Customer Experience In E-Retailing - A Study In Nagercoil Down

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ABSTRACT

For many years, the retail market has been an attractive industry for industrialists and researchers alike. However, with the rise of technology, a new research area has emerged, focusing on understanding customer experience in the online retail market. In India, a large percentage of internet users use online mode to get product information, compare costs, and read product reviews. However, the inability to physically inspect products before purchase is the biggest barrier to online shopping in India, which can lead to uncertainty in the product quality. Although e-retail in India has skyrocketed above global purchasing rates in several categories, Indian e-retailers are not well-directed, and their shopping experiences are not seamless. Due to a lack of comprehensive research, Indian e-retailers have not incorporated a strong business rationale for customer experience, nor have they effectively integrated different customer experience methods into their marketing tactics. It is crucial to systematically explore how companies can alleviate unfavorable experiences and negative consequences and improve Indian consumer behavior concerning online shopping.

KEY WORDS: Customer experience, E-retailing, Satisfaction, Trust, Repurchase intention.

INTRODUCTION

E-commerce is buying and selling of goods and services over the internet. Before e-commerce buying and selling were done without internet physically in the markets but after the arrival of e-commerce in India our life has become more convenient because of its number of advantages. The advantages offered by e-commerce are online shopping of anything at any time and at any place, customers can find the products on e-commerce websites which is no available in physical markets, it reduces cost and time, without stepping out from home we can get our product at home. Along with e-commerce there is also a popular term called e-business due to which the business of enterprises has increased electronically with the help of internet by which they can reach to many customers which increases their sales. There is no specific definition of the terms E- commerce and E-business, they are used interchangeably. In fact, E-commerce is a part of E-business which focuses on external activities while E-business focuses on both internal and external activities of a business. Ecommerce has a lot of good and bad impacts on different areas. The key of having a successful e-commerce is to reduce

the negative impacts and increase the benefits at the same time.

India is one of the fastest developing economies on the planet. The retail market in India offers essential opportunities for retailers and brands across categories. This is driven by elements, for example, a large consumer base, rising incomes and open positions, increasing consumer awareness, etc.

STATEMENT OF THE PROBLEM

Every day in electronic retailing brings new issues and challenges. The essential responsibility of management teams is to continually think about how to meet established targets, maintain and enhance profitability, and design strategies while dealing with new issues and challenges. The retail market has been a lucrative field for industrialists as well as researchers for many decades. With the advent of technology, a new research area has grown significantly which tries to understand the customer experience in the online retail market. In India, 50% of Internet users use online mode to get product information, 32% to compare costs, and 31% to read product reviews. However, according to Nielson's global survey (2020), the most significant barrier to online shopping in India is customers' inability to physically inspect products before purchase, which is attributed to uncertainty in the product quality. Considering these market realities, it can be claimed intuitively that Indian internet shoppers absorb service cues coordinated by e-retailers differently than established markets, and this may have an impact on relationships between customers and businesses. While this logic appears to be solid on the surface, it could turn out to be false if markets are not thoroughly empirically scrutinized. Due to a lack of comprehensive research, it is considered that Indian e-retailers are not well-directed. As a result, neither a strong business rationale for customer experience nor an effective integration of different customer experience methods has been incorporated in the marketing tactic of Indian e-retailers. Given that Indian consumer behavior concerning online shopping is infrequently studied. It is critical to systematically explore how companies might alleviate unfavorable experiences as a result of the negative consequences listed above. Hence the researcher endeavours to propose the study, "Customer experience in e-retailing: A study".

REVIEW RELATED LITERATURE

Beig and Nika (2024) demonstrated that emotional experience had a favorable impact on the four aspects of brand equity, namely brand awareness, brand association, perceived quality, and brand loyalty. They contemplated that marketing managers should concentrate on developing an emotional connection with their customers. This may be accomplished through emotional marketing communications such as emotive commercials (both offline and online) and dependable customer service. They also suggested that to improve their consumers' sensory experiences, online shopping portals can improve their online aesthetics, and website navigation, routinely update product information, and make their adverts more appealing.

Gulfraz et al. (2023) provide empirical support that the online customer experience is a major

indicator of impulsive purchase behavior while using ecommerce platforms. The findings show that the four functional dimension components and the three psychological dimension components have a substantial impact on online impulsive purchases. They also discovered a mechanism by which the online customer experience influences online impulsive purchasing, demonstrating that a positive online customer experience influences both the cognitive and emotional components of customers' attitudinal loyalty. Furthermore, their findings contribute to the development of an understanding of how consumers' self-control might operate as a negative moderator of the link between their attitudinal loyalty and online impulsive purchasing.

Jamal Hasan (2019) assumed that despite the ever expanding online exchange, the retail shops wouldn't disappear. Different surveys have shown that customers really prefer to shop in stores and the number of purchases is increasing. Currently, they essentially use mixes of ecommerce and retail stores. Before the last purchase in the store, customers prefer to figure out every one of the necessary information through the Internet. By virtue of online shopping, customers prefer to take a gander at the item in a retail shop and afterward purchase it through e-shop. In this paper, we decided to verify my hypothesis. The article aimed to determine the effect of e-commerce on retail stores.

Menal Dahiya, (2017) Internet assumes a fundamental role in our every day life. We use internet step by step nearly for every single work. Before e-commerce exchanging were done without internet in the markets however after the appearance of e-commerce in India our life has become more convenient because of its number of advantages. Online shopping is a piece of ecommerce which is done generally by the users due to ecommerce websites in India which enables us to purchase and sell the items as indicated by our choice at affordable price. E-commerce website has a great deal of effects on different markets and retailers. In this paper we will examine about the different markets and retailers and effects of ecommerce on them.

OBJECTIVES OF THE STUDY
- ➢ To know the Demographic Variables of the Respondents.
- ➢ To validate the determinants of customer experience in e-retailing.
- ➢ To assess the relationship between socio economic factors of Gender and the customer experience in e-retailing.

RESEARCH DESIGN
The present study is of Descriptive in nature. Sample size selected for the study was 50 respondents sent their answer out of 70 questionnaires in Nagercoil Down of Tamil Nadu State. For analyzing the data percentages, Chi square test were applied.

LIMITATIONS OF THE STUDY
- ➢ The sample size used in the study may not be representative of the entire population, and the findings may not be generalizable to other contexts.

- ➢ The study focused on a specific e-retailing context and did not explore other contexts, such as B2B e-commerce or mobile commerce.

RESULTS AND DISCUSSIONS
Table 1: Demographic Variables of the Respondents

VARIABLES		No of Respondents	Percentage
Age	21-25	09	18
	26-35	21	42
	36-45	12	24
	Above 45	08	16
	Total	**50**	**100**
Gender	Male	32	64
	Female	18	36
	Total	**50**	**100**
Marital Status	Single	18	36
	Married	32	64
	Total	**50**	**100**
Educational Qualification	Illiterate	11	22
	Primary education	13	26
	Secondary education	18	36
	College	8	16
	Total	**50**	**100**
Daily Income	Below Rs.1000	9	18
	Rs.1001 - Rs.2000	16	32
	Rs.2001 - Rs.3000	10	20
	Rs.3001 - Rs.4000	10	20
	Above Rs.4000	5	10
	Total	**50**	**100**

Sources: Primary Data

Table No.1 shows demographics wise distribution of the respondents. The majority of respondent's age group were 26-35. The most of the respondents were single. Secondary educations were high as compared to other Educational groups. Majority of the respondent's earning daily Rs.1001 - Rs.2000.

Table 2: CUSTOMER EXPERIENCE IN E-RETAILING

Sources	Score	Rank
Price Offering	56.75	I
Product Selection	55.64	II

Quality of Information	51.33	**III**
Purchase Process	50.12	**IV**
Timely Delivery	49.24	**V**
System Quality	49.15	**VI**
Order Accuracy	56.75	**VII**
Return Handling Process	55.64	**VIII**

Sources: Computed Data

It is observed from the table 2. The analysis shows that Price Offering goes to I rank, Product Selection goes to II rank, Quality of Information goes to III rank, L Purchase Process goes to IV rank, Timely Delivery goes to V rank, System Quality goes to VI rank, Order Accuracy goes to VII rank and Return Handling Process goes to VIII rank. The most important factors that determine the Experience in E-Retailing is Price Offering and Product Selection.

Table 3: Table showing T Test for Dimensions of Gender Type and Customer Experience in E-Retailing

Dimensions	Family type	N	Mean	T Test	
				t value	Sig.
Information quality	Male	66	2.63	3.338	0.0010**
	Female	34	2.11		
Website convenience	Male	66	2.60	2.429	0.0160*
	Female	34	2.42		
Product Selection	Male	66	2.90	2.144	0.0320*
	Female	34	2.07		
Purchase Process	Male	66	2.47	1.279	0.0020**
	Female	34	2.55		
Price Offerings	Male	66	2.37	2.647	0.0080**
	Female	34	2.45		
Service quality	Male	66	2.84	4.120	0.0000**
	Female	34	2.10		
Security	Male	66	2.42	1.671	0.0000**

	Female	34	2.53		

Source: Primary Data Note: **, and * means significance at 0.01, and 0.05 level respectively.

Table summarizes the results of Testing of mean differences of Gender Type and Customer Experience in E-Retailing. The p value of Information quality, Purchase Process, Price Offerings, Service quality and Security are significant at 0.01 levels, whereas other dimensions of Customer Experience on E-Retailing such as Website convenience and Product Selection are significant at 0.05 level, hence the Null hypothesis (H0) is rejected. Consequently, it is accepted that a noteworthy mean difference persists between Male and Female towards the Customer Experience in E-Retailing.

FINDINGS

- ❖ The majority of respondent's age group were 26-35.
- ❖ The most of the respondents were single.
- ❖ Secondary educations were high as compared to other Educational groups.
- ❖ Majority of the respondent's earning daily Rs.1001 - Rs.2000.
- ❖ When researcher analysed the customer experience in e-retailing, the Price Offering got the first rank and the Return Handling Process were also last rank.
- ❖ The most important factors that determine the Experience in E-Retailing is Price Offering and Product Selection.
- ❖ When the researcher compare with Gender Type and Customer Experience in E-Retailing. it is accepted that a noteworthy mean difference persists between Male and Female towards the Customer Experience in E-Retailing.

CONCLUSION

The rapid rise of e-commerce has led to a significant shift in the way customers shop. E-retailing has transformed the traditional shopping experience, allowing customers to browse and purchase products from the comfort of their own homes. However, with this shift, customers have also become increasingly demanding and have set higher expectations for their online shopping experience. Therefore, the goal of this thesis was to investigate the customer experience in e-retailing and explore ways in which e-retailers can enhance the customer experience. Throughout the thesis, a comprehensive review of the literature was conducted to identify key factors that influence the customer experience in e-retailing. The research revealed that there are several factors that impact the customer experience in e-retailing, including website design, ease of use, product information, customer service, and delivery.

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