

Factors Affecting Consumer Satisfaction to Online Shopping

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Received: 03 Sep 2020; Received in revised form: 28 Nov 2020; Accepted: 12 Dec 2020; Available online: 31 Dec 2020

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Abstract— *Most companies are expanding their network through an online platform. Under various scenarios (e.g. pandemic situations), market vendors should be versatile and adaptable to different types of distribution channels. This paper described the factors affecting consumer satisfaction to online shopping such as reliability and responsiveness, assurance and empathy, and tangibility. This paper determined the significant difference between the sex of respondents and the factors affecting consumer satisfaction to online shopping. This paper used a descriptive method, a total of 487 online consumers (219 Male and 268 Female) within Cabanatuan City were involved in this study using adopted questionnaire with adopted likert-scale responses. Based on the gathered data, the researchers drew four conclusions. First, the respondents have a strong degree of confidence in their respective website/application for online shopping. Hence, it is recommended that owners of online shopping website/application should work on improving their order cancelation and returns. Second, the respondents trusted online shopping websites/applications because of their marketing tactics, such as word of mouth, to boost their credibility. Hence, it is highly suggested that the owners of online shopping website/application should track the problems involving product delivery. Third, respondents have been literate in using and searching online shopping websites/applications. Hence, it is recommended that the owners of the online shopping website/application continuously improve their system to keep their consumers satisfied. Finally, the null hypothesis is retained. It implies that sex does not affect the consumer satisfaction to online shopping factors. Thus, it is suggested to look for other variables that may affect consumer satisfaction.*

Keywords— *Online Shopping, Shopping Website, Consumer Satisfaction, Shopping Application.*

I. INTRODUCTION

Most companies are expanding their network through an online platform. Under various scenarios (e.g. pandemic situations), market vendors should be versatile and adaptable to different types of distribution channels. Thus, both existing and new companies, big and small, are now using the Internet as a way of marketing their goods and services (Alam & Yasin, 2010). Thus, market enterprises should have a competitive positioning on information systems (Santos, 2020).

People these days prefer convenient ways to purchase brands and access shops, and it can be claimed that the Internet has drastically changed the ideas of customers about convenience, speed, price, and knowledge about products and services (Vasić et al., 2019). Online shops need to take significant control of all determinants of customer loyalty in their strategic plans in the online business environment (Guo et al., 2012).

On the contrary, online shopping is not trustworthy and safe for certain customers, and online protection is a big concern

for consumers, particularly in terms of theft, privacy and hacking (Al Karim, 2013). Thus, for customers when making online shopping orders, site design and delivery time are not important (Uzun & Poturak, 2014).

In view of the foregoing insights, the researchers evaluated the factors affecting consumer satisfaction to online shopping. Further, researchers aim to help business owners realize the potential of online shopping with some of its factors as part of consumer satisfaction.

II. CONCEPTUAL FRAMEWORK

Online shopping supports online marketers as they do not need to set up online shops and social media can act as their marketing channel, can quickly attract consumers via internet connections, and can hold two-way discussions at their own pace (Santos, 2020).

The exponential growth of online shopping highlights the value of concentrating on customer satisfaction as a core factor in the establishment of any online shops (Katta & Patro, 2016). Key factors impacting user experience efficiency, product and service information quality, safety perception and site understanding have been described as having major impacts on customer site commitment (Park & Kim, 2003).

OBJECTIVES OF THE STUDY

This paper described the factors affecting consumer satisfaction to online shopping such as reliability and responsiveness, assurance and empathy, and tangibility. This paper determined the significant difference between the sex of respondents and the factors affecting consumer satisfaction to online shopping.

HYPOTHESIS OF THE STUDY

There is no significant difference between the sex of the respondents and the factors affecting the consumer satisfaction to online shopping.

III. METHODOLOGY

This paper used a descriptive method, since it is a simple research technique that examines the situation as it exists in its present state (Williams, 2007). A total of 487 online consumers (219 Male and 268 Female) within Cabanatuan City were involved in this study. This paper used survey research as it incorporates scientific methodology through critical review and assessment of source resources, analysis and evaluation of evidence, and generalization and prediction (Salaria, 2012). The reliability of the adopted questionnaire (Rekha, 2017) with likert-scale responses (Vagias, 2006) was tested using Cronbach's Alpha Test. Below is the result of the Cronbach's Alpha Test:

Factors	C. Alpha	Interpretation
Reliability & Responsiveness	0.794	Good
Assurance & Empathy	0.811	Good
Tangibility	0.762	Good

IV. RESULTS AND DISCUSSION

Table 1. Reliability and Responsiveness

Statement	Weighted Mean	Verbal Interpretation
When the website/application promises to do something in a certain period of time, it does.	3.17	Agree
All relevant details of the order confirmation are sent by email.	3.53	Strongly Agree
Order cancelation and returns are confirmed within the specified time period.	2.47	Disagree
The online website/application services have been performing the service right from the first time.	3.21	Agree

Order tracking details are available until delivery time.	2.79	Agree
The website/application is always available.	3.48	Strongly Agree
Automated or human email responses provide prompt service to customers.	3.10	Agree
The addresses of the website/application are included in all existing documentation, advertising and advertising channels.	3.13	Agree
Responses to e-mail are relevant and accurate and appropriate to customer requirements.	3.15	Agree
The website shows sincere interest in solving any problems.	3.12	Agree
Average Weighted Mean	3.12	Agree

Legend	Verbal Interpretation (VI)
3.25 - 4.00	Strongly Agree
2.50 - 3.24	Agree
1.75 - 2.49	Disagree
1.00 - 1.74	Strongly Disagree

Table 1 shows how reliability and responsiveness factor affects consumer satisfaction to online shopping. Based on the results, most of the respondents strongly agreed that ‘All relevant details of the order confirmation are sent by email ($\bar{x} = 3.53$)’ and ‘The website/application is always available ($\bar{x} = 3.48$).’ This suggests that respondents have a strong degree of confidence in their respective website/application for online shopping. Hence, most of the respondents disagreed that ‘Order cancelation and returns are confirmed within the specified time period ($\bar{x} = 2.47$).’ Thus, on the average, respondents agreed ($\bar{x} = 3.12$) that they were satisfied with their respective online shopping website/application in terms of reliability and responsiveness.

Table 2. Assurance and Empathy

Statement	Weighted Mean	Verbal Interpretation
The website/application has the appropriate security features.	3.11	Agree
The website/application has a very good reputation.	3.51	Strongly Agree
I have the feeling that I can trust this website/application.	3.49	Strongly Agree
The company delivers the right product to the customer.	2.46	Disagree
The policies on security and privacy are easily accessible.	3.06	Agree
Links to the pages are provided for related products or services.	3.02	Agree
Graphics and animation do not prevent me from using it (e.g. Pop-ups).	2.92	Agree
Printing from website/application is easy.	3.11	Agree
I always find the products I want.	3.21	Agree
Average Weighted Mean	3.10	Agree

Legend	Verbal Interpretation (VI)
3.25 - 4.00	Strongly Agree
2.50 - 3.24	Agree

- 1.75 - 2.49 Disagree
- 1.00 - 1.74 Strongly Disagree

Table 2 shows how assurance and empathy factor affects consumer satisfaction to online shopping. Based on the results, most of the respondents strongly agreed that ‘The website/application has a very good reputation ($\bar{x} = 3.51$)’ and ‘I have the feeling that I can trust this website/application’ ($\bar{x} = 3.49$).’ It implies that respondents trusted online shopping websites/applications because of their marketing tactics, such as word of mouth, to boost their credibility. Hence, most of the respondents disagreed that ‘The company delivers the right product to the customer ($\bar{x} = 2.47$).’ Thus, on the average, respondents agreed ($\bar{x} = 3.10$) that they were satisfied with their respective online shopping website/application in terms of assurance and empathy.

Table 3. Tangibility

Statement	Weighted Mean	Verbal Interpretation
Information can be found on minimum clicks.	3.09	Agree
Navigation is both consistent and standardized.	3.27	Strongly Agree
It's easy to find your way to the website/application.	3.24	Agree
There are well-programmed search options.	3.10	Agree
Direct instructions are available.	3.09	Agree
Opening a new screen is kept to a minimum.	3.09	Agree
Average Weighted Mean	3.15	Agree

- Legend Verbal Interpretation (VI)**
- 3.25 - 4.00 Strongly Agree
 - 2.50 - 3.24 Agree
 - 1.75 - 2.49 Disagree
 - 1.00 - 1.74 Strongly Disagree

Table 2 shows how tangibility factor affects consumer satisfaction to online shopping. Based on the results, most of the respondents strongly agreed that ‘Navigation is both consistent and standardized ($\bar{x} = 3.27$).’ This means that respondents have been literate in using and searching online shopping websites/applications. Evidently, most of the respondents agreed that ‘It's easy to find your way to the website/application’ ($\bar{x} = 3.24$).’ Thus, on the average, respondents agreed ($\bar{x} = 3.15$) that they were satisfied with their respective online shopping website/application in terms of tangibility.

Table 4. Significant difference between the sex of the respondents and factors affecting consumer satisfaction to online shopping

Factors	Civil Status	N	Mean	Std. Deviation	t-value	p-value	Interpretation
Reliability and Responsiveness	Male	219	3.13	.34	.034	.973	No significant difference
	Female	268	3.12	.44	.034	.973	
Assurance and Empathy	Male	219	3.08	.23	-.449	.653	No significant difference
	Female	268	3.11	.41	-.451	.654	
Tangibility	Male	219	3.14	.23	-.371	.711	No significant difference
	Female	268	3.16	.45	-.370	.713	

Table 4 shows that the scores of male respondents in terms of reliability and responsiveness (Mean = 3.13, SD = .34), assurance and empathy (Mean = 3.08, SD = .23), and tangibility (Mean = 3.14, SD = .23) is statistically the same as scores of female respondents in terms of reliability and responsiveness (Mean = 3.12, SD = .44), assurance and empathy (Mean = 3.11, SD = .41), and tangibility (Mean = 3.16, SD = .45). The null hypothesis is retained. It implies that sex does not affect the consumer satisfaction to online shopping factors.

V. CONCLUSIONS AND RECOMMENDATIONS

Based on the gathered data, the researchers drew four conclusions. First, the respondents have a strong degree of confidence in their respective website/application for online shopping. Hence, it is recommended that owners of online shopping website/application should work on improving their order cancellation and returns. Second, the respondents trusted online shopping websites/applications because of their marketing tactics, such as word of mouth, to boost their credibility. Hence, it is highly suggested that the owners of online shopping website/application should track the problems involving product delivery. Third, respondents have been literate in using and searching online shopping websites/applications. Hence, it is recommended that the owners of the online shopping website/application continuously improve their system to keep their consumers satisfied. Finally, the null hypothesis is retained. It implies that sex does not affect the consumer satisfaction to online shopping factors. Thus, it is suggested to look for other variables that may affect consumer satisfaction.

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