, including desktops, laptops, tablets, and smart phones.

Purchasing goods and services online is analogous to doing so at a physical store or shopping centre. Online shopping is the practice of making a purchase from another company through an online retailer. In a typical online store, customers can view photos and images of the products, as well as browse through the firm's product line.

You can usually find specific models, brands or items in online stores by using a "search" feature. Usually customers can pay with different methods, such as a credit card debit card, or a service like UPI payments or net banking otherwise (COD) etc, is required for customers to complete a transaction online. For physical products, to the customer; In general, online retailing corporations there are many online shopping services like (Amazon, flip-kart, meesho, etc)

OBJECTIVES

- To know the customer satisfaction of purchases in online
- Know the specific reason or purpose of customer shopping in on line
- To understand customer satisfaction with services offered in online shopping

- Improve customer loyalty and identify the right target audience
- Provide a unique customer experience

METHODOLOGY

This study was conducted by using primary and secondary data were used to explore the motivating factors affecting customer's satisfaction towards online shopping

Primary data

Primary data has been collected for this study as descriptive research was carried out surveys were performed the primary data collection tool is used for this study is questionnaire

Secondary data

Secondary data studied whole e commerce services .secondary data collection tool is used to sources from review literature and articles and journals .were also used to formulate the theoretical model for the study online shopping is time saving because you can purchase product or service in few clicks in e commerce portals or websites

Online shopping saves energy because it requires less effort than going to physical stores

Online shopping saves money because it offers and deals and products at reasonable prices without spending extra for transportation

Online shopping is convenient as 24\7 and lo shop according to our convenience

Data collection

Data collected through questionnaire by sending of friends and friends of friends who are online buyers.

A sample of 155 responses has been selected and analyse

After then analyse the data and observed findings

REVIEW OF LITERATURE

Vijay, Sai. T. & Balaji, M.S. (2009)

We found that consumers worldwide. We are moving away from dense stores to one-click online shopping formats.but despite the convenience it offer's, online shopping is far from the preferred way of shopping in India

Susan Rose, Nell Hair, Moira Clark (2011)

Identify online purchases In particular, the acceptance and diffusion of the Internet continues to increase. Technology is constantly increasing. By 2007, Internet penetration in Europe was for 43 percentage of the population, usage is growing 23 percentage annually. in North America,penetration was 71 percentage of the population, a growth rate of percent. This is also evidenced by the increase in online sales in the US. It reached Rs 128.thousandCroce in 2007 and is expected to reach Rs 165.9 thousand Croce by 2009.(US Census Bureau 2009).

Sanjeev Kumar and Savita Maan (2013)

This study provides consumers'online shopping behavior and preferences.and the paper also identifies whatcustomers face when they want to adopt online shopping. This study is a descriptive study based on a detailed review of previous relevant studies. Explore online shopping concepts by touching on various online shopping concepts. The result shows that online shopping offers are convenient for consumers.

Rashant Singh (2014):

Research on customer behaviour on online shopping .The main purpose of the study is to analyze consumers' buying behaviour patterns when shopping online in Lucknow

AISHAMYLEH et al., (2015)

The following aspects of e-services to know the impact on consumer satisfaction: website design, reliability, efficiency, responsiveness, Usability,Availability, Privacy.Our research shows that all aspects except usability are influenced bycustomersatisfaction

Times of India

It explored the motives why a majority (78%) of Indians surveyed do now no longer presently keep in line of this group.59% stated they have now no longer certain that making transactionsonlinebecome safe, 43% stated they absolutely desired to keep saving to study the bodily merchandise and a further 40% raised their issues approximately the time it might take for a gadget to be brought to them

Murugananthm s, nandhini s, nivetha B and nandhini A.(2017)

Customer analysis in online shopping satisfaction in Coimbatore city survey method used data collected for respondents using structured questionnaire results Elements such as offered ,lowest prices, good products, and easy shopping are the factorsaffecting customer satisfaction

Ganapati .S (2018)

We surveyed customer satisfaction with online shopping in India.Tiruchiraappalli district .this research is based on questionnaire with a sample of 200 people. Respondent.survey result are analysed using sample percentages analysis the chi-square test . Results indicates age gender and educational background qualifications have an important relationship compared to customer satisfaction. Online shopping .the survey also concluded that 24/7 services was the number one satisfaction rating

Lakshmanan A and V. Karthik (2018)

The survey examined consumer purchasing behaviour in online shopping .The survey was intended to explore attitudes towards online shopping .A questionnaire was used to collect data from the respondents in this study in tiruppur district .The large number of online shopping respondents range from 26 to 30 years old.

DATA ANALYSIS AND INTERPRETATION:

gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	114	73.5	74.0	74.0
	female	40	25.8	26.0	100.0
	Total	154	99.4	100.0	
Missing	System	1	.6		
Total		155	100.0		

In this research analysis it is observed that out of 154 respondents, majority of the respondents are male, which is 73% and the remaining 25% are female.

qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	post graduation	68	43.9	44.2	44.2
	graduation	58	37.4	37.7	81.8
	diploma	4	2.6	2.6	84.4
	12th	22	14.2	14.3	98.7
	ssc	2	1.3	1.3	100.0
	Total	154	99.4	100.0	
Missing	System	1	.6		
Total		155	100.0		

In this research analysis, it is observed that out of 155 respondents, 43% of the respondents are postgraduates where as 38% are graduates.

current status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid					
	studying	130	83.9	83.9	84.5
	working	24	15.5	15.5	100.0
	Total	155	100.0	100.0	

In this research analysis 83% of the respondents are studying whereas 15% of the respondents are working ie., mostly students are using the online services regularly.

MARITAL STATUS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid					
	married	12	7.7	7.7	8.4
	unmarried	142	91.6	91.6	100.0
	Total	155	100.0	100.0	

In this research analysis it is observed that 92% unmarried and the remaining are married.

FAMILYANNUAL INC OME					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid					
	more than 5lakh	72	46.5	46.5	47.1
	1-2 lakhs	20	12.9	12.9	60.0
	2-4 lakhs	20	12.9	12.9	72.9
	4-5 lakhs	20	12.9	12.9	85.8
	less than 1 lakhs	22	14.2	14.2	100.0
	Total	155	100.0	100.0	

In this research analysis it is observed that only 45% respondents family annual income are more than 5 lakhs and only 15% of the respondents annual income is less than 1 lakhs.

HOW FREQUENTLY DO YOU PURCHASE ONLINE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid					
	daily	10	6.5	6.5	7.1
	weekly	14	9.0	9.0	16.1
	monthly	22	14.2	14.2	30.3
	when required	108	69.7	69.7	100.0
Total		155	100.0	100.0	

In this research analysis it is observed that 69% of the respondents are using online shopping only when required where as 7% are using it daily.

WHY DO YOU PREFER ONLINE SHOPPING					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid					
	mobility problems	13	8.4	8.4	9.0
	easy return	30	19.4	19.4	28.4
	recommendation	10	6.5	6.5	34.8
	any time shopping	62	40.0	40.0	74.8
	no time to go the store	11	7.1	7.1	81.9
	other	28	18.1	18.1	100.0
Total		155	100.0	100.0	

In this research analysis it is observed that 41% of the respondents are using online shopping because of any time shopping where as 7% of the respondents have no time to go to the store.

PREFERRED ONLINE SITE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid					
	myntra	13	8.4	8.4	9.0
	flip kart	30	19.4	19.4	28.4
	ajio	10	6.5	6.5	34.8
	Amazon	62	40.0	40.0	74.8
	meesho	11	7.1	7.1	81.9
	others	28	18.1	18.1	100.0
	Total		155	100.0	100.0

In this research analysis it is observed that 40% are using Amazon site for the online shopping where as 20% are using flip-kart.

how can you navigate to e commerce website					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	simple	82	52.9	52.9	53.5
	easy	64	41.3	41.3	94.8
	difficult	8	5.2	5.2	100.0
	Total	155	100.0	100.0	

In this research analysis it is observed that 53% of the navigating to the website is simple and 5% are feeling it as difficult.

HOW MUCH ARE YOU SATISFIED WITH THE RETURN POLICIES					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly satisfied	28	18.1	18.1	18.7
	satisfied	92	59.4	59.4	78.1
	moderate	32	20.6	20.6	98.7
	dissatisfied	2	1.3	1.3	100.0
	Total	155	100.0	100.0	

In this research analysis, it is observed that 77% of the respondents are satisfied with the return policies of the online shopping website and 1% of the respondents are dissatisfied with it.

IS E-SHOPPING USER FRIENDLY ?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	14	9.0	9.0	9.7
	disagree	2	1.3	1.3	11.0
	neutral	56	36.1	36.1	47.1
	agree	70	45.2	45.2	92.3
	strongly agree	12	7.7	7.7	100.0
	Total	155	100.0	100.0	

In this research analysis it is observed that 51% of the respondents feel that the online websites are user-friendly and 11% are dissatisfied with it.

WERE YOU ABLE TO FIND ENOUGH INFORMATION ABOUT THE PRODUCT ON WEBSITE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	98	63.2	64.9	65.6
	no	12	7.7	7.9	73.5
	may be	40	25.8	26.5	100.0
	Total	151	97.4	100.0	
Missing	System	4	2.6		
Total		155	100.0		

In this research analysis, it is observed that nearly 63% of the respondents feel that they are getting enough information regarding their products.

BASED ON WHAT ASPECTS YOU PREFER ONLINE SHOPPING					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	product quality	30	19.4	19.6	20.3
	quality of service	23	14.8	15.0	35.3
	time	27	17.4	17.6	52.9
	easy returns	15	9.7	9.8	62.7
	offers/deals/discounts	30	19.4	19.6	82.4
	price	20	12.9	13.1	95.4
	others	7	4.5	4.6	100.0
	Total	153	98.7	100.0	
Missing	System	2	1.3		
Total		155	100.0		

In this research analysis it is observed that 30% of the respondents are preferring online shopping due to the offers/discounts provided by the sites and only 10% of the respondents are preferring because of the easy returns.

WERE YOU SATISFIED WITH YOUR OVERALL SHOPPING EXPERIENCE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	104	67.1	67.1	67.7
	no	12	7.7	7.7	75.5
	may be	38	24.5	24.5	100.0
	Total	155	100.0	100.0	

In this research analysis it is observed that 67% of the respondents are satisfied with the overall shopping experience of the website.

ON A SCALE OF 1-10 WOULD YOU RECOMMEND THE E-COMMERCE WEBSITE TO PEOPLE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	3.9	3.9	4.5
	2	4	2.6	2.6	7.1
	4	2	1.3	1.3	8.4
	5	12	7.7	7.7	16.1
	6	20	12.9	12.9	29.0
	7	36	23.2	23.2	52.3
	8	40	25.8	25.8	78.1
	9	16	10.3	10.3	88.4
	10	18	11.6	11.6	100.0
	Total	155	100.0	100.0	

In this research analysis, it is observed that 53% of the e-commerce are satisfied with the website and are ready to recommend it to others

SUGGESTIONS

Delivery time should reduce. And maintaining sufficient stock when they provide offers
 More customer engagement. Therefore, by gaining credibility for brand and product quality and taking care of them Problems customers face when receiving products are damages to provide better packing for customer

CONCLUSION

Every day, the popularity of online shopping grows along with its usage across the globe the WWW, or World Wide Web He learned about the challenges that online sales present for marketers. An in-depth knowledge of customer attitudes around shopping and working online helps consumers make better decisions. Marketing professionals can outperform rivals by analyzing the elements that lead customers to shop online. In summary, access to online buying is genuinely revolutionary. Our entire society is impacted. The application of this technology has created new possibilities and doors for today's more comfortable lifestyle.

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