

Effective Factors on Electronic Customers Satisfaction

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Abstract. Customer behaviors have been noticed in a lot of studies. Some of studies researched about product feature affection to customer behaviors, some of about service quality and so on. But in electronic commerce, website quality is also important and determination about effective factors on customer satisfaction and loyalty, in every society and every business are so vital. This paper focuses on investigating the effective factors in successful electronic commerce. We used binominal test to know whether the factors are important in electronic shopping or not. Finally results show that, product features and website quality must be noticed all together for electronic customer satisfaction.

Keywords: Electronic Commerce, Website quality, Product feature, Satisfaction, Loyalty.

1. Introduction

Nowadays Internet has been vital part of our daily life. Internet shopping statuses are different from traditional shopping, first customers can't see front-line employees, products and store environment, second each online shopping consists of a lot of third parties for payment processes, third trust have an important role in acceptance of Internet shopping. Trust is a critical factor in every relationship and prerequisite of each contract [1], so we have different challenges for ecommerce.

Customer satisfaction plays an important role on customer behavior. Satisfied customers have enjoyed previous shopping and it is more probable that they will continue shopping in the future. If we know the effective factors in customer satisfaction, we can improve them. As result customers will be more satisfy and they will be loyal customers in future. In every business, cost of customer retention is more than customer acquisition cost. So it's really profitable for company to improve customer satisfaction level, and trying to retain its prior customers.

In electronic commerce, it's very vital to construct effective relationship with customers. Customers trust to company hardly, so effective relationship with electronic customers is very important.

The remainder of the paper is organized as follows. Section 2 contains the literature review of prior researches. Section 3 presents the methodology and results of our research. Section 4 is a discussion on the study results. References imply in section 5.

2. Literature Review

A lot of studies have been explained, how to measure customer behavior. Some researches focused on measuring electronic customer satisfaction index (e-CSI). Hsu, 2008 [2] find that e-service quality (Information availability and content, Ease of use, Privacy/security, Graphic style, Fulfillment/reliability), has an important role on customer e-satisfaction.

In every customer relationship first stage is customer acquisition, in this stage company try to Attract customer with a lot of characters. Advertisements have an important role in customer acquisition, but in

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online shopping, website is the only way to contact with customers, so website characters can attract customers or escape them. Wang, 2004 [3] built relationship mechanism to know how market features affect continuous consumer relationship.

Website quality has been recognized as a critical stage to drive online business and affects the customer satisfaction. Bai, 2008 [4], and Finn, 2010 [5], focused on identifying the website attributes that drive overall measures of customer satisfaction. Additional, Product, its price and quality, have been consider in some studies. Product value, Product quality, Product benefits, Product features, Product design, Product reliability and consistency have been attended is [6], as important factor for satisfaction.

The literature indicates that user satisfaction assessment with electronic commerce applications is an important but complex task. A lot of factors affect the satisfaction of electronic customers .Some studies focused on website quality [4], [5], [7]. Website quality has been recognized as a critical stage to drive online business and affect the customer satisfaction. Measures such as ease of use, navigation, website design information, reliability, intuitiveness, security, responsiveness, customer support, return ability, personalization, aesthetics, assurance, accessibility are relevant indicators for website quality [5]. Every ones know the importance of security and trust in electronic shopping. If customer can't trust the electronic retailer, not only don't buy from that e-retailer, but prevent them others from purchasing. Payment security was identified as an important factor for customer satisfaction in a lot of studies such that: [1-3], [8-11].

Some studies have segmented the customers based shopping behaviors, then have indicated some special attributes affect the customer satisfaction in each segment [12]. With this vision, e-retailers can use particular marketing strategies in each groups of customer and obtain win-win Success; so that ,the customer and the seller both are satisfied.

3. Methodology

In the following section, the effective factors for electronic shopping will be defined, then we investigate whether the factors is important in electronic shopping or not, then we explain the final result.

3.1. Data determination

We selected factors for the Electronic customer satisfaction from prior studies. Each study investigated a lot of factors for website quality, purchase process, product and services. We collected the set of factors from prior studies and analyzed the importance of each factors.

3.2. Data collection

Web-based questionnaire was used for factor determination. 243 persons received the questionnaire and response rate was 41/1%. 51% of responders had high degree education and 49% were bachelor students. 57% were male and 43% were female. Internet Usage of 26% responders were below of 10 hours per week, 54% used between 10 to 35 hours per week for research, purchasing, entertainment , and 20% of them used above 35 hours per week. The ages of responders were between 18 and 45.

In questionnaire, each individual determines the importance of every factor with 5 Likert scales (very unimportant, unimportant, neutral, important, very important).

3.3. Data Analysis

Binominal tests in SPSS software were used to know whether the factors are important in electronic shopping or not. In those tests, test proportion was 0.6.

Significant level for H_0 condition is below 0.05 and cut point is 3(neutral), so the results are valid. Tab. 1 shows the result of tests. The results show that, all factors except one (website entertainment) were important on online shopping.

Tab. 1: Important factors for electronic shopping

Factors	Exact Sig. (1- tailed)
Adequate and clear pre- information about goods and services on the site	0.000
Usefulness Accuracy and updated information on the Web site	0.000
Suitable user guide for ordering	0.000
Suitable facilities for comparison Prices and Other Features of products	0.000
Suitable facilities for product search	0.000
Proper categorization of product on website	0.000
Convenience payment	0.000
Clarity overall transaction process from choice to purchase of products or services	0.000
Appropriate price for products or services	0.000
Alternative offerings to customers when they can't find exact product	0.000
Shopping time saving	0.000
Providing confirmation of orders	0.000
Accuracy and precision about delivery of product	0.000
On-Time delivery of product	0.000
Appropriate packaging products	0.000
Providing Order tracking	0.000
Acceptance of returns without question	0.000
Providing relationship with the customers and some related industries (for example Insurance)	0.000
Providing applicable Complaints- suggestions- criticisms system	0.000
Accessible to feedback from other consumers	0.000
Polite behavior of product deliverer	0.000
Providing Good after sales service	0.000
Customer data confidentiality	0.000
Security in electronic payment	0.000
Company Honesty in the commitments	0.000
Providing good quality product or services	0.000
Company credit	0.001
making effective use of colors, fonts and styles in website design	0.003
Clarity of icons and buttons concepts at the website design	0.000
Website Entertainment (game , ...)	0.382
Utilization of multimedia/graphics to support the site purpose	0.000
Providing update clues (colors, URL or category trail, etc.) to ensure customer to know her/his location on the web site	0.008
Clarity and logically website design	0.003
Informing customer of browser specific design requirements	0.000
Designing website to make future transactions easier and to speed up use	0.000
Providing error handling that offer the ability to move forward and not hit dead ends	0.000

4. Conclusion

The main finding of this survey is that satisfaction in electronic space is very important, and satisfaction index must contain the whole part of shopping. In online shopping we must notice to product feature (for example: price, quality, reliability, consistency and shipment) and website quality (for example: ease of use, navigation, website design, information, reliability, intuitiveness, security, responsiveness, customer support, return ability, personalization, aesthetics, assurance and accessibility) all together.

5. References

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