

A STUDY OF THE INFLUENCE IN E-SHOPPING BY CUSTOMER SATISFACTION

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Abstract: Online customer satisfaction is an influential key to reach the purpose. The development of E-commerce brings the new economic type; it is unable to increase more company value and higher customer satisfaction by the tradition customer relationship management. Hence, understanding what customers consider the most importance help establish a suitable e-business model, new to be systematic, the new method or the new mechanism which can intense also in the fast changing market subdues in e-competition. E-commerce management depends on the different strategy adopted by environments and enterprises overall transport business goal. This research aims at understanding how customer satisfaction influences B2C, interactions between customers and the medium; through customer data analysis to know the consumer behaviour pattern. By advantages of this draws up the role of customer satisfaction, it help B2C implementation, and promotes the customer cognition value, and then increase the enterprise profit.

1 INTRODUCTION

Smith and Merchant (2001) indicated that web Shopping is popular widely by customers. Customers expect e-commerce providing an escalated expectation on service and online technological support when they shop. By customers' visiting websites, it creates a gateway for enterprises to push customers' transactions implement online and become repeat customers more importantly. Customer service applications in e-commerce are more important than in actual sales according to the service is not provided face to face with customers. (Robbins and Stylianou, 2003) In this research, customer satisfaction in B2C directs to web shopping experiences which customers have over the Internet. E-commerce increases more channels of better quality and faster than before on information which gives customers access to more knowledge. Through e-commerce access, customers can get the information-rich on products or the information; this function provides competitors can identify, match and improve product innovation what customers like the best. An essential attribute of B2C is to respond and accommodate customers'

request speedily, and help them on purchase decisions; this creates an extra value for assisting in promoting the degree of customer satisfaction.

The factor significantly affecting customer satisfaction is to increase options and solutions available to customers and to offer more available information in B2C environment. However, all potential internet users are potential customers in e-commerce. In order to have these potential customers and convert them into an actual behavior on purchase depends on effective customer relationship management. (Caruana et al., 2000) Thus, customer satisfaction certainly can help win more customers and positively contribute on effectiveness of customer relationship management and promote and the volume of transactions in B2C. Customers always expect the service with high-speed, friendless and high quality especially web customers who want to have more choices, convenience, and a responsive service with a private touch. Accordingly, online experience direct affects on the difference of customer satisfaction, for example, easy search of products, provision of product specifications reducing communication costs, secure electronic payment systems to complete transactions, updated product delivery

information and quick responses. Turban et al. (2002) indicated that any web shopping experience will direct or indirect influence on customers' behaviour on purchase decisions.

A customer relationship is the ticket to win a successful business, which depends on maintaining effective customer satisfaction. It help increase customer satisfaction is by information availability which is integrated to improve the possibility of continuing a profitable relationship between enterprises and online customers. Hence, a high customer satisfaction is essential to attract customers to re-purchase when their online experience with a high degree of concern regarding security and privacy of information. The acquisition of e-customers is difficult and expensive. It is through evaluating customers' online experience for setting up the standard of criterion for determined on the degree of customer satisfaction. Higher satisfaction reduces on switching costs on customers. Because only few studies about how consumers perceive and evaluate customer satisfaction in e-commerce. (Murphy, 2001). Therefore, this research reports the contributions customer satisfaction in B2C via online purchase experience by service providing enterprises.

2 CUSTOMER SATISFACTION AND B2C

Satisfaction is a comparative process. Cardozo (1965) brought that the first concept of customer satisfaction which pushes customers' behaviors on re-purchase or purchase more other products. Customer satisfaction is compared perceptions between purchase performance and beforehand expectancy on customers' actual experience. Because customers purchase on value and their perception of value acts a decisive role in the performance. Nevertheless, customer satisfaction is connected how the performance achieving expectations. When the performance does not stand with expectations, customers are dissatisfied. Customers make feedback about satisfaction reflecting on the confirmation level in the expected and actual service performance. As well, the degree is changed when experience result is disconfirmation between performance and expectancy. The customers judge the satisfaction by their satisfied attitude which formed with the after-using experience on products or services. Fornell et al. (1996) emphasized that customer satisfaction is according to the comparison with beforehand expectancy about products or services. Hence,

customer satisfaction is considered as an emotional reflection by customers' subjective perception.

Furthermore, customer satisfaction covers expectancy disconfirmation and interest perspective. First, expectancy disconfirmation is the process to evaluate customer satisfaction including expectancy disconfirmation, customer expectation and product performance. Second, interest perspective focuses on service quality and disconfirmation perspective to understand the difference on customer satisfaction. (Caruana, et al. 2000) Moreover, customer satisfaction is a subjective perception. Yi (1990) expressed that consequence of customer satisfaction is resulted from past consumption experience and enterprises take competitive advantages through the analysis the different perception between enterprises and customers.

Customer satisfaction is an emotional reflection which affects customers on the evaluation about service quality and the re-purchase willing on post-purchase, so that customer satisfaction is result on the quality evaluation between beforehand expectancy and afterward performance. (Bolton and Drew, 1991) Customer satisfaction is based on levels of satisfied expectation which judged by customer's attitudes when experiencing on products and services and customer's attitudes affect their purchase willing through the results of satisfaction or dissatisfaction. Parasurman et al. (1993) indicated that customer expectation theory explains customer service expectation is a critical element to reach customer satisfaction. Therefore, to determine the degrees of customer satisfaction attributes the level of actual perceptive service to meet customers' expectation. Four sources of perceptive service are tangible service promise, intangible service promise, public praise and past-purchasing experience. Besides, Customer satisfaction evaluates the consistence of the pre-purchase and post using on products and services by customers.

Zeithaml et al. (1996) emphasized that customer satisfaction work affectively for purchasing experience and service quality shows an important relationship with the consumer behavior. Ruyter et al. (1997) demonstrated that service quality is a very important element affecting level difference on customer satisfaction. Therefore, Customer satisfaction is the conceptualized difference between expectation function and actuality function. Customers are satisfied due to if the expectation is satisfied or not. Caruana et al. (2000) highlighted that disconfirmation paradigm theory separates customer satisfaction into four steps, construct, performance, disconfirmation and satisfaction.

Hence, customer satisfaction is the perceptive evaluation between beforehand performance and afterward expectancy. Hence, customer satisfaction is an outcome about the comparison between performance and expectancy on customers' emotion and perception. Therefore, customer satisfaction is affected by two main reasons, performance and expectancy. (Worzala and McCarthy, 2002) E-commerce is a new business method between customers and enterprises, but there are few researches and literature studies on customer satisfaction which is supported on B2C. Through e-commerce, enterprises can reduce the operation costs. Enterprises connect customers with internet access, which increases the range of visibility what offering from enterprises, reduce operational costs, integrate many internal and external business processes, and promote customers' ability more speedily to get the information they need.

As well, Kaefer and Bendoly (2004) indicated that an improved customer satisfaction helps enterprises achieve high level of efficiency and integration through their business-to-customer (B2C) e-commerce processes. Nevertheless, speed is another important element affecting on B2C. Speedy responsiveness expresses that enterprise's response to online customers; reliability responsiveness could increase the customers' confidence in enterprises through timely delivery of ordered goods, accurate information and correct links. A safety online transaction could enlarge the offering on customer's assurance to improve the level of customer satisfaction (Riel et al., 2001; Eng, 2004). E-commerce support some functions for online customer on shopping behavior. There are eight steps on the process of e-commerce. They are: 1) product search; 2) comparison shopping; 3) product selection; 4) negotiation of terms; 5) placement of orders; 6) payment authorization; 7) receipt of product; and 8) after-sales customer support (Kalakota and Whinston, 1997).

The experience during any of these steps all affect on the level difference of customer satisfaction. Some other factors in e-commerce should not be neglected such as homepage presentation, product characteristics, information characteristics, technological characteristics, and logistical support that all may influence on customers' perceptions of satisfaction. For example, homepage presentation is the first contact with customers, so it should be easy to use interface and detailed information about products and product characteristics offer the details of a variety of products or services made available at lower prices.

As well, information factors should be reliable and provide the secure transaction; technological factors supply network facilities and well-structured information systems and logistical support gives a quickly delivering product to customers including after-sales service. Hence, B2C creates a new shopping model by internet access from the traditional transaction business and it also provides different shopping chances and models for customers (Ho and Wu, 1999). To summarize the literature analysis at customer satisfaction and e-commerce, easy search, speed response, secure transaction, and guarantee are the main four components to influence customers' perception most. This research aims at these four components to research and comprehend the role of customer satisfaction in B2C.

3 HYPOTHESES AND METHOD OF MEASUREMENT

Through the view of the literature study above, the following hypotheses were formulated due to the purpose of this research is to explore the role of customer satisfaction in e-commerce in Taiwan to guide the research:

H1: Experience is positively related to customer satisfaction in e-commerce.

H2: Customer perception (orientation) is positively related to customer satisfaction in e-commerce.

Through those four components, easy search, speed response, secure transaction, and assurance, what kind of the role of customer satisfaction plays in B2C and how they interact on different attributes which are valued or would be valued and characteristics provoked. This paper is constructed Constant each search, speed response secure transcription and e-payment system and assurance and trust as the variables used which were identified from the literature review in this research. The questionnaire survey was designed primarily to concentrate on customer satisfaction, customer perception and customer experiences of B2C. The variables had been built in previous research as being important for online customers.

So, the questions were grounded on customer satisfaction, and expectations according to the online perceptions of B2C, and variations of overall customer satisfaction. Likert-type scales (based on a "1" to "9" rating) were used to measure all variables in this research and all survey questions requiring ratings were answered anonymously via

internet access. Bennington and Cummane (1998a) explained this methodology qualitative data was collected using a conspicuous process followed by affinity diagramming. Respondents are qualified with e-shopping experience during the previous three months; 64 % of online shoppers had had shopping online between one to two times, even nearly two-fifth had had more than five times during the period. The ratio of respondents was 67 % to 33 % on male to female and 25-45 age group was main online customers. 278 surveys were administrated totally, of which 162 proved usable (58.27%).

4 FINDINGS

H1 and H2 is tested by a multiple regression analysis between customer satisfaction and each independent variable (easy search, quick response, secure transaction, and guarantee,) in B2C and the outcomes of the simple regression tests highlighted the strong evidences to support H1 and H2. This research also found that the valuable differences between customer satisfaction levels with online experience and e-shopping environment was statistically significant ($t = 28.62$, $df = 129$, $p = 0.000$) The range of average responses across the variables was 4.4 to 6.9 on the 10-point scale. The highest average rating located at "secure transaction" and "easy search" was for the lowest rating. Moreover, customers responded their feeling on the most improvements in secure access were recorded once they had shopped ($\bar{x} = 8.2$). This paper displayed that a secure transaction is the most considerable condition of expectations influencing customer satisfaction when they shop online. Through the analysis of variance, ($F = 0.887$, $df = 7,982$, $p = 0.446$) there is not a significant to reveal the influence on age that is considered as an important factor in the satisfaction ratings of online shoppers in respect to e-commerce. As well, all values and indentations were employed and then the qualitative data including values and indentation integrated and reduced in number using practically the same consumer affinity diagramming process used.

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5 RESEARCH DISCUSSION

The comprehensive acceptance of customers in B2C proves that to increase customer satisfaction is a prerequisite. Some researches indicated that there have been relatively on perceived online experience as the prerequisite for customer satisfaction. This research found that through B2C application, satisfaction provides not only more comprehensive understanding about customer's perceptions but also the importance of internet access. The importance of perceived experience has been highlighted to improve customer satisfaction in e-commerce access in this research. Hence, this demonstrates that to improve customers' perception on customer satisfaction via perceived experience when customers experience online is the new challenges of enterprises for B2C. Customers consider customer satisfaction important and value consistency of benefit of e-commerce highly, so a better experience in e-commerce is certainly promoted on customer satisfaction.

Moreover, a significant influence is the process of the B2C affecting on customers' perception of satisfaction. This displays that the perceived experience of online customers have more satisfaction than the more traditional transactions. Through data analysis in this research, this paper found that there are values and indentation providing mirror images of each other which provide insights for improvement efforts. Values are 1) competitive and lower price, 2) transparent and enough information, 3) 24 hours trading operation, 4) standard, qualified shopping process and service quality, and 5) privacy and shopping environment. In addition, indentations are lack of actual shopping atmosphere, unable to own immediately, easily intercepted or fabricates on personal information access, and confidence of security sense on transaction. These indentations create more space for improving customer satisfaction. The finding displays that perceived experiences demonstrate an important role on customer satisfaction in B2C. Perceived experience is resulted to assist customers since making a purchase such as aiding product search, speedily answer customer queries, easy access and completion of transactions, privacy of data transmitted, and guarantee of security providing etc.

However, no statistical analysis on data was carried out, but it is indicated by the findings

discussed above which following e-services act an important role in B2C.

1. **Easy search:** Findings of this research indicated that a versatile online service supplies customer to search for products with no space and time limit for example, be able to link with information access 24 hours a day, seven days a week. The information access includes providing the online catalogues covering product description and prices, comparable similar products, after-sales support, payment methods and opinions of some valued users of the product etc. Through easy search system, customers can find products, whatever they want by a keyword on various search engines. Customers enjoy complete-information provided with a depth and breadth of products during the search process. B2C outcomes a practical and extensive application to integrate with all different functions those customers desired to access information search or shopping. Easy search system provides the integrated information for customer demands and to classify the associated information to customer interests rather than inundating them with extraneous information. Therefore, an easy search web-system supports that customer find information and products and also elevates experience perception on increase of satisfaction.
2. **Secure transaction:** Secure transaction plays as an essential significant in the Findings of this research. Customers do not to believe in online transaction; they worry about betraying intercepting or embezzling secrets such as personal data and this risk may put them into a cheating transaction. A secure transaction has not only a secure data access but also a secure e-payment system that customers no need to suspect on using their private data such as personal details, credit card number, or ID number online. E-transaction was done on standard forms with allocated spaces for numeric and alphanumeric characters avoiding wrongly read and printed figures, further enhancing assurance. Therefore, it is gives the confidence to customer for helping on further improved customer satisfaction by an inerrant order received online compared to handwritten ones received via fax or mails assured accuracy. With a secure transaction, customers are encouraged to be back for visiting the sites

and it also helps push up the perception on customer satisfaction. Credit card e-payment system is the most popular method in e-commerce now, so secure transaction becomes the most important which customer consider with. Moreover, it is the essential in e-commerce through different e-payment methods with the speed of processing payments and for accuracy of transaction information. Therefore, a secure transaction abets customer satisfaction increased.

3. **Guarantee:** The findings of this research indicated that guarantee includes assurance and trust, the confidence from that enterprises provide to customers. In this research, the present findings show that assurance and trust is significant on customer satisfaction. According e-shopping is a transaction without face to face, customers usually not feel confident if the deal is a cheating transaction or not. The outcome of this research emphasized that many potential customers discard online transactions because of security reason. Hence, a secure transaction and transmission of information become to an important element attracting customers to join the deals with enough guarantee to customers for establishing the consumer confidence to lift customer satisfaction up. Having a better relationship with customers is also stressed the importance on developing future business by assurance and trust. Enterprises must let customers understand that their personal data is absolutely not available to the third person once having the e-transaction in B2C. Most customers consider that the most important condition for online is a security transaction which directly or indirectly affects on perceived experience and turn to the level difference of customer satisfaction. Through findings analysis, four values were found in this research. First, the cost price is lower. Because through internet access, the price is more transparent; customers can take the lowest price to take after the transparent. Second, expense information is more. Transparent information provides customers more details about products, price, services, and even more time to consider about purchasing or not. As well, customers also can gain enough information for similar products which help them to find out the most suitable products. That is why e-customers come back to shop online again and again. Third, e-

commerce operates a 24 hours transaction marketplace. Customers can shop whenever, whatever, or wherever they want. Moreover, e-commerce always comes with a stable service quality. The standard service can basically get rid of human factor that avoids the risk of bad service providing from staffs. Fourth, e-commerce is the most privacy shopping environment. Customers are more comfortable when doing a transaction in e-commerce. Consumer's right of privacy obtains the safeguard which most arrives. Moreover, in this research, the findings also indicated some indentations. First, B2C is lack of actual shopping atmosphere. Customers usually like to touch, smell even taste before buying. Actual touch transforms customers from Waits and sees to purchase behavior. The atmosphere also can cheer up customers on purchase behavior like a shopping rush. Furthermore, customers can not receive the products immediately after ordering. Because B2C is another kind of mail-order, customers have to wait few days or few weeks for products delivery. The waiting has stimulated customers' shopping desire online. Finally, customers are lack of security sense for e-shopping. Customers are not confident on security because personal data must expose once they shop online before receiving products. Moreover, personal data access is easily intercepted or fabricates. Internet access does not provide 100% guarantee security on e-transaction, so that an e-transaction guarantee is essential to improve on customer satisfaction.

4. **Quick response:** No special significant shows that customer consider with the importance in quick response. The outcome may explain customers are more patient for waiting responses. Therefore, it is usually help customer satisfaction lift up, once response is replied quickly via e-mails or automated responses are greatly appreciated for customer questions, order acknowledgement, delivery and payment problems. Thus, it also displays quick responses direct or indirect affect on relationship difference between the enterprises and customers in B2C and this complements the chips of the traditional transactions.

6 CONCLUSIONS

The research result indicates that customer satisfaction help the e-commerce development to extend the market share. In Taiwanese B2C environment, customers are more confident to have an online transaction according to customer satisfaction increasing. In Taiwanese B2C, therefore, to develop and implement customer satisfaction must be considered as an important marketing strategy. Consumer's behavior has been changed by a new type shopping access, B2C e-commerce. Through the new and special characteristic of B2C in Taiwanese environment, to increase the level of customer satisfaction is an essential key because B2C e-commerce provides a security and private purchase environment.

Moreover, this research displays that assurance and trust, these two conditions give a guarantee once customer doing the purchase online which can promote customer satisfaction. Furthermore, the best way to elevate customer satisfaction is to have an easy search system, to answer queries quickly, to provide the assure trust and secure transactions in assisting customers during the search process, comparisons shopping and completes shopping. So, more positive online experiences of customers will push the level of customer satisfaction up in Taiwanese in B2C. Increasing the level of customer satisfaction is the access to create the best effeteness of Taiwanese B2C.

This research proposes the recommendations as the references for enterprises. The recommendations are (1) to design easy use web pages for search products and provide more interacted information such as similar products information for comparisons; a special product is also important to be announce on websites. (2) A secure transaction must be improved and improved (3) Marketing strategy should focus on attracting and maintaining customers and an irregularly scheduled promotion must be held. Hence, the high customer satisfaction attracts more customers to experience with Taiwanese B2C, and than a successful business is going to be resulted.

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