

SATISFACTION LEVEL OF CUSTOMERS ON ELECTRONIC PRODUCTS OFFERED THROUGH E-MARKETING PORTALS – A STUDY OF TELANGANA STATE

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ABSTRACT

Purpose: To know the satisfaction level of customers on electronic products offered through e-marketing portals.

Methodology: The investigator collected the data from 434 customers of Hyderabad and Secunderabad, Telangana state who purchase electronic products through e-marketing portals. The data was analyzed with percentages and chi-square tests using SPSS package.

Findings: The findings shows that more than fifty per cent of the respondents (i.e., 55.3%) have moderate level of satisfaction towards purchase of electronic products through e-marketing portals. No significant association in the satisfaction levels of respondents' between demographic variables [gender ($p=0.072>.05$), family monthly income ($p=0.550>0.05$)] and, however, a significant association was found in the satisfaction levels of respondents' between demographic variables [marital status ($p=0.008<.05$), age ($p=0.021<0.05$), educational qualifications ($p=0.000<0.05$), occupation ($p=0.000<0.05$)] and buying behavior of electronic products through e-marketing portals.

Conclusions: The findings of the study can be used by experts to reconsider or update their online shopping tactics.

Key words: Satisfaction, Electronic products, e-Marketing, Telangana.

1.0 INTRODUCTION

Advances in technology, ease of use, improved purchasing power, the availability of several search engines, and simpler payment methods have all contributed to the growth of online shopping. Online stores are ideal markets for users due to the internet's global reach and convenience. Customers' purchasing habits have changed as a result of the rise of online shopping.

Merisavo (2006)¹ noted that as digital channels frequently generate new leads and maintain positive client connections, they are a crucial component of every business's strategy. Like traditional stores, online retailers frequently exceed their customers' expectations, which increases customer satisfaction and encourages repeat business (Kotler and Armstrong, 2010)². In addition to other elements, the quality of the product information on the website and the entire transaction procedure determine how satisfied e-customers are (Lee and Lee, 2019)³. Various tools are used by different researchers to assess e-customer satisfaction. Customers can spend more time on the Internet thanks to the availability of user-friendly electronic devices such tablets, smartphones, and highly connected Internet connections (Jiang et al., 2019)⁴.

Traditional stores are now selling both online and conventionally, and new online stores are starting to appear due to the enormous potential of internet purchasing.

As such, it is felt that there is a need to analyze the customer satisfaction of e-marketing buyers in Telangana state.

Objective: (i) To identify the customer satisfaction levels and (ii) to find out the association between customers' perceptions while purchasing electronic goods through e-marketing portals in Telangana state based on their demography variables.

Hypothesis: (i) The customers have low level of satisfaction while purchasing electronic products through E-marketing portals. (ii) There is no association between perceptions of customers' satisfaction based on (i) gender, (ii) marital status, (iii) age, (iv) education, (v) occupation and (vi) income.

Limitations: The study limited to the customers of Telangana state. It is limited to those who make purchases through e-marketing portals. It is delimited to electronic products only.

2.0 Review of Literature

Rangaswamy, Sivasubramaniam, Sundaram and Pitchaimuthu (2021)⁵ found that is a significant association between the factors considered under digital marketing, customer satisfaction, and loyalty at 1% and 5% level of significance except with the monthly income. The security factor alone was found significantly associated with the educational qualification at 1% level of significance and gender with website design, product quality, and security. Occupation and type of electronic goods purchased by the influence of digital marketing are not significantly associated with product quality. Ayoola and Ibrahim (2020)⁶ e-marketing components like search engine optimization; social media marketing and email marketing have a positive impact on customer satisfaction in such a way that the search engine is providing all necessary information to the consumers. Baranidharan, Yuvarani, Sthapit, Arhan and Thiyagarajan (2020)⁷ stated that on-line shopping in India is significantly affected by various demographic factors like age, gender, marital status, family size and income. Mullatahiri and Ukaj (2019)⁸ confirmed that it is e-marketing that builds the brand image among the customers and creates satisfaction thereby leading to commitment and loyalty. Geeta and Elayaraja (2019)⁹ observed from the results that the chi-square result shows that there is a significant association between educational qualification and overall satisfaction. The regression analysis result shows product characteristics and website qualities are positively predicting customer satisfaction.

3.0 Research Methodology

To collect the primary data the investigator used an online questionnaire using a Google Form. The questionnaire consists of satisfaction levels of customers while purchasing the products using e-marketing portals. 434 responses were obtained through e-mails, WhatsApp. The secondary resources were books, electronic journals and conference/seminar papers.

4.0 Data Analysis and Interpretation

4.1 Identification of Respondents Based on Customer Satisfaction Levels

The respondents were classified into three categories to know their level of satisfaction i.e., high level of satisfied customers, medium level of satisfied customers and low level of satisfied customers to purchase electronic products offered through e-marketing portals.

In order to know the triple scale of class intervals for interpreting the scores, the width of the class intervals found by dividing the range of the possible composite scores by the requested number of scale categories which is 3. Table 1 displays the 3-point scale of class intervals for interpreting the composite scores of satisfaction levels using the average.

Table 1: Interpretation of Class Intervals for Customer Satisfaction Levels

Sl. No.	Interval	Interpretation
1.	1 to 2.33	Low level of satisfaction
2.	2.34 to 3.67	Moderate level of satisfaction
3.	3.68 to 5.00	High level of satisfaction

The above table displays that the satisfaction score falls in between 1 to 2.33 the satisfaction level is low, if the value is between 2.34 to 3.67 it comes under moderate level of satisfaction and if it is 3.68 to 5.00 the customer level of satisfaction is high. Based on the above classification, the respondents were divided into three categories of satisfaction levels. In the present study, how the respondents were classified into above mentioned categories is mentioned in Table 4.2.

Table 2: Distribution of Respondents in Terms of Level of Satisfaction

Sl. No.	Satisfaction level	Number	Percent
1.	Low level of satisfaction	32	7.4
2.	Moderate level of satisfaction	240	55.3
3.	High level of satisfaction	162	37.3
	Total	434	100.0

Source: Primary data

Table 2 shows that 32 respondents (7.4%) were having low level of satisfaction to buy electronic products through electronic marketing. A high number of respondents i.e., 240 (55.3%) were satisfied at the moderate level. The survey respondents 162 (37.3%) have a high level of satisfaction to buy electronic products with different aspects.

From this study, it is found that more than fifty per cent of the respondents (i.e., 55.3%) have moderate level of satisfaction towards purchase of electronic products through e-marketing portals in twin cities of Hyderabad and Secunderabad.

4.2 Association between Demographic Factors and Level of Satisfaction

On the basis of the socio-economic background of the respondents, an association was found between socio-economic factors and the level of customer satisfaction while purchasing electronic products through e-marketing portals. For this purpose, the researcher framed and tested the following hypothesis (H2) in order to create significant association.

H2: There is no significant association between socio-economic factors and their level of satisfaction to buy electronic products through e-marketing portals.

For this rationale, the gender, marital status, age, educational qualifications, occupation and monthly family income were considered. To find out the significant association between the variables, the chi-square test was used.

4.2.1 Gender Vs. Level of Satisfaction

The following sub-hypothesis was framed to know the association between gender of the respondents and level of satisfaction of customers on electronic products through e-marketing portals.

H₂₁: There is no significant association between respondents' gender and their level of satisfaction to buy electronic products through e-marketing portals.

The data was analysed using SPSS and the obtained results percentage of level of satisfaction and chi-square value and p score was interpreted in Table 3.

Table 3: Gender Vs. Level of Satisfaction on to Buy Electronic Products

Sl. No.	Gender	Level of Satisfaction				Chi-square score	'p' value
		Low	Moderate	High	Total		
1.	Male	20	142	114	276	5.562 at 2 df	.072
		7.2%	51.4%	41.3%	100%		
2.	Female	12	98	48	158		
		7.6%	62.0%	30.4%	100%		
	Total	32	240	162	434		
		7.4%	55.3%	37.3%	100%		

Source: Primary data

Table 3 illustrates the satisfaction levels of male and female respondents about buying electronic products offered through e-marketing portals. Of 276 respondents, majority (51.4%) of them having moderate level of satisfaction, 41.3% of them high have high level of satisfaction and only 7.2% of them have low level of satisfaction. Similarly, 62.0% were in moderate level, 30.4% of high level and 7.6% low level. It is found that there is more number of female respondents (62.0%) in moderate level, whereas the male (51.4%) is also moderate level of satisfaction. The chi-square results ($p=.072>0.05$) indicate that there is no significant association in the satisfaction between respondents' gender and level of satisfaction to buy electronic products through e-marketing portals. Hence, hypothesis is accepted.

4.2.2 Marital Status Vs. Level of Satisfaction

The following sub-hypothesis was framed to know the association between marital status of the respondents and level of satisfaction of customers on electronic products through e-marketing portals.

H₂₂: There is no significant association between respondents' marital status and their level of satisfaction to buy electronic products through e-marketing portals.

The data was analysed using SPSS and the obtained results percentage of level of satisfaction and chi-square value and p score was interpreted in Table 4.

Table 4: Marital Status Vs. Level of Satisfaction on to Buy Electronic Products

Sl. No.	Marital status	Level of Satisfaction				Chi-square score	'p' value
		Low	Moderate	High	Total		
1.	Married	8	64	66	138	9.570 at	.008

		5.8%	46.4%	47.8%	100%	2 df	
2.	Unmarried	24	176	96	296		
		8.1%	59.5%	32.4%	100%		
	Total	32	240	162	434		
		7.4%	55.3%	37.3%	100%		

Source: Primary data

The satisfaction levels of married and unmarried respondents regarding buying behavior of electronic products offered through e-marketing portals. Out of 138 respondents, majority (47.8%) of them having high level of satisfaction, 46.4% of them moderate level of satisfaction and only 5.8% of them have low level of satisfaction. Further, among unmarried respondents, 59.5% were in moderate level of satisfaction, 32.4% of high level and 8.1% have low level satisfaction. The results shows that more number of married respondents (47.8%) have high level of satisfaction, whereas the unmarried respondents (59.5%) have moderate level of satisfaction.

The chi-square results ($p=.008<0.01$) indicate that there is a significant association in the satisfaction between respondents' marital status and level of satisfaction to buy electronic products through e-marketing portals. Hence, hypothesis is not accepted.

4.2.3 Age Vs. Level of Satisfaction

The following sub-hypothesis was framed to know the association between age of the respondents and level of satisfaction of customers on electronic products through e-marketing portals.

H₂₃: There is no significant association between respondents' age and their level of satisfaction to buy electronic products through e-marketing portals.

The data was analysed using SPSS and the obtained results percentage of level of satisfaction and chi-square value and p score was interpreted in Table 5.

Table 5: Age Vs. Level of Satisfaction on to Buy Electronic Products

Sl. No.	Age in years	Level of Satisfaction				Chi-square score	'p' value
		Low	Moderate	High	Total		
1.	Below 20	10	42	20	72	11.603 at 4 df	.021
		13.9%	58.3%	27.8%	100%		
2.	Between 21-40	20	194	134	348		
		5.7%	55.7%	38.5%	100%		
3.	Between 41-60	2	4	8	14		
		14.3%	28.6%	57.1%	100%		
	Total	32	240	162	434		
		7.4%	55.3%	37.3%	100%		

Source: Primary data

The satisfaction levels of respondents based on their age with regard to buying behavior of electronic products offered through e-marketing portals is presented in Table 4.6. Among 72 respondents whose age is below 20, majority 42 (58.3%) of them were moderate, 20 (27.8%) were high and 10 (13.9%) were low levels of satisfaction. Of 348 respondents whose age is between 21 and 40, 194 (55.7%) of

them fall in moderate level, 134 (38.5%) of them in high level and 20 (5.7%) were have low level of satisfaction. Remaining 14 respondents, whose age is between 41 and 60, majority 8 (57.1%) of them in high level, 4 (28.6%) of them were in moderate level and 2 (14.3%) of them were in low level of satisfaction. The analysis reveals that 0 to 40 years age group respondents are moderate level of satisfaction, whereas the respondents whose age is more than 40 years have high level of satisfaction regarding buying behavior of electronic products through e-marketing portals.

Chi-square results ($p=.021<0.01$) specifies that there is a substantial association in their satisfaction between the respondents of different age groups and level of satisfaction to buy electronic products through e-marketing portals. Hence, hypothesis is not accepted.

4.2.4 Education Qualification Vs. Level of Satisfaction

The following sub-hypothesis was framed to know the association between education qualification of the respondents and level of satisfaction of customers on electronic products through e-marketing portals.

H24: There is no significant association between respondents' education qualification and their level of satisfaction to buy electronic products through e-marketing portals.

The data was analysed using SPSS and the obtained results percentage of level of satisfaction and chi-square value and p score was interpreted in Table 4.6.

The satisfaction levels of the respondents in view of their education levels with regard to buying behavior of electronic products offered through e-marketing portals are as follows.

**Table 6: Education Qualification Vs.
Level of Satisfaction on to Buy Electronic Products**

Sl. No.	Education Qualification	Level of Satisfaction				Chi-square score	'p' value
		Low	Moderate	High	Total		
1.	Intermediate & Below	4	4	6	14	28.565 at 6 df	.000
		28.6%	28.6%	42.9%	100%		
2.	Under-graduates	10	76	32	118		
		8.5%	64.4%	27.1%	100%		
3.	Post-graduates	14	142	92	248		
		5.6%	57.3%	37.1%	100%		
4.	Ph.D.	4	18	32	54		
		7.4%	33.3%	59.3%	100%		
	Total	32	240	162	434		
		7.4%	55.3%	37.3%	100%		

Source: Primary data

The respondents who have intermediate and below level of qualification, a substantial percentage (42.9%) of respondents were having high level of satisfaction and an equal number of respondents i.e., 4 (28.6%) have low and moderate level of satisfaction. Similarly, the respondents who possess Ph.D. nearly 60 per cent (N=32, 59.3%) of them have high level, 18 (33.3%) have moderate and 4 (7.4%) have low level of satisfaction. The respondents who are under-graduates, majority 76 (64.4%)

of them have moderate level, 32 (27.1%) have high level and 10 (8.5%) of them were having low level of satisfaction. The post-graduates (248), majority 142 (57.3%) have moderate level, 92 (37.1%) have high level and 14 (5.6%) have low level of satisfaction. From this study, it is noticed that either less qualified or high qualified respondents are high level of satisfaction, but the under-graduates and post-graduates are having moderate level of satisfaction in buying electronic products offered through e-marketing portals.

Chi-square results ($p=.000<0.01$) agrees that there is an extensive association towards satisfaction between the respondents of various education levels and level of satisfaction to buy electronic products through e-marketing portals. Hence, hypothesis is not accepted.

4.2.5 Occupation Vs. Level of Satisfaction

The following sub-hypothesis was framed to know the association between occupation of the respondents and level of satisfaction of customers on electronic products through e-marketing portals.

H_{2s}: There is no significant association between respondents' occupation and their level of satisfaction to buy electronic products through e-marketing portals.

The data was analysed using SPSS and the obtained results percentage of level of satisfaction and chi-square value and p score was interpreted in Table 4.7.

Table 7: Occupation Vs. Level of Satisfaction on to Buy Electronic Products

Sl. No.	Occupation	Level of Satisfaction				Chi-square score	'p' value
		Low	Moderate	High	Total		
1.	Housewife	0	8	4	12	35.175 at 8 df	.000
		0.0%	66.7%	33.3%	100%		
2.	Students	24	174	98	296		
		8.1%	58.8%	33.1%	100%		
3.	Business	4	10	8	22		
		18.2%	45.5%	36.4%	100%		
4.	Government employees	0	2	20	22		
		0.0%	9.1%	90.9%	100%		
5.	Private employees	4	46	32	82		
		4.9%	56.1%	39.0%	100%		
	Total	32	240	162	434		
		7.4%	55.3%	37.3%	100%		

Source: Primary data

Of 12 housewife category respondents, two-third respondents 8 (66.7%) fall under moderate level of satisfaction and the left over 4 (33.3%) were highly satisfied while buying electronic products through e-marketing portals. As well as the students 174 (58.8%) have moderate level, 98 (33.1%) have high level and 24 (8.1%) have low level of satisfaction. The respondents who are in the business category are also satisfied with moderate (N=10, 45.5%), high (N=36.4%) and low (N=4, 18.2%) levels of satisfaction. The employees working in private organizations have moderate satisfaction with 46 (56.1%), 32 (39.0%) have high level and 4 (4.9%) have low level

of satisfaction. But the employees working government organizations most (N=20 (90.9%)) have high level of satisfaction and 9.1% of them have moderate level of satisfaction. The findings of the study indicates that except government employees (90.9%), all other category respondents – housewife (66.7%), students (58.8%), business (45.5%) and private employees (56.1%) – have moderate level of satisfaction towards electronic products buying through e-portals.

Chi-square results ($p=.000<0.01$) provide that there is a widespread association towards satisfaction between the respondents of different professionals and level of satisfaction towards electronic products buying through e-portals.

4.2.6 Income Vs. Level of Satisfaction

The following sub-hypothesis was framed to know the association between income of the respondents and level of satisfaction of customers on electronic products through e-marketing portals.

H_{2c}: There is no significant association between respondents' income and their level of satisfaction to buy electronic products through e-marketing portals.

The data was analysed using SPSS and the obtained results percentage of level of satisfaction and chi-square value and p score was interpreted in Table 4.8.

**Table 8: Family Monthly Income Vs.
Level of Satisfaction on to Buy Electronic Products**

Sl. No.	Income	Level of Satisfaction				Chi-square score	'p' value
		Low	Moderate	High	Total		
1.	Upto Rs.20000	24	176	108	308	3.049 at 4 df	.550
		7.8%	57.1%	35.1%	100%		
2.	Rs.20001 to Rs.50000	6	38	34	78		
		7.7%	48.7%	43.6%	100%		
3.	Rs.50001 to Rs.100000	2	26	20	48		
		4.2%	54.2%	41.7%	100%		
	Total	32	240	162	434		
		7.4%	55.3%	37.3%	100%		

Source: Primary data

More than three-fourths respondents i.e., 308 whose income upto Rs.20000 per month, majority 176 (57.1%) have moderate, 108 (35.1%) have high level and 24 (7.8%) of them have low level of satisfaction. Accordingly, out of 78 respondents whose income ranges from Rs.20001 to Rs.50000, 38 (48.7%) have moderate level, 34 (43.6%) have high level and 6 (7.7%) have low level of satisfaction. The respondents whose income ranges from Rs.50001 to Rs.100000, 26 (54.2%) have moderate level, 20 (41.7%) have high level and only 2 (4.2%) respondents have low level of satisfaction. Hence, it is found that the respondents have moderate level of satisfaction whatever their income levels. The Chi-square results ($p=.550>0.05$) indicates that there is no significant association between the respondents of various income groups and level of satisfaction to buy electronic products through e-marketing portals. Hence, hypothesis is accepted.

5.0 FINDINGS

- (i) The findings shows that more than fifty per cent of the respondents (i.e., 55.3%) have moderate level of satisfaction towards purchase of

electronic products through e-marketing portals in twin cities of Hyderabad and Secunderabad

- (ii) It is found that there is no significant association in the satisfaction levels of respondents between demographic variables [gender ($p=0.072>0.05$), family monthly income ($p=0.550>0.05$)] and buying behavior of electronic products through e-marketing portals.
- (iii) However, a significant association was found in the satisfaction levels of respondents between demographic variables [marital status ($p=0.008<0.05$), age ($p=0.021<0.05$), educational qualifications ($p=0.000<0.05$), occupation ($p=0.000<0.05$)] and buying behavior of electronic products through e-marketing portals.

6.0 CONCLUSIONS

It is concluded that most of the respondents either moderately satisfied or highly satisfied purchasing of products through e-marketing portals. There is no association between gender and family income, however, there is an association while buying through e-marketing portals based on their marital status, age, educational qualifications and occupation. The findings of the study can be used by practitioners to reconsider or update their online shopping tactics.

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