




A STUDY ON CUSTOMER SATISFACTION TOWARDS E- SHOPPING

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ABSTRACT

Organizations use the internet to gain competitive advantage by using online platforms. E-shopping is a new and advance way in which consumers' purchases goods and services. E- Shopping has indeed revolutionized the way consumers and producers relate in this new era of business. E-shopping is one of the fastest growing industries. Thus the study is conducted to examine the level of satisfaction customers' gain in online shopping and also to determine what are the motivating factors behind online shopping as well as to investigate the problems associated with online shopping. The survey design was used for the study. Purposeful sampling was used for the study. The adopted online survey was used for the data collection. Descriptive analysis of the data revealed that consumers have different purchasing behaviour and decisions and this is what motivates them to shop online. The data gathered from the respondents indicates that convenience, time saving, variety of goods and services are the most important motivating factors. On the other hand, lack of trust, personal privacy and security of the customers' personal information were among the factors that discourages consumers to shop online. Another problem associated with online shopping is too much adverts on the web pages; this according to the respondents is annoying and sometimes not comfortable with them as they block some pages and sometimes they tend to waste time waiting for the adverts to disappear. Further studies should be conducted in following years to observe the changes over time.

Keywords: *E-Shopping, Customer, Satisfaction*

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ELEKTRONİK TİCARETE İLİŐKİN MÜŐTERİ MEMNUNİYETİ

ÖZ

Organizasyonlar internet platformlarını kullanarak rekabet avantajı elde etmek için interneti kullanmaktadırlar. E-alıőveriő, tüketicilerin ürün ve hizmetlerinin satın alındığı yeni ve gelişmiş bir yoldur. E-alıőveriő, tüketicilerin ve üreticilerin bu yeni iş dünyasında ilişki kurma biçimlerinde gerçekten yenilik getirmiştir. E-alıőveriő en hızlı büyüyen sektörlerden biridir. Bu nedenle, bu çalışma, müşterilerin çevrimiçi alıőveriőlerdeki kazanım düzeyini incelemek ve ayrıca çevrimiçi alıőveriőle ilgili sorunların araştırılmasının yanı sıra çevrimiçi alıőveriőin ardındaki motivasyon faktörlerinin neler olduğunu belirlemek amacıyla gerçekleştirilmiştir. Araştırma için anket yöntemi kullanılmıştır. Örneklem seçiminde amaçlı örnekleme kullanılmıştır. Veriler uyarlanmış elektronik anket aracılığı ile elde edilmiştir. Verilere ilişkin betimleyici analiz, tüketicilerin farklı satın alma davranışlarına ve kararlara sahip olduklarını ortaya koymuştur ve bu onların çevrimiçi alıőveriő yapmalarını motive eden bir unsur olarak saptanmıştır. Katılııcılardan toplanan veriler, kolaylık, zaman tasarrufu, ve mal ve hizmet çeşitliliğinin en önemli motivasyon faktörleri olduğunu göstermektedir. Öte yandan, müşterilerin kişisel bilgilerinin güvenliği, kişisel mahremiyetleri ve güvenlik eksikliği, tüketicilerin internetten alıőveriő yapmalarını engelleyen faktörler arasındadır. Çevrimiçi alıőveriőle ilgili bir diğeri sorun ise, web sayfalarında çok fazla reklamın mevcut olmasıdır. Katılımcılar reklamlardan rahatsız olduklarını ve reklam sayfalarının kaybolması için zaman harcadıklarını belirtmişlerdir. Gelecekte yapılan çalışmalar, zaman içindeki değıőimleri gözlemlemek için yapılmalıdır.

Anahtar Kelimeler: E-Alıőveriő, Müőteri, Memnuniyet

1.INTRODUCTION

The internet has dramatically changed our life style, from businesses to education and also to healthcare services. Organizations rely so much on the internet to render their services as well as to manage and make the organizations more functional.in addition to this, organizations now use the internet to gain competitive advantage by using online platforms to sell and buy goods and services. This makes interaction between organizations and customers/clients even more convenient easier for customers/clients to acquire whatever they want comfortably, pay and receive such product within a specific period of time. These items include not only house hold items but even food, beverages, groceries, clothes, cosmetics, computers, airline tickets, cars and even houses can be purchased via the internet. The internet has transformed our shopping behaviour from a traditionally oriented to a new and more efficient era called “e shopping.



The term e-shopping, e-business or e-commerce are synonymously used to describe selling and buying of goods and services using electronic devices such as the internet, which relates to activities of information searching, information sharing among others (Gabriel, Ogbuiwe & Ahiauzu: 2016). E-shopping is a new and advance way in which consumers' purchases goods and services via the internet. This process allows merchants to advertise and sell their products using online platforms such as e-bay, amazon.com alibaba.com among others. Interested consumers can visit the web stores from the comfort of their homes to shop and pay for what they purchased using either computer, tablets or mobile phone. E-shopping is one of the fastest growing industries, a vast number of people/consumers buy and sell their goods and services via the internet. These goods and services ranges from house hold items, clothing, foods and beverages, books, consulting and even drugs can be purchased or sold through the internet. Online shopping environment are playing an important function between sellers and their consumers. Worldwide, customers are gaining remarkable benefits from purchasing goods over the internet (Jiradilok et al., 2014). The e-shopping platforms allow customers to shop 24/7 and there is availability of goods and services throughout the year regardless of public or national holidays with little or no cost. Reports indicate that online shopping is increasing especially in the developing countries. People are getting more interested in this kind of business in recent years. It was observed that most young men and women between the ages of 18-45 are mostly the customers of e-markets. This can be associated with their cravings and addiction to the internet.

In Nigeria e-commerce is on the increase, but the popular ones include Jumia, Konga, Jiji to mention but few. According to BusinessNews (2018), "the number of payments in Nigeria made by mobile phone more than doubled, to 2.4 million in the first half of 2012, while internet payments rose to 9.3%.

E- Shopping has indeed revolutionized the way consumers and producers relate in this new era of business, which is characterized by high technology and sophisticated means of communication between the buyer and the seller. This has gained popularity and acceptance among mostly elites in the community. The importance of this cannot be overemphasized, as such has become a new trend among consumers in the present business environment. However, the growing rate of internet related crimes are on the increase. Scam, fraud and even debit/credit card cloning are among the major crimes perpetrated, which has created fear and uncertainty in the minds of the customers/consumers and also affected their trust and confidence towards e- shopping.

Thus the study will examine the level of customer satisfaction and attitudes towards e-shopping, as well as the motives behind e-shopping. This survey is going to investigate the factors that influence



customers to shop online and also to recommend steps to be taken by merchants on how to formulate the best strategies towards online marketing.

2.LITERATURE REVIEW

The study reviewed articles related to e-shopping, the factors that motivates people to shop online as well as the satisfaction level of the customers on e-shopping; and also articles were reviewed that discussed the impact of e-shopping on the customers.

2.1. Impact of E-Shopping on Customer Satisfaction

The concept of 'Customer satisfaction' has different meaning depending on the customer expectations and experience. Customer satisfaction is "the collective outcome of perception, evaluation and psychological reactions to the consumption experience" (Yi, 1990). To measure customer satisfaction, it is important to examine the different causes or reasons that makes customer to be satisfied with the services offered by online markets. According to Schaupp and Belanger (2005), customer is satisfied mostly if privacy is guarded, trust, delivery in time, product quality and security among others. Another study of the factors that attracts customers to remain on a particular site can be seen the price. The price of goods and services played an important role as regards to e-shopping, customers remain loyal to one particular site because of low prices of the goods and services offered by them (Reibstein, 2002). Mostly customers are satisfied at timely delivery of the products, the quality of the products as well as the price. These three factors influence the satisfaction level of the online shoppers most.

For convenience, many customers prefer to buy their products online. This can be seen as one major reason that makes people to trade via the internet.

2.2. Quality of Service and Delivery

Internet has no doubt transform our daily activities, as such the users of the internet particularly e-shoppers are concern about the delivery and the quality of the products been purchased. This can establish and enhance the relationship between the markets and the consumers (Wang and Le, 2016). The quality and the speed of delivery is a factor that motivates most customers to shop online, because they believe e-shopping is convenient and can get what they want. However, some customers are complaining about the availability of the product and also the quality as well.

2.3. Problems Associated with Online Shopping



Despite been accepted by most internet users in Nigeria, online shopping is still facing a lot of challenges ranging from uncertainty, to inefficiency in terms of product delivery. Many people still prefer to go to the markets or for face to face transaction to buy what they want instead of using the internet to buy goods and services. This is because there is lack of trust by most people as regards to their privacy. Many people/internet users feel that their privacy is not been safe guarded as there are many internet crimes committed all over the country, these crimes include among others debit/credit card cloning, impersonation, fraud, internet/cybercrime which is popularly known as (yahoo-yahoo) in Nigeria. These problems have created uncertainty and fear in the minds of most online customers in Nigeria. This research finds out that many customers are willing to shop online if their privacy and security is going to be protected.

3. METHOD

3.1. The Purpose of the Study

The purpose of this survey is to examine the level of satisfaction customers' gain in online shopping and also to determine what are the motivating factors behind online shopping as well as to investigate the problems associated with online shopping in Nigeria.

3.2. Research Questions

1. What is the level of satisfaction derived regarding e-shopping?
2. What are the reasons that make people to shop online?
3. What are the problems associated with online shopping?
4. What are the measures taken by online merchants to address the problems associated with scamming?

3.3. The Research Design

This study is a survey designed aimed at investigating the opinion as regards to satisfaction of customers towards e-shopping/online shopping and the factors that motivates them to purchase goods and services via the internet, in four largest cities in Nigeria, namely: Lagos, Porthacourt, Abuja and Kano State respectively, to ascertain the level of satisfaction derived by online customers/clients and the factors that motivates their shopping behaviour. Survey according to Creswell (2012) is used to describe or determine individual opinions about issues, attitudes and belief.

3.4. Population and Sampling



The study focused on online shoppers who have at least one time experience on e-shopping. A total of 80 respondents were selected, 20 from each city using purposeful sampling. They are selected because of their familiarity with e-shopping, as such can express their opinions regarding online shopping. One of the researchers is from Nigeria so participants were selected from the ones that the researcher is aware of the fact that they do e-shopping in Nigeria because it is difficult to identify e-shoppers in Nigeria. Thus the purposeful sampling was selected among other alternatives for the study.

3.5. The Instrument

The main instrument that was used for data collection is an online survey. The use of survey questionnaire in business and marketing is popular. The survey instrument was developed by adopting the instruments mainly used from the studies of Al Karim (2013); Jiradilok, Malisuwan, Madan, and Sivaraks (2014); Wang and Le (2016) in determining the level of satisfaction derived by online shoppers as well as the factors that motivates them to purchase via the e-market. Survey was administered to participants through online using the electronic form developed on using the Google forms to seek their opinions about their level of satisfaction and what motivates them to shop online, as well as their experiences in online shopping. This includes those customers who have at least one time experience in online shopping in Nigeria. The questionnaire is divided into four sections; section 1 comprises of demographic questions, section 2 contains 10 questions on information regarding customer satisfaction, factors that motivates the customer to shop online as well as their experiences with online markets; section 3 contains questions on the security of both the customer and the online markets; and finally section contains questions on the overall evaluation of customer satisfaction as well as recommendations offered by the customers to the merchants, retailers and distributors of the goods and services on how best they can improve their services. The response options for this survey are the Likert scale. The options are ordered as (strongly dissatisfied, dissatisfied, neutral, satisfied and strongly satisfied).

3.6. Analysis

Data were collected and analysed using descriptive statistical analysis. Results of the analysis were presented in tables using the percentages and frequencies.

4. FINDINGS



Table 1 shows the number of surveys that were distributed via email. A total of 80 surveys were distributed to the four cities (Abuja, Kano, Lagos and Port-hacourt), a total of 64 surveys were returned which is almost 70%. With Kano city responding to all the questionnaires sent to them.

Table 1.: Distribution of the collected data

| Name of City | Questionnaire administered | Questionnaire returned | Questionnaire not returned | Total |
|---------------------|-----------------------------------|-------------------------------|-----------------------------------|--------------|
| Abuja | 20 | 18 (82%) | 2 | 20 |
| Kano | 20 | 20 (100%) | 0 | 20 |
| Lagos | 20 | 16 (72%) | 4 | 20 |
| Port-hacourt | 20 | 10 (50%) | 10 | 20 |
| Total | 80 | 64 | 16 | 80 |

The demographic data indicate that 60.9% of the respondents are female while 39.1% were male. This could be because female shop more than men, and the development of the internet has increased the way women shop via the internet, because most of them are workers, they work from Mondays to Fridays morning until evening, this makes shopping difficult for them. Thus the only preference is the online shopping, were they mostly buy clothes, and other accessories. As for the age; 53.1% are between the ages of 21-30, 10.9% between 31-40%, 9.4 18-20, 41 and above constitute of 25% while others 1.6%.

In terms of the level of education, those with a bachelor's degree constitute the highest percentage with 67.2%, followed by postgraduate (master and doctorate) 23.4%, high school certificate holders 3.1%, national diploma certificate 1.6%, middle school certificate 1.6% and others 3.1%. the occupation of the respondents indicate that public servants constitute the majority of the respondents with 32.3%, followed by self-employed 29%, students 24.2% private workers 12.9 % and civil servants 1.6%. The data collected indicate that the monthly income of 40 thousand and above Nigerian naira constitute the highest percentage with 44.6%, 10,000- 18,000 30.4%, 20,000-30,000 16.1%, 31,000-40,000 Only 1.8 while others 7.2%. These are respondents who are getting bellow 10,000 NGN or above 40,000NGN monthly. As for data related to satisfaction and motivation, the responses indicated that 48.4% responded only shop online when the need arises. 26.6% not very often; 15.5% not often.

Table 2: The distribution of the data related to satisfaction and motivation.

| | Strongly disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly agree (5) | Total |
|--|-----------------------|--------------|-------------|-----------|--------------------|-------|
| 1.E- shopping is convenient | 3.1% | 53.1% | 28.1% | 6.3% | 9.4% | 100% |
| 2.The delivery is speedy | 9.4% | 12.5% | 34.4% | 32.8% | 10.9% | 100% |
| 3.The price is always affordable | 9.4% | 12.5% | 42.2% | 25% | 10.9% | 100% |
| 4.The quality is always good | 12.5% | 15.6% | 43.8% | 15.6% | 12.5% | 100% |
| 5.The services and the packaging are excellent | 9.4% | 10.9% | 32.8% | 34.4% | 12.5% | 100% |
| 6.You always get what you ordered | 14.1% | 9.4% | 28.1% | 25% | 23.4% | 100% |
| 7.The description of the item or services are exactly what you saw on the internet | 14.1% | 17.2% | 25% | 26.6% | 17.2% | 100% |
| 8.You are absolutely satisfied with online markets | 9.4% | 15.6% | 39.1% | 25% | 10.9% | 100% |
| 9.You will continue to purchase online | 12.5% | 4.7% | 31.3% | 29.7% | 21.9% | 100% |
| 10.You will recommend someone to buy goods and services using the online medium | 10.9% | 10.9% | 23.4% | 34.4% | 20.3% | 100% |

The data analysis revealed that participants are satisfied from doing e-shopping in Nigeria. Participants are especially satisfied from the speed of the delivery, affordable price, and quality of the goods in doing e-shopping. Also participants declared that they will continue using the e-shopping in the future. However participants did not find the only shopping convenient. The reason behind it should be investigated in the future.

Table 3: The distribution of the data related to security

| | Strongly disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly agree (5) | Total |
|-----------------------------|-----------------------|--------------|-------------|-----------|--------------------|-------|
| 1.You trust the web markets | 7.8% | 18.8% | 37.5% | 26.6% | 9.4% | 100% |

| | | | | | | |
|--|-------|-------|-------|-------|-------|------|
| 2.The security of your credit cards is not compromised | 10.9% | 7.8% | 20.3% | 25% | 35.9% | 100% |
| 3.The web pages are highly protected | 7.8% | 15.6% | 28.1% | 23.4% | 25% | 100% |
| 4.Your information is highly encrypted | 7.8% | 10.9% | 31.3% | 26.6% | 23.4% | 100% |
| 5. You always receive confirmation at least 48 hours before any transaction is initiated | 10.9% | 4.2% | 28.1% | 31.3% | 25% | 100% |
| 6.Customer privacy is guaranteed | 6.3% | 12.5% | 26.6% | 26.6% | 28.1% | 100% |
| 7. You are confident with the security level of the e-markets you frequently use | 6.3% | 10.9% | 32.8% | 23.4% | 26.6% | 100% |
| 8.You have never receive a spam message from the e-markets you frequently visit | 15.6% | 14.1% | 15.6% | 26.6% | 28.1% | 100% |

The vast majority of the participants stated that they did not find the shopping on the internet convenient. However, the participants also stated that they will continue shopping from the Internet. As far as the reliability of the online shopping is concerned, web pages are relatively safe and they feel that their personal information is highly protected. On the other hand, when customers visited websites that sell online, they also emphasized when spam messages were frequently encountered (Table-2, Table 3).

Table 4.: The distribution of the data related to evaluation and recommendations for e shopping

| | Strongly disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly agree (5) | Total |
|--|-----------------------|--------------|-------------|-----------|--------------------|-------|
| 1.Access to information is quick and easy | 7.8% | 7.8% | 15.6% | 35.9% | 32.8% | 100% |
| 2.Registration is easy and fast | 9.4% | 7.8% | 23.4% | 39.1% | 20.3% | 100% |
| 3. There are no too much adverts on the sites you usually visited. | 14.3% | 14.3% | 27% | 33.3% | 11.1% | 100% |
| 4.Charges are clearly specified | 6.3% | 9.5% | 19% | 28.6% | 36.5% | 100% |

| | | | | | | |
|---|-------|-------|-------|-------|-------|------|
| 5. Customer service centres are available 24/7 and are quick to respond to queries and complaints. | 12.5% | 9.4% | 26.6% | 34.4% | 17.2% | 100% |
| 6. Complaints are resolved within 24 hours or even less. | 15.6% | 18.8% | 32.8% | 23.4% | 9.4% | 100% |
| 7. Online support for after sales services are available. | 15.6% | 12.5% | 29.7% | 28.1% | 14.1% | 100% |
| 8. There is effective and efficient communication between the customer and merchants' as well as with the distributors. | 10.9% | 17.2% | 25% | 31.3% | 15.6% | 100% |
| 9. The security of the internet should be highly improved. | 7.8% | 6.3% | 26.6% | 21.9% | 37.5% | 100% |
| 10. Product quality and description should be improved. | 4.7% | 4.7% | 29.7% | 39.1% | 21.9% | 100% |
| 11. All charges including taxes should be clearly specified. | 7.8% | 6.3% | 9.4% | 18.8% | 57.8% | 100% |
| 12. Unnecessary adverts should be avoided because they are provoking the customers by blocking some part of the pages | 4.7% | 7.8% | 12.5% | 12.5% | 62.5% | 100% |

Participants stated that it is very easy to register to electronic shopping sites. The vast majority of shoppers reported that their complaints were not resolved 24 hours a day. The participants stated that internet security is important and that the quality and detail of the products need to be improved (Table 4).

5. CONCLUSION AND RECOMMENDATIONS

The purpose of this study is to investigate the satisfaction level and the motivating factors towards e-shopping. The findings revealed that consumers have different purchasing behaviour and decisions and this is what motivates them to shop online. The data gathered from the respondents indicates that convenience, time saving, variety of goods and services are the most important motivating factors. On the other hand, lack of trust, personal privacy and security of the customers' personal information were among the factors that discourages consumers to shop online. Another problem associated with online shopping is too much



adverts on the web pages; this according to the respondents is annoying and sometimes not comfortable with them as they block some pages and sometimes they tend to waste time waiting for the adverts to disappear. Based on the findings of the study, the following recommendations were presented especially to the e-marketers, vendors and researchers:

1. The security of the customers should be safeguarded, and there should be sophisticated devices that will prevent fraudsters from hacking and gaining access to customers' personal information, credit/debit card information as well.
2. Delivery time should also be considered and there should be effective and efficient communication between the merchants, vendors, transporters and the consumers. This will improve the relationship and as well encourage others to purchase their goods and services via the online channel.
3. Electronic vendors should try and provide consumers with qualitative goods. In other words they should not deceive consumers with good looking pictures. The picture of the products should be exactly the same with the ones to be delivered.
4. Unnecessary adverts should be avoided, as many respondents reported such adverts as annoying and discouraging.
5. The websites should be user friendly and easy to access.
6. All charges/fees should be clearly stated including taxes, cargo/shipping.
7. Further studies should be conducted in following years to observe the changes over time.

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