

How enhanced computer aids will improvise Consumer satisfaction online

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Abstract— Factors like stretching e-service beyond goods sold and delivered, personalized cell to monitor the action pattern online, marketing automated as a result of customer satisfaction, mental block about e-shopping, secure payments, maintaining the quality of service on the site even at high traffic level, stricter laws to check the frauds online are some between the line features which usually escapes the eye of the vendor who is trying to sell products online, but are extremely important from the customer satisfaction point of view and should be taken care of. In this paper we discuss each one of them in detail. These features are required to give customers a good shopping experience so that he remains their customer for lifetime.

Keywords- online shops, e-service, e-shopping, online traffic, online frauds, OTP, Cash on Delivery

I. INTRODUCTION

There are a wide variety of web sites available to assist the users view the wide range of products available online. There are various decision tools available to help the user go through the information available online and arrive at a conclusion to shop. The two steps in which the user takes decision are – first going through a wide variety of products available and then deciding on a subset of it. Later shrinking his/her concentration on that subset to arrive at the decision to shop what he likes the most.

The e-business is growing with such rapid speed that the e-service quality needs to be maintained to improvise the shrinking margins. The quality of any e-service is difficult to calculate as it depends on wide variety of factors like reliability, responsiveness, access, assurance and ease of navigation. Factors like stretching e-service beyond goods sold and delivered, personalized cell to monitor the action pattern online, marketing automated as a result of customer satisfaction, mental block about e-shopping, secure payments, maintaining the quality of service on the site even at high traffic level, stricter laws to check the frauds online are some between the line features which usually escapes the eye of the vendor who is trying to sell products online, but are extremely important from the customer satisfaction point of view and should be taken care of. In this research we discuss each one of them in detail. These features are required to give customers a good shopping experience so that they remain their customers for lifetime.

II. REVIEW OF RELEVANT LITERATURE

As per our research survey currently there exists no paper which talks about these between the line features. They all talk about how to satisfy the customers by paying attention to the look of the site, giving attractive offers, safety of information across net, etc. But no attention has been paid to the features discussed above. These are the features which are least attention seekers, but crucial to achieve maximum customer satisfaction and also to in long term increase profit margin.

III. PROPOSED WORK

Apart from the features like speed of navigation, quality products for reasonable prices, attractive shopping atmosphere, wide range of product brands available under one roof, etc, care has to be taken to pay utmost attention to certain between the line features.

3.1 Stretching E-Service beyond Goods sold and delivered:

E-Service has to stretch beyond the delivery of the goods sold as the customers cannot touch and feel the products they have placed order for. Hence the ease of goods returns and post survey of customer satisfaction is one important part of E-Service. Apart from all this the immediate money return policy is an important attribute of E-Service.

3.2 Personalized cell to monitor the action pattern online:

Many a times the customers visit the online shops out of curiosity and browse and narrow down their search to something that would satisfy their perceived needs. The web sites should be designed in such a way that they are able to track this movement of customers over the E- Shops, and their area of interest and contact and persuade them further to confirm their orders. A personalized touch has to be given in attending to their needs. This personalized approach can always get the customers ordering their needs on the particular site. This can be done by sending them personalized mails. Another way of doing this also is that personalized suggestions about which products are frequently viewed, the most viewed products, etc, can be given to the customer when he next visits the site.

3.3 Marketing automated as a result of customer satisfaction:

Marketing automatically follows as a result of customer satisfaction. Hence if the customer is satisfied he/she will advertise about the products, their quality and the shopping site as well. So to achieve this customers should be attended properly, a proper response system should be designed to see to it that they are happy with their choice of shopping site, product and should also be given efficient post shopping services.

3.4 Mental block about E-Shopping

The apprehension of the customers to shop online has to be attended to by giving them extensive information about the site and the products. This will enable them to have a positive attitude towards the entire concept of shopping online. Extensive information about the product and site should be made available to the targeted customers.

3.5 Payment factor:

Payment factor is an important factor in consideration as in India wide range of E-Frauds is prevalent in the market and safety factor is at priority. The better safer features like OTPs (One Time Transactions) should be developed so that the user feels at ease to shop online and pay online. The trend now days in India is seen that customers are more comfortable with post delivery payment/COD (Cash on Delivery) than online payment.

3.6 Maintaining the quality of service on the site even at high online traffic:

There are occasions seen that dealers owing shops online announce frequent SALE or so called MEGA SALE. This strategy is definitely good to attract better number of customers, but in reality it is observed that the sites are unable to manage the traffic movement online and the site crashes. Such occasions should be better handled and sites should be robust in quality so that the customers are not forced to go through hardships while shopping with the particular site.

3.7 Stricter laws to check the frauds online:

In the growing online fraud scenario, where online frauds are so easily being committed and the people get away with it scot free, stricter laws and protocols should be followed to curtail all this; otherwise the online market cannot be at its best high as the customers will always remain hesitant to shop online.

IV. CONCLUSION

We conclude by saying that customer satisfaction is not measurable in its own sense, but its effect can be observed on the E-Shop's market. Understanding that it is a very important factor online it should be paid utmost attention. The factors like Stretching E-Service beyond Goods sold and delivered, Personalized cell to monitor the action pattern online, Marketing automated as a result of customer satisfaction, Mental block about E-Shopping, Secure Payments, Maintaining the quality of service on the site even at high traffic level, Stricter laws to check the frauds online are some factors, if taken care of will help vendors selling their products online to satisfy their customers and maintain their profit margins.

V. LIMITATIONS

The most significant limitation of all these features discussed above is that customer satisfaction is hard to measure, but as direct effect on the sale on any particular site. Satisfied customers get more customers to the shop; hence the vendor needs to value them individually. On the other hand the cut-throat competition online between different Online Shops is fierce and to attracting and retaining customer with the site, and also ensuring that they are happy about the shopping is something tricky to find. So better sites which are dynamically handling these factors and which would dynamically change with changing times are to be developed.

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