

# Study of Shopping Behaviour of Online (E-Commerce) Customers in Raipur City: Impact on Satisfaction and Loyalty

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## Abstract

This research analyses the shopping behavior of online (e-commerce) customers in Raipur city and its impact on their satisfaction and loyalty. The growing prevalence of e-commerce has changed shopping patterns and influenced customer expectations and decision-making processes. The main objective of this study is to understand the key factors that customers consider while shopping online, such as product quality, price, delivery speed, and customer service. The impact of these factors on customer satisfaction and loyalty has been measured in depth. To understand satisfaction and loyalty, this study uses a 1 to 5-point Likert scale, where customers indicate their level of satisfaction and loyalty. This research also indicates that when customers have a positive experience on an e-commerce platform, they are more loyal to the platform and make repeated purchases. Conversely, negative experiences may prompt customers to switch to other platforms. The findings of this study may prove useful for businesses as it will help them develop strategies to increase customer satisfaction and loyalty. This study will help understand the shopping behavior of customers in the e-commerce market of Raipur, which will guide companies towards providing better services.

## Introduction

The development of the Internet and digital technologies has brought revolutionary changes to the traditional ways of doing business. The use of digital mediums for business and marketing is growing rapidly, and e-commerce (electronic commerce) is the most important example of this. Over the past few decades, the e-commerce industry has gained a significant global presence and its impact can also be seen on local markets and customer behaviour. Especially in a developing country like India, where Internet penetration is increasing rapidly, e-commerce has brought new opportunities as well as significant changes in consumer behavior.

Raipur, the capital of Chhattisgarh, has not remained untouched by these changes. Consumers here are also increasingly getting attracted to online shopping. While earlier consumers used to go to physical stores to shop, now they are accessing a variety of products and services from home through mobile phones or computers. This digital transformation not only symbolizes convenience, but is also having a profound impact on consumers' shopping patterns, satisfaction, and loyalty levels.

## Rise of e-commerce

E-commerce, also known as electronic commerce, is the business done through the Internet for buying and selling of products and services. It started in the 1990s, but its influence has become more widespread in the 21st century. Today, millions of people around the world are shopping for various products and services using e-commerce platforms. E-commerce is also growing rapidly in India. Internet access, availability of smartphones, and the spread of digital payments have made this sector even stronger.

Especially, customers' inclination towards e-commerce is increasing rapidly in smaller cities and towns. In a city like Raipur, where earlier customers had to limit themselves to physical stores, they can now also access international brands and products through online platforms. E-commerce companies like Flipkart, Amazon, Myntra have made their presence in smaller cities, giving consumers here a wide range of options.

## Changes in Consumer Behaviour

The shopping behaviour of consumers through e-commerce has changed significantly as compared to traditional shopping. Consumers now pay attention to many factors such as product quality, price, delivery timeline, and seller reliability. While shopping in traditional stores, consumers often shopped with limited options. But e-commerce has

given consumers unlimited choices, which has also changed their decision-making process. They have now become more aware and discerning than before, as they now get the opportunity to compare products on different platforms.

In Raipur, where earlier people used to depend on local markets, now they can buy a variety of products through e-commerce. This not only saves them time, but they can also easily access better products and services. This has also increased their satisfaction level, as they are getting better quality and services.

In cities like Raipur, where the digital revolution is spreading rapidly, e-commerce has brought significant changes in the shopping behaviour of consumers. This study attempts to understand the level of customer satisfaction and loyalty by analyzing these changes. With the growing influence of e-commerce, it becomes essential that businesses understand their customers' expectations and provide them with better services. The findings of this research will not only help understand the growth of Raipur's e-commerce market, but it can also prove to be useful for e-commerce businesses across the country

### **Need for the Study:**

The study of customer satisfaction and loyalty in the e-commerce sector is extremely important as it directly affects the success of businesses. In the digital age, customer expectations are constantly changing, and it is imperative for companies to understand those expectations. Satisfied customers not only repurchase, but they also attract new customers by sharing their positive experiences with others. This study will help companies identify customer preferences, their experiences, and satisfaction factors, so that they can improve their services and gain a competitive advantage.

### **Review of Related Literature**

With the growth of e-commerce, many studies have been conducted on consumer behavior, satisfaction, and loyalty. Here is a summary of some important literature related to this topic:

1. Santos, J. (2003). "E-service quality: A model of virtual service quality."

In this study, Santos analyzed various dimensions of e-service quality and how this quality affects consumer satisfaction and loyalty. He concluded that the key elements of e-service quality, such as functionality, reliability, and customer support, determine the level of satisfaction, which then increases customer loyalty. This study makes it clear that the quality of customer experience is directly related to their satisfaction and loyalty.

2. Oliver, R. L. (1999). "Whence Customer Loyalty?"

In this study by Oliver, various stages of customer loyalty have been analysed. He presented the importance of satisfaction as a primary factor that affects customer loyalty. This research suggests that customer satisfaction is not built from a single shopping experience but from the cumulative results of previous experiences. Oliver emphasized that continuity and consistency are necessary to maintain customer satisfaction, which are also important in e-commerce.

### **Limitations of the Research:**

1.:The main focus of this research is on e-commerce customers of Raipur city, from which its limitations arise. The findings of the study are relevant in terms of customer behavior and satisfaction, particularly in this region, but consumer preferences and behavior may differ in other cities or rural areas. Thus, it is possible that the results found in Raipur may be difficult to generalize to other places, and the influence of local cultural, economic, and social factors may also limit the findings of this study.

2.:This study mainly relies on the survey method, which is an important tool for primary data collection. However, there are some limitations associated with this method. The respondents included in the survey share their personal experiences and opinions, but there is a possibility that they may show bias in their answers due to social desirability. This situation may affect the accuracy and reliability of the data, as the respondents may give answers that conform to social norms rather than reality. As a result, the validity and generalizability of the study findings may be reduced.

### **Research objectives:**

1. E-commerce customer behaviour: To understand the shopping behaviour of e-commerce customers in Raipur city, including their preferred products, shopping channels and decision-making factors.

2. Assessment of satisfaction and loyalty: To assess the level of customer satisfaction and loyalty, to know how the level of satisfaction affects customer loyalty.

3. Development of business strategies: To develop effective strategies for e-commerce companies to enhance customer satisfaction and loyalty.

## Research Methodology

### Research Design

This research is a descriptive and quantitative study, which studies the shopping behavior of online e-commerce customers of Raipur city. The objective of this study is to understand what factors affect customer satisfaction and loyalty. This study is based on a structured questionnaire, which has been designed to collect primary data by survey method.

### Data Collection Method

Primary sources have been used for data collection. Data was collected from 100 e-commerce customers of Raipur City through a predefined questionnaire. This questionnaire included questions related to demographic details, shopping behavior, customer experience, satisfaction, and loyalty.

### Sampling Design

Sample Size: 100 Respondents

Sample Selection Method: Convenience Sampling was used, which included respondents who were actively shopping online.

### Data Analysis

SPSS software was used for data analysis. Various statistical tools were used to test the three main hypotheses in the research:

### Hypotheses:-

Hypothesis 1: High-quality services (such as customer service and on-time delivery) provided by e-commerce companies increase customer satisfaction.

Hypothesis 2: A positive relationship exists between customer satisfaction (satisfaction purchase) and customer loyalty (loyalty).

Hypothesis 3: On-time delivery and customer service increases customer satisfaction and future repurchase.

### Testing of Hypothesis 1

#### Descriptive Statistics

	Mean	Std. Deviation	N
DELIVERY ON TIME	1.0600	.23868	100
CUSTOMERSERVICE	3.5100	.97954	100
PURCHASE SATISFACTION	3.6600	.90140	100

### Correlations

		DELIVERYONTIME	CUSTOMERSERVICE	PURCHASESATISFACTION
DELIVERYONTIME	Pearson Correlation	1	-.391**	-.468**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
CUSTOMERSERVICE	Pearson Correlation	-.391**	1	.645**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
PURCHASESATISFACTION	Pearson Correlation	-.468**	.645**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Interpretation:

1. DELIVERY ON TIME has a negative correlation with both Customer Service (-0.391) and Purchase Satisfaction (-0.468). This negative correlation suggests that while timely delivery is crucial, the increase in satisfaction is more nuanced, potentially influenced by other factors like service quality or product expectations.
2. CUSTOMER SERVICE has a strong positive correlation (0.645) with Purchase Satisfaction. This indicates that higher-quality customer service significantly increases customer satisfaction, supporting the hypothesis.

### Conclusion:

The statistical analysis supports Hypothesis 1. It demonstrates that high-quality services, particularly customer service, positively influence customer satisfaction. Timely delivery also plays a role, but its relationship with satisfaction may be more complex and impacted by other service-related factors. Thus, both customer service and delivery times are crucial for enhancing customer satisfaction in the e-commerce sector.

### Testing of Hypothesis 2

#### Descriptive Statistics

	Mean	Std. Deviation	N
PURCHASESATISFACTION	3.6600	.90140	100
LOYALTY	3.4600	.90364	100

### Correlations

		PURCHASESATISFACTION	LOYALTY
PURCHASESATISFACTION	Pearson Correlation	1	.529**
	Sig. (2-tailed)		.000
	N	100	100
LOYALTY	Pearson Correlation	.529**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Interpretation of Results:

The results show a moderate positive correlation ( $r = 0.529$ ) between Purchase Satisfaction and Customer Loyalty, meaning that as customer satisfaction increases, customer loyalty also tends to increase. The significance value ( $p < 0.05$ ) further supports the conclusion that this relationship is statistically significant. Thus, the hypothesis that there is a positive relationship between customer satisfaction and loyalty is supported by the data.

### Conclusion:

The findings of this study confirm that customer satisfaction and loyalty are positively related. Businesses that focus on improving customer satisfaction can expect to see an increase in customer loyalty. Given the significance of this relationship, companies need to invest in strategies that enhance the customer experience, as this will foster long-term loyalty and retention.

### Testing of hypothesis 3

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686 <sup>a</sup>	.470	.459	.66285

a. Predictors: (Constant), CUSTOMERSERVICE, DELIVERY ON TIME

#### ANNOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	37.821	2	18.910	43.039	.000 <sup>b</sup>
Residual	42.619	97	.439		
Total	80.440	99			

a. Dependent Variable: PURCHASE SATISFACTION

b. b. Predictors: (Constant), CUSTOMER SERVICE, DELIVERY ON TIME

#### Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.918	.490		5.951	.000
DELIVERY ON TIME	-.960	.303	-.254	-3.166	.002
CUSTOMERSERVICE	.502	.074	.545	6.786	.000

a. Dependent Variable: PURCHASE SATISFACTION

### Regression Analysis Results

Based on the regression model, it was found that both customer service (CUSTOMER SERVICE) and on-time delivery (DELIVERYONTIME) have a statistically significant impact on purchase satisfaction (PURCHASESATISFACTION).

Model Summary: The R Square value is 0.470, indicating that the independent variables (customer service and on-time delivery) explain 47% of the variance in purchase satisfaction. The Adjusted R Square value is 0.459, which, while slightly lower, still indicates that the model is appropriate and satisfactory.

ANOVA (Analysis of Variance): The F-value obtained from the ANOVA analysis is 43.039, which is highly significant ( $p$ -value = 0.000). This implies that the group of independent variables has a statistically significant effect on purchase satisfaction, indicating the relevance of the model.

**Coefficients Analysis:** The B value for customer service is 0.502, meaning that for every unit increase in customer service, consumer satisfaction increases by 0.502 units. The Beta value for this variable is 0.545, indicating that it is the strongest factor influencing purchase satisfaction. The p-value for customer service is 0.000, showing it is highly significant. The B value for on-time delivery is -0.960, which indicates that if deliveries are not on time, consumer satisfaction will decrease. The p-value for this variable is 0.002, making it statistically significant, though its effect is **negative**.

### Conclusion

Based on the results of this study, it is clear that customer service and on-time delivery are important factors influencing purchase satisfaction. Specifically, customer service has a positive and strong effect, while on-time delivery has a negative effect, meaning that delivery delays lead to a decrease in consumer satisfaction. Therefore, the hypothesis is accepted that customer service and on-time delivery significantly impact consumer purchase satisfaction. These findings are relevant for organizations, which can focus on improving customer service and ensuring timely deliveries to enhance consumer satisfaction.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.561 <sup>a</sup>	.314	.300	.24060

a. Predictors: (Constant), CUSTOMERSERVICE, DELIVERYONTIME

### ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2.575	2	1.287	22.241	.000 <sup>b</sup>
Residual	5.615	97	.058		
Total	8.190	99			

a. Dependent Variable: FUTUREPURCHASING

b. Predictors: (Constant), CUSTOMER SERVICE, DELIVERY ON TIME

### Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.831	.178		4.668	.000
DELIVERY ON TIME	.493	.110	.409	4.478	.000
CUSTOMER SERVICE	-.075	.027	-.255	-2.795	.006

a. Dependent Variable: FUTUREPURCHASING

### Regression Analysis Results

The analysis aimed to assess the impact of customer service and on-time delivery on future purchasing behavior. The regression model produced several significant findings.

### Model Summary

The model demonstrated a correlation coefficient (R) of 0.561, indicating a moderate positive relationship between the independent variables and future purchasing. The R Square value of 0.314 suggests that approximately 31.4% of the variance in future purchasing behavior can be explained by the combined effect of customer service and on-time delivery. The Adjusted R Square value of 0.300, which accounts for the number of predictors in the model, reinforces

this finding, indicating that customer service and on-time delivery have a meaningful yet moderate impact on future purchasing decisions.

### ANOVA (Analysis of Variance)

The ANOVA results yielded an F-value of 22.241, which is statistically significant ( $p$ -value = 0.000). This indicates that the regression model significantly predicts future purchasing behavior, suggesting that at least one of the independent variables (customer service or on-time delivery) has a meaningful effect on future purchasing intentions.

### Coefficients Analysis

The coefficients for the independent variables provide deeper insight into their individual impacts:

**DELIVERYONTIME:** The coefficient of 0.493 indicates that for every one-unit increase in on-time delivery, future purchasing behavior is expected to increase by 0.493 units. This positive effect is statistically significant ( $p$ -value = 0.000), suggesting that timely deliveries are crucial in influencing customers' intentions to make future purchases.

**CUSTOMERSERVICE:** Conversely, the coefficient for customer service is -0.075, indicating a negative relationship with future purchasing behaviour. This suggests that an increase in customer service leads to a decrease in future purchasing intentions, which is counterintuitive. The statistical significance of this negative relationship ( $p$ -value = 0.006) warrants further investigation to understand the underlying factors contributing to this unexpected outcome.

### Conclusion

In conclusion, the results of this study support the hypothesis that both customer service and on-time delivery significantly influence future purchasing behavior. While on-time delivery has a positive and statistically significant impact, the negative relationship observed with customer service raises important questions regarding its effectiveness and the factors influencing customer satisfaction. These findings are critical for businesses aiming to enhance customer retention and loyalty. Companies should focus on improving on-time delivery to positively influence future purchasing decisions. Simultaneously, further exploration into the aspects of customer service that may lead to a decrease in future purchasing intentions is essential for developing effective customer engagement strategies.

### Suggestions

The following suggestions can be made for the e-commerce industry, considering all the conclusions: Companies should focus on both customer service and timely delivery, as these factors influence customer satisfaction and loyalty. Customer service has a direct and strong impact, while timely delivery has a positive effect, but delays can lead to a decrease in satisfaction. Therefore, companies need to strengthen their processes to ensure timely delivery. Additionally, it is crucial to identify and improve those aspects of customer service that negatively affect customer satisfaction. Furthermore, since there is a direct relationship between customer satisfaction and loyalty, companies should invest in long-term strategies to enhance the customer experience, which will boost customer loyalty and their future purchasing behavior.

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