ARE CUSTOMERS LOYAL TO ONLINE SHOPPING WEBSITE?

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Abstract : The investigation was intended to evaluate the reliability of clients concerning on the web sites they use for shopping. The information was gathered from 100 respondents and was dissected utilizing elucidating measurements, F-test and ANOVA. The discoveries uncovered that dimension of client reliability don't contrast based on sexual orientation, age, occupation and conjugal status, recurrence of procurement, item acquired and shopping sites.

I. INTRODUCTION:

The appearance of the web has changed the conventional way the general population shop. Presently clients can buy items and administrations nonstop, sitting at wherever. At a tick of mouse, the clients can make examination regarding costs, quality, amount, conveyance choices, after deal administrations of the items or administrations they mean to purchase. Extra advantages, for example, worldwide reach of web, entryway step conveyance; advantageous installment strategies and so on urge clients to shop online as opposed to receiving conventional method for shopping. With an expansion in the quantity of shopping sites, a test has risen before the sites to hold its current client base. Gaining new client can cost ordinarily more than holding the current clients, in this way Successful sites are ceaselessly attempting endeavors to support the faithfulness of their clients' base. Client devotion happens when a client purchase an item or administration more than once and holds uplifting mentality towards merchandise and enterprises of a specific site.

II. REVIEW OF LITERATURE:

Client unwaveringness has a critical job in the achievement of any association and it winds up pivotal particularly when client procurement alone does not compare to long haul achievement. There are number of studies have been led to examine the build of client faithfulness. Considers wiz. Rust and Zahorik (1993); (Rauyruen and Miller, 2007); (Kumar and Shah, 2004); (Vesel and Zabkar, 2009); Hallowell (1996) likewise stress the noteworthiness of client loyalty.These studies feature the job of different factors in holding the client reliability. Kim and Yoon (2004) communicated the view that reliability can be measure by the aim of repurchase, prescribing the item/administrations to other and persistence towards cost. They found that the brand esteem, handsets type, an aim to prescribe the present transporters to other people and the call quality having a noteworthy illustrative capacity to quantify the determinants of client dedication. Auh and Johnson(2005) opine that client faithfulness is use to quantify continued buying and restraint for cost. Chang and Chen (2007) found that Customer regard situated business association draw in and create faithful clients. Different investigations viz Wong and Sohal (2003), Bloemer et al. (1998), Ehigie (2006) has discovered a positive connection between administration quality and client dependability.

III. OBJECTIVES:

1. To study online client conduct.
2. To comprehend client reliability as for shopping site.

Hypotheses:
1. There is no significant difference in the level of customer loyalty among male and female respondents.
2. There is no significant difference in the level of customer loyalty among married and unmarried respondents.
3. There is no significant difference in the level of customer loyalty among respondents from different age groups.
4. There is no significant difference in the level of customer loyalty among respondents from different occupation.
5. There is no significant difference in the level of customer loyalty with respect to frequency of online shopping.
6. There is no significant difference in the level of customer loyalty with respect to products purchased while online shopping.
7. There is no significant difference in the level of customer loyalty with respect to the sites used for making online purchase.
8. There is no significant difference in the level of customer loyalty with respect to factors affecting purchasing decision.

Research Methodology:

A self-managed survey was utilized to quantify the client unwaveringness of the general population who shop on the web. For estimating client unwaveringness, three things have been adjusted from Lin and Wang (2006). The survey was separated into three sections. The initial segment of the survey identifies with the statistic information about the respondents. The second part was intended to survey the shopping conduct of the respondents. The third piece of the survey contained inquiries to decide the client faithfulness of respondents. Client dedication is estimated on a five-point scale. The scale is requested backward as pursues:

Strongly agree (5), Agree (4), Neutral (3), Disagree (2), and strongly disagree (1).

A comfort testing approach was utilized, in which polls were circulated to the general population who consented to take an interest in the overview. Survey was disseminated to 125 respondents, out of which 100 were observed to be helpful with the end goal of research. The respondents finished the polls within the sight of the specialists. Information was broke down utilizing unmistakable insights, F test and ANOVA

Table 1: Results and Discussion

S No:	Demographic Variables	No: of Respondents	% age of respondents
1	Gender (a) Male (b) Female	(a) 51 (b) 49	51 49
2.	Age (a) 20-30 (b) 30-35 (c) 35-40 (d) 40 & above	(a) 67 (b) 18 (c) 8 (d) 7	67 18 8 7
3.	Marital Status (a) Married (b) Unmarried	(a) 40 (b) 60	40 60
4.	Occupation (a) Salaried (b) Business (c) Student (d) Retired (e) Home makers	(a) 59 (b) 5 (c) 30 (d) 2 (e) 4	59 5 30 2 4

Table I shows the demographics of the respondents. 51 respondents are male The highest proportion of the respondents (67%) fell into 20-30 year age group, followed by the 30-35 year age group (18%). The majority of respondents was unmarried (60%) and 59% of the respondents were salaried class.

Table 2: Level of Customer Loyalty and Its Dimensions

Variable	Mean	Standard Deviation
CUSTOMER LOYALTY	3.70	.639

Table 2 shows that level of loyalty is 3.70 which is above the average values. So we can say that all the respondents have very high level of loyalty.

Table 3: Mean, Standard deviation and t value of Customer loyalty with respect to Gender and Marital status

Criterion variable	Demographical status	N	Mean	Standard deviation	t -value	P value
Gender	Male	51	3.7	.66	.40	.68
	Female	49	3.62	.62		
Marital Status	Married	40	3.65	.64	-.64	.52
	Unmarried	60	3.73	.64		

As p value (.68) is greater than the level of significance (.05), therefore we can say that male and female respondents do not differ in level of loyalty with respect to online shopping. Hence hypothesis 1 is accepted.
There is no significant difference in the level of customer loyalty among married and unmarried respondents because p value (.52) is greater than the level of significance (.05). Therefore hypothesis 2 is accepted.

Table 4: One –Way ANOVA for Customer loyalty on the basis of age

Criterion variable	Age	N	Mean	Standard deviation	F –value	p value
Customer Loyalty	20-30	67	3.73	.64	.16	.92
	30-35	18	3.61	.717		
	35-40	8	3.71	.416		
	40 and above	7	3.67	.667		

Source: Authors' compilation

N= 100   d.f = 99   Level of significance = 5%

Table 4 shows the result of one way ANOVA in customer loyalty in different age groups. Results also reveal that the construct of customer loyalty do not differ among the respondents of different age group. As shown in table 3, in case of customer loyalty, when age is taken as demographic variable, p value (.92) is greater than the assumed level of significance (.05). Therefore hypothesis 3 is accepted.

Table 5: One –Way ANOVA for Customer loyalty on the basis of Occupation

Criterion variable	OCCUPATION	N	Mean	Standard deviation	F –value	p value
Customer Loyalty	Salaried	59	3.64	.617	.768	.549
	Business	5	4	.624		
	Student	30	3.77	.718		
	Retired	2	3.34	.474		
	Home makers	4	3.92	.316		

Source: Authors' compilation

N= 100   d. f = 99   Level of significance = 5%

One way ANOVA was again used to test the significance of difference in customer loyalty among respondents from different occupations. A glance at Table 5, reveals that respondents from different occupations namely salaried, business, students, retired persons and home makers do not differ significantly as far as customer loyalty (F=.768; p >.05) is considered. Hence hypothesis 4 is accepted.

Table 6: One –Way ANOVA for Customer loyalty on the basis of frequency of online purchase

Criterion variable	Frequency	N	Mean	Standard deviation	F –value	p value
Customer Loyalty	weekly	6	3.67	.422	.591	.622
	Once for 2 weeks	13	3.72	.357		
	Monthly	25	3.56	.927		
	occasionally	56	3.76	.549		

Source: Authors' compilation

N= 100   d.f = 99   Level of significance = 5%

Using One way ANOVA, it was found that there exists no difference in loyalty score with the change in frequency of shopping (F= .591, p > .05). The results support our hypothesis that online customers are loyal to the websites they visit irrespective of their frequency of their shopping. Hence hypothesis 5 is accepted.

Table 7: One –Way ANOVA for Customer loyalty on the basis of products purchased

Criterion variable	Products	N	Mean	Standard deviation	F –value	p value
Customer Loyalty	cosmetic/jewellery	8	3.71	.722	.647	.664
	CD's and books	6	4.06	.248		
	clothes/shoes	58	3.64	.664		
	household furniture	2	3.33	.000		
	Toys	5	3.80	.448		
	electronic gadgets	21	3.76	.676		

Source: Authors' compilation
N= 100   **d.f = 99**   **Level of significance = 5%**
Results of table 7 show that customers opting for different types of product remain loyal to the website. As p value (.664) is greater than the assumed level of significance (.05). Therefore hypothesis 6 is accepted.

Table 8: One –Way ANOVA for Customer loyalty on the basis of shopping sites visited

Criterion variable	Web Sites	N	Mean	Standard deviation	F –value	p value
Customer Loyalty	Flipkart	54	3.7	.74	.98	.43
	Snapdeal	8	3.9	.21		
	Myntra	12	3.6	.64		
	Amazon	23	3.6	.42		
	Homeshop18	3	3.3	.66		

Source: Authors' compilation
N= 100   **d.f = 99**   **Level of significance = 5%**
Table 8 is related to the significance of customer loyalty score on the basis of websites visited for online shopping. It has been found that level of customer loyalty is same for all the websites. Hence there is no significant difference in customer loyalty score for different websites. Hence hypotheses 7is accepted.

Table 9: One –Way ANOVA for Customer loyalty on the basis of factors influencing purchasing decision

Criterion variable	Factors	N	Mean	Standard deviation	F –value	p value
Customer Loyalty	Own Past experience	50	3.85	.565	2.664	.042
	Opinion & experience of family	24	3.44	.679		
	Opinion & experience of friends	17	3.74	.548		
	Opinion & experience discussed in online forum	9	3.48	.885		

Source: Authors' compilation
N= 100   **d.f = 99**   **Level of significance = 5%**
Using One way ANOVA, it was found that there exists difference in loyalty score with the opinion and experience of self or others used in online shopping (F= 2.66, p < .05). Hence hypothesis 8 is not accepted. It is found that customers visiting the websites on the basis of their own experience remain more loyal to the website and customers visiting the websites on the basis opinion and experience expressed in online forums remain less loyal toward the website.

IV. CONCLUSION:

1. Level of client devotion is high among the online customers.
2 .Most of the respondents utilize internet shopping infrequently.
3. Flipkart is the most mainstream site utilized for internet shopping.
4. Most of the respondents utilize web based shopping sites for buying garments and shoes.
5. Most of the customers depend upon their very own past encounters for internet shopping as opposed to their loved ones.
6. Majority of the respondents are salaried class and understudies.
7. Level of client reliability don't vary based on sexual orientation, age, occupation and conjugal status.
8. Frequency of procurement, item obtained and shopping sites utilized don't impact the dimension of devotion toward the shopping sites.

9. Customer dependability contrasts fundamentally as for the way that whose experience is depended upon while picking the site for internet shopping.

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