



CONSUMER SATISFACTION AND PERCEPTION SURVEY ON E-COMMERCE

*By, Simran Kakkar IIIrd Year, B.com
Hons.,
From, Amity University, Noida*

SUMMARY

I. Impact of E-Commerce:

EFFECTS ON DIGITAL MARKETING:

1. Object Marketing:

E-Commerce helps in improving advancement of electronic items and administrations through direct, rich in data and also a clever contact with customers.

2. New income channel:

E-Commerce enterprise helps in making a different conveyance channel for preset objects. It encourages direct reach to clients and also the bi-directional nature of correspondence.

3. Direct economic savings:

The charges that are accrued for conveying information to clients over internet brings about a very generous price range to senders while contrasted with non-virtual

conveyance. Significant reserve funds states that digitalized interaction is economically preferable than the physical ones.

4. Faded Cycle Time:

The conveyance of digitalized administrations may be reduced to seconds. Also, in addition to this the commercial enterprise identifies that the physical transport, in particular for the duration of worldwide edges, may be faded, slicing the method span by means of the use by more than 100%.

5. Customer care:

Customer administration can be enormously upgraded if empowered clients can find the relevant data on the internet. Likewise, wise operators can respond to standard email inquiries in short order and human specialists' administrations can be sped up utilizing help-work area programming.

6. Company image-

On the platform of internet, beginners can improve and make up their corporate image rapidly. Trust that is a very vital part for any organization is depicted by a company's brand image. Companies, as an example, Intel, Disney, Dell, and Cisco make use of their virtual sports to enhance and beautify their brand image.

7. Customization

E-commercial enterprise contains customization of items and administrations, rather of purchasing in

a shop or soliciting for from a television, that's typically confined to traditional objects. Dell computer systems Inc. is an example of overcoming adversity of customization.

EFFECTS ON ORGANIZATION:

1. Advancement and organizational learning's-

Rapid advancement in business through internet will compel associations to modify rapidly to the new innovation and offer them an opportunity to investigate different avenues with respect to new things and organizations. New advances require new various hierarchical strategies.

For instance, the structure of the definitive unit manages E-trade may not be equivalent to the regular arrangements and showcasing workplaces. To be progressively adaptable and receptive to the market, new methodology must be set up. This kind of corporate change must be arranged and regulated.

2. Changing nature of Work-

An idea of work and business will be changed in the electronic age; it is beginning at not occurring before our eyes. Driven by expanded contention in the overall business place, firms are diminishing the amount of operators down to a focal point of fundamental staff and re-appropriating whatever work they can to countries where wages are completely increasingly moderate.

The change introduced on by these progressions is making new possibilities and new threats and compelling us into better approaches for

considering occupations, vocations, and pay rates.

The computerized age laborers should end up being truly versatile. Relatively few of them will have truly secure employments in the ordinary sense, and everyone could be willing and ready to persistently learn, modify, choose and remain by them.

3. New Product Capabilities- E-Trade considers that the new items are to be prepared and the items already existing are to be modified in a creative manner. Such changes may reevaluate association's missions and the way where they work.

E-business likewise allows suppliers to assemble gathered information of customers. Building customer profiles comparatively as social event data on express social affairs of customers; that could be used as a wellspring of data and information as well so that they could improve things as well as arrange the new ones.

Mass customization empowers creators to make expressive things for every customer, considering customer satisfaction needs.

EFFECTS ON MANUFACTURING:

The creation frameworks are gotten together with money, progressing, and other convenient structures, also in like manner with partners and clients. Using electronic ERP structures, orchestrates that are taken from customers can be facilitated to fashioners and to the creation floor, in the blink of an eye.

4. Effects on Finance:

Internet based business requires unique fund and accounting frameworks. Conventional installment frameworks are insufficient or inefficient for electronic trade. The utilization of the new installment frameworks includes legal issues and concurrences on universal guidelines.

Incidentally, electronic cash makes certain to come soon and it will change the way where portions are being made. From different points of view, electronic money, which can be upheld with cash or different resources, addresses the best change in real money since gold dislodged cowry shells.

Its different assortment and pluralism is perfectly fit to web. It could change buyers' cash related lives and shake the foundations of fiscal systems and even governments.

5. Effect on Supply Chain Management:

Electronic business and the web are on a basic level changing store chains, and rethinking how buyers find a few solutions concerning, select, buy, and use things and associations.

The result has been the improvement of new business-to-business supply chains that are purchaser focused. They also award things and organizations. Electronic business impacts creation organize the board in a combination of keyways.

INTRODUCTION

Electronic business (electronic exchange) is the activity of electronically trading buying or selling of things on online organizations using Internet. Electronic business draws on advancements, for instance, versatile

exchange, electronic funds move, creation organize the officials, Internet displaying, online trade getting ready, electronic data trade (EDI), stock organization structures, and modernized data arrangement systems. Online business is in this manner dictated by the progression of the semiconductor business, and to be the greatest region of the devices business.

Present day electronic exchange generally uses the World Wide Web for at any rate one bit of the trade's life cycle regardless of the way that it may moreover use various headways, for instance, email. Ordinary electronic business trades join the obtaining of online books, (for instance, Amazon) and music purchases (music download as cutting edge scattering, for instance, iTunes Store), and to a less degree, changed/tweaked online liquor store stock administrations. There are three zones of online business: online retailing, electronic markets, and online sell-offs. Online business is supported by electronic business.

Web based business organizations may likewise utilize a few or the entirety of the followings:

Web based looking for retail deals direct to purchasers by means of Web locales and portable applications, and conversational trade by means of live visit, chatbots, and voice associates

Giving or taking an interest in online commercial centers, which process outsider business-to-buyer (B2C) or customer to-purchaser (C2C) deals.

Business-to-business (B2B) purchasing and selling; Assembling and utilizing segment information through web contacts and web-based social networking

Business-to-business (B2B) electronic information trade

Advertising to forthcoming and set up clients by email or fax (for instance, with bulletins). Taking part in retail for propelling new items and administrations Online money related trades for cash trades or exchanging purposes

Worldwide patterns:

In 2010, the United Kingdom had the most important per capita web business spending on the planet. Starting at 2013, the Czech Republic was the European country where online business passes on the best duty to the undertakings' hard and fast pay. Practically a quarter (24%) of the country's full scale turnover is made by methods for the online channel.

Among rising economies; China's online business closeness continues broadening every year. With 668 million Internet customers; China's electronic shopping bargains came to \$253 billion in the vital portion of 2015, speaking to 10% of hard and fast Chinese client retail bargains in that period.

E-Trade infers using the Internet and the web for business trades and also business trades, which customarily incorporate the exchanging of noteworthy worth (e.g., money) across various leveled or solitary cutoff points as a result of things and organizations.

Electronic business infers using the Internet and the web for business trades and moreover business trades, which ordinarily incorporate the exchanging of noteworthy worth (e.g., money) across various leveled or solitary cutoff points as a result of things and organizations. Here we revolve around

painstakingly enabled business trades among affiliations and individuals.

HISTORY OF E-COMMERCE

Early Development:

The verifiable scenery of E-exchange begins with the improvement of the telephone at the completion of a century prior. EDI (Electronic Data Interchange) is for the most part observed as the beginning of online business in case we consider online business as the frameworks organization of business systems and digitalization of business information. Tremendous affiliations have been placing assets into progress of EDI since sixties. It has not expanded reasonable affirmation until eighties. The hugeness of electronic business has changed throughout the latest 30 years.

At first, electronic business inferred the assistance of business trades electronically, using advancement, for instance, Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These were both presented in the late 1970s, permitting relationship to send business records like buy sales or mentioning electronically. The improvement and affirmation of charge cards, robotized teller machines (ATM) and telephone banking during the 1980s were furthermore sorts of organizations that happen through web. Another kind of E-business was the transporter and railroad reservation system.

The Internet and the Web:

The Internet was considered in 1969, when the Advanced Research Projects Agency (a Department of Defense affiliation) upheld

research of PC sorting out. The Internet could end up like EDI without the ascent of the World Wide Web in 1990s. The Web transformed into a popular standard medium (saw as the fourth standard medium not withstanding the print, radio and TV) and in a speed which had never been seen. The Web customers and substance were almost increased after each a few months in 1995 and 1996.

Objectives of E-Commerce:

1. Advancement of Business-Relationship: Business advancement should be possible through the online business and becomes the essential also the most fundamental topic. As their immediate contact in the middle of the organization and the customer, their business relationship will be improved. Thus the zone of the market can be expanded.

2 Better-Customer Service:

As it is done nonstop, the client will consistently have online assistance in regards to the items. As all the information is equipped to the customer, it ends up being definitely not hard to him to pick the best thing among each and every other choice. As even the administration should likewise be possible through the net promptly, the client support will be expanded. By featuring the client care, the organizations are attempting to oppress a lion-share in the market.

3. Getting more Customers:

Nowadays it turns into the order of the organizations to twofold its clients, and this should be possible by rendering the worth include administration and keeping up the quality. Thusly, it is furthermore one of the fundamental objectives of the associations which supply main thrust for the solid improvement in bargains and for the most part advantage.

Highlights of E-Commerce:

1. Online business is Technology-Enabled: Conventional exchanging is in presence since ancient occasions anyway E-exchanging is result of compromise of cutting edge development with business methods and business trades. The mechanical foundations of E-business are web, WWW and various shows.

2. Development Mediated: In E-business buyers and sellers get together on the foundation of web rather than physical stage. Consequently E-business does exclude eye to eye to eye connection.

3. Extensiveness: Buying and selling occur through goals in E-Commerce. The regions can be discovered a useful pace far and wide at whatever point right currently have the piece of extensiveness.

4. Intercommunication: Internet business development ensures two course correspondences among buyer and the person who sells. On one hand by using E-business firms can talk with customers through E-exchange engaged locales. On the far edge, customers can in like manner dispatch demand structures, analysis outlines and can talk with business working firms.

5. Movement of Information: Internet business fills in as the best channel of correspondence. Electronic developments identified with business ensure quick transport of information at incredibly insignificant exertion and fundamentally increase information thickness moreover.

6. Electronic Completion of Business Processes:

By using E-exchange we can perform business trades like accounting and stock through PCs at overall level.

7. Virtual Communities:

Virtual Communities are online systems made by implies, for instance, talk rooms and expressly organized regions like, where people can associate with one another having fundamental excitement through web.

8. Between Disciplinary in Nature:

Execution of E-Commerce needs a lot of data on regulatory, creative, social and legitimate issues. Other than this, cognizance of customer direct, advancing gadgets and budgetary perspectives is as crucial as arranging wise E-Commerce locale.

LITERATURE REVIEW

Author	Year	Title	Keywords	Major Findings
Abhijit Mitra	2013	E-commerce in India : Review	E-Commerce; Increasing users of Internet; Online retail.	Status of E-Commerce ; Multi Product and Single Product E-commerce

				; Barriers of E-Commerce
Dr Kishore Kumar Das Affreen Ara	2015	Growth of E-Commerce in India	E-Commerce; Retail; Sales; Investment; Logistics; Internet Regulation.	E-Commerce has doubled the market potential. Online retail market is increased. Future of E-Commerce
Supreet Juneja Wahne Broto Rauth Bhardwaj	2015	Role of E-Commerce in enhancing cyber entrepreneurship in India	E-commerce, cyber entrepreneurship, IT tool, Indian economy, economic growth, Internet era, content analysis	Benefits of E-Commerce, Challenges faced by E-Commerce

Rajendra Madhukar Sarode	2015	Future of E-Commerce in India Challenges and Opportunities	E-Commerce, Online retail, Increasing Internet Users, Electronic Fund Transfer .	Advantages of E-Commerce towards consumers and suppliers.
A.A nooj a	2015	Digital India with E-Commerce Revolution in Rural India: Transform India Digitally and Economically	E-Commerce, Rural and Urban India, Internet Access, Government, Growth.	Access to internet, Project Digital India, Challenges of the mission

1. E-Commerce in India- A Review by Abhijit Mitra: E-Commerce helps the economy to enhance and improve the business practices that are existing. E-Commerce also modifies the traditional methods of business with the modern one. The number of internet users is also a reason of their improvement. Through E-Commerce the customers can directly relate to the websites of the vendors can go to their portals when they have to buy the products. They use a digital shopping cart system for it. E-Commerce is also cost effective; a huge cost is reduced in managing orders and also because of the interactions between

the suppliers. There are multi-product E-Commerce in which there are some internet portals through which buyers can buy multiple types of products on the same portal. And then in the study we are also told that they are some single product portals as well like for automobiles, stock and share market, travel and tourism, they also had portals for gift items and to peruse your hobbies. They also had portals for matrimonial and employment issues. Also E-Commerce helps in banking facilities and also as a source of information.

2. Growth of E-Commerce in India by Dr. Kishore Kumar Das and Afreen Ara: Whenever there is trading of products as well as services through the medium of internet it is E-Commerce. There is an unparallel growth in E-Commerce since last year. As the use of smart phones, tablets and internet has increased it has led to growth of E-Commerce. Even the number of foreign investors has increased. It is also noticed that the market potential with relevance to E-Commerce has doubled in the recent era. The ratio of male users of E-Commerce is more than the ration of female users. And the maximum users of E-commerce were of age group of 15-27 years. The E-Commerce sales are increasing every year. With the data it is observed that it is 31.31 US Billion Dollars in 2016. Even the investment has increased through E-Commerce. There are different modes of online payments and these methods also offer some discount. Even the rate of online market is also increasing. The E-Travelling companies have the lion share in the market which is about 70%.

And this share is expected to increase. Still many people prefer cash on delivery which is challenge to the retail industry. Online retailers also offer their customers payment through installments. It is noticed that banks have also tied up with E-Commerce companies. Some companies also have their logistics component like Flipkart has E-Kart. These logistics components charge an amount from their customers in lieu of what they delivered.

3. Role of E-Commerce in enhancing cyber entrepreneurship in India by Supreet Juneja Wahee and Broto Rauth Bhardwaj: The way to actuating web based business is far reaching access to the Internet. Network access isn't accessible in every single open zone. The once in a while moderate assistance furthermore disappoints customer access to shopping goals. When all parts of web based business work appropriately, the customer will get the item or administration, and normally lean toward the organization for future exchanges. Be that as it may, when the procedure separates, shoppers need methods for authorizing their privileges. Subsequently, Saudi Arabia ought to authorize exceptional enactment with respect to money related exchanges through the Internet secures shoppers' full rights and force thorough fines on those liable for negative occurrences. The dread of these fines and authorizes will keep organizations giving merchandise and ventures mindfully. E-Commerce also faces some of the challenges that are like logistics infrastructure and; warehousing requirement, security and privacy, change in technology, payment methods.
4. Future of E-Commerce in India Challenges & Opportunities by

Rajendra Madhukar Saarode: As discussed earlier E-commerce is all about trading with the electronic media. The Indian Market is not convenient with Cash on delivery. There are certain advantages of E-Commerce towards consumers like consumers have a wide range of choice, also it is cost effective because of competition, consumers can easily compare the products with other products, they can also get expert advice, consumers can also save time as well as money, consumers can also get faster services, also consumers would get their products at the doorstep and even brands would also cost them low. Also E-Commerce had advantages towards the suppliers like E-Commerce minimizes the inventory cost; it also improves customer services, and also the distribution costs of suppliers is reduced, E-Commerce also helps the suppliers to globalize business and helps to market products easily. E-Commerce is basically the future of shopping. It is changing the way of trading of products. With the help of E-Commerce the gap between manufacturer and consumer is also reduced. E-Commerce has been expanded at both urban and rural level.

5. Digital India with E-Commerce Revolution in Rural India: Transform India Digitally and Economically by A.Anooja: Rural India is also booming growth due to E-Commerce. In the entire world, India has one of the largest markets for consumers. But there is a huge variation in rural consumers and urban consumers maybe because of the education. It is said that connecting the rural area with network and accessing them with internet was a paradigm shift.

Indian government has a main project which is Digital India which reduces paperwork. E-Commerce helps a consumer that they can make transaction anywhere and anytime. The reason behind E-Commerce sector growth is rapid technology adoption like how to increase the use of devices like smartphones and internet. E-Commerce has also suggested 5-Star Model. Rural India always fascinates but it lacks internet access. Snap deal has decided to enter into collaboration with IndiVillage focusing on rural areas. Even amazon and flipkart have also proposed for it. Now, it is also discussed about E-Choupal is a business initiative which is started by ITC Limited which helps to provide internet access to rural farmers and which plays an important role in mission of Digital India. Nearly half of the Indian population is internet users. Through the project of Digital India services by government are available for both rural and urban residents. Through digital India even the rural citizens can enter into the global market. Even the internet access points are increased for Digital India. Digital India also prefers to make online payments.

RESEARCH METHODOLOGY

Method of data collection

The report presents an examination which helps to depict different perspectives identified in view of which certain discoveries and end on the exploration theme are written down.

Information accumulation has been finished utilizing Primary and Secondary strategies.

Primary information accumulation strategy: Online research polls were set up for the survey. Questionnaire was ordered with Multiple Choice questions and inquiries as they are perfect for computing measurable information and rates. Further explicitly Closed-Ended Importance Questions, open finished inquiry to get enlightening data about the point were approached to gather information and accomplish the motivation behind examination.

- Some information were likewise being gathered with the assistance of other research papers, YouTube recordings and Google.

Secondary information gathering techniques: Various data has been gathered by alluding books, journals, newspaper articles, explore reports, papers, inquire about papers, sites, online diaries and articles.

Research instrument

QUESTIONNAIRE:

Research Model and Hypotheses Development

The exploration model for this examination was created dependent on the ACSI considering the effective use of the ASCI model to quantify clients' fulfillment with web based business and related web based business territory. ACSI model was altered to define the examination model. The fundamental motivation behind this examination is to quantify the consumer loyalty with web based business from the

Saudi Arabian online clients' point of view. Hence, right now fulfillment is characterized as the level of clients' reaction identified with their involvement in all parts of internet business framework, recommending that clients experience utilizing online business framework outperform their desire with the web based business site. All together words, fulfillment is the result of the client's encounters during different internet buying process includes, considering the online business condition whereby clients depend on data, administration gave through web based business framework without the physical collaboration or meeting among clients and venders. It is accepted that consumer loyalty has positive relationship with client desire, internet business administration quality, and saw estimation of the online business framework, implying that those three referenced components have a positive noteworthy impact on consumer loyalty with the framework.

Right now, four focal segments which are client need, online business association quality, saw worth and customer relentlessness were perceived. Thinking about the referenced parts, speculations were made so as to inspect the relationship among the segments.

The parts and theories are depicted as the going with:

Customer want – It implies wants that get customers' experiences together with online business structure including the thing, organizations and information gave by electronic business system at any period of web shopping process. It is acknowledged that customers' wants sway the appraisal of

online business organization quality, saw worth and purchaser reliability with the web business system. Right now, theories as coming up next are proposed

H1: Customer want fundamentally influences online business organization quality

H2: Customer want altogether influences obvious worth

H3: Customer want altogether influences shopper unwaveringness

Web business organization quality – It explains the level of organization gave by electronic business, join all the times of a customer's association with the online business website, including all signs and encounters that happen beforehand, during and after the online trade. Studies by found that electronic business organization quality has productive result on online business steadfastness of purchaser. Also, Eid communicated that electronic business organization quality with UI quality and information quality properties has high basic effect on online business buyer dedication. As needs be, the theories underneath were set.

H4: E-business organization quality altogether influences obvious worth.

H5: E-business organization quality altogether influences shopper unwaveringness.

Seen regard – Perceived worth describes as the costumer's general assessment of the utility of a thing, considering impression of what is gotten and what is given, for example, the favorable circumstances the customer will get and the cost, relating to what is offered through the electronic

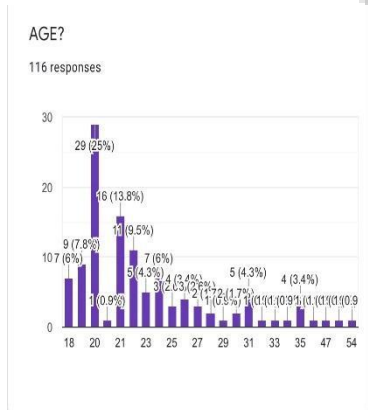
business can be gained from the physical things. Lin et al. referenced that thing properties are one of the most noteworthy parts that sensible impact the web business purchaser devotion and this comprehends with the ASCI model which incorporates the critical of things from the clear worth perspective. It was found that evident worth critically affects dependability of purchasers. So that the underneath hypothesis was made:

H6: Perceived worth essentially influences dependability of purchasers.

ANALYSIS AND INTERPRETATION

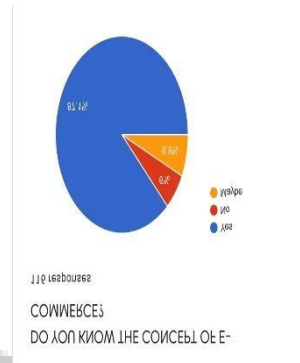
Response through questionnaires:

1. Age:



Through the reaction of the polls we examined that the greatest age bunch talking enthusiasm for engaging in the study is 20 years. What's more, others have a low rate.

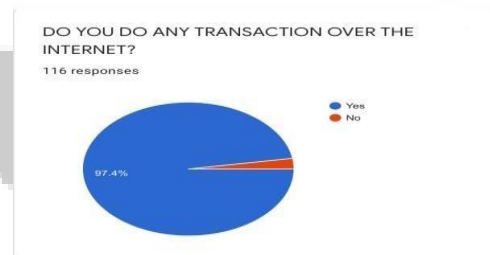
2. Do they know about the concept of E-Commerce?



Through the examination we broke

down that the respondents had mindfulness with respect to E-Commerce. 87.1% respondents knew about E-Commerce.

3. Do they do any transaction over internet?

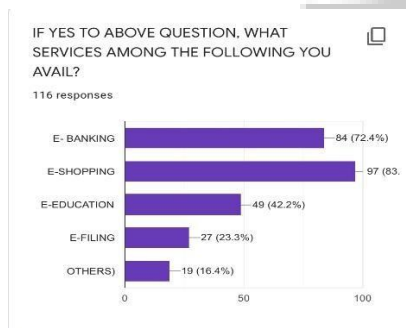


Through the reaction of the polls we

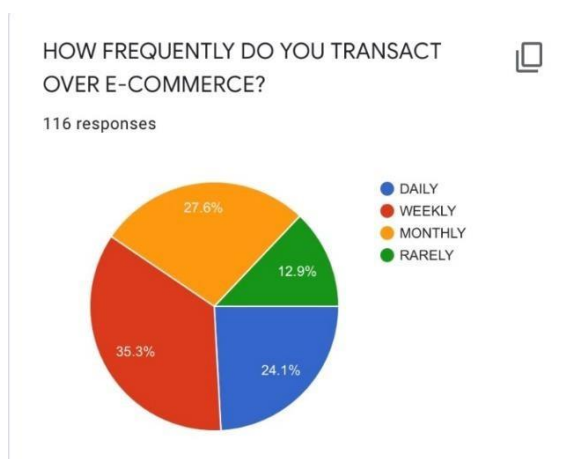
This shows numerous respondents use web for exchanges. Through the information we came to realize that around 97.4% respondents use web for the exchanges.

4. Most availed services?

Through the information we examined that the most benefited administration on web is E-Shopping. And afterward respondents profit administration of E-Banking.

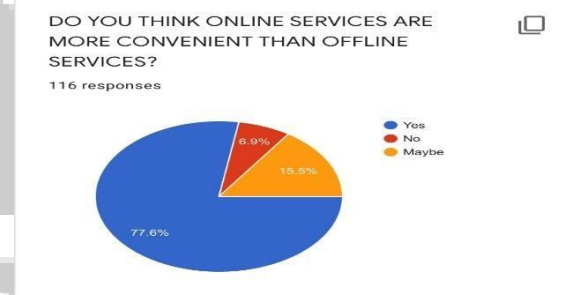


5. How frequently respondents transact over E-Commerce?



Through the investigation we broke down that for the most part the respondents execute over E-Commerce on week after week premise. 35.3% respondents execute over E-Commerce on week after week premise and 24.1% do likewise on regular routine. 27.6% do it on month to month premise and 12.9% do it once in a while.

6. Do they think online services are more convenient than offline services?

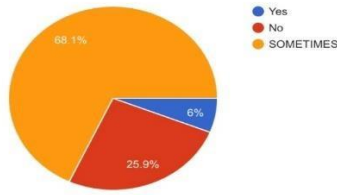


Through the information we dissected that the vast majority of the respondents believe that online administrations are progressively advantageous. 77.6% individuals express yes to the equivalent and 6.9% individual's state no and 15.5% state possibly.

7. Do they face problem while using E-commerce services?

DO YOU FACE ANY PROBLEMS WHILE USING ANY E-COMMERCE SERVICES?

116 responses

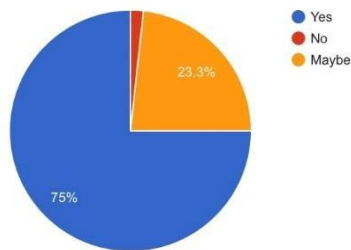


Through the examination we investigated that occasionally the respondents face trouble in E-Commerce administrations. 68.1% respondents now and then face trouble in E-Commerce Services. 25.9% respondents don't confront trouble.

8. Are they satisfied?

ARE YOU SATISFIED WITH THE SERVICES YOU USE?

116 responses



Through the information we broke down that the greater part of the respondents are happy with the administrations and some are not fulfilled. 75% individuals express yes to the equivalent and 23.3% individuals state perhaps.

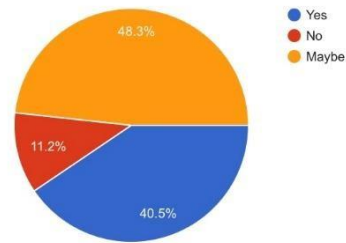
9. Do they think E-Commerce services are safe?

Through the information we broke down that a large portion of the

respondents are not happy with the wellbeing of the. 40.4% individuals express yes to the equivalent and 48.3% individuals state possibly and 11.2% state no.

DO YOU THINK THAT USING E-COMMERCE SERVICES ARE SAFE?

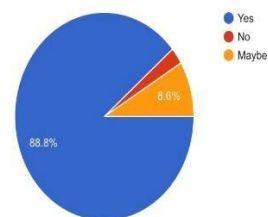
116 responses



10. Do they think E-Commerce services save time?

DO YOU THINK E-COMMERCE SERVICES SAVE TIME ?

116 responses



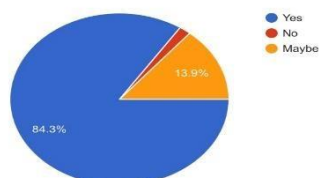
Through the information we dissected that the majority of the respondents imagine that E-Commerce spares times. 88.6% respondents imagine that E-Commerce spares time and a few people believe that E-Commerce that doesn't spare time.

11. Will they recommend these services to their friend?

way to build the trust and administration quality which is lesser huge than others right now.

WILL YOU RECOMMEND THESE SERVICES TO YOUR FRIEND, RELATIVE?

115 responses



Through the analysis we analyzed that the respondents would recommend E-Commerce services to their friends and relatives. 84.3% said yes that they would recommend to their friends and 13.9% said no.

CONCLUSION

The after effect of the investigation have confirmed that the past finding; different elements of Perception of clients; have solid effect on fulfillment and post buy conduct towards internet shopping. This is additionally reliable with earlier investigations. Likewise, it is additionally demonstrated that the Website Features and also the Perceived Easiness assumed significant jobs in deciding post buy conduct. The effect of the above factors on Satisfaction is likewise profoundly noteworthy. This examination has investigated the connections between Perception, Attitude, Satisfaction and also the Post Purchase Behaviour; which gets consistent consideration from scholastic scientists and supervisors. The advertising faculty of internet shopping should find a