Customer Satisfaction in Online Shopping -

Retail Industry

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Declaration

I, Joswin Binoj Mascarenhas, declare that this dissertation is my original work and I have referenced all the sources that I have used in my study as a part of Dublin Business school academic honesty policy.

Signed: Joswin Binoj Mascarenhas

Date: 06th January 2019
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I would like to thank my supervisor Prof. Enda Kilgallen who have constantly been helping me in completing my dissertation within the specified timeline. I would also like to thank Dublin Business school for their support. I am thankful to my parents who supported me throughout the process of research. I am grateful to all the professors of Dublin Business School for teaching and supporting me through the process of Master of Business Administration.
Abstract

Online shopping is the biggest part customer attraction as well as customer satisfaction. In this technological world, most of the companies use online shopping for making satisfy the customer and for attracting more customers as well. This research paper is based on the topic of the impact of online shopping on improvising the customer satisfaction in the retail company. The focus of this research paper has been to identify the impact of online shopping on the retail business. Apart from this aim, the research paper also has some other aims which such are as to determine the customers’ satisfaction towards the products as well as services of the retail companies. The research study also aimed at identifying the impact of online shopping on the improvement of customers’ satisfaction in the retail companies.

The researcher has used positivism philosophy, descriptive design, deductive research approach and primary data collection method for conducting the research. 30 customers and 2 employees working in retail industry had been selected by the researcher for collecting data related to the research topic. From the findings of the study, it could be evident that online shopping helps the organizations to enhance their business opportunity as well as it will help the organizations to enable more customer satisfaction in the organizational context. It has also been evident from the study that online shopping has numerous effects on business of the organization and as per the analysis, it can be referred that online shopping helps the organization to grow their business which will enable more financial benefit in the organizational context.
# Table of Content:

Table of Figures .......................................................................................................................... 7

Chapter 1: Introduction .............................................................................................................. 8
  1.1 Background of the study: ................................................................................................. 9
  1.2 Significance of the research: .......................................................................................... 11
  1.3 Rational of the study: ....................................................................................................... 11
  1.3 Research Aim: .................................................................................................................. 12
  1.4 Research objectives: ........................................................................................................ 12
  1.5 Research question: .......................................................................................................... 13
  1.6 Research scope: ................................................................................................................ 13
  1.7 Summary: ........................................................................................................................ 14
  1.8 Research structure: .......................................................................................................... 15

Chapter 2: Literature review: .................................................................................................... 16
  2.1 Introduction: ..................................................................................................................... 16
  2.2 Concept of customer satisfaction: ................................................................................... 16
  2.3 Factors affecting the satisfaction of customer in Retail Industry: ................................... 18
  2.4 Strategies followed by companies in the retail industry to satisfy customers: ............... 21
  2.6 Concept of online shopping: .......................................................................................... 28
  2.7 Preference of customer for online shopping: ................................................................... 30
  2.8 Strategies followed by the companies under the retail industry for promoting the product online: ........................................................................................................................................ 32
  2.9 Influence of online shopping on retail industry: ............................................................... 35
  2.10 Impact of online promotion of retail products on influencing the purchasing decision of customer: ....................................................................................................................... 37
  2.11 Impact of online shopping on customer satisfaction in the retail industry: ................. 38
  2.12 Literature gap: ................................................................................................................. 41
  2.13 Conclusion: ..................................................................................................................... 42

Chapter 3: Research Methodology ............................................................................................. 44
  3.1 Research Methodology .................................................................................................... 44
Table of Figures

<table>
<thead>
<tr>
<th>Figure</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 1</td>
<td>16</td>
</tr>
<tr>
<td>Figure 2</td>
<td>21</td>
</tr>
<tr>
<td>Figure 3</td>
<td>27</td>
</tr>
<tr>
<td>Figure 4</td>
<td>28</td>
</tr>
<tr>
<td>Figure 5</td>
<td>46</td>
</tr>
<tr>
<td>Figure 6</td>
<td>58</td>
</tr>
<tr>
<td>Figure 7</td>
<td>59</td>
</tr>
<tr>
<td>Figure 8</td>
<td>60</td>
</tr>
<tr>
<td>Figure 9</td>
<td>61</td>
</tr>
<tr>
<td>Figure 10</td>
<td>63</td>
</tr>
<tr>
<td>Figure 11</td>
<td>64</td>
</tr>
<tr>
<td>Figure 12</td>
<td>65</td>
</tr>
<tr>
<td>Figure 13</td>
<td>67</td>
</tr>
<tr>
<td>Figure 14</td>
<td>68</td>
</tr>
<tr>
<td>Figure 15</td>
<td>70</td>
</tr>
<tr>
<td>Figure 16</td>
<td>71</td>
</tr>
<tr>
<td>Figure 17</td>
<td>73</td>
</tr>
<tr>
<td>Figure 18</td>
<td>74</td>
</tr>
<tr>
<td>Figure 19</td>
<td>75</td>
</tr>
<tr>
<td>Figure 20</td>
<td>76</td>
</tr>
</tbody>
</table>
Chapter 1: Introduction

It is very important to attract more customers to the industry. If any industry attracts more customers in the industry, then the brand value of the company will be increased. It has been seen that digital technology imparts a huge impact over the customer attraction and customer satisfaction as well. Online shopping is the biggest part customer attraction as well as customer satisfaction. In this technological world, most of the companies use online shopping for making satisfy the customer and for attracting more customers as well. Online shopping imparts a huge impact on customer satisfaction. Online shopping is the main part of electronic commerce and many customers are guided by this electronic commerce regarding the way of buying products from the companies (Souca, 2014). The consumers can make a direct connection to the retailer through the process of online shopping and by visiting the company’s website and the other alternative apps. The way of shopping has been revolutionized by the help of electronic commerce. Nowadays, online shopping is the very easy process of buying any products from the retailers for regular purpose as maximum people have some common tools of online shopping such as smart phones, computers, laptops, tablets and many others (Souca, 2014). The way of online shopping provides several facilities to the customers and for this reason, customers become satisfied while buying products from the retailers through online. The facilities are such as the customer can have several variations about any product, it is the very time-saving process and the main thing is that customer can compare the price of the products.

In the retail industry online shopping is known as ‘e-tailing’ or ‘electronic-retailing’. When the goods are sold to the end users for using purpose nit for reselling purpose and the purchaser consumes the goods then this process is known as E-tailing. It is very important to require strong branding for making successful E-tailing. The website of the company needs to engage in creative
data and needs to be regularly updated and easily navigable for meeting the changing demands of the consumers. However, it is very important that the company needs to make the affordable price of the products so that more customers are attracted and satisfied as well. If the company is capable to attract more customers and to satisfy more customers through the process of online shopping, then the company will provide a strong competition to the other strong companies in the business market. E-tailer needs the efficiency of strong distribution and for this reason, the customers do not wait for long periods for relieving their products, which was purchased by them. In the practices of business, the company needs to maintain the transparency so that the customers can show their loyalty and trust towards the company. It is very important to constantly satisfy the customers by providing good quality services and products along with affordable price then the company’s revenue will be increased.

In this research paper, it has been explained that customer satisfaction is improved by the online shopping process in retail companies. The researcher has evaluated that how customers are satisfied by the online shopping. The strategies of customer satisfaction have been also explained in this research paper.

1.1 Background of the study:

This research paper is based on the topic of the impact of online shopping on improvising the customer satisfaction in the retail company. Nowadays, people cannot think about their life without online shopping. This online shopping has become successful due to digitalization of the business. It has been seen that the business of the retail market has been expanded by online shopping. Before implementing electronic commerce in the business, the companies need to design their own websites. Online shopping is a very essential requirement for the retail business. It has been evident
that most of the retail companies have brought innovation in their business by implementing online shopping. Recently several retail companies have made the website for online shopping. Online shopping is a unique process of shopping by which people can purchase the products within a very short time. Online shopping is very convenient, and it is one of the biggest parts of any business. This convenience quality of online shopping makes the customers more comfortable. The customers can avoid waiting for a long time in the queue due to the facility of online shopping. Online shopping is the process where the customers can purchase their products and oppositely the company can attract more customers. The companies maintain customer satisfaction by seeking the feedback of the customers asking some questions to the customers and analyzing the online comments. These all strategies can be maintained through online. It has been seen that maximum company have implemented the strategy of giving a rating according to the quality of the products, or the according to the online services which are provided by the company through their websites. By the ratings of the customers, the company can evaluate their online performances. Some customers also give some comments on the company’s websites regarding the products, online performances and many more.

Based on these comments the company can bring some changes and innovation in their performances which help in satisfying the customers. Thus, it can be stated that online shopping can improve customer satisfaction in the retail company in this way. Online feedback needs to be used as the guideline torch for moving forward. Besides providing the facility of online shopping, the company needs to maintain the security of the customers’ private information (Hanifet al. 2010). The main satisfactions which the customers get from the online shopping is time-saving, products' variation, direct communication with the companies, and review checking before purchasing any products. Online shopping is especially beneficial for busy people, older people
and for those people who are not able to move. However, now every kind of customers is engaged in the utilization of online shopping. It has been seen that still some customers do not prefer online shopping, they believe in examining the products by physical experiencing (Hanif et al. 2010). Online shopping has brought great success in the business of retail companies. If the customers do not like any particular brand' product then they can go for another option without wasting any time. The purchased products are also delivered to the customers' door by the company and it is one of the biggest facilities of online shopping. Thus, it can be stated that online shopping imparts a great impact on customer engagement and improvement of customer satisfaction as well.

1.2 Significance of the research:

The constructive idea of the benefits of online shopping in the retail business will be provided by this research paper. In addition, the detail explanation of the strategies of customers’ satisfaction will be also provided by this research paper. In this research paper, it will be also explained that the impact of online shopping on improvising the satisfaction of the customers in the retail organization. The assistance will be provided by this research paper for the future studies.

1.3 Rational of the study:

I have conducted this research paper as per the topic of the impact of online shopping on the improvement of the satisfaction level of customers in the retail company. This research topic has been formulated by me and with the help of my mentor. After formulating the aim of the research, the objectives of the research have been constructed by me. I also have created the questions of the research as per the objectives. The unstructured data of this research paper is the impact of digital technology on the business. After that by the help of my peers, I have changed the
unstructured data into the semi-structured topic which is the impact of online shopping in the retail business. However, this semi-structured topic of the research is not able to maintain authenticity as well as the relevancy of the research paper. Therefore, I have changed this semi-structured topic into the structured topic with the help of my mentor and the structured topic is the impact of online shopping on the improvement of customer satisfaction in the retail companies. This structured topic of research helps me for making effective as well as the concrete conclusion of the research paper based on the research topic.

1.3 Research Aim:

The focus of this research paper is to identify the impact of online shopping on the retail business. Apart from this aim, the research paper also has some other aims which such are as to determine the customers’ satisfaction towards the products as well as services of the retail companies. The research study also aimed at identifying the impact of online shopping on the improvement of customers’ satisfaction in the retail companies.

1.4 Research objectives:

Based on the research aim, some objectives have been conducted by the researcher of this research paper. These objectives are mentioned below.

- To identify the impact of online shopping on the business of the organization.
- To determine the customers’ satisfaction towards the products as well as services of the companies.
- To identify the impact of online shopping on the improvement of customers' satisfaction in retail companies.
• To suggest some future recommendation to the retail companies for implementing the online shopping in their business.

1.5 Research question:

As per the research objectives of this research paper, some questions have been formulated by the research constructor of this research paper. These research questions are mentioned below.

• What are the impacts of online shopping on the business organization?
• How the customers are satisfied with the products as well as services of the company?
• What are the impacts of online shopping on the improvement of customers' satisfaction in retail companies/?
• What are the future suggestions for retail companies to implement online shopping?

1.6 Research scope:

The research constructor has constructed this research paper according to the mentioned research topic, which is the impact of online shopping on the improvement of customers’ satisfaction in the retail companies. The detailed idea of the customers’ satisfaction and the strategies of the customers’ satisfaction have been provided by the research constructor of this research paper. In addition, the research constructor has also explained how online shopping provides an impact on the improvement of customers' satisfaction in the retail sectors. Thus, it can be mentioned that this detailed information about this topic will help future readers for doing their future studies, as the vast information on this topic will be provided from this research paper. On the other side, the research constructor has also provided information on how the retail companies have brought huge
changes and innovation in their business by implementing electronic commerce where online shopping is the main part.

1.7 Summary:

Online shopping is the only one key in the retail sector for achieving success in the business and for this reason customer satisfaction is also dependent on the services of online shopping. It has been also mentioned in the above section that online shopping provides a strong impact over the customer engagement into the companies. As online shopping is the part of electronic commerce thus every small and big retail company need to implement electronic commerce. The innovation and changes can be brought in the retail sector by the help of online shopping. Online shopping helps in saving the time wasting and for this reason, the customers can purchase several products within a very short duration. The customers can have the opportunity to review checking about the products and brands through this online shopping. The customers can access various companies' websites without physically visiting their stores. Another main facility of online shopping is that the products are reached by the company to the customers’ door. Therefore, it can be mentioned that the main difficulties of customers while shopping is managed by online shopping that means the customers' satisfaction is greatly managed by online shopping.
1.8 Research structure:

Introduction
Literature review
Research methodology
Analysis and findings
Discussion
Conclusion and recommendation

Figure 1: Research structure

(Source: Computed by author)
Chapter 2: Literature review:

2.1 Introduction:

This is the very essential chapter of any dissertation as this chapter provides the effect as well as concrete knowledge regarding the research topic. In this chapter, several kinds of literature and journals are reviewed as per this topic. The research constructor has created this research paper according to the topic of the impact of online shopping on the improved customer satisfaction in the retail sector. Sometimes more customer engagement into the company can hinder the customers’ satisfaction. In such a condition, the retail industry needs to implement electronic commerce where online shopping plays the biggest role. The retail companies need to focus on that the good quality products are provided along with several options and affordable product price. Literature review is necessary to understand the research subject properly and gathering the information available researched previously by other authors.

2.2 Concept of customer satisfaction:

According to Ashim, any business runs because of customers and consumers are considered as kings. Performance of a business depends on Customer satisfaction. Customer Satisfaction is used to measure how much customer is happy with any product, its quality and overall experience. It reflects if customer is happy to engage with any business or not. It is also an important aspect to measure success of a business. Oliver defined satisfaction as “the consumer’s fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfilment” (Mattsson, 2009).
Nowadays, companies are keeping in mind to woo their old customers by providing better services. Attracting the customers by lucrative offer is a temporary phase. By providing better services and satisfying the customers, a company can earn a customer for forever. It will increase the reputation of the brand and will impact the performance of the company too. On the other hand, if customer is unhappy, it might affect the business negatively and even will lead to loss.

To improve customer satisfaction, retails should interact regularly with customers on a regular basis and take feedback and should work on them.

Customer satisfaction is basically referring to an emotional reaction to the difference between what customers get and what they really want according to the statement of Hasemark and Albinsson (2004). They also clarify that satisfaction is an overall attitude towards a product provider. Hoyer &MacInnis also agree with this statement and clarify that customer satisfaction refers to how a person is happy with the service or with the product. Additionally, they also stated that satisfied customers recommend their friends and relatives to buy that product or service. The main element of the significant financial performances of the company is customer satisfaction. The satisfaction of the customers has become conceptualized by progressing the time, processing the results, effective evaluation, cognitive evaluation and basic sentiment of fulfilling (Souca, 2014).

Customer satisfaction is the responses, which are affected by the summary, and customer satisfaction is based on the cognitive evaluation. There is not any clear definition of customer satisfaction. It has been also stated that the concept of customer satisfaction is changed by knowledge of economic enhances (Souca, 2014). While defining customer satisfaction, the two important factors need to be also defined and these 2 important factors are such as customer delight and customer dissatisfaction. It has been stated that 3 main components are included by the customer dissatisfaction which is such as effective response, clear viewpoint and the determined
point within a time (Souca, 2014). On the other side, the customers' delight happens while the company makes surprise the customers by fulfilling the expectations. A strong relationship is seen between customer satisfaction, customers; delight and customers’ dissatisfaction (Souca, 2014).

It has been proved that based on customers’ desire the products as well as services of the company are developed and for this reason, the creation of attractive products quality has become crucial. It has been seen that the customers’ satisfaction facilitates the development of the products (Taylor and Baker, 1994). The customer satisfaction needs to be determined for identifying the quality attributes’ classification. The model of Kano is used for understanding the needs of the customers. The quality attributes need to be classified and identified for understanding the demands of the customers. Customer satisfaction helps in determining the quality of the products (Taylor and Baker, 1994). In maximum articles it has been mentioned that if the customers are satisfied then the brand image of the company will be also increased thus, customers need to be satisfied by the company through the provision of good quality products along with affordable price and variations. It has been identified that the customers' satisfaction and quality attributes had non-linear as well as an asymmetric relationship (Taylor and Baker, 1994). If the products’ quality is declined then automatically the customers’ satisfaction will be fallen and for this reason, the brand image of the company will be declined.

2.3 Factors affecting the satisfaction of customer in Retail Industry:

The satisfaction of the customers is established while the company can fulfill the demands of the customers. Customers’ satisfaction is the most important factor for leading towards the success and competitiveness. Customers’ satisfaction explains the way of evaluating continuous performances. The reaction of the customers is expressed by the customers' satisfaction (Hanifet
The loyalty of the customers is maintained by the customers’ satisfaction. The profitability of the company is also based on the customers’ satisfaction. The main factors, which affect the customers’ satisfaction level, are the customer services, which are provided by the company and price fairness (Hanif et al. 2010). Customers’ services refer to the activity system by which the support system of customers, processing of complaints and its speed, easiness of reporting the complaints and friendliness during reporting the complainants are comprised. The services of customers are controlled as well as provided by the company’s customer care service department (Hanif et al. 2010). If the company wants to develop the customers’ satisfaction, then the company needs to focus on the performances of the customer care service department. The department of customer care service in the company needs to properly consider the customers’ complaints. On the other side, it has been defined that the company needs to make the fair price of the products (Hanif et al. 2010). If the company properly makes the products’ price, then the company can give a strong competition to the other competitive companies in retail business. However, it is very difficult to make a products’ price and for this reason, the customers’ satisfaction level is fallen (Hanif et al. 2010). Customers always want to have affordable, reasonable as well as justifiable price along with good quality products and to the company, it is very crucial. The price perception directly influences the customers’ satisfaction whereas the price fairness indirectly influences the customers’ satisfaction level (Hanif et al. 2010). Price fairness provides a huge impact on the customers' satisfaction. The consumers' assessment is referred by the price fairness.
Figure 2: Customer satisfaction factors

Source: (Mattsson, 2009)

An organization can measure the satisfaction level of any customer by measuring how much the organization able to full fill the expectation of the customers. As per the statement of Zairi (2000), an organization can measure the customer’s satisfaction level by understanding how many people show their interest to buy the same product from the organization. According to Ciavolino&Dahlgaard, an organization can provide more customer satisfaction by enabling good service or product quality. Product quality or service quality depends on many attributes and these attributes are a clean environment, display of the product, clear labeling and many more. As per the statement of Hokanson, many factors affect the customer satisfaction and these factors are a knowledgeable employee, accuracy billing, helpful employee, friendly employee, giving value to the potential customers, low pricing, courteous employee and most importantly quick service. So, the organization must need to look after these factors in term of increasing the financial benefit for the organization and providing more customer satisfaction. But there are many other factors like
location, value for money, product quality, service quality, reliability, process, additional services, and staff and personnel services.

According to Puccinelli (2009), schema, goal, information, attitude, affective processing, atmospherics, processing and consumer choices are major factor of consumer decision process.

Price is one of the factors which sway customer. If the same product is available at lower price somewhere, it’s going to affect the business. Lowest possible price sway the customer towards the business. Low price doesn’t imply that customer will be satisfied with cheap products. Quality of the product is another major factor which affects the business. Customer expects to get the best deal in lowest price possible. According to Freymann, a direct relationship exists in customer’s views towards a retail store’s service and continuing to purchase from that store.

Another factor affecting the customer towards business is offers provided to customers. Retail business should provide offers to their loyal customers to keep them in business. Behavior of staffs towards the customer also impacts the customer satisfaction. Thus, skilled staffs are needed to assist the customers (Duarte et al. 2018). Home delivery, online ordering and other facilities can affect the consumers too. Consumers tend to move towards the business which makes the purchasing more convenient. With online shopping, customers can purchase while sitting at home and expects to get the products delivered on their doorsteps within a certain time frame.

**2.4 Strategies followed by companies in the retail industry to satisfy customers:**

Chamhuri and Batt refer that organizations must ensure good targeting and segmentation strategies in order to achieve customer satisfaction level. Additionally, the authors also clear that segmentation strategies will help the organization to differentiate their potential customers into a
different group and targeting help the organization to target their desired customer base in order to achieve financial benefit in the organizational context. Slamet et al. (2015) also describe that the organizations must need to ensure the needs of the customers and plan accordingly. Additionally, the study helps to understand that promotional activities have a huge impact on retaining the customers and it also helps the organizations to felicitate the repeat purchase behavior of the customers. According to Grewal and Levy (2007), the pricing of the product retail industry has a huge impact on the customers. So, the organizations must need to ensure price fairness strategy where the price of the product is reasonable, acceptable or justifiable. The author also clarifies that customers will buy those products which enable valuation to their money and the organizations need to felicitate a good strategy where the first concern will be the value of customer’s money. According to Hassan and AbuBakar (2010), reasonable pricing will enable a competitive advantage in the organizational context. Additionally, it will create a customer satisfaction and loyalty among the potential customers. Many authors also pointed out the same thing that pricing was a critical firm characteristic that could not be ignored when discussing customer satisfaction. The organizations must need to ensure additional free services which will help the organization to establish their position in the market and as the world become fast the organizations must need to enhance the technological aspect in the organizational context and it will help the customers to save their time which will create a customer satisfaction.

Customers are considered one of the vital key elements for any kind of business organization for successfully proceeding in the international as well as the local marketplace. Therefore, it is to be stated that providing satisfaction to the consumers of a business organization is approved as a major step for a business organization in order to be endured. The companies that are under the
industry of retail also embrace some strategies in order to provide satisfaction to the consumers of those business organizations. Some of the strategies have been stated below:

- **Pricing strategies:** One of the vital strategies that have been followed by the business organization that is under the industry of retail is that pricing strategy. Customers always scrutinize as well as make the justification that the price of the products that has been allotted by the company is appropriate for the product or not. Therefore, it is to be stated that correctly pricing is approved as an important and crucial step for the retail business organization for achieving as well as maximizing profit by ensuring the loyalty of the consumers along with repurchase. According to the remark of Marinescu* et al.* (2010), it has been analyzed that the companies under the retail industry utilize numerous strategies for pricing based on special circumstances as well as criteria. Some of the pricing strategies that are considered more popular are stated below:
  
  - **The strategy of variable price:** The regular sale appeal, by which method is getting promoted with the help of sales, is presumed by the strategy of variable price so that the price can be changed in a typical timeframe. This pricing strategy is more popular to the consumers as this strategy can provide more discount on the products to the consumers. Therefore, it is to be stated that this strategy is considered more beneficial to the companies under retail industry as it helps in intensifying of the flow of the consumers in the in-store of the business organization as well as strengthening the loyalty of the consumers as consumers are vulnerable to the prices of the products.

  - **The strategy of fixed price:** This strategy is for a long time period, by which long-term constant price implementation is presumed. The strategy of fixed price bets
on the economies that are created with the help of product management simplification and tight consumers’ engagement development as well.

- **Product quality strategies:** Another strategy that is utilized by the business organization under the retail industry to provide satisfaction to the consumers is that strategy of product quality. Satisfaction of the customers is dependent upon the quality of the products and services that are provided by the companies. From the research work of Hennig-Thurau and Klee, (1997), it has been analyzed that the perceptions of the consumers on the quality of the products as well as services of the business organization under retail industry is associated regularly in with some properties such as durability, stability etc. Therefore, the organizations under the industry of retail are utilizing the best as well as effective quality in order to formulate the products as well as services with good quality. The consumers always have a progressive perception of the quality of services and products. Therefore, the products, as well as the services of the retail business organizations, are always evaluated by the consumers positively for the heightening performance of the services or the products. The consumers also have the perception of stable quality as well and for that, the consumers always desire a qualitative continuity of the products. Therefore, this strategy has been vigorously followed by the organizations under the retail industry so that those can be able to provide immense satisfaction to the consumers and stick to the secured place in the competitive market.

- **Marketing strategies:** Another strategy endured by the retail companies to provide ample satisfaction to the consumers is marketing strategy as it is considered one of the most sustainable ways to provide satisfaction to the consumers. The companies under the retail industry endure this strategy consisting of numerous activities that assist the companies in
order to maintain a good relationship with the consumers. As per the comment of Dudzevičiūtė and Peleckienė, (2010), it is to be stated that the companies become able to identify the preference of the consumers with the help of marketing strategies. As a result, the companies also become able to utilize the capabilities as well as strengths for gratifying the consumers’ impulses along with market requirements. In addition, it is to be stated that the presentation, as well as packaging, also influence the engagement as well as the loyalty of the consumers. For that, the companies under the retail industry also spot its light on the presentation as well as the packaging of their products so that it can effectively grasp the attention along with loyalty of the consumers. Moreover, the retail companies also provide proper and correct information of the products as well as services to the consumers that grab the attention of the consumers immensely as well.

Retail companies follow many methods to satisfy their customers. They offer discounts as well as roll out special offers for their loyal customers. One common trend these days is introducing offer cards. By this, consumers earn points for every penny spent and these points can be redeemed while shopping further. Using Internet for reaching out to people like starting Facebook page, Instagram handle for the store and advertising via social media too. Referral strategy is used by retailers not only to get new customers but benefitting old customers too with reward points. Another strategy used by retailers to satisfy their customers is introducing many discounts offers like Black Friday (Puccinelli et al. 2009). This not only attracts new customer but also the loyal customer return home happily.

2.5 Customer satisfaction models
Customer satisfaction model link People and performance and assesses the impact of Product and its price as well as promotion.

![Customer Satisfaction Model](image)

**Figure 3: Customer satisfaction model**

Source: (Crawford *et al.* 2017)

This model states that to achieve Customer Satisfaction, retails should exceed expectation of customers in terms of product, its value and quality. Further it states to group the satisfied customer to create a market. And use scale economics and market clout methods to generate profits by leveraging the market.

**Kano Model of Customer Satisfaction –**

**Introduction-**

Nowadays, retail business is focusing to maintain the existing customer rather than creating the new base since customer loyalty is more beneficial for the business. And customer loyalty depends on the customer’s impression regarding the product and its quality. (Krassadaki and Grigoroudis, 2018)
Kano model was first published in 1984 in an article by Professor Kano. Kano model provides a method to understand the customer needs, which in turn can be used to create or alter the product and thus help in satisfying the customers. Kano model provides answers to questions like to provide customer satisfaction which services and what kind of products can be made available to the consumers.

![Customer Satisfaction Model](image)

**Figure 4: Kano model of customer satisfaction**

Source: (Krassadaki and Grigoroudis, 2018)

According to Kano’s Model, customer satisfaction is affected by below attributes-

- **Basic factors**- Basic factors are considered as prerequisites by customers. If these basic factors are not fulfilled it causes dissatisfaction to the customers but the mere fulfilment of these does not cause satisfaction in customers. This attribute is taken for granted by the customers.

- **Performance factors**- Performance factor varies linearly with level of satisfaction. Customer is happy and satisfied is the performance is high and customers are unhappy and dissatisfied if the performance is low.
• **Excitement factors** - The Excitement factor excites the customers and make them delightful. This factor generally satisfies the customers by exciting them with offers but if this factor is unavailable it does not cause any dissatisfaction in the customers.

There are three more attributes to Kano’s Satisfaction model, but customers are unaffected by those. These attributes are Reverse attribute, Indifferent attribute and questionable attribute.

**2.6 Concept of online shopping:**

Online shopping, which is also known as electronic purchasing or internet shopping is considered the purchasing of services as well as goods utilizing the web browser over the internet, by the means of a mobile phone, an internet television or a computer. According to the statement of Hooda and Singh, (2018), it has been examined that online shopping is ensured by numerous people, who have a hectic schedule and not having time or energy for spending their precious time in the mall in order to shop their desired products. It has been examined that nowadays people have been enduring more confidence in order to embrace online shopping. Online shopping or internet shopping has been vigorously escalating at a breakneck speed as well as an immense popularity of it has been fundamentally growing day by day as well. It becomes possible as it is mainly a convenient way as well as easy for purchasing the desired products as well as services. The consumers become able to identify the desired products as well as services using the internet along with web browser from a sales representative when they visit the retailer’s e-commerce website directly. In addition, the consumers get assisted as they can compare the products as well as services along with their price as well that have been provided by the different vendors by utilizing a search engine of shopping that helps in displaying the availability of the same products as well as services.
According to Rowley Jennifer, (1998) online shopping is basically an electronic commerce which allows the potential customers to buy products from a seller through the internet. Additionally, the study of Rowley Jennifer, (1998) also clears that consumers find about their desired product on the internet and when they find the product in different websites, they compared those similar products and buy that product which felicitates reasonable pricing with good quality. There are two types of online shopping one is B2B and another is B2C. B2b basically refers to business- to-business and B2C refers to Business-to- customers. Business- to- business is basically selling a product to another business and Business-to- customers are basically selling a direction to the customers. Weiber and Kollmann, (1998) refer that online technologies have many competitive advantages like individuality, agility, interactivity, and selectivity. The study of Weiber and Kollmann, (1998) clear that Online shopping becomes the third popular thing after the email service or instant messaging and internet surfing. According to Kotler, (2003) customers buy a product from any online store depending on the review of the other customers, graphic design and extra services. So, the organizations must need to felicitate these things in term of gaining financial benefit in the organizational context. The world becomes so fast due to technology enhancement and as the people become busier day by day, they more depending on online shopping as it helps the customers to save their time and choose from wide range of products. As per the report of the Comscore report, (2013) India becomes the third largest internet population and 73.8 million people use the internet every day from their computers and the workplace. India has 100 million internet users and among them, 50% of the people felicitate online shopping. Master Card Worldwide Insights, (2008) revealed that 47% of internet users shop online globally.
2.7 Preference of customer for online shopping:

The preference of the consumers for online shopping has been upgrading day by day at a whirlwind speed. It becomes possible for so many reasons and some of those reasons are stated below:

- **Convenience:** It is a vital benefit that has been provided by online shopping to consumers. The consumers become able in order to shop for their desired products as well as services without going to any mall or supermarket. As the facility of online shopping has provided the facility of services for 24 hours in a day, it assists the people vigorously as they can purchase their desired products as per their timetable (Chin and Goh, 2017). In addition, it is to be stated that the consumers can utilize all the facilities of online shopping from any place or position with the help of an active connection of the internet. It provides ample assistance to the people with a hectic schedule in their life.

- **Information:** Another advantage that has been provided by online shopping to the consumers is that proper information about products as well as services of the retail business organization. The consumers are provided with proper, adequate as well as more information about the products and services of the companies in the online stores rather than offline stores as the retail companies want to improvise their sale along with profit with the help of electronic purchasing. The description of the products consist of manufacturer, details of size or quantity, details about specific techniques that have been utilized in the products as well as services and this information assists the consumers in order to purchase their products as they are being able to analyze as well as research about the products as well as services of the retail companies (Fagerstrømet et al. 2011).

- **Broader selection:** This is one of the vital benefits provided by online shopping to the consumers is that the consumers can select the best products from the given alternatives.
Online stores provide more selection rather than offline stores as those stores do not need for displaying their product attractively in order to grab the attention of the consumers (Chin and Goh, 2017). As a result, they can keep larger products amount.

- **Exclusive offers:** This is one of the major advantages, which has been provided by online stores to its consumers. The online retail stores provide the consumers with ample exclusive offers. The consumers can pick the best offer up as per their need. At first, the consumers can identify the given alternatives and then choose their desired options as per their requirements (Fagerstrømet al. 2011).

- **Facility of shipping:** Online stores also help in shipping the products to the consumer. For that, the stores charge a little amount of money, which is acceptable to the consumers as the consumers have no headache to spend their precious time to the offline stores and carrying those products to their home and it is tiring and strenuous work as well for those people with a hectic schedule. In this situation, online shopping provides them with the facility of shipping charging a little amount of money (Chin and Goh, 2017). In addition, it is to be stated that some of the online retail stores charge no money for shipping.

- **Competitive pricing:** Another advantage provided by the online retail stores to the consumers is competitive pricing. It has been analyzed that online retail stores sell the products to the consumers in a lower amount than the offline stores. It has become possible no rent is paid by the online stores and they can endure an effective marketing with the help of social media with lower cost. It helps in reaching more people at a time. This helps the online stores in order to grasp the attention of the consumers. This gradually assists the online stores in order to cut the price of the products down and provide a value to the economic aspects of the consumers as well (Fagerstrømet al. 2011).
Rating and review: Rating and review are one of the major benefits that have been analyzed by the consumers and this helps the consumers immensely. The consumers can examine the rating and reviews of other consumers about the products. Based on the rating and review of the products or services the consumers become assisted in order to select the best products from the given alternatives (Chin and Goh, 2017).

2.8 Strategies followed by the companies under the retail industry for promoting the product online:

As per Mooradian et al., 2012 companies must need to ensure good online strategies to promote their product online because now day’s customers are depending on the internet and promotion of the product on the internet will help the organizations to share their product information with more customers in short span of time. The study of the author also clarifies that; the organizations must need to ensure a good marketing plan and promotional strategy to promote their products. The report of CMO Council clarifies that 71% of the internet users are more likely to purchase from a brand that they are following on a social networking site such as Twitter or Facebook. Additionally, this report also clarifies that online marketing strategy will help the organization to gain leads 3 times more than the traditional outbound marketing and it cost 62% less than the traditional marketing format. AS per Mooradian et al., 2012, organizations of retail industry must need to understand the buying behavior of the customers and analyze it because if the organizations are not able to understand the motivation of the customers then it can affect the organization in a negative manner. Additionally, the study also refers that the organizations need to recruit good graphic designers in term of promotion of the product on the internet because good pictures or images of the product increase the rate of sales. Organizations need to promote their product
information through social networking sites as many people depend on the social networking site to get the review of the product and to share own motivation towards that product or service. Product promotion is necessary in order to grab the local as well as global market. For that, some strategies have been followed by the companies under the retail industry for promoting their products online. Some of those strategies are stated below:

- **Effect of inter along with cross-category:** One of the vital strategies that has been followed by online retail stores. The online stores screen the value of the products that have been provided by them and try to attract the consumers by showing the good aspects and benefits of their products. They present their substitute as well as complementary products and try to convince people to grab their products for enduring benefits (Jiang et al. 2015).

- **Loyalty program:** Another strategy followed by retail companies to promote their products online is that loyalty program. In these programs, an incentive is provided by the retail companies to the consumers, who repeatedly demonstrate their loyal behavior while buying the products of the company. Moreover, these programs have been designed by the retail companies for motivating the existing consumers in the target market of the business often to return as well as shun the competitors by making frequent purchases (Lim and Lee, 2015).

- **Systems of online recommendations:** Another strategy followed by the retail companies for promoting their products is that system of online recommendations. They provide information about the opportunities of savings to the consumers and try to grab the attention of the consumers. They try to screen that their product provides economic value to the consumers and recommend for purchasing their products as well (Jiang et al. 2015).
- **Dynamic preference of consumers:** This is one of the strategies implemented by retail companies for promoting the product online. The consumers sometimes change their preferences of location, purchasing product types etc. The retail companies always are ready to serve the customers as per their preferences (Lim and Lee, 2015).

- Retail companies are using Internet widely to promote their product. Some strategies used by retail companies to sell product online are –

  - **Content Marketing** - This marketing is used to create and post contents like videos, images, information on the official site to promote the products and attract the consumers. The content should be carefully picked keeping in mind about target audience.

  - **Email marketing** - This strategy is used to promote the product via email. Email should be obtained from person signing into the official site. The prepared email list then can be used to promote the product or even upcoming product.

  - **Social Media** - Social media is so often used by people that companies have started using social media to advertise their product. Facebook, Instagram and Pinterest are few examples. Companies can use it to promote product, offering discount to reward the customers.

  - **Affiliate Marketing** - This strategy is when other people advertise and sell the product by promoting them into their sites or blog in exchange of a charge per sale.

  - **Mobile E-commerce** - Many people make purchases through mobile as it’s easy to place order in middle of work or commute and thus app based online shopping is a great way to sale the products.

  - **Press Release** – Press release is another way to advertise a product. Before doing this, company should analyze the product, their target audience and content of the press release.
- **Sponsoring/Events**: Organizing events or sponsoring events is one of a great way to promote the store as well as any product

### 2.9 Influence of online shopping on retail industry:

The trend of online shopping is fundamentally escalating nowadays. People nowadays prefer online shopping more for their busy schedule as it becomes convenient as well as easy for them to shop without going to any offline store. Moreover, online shopping or electronic shopping saves their time as well. As a result, it influences the retail industry as well. The online retailers have realized that an integration of online channel is needed to be implemented for enriching the value proposition of the consumers as well as improving the efficiency of the management of the business organization (Cao et al. 2018). For that, the industry has been effectively analyzing the trend of the marketplace in order to bring improvisation as per the preference of the consumers and the trend of the market. As per the opinion of Vijayet al. (2019), it is to be stated that this improvises the selling rate of the company, which gradually helps in reducing the cost of the products and escalating the productivity level of the company. The management of the retail companies continuously provide training program to the existing employees of the organization so that they can bring innovation and improvisation in the products as well as services of company in order to provide satisfaction to the existing consumers as well as grab the attention of the new consumers and incur more profit from the marketplace as well.

According to Edwin Gnanadhas, Online shopping is purchasing products on the Internet. It means connecting to the Internet and using the seller’s website to select and purchase the product and getting it home delivered. Its increasingly popularity is due to ease with which consumers are ordering any merchandise while sitting at home. It helps the consumers to save their time and skip
queues. The whole shopping experience can be called hassle free. Nowadays, nearly everything can be purchased online.

Today retailers have realized the importance of online shopping and nearly every retailer are providing the experience of online shopping to their customers. Even some companies have gone total online and they do not have any physical presence like Amazon.

But many people do not consider online shopping satisfying. The retail store should understand that online shopping is future. It is touted that online shopping will overtake traditional shopping in near future in terms of monetary involvement. So, the retail industry should work to firm their online presence. Customer worry that they might not get on par product because of online shopping and retailers should work on this problem and should always provide same product on online shopping and offline shopping. One more worrisome aspect of online shopping to consumer is returning the product. Retailers should look after the option to provide return of product. Cyber Fraud is another reason for people to ignore online shopping. Online shopping has a huge impact on retail industry. To sustain in the market, retailers have shifted to e world and have opened the gate for online shopping. Nearly every retail company have online operations now. Online shopping has become a major part of their business strategy.

Online shopping has helped the retailers to gain new customers and advertise their brand more. Their operation from physical store now serves a secondary medium as more and more people like to purchase items online. Even some stores have benefitted largely from it as they have emerged as global store because of online shopping and they are catering to demand from all over the world.
2.10 Impact of online promotion of retail products on influencing the purchasing decision of customer:

Online promotion is affecting the business fundamentally nowadays. The retail industry as well endures the strategy of online promotion of the retail products. As a result, this online promotion of the retail products has imparted several impacts and influenced the purchasing decision of the consumers as well.

The customers can choose their desired products by scrutinizing the given alternatives. In addition, it is to be stated that in the strategy of online promotion, the retail companies are utilizing vibrant and colorful images of their products and this gradually helps in attracting the consumers and improving their engagement in the business organization as well. Moreover, proper and adequate information about product helps the customers in selecting the products as well. According to the remark of Li et al. (2018), it is to be stated that as the methods for online shopping are easy as well as user-friendly. Therefore, it helps the consumers to utilize those methods for purchasing the products easily. Furthermore, it is also to be stated that this helps in improving the self-efficacy of the consumers as well. If their experience with online shopping is good, then they inherit to shop their desired products through online further in the future.

According to Shultz, et al. it is clear that online promotion of retail products helps the organization to increase the financial benefit in a short span of time. Additionally, the author stated that the organizations must need to understand the expectation of the consumers and plan accordingly. Consumers buying behavior basically refers to the motivation of the customers and the key elements which assist the customers to buy any product. So online promotion must need to felicitate the cultural, social aspects of the customers and need to understand that any of these
aspects will not get hampered at the time of promotion any retail product or service. According to the International Journal of Economics & Management Sciences, culture is one of the major points of any customers buying behavior. Social media plays a major role to influence the purchasing decision of the customers. Organizations invest their resources to promote their products on social media platforms and the customers interact with that service and product and give their review accordingly. At the time of purchasing any product other customers refers to that reviews and share their motivation towards that product or service. The online promotion gives the opportunity to the consumers to criticize any product as well as if the consumers satisfied with the product description or with the service, they applause the service or the product. Online promotion helps the consumers to choose from a wide range of similar product and understand the quality of the product. According to Shultz, et al. most of the consumers will buy those products which price are reasonable and the quality of the product also good. There are five points which are part of every purchasing decision of customers and these are needed recognition & problem awareness, information search, evaluation of alternatives, purchase, and post-purchase evaluation. The organizations must need to understand these five elements at the time of promoting any product.

2.11 Impact of online shopping on customer satisfaction in the retail industry:
In this era of digitalization, the trend of online shopping has been escalating at a breakneck speed. People more prefer online shopping to purchase their desired products as it assists them in several ways. As the online store has no physical outlet in the marketplace, they must provide all the detailed information about the products of the companies. The customers become satisfied as they have been provided with proper information about the products.
Moreover, the aspect of time-saving has been immensely aiding the people with a busy schedule in their life and not having enough time for spending their precious time in the mall for purchasing products. According to the remark of Duarte et al. (2018), it is to be stated that online shopping has become a more convenient way for those people with a hectic schedule as it saves their precious time and they can access their time in their important work. In addition, the system of rating and review has been given assistance to them as they can go through the feedback of other persons and therefore, they can grab the best products as per their requirements. Moreover, the exclusive offers that have been provided by the companies under the retail industry have been assisting the consumers in order to grab those offers. This automatically provides satisfaction to them as they are getting those products at a lower price.

According to Paulo, Susana and Margarida, consumer purchases products depending on how easily and how soon they can contact the retail store. Online shopping has improved these aspects for customers and they can place orders while sitting at home via online shopping. Retailers should make mobile application friendlier to increase the footfall of consumers. Since online shopping saves time and effort, it promotes customer decision to purchase products online. Below are the models which describe online convenience-

- **Access convenience**- Seiders defines Access convenience as how soon and how easily customer can access the retail stores. If the consumer is not able to access the retailers, they cannot enjoy the shopping. King and Liou states that accessibility of retailer’s websites and app determines consumer’s views towards customer satisfaction in online shopping.

- **Search convenience**- According to Beauchamp and Ponder, search convenience means the ease with which customer can search and identify the product they intend to purchase.
Internet has various tools to cater this convenience to users. Retailers can use the services of other companies or use the tools to facilitate easy searching of products. If search convenient is made easy, customer feels happy and satisfied.

- Evaluation convenience – Evaluation convenience is used to describe if product description is explained in detail on website and if it describes the product easily or not. Generally, the descriptions are created in such a way that it makes it easy to understand what a product is. Consumer can zoom the image to get exact feature and they also can interact with other users who are using the product.

- Attentiveness convenience- Due to growing competition, only going to online mode cannot help the retail industry to survive. They need to personalize the services to their customers. Customers nowadays want to get what they are looking for instantly and retail industry should use the tools to analyze and identify the customer’s shopping habits and browsing history. They can even deploy shopping bots to guide the customer to product to which they are searching for. The personalized service allows user to perceive ease in shopping process and make them happy and satisfied.

- Transaction convenience – Transaction convenience defines the minimum transaction time, ease and smoothness with which consumer can place a transaction or modify any transaction. The faster the transaction, better is the experience. Best quality of online shopping is that customer do not have to wait in any kind of queues. (Wolfinbarger and Gilly, 2001). Security and privacy pose as main hindrance to doing transactions online. Javadi states that risk of losing money and other important details affects the people attitude
towards online shopping. Therefore, retailers should make sure to make their payment gateway safe and secure for transactions.

- Possession convenience- According to Seiders, Possession convenience is the time, money and ease with which customer can have a product which they desire. Factors which can affect these are stocking policy, production planning and delivery time. So, the consumer must wait until the product is delivered to them for the possession which can lasts few days whereas in traditional shopping customer gets the product on the payment only. Retail industries are coming with many offers like one day delivery to minimize the time of possessions.

Post possession convenience – It is one of the major aspects which determines the customer satisfaction. Many times, customer do not like the product they received and want to replace them or return them. The greater the ease in returning or replacing process, happier the customers are. Providing guarantee, maintenance and services are also the major factor which affects post possession convenience. Bad services or not honoring the guarantee can change the consumer prospective towards online shopping. So, customer will be happy and satisfied if the services are good and guarantee are honored.

2.12 Literature gap:

The ample, as well as relevant data, have been provided by this research paper according to the research topic of the impact of online shopping over the improvement of the customers’ satisfaction in the retail sector. An exploratory idea about the customers’ satisfaction has been provided by this research paper. In addition, it has been also explained by this research study that how online shopping helps in improvising the customers' satisfaction in the retail sectors.
However, the research constructor has faced the problems of significance while conducting this research study. In this research paper, any retail company has not been chosen. In this research study, the proper difficulties of online shopping while improvising the customers' satisfaction have not been explained.

2.13 Conclusion:

This chapter of the dissertation is created in accordance with the topic of online shopping improving the satisfaction of the consumers in the industry of retail. It is to be concluded that as the retail companies have been promoting their products through online in order to grasp the attention and loyalty to the consumers and provide satisfaction to them as well. Moreover, this trend of online shopping has been imposing an impact on the purchasing decision of the consumers. The consumers are vigorously helped by online shopping as it saves their precious time in their hectic life and becomes the most convenient way to purchase their products as per their requirements. It is very important to attract more customers to the industry. If any industry attracts more customers in the industry, then the brand value of the company will be increased. It has been seen that digital technology imparts a huge impact over the customer attraction and customer satisfaction as well. Online shopping is the biggest part customer attraction as well as customer satisfaction. In this technological world, most of the companies use online shopping for making satisfy the customer and for attracting more customers as well. Online shopping imparts a huge impact on customer satisfaction. Online shopping is the main part of electronic commerce and many customers are guided by this electronic commerce regarding the way of buying products from the companies. The consumers can make a direct connection to the retailer through the process of online shopping and by visiting the company’s website and the other alternative apps.
The way of shopping has been revolutionized by the help of electronic commerce. Nowadays, online shopping is the very easy process of buying any products from the retailers for regular purpose as maximum people have some common tools of online shopping such as smart phones, computers, laptops, tablets and many others. The way of online shopping provides several facilities to the customers and for this reason, customers become satisfied while buying products from the retailers through online. The facilities are such as the customer can have several variations about any product, it is the very time-saving process and the main thing is that customer can compare the price of the products.
Chapter 3: Research Methodology

3.1 Research Methodology

Research methodology details the various layers of methods and techniques, which helps in accomplishing the key objectives of a research. Research methodology is detailed by research onion conceptualized by Saunders al., (2009) which involves layers such as research philosophy, approach. Strategy, choices, time horizons, technologies and procedures. The chapter research methodology is highly significant because it details the means through which samples will be collected and analyzed in order to achieve results that fulfils the research objectives. For conducting an appropriately structures and successful research, it is crucial that the researcher decide on the best methodology for the research. This chapter details the research methodology followed for this research starting from research philosophy and ending with detailed time horizon of the research.
3.2 Research Philosophy – Positivism

As in the opinion of Mackey, and Gass, (2015) in the very beginning of conceptualizing a research methodology a researcher must identify a research philosophy that he or she wants to follow that best suits the research objectives. The concept of research philosophy can be defined as an elaborate area characterized in four types such as, pragmatism, positivism, realism or Interpretivism. Based on types of data collection techniques included and data analysis techniques involved, research philosophies have been characterized in these types. For instance, in the pragmatism research philosophy, both primary and secondary data collection techniques and qualitative and quantitative data analysis techniques are used and thus it follows mixed methods of data collection and analysis. On the contrary, under the concept of positivism philosophy highly structured study is conducted that involves large sets of samples and analysis techniques usually include both quantitative and qualitative techniques. Mainly primary data collection is conducted for positivism philosophy. Lastly, unless the research subject matter fits the chosen method, realism philosophy cannot be undertaken. In contrast, Interpretivism ensures that smaller sets of samples are investigated and analyzed qualitatively (Flick, 2015). After considering the theories of each of these types, positivism research philosophy had been chosen and followed throughout the research study.

**Justification:** Positivism has been selected as the most appropriate research philosophy because it allowed the researcher to work with large sets of primary data samples, which is necessary to achieve the research objectives for this study. Moreover, positivism philosophy had allowed to
conduct a structured study which has helped in saving time in data collection and data analysis. Under this philosophy, the researcher also had the freedom of conducting both quantitative and qualitative data analysis technique. The information delivered from the positivism philosophy is mainly derived from the sensory experience and interpreted through the logic and reason. Positivism philosophy holds gives valid knowledge on the online shopping effectiveness in the retail industry. Therefore, for all these reasons, this philosophy is thought to be the most appropriate one for this study.

### 3.3 Research Approach

Appropriate research approach helps in gaining better knowledge on carrying the research work and this work helps in gathering authentic data. Research approach is mainly depending on the research variables that has derived from the key research topic. There are two research approach namely deductive and inductive research approach has used in the research work to examine and make systematic plan for the research work. Among two research approaches, deductive approach has been selected that does not involves any prior formulation of hypothesis.

**Justification:**

Deductive research approach mainly starts with the research question, objectives and aims that are achieved during the research work. In the deductive research technique known methods and premises are used to generate conclusion (Pierre, 2012). Deductive approach links premises of the online shopping and drags customer’s satisfaction as a conclusion. This research approach follows specific to the general research work. Hence it is justified.
3.4 Research Design

There are three basic research design are existing in the research onion that are explanatory, exploratory and descriptive research design techniques. Explanatory research design process in the research work helps in finding out the basic problems that has arisen in the work. Exploratory research design helps in identifying and highlighting the key problems and background information.

Justification:

Descriptive design relates the objectives of the research work as per the obtained findings. In this regard for this research work descriptive research design has been selected as the researcher main theme is to relate the findings with the conclusion based on the research objectives. Descriptive design extrapolates specific cases to the general rules. Regarding the chosen online shopping concept, it links with the premises and derives the conclusion of customer’s satisfaction.

3.5 Research Strategy – Quantitative Survey

Walter and Andersen (2013) has stated that the research strategy is a factor that helps the researcher to gather valuable information of different strategies and research work. Different strategies that are used in the research strategy are of interview, focus group, case study, interview and survey. These strategies help in developing secondary data collection. In this research work there is no direct information gathering has selected in it. Collective information has gathered by the strategies that involves secondary data analysis. The secondary data collection methods have involved resources like online library, academic journals, and websites and news articles.

Justification:
In case of primary data collection method, survey and interview process has chosen for this research work. In the primary data collection method both closed ended and open-ended questions were selected that are required for the data collection. The closed ended questions help in making in depth analysis where effective communication is established. Interview process has selected for the research work as it is rich in quality and delivers reliable information for the research. Quantitative survey has taken as it derives reliable information from the candidates who are interviewed on the online shopping effectiveness.

3.6 Research Methods

Research method can be termed as a methodology that outlines whole research methodology into single frame. This research frame provides basic and systematic structure that drives the research work into right direction. This research has been undertaken on the online shopping that improves the customer’s satisfaction in retail industry. A retail industry will be taken into consideration. Matching with the key topic area the researcher has chosen the primary data collection research method for this study.

Justification:

Non-probability sampling technique has been followed by the researcher while taking the respondents for the survey process. The questions were asked randomly regarding the social media impact, where no discrimination has done on asking questions to the respondents. The response collected is random in nature. Non-probability sampling technique takes random selection where subjective judgment of the individual researcher will be noted down.
3.7 Sampling Technique- Simple Random Probability and Non-Probability Sampling

Sampling technique is considered as an important factor in the research work for the empirical research study where the basic goal of the company is to make inferences about the targeted population. There are two sampling techniques has been proposed which are of probability and non-probability techniques.

Justification:

Random probability sampling technique has been chosen by the researcher where among 150 selected customers, 104 of them agreed to participate in the survey process. Two employees of different retail companies have been selected by the researcher for the interview process using non-probability sampling technique. 104 respondents from the retail industry are taken for survey as the number gives highest percent of review and opinions randomly without considering the personnel feelings and gender bias.

3.8 Sampling Size

Sample size is known as a technique that used to determine and choosing the replicates and the numbers from the observations that included in the statistical sample work. Overall 150 participants had been selected for the research work and among them, 100 participated in the survey process. Non-probability sampling techniques for interview has been followed by the researcher in order to reduce the deviation in the responses. The researcher has used this sampling technique to select two employees working in retail organizations for conducting the interview and gathering qualitative information related to the research topic. All the respondents have provided
their responses at the same time as each of them had been provided with the same set of questionnaires at the time of conducting survey.

3.8.1 Research Instruments

The researcher has used various tools for conducting the research. The research questionnaire has been used for gathering primary information related to the research topic. In addition, the other tools like MS Excel has been used for gathering and manipulating primary information as collected through survey. On the other hand, MS Word has been used to collect the qualitative information from the interview process.

3.9 Data Analysis-Quantitative and Qualitative

Research data analysis is considered for gathering and interpreting the data to obtain research objectives. One of the best analytical tools used for data analysis are of statistical data analysis tool that has used in this research work. The statistical data analytical tool consists of median, mode, mean and the standard deviation calculation. Wahyuni (2012) has pointed out that the researcher must need to manipulate responses in analysis section. This is due to the mangers who will not provide any in depth answers to the given questions. It can also be stated that statistical data will not have any effect on the data analysis process.

Justification:

In this research, the researcher has used both the qualitative and qualitative data analysis technique for analyzing the information collected during the research for drawing up a valid conclusion. Quantitative research analysis has been chosen in this research work where questionnaire survey technique help has taken. Qualitative data analysis technique is used by the researcher to analyze
the data that has been obtained from the interviews are analyzed thematically and correlated with
the answers that are obtained from the interview. In order to make the research work effective,
data analytical tool is required by the researcher (Groenewold and Lessard-Phillips, 2012). Both
quantitative and qualitative data analysis techniques have been used by the researcher which has
helped him in gaining more authentic and valuable information related to the research topic and
which has helped in drawing up a valid conclusion to the research.

3.10 Ethical Considerations

In order to make research successful, the researcher must focus on the ethical values of the key
participants in the research. At data collection time the researcher had taken the permission from
the key respondents who have participated in the research work. There are no such personnel were
harmed and get hurt during the data collection process. Hantrais and Mangen (2013) has stated
that all the respondents must be given an option to quit the process after registering their names
for research. In this way overall willingness of the respondents are gathered and invited to make
further research. In contrast to this Rossi et al., (2013) has stated that the research outcome must
not be used for any kind of commercial purpose. The data that has collected for both quantitative
and qualitative methods are very sensitive to the organization. Gioia, Corley and Hamilton (2013)
has opined that the researcher must need to comply with the Data protection Act and all personnel
credentials and information must not be leaked or spread over any medias. Privacy law also need
to be followed by the researcher where none of the user’s privacy should get hurt. The researcher
must not ask any questions in relation to the respondent’s personnel information like living
location, income and many more. The researcher also must not to encourage the respondents to
provide the answers as per personnel viewpoint as this encourage biased data collection. In this
research work the researcher has followed ethical consideration that proves that the research has been conducted in the mush ethical way.

**3.11 Research Limitations**

The time and budget are two possible constraints that are involved in this research work. It can be stated that selection of the primary data itself has key limitation where the data has not involved any kind of historical information and this in turn acted as a limitation while conducting the research work.

**3.12 Time Horizon**

Time horizon is a time that has assigned to each task involved in the project research work. The total time period taken for the research work is of 6 weeks where the researchers has engaged with several activities in relation to the current research. The set of tasks involved in the research work are depicted in the tabular manner. Each of the task’s duration has also clearly mentioned. Time horizon helped the researcher to forecast the research works completion.

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<thead>
<tr>
<th>Stages of Research</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
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<td>Selection of topic</td>
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</tr>
<tr>
<td>Data collection</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>from primary</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>sources</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Table 1: Timeline

(Source: Created by the Researcher)

#### 3.13 Summary

In this section the researcher able to construct the tools that are required to conduct the research work. Primary data selection method has been selected to conduct the research where the sample size and respondents’ types are decided. The researcher has conducted the research analysis while
considering measurement tools like research design, research approach, data collection procedures and research purpose. This methodology section has followed by the researcher to construct the data analysis part through considering statistical analysis. Overall this section helped the researcher to gain insight on the overall research procedures and methods that has significant impact on the research conduction.
Chapter 4: Data Analysis

4.1 Introduction

The chapter three has explained and described in detail about the purpose and rational of mixed method research design. In the research design mixed method of research has applied that acquires an exponential overview of extent on the retail industry in accordance with its diverse need of online platform usage. In the chapter two it was clearly outlined that there is a combination of both qualitative and quantitative research technique was employed to deliver comprehensive responses. This chapter captures the data from the quantitative and qualitative research method. This chapter also describes, analyses and interprets the data in a systematic manner that helps in the next research process.

The research results of the study were first presenting an analysis of quantitative data that are obtained from the survey technique that are recorded by the questionnaire followed by the qualitative data that are recorded asking questions to the managerial people in retail industry.

4.2 ANALYSIS AND INTERPRETATION OF DATA

Data analysis is a process of bringing the meaning, structure and order to the mass collected data. It is one among the fascinating, creative process that is little time consuming, messy and ambiguous in nature. Data analysis requires sort of logics that are applied to the research. Interpretation and logic apply to the research analysis includes inductive and deductive logic to the research. Interpretive approach is a part of qualitative approach that has involved deductive for of obtained data. This study mainly relies on the action of participants under study. The researchers are mainly relying on the information provided in the subject. Mixed method of thesis includes
data collection method that can be named as combination of quantitative and qualitative method of data collection.

4.2.1 Analysis of Quantitative Data

Quantitative analysis helped the researcher to get the fresh information about the topic and various views have been obtained. 15 questions had been prepared for the survey and asked to every respondent to get the information. For the survey 100 random customers have been selected and were provided with the research questionnaire for collecting primary information using MS word and MS Excel for storing the same.

1. What is your age group?

<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 25 years old</td>
<td>51.9%</td>
<td>54</td>
<td>104</td>
</tr>
<tr>
<td>26 to 35 years old</td>
<td>34.6%</td>
<td>36</td>
<td>104</td>
</tr>
<tr>
<td>36 to 50 years old</td>
<td>10.6%</td>
<td>11</td>
<td>104</td>
</tr>
<tr>
<td>Above 50 years old</td>
<td>2.9%</td>
<td>3</td>
<td>104</td>
</tr>
</tbody>
</table>

Table 1: the age group of respondents
Analysis: initially, the researcher asked the respondents about the age group that they belong to. The respondents were given four options. The options were 18 to 25 years, 26 to 35 years, 36 to 50 years and above 50 years. From the gathered data, it has been shown that 51.9% of the respondents belonged to the 18 to 25 years group. 34.6% of respondents were in the group of 26 to 35 years. 10.6% of the respondents were in the group of 36 to 50 years of age and finally, 2.9% of the remaining respondents confirmed their age to be above 50 years old.

2. What is your gender?

<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>56.7%</td>
<td>59</td>
<td>104</td>
</tr>
<tr>
<td>Female</td>
<td>43.3%</td>
<td>45</td>
<td>104</td>
</tr>
</tbody>
</table>

Table 2: gender group of the respondents
Fig 2: gender group of the respondents

Analysis: after figuring out the age group, the respondents wanted to figure out the gender of the chosen participants. Male and female were two given options. Out of the 104 respondents, 56.7% or 59 of the respondents were in the male category. Remaining 43.3% or 45 respondents were selected as female.

3. Do you think that online shopping can provide more facilities than conventional shopping method?

<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>63.5%</td>
<td>66</td>
<td>104</td>
</tr>
<tr>
<td>No</td>
<td>16.3%</td>
<td>17</td>
<td>104</td>
</tr>
</tbody>
</table>
### Table 3: whether or not online shopping provides better facilities than conventional shopping

| Not Sure | 20.2% | 21 | 104 |

3. Do you think that online shopping can provide more facilities than conventional shopping method?

**104 responses**

![Pie Chart](image)

Fig 3: whether or not online shopping provides better facilities than conventional shopping

Analysis: after gathering basic data of age and gender of respondents, the respondents were asked whether or not online shopping facility has the potential to provide more benefits and facilities than conventional shopping procedure. The feedback was quite positive as 63.5% of the chosen respondents confirmed that there are multiple benefits like efficiency in online shopping facilities which lack in conventional shopping. 16.3% of the respondents do not agree as they do not believe that scenario of shopping is changed due to online facility. Remaining 20.2% of the respondents remained silent in this question.

4. Are you using the online shopping facility while purchasing any products?
<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>21.2%</td>
<td>22</td>
<td>30</td>
</tr>
<tr>
<td>Mostly</td>
<td>39.4%</td>
<td>41</td>
<td>30</td>
</tr>
<tr>
<td>Sometimes</td>
<td>38.5%</td>
<td>40</td>
<td>30</td>
</tr>
<tr>
<td>Never</td>
<td>1%</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 4: frequency of using online shopping facility while purchasing products

4. Are you using the online shopping facility while purchasing any products?
104 responses

Fig 4: frequency of using online shopping facility while purchasing products

Analysis: next, the respondents were asked whether or not they use online shopping facility while purchasing products. 21.2% of the respondents mentioned that they always use online method to purchase numerous products. 39.4% of the respondents mentioned that they mostly prefer old process of shopping as they had never used online procedure to purchase their desire product.
Remaining 38.5% of the respondents confirmed they sometimes prefer to buy products from online portals of famous e-commerce companies.

5. Do you think that online shopping enables you to get more information about products?

<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>58.7%</td>
<td>61</td>
<td>104</td>
</tr>
<tr>
<td>No</td>
<td>19.2%</td>
<td>20</td>
<td>104</td>
</tr>
<tr>
<td>Mostly</td>
<td>21.2%</td>
<td>22</td>
<td>104</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
<td>1</td>
<td>104</td>
</tr>
</tbody>
</table>

Table 5: whether online shopping more information about products than traditional shopping
5. Do you think that online shopping enables you to get more information about products than traditional shopping?

104 responses

![Pie chart](image)

- **58.7%** strongly think that online shopping facility or e-commerce portals provide extra details and information about the products than conventional shops and stores.
- **21.2%** moderately think that online shopping facilities sometimes provide extra info about the products that the customers desire to buy.
- **19.2%** disagree, believing that online shopping do not provide more information about the products.
- **1%** failed to provide any response.

Fig 5: Whether online shopping provides more information about products than traditional shopping.

Analysis: next, the researcher asked the participants about whether online shopping facility helps the consumers every detail of the end product from its manufacturer to the parts or ingredients of the products. In this time also, a strong outcome came in favor of online facility. The result showed that 58.7% of the chosen participants strongly think that online shopping facility or e-commerce portals provide extra details and information about the products than conventional shops and stores. 21.2% of the respondents moderately think that online shopping facilities sometimes provide extra info about the products that the customers desire to buy. 1% of the respondents failed to provide any response as they chose the option neutral for this question. 19.2% of the respondents disagreed with them as they clearly believes that online shopping do not provide more information about the products.

6. Do you think online shopping can help the organization to provide more comprehensive service to the customers?
<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>48.1%</td>
<td>50</td>
<td>104</td>
</tr>
<tr>
<td>May be</td>
<td>38.5%</td>
<td>40</td>
<td>104</td>
</tr>
<tr>
<td>No</td>
<td>10.6%</td>
<td>11</td>
<td>104</td>
</tr>
<tr>
<td>Do not think</td>
<td>2.9%</td>
<td>3</td>
<td>104</td>
</tr>
</tbody>
</table>

Table 6: Online shopping and comprehensive service to the customers

6. Do you think online shopping can help Companies to provide more comprehensive service to the customers?

104 responses

![Pie chart showing responses](chart.png)

Fig 6: Online shopping and comprehensive service to the customers

Analysis: next, the researcher wanted to find out about the services that online facility can provide for the benefits of the customers. Question that was asked to the respondents was whether online shopping facility can provide comprehensive customer service for the benefit of the organization.
The respondents were provided with four options. 40% of the respondents strongly think that online shopping procedure do provide proper service to many of the customers through proper courier services and facilities of discounts. 30% of the respondents believe that few ecommerce companies provide convenient and comprehensive services to the customers but there are many companies who fail to provide proper services to the customers. Thus, these respondents chose moderately think. 13% of the respondents chose the option neutral. They were not totally sure about the correct option provided by the respondents. Remaining 17% of the respondents do not think that online shopping provides comprehensive customer service.

7. Do you think that online shopping is safe and secure?

<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Secure</td>
<td>16.3%</td>
<td>17</td>
<td>104</td>
</tr>
<tr>
<td>Moderately Secured</td>
<td>58.8%</td>
<td>58</td>
<td>104</td>
</tr>
<tr>
<td>Neutral</td>
<td>22.1%</td>
<td>23</td>
<td>104</td>
</tr>
<tr>
<td>Not Secured</td>
<td>4.8%</td>
<td>5</td>
<td>104</td>
</tr>
<tr>
<td>Totally Unsafe</td>
<td>1%</td>
<td>1</td>
<td>104</td>
</tr>
</tbody>
</table>

Table 7: the security regarding online shopping
Analysis: the seventh question that was set by the researcher was about the security and safety of the users of online shopping systems of ecommerce portals. The respondents provided positive feedback for online shopping facilities. 16.3% of the respondents mentioned that online shopping portal or systems are highly secure as their sole responsibility is to protect the important information of the customers. There are also very low chance of losing vital information like card numbers to third party. 55.8% of the participants said that the sites are moderately secured. They believe that there are few sites which do not provide strong security for the customers. These sites are quite easily breached. Thus, they chose the option moderately secured. 22.1% of the respondents were neutral to the question. 4.8% of the participants confirmed that these online sites are often affected with malwares and viruses and the sole objective of these sites is to steal vital information of the users. Thus, they chose the option not secured. 1% of the remaining respondents
totally denied the security aspects of the online shopping portals. They chose the option very unsafe.

8. Do you agree that online shopping helps you to get the best product by allowing product comparison among different companies?

<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Agree</td>
<td>20.2%</td>
<td>21</td>
<td>104</td>
</tr>
<tr>
<td>Agree</td>
<td>55.7%</td>
<td>59</td>
<td>104</td>
</tr>
<tr>
<td>Neutral</td>
<td>18.3%</td>
<td>19</td>
<td>104</td>
</tr>
<tr>
<td>Disagree</td>
<td>4.8%</td>
<td>5</td>
<td>104</td>
</tr>
<tr>
<td>Highly Disagree</td>
<td>0%</td>
<td>0</td>
<td>104</td>
</tr>
</tbody>
</table>

Table 8: whether online shopping portals allow comparison of products
8. Do you agree that online shopping helps you to get the best product by allowing product comparison among different companies?

104 responses

Analysis: online shopping also provides a facility to the customers that help the customer to compare a particular product of different products. 20.2% of the respondents highly agree that online shopping provides proper tools to compare different products of same company or same product of different company. 55.7% of the respondents also agreed, as they too believe this unique facility is not possible in traditional shopping procedure. 18.3% of the respondents remained silent in this question. 4.8% of the respondents disagreed, as their belief is that many a time’s these comparisons fail to clarify the needs of the customers. Often personal touch from customer service personnel are needed which is provided by traditional shopping process. None of the participants highly disagreed with the question.

9. Why you prefer online shopping?
Analysis: next, the researcher has asked the participants about the reason behind their favorability of online shopping method to purchase products. They were given four options. 39.4% of the respondents preferred the quality or advantage of time saving for shopping in online medium. 8.7%
of the respondents confirmed that secure transaction is the sole reason behind the preference of online shopping procedure. 32.7% expressed that it is due to the variety of products that are available at the palm of one’s hand. Most number or 19.2% of the respondents mentioned the advantage of the online process is that it is easily accessible to the customers. One can easily access thousands of products sitting at home.

10. Do you think that you can create a viable communication with company through online shopping?

<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly think</td>
<td>22.1%</td>
<td>23</td>
<td>104</td>
</tr>
<tr>
<td>Moderately think</td>
<td>50%</td>
<td>52</td>
<td>104</td>
</tr>
<tr>
<td>Neutral</td>
<td>19.2%</td>
<td>20</td>
<td>104</td>
</tr>
<tr>
<td>Do not think</td>
<td>8.7%</td>
<td>9</td>
<td>104</td>
</tr>
</tbody>
</table>

Table 10: communication system with company for the users utilizing online medium
10. Do you think that you can create a viable communication with company through online shopping?
104 responses

![Pie chart showing responses to communication with company through online shopping](image)

**Fig 10: communication system with company for the users utilizing online medium**

Analysis: after that, researcher asked a question to know whether viable communication is created between company and the users or customers in online shopping portals. 22.1% strongly think that online shopping portals have developed proper communication system to the customers. 50% of the respondents moderately think that ecommerce organizations have developed feedback facilities to understand the queries and issues of customers. 19.2% of the respondents remained neutral to this question. 8.7% of the remaining respondents do not believe that virtual media can capture the communication system as efficient as personal touch. Thus, they mentioned that online system couldn’t provide proper communication facility to the users.

11. Do you agree that offers provided by the organizations in online shopping is satisfactory?

<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 11: satisfactory online shopping offers

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
<th>Count</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Agree</td>
<td>16.3%</td>
<td>17</td>
<td>104</td>
</tr>
<tr>
<td>Agree</td>
<td>58.8%</td>
<td>58</td>
<td>104</td>
</tr>
<tr>
<td>Neutral</td>
<td>26%</td>
<td>27</td>
<td>104</td>
</tr>
<tr>
<td>Highly Disagree</td>
<td>1.9%</td>
<td>2</td>
<td>104</td>
</tr>
</tbody>
</table>

11. Do you agree that offers provided by the companies in online shopping is satisfactory?

104 responses

Fig 11: satisfactory online shopping offers

Analysis: online shopping portals also provide lucrative offers to the customers. Thus, the eleventh question of the survey was to understand the viewpoints of the respondents about the offers provided in the organization through online shopping facility. 16.3% of the respondents highly agreed that online shopping system facility lucrative offers like discounts and gift coupons to the
customers as these are not rarely available in traditional shopping procedures. 55.8% of the respondents agreed that famous online shopping portals do provide good offers on various products through online sites and app. 26% of the respondents remained neutral during the question. 17% of the respondents disagreed about the topic of the question. They believe many ecommerce portals in the country do not provide adequate discount offers to the customers and often they are charged with delivery charges. Remaining 1.9% of the respondents agreed with them as they chose the last option highly disagree.

12. According to you, does the company can gain the brand value through online shopping?

<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Agree</td>
<td>17.3%</td>
<td>18</td>
<td>104</td>
</tr>
<tr>
<td>Agree</td>
<td>66.3%</td>
<td>69</td>
<td>104</td>
</tr>
<tr>
<td>Disagree</td>
<td>11.5%</td>
<td>12</td>
<td>104</td>
</tr>
<tr>
<td>Highly Disagree</td>
<td>0%</td>
<td>0</td>
<td>104</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>4.8%</td>
<td>5</td>
<td>104</td>
</tr>
</tbody>
</table>

Table 12: online shopping and company’s brand value
Analysis: the next question that the researcher asked to the participants is about the relationship between brand value of company and online shopping portal. 17.3% of the chosen participants deeply think that launch of online shopping portals always increases the awareness of the brand to new potential customers. Thus, it increases the brand value and image of the company. 11.5% of the respondents do not think that as they believe that there are many other functions that work apart from online shopping portal to enhance brand value of the company. The remaining participants were not sure about the relationship between brand value and online shopping facility. Hence, they chose that option.

13. Do you recommend online shopping to your family and friends?

<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 13: recommendation of online shopping to family and friend

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>Mostly</th>
<th>Sometimes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>43.3%</td>
<td>32.2%</td>
<td>21.2%</td>
</tr>
<tr>
<td>No</td>
<td>2.9%</td>
<td>32.2%</td>
<td>21.2%</td>
</tr>
<tr>
<td>Mostly</td>
<td></td>
<td>32.2%</td>
<td></td>
</tr>
<tr>
<td>Sometimes</td>
<td>21.2%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From the above analysis it can be said that near about 43.3% of the respondents want to recommend the online shopping to their friends and family. They also highlighted that online shopping is spreading their hand by this word of mouth marketing. They always suggested online shopping to their friends and family while they get interesting offers. In addition they said that, in recent time lots of offers and discount and also other facilities have been delivered for the customers which attracts many new customers easily. In this analysis remaining of respondents are not happy with the online service and then do not want to recommend it to their friends and family. For the reason
they highlighted that online shopping is not much reliable and in many cases wrong delivery has been made.

14. Are you satisfy with the online shopping provided by the organizations?

<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>36.5%</td>
<td>38</td>
<td>104</td>
</tr>
<tr>
<td>Never</td>
<td>3.8%</td>
<td>4</td>
<td>104</td>
</tr>
<tr>
<td>Mostly</td>
<td>46.2%</td>
<td>48</td>
<td>104</td>
</tr>
<tr>
<td>Sometimes</td>
<td>13.5%</td>
<td>14</td>
<td>104</td>
</tr>
</tbody>
</table>

Table 14: satisfaction with online service
14. Are you satisfied with the online shopping experience provided by the companies till date.

From the above analysis among 104 respondents 36.5% revealed that they are satisfied with the online service and said that online service literally saves their time and money. Various offers and fast delivery system satisfied them. In addition they added that various information can be gained through the online services which help them to select the best product from the market. 36.5% of the respondents are not happy with the online service because of wrong delivery and fake information.

15. Would you like to recommend any suggestion to improve the online shopping more?

<table>
<thead>
<tr>
<th>Response of the respondents</th>
<th>Percentage of respondents</th>
<th>Number of respondents</th>
<th>Total number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>More safe and fast transaction</td>
<td>46.2%</td>
<td>48</td>
<td>104</td>
</tr>
</tbody>
</table>
Above question has been asked to get the viable recommendation for the development of the online service and in response all the respondents provided their opinion. Among 104 respondents 46.2% supported the safe and secure transaction. They revealed that transaction must need to be safer and secure so that no misconduct can be happened. Retina scan or finger print scan before transaction
can be useful. Most of the respondents near about 35.6% said that more fast and on time delivery will help both the consumer and organization to provide proper services. Many obligations have been arose regarding the on time delivery and exact delivery which must need to be mitigated. Whereas rest of the 18.3% suggested the development of the website and mobile application so that consumer can get attracted. Obviously they said that attractive website and well designed and organized mobile application can attract new customers for the retail organizations and consumer can also get more information easily.

4.2.2 Qualitative Data Analysis

Qualitative data analysis can be stated as a process of making sense on the views and opinions of research participants based on the given situation. This data analysis method analyses themes, corresponding patterns, situations and regular similarities. Qualitative data analysis is a process of ongoing iterative process that implying on the data processing, collecting, reporting and making analysis on the successive process that are necessarily intertwined. For the qualitative analysis two employees of different retail organizations have been selected to get the elaborated information about the topic. Qualitative analysis helped the researcher to get the more depth information about the topic and for this project 2 questions have been asked to both the employees.

Interview Analysis

Interviewing is a process of data gathering method that clarifies vague statements, obtains additional data, permits further exploration on the given research topic. It mainly expands on the qualitative findings that yields in depth analysis on account of online platforms effectiveness in
the retail marketing. The interview process is taken as audio recording and note taking. All the interviewers are mainly compiled with conforming and verifying the interviewer’s contents.

**Q1: How online service can provide the ultimate service to the consumers?**

In response to the above question first employee replied with various service which his organization is providing to the customers in online. He said that most of the time consumers did not get the time to come to the store and purchase the products, but online service made it possible and now they are getting their products in their door through online service. Also, to attract the customers every organization now facilitating regular offers, and this cost less for the consumers than preventive shopping method. In addition, consumers are now more selective and for that they visit many sites to get the actual products in right price and gathered information through online about the products. Online shopping enables them to get the actual information and price for a product which reduces the chances of the misconduct.

Second employee highlighted the time saving nature of the online service and added that in recent time people are getting busier day by day and in such scenario online shopping providing the handy approach so that they can get the products easily. Beside this online transaction is now safe and secure and people can buy any products at anytime from anywhere.

**Q2. Do you think that still more work to do to develop more comprehensive online shopping experience?**

In this question first employee revealed that various issues have been introduced and become serious day by day which can hamper the image of the online shopping. Many consumers highlighted that they did not get their products in time. Some highlighted that they get the wrong products and faced various problems while returning. Few transaction issues have also been in
limelight. In the era of advanced technology, we need to recover such issues so that customer can get the fluent service which they desire.

Second employee replied in different view that it is true that few issues are there, but it is not absurd because the process of getting order, preparing the orders, packaging, tracking the location, delivery are not the one step process. Mistakes can happen sometimes, but every organization has their customer service for the online shopping and customer can get their cash back if any wrong product has been delivered to them. It is not possible to run a system without flaws, but it is important that how you are recovering the flaws and, in this scenario, recovering process is much effective.

Chapter 5: Discussion

5.1 Discussion

Basis of discussion

The main discussion of the key research topic is mainly laid on the online shopping and its effectiveness on the retail industry. In the first section of the research work there is an overall idea is delivered regarding the online shopping effectiveness on the retail firm’s growth. In the methodology section it has been discussed that the research has laid down some of the key concepts regarding the research work. The data analysis part of the research work has delivered all the relevant information that in turn helps to conclude the effectiveness of the online platform regarding the retail industries performance. A thorough research of online shopping and the way it has been changing the business industry has revealed several facts which were hidden under the layers of market strategies. Online shopping has been explored through every perspective in the
research and this has helped in knowing the perspectives of the customers, marketers and of the retailers. The customers have been the focus of the research and it has been found that customers are the stakeholders who have been the most benefited by the online shopping strategy. The retailers have also gained additional profits through the technological shopping medium. On acknowledging the customers and the retailer’s profit or benefit gained through online shopping it could be said that the customers are benefited more than the retailers, as the retailers have been observed to receive a reduction of cost in the online shopping, but those costs has been injected into the business for using the technology of shopping and other activities. The survey which was done through the Quantitative Data Analysis has brought up some outrageous facts and numbers which could be concluded as online shopping has framed up in such a manner that it would flourish to great extents in the coming future.

The research has been following the positivism research philosophy along with a descriptive research design which has allowed the research to be one of the accurate and realistic research. These two instruments have helped the research in delivering the research outcomes in realistic ad factual manner. The inductive research approach followed in the research has helped in getting accurate and factual numbers and figures which has made the research quite acceptable and applicable. The primary data collection method and the random probability sampling has made the research to cover a wide range of people covering variable thought processes of different people.

The survey included a small number of respondents who were the general people, and I has been found that the majority of the respondents belonged to the adult group and matured group who might be into their service life and this reveals that the concept of online shopping is not a play game for teenagers or the kids but even the matured ones take this concept as a helpful tool of life. The female respondents were higher in number, as this would be philosophically helpful.
The females are more attracted to shopping then men are and this has helped in gaining the data to be more accurate.

Through the survey it has been revealed that many respondents have been in favor of online shopping and they carry a view that online shopping provides much higher scope of hi-tech facilities than the conventional shopping does. As most of the respondents consists of large number of females than males, the facilities of online shopping have been revealed through quite feasible and experiencing way. Though some people has been observed to be confused on this concept, this confusion could be because they have not yet utilized the service of online shopping. The majority when favors or agrees to the facilities of online shopping, it could also be said that the retailers has been not be able to provide the exceptional facilities to the customers through conventional shopping which reduced the customers satisfaction level. The satisfaction of the customers has been high, and it has been revealed through the number gained on the survey which justifies that the people has been using the online shopping technology often for purchasing any product. People has been using the technological shopping in their day-to-day life and this makes the application of online shopping much more authenticated and popular. The details of the product are present elaborately on the site of the online shopping which could be cross checked on the internet and this makes the information about the product much more factual and diverse in nature. In the survey, the respondents have majorly favored this concept and have opted for the online service. The information about the product and its quality helps adding more satisfaction to the customers. Customer satisfaction is the main and foremost demand or rather desire of the sellers and this could be refined through providing more as well as factual details of the product. Both the customers and the seller get a scope of expansion and receiving and delivering a comprehensive service, respectively. This enables the organization in expanding its business as the customers get
highly satisfied the sales and the goodwill of the organization keeps on increasing. The industry would gradually develop through online shopping and this technological method would help in the growth of the industry and on a broader concept the country would develop. The payment modes used in online purchasing could lead to some frauds and cheatings due to which the public fears for opting for the online paid services and products. But the technology used for online shopping has been proved to be a safe and secured action through every means. Safety and security of money and for using the products such as cosmetics, medicines, groceries, etcetera, is the primary need for adding onto the customer satisfaction. Through the research it has been revealed that the products available online are completely safe and secured to use and the payment modes are also safe to use.

The customers carry a nature of comparing the products with other substituting products which is quite difficult in the conventional shopping due unavailability of all brands in a single shop. But on online shopping, several products could be compared with many other brands and this makes the feasibility in using the technological shopping method. The comparison helps in choosing the best product of the lot and this adds on to the customer satisfaction graph. Even in the research it has been favored by the large number of the respondents. The reason which has been the most popular among the respondents for favoring or using online shopping method is the easy accessibility of the products and secondly time saving. These two factors have made the technology of shopping online quite popular. But the reason should also include safety and security. In this busy ad hectic schedule of life people don’t get time to spend with their loved ones and for other necessary work, shopping online makes it easy to shop while traveling, or some free time in office or anywhere else. Reaching out to shops and comparing the products, getting the best one becomes a hectic process in conventional shopping which could be easily done on online
shopping. The technological shopping also provides a scope of providing feedback and other suggestions through online medium which makes it quite feasible for the customer to make an effective communication with the company concerned. This is the reason the respondents majorly favor this concept. It has been observed that most of the respondents carry a view that an effective communication could be done through online shopping and they have experienced it closely. The customer satisfaction could be attended by the organization only when they can get a feedback from its customers along with some logical suggestions which the organization would consider in its future service or product or reform its existing products. The popularity of the online shopping or the customer satisfaction level achieved through this method has been because of the offers and the discounts which the organization provide to the customers. The offers are genuine, and it supports the quality of the product and service. Favored by most of the respondents it is quite plausible to say that the offers add onto the customer satisfaction. This quality services and products being delivered on time to the customers, helps in creating a brand in the industry which gradually helps in the expansion of the company. Once the brand value gets developed the organization could utilize its goodwill and thus the company along with the customers would keep on growing and developing to high scales. The customers keep on adding to the organization once its goodwill and brand value is created and the other people gets influenced by others and opt for it and the chain goes on and on.

Through the research the customers or the respondents has been found to favor the online shopping technology and this has revealed that the customer satisfaction along with the expansion of the organization could be highly achieved through this technological method of shopping.
5.2 linking with literature review

The literature review framed from the present topic has included several considerable factors and concepts along with relevant models and theories which has helped in making the view of the online shopping much clearer and more feasible. The clarification of the concept of the research topic is essential to be presented in an explaining and understandable manner. Firstly, the concept of customer satisfaction has been explained which would help in understanding the target that the online shopping must meet. It has been stated by Crawford et al. (2017), that the business runs only on the scope of the consumers to behave as kings. This statement reveals the core of the concept of customer satisfaction and the business development. It has been stated that the customers are the “KING” of the business, which means that customers carry a power of helping the business to grow and develop to its peak and it can also ruin the business through its tastes and preferences. The products being served by the business should match the tastes and preference of the customers and that too at the minimum price which the customer is willing to pay. This would help in delivering the customers with the desired quality of the goods at their mentally satisfactory price (Hooda and Singh, 2018). This would provide them high level of customer satisfaction and once this satisfaction is achieved by the customer, the concerned product would gradually develop into a brand and thus adding more and more numbers to the sales figure of the organization. On the other hand, according to Rowley Jennifer, (1998) if the customer does not like the product or in other words the company has not performed the market analysis in a diverse manner then the products would not be appealing to the customers and this would keep the sales figure zero of the company. The satisfaction of the consumers directly affects the sales figure of the company. Thus, satisfaction of the customers should be met by the company in order to progress and develop in future.
The next exploration has been done of the factors which affect the customer satisfaction in the retail industry. The satisfaction of the customers depends hugely on several factors as stated by Hanif et al. (2010). The factors which has been explained includes the customer grievances which has revealed the consideration of the customer’s feedbacks and other suggestions. This makes the customer feel important to the company and its loyalty towards the organization increases. The other factor is Timely Supply, this makes the customers quite regular and a trust builds up between the customer and the organization that this organization would be content with the product when needed. The constant supply keeps the customers regular and satisfied. The special requirement of customer if considered by the retailer then this helps the customer in building a relation with the retailer which makes the customer loyal to the retail shop. And quite a few more factors have been described in the literature review which has helped in revealing the fact that building up a customer satisfaction requires number of actions to be taken and considered by the retailer which often becomes quite problematic for the retailer to keep a record of.

As per Weiber and Kollmann, (1998), this has been followed by the strategies which need to be followed by the retailers in order to gain customer satisfaction at high levels. The different strategies which needs to be followed has been mentioned by Chamhuri and Batt, which includes the pricing strategies, product quality strategy, and marketing strategy. These three strategies followed in accurate and satisfied manner then it could lead to deliver some products which would gain the customer satisfaction to an extraordinary level and thus the retailer would be the most benefited party in the industry. The pricing strategy asks the retailer to follow a price which would be the most reasonable and applicable to the customers as well as the costing of the production has also been met. Meeting the customer satisfaction do not mean that the seller’s satisfaction is not met. The seller needs to follow such strategy which would help in achieving the maximum f both
the seller and the customer satisfaction. The quality strategy asks for the maintenance of quality of the product which acts as the most essential ingredient of the growth of the business and achieving the customer satisfaction. Quality satisfaction if met by the customer then the customer would carry a will to pay higher prices for the product too. So quality strategy should be closely followed by the retailer. This logic becomes clearer through the addition of the Customer satisfaction Model named as “Kano Model” which states that “This model states that to achieve Customer Satisfaction, retails should exceed expectation of customers in terms of product, its value and quality. Further it states to group the satisfied customer to create a market. And use scale economics and market clout methods to generate profits by leveraging the market.” The model has rightly explored the three factors such as the basic factors, performance factors and the excitement factors which helps in explaining the achievement of customer satisfaction is quite plausible through these three factors. This is followed by the concept of online shopping which has been described as “electronic purchasing or internet shopping is considered the purchasing of services as well as goods utilizing the web browser over the internet, by the means of a mobile phone, an internet television or a computer,” by Hooda and Singh, (2018). This has provided a clear and simple concept of online shopping which has been gaining popularity in the recent time due to its time feasibility and quality delivery features. Several benefits or it could be said several factors which supports the online shopping concept has been stated which includes convenience, information, broader selection, exclusive offers, facility of shipping, competitive pricing and review. All these factors have contributed hugely to the popularity and usage of online shopping technology. As stated by Chin and Goh, (2017), a concept of promoting the products online has also been presented which has helped in acknowledging the reason behind the developing and growing business industry. The influence of online shopping on the retail industry has been quite
high as has been stated in the literature review which has been followed by the concept of purchasers getting influenced by online promotions and how online shopping has been impacting the customer satisfaction. The literature review has been framed in a broad concept and has included very single detail and factors which would impact or help in achieving the customer satisfaction in the online.

Chapter 6: Conclusion and recommendation

6.1 Conclusion:

This study helps to understand that customer satisfaction is one of the essential things for any organization because it helps the organization to enhance their positive reputation in the market as well as it helps the organization to enable more financial benefit in the organizational context. From the following’s sections, it can be concluded that customer satisfaction basically refers to the customer's happiness means if a customer is happy with the product and the service quality then the customer shows positive views towards the company which is very important for any organization to grow their business opportunity in the market. From the study, customer satisfaction is the customer’s fulfillment response means when a customer happy with the service and the product quality then the customer shows their loyalty towards the company and used to buy the products from that company again which enable more financial benefit in the organizational context. From the concept of customer satisfaction point it can be concluded that companies are showing their motivation for providing best quality service to their old customers as well as the companies are providing new offers and discounts on their products as it will help the organization to attract more new customers which will enable more satisfactory performance
of the employees in the organizational context. Additionally, customer satisfaction will help the organization to enhance their brand name in the market as well as it will impact the efficiency level of the organizations. That section also refers that if any organization will fail to felicitate customer satisfaction then it can negatively impact the business opportunity of the organization which will lead the company towards absolute loss. Hasemark and Albinsoon (2004) stated that customer satisfaction basically refers to the relationship between the expectations of the customers and what the customer gets, and customer satisfaction become conceptualized by progressing the time, processing the results, effective evaluation, cognitive evaluation and basic sentiment of fulfilling. When an organization wants to properly felicitate the customer satisfaction then the company needs to keep their focus on good targeting and segmentation strategies. Additionally, the authors also clear that segmentation strategies will help the organization to differentiate their potential customers into a different group and targeting help the organization to target their desired customer base in order to achieve financial benefit in the organizational context. This study helps to understand the importance of the online shopping on improvising the customer satisfaction in the retail company. The proper strategies help to understand that how an organization should implement the online shopping in the organizational context and the key factors which the organization must need to ensure at the time of implementing strategies for enabling online shopping in the organizational context. Online shopping is the only one key in the retail sector for achieving success in the business and for this reason customer satisfaction is also dependent on the services of online shopping. This study helps to understand that the crucial points an organization must need to ensure at the time of implementing electronic commerce business model in the organizational context. Online shopping site helps the companies to ensure a healthy relationship with the potential customers and it also helps the customers to save their valuable time
as they do not have to visit their preferable company’s stores physically. As per the literature review it can be concluded that if an organization able to properly implement the strategies for enhancing online shopping business model in the organizational context then it will help the organization to connect with wide range of potential customers and it also helps the organization to increase the brand value as well as sales of the products. The organizations need to ensure good pricing strategies, product quality strategies and marketing strategies in order to enable more sustainability. Kano model of customer satisfaction helps to understand that customers’ needs, and customer loyalty depend on the customer’s impression regarding the product and its quality. As the world becomes so fast and technology has become one of the parts of human’s life the organizations of the retail industry also keeping their focus to enhance the technological aspect in the organizational context. 73.8 million people use the internet every day from their computers and the workplace. India has 100 million internet users and among them, 50% of the people felicitate online shopping. Many things influence the customers online shopping behaviors, and these are broader selection, facility of shipping, exclusive offers, rating and review, competitive pricing, convincing and information about the products. The organizations are also promoting their products with the help of various strategies and these are Content Marketing, email marketing, social media, affiliate marketing, press release and many more. The researcher also felicitates some market research and analyzes the data which help the researcher to conduct the research work properly. The researcher has taken the positivism approach and sampling techniques in order to get the accurate data from the quantitative and qualitative research methods. The analysis part helps to understand that online shopping helps the customers to save their valuable time and it also helps the customers to get various product lists. Additionally, as per the analysis, it can be concluded that online shopping will help the organizations to enhance their business opportunity
as well as it will help the organizations to enable more customer satisfaction in the organizational context.

6.2 Linking with objectives:

Identify the impact of online shopping on the business of the organization.

Online shopping has numerous effects on business of the organization and as per the analysis, it can be referred that online shopping helps the organization to grow their business which will enable more financial benefit in the organizational context. Most of the respondents among the 30 respondents refers that online shopping helps the customers to get a wide range of product and they also refers that it helps to enhance the relationship with the company. Additionally, as it takes less time to purchases any product the respondents refer that it also helps the customers to buy more product than the traditional format.

Determine the customers’ satisfaction towards the products as well as services of the companies.

Customer satisfaction always helps the organizations to ensure good position in the market and from the analysis it can be clear that online shopping will help the organizations to ensure more customer satisfaction in the organizational context and most of the respondents refer that when an organization able to provide good quality of products and service towards the customers it engage more customers with the companies and also help to satisfy the customer demands and expectations.

Identify the impact of online shopping on the improvement of customers' satisfaction in retail companies.
As the world depending on the online service and the technology it helps the organizations to connect more potential customers in short span of time and from the analysis it can be concluded that online shopping helps the customers to get the best product by allowing product comparison among different companies and most of the respondents prefer online shopping as it creates a viable communication with company through online shopping. So, the objective of the research work meets the finding of the research work.

Suggest some future recommendation to the retail companies for implementing the online shopping in their business.

The organization needs to provide free shipping services to their potential customers because it will engage more customers. Additionally, if the organization able to felicitates more offers and discounts for their customers it will attract more new customers which will automatically enable more financial benefit and the analysis part, and the literature review also refers to the same thing. So, the finding of the research work meets the desired object of the research work.

6.3 Recommendations:

Online shopping always helps the customers to save their valuable time and it also gives the customers a wide range of product list. Additionally, they can choose their preferable products by comparing those products with other company’s products who are the seller of the same product. So, the organizations must need to ensure some good strategies which will help the organization to differentiate their product from the other companies. The researcher has recommended some points which will help the companies to enhance their uniqueness in the market. These recommendations are:
• **Offers and discounts:** The organization must need to ensure good offers and discounts for their potential customers because it will help the organization to attract more new customers which will enable more financial benefit in the organizational context.

• **Feedback system:** The organization must need to understand their customer expectations and demands as it will help the organizations to make the strategies accordingly. The organizations also need to provide a feedback option to the customers because it will help the organization to felicitate that the organization is giving value to their customer's views which will engage more customers.

• **Free shipping of the products:** The organizations needs to provide free shipping for the products because it will help the organization to attract more customers and the customers can save their money which will enable more customer loyalty towards the organization.

• **Social media marketing:** The organization must need to invest their resources to felicitate social media marketing because nowadays most of the customers collect reviews about a product from the social media platforms. If an organization able to properly share their products information on social media site, then it will help the customers to get the product detail more easily.

• **Felicitating awareness program for the uniqueness of the product:** Awareness program will help the organization to differentiate their products from the other companies and it will help the customers to identify the uniqueness of the product which will influence the buying behavior of the potential customers.

• **Product detail information on e-commerce website:** The organizations must need to provide all the necessary detail of a product on their electronic commerce website because it will help the customers to get all the products information under one roof which will
enable more customer satisfaction and the customers will not show their interest to get the product information from any other medium.

These are the recommendation which will help the organization to ensure more customer satisfaction as well as financial benefit in the organizational context.

6.4 Future Scope of study:

Future scope of the study basically refers to the greater context of the research work. As the world becomes so fast and technologies are changing day by day. Online shopping has a greater impact on the customers buying behavior because in future as the technology will grow more it will help the organization to share their positive motivation in the market. Customers are nowadays depending on social media as well as online sites for the reviews and the information of their preferable product and its future this dependency will be more. If the organization will able to implement the online system in the organization context it will help the organizations to understand their customer’s motivation and the demands which will help the organization to make the strategies and the products according to the demand of the products in the market. Social networking site will help the customers to connect with more people and they share their motivation and reviews towards any product so online shopping will help the organization to understand the customer’s motivation and thinking. In short, it can be clear that online shopping helps the originations to connect with more customers in short span of time and in future more technology enhancement will help the organizations to enhance their business opportunity in the global market. Additionally, implementation of an e-commerce website will help the organization to connect with more potential customers globally.
Chapter 7: Self-Assessment

Online shopping has a huge impact on the organizational context and this research work help me to understand the crucial points which the organization must need to ensure in order to properly felicitate online shopping in the organizational context. This research work helped me in learning that online shopping will help the customers to save their time which influences the buying behavior of the customers and the organizations are able to gain financial benefit by implementing online shopping. Customer satisfaction is one of the most important parts for any organization because it helps the organization to enhance their performance level in the organization and it also helps the organization to enhance their positive reputation in the market. This research work helps me to understand the key points which an organization must need to maintain in order to ensure customer satisfaction. The main part of any customer satisfaction is meeting the expectations of the customers and this research work help me to understand they crucial points which the organization must need to ensure in order to meet the customers’ demands and the expectations.

To conduct the research work properly I need to conduct some surveys and interviews. The answers of the respondents help me to understand the greater aspect of online shopping and at the time of conducting survey and interviews, I must understand my strength and weakness. These surveys and interviews help me to improve many good qualities which will help me to conduct more research work soon.

At the time of conducting the survey, I need to communicate with many people’s which help me to enhance my communication level and this survey also help me to understand the motivation of the different peoples on the same thing. The main part of the survey is a collection of data and this data collection and analysis process helps me to increase my capabilities in analyzing any certain data with regarding the topic. This survey also helps me to increase my public speaking ability as
I must communicate with more people at a time. At the time of conducting interviews, I have learned many things and help me to understand the motivation of the different employees. Additionally, it helps me to understand the crucial points which the employees are considered at the time of implementing any new technologies and they also share that if the organizations can implement e-commerce website properly then it will help the organization to satisfy more customers in short span of time.

As I must complete the research work in a specific time my time management skill also increased, and this helps me to divide the task according to their importance. Additionally, this time management skill helps me to understand the importance of any specific task and which task needs to be done first in order to complete the research work properly. This research work also helps me to enhance the skill of completing any project within a low budget as the budget of this research work is not so high. I must manage my budget according to the importance of the task. In short, this research work helps me to understand the greater aspect of online shopping as well it helps me to enhance time management, communication skill.
References:


Sunitha, C.K. and Gnanadhas, M.E., Problems towards Online Shopping.


Appendix

Questionnaire

1. What is your age group? *
   - 18 to 25
   - 26 to 35
   - 36 to 50
   - 50 and above

2. What is your gender? *
   - Male
   - Female

3. Do you think that online shopping can provide more facilities than conventional shopping method? *
   - Yes
   - No
   - Not Sure
4. Are you using the online shopping facility while purchasing any products? *
   - Always
   - Mostly
   - Sometimes
   - Never

5. Do you think that online shopping enables you to get more information about products than traditional shopping? *
   - Yes
   - No
   - Mostly
   - Don't Know

6. Do you think online shopping can help Companies to provide more comprehensive service to the customers? *
   - Yes
   - Maybe
   - No
   - I don't know

7. Do you think that online shopping is safe and secure? *
   - Highly Secure
   - Moderately Secured
   - Neutral
   - Not Secured
   - Totally Unsafe
8. Do you agree that online shopping helps you to get the best product by allowing product comparison among different companies? *

- Highly Agree
- Agree
- Neutral
- Disagree
- Highly Disagree

9. Why you prefer online shopping? *

- Time Saving
- Secure Transaction
- More Variety of products
- Easy accessible

10. Do you think that you can create a viable communication with company through online shopping? *

- Strongly think
- Moderately think
- Neutral
- Do not think

11. Do you agree that offers provided by the companies in online shopping is satisfactory? *

- Highly Agree
- Agree
- Neutral
- Highly Disagree
12. According to you, does the companies gain the brand value through online shopping? *

- Highly Agree
- Agree
- Disagree
- Highly Disagree
- Don't Know

13. Do you recommend online shopping to your family and friends? *

- Yes
- Mostly
- Sometimes
- No

14. Are you satisfied with the online shopping experience provided by the companies till date. *

- Yes
- Mostly
- Sometimes
- Never

15. Would you like to recommend any suggestion to improve the online shopping more? *

- More safe and fast transaction
- More fast and on time delivery
- Attractive website and application development
HOW DOES ONLINE SHOPPING IMPROVE CUSTOMER SATISFACTION IN RETAIL INDUSTRY

INFORMATION SHEET FOR PARTICIPANTS

PROJECT TITLE:
How Does Online Shopping Improve Customer satisfaction in retail Industry.

AIM OF RESEARCH:
This contemporary research work will evaluate how online shopping improves customer satisfaction in Retail Industry.
* To determine customer satisfaction towards products and services of the retail companies.
* Identifying the impact of online shopping on the improvement of customers satisfaction in the retail companies.

I am Joswin Binoj Mascarenhas, pursuing Master Of Business Administration in Finance from Dublin Business School, affiliated to QQI, Ireland. This research has been approved by the Research Ethics Committee of Dublin Business School.

WHAT WILL HAPPEN:
In this study, you will be asked to fill a questionnaire which will comprise of questions related to how online shopping improves customer satisfaction in retail industry.

THE ETHICAL CONSIDERATIONS TAKEN ARE:
1. No personal or sensitive information of the respondents will be disclosed.
2. No respondents will be forced to take part in survey.
3. All respondents will be above 18 years.
4. The survey will not take more than 3 minutes to complete.

TIME COMMITMENT:
The study typically takes around 3 minutes to fill the survey.

PARTICIPANTS’ RIGHTS:
You may decide to stop being the part of this study any time without explanation required from you. You have the right to ask that any data you have supplied to the point be withdrawn. You have the right to omit or refuse to answer or respond to any question that is asked for you. You have the right to have your questions about the procedure answered. (Unless answering these questions would interfere with the studies outcome. A full debriefing will be given after the study). If you have any questions as a result of reading this information sheet, you should ask the researcher before the study begins.

CONFIDENTIALITY/ANONYMITY
The data collected will not contain any personal information of the respondent. All the data collected will be safely uploaded to the online drive of the researcher and will not be disclosed in front of the third person.

FOR FURTHER INFORMATION
I Joswin Binoj Mascarenhas and my Supervisor will be glad to answer your questions about the study at any time. You may contact me at Joswin7994@gmail.com or my supervisor at enda.kilgallen@dbs.ie

By selecting the option below, you are agreeing that:
1. You have read and understood the participants’ information sheet.
2. Questions about your participation in this study have been answered satisfactorily.
3. You are taking part in this research study voluntarily.
Transcripts

Q1: How online service can provide the ultimate service to the consumers?

Employee 1: Most of the time consumers did not get the time to come to the store and purchase the products, but online service made it possible and now they are getting their products in their door through online service. Also, to attract the customers every organization now facilitating regular offers, and this cost less for the consumers than preventive shopping method. In addition, consumers are now more selective and for that they visit many sites to get the actual products in right price and gathered information through online about the products. Online shopping enables them to get the actual information and price for a product which reduces the chances of the misconduct.

Employee 2: In recent time people are getting busier day by day and in such scenario online shopping providing the handy approach so that they can get the products easily. Beside this online transaction is now safe and secure and people can buy any products at anytime from anywhere.

Q2. Do you think that still more work to do to develop more comprehensive online shopping experience?

Employee 1: Various issues have been introduced and become serious day by day which can hamper the image of the online shopping. Many consumers highlighted that they did not get their products in time. Some highlighted that they get the wrong products and faced various problems while returning. Few transaction issues have also been in limelight. In the era of advanced
technology, we need to recover such issues so that customer can get the fluent service which they desire.

Second employee: It is true that few issues are there, but it is not absurd because the process of getting order, preparing the orders, packaging, tracking the location, delivery are not the one step process. Mistakes can happen sometimes, but every organization has their customer service for the online shopping and customer can get their cash back if any wrong product has been delivered to them. It is not possible to run a system without flaws, but it is important that how you are recovering the flaws and, in this scenario, recovering process is much effective.
INFORMATION SHEET FOR PARTICIPANTS

PROJECT TITLE

HOW DOES ONLINE SHOPPING IMPROVE CUSTOMER SATISFACTION IN RETAIL INDUSTRY

You are being asked to take part in a research study on customer satisfaction in retail industry.

Research aim: The main focus of this research paper is to identify the impact of online shopping on the retail business. Apart from this aim, the research paper also has some other aims which are such as to determine the customers' satisfaction towards the products as well as services of the retail companies. The research study also aimed at identifying the impact of online shopping on the improvement of customers’ satisfaction in the retail companies.

I am Joswin Mascarenhas, studying MBA in Finance at Dublin Business School, Dublin. This is my dissertation topic which has been approved by the DBS ethical committee.

WHAT WILL HAPPEN

In this study, you will be asked to take part in an interview consisting of 2 questions. This interview will take a maximum of 20 minutes and you will not be forced to continue with the interview if you ever want to stop.

TIME COMMITMENT

The study typically takes 20 minutes to answer all the questions in-depth. You can wish to quit the interview if you do not want to proceed.

PARTICIPANTS' RIGHTS

You may decide to stop being a part of the research study at any time without explanation required from you. You have the right to ask that any data you have supplied to that point be withdrawn / destroyed.

You have the right to omit or refuse to answer or respond to any question that is asked of you.

You have the right to have your questions about the procedures answered (unless answering these questions would interfere with the study's outcome. A full de-briefing will be given after the study). If you have any questions as a result of reading this information sheet, you should ask the researcher before the study begins.

CONFIDENTIALITY/ANONYMITY

The data I collect does not contain any personal information about you. The data you have given me during the interview will not be disclosed to a third party and it will only be used as a source of information for my research. You can tell me to omit any data that you think should not be added in my research. You can refuse to answer any question at any time.

FOR FURTHER INFORMATION

I or / and Enda Kilgallen will be glad to answer your questions about this study at any time. You may contact my supervisor at enda.kilgallen@dbs.ie and me at joswin7994@gmail.com
INFORMED CONSENT FORM

PROJECT TITLE:
HOW DOES ONLINE SHOPPING IMPROVE CUSTOMER SATISFACTION IN RETAIL INDUSTRY

PROJECT SUMMARY: You are being asked to take part in a research study on customer satisfaction in retail industry.
Research aim: The main focus of this research paper is to identify the impact of online shopping on the retail business. Apart from this aim, the research paper also has some other aims which are such as to determine the customers’ satisfaction towards the products as well as services of the retail companies. The research study also aimed at identifying the impact of online shopping on the improvement of customers’ satisfaction in the retail companies.

By signing below, you are agreeing that:

(1) you have read and understood the Participant Information Sheet,
(2) questions about your participation in this study have been answered satisfactorily,
(3) you are aware of the potential risks (if any), and
(4) you are taking part in this research study voluntarily (without coercion).

__________________________
Participant’s signature

__________________________
Participant’s Name (Printed)

__________________________
(Printed) Student Name

__________________________
Student signature

10/12/2018
Date
INFORMED CONSENT FORM

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[Signatures]
Participant’s signature
Participant’s Name (Printed)
(Printed) Student Name
Student signature
Date
12/12/2018