



Consumer attitude and levels of satisfaction with e - shopping: A case study of Gorakhpur district

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Abstract

Because most individuals are busy and have a hectic schedule, online shopping has taken on a very essential role in the twenty-first century. In such a circumstance, internet shopping became the most convenient and appropriate form of shopping. The Internet has transformed the way consumers shop and has quickly evolved into a worldwide viewpoint. An online store evokes the physical similarities of purchasing items and services from an internet shop, and this shopping procedure is known as business-to-consumer online shopping. The World Wide Web has had a significant impact on people's attitudes and behaviours all around the world. As a result of this blessing, internet shopping has evolved, impacting the lives of everyday folks. Customers in India's buying habits have changed dramatically as a result of the significant rise in retail marketing and greater internet penetration in the country. Aside from conventional buying, customers prefer online shopping owing to quick access to internet service, ease of use, and diversity of product availability. E-retailers aim to analyse consumer behaviour, preferences, and expectations surrounding online shopping while keeping in mind the core purpose of supplying goods and services to suit customers' requirements and survive competition. The current study seeks to examine customer attitudes regarding internet buying. A systematic questionnaire is used to obtain data from 131 respondents. For sample identification, simple random sampling is utilised with respondents from various genders, age groups, income levels, and occupations. Data is analysed using tables, graphs, charts, percentages, and ANOVA, among other methods. The research will help internet marketers design marketing strategies based on consumer behaviour and satisfaction with online buying.

Keywords: *Online shopping, consumer buying behaviour, internet, customer satisfaction.*

Introduction

Social Media, today, is among the 'best opportunities available' to a brand for connecting with prospective consumer. Social media is the medium to socialize. These new media win the trust of consumers by connecting with them at a deeper level. Social media marketing is the new mantra for Several brands since 2010. Marketers are taking note of many different social media opportunities and beginning to implement new social initiative at a higher rate than ever before. Social media marketing and the businesses that Utilize it have become more sophisticated. One cannot afford to have no presence on the social channels if the competitor is making waves with its products and services.

The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Global companies have recognized social media marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing.

Online shopping is the easy solution for busy life in today's world. In the past decade, there had been a massive change in the way of customer's shopping. Despite consumers' continuation to buy from a physical store, the users or buyers feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping. Unlike a physical store, all the goods in online stores described through text, with photos, and with multimedia files. Many online stores will provide links for much extra information about their product. On the other hand, some online consumers are an adventurous explorer, fun seeker, shopping lover, and some are technology muddler, hate waiting for the product to ship. Consequently, online consumer behavior (user action during searching, buying, using products) became a contemporary research area for an increasing number of researchers to understand this unique nature of online shopping.

Social Media an overview

The term social media is very common these days. Internet based websites and mobile based applications are used to create and share content or to participate in social networking or it can be defined as the collective online communications channels dedicated to community-based input, interaction, content sharing and collaboration. Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking, and wikis are among different types of social media. In simple words any website which allows users to share their contents, opinions, views and encourage communication is termed social media. Some popular social media sites are Facebook, YouTube, Twitter, Digg, My Space, Pinterest, Reddit, LinkedIn, Google+, Stumble Upon, Delicious, Scribd, Flickr etc.

Channels of social media

Social media is the most popular channel of digital media. In social media networking sites consumers express their experience, opinions, reviews, feedbacks and assist to influence others. It has the widest reach as Facebook have more than 2 billion users worldwide. The channels of social media are divided into nine platforms as discussed below:

1. Social networking: Social networking is the practice of expanding the number of one's business and/or social contacts by making connections through individuals, often through social media sites such as Facebook, Twitter, LinkedIn, and Google+.
2. Video sharing: it is one of the most engaging social media contents and these platforms are dedicated to allowing users to create, edit and upload videos that can be easily shared across internet. Sites such as YouTube, Vimeo etc.
3. Social news: this site is used for sharing latest news, articles with a community or a network. It also allows users to vote and rate content so that rated content can be easily seen and find on the site. Some of the famous sites are Digg, Reddit etc.
4. Photo sharing: Images are the most engaging content available on the internet. Instagram, Snapchat, and Flickr are some of the most popular photo sharing sites.
5. Blogging: it allows users to create content in written or video form so that others can read, view, comment, and share. WordPress, Blogger, Live Journal are some Blogging sites.
6. Wikis: it is a collaborative platform which assist user to contribute articles to create full site of vast information. Wikipedia and wikis are the most common sites.
7. Micro blogging: it allows users to share contents and information in short. Generally, it is limited to small number of characters. Example, Twitter, Tumblr etc.
8. Content curation: to maintain the social media presence it is necessary to curtail high-quality content from other sources to share with audience. Social media platforms are dedicated to curtailing content. Sites such as facebook, Twitter, Paper.li, Pinterest etc.
9. Live streaming: it is a platform which provides its users to broadcast and watch live video from their computers and smart phones. Periscope, Hotstar and Blab are sites which are used for live streaming.

Role of social media in marketing

Social media had provided marketers a dynamic platform for marketing for marketers. Different types of platforms have different features. A business can create their own page in facebook, twitter, Google plus to generate and share their contents and from time to time post new contents also helps to gather targeted audience. It also facilitates to know what strategies are used by their competitors. It helps to gain an idea about any products and services and even upcoming products.

- Social media is a new form of communication from employer to employee, manager to workers, sellers to buyer, company to customer.
- It also assists the companies to provide details they're of existing or upcoming products.
- It helps to build social media optimization and brand value.

- It helps to provide a link between the industrialists working on the same type of products.
- It is an economical mode of advertising with a huge reach.
- Producer can direct connect with the prospective and exiting buyer and take their feedback related to their products.
- Globally recognized companies also assist small companies and can build a business relationship.
- Social media campaigns of any company always help to build new customers.
- It assists systematic database management.

What is social media marketing?

By now you must have clearly understood why, how and what of social media. Now let's move further to understand the role of social media in marketing. Social media marketing in simple terms is the use of social media platforms and websites to increase web traffic. The role of social media in marketing is also to create brand awareness with the end objective of sales of products or services.

Key roles of social media marketing

The entire success of using social media in marketing depends on meeting the ultimate business goal. Social media brings amazing results to the growth of a business. However, its real potential is still underestimated due to an irregular pattern of customer behavior. By saying this we are trying to quote a customer who made a direct purchase on your website is not accounted for the success of social media. Creating and developing a website is important for any business. Along with having a website, you need to expand your online outreach to social media platforms. Social networking sites such as Twitter and Facebook are essential for maintaining a competitive edge. Companies that do not have active social media accounts risk missing out on numerous marketing opportunities.

Effectiveness of social media marketing

The social networking nature of platforms such as LinkedIn and Twitter generate interest among followers who are more responsive to them than a blatant marketing approach. You can use social media creatively to advertise your products and services without making your customers feel like they are overwhelmed by your marketing campaigns.

Advertisements strategically placed within informative posts are an effective way to spread the word about your business. Social media spreads awareness about your business while giving you the chance to constantly remind them about the products and services that you offer.

Advantages of Social Media marketing

Social media is dynamic in nature. It means it changes from time to time. Some of the advantages are as follows:

- It is very economical in nature as compared to traditional media.
- It provides a platform to get recognition and generate brand value globally.
- It helps to create innovative content and share it with the potential customers.
- It aids in the form of promotion, advertisement, campaign for growth of business.

Different online platform can be used differently by forming different strategies and these strategies helps to tackle the cutthroat competition.

Growth of social media marketing

Social media is multidimensional and dynamic in nature. The reach of this platform is so big that facebook has over 1871 million monthly users worldwide which is an 18 percent increase year after year. In India it is approximately 213 million users. On an average 6000 tweets are tweeted every second on Twitter which corresponds to 500 million tweets per day. There are 40 million active small business pages in facebook and 4 million of those business pay for social media advertising on facebook. There are 100 million food, and 145 fashion boards exist on Pinterest. Almost 5 billion videos are watched on YouTube every single day. The size is so big that an expert is required to handle and promote the business. The future of social media marketing is very bright. The further growth can be estimated from social media marketing Industry report 2016.

Consumer behaviour

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. Its studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. In a consumer buying behavior, the customer plays three distinct roles of user, payer and buyer. Consumer behavior is very difficult to predict, even for experts in the field. It is influenced by internal conditions such as demographics, psychographics (lifestyle), personality, motivation, knowledge, attitudes, beliefs, and feelings. Psychological factors include an individual's motivation, perception, attitude and belief, while personal factors include income level, personality, age, occupation and lifestyle. Behavior can also be affected by external influences, such as culture, sub-culture, locality, royalty, ethnicity, and family, social class, past experience reference groups, lifestyle, and market mix factors.

Objectives of the study

- To study the consumer behaviour towards online shopping.
- To analyse the satisfaction level of customers while shopping online.
- To study the factors affecting consumers behaviour and the reasons towards online shopping.
- To identify the problems faced by consumers while shopping online.

Review of Literature

Beqiri. et al., (2021). Studied the topic “The Effect of Social Media Marketing Compared to Traditional Marketing on Sales: A Study of Enterprises in Kosovo” and concluded that there was a considerable average difference between each paired group, according to the results of the data analysed in this research. In every example, the means of the groups partnered in this study were greater in the social media competition than in the traditional competition. Furthermore, we can conclude that social media marketing activities generate more sales and have advantages over traditional marketing activities for enterprises in Kosovo (mostly private), despite the fact that the majority of financial investments from those enterprises are dedicated and related to traditional marketing strategy. We encourage our peers to provide scientific and scholarly contributions on this topic, as social media platforms are now an integral part of our daily routine and social media marketing is critical for a firm to reach out to potential customers. Furthermore, Covid-19 has had a significant impact on the operations and online presence of businesses all over the world; consequently, future study should focus on the impact of the pandemic on companies' marketing strategies and sales.

Abdulaziz, Nasr. (2020). Studied the topic “How Social Media Changes Today's Marketing Strategies” and concluded that the majority of people spend a significant amount of time on social media. All businesses must create a social media marketing strategy and manage their social media accounts in a planned, measured manner. If you don't, you risk your competitors obtaining market traction and publicity at your expense, which might be disastrous. Even if you embrace the marvels of influencer marketing, you'll still need to manage certain social media accounts on your own. Influencer marketing also aims to drive traffic to your social media accounts. Influencer marketing should be viewed as a natural extension of your company's social media marketing strategy.

Stonesifer. et al., (2020). Studied the topic “Marketing with social media in the 21st Century” and concluded that companies have recently begun to use social media influencers to promote products to their already established customer base. Though this can work, companies should prioritise follower engagement and whether the product corresponds with the influencer's lifestyle and personal branding above picking the influencer with the most followers.

Dwivedi. *Et al.*, (2020). Studied the topic “Setting the future of digital and social media marketing research: Perspectives and research propositions” and concluded that the experts' perspectives include general accounts of this domain as well as viewpoints on more specific issues such as artificial intelligence, augmented reality marketing, digital content management, mobile marketing and advertising, B2B marketing, e-WOM, and ethical and dark side aspects of digital and social media marketing. Individual viewpoints on the various difficulties, possibilities, and future research agendas pertinent to the many themes and key topics are discussed in each of the individual perspectives.

Silvia & Sarah. (2019). Studied the topic “The Importance of social media and Digital Marketing to Attract Millennials’ Behaviour as a Consumer” and concluded that for a start-up or new product(s) in Indonesia, having Social Media Management Tools for scheduling and monitoring, as well as a social media Listening Tool to measure what people are saying about the brand and product, is recommended (for starters, it is suggested to use Hootsuite or Sprout social). Following that, it's crucial to check engagement in analytics (or with that prior engagement rate calculation), as well as using Google Analytics. All of these social media and digital marketing strategies may appear complicated and time-consuming at first, but if the segmentation or target market is categorised as Millennials, these marketing efforts will be ideal for directly targeting them, and all of the hard work will pay off for the company in the end.

Zuhdi. *et al.*, (2019). Studied the topic “Role of social media marketing in the successful implementation of business management” and concluded that the Instagram, Snapchat, Twitter, Facebook, LinkedIn, YouTube, and other major social media networks are now available. These social media platforms are crucial for the growth and development of a business. For driving traffic to their websites and for sharing business material on social media platforms. The first step in social media marketing is to publish. Social media marketing refers to the use of social media platforms to increase sales, establish brands, and drive online traffic in order to connect people.

Research Methodology Sources of Data

In order to study the behaviour of consumers while doing online shopping, descriptive study is conducted by gathering information from primary and secondary data. structured questionnaire has been prepared for the purpose of gathering primary data from respondents. Some secondary sources were also used to collect information related to study from websites, journals, and books.

Sample Unit

Probability sampling in which simple Random sampling had been used to collect information from the respondents in Gorakhpur city, India. The respondents who had been chosen as sample must had done online shopping at a minimum of once in their lifetime.

Sample size: Data were collected from 150 respondents belonging to different demography i.e., age, gender income etc., 19 questionnaires were found incomplete.

Statistical tool

Data collected through structured questionnaires are analysed by using graphs, charts, percentage, tables and ANOVA is used to analyse the relationship between age, gender & occupation.

Findings and suggestions

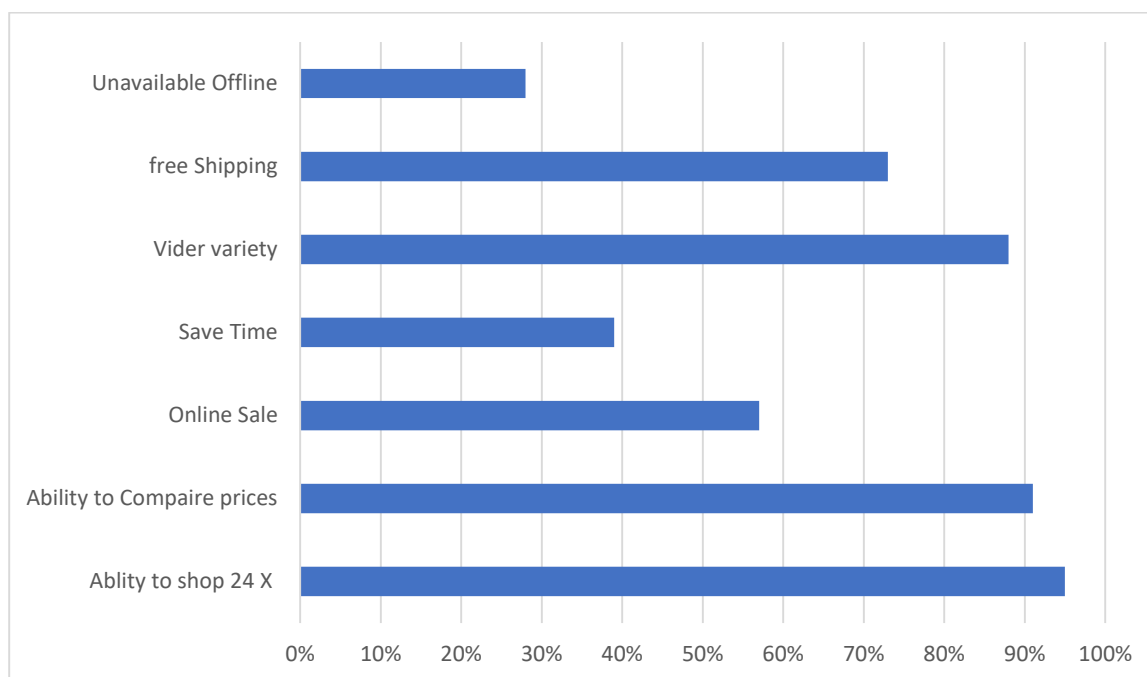
1. Sample characteristics: The demographic characteristics of the sample i.e., 131 respondents and their response frequency and percentage are shown in the table below:

Demographic		Frequency	Percentage
Gender	Male	69	52.67%
	Female	62	47.32%
Age	21-30	44	33.58%
	31-40	39	29.77%
	41-50	31	23.66%
	Above 51	17	12.97%
Marital Status	Single	79	60.30%
	Married	52	39.69%
Occupation	Student	29	22.13%
	Business	27	20.61%
	Service	52	39.69%
	Professional	23	17.55%
Average Monthly Income	Less than 10, 000	49	37.40%
	10, 001-20, 000	21	16.03%
	20, 001 – 30, 000	23	17.55%
	30, 001 – 40, 000	17	12.97%
	40,001-50, 000	14	10.68%
Online Shopping Experience	Above 50, 000	7	5.34%
	Less than 6 months	3	2.29%
	6 months – 1 years	11	8.39%
	1 years – 2 Years	9	6.87%
	2 years – 4 years	8	6.10%
	4 years – 6 Years	27	20.61%
	More than 6 years	73	55.72%

(Source: primary data)

Reason for preferring online shopping

Both males and females have different reasons for choosing online shopping over traditional one. However, maximum number of respondents including 52.67% males and 47.32% females choose online shopping because it saves their time. The male favours it as it leads to easy and convenient product comparisons however for females apart from time factor variety of products offered is the next important reason for preferring online shopping. 44.44% of the males and 49% females choose online shopping due to its 24 X 7 availability. Safety of shopping due to covid pandemic is also one of the reasons for preferring online shopping for 48.88% males and 51.12% females.



Factors for disliking online shopping

There are also factors that prevent customers from shopping online. After examining the respondents' comments, we discover that the most unusual cause for unhappiness with online buying is the possibility of fraud, such as phoney products, etc., which is associated with online shopping. Most guys agree that the inability to touch and feel products, as well as the risk of fraud, are the most significant reasons for males' dislike of online shopping.

Furthermore, 54.45% of men and 45.55% of women say that hidden expenditures such as delivery charges are among the considerations. Poor return policies are also cited by 58.77% of men and 41.23% of females as reasons for disliking internet purchasing. 57.43% of males and 42.57% of females say that delivery delays are the cause for dislike, while 29.62% of males and 18% of females believe that a lack of after-sales services is the reason for not choosing online buying.

Conclusion

The study's data analysis found that there is no substantial variation in respondents' online shopping enjoyment based on gender, age, or employment. It is also feasible to believe that clients prefer internet purchases because they save time. For internet purchases, men and women have different tastes. Female respondents prefer to shop for apparel online, while male respondents prefer to shop for electronics. The most crucial reason for preferring online shopping is the availability of free home delivery choices. Customers are apprehensive to purchase online versus in-store due to the inability to touch and the possibility of fraud. This is why the majority of respondents supported cash on delivery as a mode of payment. It is also shown that the majority of respondents are satisfied with their online purchase experience, with only a minority (17%) highly satisfied, indicating consumer concerns about online shopping. Businesses must consider these factors in order to satisfy their customers.

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