STUDY ON CUSTOMER SATISFACTION TOWARDS E-TAILER SERVICES IN CHENNAI

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ABSTRACT

In this study, we investigate customer satisfaction towards e-tailer services in Chennai, aiming to understand the factors influencing customer satisfaction and identify areas for improvement. Through a comprehensive survey conducted among e-commerce consumers in Chennai, we gathered data on their experiences, preferences, and satisfaction levels. Our findings reveal that key factors impacting customer satisfaction include website usability, product quality, delivery speed, customer service, and payment security. Additionally, we observed that personalized recommendations and hassle-free returns significantly contribute to overall customer satisfaction. Furthermore, demographic factors such as age, income, and education level also play a role in shaping satisfaction levels. Based on our analysis, we propose recommendations for e-tailers in Chennai to enhance customer satisfaction, including improving website functionality, optimizing delivery logistics, enhancing customer support channels, and implementing secure payment systems. This study contributes to the existing literature on customer satisfaction in the context of e-tailer services and provides valuable insights for e-commerce businesses operating in Chennai, empowering them to enhance their service offerings and create better customer experiences.

Keywords: e-tailer, customer satisfaction, logistics, e-commerce, service quality, policies.

INTRODUCTION OF THE STUDY

E-commerce and online shopping have become more popular methods of reaching consumers as a result of the expansion of technology and digital transformation in recent years. This trend has resulted in the development of e-tailer services, which include all aspects of retailing over the Internet. This allows companies to reach out to clients all over the world and provide them an improved purchasing experience.

Chennai, a major city in India, is home to a large and increasingly digitally literate population. To survive and grow in today's fast-paced market, companies must have a firm grasp on how their customers feel about the quality of the services they get from online retailers. Measuring customer happiness helps companies focus on what they do well while also figuring out how to make their customers happier.

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The purpose of this research is to learn how satisfied customers are with various e-commerce service providers in Chennai. This research aims to shed light on the primary drivers and obstacles faced by e-tailers in Chennai by conducting an in-depth investigation of numerous criteria that contribute to consumer satisfaction, such as website usability, product quality, delivery speed, customer service, and payment security.

Recognizing the value of individualized experiences and customer-centric policies, this study will also investigate their effect on consumer satisfaction. Differences in consumer satisfaction among demographic groups will be understood by looking at age, income, and education.

As a result of this research, e-tailers in Chennai will be able to improve their strategy, services, and overall consumer experiences. A company's long-term success may be ensured by listening to its customers' complaints and rewarding their loyalty.

E-commerce businesses may use the study's findings to adopt changes like more user-friendly websites, more efficient shipping methods, more accessible customer service channels, and safer payment gateways in order to appease their customers and win their loyalty. Findings from this research will add to the growing body of knowledge on e-commerce and provide a regionally specific understanding of the possibilities and threats that exist in this fast-paced industry.

OBJECTIVES OF THE STUDY

- ☐ To study the customer satisfaction towards online services in the region.
- ☐ To measure and analyze the overall satisfaction levels of customers who utilize e-tailer services in Chennai.
- ☐ Examine the impact of personalized recommendations and hassle-free returns on customer satisfaction.

REVIEW OF LITERATURE

In their 2017 study, Ramesh and Anantharaman looked into what influences consumer satisfaction in e-tail services in Chennai. According to the survey, factors such as perceived value, trust, perceived ease of use, and service quality significantly increase consumer happiness. The study used a structured questionnaire to gather data, and the sample size was 300. According to the study's findings, e-tailers should prioritise improving the quality of their services and giving customers a greater perception of value.

Ramesh, S., & Anantharaman, R. N. (2017). Factors influencing customer satisfaction in e-tail services in Chennai. Journal of Retailing and Consumer Services, 34, 246-256.

In their 2018 study, Kumar and Nair looked at the variables affecting Chennai's adoption of e-commerce services. According to the study, perceived danger has a large negative impact on adoption intention, while perceived usefulness and ease of use have considerable favourable

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benefits. The study used a structured questionnaire to gather data, and the sample size was 386. According to the survey, e-tailers should concentrate on fostering trust and lowering perceived risk in order to boost usage of their services.

Kumar, S., & Nair, R. (2018). Factors influencing adoption of e-tail services in Chennai: A structural equation modeling approach. Journal of Retailing and Consumer Services, 41, 288-298.

The impact of website and service quality on client satisfaction in Chennai's e-retail services was examined by Nithya and Suresh in 2019. According to the survey, customer happiness is significantly positively impacted by the quality of the website, the calibre of the services, and the perceived value. The study used a structured questionnaire to gather data, and the sample size was 300. According to the study's findings, e-tailers should concentrate on offering a top-notch website and service to increase consumer happiness.

Nithya, P. M., & Suresh, K. (2019). Influence of website quality and service quality on customer satisfaction in e-tail services in Chennai. Journal of Retailing and Consumer Services, 50, 26-34.

Sivakumar and Shylendra Babu (2020) looked at the variables affecting client loyalty in Chennai-based e-tail services. According to the study, trust, perceived value, and website quality all significantly increase consumer loyalty. The study used a structured questionnaire to gather data, and the sample size was 300. According to the report, in order to enhance client loyalty, online retailers should concentrate on improving the quality of their website and customer service.

Sivakumar, S., & Shylendra Babu, G. (2020). Factors influencing customer loyalty in e-tail services in Chennai. Journal of Retailing and Consumer Services, 52, 101928.

RESEARCH METHODOLOGY
RESEARCH DESIGN

The research design for the study on customer satisfaction towards e-tailer services in Chennai will adopt a descriptive research approach. This approach aims to quantify and describe variables related to customer satisfaction and e-tail services without direct manipulation by the researcher. The study will involve the collection of primary data through a structured questionnaire administered to a sample of customers in Chennai. Data analysis techniques, such as descriptive statistics and inferential analysis, will be used to examine the relationships between variables and draw meaningful insights. The research design aims to provide a comprehensive understanding of customer satisfaction towards e-tailer services in Chennai and identify key factors influencing their satisfaction levels, ultimately guiding e-tailers in improving their services and enhancing customer satisfaction.

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DATA COLLECTION

• The research design for the study on customer satisfaction towards e-tailer services in Chennai is descriptive in nature.

• The data collection is primarily done through the use of questionnaires, which are administered to gather data for the first time.

• Personal contact and phone calls are employed to manage the distribution and administration of the questionnaires, ensuring effective communication with the respondents.

• Additionally, secondary data from sources such as reservation storage are utilized, where information collected by one person is used by another for analysis.

• The research follows the Random Sampling approach of Probability Sampling to ensure a representative sample.

TOOLS USED FOR ANALYSIS

The commonly used statistical tools for analysis of collected data are:

1. ONE-WAY ANOVA
2. Chi Square Test
3. Simple percentage analysis

ANOVA

The statistical method known as analysis of variance (ANOVA) is used to examine how different means differ from one another. When analysing comparison experiments, when the only difference in results is of interest, ANOVA is utilised. A ratio of the two variances determines the experiment's statistical significance. This ratio is unaffected by a number of potential changes to the experimental findings: The importance is unaffected by the addition of a constant to all observations. There is no change in importance when all observations are multiplied by a constant. As a result, the statistical significance of an ANOVA result is unaffected by scaling and constant bias errors, as well as by the units employed to express the observations.

Chi-square test

This non-parametric arithmetic significance measure is used in bivariate tabular analysis. For instance, this non-parametric test yields a rough approximation of trust. Understanding how to interpret bivariate tables is essential for comprehending chi-square test results because it is most frequently used to gauge the numerical implications of results reported in bivariate tables.

The coefficient of Chi-Square is most frequently employed in crosstabulations to analyse tests of independence (sometimes referred to as bivariate tables). In crosstabulation, which simultaneously displays the distributions of two categorical variables, the crossings of the category of the variables are displayed in the table's cells.

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ANALYSIS AND DISCUSSIONS
ONE WAY ANOVA:

	Posterior			95% Credible Interval	
Parameter	**Mode**	**Mean**	**Variance**	**Lower Bound**	**Upper Bound**
AGE = 18-24 YEARS	1.717	1.717	.017	1.461	1.973
AGE = 25-34 YEARS	2.277	2.277	.035	1.907	2.647
AGE = 35-44 YEARS	3.481	3.481	.055	3.023	3.940
AGE = 45-54 YEARS	3.725	3.725	.074	3.192	4.258
AGE = ABOVE 55 YEARS	4.800	4.800	.295	3.735	5.865

a. Dependent Variable: INCOME(PER ANNUM)

b. Model: AGE

c. Regression Weight Variable: FREQUENCY OF ONLINE SHOPPING

d. Assume standard reference priors.

INTERPRETATION:
Between-group variation, within-group variation, and overall variance are all included in this table as potential explanations for the observed differences. The differences in means between the groups under comparison are represented by the between-group variance, while the variation within each group is reflected by the within-group variation. The overall variance is the sum of the differences in results seen between and within groups.

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The degrees of freedom for each component are shown in the table along with the mean square values, F-statistic, and p-value. The F-statistic is used to determine whether there is a statistically significant difference between the group means. The between-group variance is divided by the within-group variance to produce this statistic. The p-value is the likelihood of producing an F-statistic that is as severe as the one observed if there is no statistically significant difference between the group averages.

CHI-SQUARE TEST:
Table 4.2 AGE * SATISFIED WITH REFUND POLICY

	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	37.457a	16	.002
Likelihood Ratio	24.544	16	.078
Linear-by-Linear Association	2.959	1	.085
N of valid cases	141		

a.15 cells (80.0%) have expected count less than 5. The minimum expected count is .03.

INTERPRETATION:

The 141-sample chi-square table displays the outcomes of this statistical test. The test looks at the correlation between Age and Income (per year), with Online Shopping Frequency serving as the regression weight.

There is a statistically significant connection between the variables, as shown by a Pearson Chi-Square value of 37.457 with 16 degrees of freedom and an asymptotic significance of.002. Further investigation is needed to validate the possibility of a significant link, indicated by the Likelihood Ratio value of 24.544 with 16 degrees of freedom and an asymptotic significance of.078.

With 1 dof and an asymptotic significance of.085, the Linear-by-Linear Association value of 2.959 suggests a possible weak linear association between the variables.

It is also observed that the sample size may not be adequate to make clear conclusions since 15 cells (80%) have an anticipated count of less than 5, and the lowest predicted count is.03.

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Table 4.3 AGE * SATISFIED WITH RETURN POLICY

	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	12.603a	16	.702
Likelihood Ratio	12.748	16	.691
Linear-by-Linear Association	.022	1	.881
N of valid cases	141		

a.15 cells (84.0%) have expected count less than 5. The minimum expected count is .03.

INTERPRETATION:

A goodness-of-fit test's results are shown in the following chi-square table. The test is conducted by contrasting the observed frequencies of a categorical variable (not shown in the table) with the anticipated frequencies based on a given distribution. Pearson's chi-square, likelihood ratio, and linear-by-linear association tests were used in this analysis.

Each test's data, including the number of significant tests, df, and p-values, are included in the table. The p-value for the Pearson chi-square test was.702, and the chi-square value was 12.603 with 16 degrees of freedom. The chi-square test of the likelihood ratio gave a result of 12.748 with 16 degrees of freedom and a significance level of.691. Chi-square =.022, 1df =.881p =.881; this is the result of a linear-by-linear association test.

Table 4.4 Age * Overall satisfaction

	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	8.864a	16	.919
Likelihood Ratio	9.796	16	.877

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Linear-by-Linear Association	.037	1	.847
N of valid cases	141		

a.15 cells (80.0%) have expected count less than 5. The minimum expected count is .09.

INTERPRETATION:

This chi-square table corresponds to a 16-way contingency table. There is no statistically significant relationship between the two variables (Pearson chi-square = 8.864, p =.919). The chi-square statistic for the probability ratio is 9.796 with a p-value =.877, providing further confirmation of the same result. Additional evidence that there is no significant linear relationship between the variables comes from the chi-square statistic for linear-by-linear associations, which is.037 with a p-value of.847. The number of legitimate instances, 141, is also included in the table for your perusal. It's also said that there are 15 cells (80.0%) with predicted counts lower than 5, with.09 being the lowest.

CONCLUSION

The growing demand for e-tailer services in Chennai emphasizes the need of e-tailers to make their customers happy. Based on a comprehensive analysis of existing research, we know that many factors, such as the quality of the website and its offerings, the speed with which they are delivered, the quality of the service itself, the value they are perceived to provide, the trust they inspire, the ease with which they are used, and the recommendations they are given, have a major impact on customer satisfaction. Customer happiness, loyalty, and the uptake of e-commerce in Chennai may all be boosted by addressing these issues. E-commerce businesses should think about segmenting their target audiences based on demographic characteristics such as age, income, and level of education to increase customer retention and loyalty. The results of this research may help online stores in Chennai improve their methods, expand their selection of services, and cater to the needs of their clientele. To alleviate client worries and encourage long-term loyalty, online merchants should work to enhance website functionality, optimize delivery logistics, improve customer service channels, and adopt secure payment solutions. Additionally, online stores should use digital marketing and social media to boost both brand recognition and consumer participation.

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