

A Study on Impact of Purchase Experience on Customer Satisfaction in Online Shopping

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Abstract

The customer purchase experience on online shopping platforms has undergone a significant transformation, redefining the way people shop and interact with businesses. With the advent of user-friendly interfaces, secure payment gateways, and personalized recommendations, online shopping platforms have become integral to the modern retail landscape. Customers now enjoy the convenience of browsing an extensive range of products from the comfort of their homes, making informed decisions through detailed product descriptions, reviews, and ratings. The seamless integration of advanced technologies, such as augmented reality and virtual try-ons, enhances the online shopping experience, providing customers with a closer look at products before making a purchase. Additionally, efficient logistics and reliable tracking systems ensure timely delivery, contributing to overall customer satisfaction. The ability to access these platforms anytime, anywhere, coupled with the ease of returns and refunds, fosters a sense of trust and loyalty among consumers. As online shopping continues to evolve, the emphasis on enhancing the customer purchase experience remains paramount, with businesses constantly innovating to meet the ever-changing demands of a digital-savvy clientele. However customers face a lot of issues while purchasing online which hinder their good purchase experiences. Addressing these issues requires a commitment to user-centric design, robust security measures, transparent communication, and continuous improvement based on customer feedback. E-commerce platforms that prioritize these aspects are more likely to provide a positive and satisfying experience for their customers. This study seeks to analyse the impact of purchase experiences on customer satisfaction. The survey was conducted using purposive sampling method and the questionnaire was distributed among 230 respondents in Dakshina Kannada district of Karnataka, India chosen because of convenience.

The correlation between purchase experience and customer satisfaction is positive and statistically significant ($r = 0.731$, $p < 0.001$). Thus there is a high correlation between purchase experience and customer satisfaction.

Key Words: Purchase Experience, Customer Satisfaction; Customer Complaints; Issues In Online Purchase

Introduction

In recent years, the rapid growth of e-commerce has revolutionized the way businesses and consumers interact, providing unprecedented convenience and access to goods and services. E-commerce platforms have emerged as virtual marketplaces, facilitating transactions between sellers and buyers across the globe. However, the increasing popularity of these platforms has also brought to light a concerning issue: customer dissonance leading to customer abuse. Customer abuse refers to the misuse of the rights and privileges granted to consumers on e-commerce websites, resulting in fraudulent activities, unethical behaviour, and a breach of trust.

E-commerce platforms serve as intermediaries, connecting millions of buyers and sellers. They provide a range of features and services, including secure payment gateways, dispute resolution mechanisms, and customer support. However customer satisfaction on online platforms minimises the joy involved in the purchase experience as the customers do not have the opportunity to feel and touch the product immediately after purchase. Also there is a difference in purchase experience on the basis of age and gender. Younger people experience more satisfaction in online purchase when compared to older customers. Similarly, men and women have different experiences and their levels of satisfaction differ. This study investigates the impact of purchase experience on customer satisfaction in online shopping. It explores the complaint behaviour of customers which arises when the customer's experience while purchase is not a pleasant one.

Review of Literature

Au et.al (2014) adds that it has been shown that young people are the dominant complaining group among all age segments. They mention that other researchers found significant differences in CCB according to the reasons for travelling.

Butelli, (2007) explains that Problem and complaint incidence seem to be higher for women than for men, but this probably reflects "differences in shopping roles rather than true sex differences in complaining tendency". Those who are well educated and high earners tend to be more demanding as they are often more experienced consumers. In other words, it seems that higher education and higher income are both positively related to complaining not only in the Western world but also in developing countries. It further shown that people accompanied by children are apt to be less patient and to complain more about the speed of service delivery. Moreover, Butelli summarizes that younger consumers are the most inclined to complain while the elderly seem to have more difficulties in complaining assertively.

Chou (2015) Although complaint behaviour is generally perceived as being negative (i.e., moaning, groaning, quibbling), numerous scholars and practitioners accept that consumer complaints can be beneficial for businesses to recognize their weaknesses, thereby providing companies the opportunity to solve their problems and gain customer loyalty. In the current era, with the advancements of technology, the consumers are provided with several shopping options such as brick & mortar and

online shopping portals. Due to increased facilities such as saving time, energy, fuel, and convenience provided by the online retail sector, consumers increasingly prefer to use online retail sites to purchase merchandise. However, at times, the consumers face certain issues while making online purchases such as wrong information, late delivery, poor return policy, and improper billing. It reduces the satisfaction level of the consumer while making online purchases. Thus, a dissatisfied individual adopts Consumer's Complaining Behaviour (CCB) and complaints about the product to the company.

Crie (2003) states that complaint behaviour is a set of consumer dissatisfaction responses. It is an explicit expression of dissatisfaction, but dissatisfaction is only one determinant of this behaviour. Complaint behaviour can be analysed as various types of response but also as a process. This paper proposed an integrated framework of the various theories of complaint behaviour leading toward a unified ontology and to interpreting it from a new perspective.

Gong, Stump, & Maddox, (2013) There are options to compare the price of the product in different portals but the identification of the real cost of the product excluding additional charges such as tax and shipping is hard to find. It limits the use of online commerce sites among consumers when making cross-border purchases. Additionally, there are low instant satisfaction levels among consumers while making purchases through online retail stores. For example, when a product is purchased through a brick and mortar store, it allows the consumer to make instant use of the product. On the other hand, when a product is purchased through online stores, the consumer has to wait for 1 to 2 days for the delivery which diminishes the satisfaction level.

Joe and Choi (2019) Marketing practitioners largely concur that customer complaints have a substantial positive effect on firm performance if handled appropriately. The consumer may make a private or public complaint to the company and ask to resolve the issue by replacing the product or mending it. CCB also negatively impacts the image of the company and reduces the trust between the consumer and the brand. Therefore, different marketing strategies and tools such as social media marketing, blogs, content marketing are adopted by online retailers so that communication is established with the consumers.

Komal (2021) Another major issue faced by online shoppers is limitations with touching or feeling the product. It is resolved by marketers by providing rightful information about each aspect of the product in terms of size, colour, and other specifications. For example, fashion company ASOS provides a unique consumer experience by displaying catwalk videos of the apparel so that the consumers get an idea about the cut and fit of the attire. It would help them to make a better online product buying decision. The other issues related to wrong billing or tracking of the order are also addressed by the marketers by supporting the customer in tracking the product through logistics management. Thus, it can be said that different marketing strategies such as interactive marketing and digital marketing are adopted by the online retailers to attract customers and resolve the issues that are faced by them while/after making online purchases.

King et al. (2014) Consumer complaint behavior (CCB) as a complex and dynamic function of dissatisfaction is a negative expression made by prior or current consumers when an experience in acquiring the products or services of a brand is situated outside a customer's zone of approval. By developing interactive platforms, the consumers can directly connect with the company and share their grievances and feedback with them. It will help the company to get understanding the needs and wants of the consumers and modify the product or service accordingly. It will not only improve the quality of the product but also help to rebuild the trust with the consumers. As a result, with the provision of

quality products to the consumers, there will be a reduction in complaints by the consumers and the online retail company will regain its lost repute in the market.

Kitapci et al. (2022) states that if customer dissatisfaction is not addressed, it could erode the customer base and force customers to shift to other brands, share negative information, and ultimately weaken the brand. Consumer complaint behavior (CCB) is closely related to consumer satisfaction and is a behavior of consumers in case of dissatisfaction. In some instances, consumers may remain silent and take no action, even if they are dissatisfied with the product or service they have purchased. However, most of the time, consumers exhibit complaint behavior, and they could take various actions. Because of the differences in their actions, many taxonomies and models have been proposed in the literature. Although CCB has been studied by many researchers, the current state of knowledge and the evolution of CCB are still lacking, and the question as to how much research exists on different actions of CCB remains unanswered. Therefore, this study proposes a systematic, comprehensive, up-to-date, and chronological review of CCB. The systematic review process was conducted by following a keyword approach. Web of Science, Scopus, and EBSCO host were used as the search databases. 195 articles published between the years 1977-2017 were analyzed to answer the research questions of the study. Those articles have published in journals with various disciplinary backgrounds, and they are mostly empirical studies (178 out of 195 articles). Surveys are the most common data collection method among those empirical studies. Exit/boycott, negative word of mouth (NWOM), and voice are the most frequently studied responses in the literature.

Koussaifi et al. (2020) This paper aims to extend the customer complaint behaviour (CCB) knowledge by introducing a visual technique called customer complaint journey mapping as a means of capturing and understanding multi-faceted service failures involving multiple actors. Research participants were trained to record contemporaneous accounts of future dissatisfactory dining experiences. Minimising issues of memory recall whilst faithfully capturing complainants' raw emotions. These recordings formed the basis for follow up interviews, based on the critical incident technique. The central finding of this paper was how other actors outside of the traditional service dyad played a dynamic role in co-creating a complainants' emotions and subsequent behaviours. The resulting customer complaint maps give deep insights into the complex social dynamics involved in CCB, providing a powerful tool for both researchers and staff responsible for recovery strategies. The mapping framework provides an innovative means of capturing the actual complaint experiences of customers and the role of other actors, utilising a multi-method approach designed to address various limitations of existing CCB research.

Ramya & Ali, (2016) state that to get a better understanding of online consumer behavior and their relationship with the online retail sector, it is essential to consider several external and internal factors. The external factors include cultural, social, and environmental aspects, while internal factors include psychological and personal aspects. The cultural factors include community class, sub-traditions, and cultural attributes while social factors include societal status, income, family unit, and reference attributes. The environmental factors include innovation, financial, and ecological attributes. Additionally, psychological aspects include inspiration, awareness, learning, conviction, outlook, self-concept, and individuality attributes, while personal aspects include age, the standard of living, profession, edification, and financial condition of the consumers

Rodgers and Harris (2003) claimed that in almost every study has explored the gender differences in online consumer behaviour, males are fundamentally the dominant users of Internet channel for shopping. Also, various studies have indicated that men are more likely to purchase online than women (Van Slyke et al., 2002). However, empirical evidence indicates that although men and women are

equally likely to use the Internet for business and personal purposes, men are more likely than women to purchase products or services from the web. If the business community is equipped with an understanding of what motivates, encourages and discourages the female consumer from purchasing online, steps may be taken to meet these expectations and reach this growing segment of web users.

Tronvoll (2012) states that it is an array of possible responses including either voicing, exiting, complaining to third parties, negative word-of-mouth, switching to another product, or ignoring the perceived dissatisfaction related to a purchase situation or product. The study examined the effects of procedural justice on customer post complaint Behaviour. This paper is imperative as any customer dissatisfied and lost becomes a convert to the competitors, thereby reducing the company's revenue. Data were drawn through questionnaire from 200 employees of fast food firms in Rivers State. Descriptive and inferential statistics were utilized in analyzing the data. The study found that procedural justice is not positively related to repeat purchase, word of mouth and commitment. The study therefore concluded that effective and efficient service delivery anchored on sound grasp of customers' needs matched with appropriate distributive justice will enhance good post complaint behaviour. We recommend that fast food business should adopt policies such as robust customer collaborative, market intelligence as a means of reassuring customers of super value proposition in their service delivery.

Statement of the Problem

Customer purchase experience online can lead to many consequences. Good experiences will lead the customer to repeat purchases, platform and brand loyalty, giving good reviews online and recommendations to friends and family. However the effect of a negative experience too has serious repercussions. It is found that in some instances, consumers may remain silent and take no action, even if they are dissatisfied with the product or service they have purchased. However, most of the time, consumers exhibit complaint behavior, and they could take various actions against the online platform. (Kitapci et al.) Customer satisfaction levels are affected by age and gender too as it has been shown that young people are the dominant complaining group among all age segments (Au et.al). Younger consumers are the most inclined to complain while the elderly seem to have more difficulties in complaining assertively (Butelli). Problem and complaint incidence seem to be higher for women than for men, but this probably reflects "differences in shopping roles rather than true sex differences in complaining tendency " (Butelli).

Past research points out that the relationship between age and complaint behaviour may depend on regional culture, after discovering that older customers tended to take private action to complain more often than their younger compatriots (Sujithamrak and Lam (2005). Although customer satisfaction based on purchase experience and customer complaint behaviour has been studied by many researchers, the current state of knowledge, exploring purchase experiences in the contemporary market and the evolution of CCB are still lacking, and the question as to how much research exists on different aspects of customer satisfaction and purchase experiences remains unanswered. This study will help in analysing the various factors that contribute to a good purchase experience in online shopping and helps to evaluate the extent to which factors such as gender and age affect customer satisfaction and complaint behaviour.

Objectives of the Study

1. To measure the impact of different factors of purchase experience and customer satisfaction in online shopping.
2. To compare the level of satisfaction experienced by customers on various ecommerce platforms

Scope of the Study

This study covers customer satisfaction based on purchase experience in online shopping only. The study is also limited to Dakshina Kannada district only.

Research Methodology

Research Design

The study uses a descriptive research method to measure, evaluate, and analyze the study on consumer satisfaction based on purchase experiences in online shopping.

Sources of data:

This research is predominantly based on primary data, however secondary data from past publications, journals, and websites have been used to substantiate the research findings.

Primary data

The Primary data for this study was collected through questionnaires and responses collected through a printed questionnaire. The survey was conducted to understand various aspects of the individual sample unit's perceptions, opinions, and experiences on online purchases

A sample of 230 individuals was selected through the method of purposive convenience sampling techniques which was sufficiently representative of the large diverse population so as to get a conclusive review on the online purchase experiences of customers.

Secondary data

Secondary data was collected from external sources like Websites, Journals in the form of a review of the literature with references.

Geographical location of the study

The Respondents are from Indians residing in Dakshina Kannada district in Karnataka.

Statistical Techniques used:

Correlation analysis

Hypotheses

H0: There is no significant correlation between purchase experience and customer satisfaction

H1: There is a significant correlation between purchase experience and customer satisfaction

Data Analysis and Interpretation

The general information collected through the structured questionnaire is presented in Table 1. Majority of the sample is a female population at 67.5%. The sample between the age group 21-30 is the majority followed by respondents below 20. 42.6% of the sample has completed post graduate studies. However, the majority income is nil because the student population is in search of jobs.

Table 1
General Information

Questions	Options	No of Respondents	Total Respondents	Respondents %
1. Gender	Male	75	230	32.6
	Female	155		67.5
2. Age	Below 20	36	230	15.7
	21-30	134		58.3
	31-40	31		13.5
	41-50	22		9.6
	51-60	7		3
	Above 60	0		0
3. Education	SSLC	30	230	13
	PUC	33		14.3
	Graduation	62		27
	PG	98		42.6
	Professional	7		3
4. Occupation	Student	116	230	50.4
	House Wife	32		13.9
	Private	58		25.2
	Government	10		4.3
	Self Employed	14		6.1
	Retired	0		0
5. Income	Nil	109	230	47.4
	< 2Lakhs	64		27.8
	2-5 Lakhs	36		15.7
	5-10 Lakhs	16		7
	10-15 Lakhs	2		0.9
	> 15 Lakhs	3		1.3

In Part 2 of the questionnaire, questions were asked to capture the purchase experience of the customers shopping online. The data is tabulated in Table 2. Promptness in delivery, mode of payment and the return/exchange policy were considered factors for understanding purchase experience of the customers. For all the three factors, the customers have given a satisfactory response. The mean score for all the factors is above three. The overall purchase experience according to the study is satisfactory and the mean score is 4.23. This indicates that the customers are satisfied with the purchase experience on e-commerce platforms.

Table 2
Purchase Experience

Questions	Options	No of Respondents	Total Respondents	Respondents %
1. Use of E-Commerce Platforms	< 10 times	123	230	53.5
	10 -15 times	75		32.6
	15-20 times	20		8.7
	> 20 times	12		5.2
2. Average Purchases Monthly	< Rs 1000	106	230	46.1
	Rs 1000 - 5000	96		41.7
	Rs 5001 - 20000	24		10.4
	Rs 20000 - 50000	3		1.3
	> Rs 50000	1		0.4
3. Promptness in Delivery (Mean Score 3.22)	Highly Dissatisfied	0	230	0
	Dissatisfied	12		5.2
	Neutral	43		18.7
	Satisfied	127		55.2
	Highly Satisfied	48		20.9
4. Mode of Payment (Mean Score 3.15)	Highly Dissatisfied	7	230	3
	Dissatisfied	5		2.2
	Neutral	44		19.1
	Satisfied	127		55.2
	Highly Satisfied	47		20.4
5. Return/Exchange	Highly Dissatisfied	0	230	0

Policy (Mean Score 3.08)	Dissatisfied	7		3
	Neutral	53		23
	Satisfied	149		64.8
	Highly Satisfied	21		9.1
6.Overall Purchase Experience (Mean Score 4.23)	Highly Dissatisfied	0	230	0
	Dissatisfied	7		3
	Neutral	0		0
	Satisfied	156		67.8
	Highly Satisfied	67		29.1

The study wanted to assess the impact of purchase experience on customer satisfaction. Hence, data was collected regarding customer satisfaction on shopping online. The details are presented in Table 3.

Table 3
Customer Satisfaction

Questions	Options	No of Respondents	Total Respondents	Respondents %
1. Customer Satisfaction (Mean Score 4.05)	Highly Dissatisfied	2	230	0.9
	Dissatisfied	17		7.4
	Neutral	0		0
	Satisfied	159		69.1
	Highly Satisfied	52		22.6
2. Likelihood of Recommending E-commerce platforms	Very unlikely	13	230	5.7
	Unlikely	10		4.3
	Neutral	3		1.3
	Likely	147		63.9
	Very likely	34		14.8

The study finds that the customers are highly satisfied with the overall experience in online shopping. The mean score of 4.05 is well above average. Moreover, the customers are likely to recommend e-commerce platforms to others indicating high customer satisfaction. The research paper wanted to further assess whether there is any association between purchase experience and customer satisfaction

and hypothesized that there is a significant association (correlation) between purchase experience and customer satisfaction. The hypothesis was tested and the results are tabulated in Table 4.

Table 4
Correlations

			Overall Customer Satisfaction	Overall Purchase Experience
Spearman's rho	Overall Customer Satisfaction	Correlation Coefficient	1.000	.731**
		Sig. (2-tailed)	.	0.000
		N	230	230
	Overall Purchase Experience	Correlation Coefficient	.731**	1.000
		Sig. (2-tailed)	0.000	.
		N	230	230
** Correlation is significant at the 0.01 level (2-tailed).				

The correlation between purchase experience and customer satisfaction is positive and statistically significant ($r = 0.731$, $p < 0.001$). The null hypothesis is rejected. There is a strong positive correlation between the two variables. This means that the customers experience higher satisfaction with higher satisfactory purchase experience.

Findings & Conclusions

The study finds that the customers are highly satisfied with the overall experience in online shopping. The mean score of 4.05 is well above average. Moreover, the customers are likely to recommend e-commerce platforms to others indicating high customer satisfaction. The research paper wanted to further assess whether there is any association between purchase experience and customer satisfaction and hypothesized that there is a significant association (correlation) between purchase experience and customer satisfaction. Customer satisfaction on ecommerce websites is crucial for the success and longevity of online businesses. The study mainly focussed on customers purchasing on Amazon. Several factors contribute to a positive customer experience and satisfaction on ecommerce platforms and Amazon provides User-Friendly Interface, Mobile Optimization, Detailed Product Information, Transparent Pricing, Secure Payment Options, Efficient Checkout Process, Order Tracking and Notifications, Responsive Customer Support, Flexible Return Policies, Personalization, Prompt Delivery, Post-Purchase Communication and Regular Updates and Promotions. Meeting or exceeding delivery expectations builds trust and positive perceptions of the brand.

By consistently addressing these factors, ecommerce websites can create a positive environment for customers, leading to increased satisfaction, loyalty, and positive word-of-mouth referrals, all of which contribute to the long-term success of the business.

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