

Study of Customer Satisfaction towards Online and Offline Shopping

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Abstract

The study presents the analysis of online and offline mode of shopping and its influence on the customer satisfaction. With increasing demand of online shopping among the audience, it is analyzed that customer satisfaction depends on variety of factors. Offline shopping has its own importance within the population and is widely popular due to its accessibility.

Keywords: online shopping, offline shopping, customer satisfaction, transportation

Introduction

Online shopping is gaining access within the population. More brands are coming up with different schemes and programs to engage customers online. The majority of the population using the internet makes online businesses include effective marketing strategies to generate more revenue. With online shopping there are creating limitations like the quality of the product cannot be determined, privacy

issues, and handling of a product during delivery. These challenges have impacted the purchase intention and customer satisfaction level. The limitations of online shopping have made the customer return to the traditional mode of shopping. With the traditional model, customers can physically communicate with products and analyze their usefulness.

The section explains the background of the study with relevant statistical data.

The research objectives are presented to establish the significance of the study along with the research questions. Every question presented in the chapter is well addressed to develop the study.

Research Objectives

The research objectives of the research article are mentioned below:

- To analyze the satisfaction level of customers toward online shopping
- To examine the influence of offline shopping on customer satisfaction
- To identify the challenges faced by customers while engaging with online and offline modes of shopping.

Research questions

The research questions of the research article are mentioned below:

RQ1: How does online shopping contribute to customer satisfaction?

RQ2: In what ways does offline shopping impact customer satisfaction?

RQ3: What are the challenges faced by customers while engaging with online and offline modes of shopping?

Background

Online shopping is booming with time and getting widely popular. With the onset of the pandemic, it is noticed that the majority of the population has accepted the online mode for purchasing their items. It is a preferred method as it is consonant and time consuming. Whereas, the traditional methods are still very much relevant.

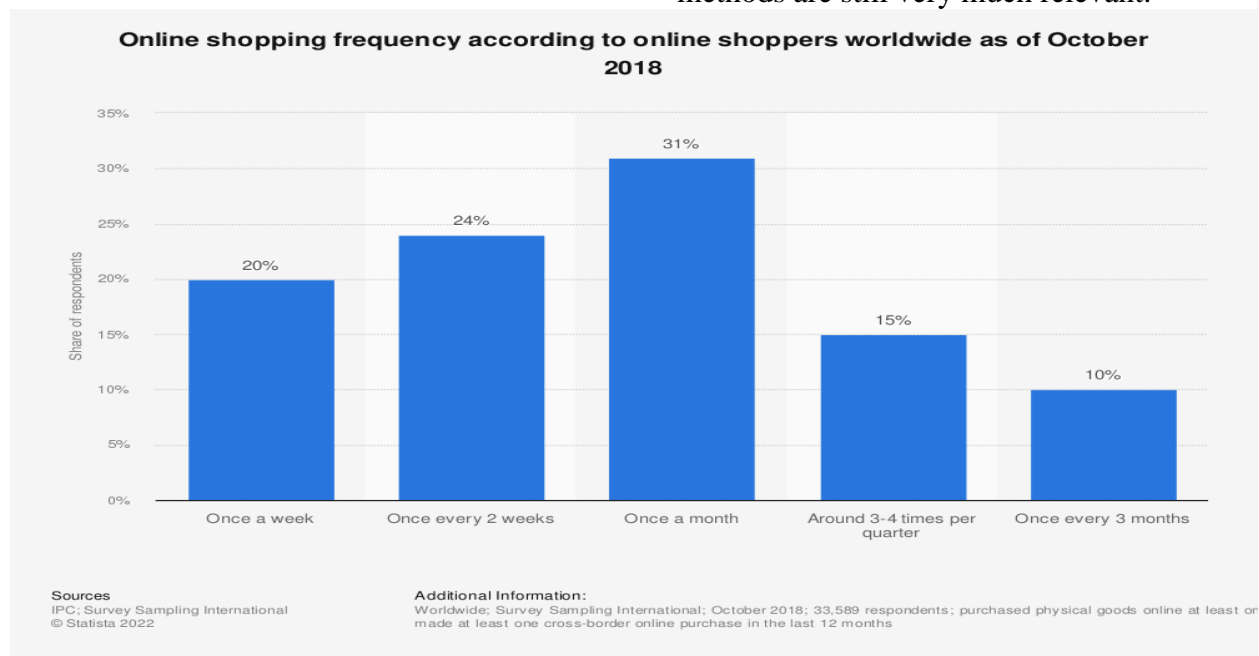


Figure 1: Online shopping frequency
(Source: Statista, 2022)

With time business has shifted to online spaces, still, offline stores are hassle-free and easily approachable in the need of the hour. In the year 2021, it is noted that 68%

of the UK population have visited offline stores to purchase products and services (Statista, 2022). The statistics presented illustrate that there is a high growth

observed reading involvement of online shopping by the population of the UK. Both Australia and the US have also witnessed the majority opting for offline stores and outfits to buy goods. The presentation given to the offline mode includes its accessibility and they warn a buyer can feel the product. A

customer can analyze the quality of the product and make a decision whether to purchase or choose another shop for the same product. Though the traditional method is time-consuming, it doesn't hamper the preciosity policies of the consumers.

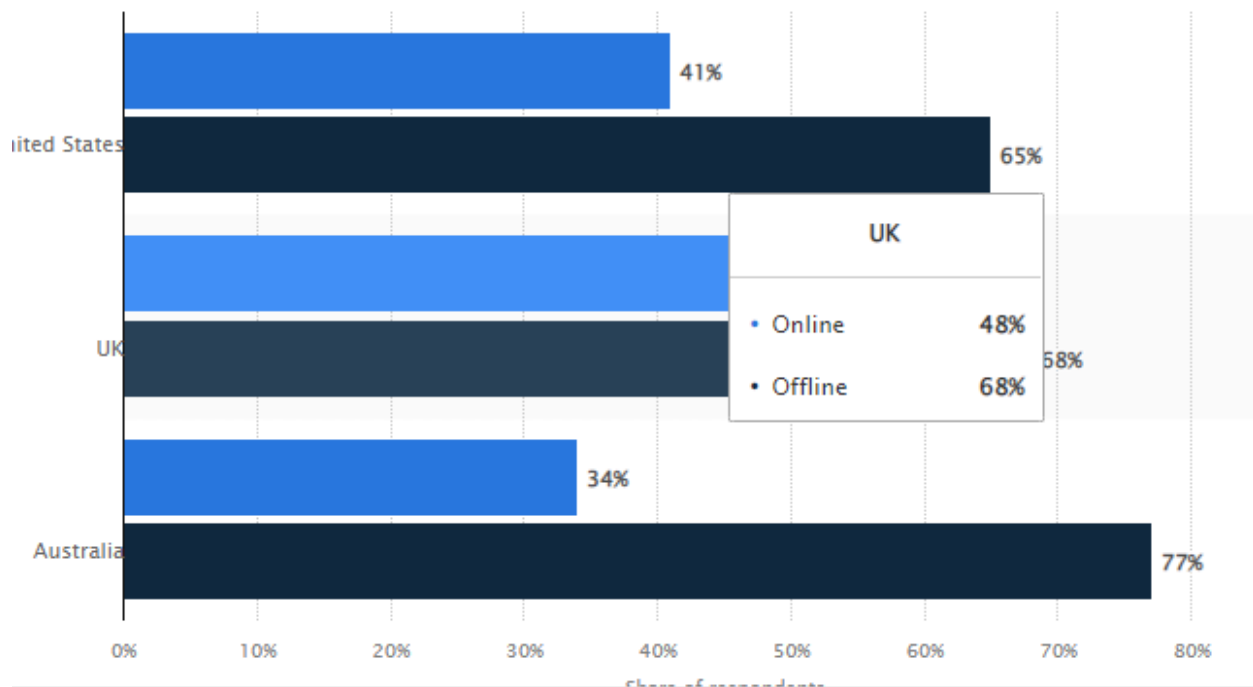


Figure 2: Online and offline shopping engagement

(Source: Pasharibu, Paramita & Febrianto 2018)

From the figure it can be analyzed that offline mode shopping is more preference than online shipping.

well adapted by the population, the offline mode still poses a threat to the e-commerce sites as customers can feel the quality and estimate the performance of the products.

Literature Review

Introduction

The section illustrates a vivid description of online and offline modes of shopping. Both the shopping modes are convenient to certain sections of the audience. Online shopping is the new rage among consumers and is gaining acceptance and has its own challenges that are described in the chapter. Though online shopping is

Online shopping

Online shopping refers to the electronic mode of purchasing products using the internet. Customers worldwide are engaging with online modes of shopping considering the easy accessibility and availability of a variety of products. Retention of customers is an important aspect of a successful business. According to Pasharibu, Paramita & Febrianto (2018),

understanding the interactions a customer has with a brand helps the management improve their services. The feedback provided by the consumers explains their experiences and satisfaction regarding the products. Connecting with the consumer and have positively impacted the purchase intentions of the customers. E-commerce companies often conduct surveys to generate feedback from customers and analyze their responses.

Marketing strategies adopted by the companies enhance the brand awareness among consumers. The technology used by the firms influences customers to purchase products and services hassle-free. Customer-

oriented programs are organized that help consumers to understand the brand and its services. As argued by Sharma, Sharma & Kaur(2020), perceived risk negatively impacts the customer purchase intentions online. The emerging concern about privacy and money transfer issues has reduced the engagement of the audience with inline services. Customer attitudes towards online shopping have changed drastically after the onset of the pandemic. With innovativeness, brand awareness, and "price consciousness", customers can compare prices and purchase products. The smooth process of purchasing and the quality of products delivered by the companies enhanced customer satisfaction.



Figure 3: Online shopping
(Source:Schulze, 2021)

Offline shopping

The traditional mode of shopping involves the exchange of goods and items between a seller and the buyer. Purchasing goods from offline stores, warehouses, factories, and outlets rely on face-to-face interactions (Schulze, 2021). The offline shopping approach "thrives on word of mouth", effective networking, and referrals.

The presence of effective customer services increases the repeat purchase intentions of the customers as well as engages new customers. As stated by Schulze (2021), the active participation of customers engaging with the quality of the product makes them feel safe before making a decision. Also, the purchased products are delivered at the same online shopping takes time. Effective

communication with other customers and the seller enhance the knowledge about the products. With products being properly explained, customers can understand whether the item is required or not.

Offline stores offer an easy way to return an item. This has a positive impact on customers as they can exchange their item with the best one suitable for them. Products like shoes and clothes can be tried before the customer makes a decision to purchase the

products (Pasharibu, Paramita&Febrianto, 2018). The whole process enhances their engagement and satisfaction. Whereas offline stores do not provide the widest range of products to choose from. An offline store has a limited stock of products for the consumers to select from and less opportunity to compare prices.

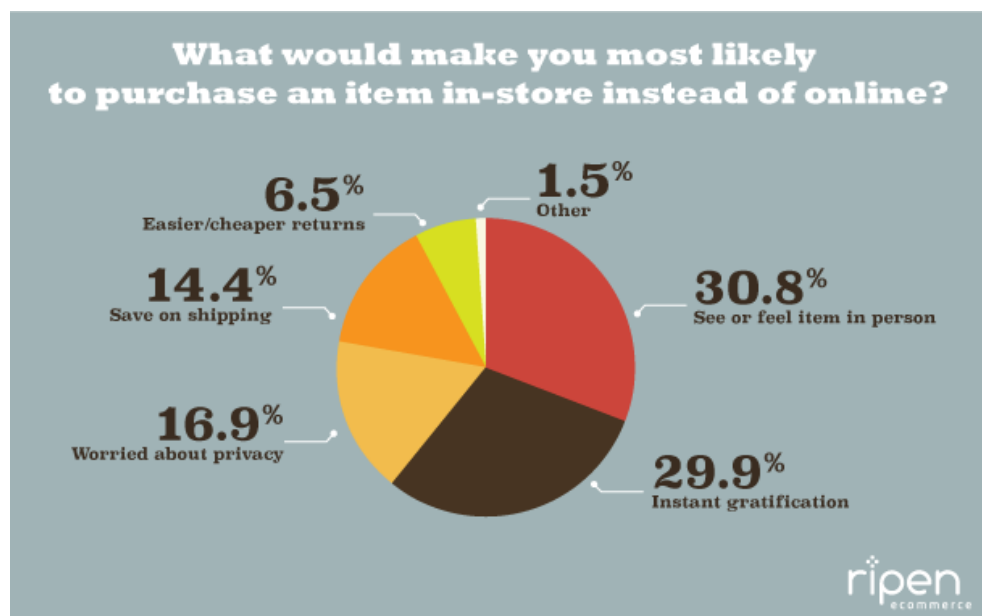


Figure 4: Offline shopping
(Source:Le, Carrel & Shah, 2021)

Challenges faced by consumers

Customers engaging with both online and offline modes of shopping face certain challenges. Products ascribable online do not allow the customers to physically feel the quality of the product. The arrival of the product takes time and at times the delivered product is mishandled which damages the product (Le, Carrel & Shah, 2021). Online shopping also includes fraud websites and transactions that drastically disturb the intentions of the customers to engage with a product online. The delivery charges are

unavoidable. Customers analyzing all the factors that possess a threat to their privacy results in disappointment among the consumers.

With the offline mode of shopping, consumers do not have an opportunity to compare the prices and lose money as a limited range of products is available to choose from. Traditional shopping is time consuming. Customers pay an additional traveling cost for a product. Purchasing an item on holidays is difficult as most outlets are closed on these days. This time

consuming methods have shifted the preference of the customers to engage with online mode of shopping which is hassle free.

Theory

Disconfirmation paradigm theory is undertaken to develop the study. The theory focused on the performance of the services that are necessary to meet the expectations of the customers. Establishing customer satisfaction involves the quality of services and how well the product performs. Every consumer chooses a product based on the previous feedback or information provided regarding the product. When a product performs well, it enhances the feeling of satisfaction among the consumer. The feeling of pleasure or disappointment influences the purchase intent of the consumers (Gilly & Wolfinbarger, 2020). Every product or service purchased by the consumer's enhances the overall experience that helps the brands to build a long term relationship with the consumers. The theory is undertaken to analyze the satisfaction level of the consumers based on perceived perforation which can be met by the product

Methods

The research study is developed with the help of a secondary qualitative method. All the information and data collected are from journals and peer-reviewed articles. The information is well explored to present the research objectives previously described in the study. According to Flick(2020), secondary research is done to provide a systematic review of the existing resources and material. It is a cost-effective method and easily accessible to have a better understanding about the relevant concepts. In this study a positivist ideology is maintained for data collection and analysis.

Secondary analysis of data is supported by the descriptive exploratory framework. The journals and articles considered to develop the study are focused on online and offline modes of shopping for customer satisfaction. The information collected covers the usefulness of online shopping and its accessibility. A brief description of the themes is presented in the study along with a thematic coding output (Gilly & Wolfinbarger, 2020). Interpretation of the themes provides the significance of the research study. The study consists of two themes that analyze the results of the qualitative information.

Results and analysis**Quality review**

Authors	Study design	Number of resources	Measured outcomes	Result	Quality review
Pasharibu, Paramita &Febrianto (2018)	Qualitative	5	Impact of Online shopping on customer satisfaction	Every product purchased by the consumer's enhancer the overall experience that helps the brands.	Moderate
Suganya, (2018)	Qualitative	45	Influence of Online shopping on customer satisfaction	Products ascribable online do not allow the customers to physically feel the quality of the product	High
Vasić, Kilibarda&Kaurin(2019)	Quantitative	150	Influence of Offline shopping on customer satisfaction	Offline stores do not provide a range of products.	High
Muntaqheem &Raiker, (2019)	Qualitative	20	Influence of both online and Offline shopping on customer satisfaction	Customers are engaging with online modes of shopping.	Moderate

Table 1: Quality review
(Source: By learner)

Thematic coding

Author	Code	Themes
Pasharibu, Paramita &Febrianto, 2018	Quality service, customer satisfaction, online purchase, transportation	Pricing of a product positively impact customer satisfaction
Muntaqheem&Raiker, 2019	Customer behavior, physical store, online shopping, technology,	Online shopping is influenced by the willingness of the customer to engage with products online for a better experience

Table 2: Thematic coding

(Source: By learner)

Thematic analysis**Theme 1: Pricing of a product positively impact customer satisfaction**

Customer satisfaction can be defined as a “feeling of pleasure or disappointment that depends on the performance of the products or results” of a service. A customer often compares the pricing of similar products and has certain expectations with the low cost one. When a customer feels delighted about the quality of the product, it is very likely that customers stick with the brand for a long period of time (Sharma, Sharma & Kaur, 2020). While exploring the prices of the products, consumers focus on the benefits of indulging in bargaining with the seller before making a decision on the item. When a customer feels the price is reasonable, the feeling is the generator's purchase intention to engage with their product. Offline stores with effective communication and customer services enhance the engagement with their products. Quality services increase the trust and integrity of the brand. Thus there exists a positive relationship between the pricing of the product and customer satisfaction.

Theme 2: Online shopping is influenced by the willingness of the customer to**engage with products online for a better experience**

Customers are highly fascinated with hassle-free purchase options to select the desired product. The emergence of online shopping has impacted their intention to engage with products online. Online websites and social media pages enable the consumer to access a variety of products. Every brand organizes events and discount coupons that affect the purchase intention of the customer (Schulze, 2021). Customers engaging with online brands have responded to brands and these special programs. With online shopping customers get delivered their favorite and international products at their doorstep. Brand meeting the extractions of the customers with quality products and services enhances their satisfaction level. The feedback collected through surveys and polls has enabled organizations to improve their services and delivery process. Customers experiencing a smooth delivery of their products increase their engagement with online products. Thus online merchants have focused on customer satisfaction by incorporating a variety of strategies.

Discussion

From the above findings, it can be noted that online shopping enhances customer satisfaction when customers are well versed and want information about the product. Improved quality and services of the product with easy accessibility and delivery in a less number of days increase customer satisfaction level. Though a perceived risk exists regarding the privacy of details, online shopping still manages to involve a larger part of the population and enhances their purchase experience (Dekimpe, Geyskens&Gielens, 2020). Pricing of the product and quality services have a great influence on customer satisfaction.

With offline shopping, customers can feel the product which gives them the upper hand to decide whether to purchase or not. The absence of delivery charge required in this mode of shopping enhances their association with the nearby outlets. Though a certain section of the audience feels, the transportation cost to buy a product offline is more than the delivery charges. As per the ideas of Gilly & Wolfenbarger (2020), customer satisfaction with products offline can be understood by the retailers on the spot itself considering the engagement. This helps a company to improve its services. Both offline and online modes of shopping have significantly contributed to satisfaction while having certain drawbacks that require more research.

Conclusion

Customer satisfaction towards online shopping has altered the e-commerce business to establish in the dynamic business world. A variety of products that can be compared based on their prices impacts customer satisfaction. With online purchasing customers cannot understand the quality of products though they can purchase

at any time. Quality of services and information provided by the websites are the only factors that consumers can rely on for purchasing their favorites. These variables influence the theory satisfaction level. However, offline being the traditional mode of shopping provides an effective understanding of the products that can be experienced by the customers to analyze their desired product.

The findings collected from the journal and articles are used to understand customer satisfaction and require effective communication along with quality services. Based on these two aspects, customers are engaged with brands that have better strategies to deliver products on time. Online shopping is more convenient compared to offline mode of shopping. Though the traditional mode of shopping is time consuming it actually provides customers with a better understanding of the product.

Limitation

While developing the study, multiple limitations are observed. The secondary qualitative methods selected to future progress with the study, data interpretation and communication strategies that can enhance offline shopping. The selection of a mono-method has limited the resources that can be utilized to further explore online and offline shopping towards customer satisfaction (Dekimpe, Geyskens&Gielens, 2020). Similarly, customer satisfaction has reduced the comprehensiveness of the study related to customer satisfaction.

Future scope

There are several areas that can be explored by future researchers to develop vivid analysis of online and offline mode of shopping. With offline shopping, researchers can focus on the most effective communication strategies that guarantee customer satisfaction. Online shopping faces

the issues regarding privacy and money transfer scams that drastically reduce the customer engagement and satisfaction. Thus future researchers can rely on strategies that significantly enhance customer satisfaction and enhance their purchase intent online. Offline modes of shopping require effective marketing strategies like online brands to reach a wide range of products (Dekimpe, Geyskens&Gielens, 2020). Attractive discounts and events organized by the offline business needs to be well perceived by the offline businesses as well. Thus there exists a lot of areas that deserved thorough research and quantitative data to establish a significance of online and offline shopping experience towards customer satisfaction.

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