

LINKING WITH PROSPECTIVE INDIAN CONSUMER: BRANDS ROLE TO ONLINE SHOPPING CUSTOMERS SATISFACTION

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ABSTRACT

Internet shopping is an increasing trend among customers because of the professional requirement to give more time for the job, the time required for travelling through traffic jams, vehicle parking limitations, limited stocks availability at stores and overall changed working practices and lifestyles. In general online shopping happens to substitute for customers because of its suitability than traditional shopping. India is still a developing country, having much more scope for internet infrastructural and organised retail businesses development. In India internet is considered as an innovative intermediately in between the retailers and the consumers. It is challenging to maintain customers who prefer online shopping without physically touching the products. This study is planned to identify the customers' rationales and motives why customers believe or decline online shopping. The survey method is adopted through Google questionnaire survey and survey of working executives, professionals and self-employed individual sample is conducted to understand their online shopping intention. The research study conclusions offer a direction to satisfy online shopping customers by offering suitable brands.

Keywords: Branding, Branding, e-shopping, Online Customer Satisfaction, Online Shopping behaviour

1. Introduction

Marketing is considered as the essence of the organisation as it is the revenue-generating activity of every organisation. Every organisation finds different channel intermediaries to make finished goods available to the end-user of the product. In this internet era, the internet is considered an innovative intermediately between the retailers and the consumers. Various retail businesses are striving hard to reach online customers.

Customer satisfaction depends on a products apparent presentation in offering worth relation to a customer's expectation. Customers' expectations about the brand are based on history buying incidents, other product users' opinions, brand information, specification details and promises by e-retailer and competitor brands information and promises. Brand managers need to be cautious to position the correct altitude of expectations. The buyer will be dissatisfied if there is any variation in product performance and the customers' expectations. At the same time, the buyer will be satisfied if performance matches buyers expectations. As satisfied customers go for repetitive purchases, satisfied customers act as opinion leaders to communicate with other customers about their experiences with the brand. Therefore every marketer's focus is to keep their customers satisfied. It is considered

online shopping is armchair shopping, not require going out of the home to purchase the product. Customers prefer online shopping as it helps to save time and quick access to acquire brand information details.

Online shopping is very challenging as it needs to have e-commerce support. The Indians still consider that online financial transactions are not protected an adequate amount from guarding the payment system such as online banking, debit or credit cards or by using mobile apps and also exposé financial details. A basic perceptive of aspects of impact on online customer satisfaction is of immense significance to e-commerce. As online shopping abolishes the physical appearance of consignments, retail shelf arrangement, stock management, footfall conversion to sales, retail shop flower management and human touch, shoppers have to ensure product brand quality and customer satisfaction by experiencing brand purchase.

2. Literature Review

John S. and Jeff H. (2010) explained as managing relationships with the customer is become approximately the same branding and brand management terminology in this era of the twenty-first century. Branding is the recognised identity of the organisation. Additionally, Kotler & Keller (2006)

emphasised that the customer satisfaction is the result of familiarity. Different buying stages as filling the need of something, information gathering about, estimate purchasing substitutes, concrete buying decision, and post buying behaviour.

Higgins (1999) elucidates that a brand is nothing but the pledge and a pack of procedures in customers' minds regarding the company's offering. Brand building takes trustworthiness, and pledge, to clear in your mind as the brands converse preferred implication to the shopper. Branding is an association that is assembling on knowing and contentment. Furthermore, McGaughey and Mason (1998) cited that online shopping is more proficient and booming because of the benefits offered by the internet; it facilitates clients. Consumers' efficiency is improved by online shopping to afford rapid entrée to merchandise associated details, consumers' time and money-saving endeavour, excellence of the merchandise, and shopping practice.

Yomnak (2007) elaborate that the consumers are interested in modernising their shopping pattern; consequently, customers are more interested in getting the merchandise swiftly exclusive of negotiating cost or value. Therefore, e-shopping has happened to significant contemplation. Consumers can order a marvellous assortment of merchandise online. Moreover, Dubrovski (2001) examine that; the online marketing of products has many restrictions in the marketing strategies. Upcoming promotion mix variables for online marketing have denoted the substitutes to tap the worldwide market.

John et al. (1997) explained that the customers understanding and distinguish of product quality is get replicated in the satisfaction of customers. Developing a brand in a competitive market need constancy in quality of product and customer experience and satisfaction. Customers shopping experience factors like easily making the quality of products available, transactions simplicity, clarity of product information are needed to consider for a product brand.

Pine and Gilmore (1990) explicated that the patterns of consumer manners demonstrate the crucial phases that distinctive consumers exceed during satisfying what customer

required the market 1. Acknowledgement of problem, 2. Information Search 3. Substitute predilection and post purchasing result assessment. Then, Mei-ying Wu, Li-hsia TsengCustomer (2018) examined the connection between customer satisfaction and brand loyalty. Authors expressed that the speedy expansion of Internet facilities has made possible the explosion of online businesses. Based on experiential modules, including intelligence, sense, belief, proceed, and relay said work endeavoured to investigate the different kinds of knowledge favoured by the consumers.

John, M. and Michael (1997) elaborated that after using the product, a customer identifies the quality of the product, which is replicated into the customer's satisfaction. By offering quality a product to consumers at a cutthroat market, utter need and wants to progress a customer's familiarity and contentment repeatedly. Furthermore, Samudre and Zaware (2019) examined various reasons behind the purchases but the message through communication and knowledge enrichment are the main reasons behind the purchase. Zaware (2012) realised that today's marketers are more concerned with fighting competition increasing market share and aggressively involved in the brand-building process using the same old and obsolete marketing strategies without being cost-conscious on their overhead spending and other marketing expenditure.

Zaware (2013) treated that branding should play the pilot position amongst the product strategies. Businesses utilising the device of branding should set added prominence on product utilities to end consumers. Subsequently, Charak, Zaware, Pawar (2017) confirmed that online Marketing has many challenges while Indian Market has a tremendous business perspective. Moreover, Zaware, Shinde, Pawar, and Mehetre (2019) expressed that in the branding process, brands were continuously communicating and developing emotional bonds to shape consumers perception of the brand. Zaware N, (2020) In India, Businesses need to transform considering more than seventy percent population stay in the rural part is facing internet technological unavailability.

The Customers are considered to be satisfied with the brand when the supposed service congregate or surpass their anticipation. The Customers are considered dissatisfied once they experience the submission collapse lower than their anticipation about the brand. Quality of product and satisfaction of customer has offered imminent into influential the satisfaction level for brand experience. In addition, numerous scholars distinguish and acknowledge that customers' satisfaction is a reasonable dimension of achievement in the marketplace. From the above-cited studies, it is obvious that there is a positive association amongst the quality of product, product brand and online shopping familiarities with the customer's satisfaction. An acquaintance of these mentioned variables is an extremely significant aspect of enhancing the satisfaction of the customer.

3. Objectives and Research Methodology

3.1 Objectives

This research study focuses on the fundamental objective to scrutinise the association between brand aspects and customer satisfaction who was shopping online. The defined objective of this research study is to recognise the influence of the brand on online customer satisfaction.

3.2 Research Methodology

This study is an attempt to explore the relationship between online customers' satisfaction with various sovereign brand variables with the help of statistical analysis. In general, this is a correlation study. For this study, samples are considered the community counted employees of various institutions, self-employed and professionals in India. For acquiring fundamental information rapidly and

proficiently in the exploratory stage many times, Convenience sampling is adopted. The non-probability convenience sampling technique was chosen for this study. A total of 500 questionnaires were mailed to the target sample of the 500 and received a response from two hundred. For this questionnaire survey study, closed-ended direct questions are arranged to receive a controlled response from respondents. The set of questions consist of an option from strongly agree 5 points disagree carries 0 point scale, on a standard 5 point scale of responses. All questions set included variables relevant to brands considered indomitable to an imperative in the online shopper's customer satisfaction.

4. Hypotheses of Study

Following hypotheses are considered for testing in the study:

Hypothesis 1:

H0 Brand plays a vital position in the online shoppers' satisfaction of the customer.

H1 Brand does not act in a vital position in the online shoppers' satisfaction of the customer.

Hypothesis 2:

H0 Product quality plays a vital position in the online shoppers' satisfaction of the customer.

H1 Product quality does not act in a vital position in the online shoppers' satisfaction of the customer.

5. Data Interpretation and Analysis

5.1 Analysis of Reliability Test

Table No. 1 shows the values of the Cronbach alpha of research variables. As exposed in Table no.1, the minimum acceptable level of the reliability coefficient of this research study variable goes beyond 0.70 as per Nunnally and Bernstein (1994)

Table No. 1 Reliability Test summary:

Variable	No. of Items	No. of items integrated	Cronbach Alpha
Brand	3	3	0.732
Product Quality	5	5	0.552

5.2 Data analysis by using Descriptive Statistics

A five-point Likert scale is used to measure a. The online customer satisfaction, b. brand, c.

advertisement, and d. Product Quality. The means and standard deviations of descriptive analysis results for mentioned variables are emphasised in Table No. 2.

Table No. 2: Descriptive Statistics:

No	N	Minimum	Maximum	Mean	Std. Deviation
1	200	1.0	5.0	2.3100	1.12710
2	200	1.0	5.0	2.4700	1.02424
3	200	1.0	5.0	2.6200	1.21945
4	200	1.0	5.0	2.9100	1.11762
5	200	1.0	5.0	2.4000	0.98251
6	200	1.0	5.0	2.7600	1.14256
7	200	1.0	5.0	2.6400	1.22424
8	200	1.0	5.0	2.3500	1.01918

5.3 Data Analysis by using Correlation Analysis

Pearson’s correlation analysis is considered for the study of bivariate associations between the variables. The outcome proves that the 3 integrated variables of brand and 5 integrated variables product quality are correlated as the p-values for both these variables are more than 0.50.

5.4 Customer Satisfaction and Brands

The regression analysis was carried out to determine the association between brand role position to online purchase satisfaction of consumers with $\alpha = 0.05$. The result of regression analysis is offered in the following Table No. 3 and 4.

Table No. 3: Model Summary of Dependent Variables

R	R ²	Adjusted R ²	Std. Error of Estimate	Change Statistics					
				R ² Change	F Change	df1	df2	Sig. F Change	Durbin Watson
.501 ^a	.501	.251	.90027	.251	29.141	1	98	.000	1.326

a. Predicators: Constant/ br_mean

Table No. 4: Coefficient of Dependent Variable

Coeff	Coefficient (Unstandardized)		Coefficient (Standardized)	t	Sig.
	B	Std. Error	Beta		
Constant	1.814	.234		6.991	.000
br_mean	.510	.095	.481	4.998	.000

The output results for brands plays a considerable role position in online shopping satisfaction of customer; illustrate the value of Durbin Watson is 1.326.

The Durbin Watson outcomes demonstrate as; there is an affirmative serial correlation. As per the rule of Durbin-Watson, if the Durbin–Watson statistic is substantially less than figure 2, in that case, it is a confirmation of affirmative serial correlation. As per the coefficient matrix, products brand plays a significant role in online customer satisfaction at $t = 4.998$ and $P = 0.00 < 0.05$. Hence, we

accept H_0 ; it means brand plays a significant role in customers online purchases and satisfaction.

5.5 Satisfaction of Customer with Product Quality

The regression analysis test is conceded to determine the association between the quality of the product purchased online and online consumer satisfaction with $\alpha = 0.05$. The output of regression is illustrated in Tables No. 5 and 6.

Table No 5: Model Summary Dependent Variables

R	R ²	Adjusted R ²	Std. Error of Estimate	Change Statistics					
				R ² Change	F Change	df1	df2	Sig. F Change	Durbin Watson
.524 ^a	.274	.274	.83099	.274	37.243	1	98	.000	1.647

a. Predicators: Constant/ bq_mean

b. Dependant Variable: SE1

Table 6: Coefficient of Dependent Variable

	Coefficient (Unstandardized)		Coefficient(Standardized)	<i>t</i>	<i>Sig.</i>
	<i>B</i>	Std. Error	<i>Beta</i>		
Constant	.807	.338		2.378	.018
bq_mean	.748	.124	.526	6.102	.000

a. Dependant Variable: SE1

For online shopping, output for quality of the product is the foremost criterions with the satisfaction of shopping requirements demonstrate the Durbin Watson value is 1.636. The outcome of the Durbin Watson moreover points out, as there is an affirmative serial correlation. As per the law of the Durbin-Watson condition, the Durbin-Watson statistic is considerably fewer than the value 2, and then it is a confirmation of the affirmative serial correlation. Commencing the model of the coefficient matrix, the quality of the product is the most important criterion to online shopping is significant at $t = 6.103$ and $P = 0.00 < 0.05$. The product quality sustains and support hypothesis H0 i.e. the quality of the product has a relationship with the satisfaction of the customer.

6. Conclusions

As customary shopping more often recognised as worried because of the growing number of vehicles on roads and issues related to it like traffic jams, unavailability of parking space. At the same time, occupational requirements are also changing; one has to give more time and involvement to the profession. Upcoming professional generations are moreover techno-savvy, having time limitations and want some comfortable option for shopping are prefer online shopping.

Customers are considered satisfied when the supposed brand and quality of the product congregate or go beyond their anticipation. Online shoppers get frustrated when they

consider the brand and quality of product falls lower than their suppositions. Product brand and product quality have granted several approaches addicted to influential the altitude of satisfaction for brand experience. Online shoppers' prospects from brands and an affirmative customer familiarity are significant to actual sales through the e-commerce marketplace.

Branded products quality is nothing but in the general assessment of customers' distinction of the presentation of the product. Online shoppers' satisfaction is elementary to the marketing conception. From the above study, it is apparent that supplementary and dissimilar variables must recognise Internet shopping.

It is comparatively developing observable fact, and as such, may require supplementary redeveloping philosophy of used models. Findings confirmed that brand and product quality plays a vital position in the Customer satisfaction of customers amongst Indian online shoppers.

This is anticipated that the results of the study might offer several imminent for scholars as well as marketing professionals to appreciate supplementary concerning online shopping satisfaction of the customer. The present study offers numerous prospects for prospect investigation. Prospective research may address other significant constructs that influence online shopping customer satisfaction.

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