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CUSTOMER SATISFACTION WITH E-COMMERCE SERVICES OF GARDENING PRODUCTS

Dr. Shankar Chaudhary

Associate Professor
Pacific Business School
Udaipur (Raj.)

Saurabh Singh Tomar

Research Scholar
Faculty of Management,
PAHER University
Udaipur (Raj.)

Abstract

The increasing competition in market has decreased the customers' loyalty towards the product and brands. So, now it has become more important for the companies to access the customer satisfaction on regular basis. The reasons behind dissatisfaction will help companies in identification of areas of improvement. The objective of this paper is to study Customer Satisfaction with e-commerce Service of Gardening Products. The data has been collected with the help of structured questionnaire and it has been concluded that customers are satisfied with the e-commerce services of gardening products.

Keywords: Customer Satisfaction, E-commerce, Gardening Products

Introduction

India is an online shopper's paradise. The unrivalled population in India armed with smart gadgets is spoilt for a choice. Aided by declining broadband subscription prices and launch of 3G and 4G services, consumers have become the driving force of e-Commerce in the country. From buying groceries to furniture, movie tickets, trains tickets to steel, coal and tea - e-Commerce has empowered the consumers. As per reports, India will see more people come online than any other country in the next 15 years. With digital device and social media, online sellers are getting unprecedented opportunity for growth and have thus become continuously more attractive for investors.

The steady growth of e-Commerce in the country is, thus, ultimately seen at both ends of the spectrum. With the launch of Digital India and Make in India, the Government of India has been active in bringing out solutions that will help SMEs. Digital India will provide improved internet accessibility while Make in India will help in indigenizing product manufacturing. The technology centric framework by the Government will provide cloud based platforms for SMEs. All this is assisting the growth of small businesses in the e-Commerce era. Coming back to the empowered consumer - they will not be obscure anymore.

The satisfaction towards an e-tailor is different from the satisfaction towards a retailer because e-satisfaction is dependent significantly on not only the purchased products but also the process of conducting that purchase. The gardening industry has recently shifted to the ecommerce platform so at the initial level it becomes important for the industry to identify the customers' opinion about the services provided by the ecommerce platform of

gardening products. Keeping this in view current study is aimed to study the Customer Satisfaction with e-commerce Service of Gardening Products.

Literature Review

Campbell et al., (2019) explored "differences among online shoppers, specifically those who had searched online for gardening information with those who were online for other purposes. The study found differences between those who had searched online for non-gardening information compared with those who had searched online for gardening information. Women were more likely to search online for both gardening and non-gardening information, but men were more likely to make online gardening purchases. Education level, ethnicity, and geographic location of residence had varying impacts on the likelihood of online search and purchase. Having searched online for non-gardening information increased the likelihood of an online purchase by 16%, whereas the likelihood of purchase increased to 19% for online gardening-related searches."

Raut, A. V (2019) conducted a study with a view "to analyze the marketing practices with reference to organic food in the Pune. The researcher covered the area of Pune and collected the responses from the customers, traders and farmers of the organic food. It is visible that organic food industry is lagging far behind in the area of marketing. They are not using sufficient online marketing nor the social media marketing to attract the customers. The awareness level of the customers is also on lower side when it comes to the knowledge of the benefits of the organic food. The mass movement for making them aware should be done. It is common perception among the customers that the organic products are for rich people only. This is not true. Even common man can consume it. The focus on product, price, place, promotion should be given. The hypothesis testing also showed that there is need for marketing of organic vegetables and food grains, hence the hypothesis: There is no significant scope for marketing of organic Vegetables and Food grain in Pune region was rejected and alternate hypothesis i.e. There is significant scope for marketing of organic Vegetables and Food grain in Pune region was accepted."

Srikanth, A. et. al. (2018) tried "to evaluate the customer satisfaction towards the online service quality based on the type of E-commerce website used for transactions. The second objective was to analyse the effect of demographic variables on the overall customer satisfaction. In order to meet these objectives, the study has collected 21 statements tested scale from the literature that helps in examining the customers' perception, a part of exploratory research design. The data is expected to collect from a sample of 163 of 283 post graduate students using stratified random sampling. As the response rate is 66.8%, the obtained data is analysed for 109 respondents using one sample t-test, Independent sample t-test and One-Way ANOVA. The results have stated that the surveyed users are positive towards online service quality. Surprisingly, among the three demographic variables and other four supporting variables namely Gender, Age, Education and purpose, type of e-commerce website, product type and amount spent, the amount spent variable is the most effecting variable contributed towards the online service quality. The customers spending an amount ranging from 2000-4000 are more satisfied than other amounts spent by them. Further, it is also observed that among the four major online websites taken under survey namely Amazon, Flip kart, E-bay, Snap deal and others, the respondents voted more for Amazon (mean score is 81%) because of its service on time and tracking provision. The research can further be extended to the other target market including other age groups, other location students apart from the youth to whom the results are applicable."

According to Kumar, R (2017) "the organized retail has been shifting from offline shopping to online shopping in last few years. The online retailers are offering products and services from their websites. Due to this, Web service quality has become a major concept for the online retailing across the globe. The online retail has grown in India in past few years. There is a good competition existed between global online retailers and Indian online retailers in India. This descriptive study revealed some important findings regarding web service quality with special reference to a leading Indian online retailer-X. The study assessed Web Service Quality

by using E-S-QUAL scale containing four dimensions of efficiency, fulfillment, system availability, and privacy. This study aimed at analysis of web service quality of selected online retailer's website and experience of customer on the basis of price and retailer image. The purpose of this study was to find out how customers perceive the overall web service quality and level of customer satisfaction. Overall, 250 customers have been included in survey of the leading e-commerce website of Flipkart and they were asked about their perceptions towards the web service quality provided by the selected online retailer."

Rahi & Ghani (2016) aimed "to inspect the relationship between Customer's Perception of Public Relation (PRP), Customer Perceived Value (CPV) on E-Loyalty; further test the moderating role of Switching Cost and Brand Image in that relationship. Design/methodology/approach: Data were collected in a survey from customers of Commercial Bank. Questionnaire was adapted from research work of Eriksson et al.; Gefen; Levesque et al.; Zeithaml et al. Pearson correlation, multiple and moderating regression were used to examine the hypothesis relationship. Findings: The findings confirmed that Customer's Perception of Public Relation and Customer Perceived value are the antecedent of E-loyalty. Moreover, results prevailed that the impact of Customer's Perception of Public Relation and Customer Perceived Value on E-Loyalty is stronger and significant when Switching Cost and Brand image is favorable."

Objective

The purpose of this research paper is to study the Customer Satisfaction with e-commerce Service of Gardening Products.

Hypotheses

- H₀: There is no significant difference in Customer Satisfaction of e-commerce Service of Gardening Products with respect to gender and age of respondents
- H₁: There is a significant difference in Customer Satisfaction of e-commerce Service of

Gardening Products with respect to gender and age of respondents

Research Methodology

- (a) **Research Design:** To have a better understanding about the issue descriptive research design was used. To get the primary data close ended questionnaire was administrated.
- (b) **Sample Design:** 246 respondents were selected through purposive sampling. In sample 65.9% respondents (N=162) were male and 34.1% respondents (N=84) were female. According to age wise categorization 36.6% respondents (N=90) were in the age group of 20 to 40 years, 43.9% respondents (N=108) were in the age group of 40 to 60 years and 19.5% respondents (N=48) were of above 60 years age.
- (c) **Analysis:** The data collected was analyzed with the help of Arithmetic mean and chi-square test.

Analysis & Interpretations

Customer satisfaction is the ultimate goal of every organization, to measure the customers' satisfaction with online shopping of gardening products; they were asked to indicate their level of satisfaction on five point scale starting from Highly satisfied (5) Highly dissatisfied (1). To get concrete results mean is calculated. Table 4.5.14 summarizes the customer satisfaction with online shopping of gardening products. Customers are Highly satisfied with Hassle Free Purchase (Mean Score=4.24). They are satisfied with Best deals (Mean Score=3.59), Planting suggestion for beginners (Mean Score=3.44), Availability of plants round the year (Mean Score=3.41), Guaranteed Services (Mean Score=3.68), Convenience (Mean Score=4.05), Time saving (Mean Score=3.85), Variety of Products (Mean Score=3.73), Competitive prices (Mean Score=3.46), Site Survey facility (Mean Score=3.93), Reliability of sellers (Mean Score=3.56), Product return facility (Mean Score=3.54), and Customer care facility (Mean Score=3.78).

Table 1: Customer Satisfaction with e-commerce Service of Gardening Products

S. No	Factors	Mean Score	Level of Satisfaction
1	Hassle Free Purchase	4.24	Highly Satisfied
2	Best deal in case of lack of information	3.59	Satisfied
3	Planting suggestion for beginners	3.44	Satisfied
4	Availability of plants round the year	3.41	Satisfied
5	Guaranteed Services	3.68	Satisfied
6	Convenience	4.05	Satisfied
7	Time saving	3.85	Satisfied
8	Variety of Products	3.73	Satisfied
9	Competitive prices	3.46	Satisfied
10	Site Survey facility	3.93	Satisfied
11	Reliability of sellers	3.56	Satisfied
12	Product return facility	3.54	Satisfied
13	Customer care facility	3.78	Satisfied

Source : Primary Data

Table 2: Overall Satisfaction with e-commerce Service of Gardening Products

Overall Satisfaction level	N	Percentage
Highly Satisfied	36	14.6
Satisfied	126	51.2
Neutral	66	26.8
Dissatisfied	18	7.3
Highly Dissatisfied	0	0.0
Total	246	100
Mean Score	3.73	
Result	Satisfied	

Source : Primary Data

Respondents were asked to disclose their overall satisfaction with e-commerce service of gardening products and result received are presented in table 2. It can be observed that majority of respondents (N=126, Percentage=51.20) were satisfied and 14.60% respondents (N=36) were highly satisfied.

There were 26.80% respondents (N=66) who were neither satisfied nor dissatisfied while rest 7.30% respondents (N=18) were dissatisfied with e-commerce Service of Gardening Products. The average score (3.73) projects that in an all respondents were satisfied with e-commerce Service of Gardening Products

To check the significance of difference in customer satisfaction with respect to their gender and age following hypothesis has been taken:-

H₀: There is no significant difference in Customer Satisfaction of e-commerce Service of Gardening Products with respect to gender and age of respondents

H₁: There is a significant difference in Customer Satisfaction of e-commerce Service of Gardening Products with respect to gender and age of respondents

To test this hypothesis the customer satisfaction data was cross tabulated with respect to the gender and age then chi-square tests was applied to measure the association, as presented in table 3.

gender and age of customers. Customers indicated that the major factor of satisfaction is hassle free purchase which they do not experience during offline shopping.

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Table 3: Chi-Square test Results to Association in Customers' Satisfaction and Demographic Variables

Demographic Factor		Consumer Satisfaction with Offline Shopping				Chi - Square Value	p-Value	Significance
		Dissatisfied	Neutral	Satisfied	Highly Satisfied			
Gender	Male	12	30	96	24	18.217	0.000	Significant
	Female	6	36	30	12			
Total		18	66	126	36			
Age	20 to 40	6	30	36	18	35.433	0.000	Significant
	40 to 60	12	30	48	18			
	Above 60	0	6	42	0			
Total		18	66	126	36			

Source : Primary Data (Level of Significance = 5%)

At 5% level of significance the values of chi-square statistic are significant, it means that gender, and age of respondents significantly affect their satisfaction with e-commerce service of gardening products.

Conclusion

From this research it has been concluded that customers are satisfied with the ecommerce services of gardening products and their satisfaction is significantly affected with the

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