


Buyer Insight and Satisfaction on E-Store Shopping

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ABSTRACT

E-shopping is a recent experience in the field of e-business and is going to be the future of shopping in the world. Shopping at the click of a mouse has gained much popularity. Due to fast-moving life and shortage of time, consumers are searching for their desired products in online shopping stores. Consumers are more connected than ever before and have more information and choices at their fingertips today. If e-marketers know and understand the factors affecting consumer satisfaction, they can further develop their marketing strategies to attract and retain customers. The aim of the study is to measure the factors that influence buyer satisfaction while purchasing online. It emphasizes the importance of buyer satisfaction and helps the e-marketers to understand their insight towards e-store shopping.

KEYWORDS

Buyers, E-Shopping, E-Stores, Internet, Satisfaction, Shopping

INTRODUCTION

E-Shopping is a relatively a new business mode and are growing rapidly in developing countries like India. With the enthralling life and dearth of time, now the consumers are searching for their preferred products in e-stores. As many shoppers are shopping online, the importance of e-stores is growing with the passage of time. The buyers can get benefit through comparing prices at different online stores at the same time which they can't do in a physical store. Online shopping environments are therefore playing an increasing role in the overall relationship between online stores and their customers (Koo, Kim, & Lee, 2008). Today the online buyers have more control and bargaining power than physical store buyers because the internet offers more interacts between buyers and products/service providers as well as greater availability of information about products and services.

Due to technological innovations, the traditional way of shopping has become insufficient for individuals. Individuals now prefer easy ways to reach brands and stores and it can be said that "The Internet has fundamentally changed customer's notions of convenience, speed, price, product information and service." As a result, it has given marketers a whole new way to create value for customers and build relationships with them (Kotler and Armstrong, 2012). E-stores have been growing

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in a highly competitive market, and frequently high competition is increasing over the customer's demands, needs and switching, so there is a need to be informative about the factors that influence the customers. A fundamental understanding of factors impacting online customer satisfaction is vitally important for e-stores (McKinney, Kanghyun & Zahedi, 2002).

Satisfaction is important to the individual buyer as it falls down an optimistic outcome from the specific resources and the fulfillment of unmet wants and needs (Oliver, 1997; Bearden & Teel, 1983). Buyers' satisfaction is defined as the consumer's fulfillment response. It is a judgment that the product or service provides a pleasurable level of consumption related fulfillment, including levels of under or over fulfillment (Oliver, 1980). The rapid growth of e-stores in India emphasizes the significance of focusing on the issue of buyers' satisfaction as a key factor to establish any e-stores. As per (Armstrong & Kotler, 2009) customer satisfaction is, "The extent to which a product's perceived performance matches a buyer's expectations". If the performance match customers' expectation, they are satisfied and if performance exceeds the customers' expectation then customers are highly satisfied or delighted. The drivers of customer satisfaction are perceived value, company image, customer expectation, product quality and service quality.

E-shopping is a recent experience in the field of E-Business and is definitely going to be the future of shopping in the world. Most of the organizations are operating online portals to sell their products/services to the customers. E-Shopping is one such marketing service which is available to the consumers uninterrupted for 24 hours a day/7 days a week/365 days from any location where you have the internet access. In addition to improvement of payment methods, availability of wide range of products and services, progress in shipping facilities, return and refund policies, and also use of customer loyalty programs such as reward cards, discounts and coupons have attracted more and more customers to shop online. Now-a-days, security and privacy are not a big issue any longer, since e-marketers have made terrific developments on such issues. Buyers are increasingly being educated on, how to shop safely through online together with improved security technology which results in more buyer making online purchases.

LITERATURE REVIEW

During the last few years many research studies have tried to identify the factors that lead to buyers' satisfaction and perception of the difficulties that prevent the development of e-shopping. Devaraj, Fan, & Kohli (2002) measured customer satisfaction in the e-commerce outlook and reinforced empirically that satisfaction was an essential aspect of consumer channel preference. Customer satisfaction reflects the quantity of customer's optimistic feeling for e-stores in online shopping. It is important for e-marketers to understand the customer vision of their services. The consumers need additional satisfaction while purchasing from e-stores otherwise the customers switch to other e-stores (Kim and Stoel, 2004). Consumers perceive certain factors affecting their satisfaction to purchase intention in e-stores and are different to those that influence traditional consumers. The satisfaction toward the online stores channel environment depends on the customer's perception and also online consumer experiences (OCEs) of the active online shopping stores (Khan, Liang and Shahzad, 2015).

Kim (2005) conducted an empirical study in UK to develop an index of online customer satisfaction. The main focus was on exploration of the factors affecting customer satisfaction. The results show that ten factors on index are good exponents of satisfaction repurchase behavior and repurchase intention. Liu, He, Gao, & Xie (2008) have identified that customer services are strongly predictive of online shopping customer satisfaction. Further complete product information, design of website, delivery, security and privacy has very important role in customer satisfaction. Nuseir, Arora, Al-Masri, & Gharaibeh (2010) analyzed the factors that are likely to influence consumer decision-making during their online shopping period. The study concludes that lack of high quality e-promotion will restrict consumer's decision to purchase though internet and will not motivate a consumer to follow the purchase decision process from top to bottom. Sharma and Khattri (2013)

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