

Validity Matters in the Customer Satisfaction Towards Online Purchase

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Abstract

The primary goal of a business is to offer product and services that best serve their consumer needs. A business which fulfills the customer needs with satisfaction very well is more successful than its competitors as satisfied buyers tend to make a repetitive purchase. In this study the researcher used factor analysis tool with the help of SPSS-20 software. The data has been collected from both primary as well as secondary sources. For the purpose of collecting primary data, a detailed questionnaire was framed. Journals, books, magazines, newspapers and relevant websites constitute the secondary sources of data collection. The researcher has taken 124 members as sample who are purchasing through online in Tirunelveli city. The findings of the study is that more over the consumers satisfied with online shopping compared to offline shopping. But facing some difficulties.

Keywords: Satisfaction, Needs, Primary, Online, Compared, Difficulties.

Introduction

Few developments have altered India's lifestyle more quickly and more completely than the Internet. Online access has enabled people from all walks of life to bring entire libraries, entertainment venues, post offices and financial centers to a workplace, to a desktop or to a shirt pocket. The Internet's the largest and most meaningful impact may very well be on the way consumers shop for everything from gifts, gadgets and groceries to clothing, cars, and cruises. The ease and selection that the Internet provides to shoppers has changed the face of retailing. Online stores are open 24 hours a day, seven days a week, and their inventories are often more complete than those of their brick-and-mortar counterparts, the Internet makes it easy for shoppers to compare products within or between stores, to read product reviews from other customers, to access vendor return policies and to find warranty information.

Review of Literature

Ruby (2016) tried to evaluate and highlight the potential E-Retailing holds and the role it can play in context of Indian consumers and economy. She reported among the major factors behind the growth of E-tailing in India are no rent or land costs, enhanced communication with the client, global reach, effortless and joyful shopping experience, no time limitation, ease of price comparison, Internet Boom, rising living standard, Availability of wider range of products and discount offers. She concluded with a remark that for future growth of E-Tailing in India it is necessary to develop a sustainable environment.

Venkateswaran and Sudhahar (2015) like other authors studied the impact of demographic factors like gender, age, education and occupation on attitude towards online buying behaviour of customers. The test results showed that meaningless online advertisement sometimes creates problematic situation in front of customers while making purchase from internet. Age, gender and education are found to influence attitude of customers towards online buying.

Goswami Adrita, Baruah Pallavi, et al. (2013) in their article found out that internet marketing is a modern way of marketing product or service to the targeted market around the world. The study observed that most of the customers are satisfied with online shopping. Study further concludes that online marketer should give more importance on price factor and after sales factor. In the era of competition, all the online marketer should have to concentrate on consumers satisfaction so as to retain existing and can attract the new customers.

Table 1 KMO Test for Consumer Satisfaction Towards Online Shopping

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.779
Bartlett's Test of Sphericity	Approx. Chi-Square	394.101
	df	78
	Sig.	.000

Source: Derived

Kaiser-Meyer-Olkin measure is an index which define of Sampling Adequacy. Kaiser (1974) recommends accepting values greater than 0.5 as acceptable. Furthermore, values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are superb. For these data the value is 0.779, which falls into the range of being good and valid to conduct data reduction technique.

The Bartlett's test of Sphericity helps a researcher to decide, whether the results of factor analysis are worth considering and whether we should continue analyzing the research work. Bartlett's Test of Sphericity significant to a level of

significance is <0.001 which shows that there is a high level of correlation between variables, which make it adequate to apply factor analysis.

Table 2 Rotated Component Matrix for Consumer Satisfaction

Components	Variables	Values
Validity	In online the price is higher but its quality is better	.715
	Purchase many branded products in online	.588
	It's not sure about product quality	.561
	Quality of other products are comparable in online	.551
	Online purchase saved lot of money by shopping online	.534
	It avail prompt delivery of products	.520
Worthiness	Online purchase always compare prices before buying the products	.806
	Always get good value when I purchase products or services online	.620
Worthiness	Online system carefully plan my purchase before buying the products	.576
	Signification discounts are not there	.445
Inflexibility	It cannot bargain or negotiate	.643
	Wait for a long time to take delivery of products	.551
	Difficult to decide based only on description or view of products/Services	.528
	Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization	
	a. Rotation converged in 12 iterations.	

Source: Derived

Respondent's opinion about factor analysis of consumer satisfaction based on thirteen variables are explained in the table. In rotated component matrix

the first highest factor is that In online the price is higher but the quality is better (.715), Purchase many branded products in online (.588), It's not sure about product quality (.561), Quality of other products are comparable in online (.551), Online purchase saved lot of money by shopping online (.534), I can avail prompt delivery of products (.520), Online purchase always compare prices before buying the products (.806), Always get good value when I purchase products or services online (.620), Online system carefully plan my purchase before buying the products (.576), Signification discounts are not there (.445), It cannot bargain or negotiate (.643), Wait for a long time to take delivery of products (.551) and Difficult to decide based only on description or view of products/ Services.

Conclusion

It was concluded that validity factor, the price is higher but its quality is better is the first higher loading factor. Worthiness of the product, it can always compare prices before buying the products online is highest loading factor and last inflexibility factor the difficulty faced by the consumers is that they cannot bargaining or negotiate. In this study there are many advantages of online shopping compared to offline shopping. They can use their free time for shopping while buying online. No fatigue. They can save money by purchasing online.

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