RESEARCH ARTICLE

SATISFACTION OF SERVICES FROM ONLINE SHOPPING SITES AMONG COLLEGE STUDENTS IN HISAR CITY

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ABSTRACT

Background & objectives: Online shopping provides a customer with a large variety of products and services where he is able to make comparison of different products and their features. Now days, online shopping provide the various benefits to the customers like less cost, more discounts, fast delivery, better quality, combo offers, replacement facility, guarantee and warrantee of products, discount coupons on next purchase and many more. The paper focuses to assess the relative significance of online shopping influencing factors on the overall satisfaction with the services of Online shopping sites.
Methods: Present study is based on primary data with a sample of 200 respondents from Hisar district of Haryana and used factor analysis and Regression analysis to attain the objective of the study.
Results: Factor analysis discloses six factors namely schemes, awareness, online shopping sites vs traditional advertising, information sharing, customer care, and lastly threat to system. Regression analysis discloses that only two factors customer care and Awareness influence more while doing online shopping.

INTRODUCTION

Online shopping sites are growing day by day and becoming more popular among the youth. With the advent of these sites a consumer residing in any part of the country of the world can come into contract with the seller working anywhere in any other nation of the world. With the help of this feature, boundary is no more restriction in this kind of purchase. Online shopping makes the shopping easier and convenient too; consumer can select the product of his choice and place the order by some clicks. Online shopping sites provides a huge variety, colors, designs, brands and patterns, in spite of wasting time in moving to distant places markets and consumes more efforts and energy by roaming different places to choose any product. It reduces mobility and time. In addition to that a consumer is not bound by the timings as these sites are providing services 24x7 hours and they can place the order as and when required. Moreover delivery can be done at your home as well as office and any place of your choice. In this digital era, it is quite possible to compare and contrast the offers given by these sites and as a result consumer can purchase the product with the attractive and reasonable offer regarding color, design, price, quality, brand and discount

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personalized to the individual needs. With the advent of internet technology acceptance by the manufacturer and suppliers and also provided a platform for the pioneering advertising and marketing tactics by the professionals. There are different reasons of switching of customer shopping patterns towards retail shops. Online shopping offers different facilities to their customers like comparison with competitors brands on the basis of color, pattern, size, variety, price and quality is the prime concern of everyone. In addition to that, once customer purchases the product, that product remains at its place. It means that any number of quantity you can place order. Moreover, delivery of the product can be done on the same day or the next day. Online shopping sites have easy return policy as well, if customer does not like the product they can return the product by writing mail and courier boy will collect the product and money will be return to your account. It looks amusing but this is the biggest strength and most relevant reason reported by online shoppers. Online shopping can be used with these terms like webshop, online sotre, e-shop and virtual store as well. Now a day's mobile commerce is also the famous ways of shopping. The main reason that made customer for online shopping is different coupons and discount schemes which is not possible in retail shops. In few years internet is taking everybody's attention and preferable way of doing transactions in the E-business and indubitably in future it will be taking the scope of retail shops.

In present scenario, companies are using internet for communicating the information across the world. At the same time, it helps the companies to initiate their products and services and immediately getting response from customer's attainment of needs to get boost up their sales for future.

Review of Literature

Amin and Amin (2010) concluded the results of various studies concerned with online shopping activities of gender based differences. Regarding the attitude and online shopping intentions for female as compared to male indicates that males were stronger whereas females were sensitive. As females have a higher demand for the physical environment or it can be concluded that they desire to touch and wanted to see the product. Moreover, regarding the gendered nature of conventional buying-female preferred emotional and psychological participation in offline as well as online shopping. On the other hand male prefer efficiency and convenience in getting shopping outputs from actual product. Banerjee, Dutta and Dasgupta (2010) analyzed in their study on "customer`s attitude towards online shopping" that out of 202 respondents who have done online shopping, majority were satisfied and rest of the respondents were intended to involve in online shopping in future. It can be concluded on the basis of study that accessibility to wide and updated information was the main factor that influence customers to do online shopping. In addition to that there was a significant relationship between online shopping and family monthly income, frequency of internet usage and time spent on internet usage. Broekhuizen and Huizingh (2009) examined the influence of online shopping experience in an e-commerce context. Respondents who were doing online shopping were more concerned with the alleged enjoyment, risk and price attractiveness offered by the website while on the other hand caring less about time and effort, which depicts that they were not going to use the website for future communications if they were satisfied with their present price. Certain procedures for managers of websites for financial services regarding about how to change the inquirers into buyers and develop the trustworthiness of online buyers. Certain insights from marketing, e-commerce and information systems to offer support for the assumptions regarding moderating the online shopping experience. Torben Hansen, Jan Møller Jensen, (2009) Investigated shopping interest and online apparel buying across four different genders related buying. A concrete model was projected for considering the impact of online shopping interest on consumer online apparel buying and it was checked in both the settings i.e. normal setting and different buying contexts. It was concluded that likely differences found in males and females shopping interest and eagerness to buy apparel online. Usually consumers showed that less difficulty in choosing items is surely required while doing online shopping. On the other hand, females apparently feel difficulty in choosing items while doing online shopping across different buying conditions. Regarding the fun, while doing online shopping females were significantly less affected and not for males while doing the same.

Objective of the Study:

- To assess the relative significance of online shopping influencing factors on the overall satisfaction with the services of Online shopping sites.

The main focus of the study was to assess the relative significance of online shopping influencing factors on the overall satisfaction with the services of online shopping sites. The data has been collected from college students from Hisar city from August 2016- October 2016. The data has already been tested through pilot survey on 10% of the total sample i.e. 20 students to check out the adequacy of the questionnaire and necessary changes have been made afterwards. The sample size was 200 college students from Hisar. The study was based on the semi structured questionnaire consist of 17 statements based on Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. To analyze the data SPSS 13 has been used. Reliability statistics, Cronbach alpha has also been calculated and found to be 0.681 which is significant as mentioned in Table 1. The students were generally a mix blend of Post Graduate and Graduate i.e. MBA (122), M.Sc. (110), B.Sc. (40), B.Tech (2). The questionnaire was divided into two sections: first section focuses on the demographic profile of the students including their age, gender, qualification, amount of money spend on online shopping of the students whereas second part emphasis on questions related to factors related with the services of online shopping sites among students. The tools for analyzing the data were factor analysis and ANOVA. Both primary and secondary data has been used in the study.

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
.681	17

Regarding the demographic profile (Table 2) there were approximately equal number of male (48%) as well as female (52%) college respondents in the study. The majority age group comprises of 20-25 years (85%), followed by 25-30 years (14%). Most of the respondents were unmarried i.e. 85.5%. Majority of the respondents were Post graduate i.e. MBA (122), M.Sc. (110), B.Sc. (40), B. Tech (2). Regarding the area, majority of the respondents belongs to urban area (63%) followed by rural area (27%). Further the money spend on internet/ online, 40% respondents spend amount 501-1000, followed by 100-500 (31%), and 29% spend between 1001 and above.

Table 2. Demographic Profile of Respondents

S. No.	Demographic Profile	Frequency	Percent
Sex	Male	96	48.0
	Female	104	52.0
Age	15-20yrs	2	1.0
	20-25yrs	170	85.0
	25-30yrs	28	14.0
Marital Status	Married	29	14.5
	Unmarried	171	85.5
Education Level	B.Sc.	40	20.0
	M.Sc.	110	18.0
	MBA	122	61.0
	B.Tech.	2	1.0
Area	Urban	126	63.0
	Rural	74	37.0
Amount of Money spend on online shopping	100-500	62	31.0
	501-1000	80	40.0
	1001-1500	32	16.0
	1501&above	26	13.0

Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.621
Bartlett's Test of Sphericity	Approx. Chi-Square	878.769
	df	136
	Sig.	.000

Table 4. Name of Factors and Their label

S.No.	Factor Name	Statements	Factor Loading	Cronbach Alpha	Eigen Value	% of Variance	Cumulative %
1.	Threat to a system	b8 Unethical hacking activities	.773	.675	3.130	18.411	18.411
2.		b11 Fear of virus	.759				
3.		b9 It's not trustworthy	.609				
4.	Customer	b4 Shares opinions about a product	.845	.632	2.631	15.479	33.890
5.	care	b14 Organizations that use online shopping sites for marketing purpose are more innovative than others who are not using it	.703				
6.		b17 I refer to the opinion of experts on online shopping sites while considering any product or service	.696				
7.		b6 Helps in decision what to buy and where to buy and how to buy	.377				
8.	Information sharing	b13 I feel comfortable in sharing any information on online shopping sites	.693	.572	1.680	9.880	43.771
9.		b10 Lack of information about products	.613				
10.		b15 Through online shopping sites learning environment I can get what information I want	.487				
11.		b7 Fake advertisements	.466				
12.	Online shopping sites Vs traditional advertising	b12 Advertisements through online shopping sites are more interesting than traditional advertising	.832	.482	1.285	7.558	51.329
13.		b16 online shopping sites advertising is more informative than traditional advertising	.645				
14.	Awareness	b1 It helps in seeking information of products and services	.730	.437	1.263	7.432	58.760
15.		b2 Helps in creating an idea about products and services even before consumption	.705				
16.		b3 Helps in creating brand awareness	.494				
17.	Schemes	b5 Provides information about exclusive offers and discounts	.879			6.678	
					1.135		65.439

Table 5. Regression Scores

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.153a	.023	-0.07	.17162	.023	.768	6	193	.596	2.066

a Predictors: (Constant), REGR factor score Schemes, Awareness, REGR factor score Online shopping sites vs Traditional shopping, REGR factor score Information sharing, REGR factor score customer care , REGR factor score threat to system

b Dependent Variable: Are you satisfied with the services of online shopping sites

Table 6. Coefficients(a)

Model	Unstandardized Coefficients		Standardized Coefficients β	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	1.030	.012		84.87	.000	1.000	1.000
Threat to System (Fact1)	-.008	.012	-.045	-.626	.532	1.000	1.000
Customer care (Fact2)	.019	.012	.109	1.53	.028*	1.000	1.000
Information Sharing (Fact3)	.002	.012	.013	.18	.852	1.000	1.000
Online shopping sites Vs Traditional advertising (Fact4)	-.009	.012	-.055	-.77	.441	1.000	1.000
Awareness (Fact5)	.008	.012	.047	.65	.043*	1.000	1.000
Schemes (Fact6)	.011	.012	.064	.90	.367	1.000	1.000

DISCUSSION

To attain first objective, researcher used factor analysis, so as to judge the adequacy and suitability of sample Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity was used. The value of KMO and Bartlett's Test of Sphericity as 0.621 and 878.769 respectively, which are statistically significant at 1% level of significance as mentioned in Table 3. The factor labels, their loadings, cronbach alpha value, eigen value, % of variance and cumulative variance is shown in table 1.4. Factor analysis reduces the 17 statements to six factors and the cronbach alpha values ranged from 0.437 to 0.675 which indicates a fair to good internal consistency among the items of each dimensions. Six factors have been extracted which accounts for 65.439 percent of variance. The percentages of

variance explained by factor 1 to 6 are 18.411, 15.479, 9.880, 7.558, 7.432 and 6.678 percent respectively. Online shopping factors have been assigned names according to the similarity of variables loaded on each factor. Six factors have been extracted after factor analysis has been applied. Hence these factor scores have been taken as regression scores to calculate regression analysis. The factor solution obtained in the above objective shows that there were no cross loadings. Therefore, the factor solution reflected to reveal significant validity and reliability, and hence, can be used for further analysis. Hence these regression scores were further analyzed to assess the significance of these factors on overall satisfaction with the services of Online shopping sites, regression scores of the factor were calculated and treated as independent variables in the linear regression analysis. The student's response with

feeling satisfied with the services of online shopping sites was used as the dependent variable. Linear regression analysis has been used to calculate the effects of independent variables (Schemes, Awareness, Online shopping site vs Traditional Advertising, Information sharing, customer care, threat to system) on dependent variable (feeling satisfied with the services of online shopping sites or not). From Table, the model indicates that approximately 2.3 per cent ($R^2 = 0.023$) of the variance in feeling satisfied are jointly explained by six independent variables (Schemes, Awareness, Online shopping sites vs Traditional Advertising, Information sharing, customer care, threat to system). The F value = .768 at p < 0.000 suggesting that the six independent variables have significantly explained 7.6% of the variance in feeling satisfied with the services of online shopping sites. However, it was seen that only two factors at 95 % confidence level with standardized beta of .028 (customer care) and .047 (Awareness) where p < 0.05.

On the basis of above results, model can be established. The Projected regression model is as follows:

$$Y = a + b_1x_1 + b_2x_2$$

$$Y = 1.030 + .028(\text{Customer care}) + .047(\text{Awareness})$$

Where the dependent variable is Y = feeling satisfied with the services of online shopping sites or not, and the independent variables are: TS=Threat to a system, CC= Customer care, IS= Information Sharing, SM= Online shopping sites Vs Traditional Advertising, A= Awareness, S= Schemes and ε= Error Term.

In order to assess the relative significance of these factors on overall satisfied with the services of online shopping sites, regression analysis has been used. Table 5 illustrates the results of the regression analysis (all the variables were entered at the same time). Results from the above analysis reveal few interesting facts. The value of the linear correlation coefficients (R) between the independent variables and the dependent variable was .050. The R^2 for the model was .023, thus showing that about 2.3% of the variability in the outcome is accounted for by the predictors (independent variables).

The adjusted R^2 for the model is .093, and it can be seen that the difference between the values of R^2 and adjusted R^2 (.023 – (-0.07)) = .093 or 9.3%) is not very high. This implies that if the model was derived from the population instead of the sample, it would have accounted for approximately 9.3% of less variance in the outcome. The f statistic obtained is .768 (p-value = 0.050), thus indicating that the independent variables have a significant influence on the dependent variable at 5% level of significance, and that the model is effective. Collinearity diagnostic confirmed that there are no concerns of multicollinearity. The variation Inflation Factor was less than 2 for the above model as shown in Table 6.

Conclusion

The results have also shown that customer care and awareness are significant (β = .109, t = 1.53, and p = .028; β = .047, t = .65, and p = .043, respectively) and explained the deviations in Online shopping sites. To a certain extent, this can be recognized to the point that students of colleges are usually accessing online shopping sites because of better customer care support and moreover get awareness alerts from these sites. Hence it can be concluded that these sites pose threat to the ids as well as the sharing of database available for fake sites.

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