

A STUDY ON CONSUMER SATISFACTION TOWARDS E-COMMERCE SHOPPING IN KANPUR CITY

Anmol Singh*¹, Prajjawal Gupta*², Aditya Agarwal*³, Mohd. Shamshad*⁴

*^{1,2,3}Student, SFC Dept., Galgotias University, Greater Noida, India.

*⁴Professor, SFC Dept., Galgotias University, Greater Noida, India.

ABSTRACT

E-commerce platforms are the fashionable era variety stores which depicts the changing patterns of 21st century shopping experiences and beginning of the new way of distribution channels still as digital buying impulse to extend the wants and needs of customer, because of the transformation and advances on the IT facade, the magnitude of e-commerce business is augmenting and playing significant part in industry field by the way of trading the merchandise. Hence during this light, an effort has been made through this article, we evaluate how these parables support with one another and how to influence customer behaviour with minor group of respondents. Primary data are collected through questionnaire to verify the respondent. Correlational analysis isn't to determine the connection between the parables. We covered managerial and implication also provided to e-commerce retailer about the varied apply that influences the customer motive.

Keywords: Consumer Satisfaction, E-Commerce, Shopping, Kanpur City.

I. INTRODUCTION

Web based business (electronic trade) is the purchasing and selling of significant labor and products over an electronic organization, fundamentally the web, or the communicating of assets or information business-to-business, business-to-purchaser, buyer to-customer, or shopper to-deals both are conceivable.

E-commerce levels the playing field for any organization, large or small, that chooses to participate. In addition, you can use the internet to buy and sell goods and items. Electronic commerce can be described as any exchange conducted by electronic means without the use of paper documents. It is divided into three categories: business to business (B2B), business to consumer (B2C), and consumer to consumer (C2C). E-commerce encompasses a wide range of pre-sale and post-sale operations, as well as customer support.

Features of E-commerce

- **Accessibility-** The traditional business market is a physical location, with access to care through document circulation. Clothing and shoes, for example, are commonly advertised to entice consumers to go shopping. E-commerce is omnipresent, which means it can be found everywhere. E-commerce is the world's most common method of reducing the amount of cognitive energy needed to complete a job.
- **Global Reach-** As opposed to conventional trading, e-commerce allows for cross-border business transactions to be more convenient and profitable. The potential market scope of an e-commerce company is approximately equal to the network size of the entire world's population.
- **Variety-** Advertising and branding are critical aspects of business. Video, audio, animation, banners, signs, and other media can be delivered via e-commerce. It is, however, about as rich as television.
- **Interactivity-** Electronic commerce business technology from the twentieth century is referred to as interactive because it allows for two-way communication between companies and customers.
- **Information Density-** The density of information on the Internet has significantly increased, as long as the overall amount and quality information is available to all industries, users, and companies. The cost of information collection, storage, communication, and processing is reduced thanks to electronic commerce technology. Simultaneously, the accuracy and timeliness of information technology improve dramatically, making information more usable and important than ever before.
- **Personalization** is possible thanks to e-commerce technology. A name, a person's preferences, and previous purchase message artefacts and marketing messages can all be customized for a particular individual. Customization is also possible thanks to the technology. Merchants may alter a product or service based on the expectations of customers or previous actions.

E-commerce Developments

- **Concerns about the environment**

Sustainability is about balancing today's needs with future generations' environmental and social impacts. Customers today are more concerned than ever before about the environmental effects of their purchases, and they're searching for more than just packaging. Consumers will change their consumption patterns to reduce their environmental effects, according to Nielsen.

- **The Consumer Base Around the World**

Local businesses can reach an international audience of customers due to the global nature of quest, simpler shipping and currency services, and the power of social marketing. Internationalizing your product or service has many advantages, including the ability to expand your customer base.

- **Incorporation of video and interactive elements**

The new frontier of ecommerce is shippable images and interactive videos. These immersive marketing elements (also known as "shop detrainment") have taken off on social media sites such as Instagram and YouTube, allowing audiences to buy featured items directly via a pop-up.

- **The Evolution of B2B E-Commerce**

The usage of sales reps to introduce products in B2B ecommerce is decreasing.

- **Using social media to sell**

Brands are shifting their focus to where people spend their time online: social media. This social exploration is assisting in the development of a new route to growth that is not dependent on search rankings.

- **Multiple-Channel Ad Spending**

The majority of retailers today are multichannel, which means they sell their products through several outlets such as retail, the internet, and social media. In this scheme, different staff support each channel separately.

- **Customer satisfaction**

Customer satisfaction is a metric that measures how satisfied consumers are with a business's goods, services, and capabilities. Information on customer satisfaction, such as surveys and reviews, may aid a company in determining how to enhance or adjust its goods and services.

Advantages of e-commerce's

In other words, the more likely they are to do repeat business with you in the first place, the less effort it would take on your part to persuade them to do so. In addition, you won't have to pay almost as much to keep your happy customers on board as you would while getting them onboard.

Newcomers the cost of attracting a new customer can range from to depending on our industry.

Finally, as customer loyalty rises, they not only make more purchases, but they also spend more money. That is, your loyal and happy buyers aren't only purchasing more of your lower-priced pieces; they're still looking at your higher-ticket items. Having said that, it's important to remember that there isn't a clear link between customer satisfaction (or dissatisfaction) and market retention. Rather, the relationship appears to be as follows:

<

- E-commerce Principles
- Pay Attention to Their Needs.
- On a personal level, this means promptly responding to inquiries (even if it's only to recognize and encourage the customer at first to ensure they know you're paying attention to their problems.
- On a larger scale, responsiveness entails making broad improvements to the brand's consumer experience in response to feedback and other metrics.
- Be of assistance.
- This is fairly self-evident: the product or service must effectively assist your consumers in overcoming their initial pain points. Furthermore, the sales and support staff must be just as effective (if not more so) in resolving any particular issues that your customers may encounter when using your product or service.
- Pay attention.

- This applies to the more human aspect of the relationship, as well as being attentive and supportive in terms of delivering business-related services. That is, the customers expect you to pay attention to their specific needs as buyers and as individuals.

II. LITERATURE REVIEW

Vijay, Sai. T. & Balaji, M. S. (May2009) In their study they revealed that the consumer is increasing for the online shopping platforms as consumers are preferring one click online shopping rather than going to stores. He also did survey among 150 people and the results were in the favor of online shopping as people save time, but they had concerns about security and privacy which sometimes dissuade them to do so.

Orbit-biz-dictum (2016) In his study he concluded about the factors which influence people to shop online and why is online shopping convenient. The main factors why customers prefer online shopping was to save time and price as customers get exciting offers online. He came to the conclusion by doing survey of 200 people and analyzing the data by using "ANOVA" method.

Durgesh Agnithotri (2015) He conducted his research in Kanpur about the customer preference and attitude towards e-commerce. The objective of his research was to find out the parameters which customers prefer before doing online shopping and the challenges faced by the customers in online shopping. He collected data by primary source and secondary source and analyzed data by "ANOVA" method and came to the conclusion that people get a huge variety of products, better sales and reachability so they prefer online shopping.

Dr. M. Rafiya and Meera (2017) In his study he focused on the factors that influence the customer to buy through online applications. In his study he focused on all the possibilities by which the people or youth get awareness about the online applications in India. His findings reveal that the shopping application "FLIPKART" is preferred by most of the youth as it gives a wide choice of goods.

Shun & Yunjie (2006) In their study they focused on the products which are more likely to be sold online such as books, software, electronic items etc. The reason for focusing on these items was that they don't require physical inspection as all the things are mentioned in the product description and images.

Dr. D. Anusuya In his study he analysed that most of the people are satisfied with the online shopping but they have concern about the security and their personal data. He also said in his study that customer prefer online shopping rather than going from shop to shop to buy a product. His research concluded that the factors why people are shifting from physical shopping to online shopping are distance, time, traffic, offers etc.

Dr. Renuka Sharma (2014) In her study she stated that there is an advantage of having a web store rather than a physical store as young generation mostly prefer shopping online and if you deal with the products of all segments there are more chances of generating a good amount of revenue. She also focused in her research how young generation is attracted towards web stores.

Henning-Thurau et al. (2010) Online media has caught the advertiser's creative mind, offering profound client experiences advantageous for key dynamic. Advertisers discover colossal advantages in online media framework, as it offers experiences on clients, brand insights, input, new item thoughts.

Kotler & Keller, 2009; Wilson et al.; 2018 Promoting itself alludes to the interaction of making, imparting, conveying worth to clients and assemble client relationship to get advantage of it such as productivity and client value in long term time of the time.

Liu, X., He, M., Gao, F. et al., Postponement can have a negative impact on the output of your E-commerce company. As a result, an efficient distribution service is critical in meeting customer demand.

Handoko L. P., Sobihah M., Mohamad M., Mat Ali N. A., and Wan Ismail W.Z., Consumers are genuinely worried about the nature of the products they have bought. It is a significant indicator of perceived success in approaching customer satisfaction, especially in the context of online shopping.

Ziaullah M., Yi F. and Akhter S. N., E-Loyalty Consumer belief and loyalty can be enhanced by successful management of E-commerce product quality and the use of selective strategies, which in turn can improve customer positive intentions to initiate repurchase.

Ramli, N., Customer service is divided into three stages: before, during, and after the purchase. As a result, excellent customer service is needed to sustain a long-term relationship with customers and remain competitive.

Rogers D. S. and Tibben-Lembke R. S., To ensure quality and cost effectiveness, careful preparation, execution, and control of the necessary merchandise is critical.

Soares, R., Proença, J., An online retailer can improve customer loyalty and retention by implementing a well-planned service recovery. As a result, it's critical to comprehend how the service recovery approach affects customer loyalty.

Maamar 2003; Walsh and Paw Lowski 2002 For e-commerce applications, virtual reality has a lot of promise. Virtual reality allows for the development of electronic shopping world that closely resemble physical ones. Furthermore, such environments provide improved flexibility and interactivity, as well as the ability to overcome e-commerce transactions weaknesses caused by the absence of face-to-face interactions.

Hampton-Sosa and Koufaris 2005; et al., Trust in internet business has been broadly tended to as an exploration point from various perspectives and to various degrees of investigation. A developing number of studies have proposed experimentally tried models that depict trust working in web-based business. Their attention is on the determinant elements of trust, at an underlying stage for first visit clients.

Wyner, 2001 The primary e-clients' fulfilment determinant as indicated by the above structure is the given data quality. E-consumer loyalty with the nature of data comprises of data legitimacy about items and administrations costs, the route for orders, the introduction of subjective and quantitative attributes, the featuring of the association's profile and the divulgence of confirmations conceivable presence. The legitimate and careful data prompts the improvement of the buying force of buyers and make them to have a sense of safety. Giving precise data upgrades clients.

Fernández-Sabiote and Román, 2012; et al., Obviously that internet business has brought an ocean change in the business sectors also in the world. However, customers are not certain enough to confide in online vendors and can't to bear the cost of the danger. Similarly, shippers also are hesitant to advertise their items and administrations through the web. The appropriation of online business in agricultural nations is urgent in light of the fact that it can possibly expand the income of an economy, make new business sectors for both little and bigger organizations and open up channels to serve and collaborate with purchasers. Agricultural nations are confronting numerous specialized, lawful, cultural and monetary issues in their appropriation of web-based business.

Rajmohan et al., 2010; Khan, et al., It is perceived from the past works that strategy activities concerning social, innovative and political viewpoints can help the nation in accomplishing its innovative and business objectives. Thus, outlining methodologies tending to these issues at each step is a lot of required. Alongside the above viewpoints, mental and social perspectives additionally assume an imperative part in persuading and empowering the client towards web-based business activities uncovered from their work that trust has a significant task to carry out in managing online business as there is each chance of fake exercises, which remained as a significant hiccup in the use of internet business in Nigeria.

Ernest, 2014; Ma'aruf, et al., Internet promoting has given various offices to purchasers, viz., accommodation, accessibility, value decrease than customary stores and assortments of choices to browse Web based business can to quick track worldwide business improvement in agricultural nations and can eliminate the limits of global exchange if and as it were on the off chance that the systems are intended to see to that the above said benefits are accumulated. The methodologies, carefully planned as per the prerequisites of the partners can persuade them to use the administrations of e-business undeniably.

Zeithaml 2002; Characterized e-administration quality (eSQ) as the degree to which a Site works with Viable and efficient shopping, buying and conveyance. As seen from this definition, client's Discernment in regards to e-administration quality not just incorporates insight during the openness with the Site yet additionally incorporates post-communication administration angles. Accordingly, a business should zero in on each Stage, beginning from the route cycle proceeding to activities after an exchange.

Ataburo et al 2017 Proposed that organizations that give a more excellent of e-administrations are bound to fulfill their clients, which would, thus, impact their obligation to buy and re-buy plan.

Today, an ever-increasing number of organizations are working by means of online business sites, killing the underlying advantage and bringing about a need to search for other vital stools to contend on the lookout.

Sohn & Tadisina, 2008 **Blut et al.2015** Showed that general e-administration quality is a key develop connecting explicit ascribes and dimensions to customer satisfaction and repurchase aims. Administration quality has become considerably more conspicuous given the expense free correlation of item costs and other specialized parts of different sites.

Parasuraman et al. 1988 Characterized administration quality as the distinction between what a client anticipates unavailable and what was really conveyed. They built up a five-scale model SERVQUAL containing five dimensions tangibility, responsiveness, unwavering quality, sympathy, and confirmation to quantify administration quality. Notwithstanding, the issue emerges in estimating e-administration quality because of the distinction among conventional and online climate.

Parasuraman et al. 2005 Created two different scales for catching electronic assistance quality. A 22-thing scale is containing four measurements: proficiency, satisfaction, framework accessibility and protection to quantify electronic assistance quality (E-S-QUAL). The other scale for recuperation administration quality (E-RecS-QUAL), containing 11 things in three measurements: responsiveness, remuneration and contact is applicable just to the individuals who have uncommon experience with the site. Various investigations have been directed utilizing the sizes of these models by the same token by utilizing similar components or with some alteration and rephrasing to quantify administration quality in various settings like banking, the travel industry, shopping destinations and online business. The rundown of measurements recognized by different creators to gauge e-administration quality is summed up.

Amin 2016 Tracked down a critical connection between web banking administration quality, e-consumer loyalty, and e-client devotion. In any case, there are not very many examinations that have been performed to break down the impression of Indian clients towards e-administration quality.

III. RESEARCH METHODOLOGY

Research Approach

The data used in this research is primary data, collected by using predetermined structured questionnaire. The data collected in this is subjected to SEM technique for the validation of consumer satisfaction towards e-commerce.

Research Design

This phase of the study uses a descriptive research design which is based on a single cross-sectional design to validate the data and further refine the list of variables. In the case of a cross-sectional design, the information is collected from any given sample of population element only once. This type of design is also called a sample survey research design (Malhotra, 2007).

The collected data is then analysed with the help of the Statistical Package for Social Sciences (SPSS) Version 22.0. Descriptive statistical analysis of the variables is also calculated with the help of one-way ANOVA to investigate mean score differences on different organizational and demographic characteristics of the respondents.

Research Process

The steps followed for the research process are explained with the help of the following flow chart:

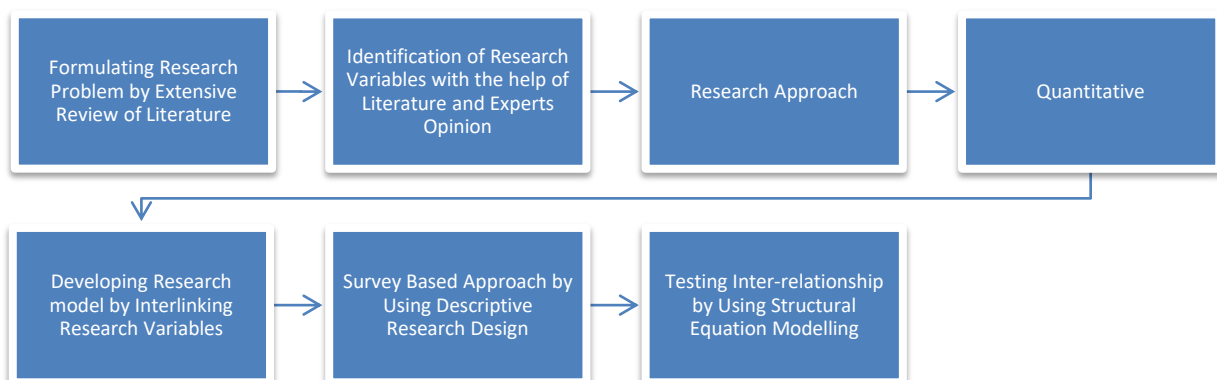


Figure 3.1 Research Process

Steps of Data Collection

There were various steps in the process of data collection.

- A questionnaire was prepared and was sent to 50 people through email, WhatsApp as a google form link.
- Out of those 50 people, 40 people responded within a week and the rest 10 had no responses.
- Again, the questionnaire was sent to those 10 people those haven't responded yet just to give another try but they didn't respond.
- In the end we had 40 responses in the form of Google Form Links.

Research Variables

This study helps to find out the consumer satisfaction towards e-commerce in Kanpur City. For this purpose, we took various variables and the responses we got on the basis of variables were used in this research to analyse the behaviour of customer or measure customer satisfaction towards e-commerce.

| S. No. | Name of the Variable |
|--------|---|
| 1 | From the various types of e-commerce, according to you which one has the largest market share |
| 2 | According to you how e-commerce is helpful to the consumer in the e-business domain |
| 3 | According to you how is e-commerce is helpful for the business discourse |
| 4 | Do you think that the applications of e-commerce have increased over the years in India |
| 5 | Do you agree that e-commerce as commercial means has its advantages over the traditional commercial methods |
| 6 | Do you agree that e-commerce can provide an alternative marketing channel by eliminating middlemen |
| 7 | What are the challenges to the implementation of e-commerce in India |
| 8 | According to you what is the future of e-commerce in India |
| 9 | Is government of India doing enough to promote the e-commerce platforms |

Research Instrument

After identifying the research variable and associated variables, they were collected into a questionnaire.

These four steps are used to create a research instrument:

Step 1: Identification of measures / constructs

In this step research constructs are identified after following a thorough investigation of literature review. Extant studies included items related to the research constructs.

Step 2: Development of Questionnaire

A rough draught of the questionnaire was created based on the defined variables. The questionnaire included statements that were meant to capture the subject's material.

Step 3: Incorporating inputs from academicians and practitioners for face validity

Face validity means to check the scale whether it 'looks like' that it will measure the same aspect which is supposed to be measured (Leedy & Ormrod, 2005). The face validity of this instrument is checked when two different researchers suggest the items for the instrument (Leedy & Ormrod, 2005). The items suggested by them are then compared to the items in the originally drafted questionnaire, and slight adjustments are made as a result. Following face validity, the questionnaire is checked by two more area researchers to double-check the items to ensure that all constructs are measuring the same thing they were designed to measure. This procedure is carried out solely to ensure that the questionnaire appears rational and fair.

Step 4: Final structuring of the questionnaire

The questionnaire was given its final form after receiving feedback from practitioners and academicians. To save the questionnaire from appearing too long, every effort was made to fit all of the products into as little space as possible.

Sampling Element

Responses were gathered from e-commerce users who were specifically targeted. Only e-commerce users were considered because they would have the most up-to-date information and therefore would be the best people to target.

Data Collection Method

People's information was mostly gathered through the use of Google Forms Connect. This was done in accordance with the findings of researchers (Foa & Foa, 1980), who claimed that psychological returns (i.e., whatever a person finds pleasurable or gratifying) and psychological costs (i.e., factors that inhibit behaviour such as physical or mental effort, pain) are linked to behaviour. As a result, it was determined that personal visits to all of the citizens may be impractical. Filling out survey instruments in one's spare time and at one's leisure is possible with Google forms. It was created with the goal of minimising psychological and other costs. In addition, this study employed just Google forms approach to guarantee that the data collection process was consistent. It was expected that response patterns vary depending on the methods used, implying that biases existed.

A total of 50 questionnaire was sent through Google Form links. Out of them 40 responded and rest 10 didn't respond.

Methods of Analysis

The descriptive statistics of the respondents are generated using SPSS 22.0. We used SPSS 22.0 to run tests such as One-Way ANOVA, T-Test, Means test, and so on.

IV. DATA ANALYSIS AND INTERPRETATION

Data analysis is a cycle of evaluating, purifying, modifying, and presenting information in order to find useful data, make recommendations, and help dynamic. Information analysis encompasses a wide range of aspects and techniques, including a variety of methods referred to by different names, and is used in a variety of industry, research, and sociology fields. In today's business world, data analysis plays a role in making more rational decisions and assisting companies in operating effectively.

Data interpretation is the process of analyzing data using predefined criteria in order to assign meaning to the data and arrive at a useful conclusion. It entails taking the findings of an information inquiry, deducing the relationships under consideration, and applying those deductions to close the loop.

RESULT ANALYSIS

MEANS

| | | Report | | | | | | | | |
|-------------------|----------------|--|--|--|--|--|---|---|---|--|
| | | From the various types of e-commerce, according to you which one has the largest market share? | According to you how e-commerce is helpful to the consumer in the e-business domain? | According to you how is e-commerce helpful for the business discourse? | Do you think that the applications of e-commerce have increased over the years in India? | Do you agree that e-commerce as commercial means has its advantages over the traditional commercial methods? | Do you agree that e-commerce can provide an alternative marketing channel by eliminating middlemen? | What are the challenges to the implementation of e-commerce in India? | According to you what is the future of e-commerce in India? | Is government of India doing enough to promote the e-commerce platforms? |
| Less than 1 year | Mean | 1.33 | 2.00 | 2.33 | 1.00 | 1.00 | 1.33 | 2.67 | 1.00 | 1.33 |
| | N | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| | Std. Deviation | .577 | 1.732 | 1.528 | .000 | .000 | .577 | 1.528 | .000 | .577 |
| Less than 3 years | Mean | 1.62 | 2.00 | 1.62 | 1.00 | 1.25 | 1.31 | 3.44 | 1.00 | 2.19 |
| | N | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 |
| | Std. Deviation | .500 | 1.033 | 1.088 | .000 | .683 | .704 | .964 | .000 | .911 |
| More than 5 years | Mean | 1.81 | 1.95 | 2.10 | 1.14 | 1.14 | 1.48 | 3.00 | 1.24 | 1.76 |
| | N | 21 | 21 | 21 | 21 | 21 | 21 | 21 | 21 | 21 |
| | Std. Deviation | .750 | 1.024 | 1.091 | .478 | .478 | .814 | .837 | .625 | .889 |
| Total | Mean | 1.70 | 1.98 | 1.92 | 1.08 | 1.18 | 1.40 | 3.15 | 1.13 | 1.90 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| | Std. Deviation | .648 | 1.050 | 1.118 | .350 | .549 | .744 | .949 | .463 | .900 |

Figure 4.1 Independent Variable: For how many years you have been using e-commerce

Report

| For how many years you have been using e-commerce? | | From the various types of e-commerce, according to you which one has the largest market share? | According to you how e-commerce is helpful to the consumer in the e-business domain? | According to you how is e-commerce helpful for the business discourse? | Do you think that the applications of e-commerce have increased over the years in India? | Do you agree that e-commerce as commercial means has its advantages over the traditional commercial methods? | Do you agree that e-commerce can provide an alternative marketing channel by eliminating middlemen? | What are the challenges to the implementation of e-commerce in India? | According to you what is the future of e-commerce in India? | Is government of India doing enough to promote the e-commerce platforms? |
|--|----------------|--|--|--|--|--|---|---|---|--|
| Less than 1 year | Mean | 1.33 | 2.00 | 2.33 | 1.00 | 1.00 | 1.33 | 2.67 | 1.00 | 1.33 |
| | N | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| | Std. Deviation | .577 | 1.732 | 1.528 | .000 | .000 | .577 | 1.528 | .000 | .577 |
| Less than 3 years | Mean | 1.62 | 2.00 | 1.62 | 1.00 | 1.25 | 1.31 | 3.44 | 1.00 | 2.19 |
| | N | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 |
| | Std. Deviation | .500 | 1.033 | 1.088 | .000 | .683 | .704 | .964 | .000 | .911 |
| More than 5 years | Mean | 1.81 | 1.95 | 2.10 | 1.14 | 1.14 | 1.48 | 3.00 | 1.24 | 1.76 |
| | N | 21 | 21 | 21 | 21 | 21 | 21 | 21 | 21 | 21 |
| | Std. Deviation | .750 | 1.024 | 1.091 | .478 | .478 | .814 | .837 | .625 | .889 |
| Total | Mean | 1.70 | 1.98 | 1.92 | 1.08 | 1.18 | 1.40 | 3.15 | 1.13 | 1.90 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| | Std. Deviation | .648 | 1.050 | 1.118 | .350 | .549 | .744 | .949 | .463 | .900 |

Figure 4.2 Independent variable: Which of the following e-commerce platform do you use frequently

Report

| For what purpose do you use e-commerce? | | From the various types of e-commerce, according to you which one has the largest market share? | According to you how e-commerce is helpful to the consumer in the e-business domain? | According to you how is e-commerce helpful for the business discourse? | Do you think that the applications of e-commerce have increased over the years in India? | Do you agree that e-commerce as commercial means has its advantages over the traditional commercial methods? | Do you agree that e-commerce can provide an alternative marketing channel by eliminating middlemen? | What are the challenges to the implementation of e-commerce in India? | According to you what is the future of e-commerce in India? | Is government of India doing enough to promote the e-commerce platforms? |
|---|----------------|--|--|--|--|--|---|---|---|--|
| For personal use | Mean | 1.72 | 1.97 | 2.00 | 1.08 | 1.19 | 1.44 | 3.22 | 1.14 | 2.00 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 |
| | Std. Deviation | .615 | 1.082 | 1.146 | .368 | .577 | .773 | .898 | .487 | .894 |
| For both personal & business use | Mean | 1.50 | 2.00 | 1.25 | 1.00 | 1.00 | 1.00 | 2.50 | 1.00 | 1.00 |
| | N | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| | Std. Deviation | 1.000 | .816 | .500 | .000 | .000 | .000 | 1.291 | .000 | .000 |
| Total | Mean | 1.70 | 1.98 | 1.92 | 1.08 | 1.18 | 1.40 | 3.15 | 1.13 | 1.90 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| | Std. Deviation | .648 | 1.050 | 1.118 | .350 | .549 | .744 | .949 | .463 | .900 |

Figure 4.3 Independent Variable: For what purpose do you use e-commerce

If you want to compare multiple numeric variables with one or more categorical variables, compare means is the best option. It's particularly useful for summing up numeric variables through categories at the same time.

ONE-WAY ANOVA

| | | ANOVA | | | | |
|--|----------------|----------------|----|-------------|-------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| From the various types of e-commerce, according to you which one has the largest market share? | Between Groups | .745 | 2 | .373 | .881 | .423 |
| | Within Groups | 15.655 | 37 | .423 | | |
| | Total | 16.400 | 39 | | | |
| According to you how e-commerce is helpful to the consumer in the e-business domain? | Between Groups | .023 | 2 | .011 | .010 | .990 |
| | Within Groups | 42.952 | 37 | 1.161 | | |
| | Total | 42.975 | 39 | | | |
| According to you how is e-commerce helpful for the business discourse? | Between Groups | 2.549 | 2 | 1.274 | 1.020 | .370 |
| | Within Groups | 46.226 | 37 | 1.249 | | |
| | Total | 48.775 | 39 | | | |
| Do you think that the applications of e-commerce have increased over the years in India? | Between Groups | .204 | 2 | .102 | .824 | .447 |
| | Within Groups | 4.571 | 37 | .124 | | |
| | Total | 4.775 | 39 | | | |
| Do you agree that e-commerce as commercial means has its advantages over the traditional commercial methods? | Between Groups | .204 | 2 | .102 | .325 | .724 |
| | Within Groups | 11.571 | 37 | .313 | | |
| | Total | 11.775 | 39 | | | |
| Do you agree that e-commerce can provide an alternative marketing channel by eliminating middlemen? | Between Groups | .258 | 2 | .129 | .223 | .801 |
| | Within Groups | 21.342 | 37 | .577 | | |
| | Total | 21.600 | 39 | | | |
| What are the challenges to the implementation of e-commerce in India? | Between Groups | 2.496 | 2 | 1.248 | 1.416 | .255 |
| | Within Groups | 32.604 | 37 | .881 | | |
| | Total | 35.100 | 39 | | | |
| According to you what is the future of e-commerce in India? | Between Groups | .565 | 2 | .283 | 1.340 | .274 |
| | Within Groups | 7.810 | 37 | .211 | | |
| | Total | 8.375 | 39 | | | |
| Is government of India doing enough to promote the e-commerce platforms? | Between Groups | 2.686 | 2 | 1.343 | 1.719 | .193 |
| | Within Groups | 28.914 | 37 | .781 | | |
| | Total | 31.600 | 39 | | | |

Figure 4.4 For how many years you have been using e-commerce

Hypotheses of respondents to different dimensions across the years they have been using e-commerce.

- H01:** There was no significant difference that which one has the largest market share across the years they have been using e-commerce.
- H02:** There was no significant difference that how e-commerce is helpful to the consumer in the e-business domain across the years they have been using e-commerce.
- H03:** There was no significant difference that how e-commerce is helpful in the business discourse across the years they have been using e-commerce.
- H04:** There was no significant difference that the applications of e-commerce have increases over the years in India across the years they have been using e-commerce.
- H05:** There was no significant difference that e-commerce as a commercial means has its advantages over the traditional commercial methods across the years, they have been using e-commerce.
- H06:** There was no significant difference that e-commerce can provide an alternative marketing channel by eliminating middlemen across the years they have been using e-commerce.
- H07:** There was no significant difference in the challenges to the implementation of e-commerce in India across the years they have been using e-commerce.
- H08:** There was no significant difference in the future of e-commerce in India across the years they have been using e-commerce.
- H09:** There was no significant difference that the government of India is doing enough to promote e-commerce platforms across the years they have been using e-commerce.

The statistical tool that is used to measure the difference between the opinions of different people is One-way ANOVA. In the figure 4.4 the results shows that there is no significant difference in responses from the respondents as the value is $>.05$.

| | | ANOVA | | | | |
|--|----------------|----------------|----|-------------|-------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| From the various types of e-commerce, according to you which one has the largest market share? | Between Groups | 3.567 | 3 | 1.189 | 3.335 | .030 |
| | Within Groups | 12.833 | 36 | .356 | | |
| | Total | 16.400 | 39 | | | |
| According to you how e-commerce is helpful to the consumer in the e-business domain? | Between Groups | .323 | 3 | .108 | .091 | .965 |
| | Within Groups | 42.652 | 36 | 1.185 | | |
| | Total | 42.975 | 39 | | | |
| According to you how is e-commerce helpful for the business discourse? | Between Groups | 1.987 | 3 | .662 | .510 | .678 |
| | Within Groups | 46.788 | 36 | 1.300 | | |
| | Total | 48.775 | 39 | | | |
| Do you think that the applications of e-commerce have increased over the years in India? | Between Groups | .184 | 3 | .061 | .481 | .697 |
| | Within Groups | 4.591 | 36 | .128 | | |
| | Total | 4.775 | 39 | | | |
| Do you agree that e-commerce as commercial means has its advantages over the traditional commercial methods? | Between Groups | 1.002 | 3 | .334 | 1.116 | .355 |
| | Within Groups | 10.773 | 36 | .299 | | |
| | Total | 11.775 | 39 | | | |
| Do you agree that e-commerce can provide an alternative marketing channel by eliminating middlemen? | Between Groups | .236 | 3 | .079 | .133 | .940 |
| | Within Groups | 21.364 | 36 | .593 | | |
| | Total | 21.600 | 39 | | | |
| What are the challenges to the implementation of e-commerce in India? | Between Groups | 3.767 | 3 | 1.256 | 1.443 | .247 |
| | Within Groups | 31.333 | 36 | .870 | | |
| | Total | 35.100 | 39 | | | |
| According to you what is the future of e-commerce in India? | Between Groups | .511 | 3 | .170 | .780 | .513 |
| | Within Groups | 7.864 | 36 | .218 | | |
| | Total | 8.375 | 39 | | | |
| Is government of India doing enough to promote the e-commerce platforms? | Between Groups | 2.100 | 3 | .700 | .854 | .474 |
| | Within Groups | 29.500 | 36 | .819 | | |
| | Total | 31.600 | 39 | | | |

Figure 4.5 Which of the following e-commerce platform do you use frequently

Hypotheses of respondents to different dimensions across the e-platform you use frequently.

- H01:** There was significant difference that which one has the largest market share across the e- platform you use frequently.
- H02:** There was no significant difference that how e-commerce is helpful to the consumer in the e-business domain across the e- platform you use frequently.
- H03:** There was no significant difference that how e-commerce is helpful in the business discourse across the e- platform you use frequently.
- H04:** There was no significant difference that the applications of e-commerce have increases over the years in India across the e- platform you use frequently.
- H05:** There was no significant difference that e-commerce as a commercial means has its advantages over the traditional commercial methods across the e- platform you use frequently.
- H06:** There was no significant difference that e-commerce can provide an alternative marketing channel by eliminating middlemen across the e- platform you use frequently.
- H07:** There was no significant difference in the challenges to the implementation of e-commerce in India across the e- platform you use frequently.
- H08:** There was no significant difference in the future of e-commerce in India across the e- platform you use frequently.
- H09:** There was no significant difference that the government of India is doing enough to promote e-commerce platforms across the e- platform you use frequently.

The statistical tool that is used to measure the difference between the opinions of different people is One-way ANOVA. In the figure 4.5 the results shows that there is a significant difference in the opinion of people in the first row as the value is <.05. But in all other aspects the opinion of all the respondents does not have significant difference as the value is >.05.

| ANOVA | | | | | | |
|--|----------------|----------------|----|-------------|-------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| From the various types of e-commerce, according to you which one has the largest market share? | Between Groups | .178 | 1 | .178 | .416 | .523 |
| | Within Groups | 16.222 | 38 | .427 | | |
| | Total | 16.400 | 39 | | | |
| According to you how e-commerce is helpful to the consumer in the e-business domain? | Between Groups | .003 | 1 | .003 | .002 | .961 |
| | Within Groups | 42.972 | 38 | 1.131 | | |
| | Total | 42.975 | 39 | | | |
| According to you how is e-commerce helpful for the business discourse? | Between Groups | 2.025 | 1 | 2.025 | 1.646 | .207 |
| | Within Groups | 46.750 | 38 | 1.230 | | |
| | Total | 48.775 | 39 | | | |
| Do you think that the applications of e-commerce have increased over the years in India? | Between Groups | .025 | 1 | .025 | .200 | .657 |
| | Within Groups | 4.750 | 38 | .125 | | |
| | Total | 4.775 | 39 | | | |
| Do you agree that e-commerce as commercial means has its advantages over the traditional commercial methods? | Between Groups | .136 | 1 | .136 | .444 | .509 |
| | Within Groups | 11.639 | 38 | .306 | | |
| | Total | 11.775 | 39 | | | |
| Do you agree that e-commerce can provide an alternative marketing channel by eliminating middlemen? | Between Groups | .711 | 1 | .711 | 1.294 | .263 |
| | Within Groups | 20.889 | 38 | .550 | | |
| | Total | 21.600 | 39 | | | |
| What are the challenges to the implementation of e-commerce in India? | Between Groups | 1.878 | 1 | 1.878 | 2.148 | .151 |
| | Within Groups | 33.222 | 38 | .874 | | |
| | Total | 35.100 | 39 | | | |
| According to you what is the future of e-commerce in India? | Between Groups | .069 | 1 | .069 | .318 | .576 |
| | Within Groups | 8.306 | 38 | .219 | | |
| | Total | 8.375 | 39 | | | |
| Is government of India doing enough to promote the e-commerce platforms? | Between Groups | 3.600 | 1 | 3.600 | 4.886 | .033 |
| | Within Groups | 28.000 | 38 | .737 | | |
| | Total | 31.600 | 39 | | | |

Figure 4.6 For what purpose do you use e-commerce

Hypotheses of the respondents to different dimensions across the purpose of using e-commerce.

- H01:** There was no significant difference that which one has the largest market share across the purpose of using e-commerce.
- H02:** There was no significant difference that how e-commerce is helpful to the consumer in the e business domain across the purpose of using e-commerce.
- H03:** There was no significant difference that how e-commerce is helpful in the business discourse across the purpose of using e-commerce.
- H04:** There was no significant difference that the applications of e-commerce have increases over the years in India across the purpose of using e-commerce.
- H05:** There was no significant difference that e-commerce as a commercial means has its advantages over the traditional commercial methods across the purpose of using e-commerce.
- H06:** There was no significant difference that e-commerce can provide an alternative marketing channel by eliminating middlemen across the purpose of using e-commerce.
- H07:** There was no significant difference in the challenges to the implementation of e-commerce in India across the purpose of using e-commerce.
- H08:** There was no significant difference in the future of e-commerce in India across the purpose of using e-commerce.
- H09:** There was significant difference that the government of India is doing enough to promote e-commerce platforms across the purpose of using e-commerce.

The statistical tool that is used to measure the difference between the opinions of different people is One-way ANOVA. In the figure 4.6 the results shows that there is a significant difference in the opinion of people in the last row as the value is <.05 whereas there is no significant difference in the opinion of people in all other aspects as the vale is >.05.

ONE SAMPLE T-TEST

One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|--|----|------|----------------|-----------------|
| From the various types of e-commerce, according to you which one has the largest market share? | 40 | 1.70 | .648 | .103 |
| According to you how e-commerce is helpful to the consumer in the e-business domain? | 40 | 1.98 | 1.050 | .166 |
| According to you how is e-commerce helpful for the business discourse? | 40 | 1.93 | 1.118 | .177 |
| Do you think that the applications of e-commerce have increased over the years in India? | 40 | 1.08 | .350 | .055 |
| Do you agree that e-commerce as commercial means has its advantages over the traditional commercial methods? | 40 | 1.18 | .549 | .087 |
| Do you agree that e-commerce can provide an alternative marketing channel by eliminating middlemen? | 40 | 1.40 | .744 | .118 |
| What are the challenges to the implementation of e-commerce in India? | 40 | 3.15 | .949 | .150 |
| According to you what is the future of e-commerce in India? | 40 | 1.13 | .463 | .073 |
| Is government of India doing enough to promote the e-commerce platforms? | 40 | 1.90 | .900 | .142 |

Figure 4.7 Test showing one-sample statistics

One-Sample Test

Test Value = 0

| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
|--|--------|----|-----------------|-----------------|---|-------|
| | | | | | Lower | Upper |
| From the various types of e-commerce, according to you which one has the largest market share? | 16.580 | 39 | <.001 | 1.700 | 1.49 | 1.91 |
| According to you how e-commerce is helpful to the consumer in the e-business domain? | 11.899 | 39 | <.001 | 1.975 | 1.64 | 2.31 |
| According to you how is e-commerce helpful for the business discourse? | 10.887 | 39 | <.001 | 1.925 | 1.57 | 2.28 |
| Do you think that the applications of e-commerce have increased over the years in India? | 19.431 | 39 | <.001 | 1.075 | .96 | 1.19 |
| Do you agree that e-commerce as commercial means has its advantages over the traditional commercial methods? | 13.524 | 39 | <.001 | 1.175 | 1.00 | 1.35 |
| Do you agree that e-commerce can provide an alternative marketing channel by eliminating middlemen? | 11.898 | 39 | <.001 | 1.400 | 1.16 | 1.64 |
| What are the challenges to the implementation of e-commerce in India? | 21.000 | 39 | <.001 | 3.150 | 2.85 | 3.45 |
| According to you what is the future of e-commerce in India? | 15.354 | 39 | <.001 | 1.125 | .98 | 1.27 |
| Is government of India doing enough to promote the e-commerce platforms? | 13.350 | 39 | <.001 | 1.900 | 1.61 | 2.19 |

Figure 4.8 Test showing one-sample effect size

One-Sample Effect Sizes

| | | Standardizer ^a | Point Estimate | 95% Confidence Interval | |
|--|--------------------|---------------------------|----------------|-------------------------|-------|
| | | | | Lower | Upper |
| From the various types of e-commerce, according to you which one has the largest market share? | Cohen's d | .648 | 2.622 | 1.960 | 3.275 |
| | Hedges' correction | .661 | 2.571 | 1.922 | 3.211 |
| According to you how e-commerce is helpful to the consumer in the e-business domain? | Cohen's d | 1.050 | 1.881 | 1.358 | 2.396 |
| | Hedges' correction | 1.070 | 1.845 | 1.332 | 2.349 |
| According to you how is e-commerce helpful for the business discourse? | Cohen's d | 1.118 | 1.721 | 1.226 | 2.208 |
| | Hedges' correction | 1.140 | 1.688 | 1.202 | 2.165 |
| Do you think that the applications of e-commerce have increased over the years in India? | Cohen's d | .350 | 3.072 | 2.322 | 3.815 |
| | Hedges' correction | .357 | 3.013 | 2.277 | 3.741 |
| Do you agree that e-commerce as commercial means has its advantages over the traditional commercial methods? | Cohen's d | .549 | 2.138 | 1.569 | 2.699 |
| | Hedges' correction | .560 | 2.097 | 1.538 | 2.647 |
| Do you agree that e-commerce can provide an alternative marketing channel by eliminating middlemen? | Cohen's d | .744 | 1.881 | 1.358 | 2.395 |
| | Hedges' correction | .759 | 1.845 | 1.332 | 2.349 |
| What are the challenges to the implementation of e-commerce in India? | Cohen's d | .949 | 3.320 | 2.520 | 4.113 |
| | Hedges' correction | .967 | 3.256 | 2.471 | 4.034 |
| According to you what is the future of e-commerce in India? | Cohen's d | .463 | 2.428 | 1.804 | 3.043 |
| | Hedges' correction | .473 | 2.381 | 1.769 | 2.984 |
| Is government of India doing enough to promote the e-commerce platforms? | Cohen's d | .900 | 2.111 | 1.546 | 2.667 |
| | Hedges' correction | .918 | 2.070 | 1.516 | 2.615 |

a. The denominator used in estimating the effect sizes. Cohen's d uses the sample standard deviation. Hedges' correction uses the sample standard deviation, plus a correction factor.

Figure 4.9 Test showing result for one sample effect sizes

Hypothesis of the respondents

- H01:** There was no significant difference that which one has the largest market share.
- H02:** There was no significant difference that how e-commerce is helpful to the consumer in the e-business domain.
- H03:** There was no significant difference that how e-commerce is helpful in the business discourse.
- H04:** There was no significant difference that the applications of e-commerce have increases over the years in India.
- H05:** There was no significant difference that e-commerce as a commercial means has its advantages over the traditional commercial methods.
- H06:** There was no significant difference that e-commerce can provide an alternative marketing channel by eliminating middlemen.
- H07:** There was no significant difference in the challenges to the implementation of e-commerce in India.
- H08:** There was no significant difference in the future of e-commerce in India.
- H09:** There was no significant difference that the government of India is doing enough to promote e-commerce platforms.

Table 4.1 Table showing interpretation of results of respondents

| VARIABLES | N | MEAN | STD. DEVIATION | T | SIG (2 TAILED) |
|---|----|------|----------------|--------|----------------|
| From the various types of e-commerce, according to you which one has the largest market share | 40 | 1.70 | .648 | 16.580 | <.001 |

| | | | | | |
|---|----|------|-------|--------|-------|
| According to you how e-commerce is helpful to the consumer in the e-business domain | 40 | 1.98 | 1.050 | 11.899 | <.001 |
| According to you how is e-commerce is helpful for the business discourse | 40 | 1.93 | 1.118 | 10.887 | <.001 |
| Do you think that the applications of e-commerce have increased over the years in India | 40 | 1.08 | .350 | 19.431 | <.001 |
| Do you agree that e-commerce as commercial means has its advantages over the traditional commercial methods | 40 | 1.18 | .549 | 13.524 | <.001 |
| Do you agree that e-commerce can provide an alternative marketing channel by eliminating middlemen | 40 | 1.40 | .744 | 11.898 | <.001 |
| What are the challenges to the implementation of e-commerce in India | 40 | 3.15 | .949 | 21.000 | <.001 |
| According to you what is the future of e-commerce in India | 40 | 1.13 | .463 | 15.354 | <.001 |
| Is government of India doing enough to promote the e-commerce platforms | 40 | 1.90 | .900 | 13.350 | <.001 |

The table above shows the interpretation of the results of respondents. In this t-test is used to determine the difference in opinion of people and the results clearly states that there is a significant difference in the opinion of people which can be easily seen by the statistics in the table.

FINDINGS

Using the Primary and Secondary data, the following outcomes are there:

- People between the age group of 19-25 years were using the e-commerce shopping more than any other age group in Kanpur city.
- Most people use e-commerce shopping services because it provides offers and discount so as to avail such offers, they use it.
- Amazon & FlipKart is the most popular e-commerce app which is preferred by customers.
- People mostly uses e-commerce shopping more than 1 year but less than 5 years.
- Here we came to know that the largest market share is B2C commerce platform
- The people mostly use such apps for personal use only.
- Most of the people response positive that the application of e-commerce is increase on recent years.
- Why More than half of respondents believe that e-commerce offers a competitive advantage over traditional commercial methods.
- Most of the people agree that e-commerce can provide an alternative marketing channel by eliminating middle man.
- 70% of people think that the Government of India is doing enough to promote e-commerce in Kanpur city.
- 60% of people recommend to increase the awareness level of people for promotion of e-commerce in Kanpur city.

This study found that most of the respondents were positive that these e-commerce shopping platforms positive attitude and have the probable to stand out well in this competitive market and will become a prominent

industry in near future

- Most people use e-commerce shopping services because it provides offers and discount so as to avail such offers, they use it.
- People avail goods of their choice of brand.
- They can purchase goods on EMI.

The rise in the number of smart phones and e-commerce apps is a big supporter of this scenario. E-commerce apps are becoming increasingly popular in India.

Value, convenience of use, societal norms and pressures, individual resources, hedonistic incentive, perceived pricing value, past experience, and habit are the primary characteristics that determine the behavioural drive to use mobile internet technology, according to an investigation.

V. CONCLUSION

In general, today's companies should strive to create the next best thing that customers want, because customers also want their products, services, and other offerings to be better, quicker, and less expensive. Businesses must adapt to modern types of customer demands and developments in today's world of recent technology because it will be critical to their success and survival. As technology advances, e-commerce continues to evolve and become more valuable to companies. There are a few items that can be taken advantage of and achieved. From the beginning of the internet and e-commerce, the possibilities for both businesses and customers were limitless. Growing profit and advancement prospects for companies while providing more choices for customers. E-commerce, like the rest, has drawbacks, such as market uncertainty, but nothing that can't be overcome or prevented by sound decision-making and business practises.

VI. REFERENCES

- [1] A study on customer Satisfaction towards online shopping in Tirunelveli district. (n.d.). Retrieved April 11, 2021, from <http://journal.iujharkhand.edu.in/Dec-2019/A-Study-on-Customer-Satisfaction.html>
- [2] CHURCHILL JR, G. A. & SURPRENANT, C. 1982. An investigation into the determinants of customer satisfaction. *Journal of marketing research*, 491-504.
- [3] E-commerce. (n.d.). Retrieved April 11, 2021, from <http://www.britannica.com/technology/e-commerce>
- [4] Emmer, M., About the Author: Marc Emmer Marc Emmer is President of Optimize Inc., & *, N. (2020, December 17). *Economic trends facing business in 2021 and Beyond: Vistage*. Retrieved April 11, 2021, from <https://www.vistage.com/research-center/business-financials/economic-trends/20201208-economic-trends-facing-business-in-2021-and-beyond/>
- [5] Ernest, M. (2014) *The Future of E-Commerce in Nigeria* [online] <http://streettoolz.com/blog/the-future-of-e-commerce-in-nigeria/> (accessed 14 October 2015).
- [6] Executive Forums / 5 minutes read, & Executive Forums / 3 minutes read. (2020, November 11). *Business and economic trends to plan for 2021*. Retrieved April 11, 2021, from <https://executiveforums.com/business-and-economic-trends/>
- [7] Handoko L. P., *The effect of product quality and delivery service on online customer satisfaction in Zalora Indonesia*, *Journal EMBA*, Vol. 4, No. 1, pp.1189, 2016.
- [8] Kurata, H. and Bonifield, C.M. (2007) 'How customisation of pricing and item availability information can improve e-commerce performance', *Journal of Revenue & Pricing Management*, Vol. 5, No. 4, pp.305-314.
- [9] Ladokun, I.O., Osunwole, O.O. and Olaoye, B.O. (2013) 'Information and communication technology in small and medium enterprises: factors affecting the adoption and use of ICT in Nigeria', *International Journal of Academic Research in Economics and Management Sciences*, Vol. 2, No. 6, pp.2226-3624 [online]
- [10] http://hrmars.com/hrmars_papers/Information_and_Communication_Technology_in_Small_and_Medium_Enterprises_Factors_affecting_the_Adoption_and_use_of_ICT_in_Nigeria.pdf (accessed 17 October 2015).
- [11] Liu X., He M., Gao F., Xie P., An empirical study of online shopping customer satisfaction in China: a holistic perspective, *International Journal of Retail & Distribution Management*, Vol. 36 No. 11, pp.919-940, 2008.

- [12] M., D., Parhomenko, D., Litvin, A., Says: R., & Says: M. (n.d.). What are Ecommerce advantages and disadvantages? Retrieved April 11, 2021, from <https://belvg.com/blog/what-is-advantage-and-disadvantage-of-e-commerce.html>
- [13] Mohsin, M. (2021, March 24). 10 important Ecommerce trends to watch for in 2021. Retrieved April 11, 2021, from <https://www.oberlo.in/blog/ecommerce-trends>
- [14] Oliver, R. (1997) Satisfaction: A Behavioural Perspective on the Consumer, McGraw-Hill, New York
- [15] Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-Qual: a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213-233. <http://dx.doi.org/10.1177/1094670504271156>
- [16] Parasuraman, A., Zeithaml, V. and Berry, L. (1988), "SERVQUAL: a multiple-item scale for measuring consumer perceptions of services quality", *Journal of Retailing*, Vol. 64 No. 1, pp. 12-40.
- [17] Ramli, N., The art of customer service techniques. Retrieved from <https://prezi.com/g5mqeth8ldih/the-art-ofcustomer-service-techniques/>, 21-Sept-2015
- [18] Rogers D. S. and Tibben-Lembke R. S., *Going Backwards: Reverse Logistics Trends and Practices*, Reverse Logistics Executive Council, 1998.
- [19] S. Mohanapriya and D. Anusuya, (2014), "A Study on Consumer Preferences and Satisfaction towards selected Online Websites with Special Reference to Combitorre City" Volume 3, Issue 11, November., *Paripex – Indian Journal of Research*.
- [20] Sanjeev Kumar and Savita Maan (2014), Status and Scope of Online Shopping: An Interactive Analysis through Literature Review, Vol. 2, Issue 12, December *International Journal of Advance research in Computer Science and Management Studies*
- [21] Shun, C., Yunjie, X. (2006). Effects of the outcome, process and shopping enjoyment on online consumer behaviour. *Electronic Commerce Research and Applications* 5(4), 272-281
- [22] Sinkkonen, J. (2020, December 04). The importance of customer satisfaction. Retrieved April 11, 2021, from <https://lumoa.me/blog/the-importance-of-customer-satisfaction>
- [23] Soares, R., Proença, J., Does Service Failure Context Matter? Customers' Response to Service
- [24] Wang, CL, Ye, L R Zhang Y and Nguyen D. D, (2015) "Subscription too fee based online services Vol 6, what makes consumer pay for online content?" *Journal of Electronic Commerce Research*.
- [25] Wu, K. W. (2011). Customer loyalty explained by electronic recovery service quality: implications of the customer relationship re-establishment for consumer electronics E-Tailers. *Contemporary Management Research*, 7(1), 21-44.
- [26] Zeithaml, V. A. (2000). Service quality, profitability, and the economic worth of customers: What we know and what we need to learn. *Journal of the Academy of Marketing Science*, 28(1), 67-85
- [27] Ziaullah M., Yi F. and Akhter S. N., E-Loyalty: The influence of product quality and delivery services on e-trust and e-satisfaction in China, *International Journal of Advancements in Research & Technology*, Vol. 3, No. 10, 2014