

A study on impact of Shopper Navigation & E-service quality on Ecommerce Conversion**Durgesh Agnihotri, Asst. Professor, PSIT, Kanpur****Pallavi Chaturvedi, Asst. Professor, PSIT College of Engineering, Kanpur****Abstract:**

In today's scenario people are highly occupied with their routine work. People are not having much of the leisure time. Online shopping has somehow helped people to manage their time in an effective manner. A lot of people have started purchasing things from available E-floors, but the big question arises whether these online portals are fully satisfying customer's needs and requirement or not? Most of the time customers want to purchase things through online shopping portals but due to certain issues and complexity they get distract from original requirement. Ecommerce is stated for convenience of customers not for creating complexities and distraction while purchasing. Indian online market is growing very fast. Internet accessibility has gone up very fast. Economic level and purchasing power of people has also increased, but conversion is not that great. People want to see what they are purchasing. They want to have full information in less time about the product. That is why the purpose of this research is mainly focused towards identifying the reason behind poor conversion rate of online shopping along with to find out the solution for those problems which are faced by customers while accessing an e-floor.

Key words: Online shopping, Conversion, Customer's need, Ecommerce, Internet Accessibility

Problem Statement:

Online shopping is all about convenience. If convenience is missing than why would people prefer online shopping? Complexity has increased due to emergence of thousands of e-floors. More options have created more doubts in customer's mind. Customers click on one web site and they are navigated to another site. Customers are not getting proper or desired description of products. These issues are working a speed breaker in the path of ecommerce expansion.

Objectives of the study:

- To find out the parameters which will help to increase ecommerce conversion
- To analyze the impact of desired shopper navigation on Ecommerce conversion
- To identify the impact of e-service quality on customer satisfaction

Research Methodology:

The study is conducted in Kanpur. Convenient random sampling is used by taking 200 respondents as sample size. For the collection of data a structured questionnaire is formed, which is containing topic related questions. Along with that various books, journals (international/ national), magazines and websites are also considered for the collection of data. The collected data is further analyzed by using various tools. Duration of the study would lie from November 2015 to December 2015.

The study has examined the parameters to increase conversion rate of ecommerce from the sample of 200 respondents who have filled the questionnaire. Data is collected through sample of different professionals.

Hypothesis Formulation: 1

Null: There is no significant relation between user friendly shopper navigation and ecommerce conversion

Alternate: There is a significant relation between user friendly shopper navigation and ecommerce conversion

Hypothesis Formulation: 2

Null: There is no significant impact of e-service quality on ecommerce conversion

Alternate: There is a significant impact of e-service quality on ecommerce conversion

Critical Review of Literature

Venkatesh (2000) reported that perceived convenience offered by Internet Vendors has a positive impact on consumers' attitude towards online shopping, as they perceive Internet as a medium that enhances the outcome of their shopping experience in an easy way. Online shopping holds a great potential for youth marketers. **Benedict et al (2001)** in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by external factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping. **Forsythe and Shi (2003)** study the relationship between the multi-dimensional construct of perceived risk of online shopping and how consumers use online shopping. In their research, they show, for example, that perceived financial risk, which effectively measures consumers' perception of the risk of conducting transaction online, negatively impacted on their intention to buy products on the Internet and their frequency of usage and the amount spent online. Other variables that define the risk of online shopping were also accounted for in their study. **Ramírez Nicolas (2010)** state that "The Internet has changed many facets of our daily lives: the way we relate and communicate with one another, how we interact with a bank, read newspapers or watch television. Even the way we buy and sell. These changes

have occurred due to the constant flow of companies offering new business models and innovative formulae. Discount coupons have always been a powerful marketing tool. Whether inserted in printed media or posted through letter boxes, they attracted new customers and were also offered at the time of purchase to promote consumer loyalty by encouraging repeat purchases at ISSN 2348 - 8891 Altius Shodh Journal of Management & Commerce outlets. In order to play the "high number game", there were many businesses which offered special discounts to a group of customers together. **Chowdhury and Ahmad (2011)** conducted a study on 'factors affecting consumer participation in online shopping in Malaysia'. The major focus of the study was to describe the relationship between independent variables and dependent variable using Pearson's correlation method. The limitation of this study was that it only used four variables (ability, benevolence, integrity, and trust) in explaining the consumer participation but did not take other important variables into account (e.g., cost switching vendors and the presence of third party. **Vijay, Sai. T. & Balaji, M. S. (May 2009)**, revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India. A survey among 150 internet users, including both users and non-users of online shopping, was carried out to understand why some purchase online while others do not. The results suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so. **Donald Rogan (2007)** explains the relationship between consumer behavior and marketing strategy. He states that strategy is about increasing the probability and frequency of buyer behavior. Requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants. **Dr. Renuka Sharma (2014)** stated that there is huge scope of web-stores in various areas and in almost all the segments. The young population is the biggest attraction of this industry and they may contribute substantially to the growth of online shopping in India. The majority of internet users are youngsters, the majority of goods and services demanded are related to only this segment. Travel planning is one of the biggest services used by Indian online shoppers. The present study has several implications for business strategists. According to **Bob Angus (2014)** online shoppers, especially first time visitors, evaluate ecommerce sites in many ways, to decide whether you are trustworthy. They want to know if their personal data is safe. They want their privacy protected. They want to be confident that they will get what they ordered, when they expect it. They want to know that your customer service is there if they need it. **Peep Laja (2014)** focused on certain parameters to provide quality e-service to satisfy customer's needs. He has also mentioned that quality e-service is directly proportional to customer satisfaction and customer satisfaction is directly proportional to intention to purchase or repurchase.

Data Analysis & Interpretation**Factor Analysis****Correlation Matrix**

	do you think that discount leads to ecommerce conversion	Do you think that free shipping leads to ecommerce conversion	Do you think that payment security leads to ecommerce conversion	Do you think that E-customization leads to ecommerce conversion	Do you think that product description leads to ecommerce conversion
Do you think that discount leads to ecommerce conversion	1.000	.609	.772	.632	.752
Do you think that free shipping leads to ecommerce conversion	.609	1.000	.873	.770	.890
Do you think that payment security leads to ecommerce conversion	.772	.873	1.000	.719	.937
Do you think that E-customization leads to ecommerce conversion	.632	.770	.719	1.000	.794
Do you think that product description leads to ecommerce conversion	.752	.890	.937	.794	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.833
Bartlett's Test of Sphericity	Approx. Chi-Square	567.444
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
• Do you think that discount leads to ecommerce conversion	1.000	.680
• Do you think that free shipping leads to ecommerce conversion	1.000	.844
• Do you think that payment security leads to ecommerce conversion	1.000	.908
• Do you think that E-customization leads to ecommerce conversion	1.000	.743
• Do you think that product description leads to ecommerce conversion	1.000	.938

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.112	82.242	82.242	4.112	82.242	82.242
2	.431	8.626	90.868			
3	.307	6.148	97.016			
4	.096	1.911	98.927			
5	.054	1.073	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
• Do you think that discount leads to ecommerce conversion	.825
• Do you think that free shipping leads to ecommerce conversion	.918
• Do you think that payment security leads to ecommerce conversion	.953
• Do you think that E-customization leads to ecommerce conversion	.862
• Do you think that product description leads to ecommerce conversion	.968

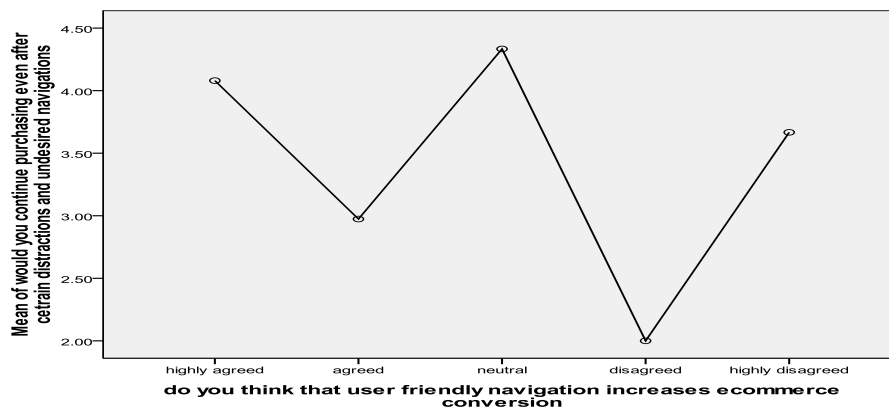
Extraction Method: Principal Component Analysis.

*All the factors are highly correlated

ANOVA

would you continue purchasing even after certain distractions and undesired navigations

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	51.826	4	12.957	22.456	.000
Within Groups	54.814	95	.577		
Total	106.640	99			



*Null Hypothesis is rejected. Thus, there is a significant relation between user friendly shopper navigation and ecommerce conversion.

Suggestions:

On the basis of the study it has been found that people tend to purchase more if Eservice quality is better. That shows web portals need to keep their product description simple and precise.

- They need to provide better description of products or services to encourage more customers to purchase.
- Web portals must be hustle free, so that customers can enjoy shopping. It should not have unnecessary navigational advertisement to distract customers.
- To increase E-commerce conversion web portals need to focus on certain parameters such as display, information, customization, delivery, offers etc.
- Access to website must be user friendly. It should not have complexity. More complexity will distract customers and it will have a negative impact on ecommerce conversion.
- Customization of products or services can also lead towards ecommerce conversion.
- Web portals must provide appropriate information about products and services. Direction towards purchase should also be appropriate.

Conclusion:

On the basis of the study it has been observed that there is a high correlation between customer satisfaction and repurchase. That means if customers are satisfied with the services provided by the web portals, they intend to purchase more. It has also been observed that customers purchase more from a web portal, if a web portal provides better e services and better navigation towards purchase of a product or service. This proves that E floors need to provide better quality services for better sustainability in ecommerce business. Finally we can conclude that E floors must come up with inimitable features to satisfy customers need to increase ecommerce conversion rate.

References:

- Sajjad Nazir 1, Arsalan Tayyab 2, Aziz Sajid 3, Haroon ur Rashid 4, Irum Javed 5 "How Online Shopping Is Affecting Consumers Buying Behavior in Pakistan?" IJCSI International Journal of Computer Science Issues, Vol. 9, Issue 3, No 1, May 2012 ISSN (Online): 1694-0814
- Na Li and Ping Zhang, Consumer Online Shopping Attitudes And Behavior: An Assessment Of Research
- Taweerat Jiradilok, Settapong Malisuwan, Navneet Madan, and Jesada Sivaraks, The Impact of Customer Satisfaction on Online Purchasing: A Case Study Analysis in Thailand, Journal of Economics, Business and Management, Vol. 2, No. 1, February 2014

- R. L. Keeney, "The value of Internet commerce to the customer," in Management Science, vol. 45, pp. 533-542, 1999.
- D. J. Reibstein, "What attracts customers to online stores, and what keeps them coming back?" Journal of the academy of Marketing Science, vol. 30, pp. 465-473, 2002.
- Zhang, P., von Dran, G., Blake, P. and Pipithsuksunt, V. "A comparison of the most important website features in different domains: an empirical study of user perceptions," Proceedings of the 6th Americas Conference on Information Systems, 2000, pp.1367-1372.
- Barkhi, R. and Wallace, L. (2007) "The impact of personality type on purchasing decision in virtual stores", Information Technology Management, Vol. 8 No. 4, pp. 313-30
- Gefen, D., Karahanna, E. and Straub, D.W. (2003) "Inexperience and experience with online stores: the importance of TAM and trust", IEEE Transaction on Engineering Management, Vol. 50 No. 3, pp. 307-21.
- Ruchi Nayyar and Gupta.S.L., (2011) " A study on determinants of Internet Buying Behaviour in india." Asian Journal of Business Research. Vol (1), no (2), 2011, pp: (53-65).
- Nierop,J.E.M.V., Leeftang, P.S.H., Teerling, M.L and Huizingh, K.R.E. (2011). The impact of the introduction and use of an informational website on offline customer buying behavior. International journal of research in marketing, 28 (2), pp:155-165
- Stoel, L. Ha, S. (2009) Consumer e-shopping acceptance: antecedents in a TAM," Journal of Business Research, Vol. 62 No. 5, pp. 565-71.
- Hsuehen, "An empirical study of web site quality, customer value, and customer satisfaction based on e-shop," The Business Review, vol. 5, pp. 190-193, 2006.
- N. Tamimi, R. Sebastianelli, and M. Rajan, "What do online customers value?" Quality Progress, vol. 38, pp. 35, 2005.
- K. Kim and E. B. Kim, "Suggestions to enhance the cyber store customers satisfaction," Journal of American Academy of Business, vol. 9, pp. 233-240, 2006.