

## A Critical Analysis of Customer's Satisfaction in Online Business A Case Study of Nagpur City

Perna Arun Tikle, Research Scholar, Department of Business Management, RTM Nagpur University, Nagpur  
Dr. Tushar Chaudhari, Research Supervisor, Department of Business Management, RTM Nagpur University, Nagpur

### Abstract

The online business is the part and parcel of modern era. There has been tremendous improvement in number of beneficiaries of online business. There are several factors which are responsible for its growth. One of the crucial among them will be the availability of internet facility at modest price. The internet adeptness has made everyone to feel good about online business. In this research the researcher has made an effort to study the satisfaction in online business. for this purpose he has filled questionnaire from 100 respondents in Nagpur city.

**Keywords: - Online business, customer satisfaction**

### Introduction

Online business, e-marketing, Internet marketing and electronic marketing are all related in terms which, basically put; refer to “marketing online whether via websites (Chaffey & Smith, 2008) and Waghmare (2012) e commerce pointed out promotion of products through digital media.

Using the internet, social media, mobile apps, and other digital communication technologies has become part of billions of people's daily lives. For instance, the current rate of internet use among American adults is about 87% and is closer to 100% for demographic groups such as college-educated and higher-income adults (pee research center )

The first approaches to online business defined it as a projection of conventional marketing, its tools and strategies, on Internet. However, the particularities of the digital world and its appropriation for marketing have fostered the development of channels, formats and languages that have led to tools and strategies that are unthinkable offline.

As per a report by IMAI and Boston consulting group, India has one of the largest and fastest growing populations of Internet users in the world—190 million as of June 2014 and growing rapidly.

- According to a report, India will cross 500 million Internet Users Mark in 2020
- According to Direct Marketing Association, Online business Industry is worth \$62 billion
- According to eMarketer, advertising via mobile phones and tablets rose 180 percent, to \$4 billion in 2014
- According to a report published in The Hindustan Times, New Delhi digital advertising space in India is worth Rs. 6000 crore and video is Rs. 1600 crore of that. In 2016 the digital ad space will grow to Rs. 8100 crore and video will grow faster than search and classified.

### • Objectives

- 1) To study the concept of online business.
- 2) To study the perception of respondents in terms of online business
- 3) To study the factors leading to satisfaction of studied customers regarding online business

### • Hypotheses

H1 Educational qualification is not associated with the awareness about online business

H2 Income is not associated with product buy through online business

### • Review of literature

Longo (2016) concurred with these thoughts by expressing that strategy in online business must be prioritized. The President of EDventure Holding Inc., Esther Dyan, explained that the internet is not just an additional sales or advertising method, but has become a tool that has essentially revamped the way that an organization does business. The President of EDventured continued to express that digitalization is projected to have exponential growth in the future (Patrutiu Baltes, 2016). Client-focused Strategy

Armitage (2015) explained that digital stratagem should be the cornerstone of an organization “go to” market strategy.

## • Research methodology

The primary data was collected through structured questionnaire from samples of 100 respondents from the specified area. The samples have been considered by using convenient sampling method. Secondary data is also being collected from articles, journals etc. The tool used to analyze the data is chi-square test

## • Area of the Study

For this study the respondents are randomly selected in the Nagpur city General profile of Respondents

Particulars	Categories	Number of Respondents	Percentage %
Gender	Male	56	56%
	Female	44	44%
Age	21-30	24	24%
	31-40	22	22%
	41-50	21	21%
	51-60	31	31%
	60 & above	02	02%
Marital Status	Married	61	61%
	Unmarried	39	39%
Types of customers	Student	29	29%
	Working professional	21	21%
	Salaried	28	28%
	Businessmen	08	08%
	Housewife	12	12%
	Pensioner	02	02%
Qualification	U.G. []	45	45%
	P.G. []	20	20%
	Professionals []	30	30%
	Ph.d []	05	05%
Gross Annual income	Below 4 lakh	35	35%
	4 to 8 lakh	20	20%
	8 to 12 lakh	35	35%
	12 to 16 lakh	10	10%

Source: - Primary data collection

## • How many times customers purchased through online business during last year

Particulars	Frequency	Percentage
0-10	25	25%
10-20	10	10%
20-30	36	36%
30-40	27	27%
40 & above	02	02%
Total	100	

Out of total 100 respondent's majority of respondents have purchased from range of 10 to 40.

## • What type of online business you refer

Particulars	Frequency	Percentage
Search engine optimization	21	21%
E mail marketing	06	06%

Pay per click advertisement	18	18%
Online advertising	40	40%
Content marketing	10	10%
Social media marketing	05	05%

• **What types of products do you purchased with the help of online business**

Particulars	Frequency	Percentage
Electronic goods	62	62%
Cloths	11	1%
Jewellery	03	03%
Daily needs	10	10%
Books	02	02%
Home decoration	04	04%
Others (please specify)	08	08%

From the above question it is clear that more than fifty percent 50% of respondents have purchased electronic goods mainly mobile with the help of online business.

• **Analysis of customer's satisfaction through online business**

- 1) **Convenience:** - while studying convenience of respondents it was found that the main points of convenience were the facility of comparison and 24\*7 shopping.
- 2) **Cost Efficiency:-** while studying the it was found that respondents were happy that they need not to go the shops hence it saves their transportation cost.
- 3) **Time saving :-** while studying time constraints respondents were satisfied as online business saves their valuable time.
- 4) **Help :-** while analyzing the help by online business to customers it was found that online business gives valuable information to respondents.
- 5) **Security :-** The two of the biggest security measures which online business markets are that it tells respondents that they have their own password or even they can make payment on delivery.

Hypothesis testing

H1 Educational qualification is not associated with the awareness about online business

	Search engine optimization	E mail marketing	Pay per click advertisement	Online advertising	Content marketing	Social media marketing	Total
U.G. []	15	02	01	22	04	01	45
P.G. []	02	02	02	10	02	02	20
Professionals []	03	02	13	08	02	02	30
Ph.d []	01	00	02	00	02	00	05
	21	06	18	40	10	05	100

While doing chi square calculation it was found that calculated value is 37.877425044092, while table value is 24.996 since  $\chi^2_{cal} > \chi^2_{table}$  Hence the null hypothesis of Educational calculated value is more than table value . Hence null hypotheses is **rejected**. So Educational qualification is associated with the awareness about online business.

H2 Income is not associated with the awareness about online business

	Electronic goods	Cloths	Jewellery	Daily needs	Books	Home decoration	others	Total
Below 4 lakh	17	03	00	08	00	00	07	35
4 to 8 lakh	07	08	02	02	00	00	01	20
8 to 12 lakh	22	10	01	00	00	02	00	35
12 to 16 lakh	06	00	00	00	02	02	00	10
	52	21	03	10	02	04	08	100

While doing chi square calculation on above table it was found that calculated value is 63.062074829932, while table value is 28.869. Hence calculated value which is more than table value. Hence the null hypothesis of Income is not associated with the awareness about online business is **rejected**. So Income is associated with the awareness about online business.

- **Conclusion & recommendations**

It was the obvious concern of respondents regarding the after sales service. In online business one can erase this concern from the mind of customers. Also there have been issues with password protection and there are some products which are not available on cash on delivery. Online business can raise this issue to business. Lastly it was felt that digital marketing should be more a two way communication i.e. communication from customers to business must also be given due importance.

- **References**

- 1) Armitage, J. (2015). Strategic insights. Marketing Insights, 27(1), 22-23.
- 2) Chaffey D, E-business & e-Commerce Management- Strategy, Implementation and Practice Pearson Education, Paris, 2011, 72-79
- 3) Pew Research Center (2015), Internet Use Over Time: American Adults, <http://www.pewinternet.org/data-trend/internet-use/internet-use-over-time/> (accessed 09/15/15).
- 4) Longo, D. (2016). Why Strategy Must Come First in Online business. Convenience Store News, 52(5), 57-60.