

# Customer Satisfaction in Online Shopping in the ERA of M. Commerce

Vivek Jain<sup>1\*</sup> Navin Kumar Sinha<sup>2</sup>

<sup>1</sup> Research Scholar

<sup>2</sup> Assistant Professor, Department of Commerce, Vinoba Bhave University, Hazaribagh, Jharkhand

**Abstract –** The major attraction for consumers and consumer satisfaction is online shopping. Many businesses utilize online shopping in this modern environment to please consumers and to draw many more buyers. The research paper reflects on the effect on consumer loyalty improvisation from online shopping in the M-era. The study report reflects on evaluating the effect on the retail sector of on-line shopping. In addition to this goal, the research paper has also several other objectives which are to assess the happiness of consumers with retail companies' goods and services. The research also aimed to evaluate the effect on consumer loyalty during the M-commerce period of online shopping.

**Key Words –** M-Commerce, Customer Satisfaction, Online Shopping.

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## INTRODUCTION

M-Commerce is mainly the online procurement and distribution of products and services. The mobile commerce is the symbiotic fusion of messaging, data processing and protection, as Daniel Minoli and Emma Minoli say, enabling the automated sharing of data on the selling of products and services across business apps through various organisations. The World Trade Organization (WTO) describes e-commerce as "commercial transactions involving both organisations and individuals that use and transmit digitised data, including text and sound," or "the production, distribution, marketing, sale or supply of goods and service via the Internet".

## M-COMMERCE

It is not e-commerce, but e-commerce that is used as the new technology. Mobile exchange buys and sells goods by way of portable wireless networks. Personal digital helpers (PDAs) are used by these mobile telephones. Consumers make a range of transactions, such as, money transfers, financial services, auctions, retail exchange, goods and market reviews, insurance providers, etc. The mobile commerce market of India could hit \$19 billion by 2019, up 850 percent from the current size of \$2 trillion, according to the April report published by market research firm Zinnov.



## ADVANTAGES AND DISADVANTAGES OF M-COMMERCE

With internet consumers rising e-commerce, purchases are also done via Internet. E-commerce is introducing fresh development to the contact and behaviour of a variety of firms, customers, culture and the community. There are also benefits and restrictions in this direction.

### Advantages to M-commerce customers:

- Any commodity is at the tip of a finger; at any moment, anytime or from any venue, consumers may inquire, purchase or buy a product.
- It offers additional product option, price comparison, and easy delivery functionality.
- Consumers will read other product feedback before making their orders and

bring their own experience on the web as well.

- Easy access to product and virtual auction details.
- As a consequence, e-commerce enhances competitiveness, arranging sales, promotions and offers.
- The production chain is limited, such that the wealthy can buy the goods as well.
- Allows for items not previously present on the conventional offline market to now be available in rural areas.

#### **Disadvantages to M-commerce Customers:**

- No one wants to share their personal details on the internet even if it might be simple and comfortable for them to buy, and so there is still such a concern as information protection and privacy.
- Payment protection is still a customer's issue, since many fraudulent web pages are available to rob money.
- E-commerce does not have a product feel and contact until it is shipped to the door.
- There are still hidden expenses throughout the buying period such as shipment and distribution charges not previously revealed by internet retailers.
- Internet connectivity is not automatic, so the consumers should first have to incur additional e-commerce charges.
- Goods can be transported by nature, so ecommerce items cannot be used in an emergency and bad product packaging may trigger loss of quality and product harm.
- On the internet just company organisation is possible such that there is no personal contact with them with product details and laws and regulations.

#### **ADVANTAGES OF ONLINE SHOPPING**

Although the traditional form of shopping provides its own benefits, internet shopping is practicable, hassle-free and easy at all times. The different benefits of shopping online are:

##### **1. Access to Stores Located Remotely**

This can be a great benefit especially for people who are not based in large urban centres. Internet retail is

now opening up new opportunities for online shopping firms.

##### **2. No Need for a Physical Store**

Since a physical shop is not required, internet shopping companies save on one of the highest overhead costs retailers would pay.

##### **3. No Standing in queue or being placed on Hold evermore**

Customers will shop from home a range of items without needing to wait in lengthy lines for optimum ease.

##### **4. Easier to Compare Prices**

Many shopping search engines and websites for comparisons allow shoppers to find the best deals.

##### **5. Lots of Choices**

As there are no restrictions on the shelf size or shop size, online retail companies may list several multiple products. Independence from a physical shop often implies freedom from the constraints of shelf space. This encourages internet retail firms to store a selection of items.

##### **6. Stores Are Open**

The removal of shop-time constraints is a huge convenience for customers.

##### **7. Common Availability of Coupons and Deals**

While there is nothing inherently discount-oriented about the online shopping, the growth of the online market contributed to price lowering online.

##### **8. Ability to Buy and Sell to Other Consumers**

Auction sites and marketplace sites allow people to purchase and sell each other. This opens up a brand new online shopping paradigm.

##### **9. Instantaneous Purchase of Digital Goods**

You don't have to run to purchase your favorite music CD anymore. Digital goods like music can be downloaded within minutes and used instantly.

##### **10. Ability to Have Vendors Bid for Your Business**

Fresh perspectives for customers have been opened up through online industry. Your

specifications can now be identified online and suppliers are offered for your company

#### **11. Not About "Location"**

The position of the physical store is heavily stressed by traditional wisdom. Yet internet retail has rescued firms from the local shackles.

#### **12. Ability to Scale Up Rapidly**

Internet commerce companies are simpler than traditional stores, because physical restrictions are not enforced. Logistics inevitably become harder as you develop. However, by having the right third party source, you may still ramp up the logistics.

#### **13. Ease of Communication**

As the Online Sales Manager gathers contact details via e-mail, automatic and personalised e-mails are simple to deliver.

#### **14. Superior Customization**

The Online Shopping platform will personalize certain facets of what the user see by utilising cookies and other tools for tracking consumer behaviour.

#### **15. No Need to Handle Currency**

Notes several clients pay for dollar notes in physical shops. This provides a need for diligent cash control for a major multi-store dealer. It poses a challenge for the tax authorities to correctly measure the profits of a retailer. Electronic purchases leave a better footing, benefiting both merchants and tax authorities.

#### **16. Efficient Procurement**

Since the whole supply chain can be connected to company online ordering networks, buying is quicker, more open and more economical.

#### **17. Superior Inventory Management**

If online shopping firms will conform themselves to their providers' order management processes, they can hold lower inventories and yet not face inventories.

#### **18. Reduced Employee Costs**

As the processes of online shopping are increasingly automated, fewer workers for the lower ends are needed. For higher tiers, additional human capital should be required.

#### **19. Gain Search Engine Traffic**

Search engines are now used by almost 100% of Internet users. Search engines can be a fantastic source of skilled, open trade using the right Online Shopping SEO.

#### **20. Ability to Track Logistics**

Since efficient logistics are the key to a successful online shopping company, it is an important tool for the online shopping business to cause and track logistics online.

#### **21. Ability to Sell Low Volume Goods Too**

The traditional retail industry relies on quickly moving products. Pricey shelf-space allows products to be available for withdrawal from the portfolio not going quickly. The economy of Online Shopping requires items to be included in the catalogue that are slowly going, and sometimes outdated.

#### **22. Reviews**

In certain online shops, consumers may also comment or rank their goods. There are also dedicated review sites for different products which host user reviews. Examinations and blogs today encourage consumers to buy from all around the world cheaper and arranged without relying on local retailers.

### **DISADVANTAGES OF ONLINE SHOPPING**

The following are numerous inconveniences in online shopping:

#### **1. Physical product, supplier & delivery uncertainty**

It's yours as you're leaving a shopping cart. You've got it; you know what it is, what it feels like and where it is. E-commerce shopping is conducted in certain cases on faith. This is how the transaction is made, firstly, because the substance has no physical access and the situation is supposed to be. Secondly, as supplying firms will work globally, it can be unclear if they are legal businesses or not and would not only steal away your assets. It is very difficult to protest or request legal redress at their entry! Thirdly, it is simple to inquire, and though it is submitted, if it really occurs or not.

#### **2. Limited and selected sensory information**

The Internet is an efficient means of obtaining visual and auditory information: photography, audio and text reading. It does not therefore allow

complete scope for our senses: 32 photographs of the flora, but not their aroma can be seen; the hammer can be seen, however its weight or balance cannot be sensed. Further, we select what we look and who we look at as we gather and inspect everything. In the Internet, that's not the case. We would see the photographs the seller wanted for us to see if we could see a car on the website, but not the stuff that we would search for if we could see it in person. We can't test the car to hear the vibration of the motor as it switches gears or detects the scent and feel of the leather seats, given our other senses. The Internet does not share the diversity of the world's interactions in several respects. This lack of sensory awareness also allows consumers far happier than single or complicated items to purchase from the Internet – things they have seen or seen previously, and things which have no complexity.

### 3. Delay in Receiving Goods

If shopping is about immediate pleasure, shoppers are left empty for some time after shopping on a platform for online shopping.

### 4. Returning goods

Online return of merchandise may be a challenging field. In this phase, we will intensify the uncertainty about the initial payment and supply of products. Can the merchandise hit its source? Who pays back mail services? Is the repayment payable? Would I have none left? How much time is it going to take? In comparison to the Offline Reality of a store return.

### 5. Perishable goods

Forget the order from a store in Rome of a single gelato ice cream! Though advanced or cooled transport may be used, the items obtained and distributed digitally tend to be robust and non-perishable: 33 are essential for the retailer to withstand the journey into the buying company or the customer. This moves the skew against conventional supply chain arrangements or comparatively more central e-commerce orders, sales and storage for gasoline and/or non-perishable products. Durable products, on the other side, may be traded from virtually anywhere, triggering a competition for cheaper rates. In certain ways this refers to intermediaries, in which customers and other companies that choose to buy more directly from suppliers are circumvented.

### 6. Lack of Personal service

Although certain human contact may be encouraged via the Internet, e-commerce cannot offer the wealth of personal experiences. E-commerce approaches for most organisations have the alternative of a rich informational counterpart instead of a seller. In comparison, reviews about how customers respond to product and service deals appear to be granular or

maybe lost using e-commerce. If your only input is that customers purchase your goods or services (or are not) online, that is insufficient to determine how your e-commerce strategies and/or product and services may be modified or enhanced. Effective company usage of e-commerce generally includes consumer feedback techniques. This allows organisations to consider, predict and adapt to evolving on-line demands and desires which are vital because Internet transition is comparatively rapid.

### 7. Need for an Internet Access

Device Online Shopping should be achieved with an Internet connectivity device, such as a computer or mobile only.

### 8. Need for an Internet Connection

You don't require just an interface device; you still need Internet connection for shopping online.

### 9. Credit Card Fraud

Credit card theft is suffering to both customers and companies. Any evil people predict that theft would force online businesses to vanish.

### 10. Security Issues

Consumers are at risk of identity theft and other risks when internet shopping companies collect their personal info. Enterprises are at risk of phishing and other types of security theft.

### 11. Inability to Identify Scams

Consumers are sometimes brought to decent-looking, though not good, fly-by-night online purchasing locations. Scam artists sometimes accept instructions and vanish afterwards.

### 12. Extraordinarily High Reliance on the Website

The website is everything about an online shopping business. Even few minutes of downtime will contribute to serious money loss, not to mention the unhappiness of the consumer.

### 13. Multiplicity of Regulations and Taxation

The tax consequences of online retail purchases are also not apparent to regulators. This particularly happens if the seller and the purchaser are located in various regions. The effect will be greater taxes and higher accounting and regulatory costs.

### 14. Delivery of Each Individual Item

The customer is satisfied with the distribution of products home. However, the logistics involved



with each of the 35 products brings tremendous effort to the online shopping process.

### 15. Expense and Expertise

Online Shopping Technology Required for a successful Online Shopping Website is a significant knowledge infrastructure. And if you are liable for denial of service assaults, the infrastructure size has to be much bigger.

## CUSTOMER SATISFACTION

The main distinction between interactive and actual company companies resides in customer care. In an online organisation, businesses take requests for products not on hand. There are situations. On these times, the consumer would be just disappointed as he places the order and then finds that the object is out of stock. Some examples which lead to consumer dissatisfaction online are as follows:

1. Hackers that hack consumers' sensitive records. When consumers provide their credit card information, they are worried with internet protection.
2. Design: if the website has been built so poorly that it is impossible for consumers to locate the product they are interested in.
3. If the organisation publishes notifications, consumers can be annoyed by newsletters without their approval.
4. Pace - the platform where the client tries to shop is badly handled.
5. If the consumer questions are not addressed or the correct person is not met.
6. If the consumer does not buy the item on time or does not work as planned

## MEASUREMENT OF SATISFACTION

Satisfaction is the reaction of the user. It is a judgement that a commodity, service function or product itself provides (or delivers) a pleasurable degree of consumption-related efficiency, whether under or above performance thresholds. The entire experience of the buyer with the vendor decides its statement of satisfaction. This is not a target, but a truly subjective feeling. It's the call of the client.

The essence of the satisfaction phase is the contrast of what was predicted by the results of the good or service – typically the validation DE confirmation process. Next, when buying a product or service, consumers will shape perceptions. Secondly, consumption or service perception creates a

perceived standard of consistency informed by perceptions. If perceived output is just marginally less than expected, assimilation takes place, interpretation of results upward to equivalent standards can be changed. If 40 perceived outcomes is dramatically below projections, comparison would arise and the perceived output deficit would be exaggerated.

## CONCLUSION

In this increasingly emerging age of Internet technologies, online shopping is a new form of shopping. Cox and Dale describe e-business or corporation as the word for long-term growth, turning towards productivity, workforce and consumer loyalty. Many good online retail companies such as eBay, Amazon and Taobao have shown that the worldwide growth of e-commerce is incredibly rapid. The key factors that satisfy online shopping consumers are obviously low prices and comfort.

For consumers to sell and purchase goods and services, the online shopping site is a less expensive and easier route for them to be embraced by more and more users. Given the immense marketing power of the online shopping, the rivalry is on the increase and even the value of consumer loyalty is rising. It was pointed to the value of delivering strong financial results in the real environment in order to please consumers which can be considered the same in e-commerce. In general, it can be inferred that consumer loyalty is rising with the growing facilities for the online retail industry and are already migrating from conventional to online sales.

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### Corresponding Author

**Vivek Jain\***

Research Scholar