

# Literature Study on Satisfaction Factors of Women Customers in E-Business special reference to Apparels, Hand-bags and Home Appliances

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## Abstract

**Purpose** – The objective of the research study is to identify the different Satisfaction factors of women customers in E-Business. The number of internet user is constantly increasing which is also signifies that online purchasing is also increasing. Women buyers are always in search of new and unique product options. E-shopping is providing the facility to shop all different products under the single roof without going out with in few clicks. Women prefer to shop lifestyle products, Handbags and home utilities more with online mode. Women shoppers also worry about some factors like mode of payment, fear of fraud in term of products, and payment. This study focuses on the factors which makes their shopping experience more independent and effective.

**Keywords:** E-shopping behavior, women customers, Satisfaction Factors

## I. Introduction

In India there is a huge growth has taken place, especially in the field of e-commerce Industry, and all this has happen due to the innovations, advancement, and development in the field of information technology. In the last two decades internet and computers have proven the most knowledgeable and favorable treasure for Indian population, as well as for the whole world. In the present research work, researcher has gone through various previous researches and studies based on in different parts of the Country and States made by the different researchers relating to the buying behavior of consumer towards Online Shopping, Shopping behavior of women, their perception, their buying behavior and pattern to buy products online. Researcher also stressed on various previous researcher like what a online consumer expect from an Online marketer, how to grab the potential market from the point of view of a Seller etc. It is also representing the thoroughly examine of the previous studies relating to customer's E-Shopping Behavior, customer's attitude towards online shopping, factors affecting the Online shopping behavior of consumers.

## II. Need of the Study

The main objective of this study is to identify the factors of customer satisfaction in e-commerce industry. Customer satisfaction is major critical success factor for all the customers and for e-commerce industry as well. Quality products and services offered by the e-marketers and satisfaction level of customers with those products and services have received extensive attention. Online buyers always want best services offered till the customer receive and use the same. The repurchase intention of the customers only depends upon the last service experience offered by the marketer and how responsive they are to resolve the problem faced by the customers. Cost/ Prices of the goods also a critical success factor for e-commerce marketer.

### III. Literature Review

As per this study, revolution in information technology has brought a dynamic change in Indian economy and society, the easy and simple use of electronic devices is the back bone of e-commerce, consumers and businesses are quickly adopting the technological changes and targeting the benefits and the potential of e- shopping. Consumers using e-medium to find the seller, to check and evaluate the products and services offered by the marketers, price comparisons and somehow online buyers or shoppers are happy and satisfied with the quality of the product, prices offered, brand of the product and other packages available in online shopping. (Dr. Vijaya Lakshmi D, S.Deepika, 2016). Based on the e-shopping behavior and satisfaction to the customers giving insight to the major influencing factors towards online shopping is the risks free shopping and feel no fear of loss during e-shopping (S. Tamilarasi.S., R. Angayarkann,2016) .

This research is related with e-commerce factors influencing consumer online shopping decision and found that convenience, simplicity, product comparison, better price options are the major factors for customer satisfaction in online purchase. (Zivile Bauboniene, Gintare Guleviciute 2015). Convenience factors are the main reason behind the popularity of the online shopping. The convenience factors includes like home delivery, saving of time and efforts, no time constraint anytime anything concept, flexibility to choose among plenty of options (Dr. Ruby et al., 2015). (Richa. D 2015) in her study explain about the factors attracted towards online shopping are convenience factors like-delivery of product at home, effortless and time saving way for Shop, flexibility to buy anything from anywhere without thinking about time- 24\*7. Risk free shopping, easy online shopping experience, privacy and security issues, multiple shopping payment methods are the key satisfiers for online shoppers (Prashant Raman, 2014). (Kim & Byramjee, 2014) found that if the consumer is not satisfied with the safety and security features of the website they will not shop, even any deal or discount cannot attract them to purchase.

(Thamizhvam & Xavier, 2013) states that the trust of the buyer on online process as well as the last purchase experience, allow the online user to be more confident and to be a regular online shopper and leaves a positive impression in the mind of consumer. The marketers should stressed more on those factors of online shopping which leads in making satisfied customers, because satisfaction is that factor of online shopping, which leads to generate the repurchase intention of an Online Consumer. (Singh & Kaur, 2013) stressed on the drivers of online shopping decision that are trust, secure transactions and right information received. (Bagga & Bhatt, 2013) discussed about intrinsic and extrinsic factors influencing consumer buying behavior online, and analyzed seven factors responsible for Consumer's buying Behavior, these seven factors affect every Online Consumer according to their income and age level. Convenience, information, security and privacy, online advertisement, website design and social media. (Sharma Amalesh 2011) The researcher investigate many problems and challenges face by online shopper while shopping, the researcher found, online shopper always worry regarding safe delivery, right delivery and prices of the product. These confusing points may leads to lack of confidence in their shopping process because they cannot feel and touch the product while shop online and with this if they face any fraud then there is no strict Laws and remedies available to provide them justice and solution also the lack of knowledge is there, which allow the user to think twice before shop online.

(Chao-Min Chiu, Chen-Chi Chang, Hsiang-Lan Cheng, Yu-Hui Fang, 2009) in his study Determinants of consumer repurchase intention in online shopping- This research study is conducted to know the repurchase intention of online buyers and for this the researcher used TAM model for knowing e-service quality, trust and enjoyment to develop a theoretical model of repurchase intention in the context of online shopping. The researcher also collects 360 samples from PC Home Online users and analyze them on Partial Least Squares (PLS graph version 3.0) and found that trust, ease of use, enjoyment and usefulness are the indicators of repurchase intention. The researcher explore that many of the non

online shoppers want to shop online products, specially the women and teenagers. But the issue of no touch, no feel bound them to take a step back specially during the shopping of clothes, jewelry, handbags and perfumes. But in online shopping it is not possible until you receive the product. (Eliasson, Lafourcade & Smajovic ,2009).

(Hsin Hsin Chang, Su Wen Chen, 2008) This research study investigate that the purchasing intention of online shoppers towards website quality, design and brand name, and found these factors have more impact on trust and risk in the minds of consumer. (Goldfrab & Prince 2008) found that the income and time spent on internet affects the frequency to shop online. (Holloway, B. B., & Beatty, S. E. 2008) researcher states that the wrong order and late order delivery of product are the major reasons for dissatisfaction among online users.

#### IV. Satisfaction Factors

Today's customer always in search of new, trendy and reliable products and online shopping platform provides them all above three, but still there a doubt is found there in the mind of a online shopper regarding the product and services that is offered by the online marketers. Customer satisfaction in online shopping is a kind of milestone for online marketers because one satisfied customer is a key to reach many potential customers. The researcher in the present study found many satisfaction factors from the previous literature studies such as-

- Right price of product.
- Right time and right delivery of products and services.
- Safety and security of website.
- True and actual information about products.
- Post purchase services.
- Easy exchange and return of products.
- Trust on online shopping.
- Secure mode of payment.

In short the researcher found that these are the pre-requisites of online shopping to convert a customer in to satisfied online shopping customers.

#### V. Conclusion

Women are the most important and strong pillar of any nation, they not only participate in the home activities, managing children but they control and hold on household earning and spending. The role of women in the society and their effects has changed. E-business or the businessmen cannot ignore the role of women in shopping behaviour.. Purchases are emotionally significant and communication is an important tool throughout the buying decision. In buying decision for the family women's influence is very much high and they works as a great influencers. And when it comes to individual buying, no doubt women are the sole decision makers for the purchasing the goods or services. (S.Tamilarasi and R.Angayarkanni, 2016).This researcher in this study reach on the conclusion that the factors which attracts and compels a women to shop online are Right price of product, Right time and right delivery of products, Safety feature of the website, Actual information about products, After sales services provided by e-marketers, and most importantly easy exchange and return of products

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