

An Analytical Study on E-commerce Customers Satisfaction Relevant to Online Seasonal Offer with Reference to Nagpur City

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ABSTRACT

Online seasonal offers are more available by the various ecommerce merchant due to development of network technology and increase in the smart phone users. Various kinds of products are available in online store and customer also buying the products. As we know customers are attracted towards those merchants who offer discounts and offer and due to this various merchant offer discount or charge less price during festival season. Likewise now a day's ecommerce merchant also offers various discounts offer to the ecommerce customers. This paper discusses on E-commerce customer satisfaction from the online seasonal offer provided by the ecommerce merchant. This study is limit to Nagpur city only. This study will help the Ecommerce merchant to know that customers are really satisfied with the seasonal offer or not.

Keywords: Ecommerce, seasonal, satisfaction, discounts.

1. INTRODUCTION

As we know the customers always purchase products from those merchants who offer less price and discounts to their customers. During festival seasonal merchants offers seasonal sales offer to the customers and provides discounts and charge less price to attract the customers. Now a days customers having smart phone purchase products online and due to increase in the online sales figures, ecommerce merchant targeting the ecommerce customers by offering various seasonal offers to the customers but the thing is to identify that customers are rally satisfied with these seasonal offers or not. Various merchant offers seasonal offer by providing discounts but sometimes the quality of the products is not so good and sometimes ecommerce merchant making fool to the ecommerce customers by showing that they are charging less price but they are not actually sell the product in the less price. In this research we are trying to identify that customers are satisfied with seasonal offer provided by ecommerce merchant to their Ecommerce customers. In this research we are analysing customers satisfaction on the basis of two factors i.e price of products offered by ecommerce merchant are really less or not and quality of the products offered by the ecommerce merchant to the Ecommerce customers are qualitative or not. In this research work primary data was gathered from the 100 Respondents, on the basis of collected data below data analysis has been carried out.

2. OBJECTIVES

1. This study is to find out the Ecommerce customer satisfaction from seasonal offer provided by the Ecommerce merchant.
2. To know which factor affect the Ecommerce customer satisfaction.
3. To Know how awareness about seasonal offers among ecommerce customers.

3. RELATED WORK

Earlier studies DR.RAJ KUMAR highlights that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers [1].V T Shailashri, Dr.P.S.Aithal, Dr. Surekha Shenoy concluded that in his research that marketers will need to take holistic approach in preparing marketing campaigns for their products to be promoted during a festival sale on the different ecommerce sites. Flipkart and Amazon are their best bets in deriving profits. No separate marketing strategy is required to target men and women separately as the proportions of the gender shopping during festival sale are the same? The strategy of tying up with Banks and offering discounts on the cards works quite well as seen from the analysis. The promotion efforts can be maintained be distributed evenly over all the days of a festival as it does not make any difference if the efforts are concentrated on the first day or the last day since from our analysis we see that the day and expenditure are not related. Festival sales campaigns and products can be targeted more on Women as they are very impulsive in their buying behavior and do not wait for a festival sale. There is still scope in this study to be further revised in terms of the questionnaire and to increase the sample count and come up with a more detailed study in the future [2].

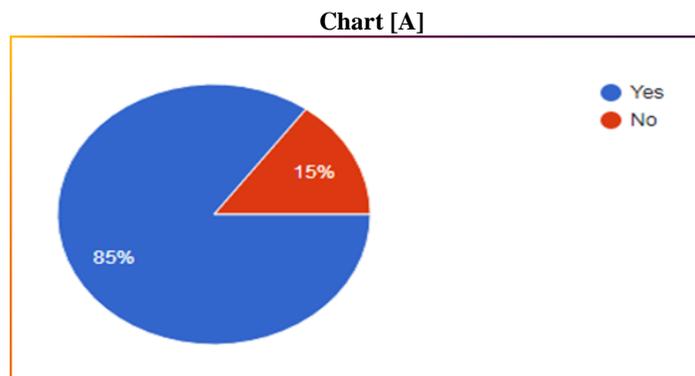
4. SCOPE OF THE STUDY

This is study to find out the satisfaction of ecommerce customer who purchase the product online and mainly from online seasonal sales. This study is limit to Nagpur city only.

5. DATA ANALYSIS

A. Do you know about seasonal offers which are offered by the E-Merchant like amazon, Flipkart etc?

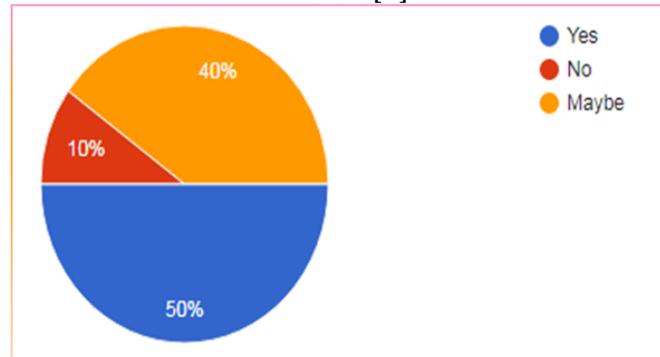
Below Chart [A] showing that 85% of the Ecommerce customers are aware about the seasonal offer and 15% customers are not aware about these seasonal offers provided by the E-merchant.



B. Are you satisfied with the seasonal offer offered by the E-commerce merchant?

Below Chart [B] showing that 50% of the total respondent are satisfied with the seasonal offer provided by the Ecommerce Merchant. And nearly 40% of the customers are responds neutral and only 10% customer responds that they are not satisfied with the online seasonal offer.

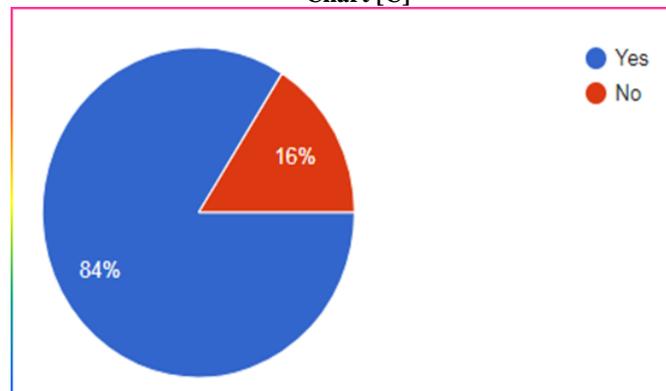
Chart [B]



C. Do you think that prices of the product are less during seasonal offer in E-commerce market as compared to traditional market?

Below Chart [C] showing that 84% respondents think those prices which are offer during online seasonal offer are less as compared to traditional market and 16% respondents think that prices during the online seasonal offers are not less as compared to traditional market.

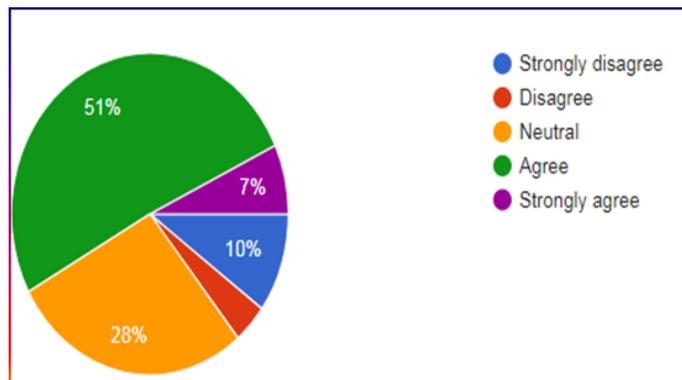
Chart [C]



D. Quality of the product which is sold out during the online seasonal offer is better.

Below Chart [D] showing that 51% percent of the total respondents are agree that the quality of the products which are offered in online seasonal sales are better whereas 7% percent respondents strongly feel that the quality are better, Around 28% respondents are not sure about the quality of the products which are offered in online seasonal sales. 10% respondents feel that the products are not in better condition.

Chart [D]



6. METHODOLOGY

This research purely based on qualitative research technique. By gathering primary data of 100 respondent data analysis were carried out. The primary data is collected through survey. Sampling is done by using convenience sampling method.

7. CONCLUSION

After the research we can say that most of the Ecommerce customers of Nagpur city are satisfied with the seasonal offer provided by the E-merchant. Most of the E-Commerce customers of Nagpur City are satisfied with price of the products and quality of the products which are offered during the seasonal sales. At the end we can conclude that Ecommerce customers of Nagpur City are satisfied with the seasonal offer.

8. REFERENCES

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AUTHOR

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