CUSTOMER SATISFACTION OF PEOPLE IN THE SHOPPING OF BRANDED AND NON-BRANDED ARTICLES THROUGH ONLINE-OFFLINE MODE

Dr. Rohit Kumar Pal [1], Uditanshu Chaudhary [2]

[1] Research Guide, Department of Commerce, Sparsh Himalaya University, Dehradun (Uttarakhand), India
[2] Research Scholar, Department of Commerce, Sparsh Himalaya University, Dehradun (Uttarakhand), India

ABSTRACT

This study attempts to compare the customer satisfaction of people in the shopping of branded and non-branded articles through online-offline mode. The null hypotheses were formulated for this study. The researcher has used a cross-sectional research design. The researcher has employed a quantitative survey method in the present study. Sample of the present study involved 600 customers above 18 years who are residing in the six blocks of district Dehradun. Purposive sampling technique was used to select the sample for the study. Consequently, 290 male and 310 female customers from the Dehradun district were chosen. Customer satisfaction was the dependent variable and type of articles and mode of shopping were the independent variables involved in the present study. Customer Satisfaction Scale developed by the researcher has been used to collect the data. Mean, S.D. and 't' test have been used for the statistical analysis. Findings revealed that there was a significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles. Customer satisfaction of people in the shopping of non-branded articles was found higher as compared to the shopping of branded articles. There was found a significant difference in the customer satisfaction of people in the shopping through online-offline mode. Customer satisfaction of people in the shopping through offline mode has been found higher as compared to the shopping through online mode.

Keywords: Customer Satisfaction, Branded Articles, Non-Branded Articles, Online & Offline Mode of Shopping

1. INTRODUCTION

Customers are the most important people for any business. In general, customers are those people who buy goods and services from the market or business that meet their needs and wants. Customers are valuable asset that must be properly kept satisfied **(Odunlami, 2015)**. That is the main reason why organizations today are focusing on customer satisfaction. Every business organization's success depends on the satisfaction of the customers. Those companies that are succeeding to satisfy the customers fully will remain in the top position in a market. Today's business company has known that customer satisfaction is the key component for the success of the business and at the same time it plays a vital role to expand the market value. **Oliver (2002)** suggests that customer satisfaction is the core philosophy of marketing strategy of any organization and plays a key role in an organization success. According to **Wandaogou & Jalulah (2011)**, customer satisfaction is a psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and/or service.

Importance of customer satisfaction in today's dynamic corporate environment is obvious as it greatly influences customers repurchase intentions whereas dissatisfaction has been seen as a primary factor for customers' intention to switch **(Faizan, Nawaz, & Khan, 2011)**. According to **Ranaweera & Prabhu (2003)** the more satisfied customers are

the greater is their retention, the positive word of mouth generated through them and the financial benefits to the firms who serve them. Customer satisfaction is the necessary foundation for the company to retain the existing customers. The customers who are unsatisfied with the received services would not be expected to have long run relationships with the company. **Ibojo, Olawepo, & Akinruwa (2013)** stated that for an organization to constantly retain its numerous customers in this competitive global village there is the need to strategically constantly satisfying the needs of the customers.

People in India are now using branded products, especially in big cities. The mind-set of the people has changed. Now the people want to buy the branded items even on the sake of their basic needs. On the other hand, there are some people who are not concerned with the branding and go for their routine shopping. But in the present world, all seem to be fascinated by the brands which are promoted on social media. There has been seen a bounce in the shopping of branded items. With the development of technology and internet, online shopping has become the core of marketing. Indian consumers, who priorities touch and feel over visual appeal, have embraced this technology for product discovery and search. Online shopping has become more and more popular due to convenience, variety in product options and time savings. In the present study, the researcher has tried to compare the customer satisfaction of people in the shopping of branded and non-branded articles through online-offline mode.

2. RESEARCH STATEMENT

Customer Satisfaction of People in the Shopping of Branded and Non-Branded Articles through Online-Offline Mode

2.1. OBJECTIVES OF THE STUDY
- To compare the customer satisfaction of people in the shopping of branded and non-branded articles.
- To compare the customer satisfaction of people in the shopping through online-offline mode.
- To compare the customer satisfaction of people in the shopping of branded and non-branded articles through online mode.
- To compare the customer satisfaction of people in the shopping of branded and non-branded articles through offline mode.
- To compare the customer satisfaction of people in the shopping of branded articles through online-offline mode.
- To compare the customer satisfaction of people in the shopping of non-branded articles through online-offline mode.

2.2. HYPOTHESES OF THE STUDY
- There is no significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles.
- There is no significant difference in the customer satisfaction of people in the shopping through online-offline mode.
- There is no significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles through online mode.
- There is no significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles through offline mode.
- There is no significant difference in the customer satisfaction of people in the shopping of branded articles through online-offline mode.
- There is no significant difference in the customer satisfaction of people in the shopping of non-branded articles through online-offline mode.

3. METHODOLOGY

- **Research Design:** The researcher has used a cross-sectional research design.
- **Method of the Study:** The researcher has employed a quantitative survey method in the present study.
- **Sample and Sampling Technique:** The present study involved 600 customers above 18 years who are residing in the six blocks of district Dehradun. Purposive sampling technique was used to select the sample for the study. Consequently, 290 male and 310 female customers from the Dehradun district were chosen.
- **Variables:** Customer satisfaction is the dependent variable and type of articles and mode of shopping are the independent variables of the present study.
- **Research Scale Used:** Customer Satisfaction Scale developed by the researcher has been used to collect the data.
- **Statistical Techniques:** Mean, S.D. and 't' test have been used for the statistical analysis.

Analysis and Interpretation of Data

Table-1.1: Mean and S.D. of the Customer Satisfaction of People in the Shopping of Branded and Non-Branded Articles

Variable	Article	N	Mean	S.D.	SEM
Customer	Branded	600	195.38	12.17	0.497
Satisfaction	Non-Branded	600	199.53	21.30	0.869

Source: Researcher's Data Analysis 2024.

Table 1.1 shows that mean and S.D. of the customer satisfaction of people in the shopping of branded articles is 195.38 and 12.17 respectively. On the other hand, mean and S.D. of the customer satisfaction of people in the shopping of non-branded articles is 199.53 and 21.30 respectively. These mean values indicate that customer satisfaction of people in the shopping of non-branded articles is higher as compared to the shopping of branded articles. The mean and S.D. of the customer satisfaction of people in the shopping of branded and non-branded articles has been shown in the graph below:
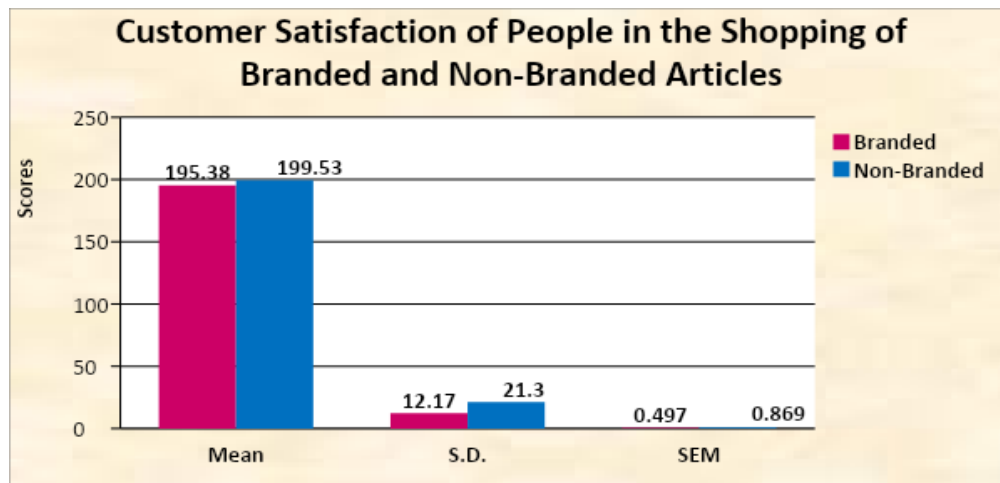

Table-1.2: T-Test to compare the Customer Satisfaction of People in the Shopping of Branded and Non-Branded Articles

Mean Difference	df	Obtained 't' Value	Table Value	Results	Level of Significance
-4.15	1198	4.144	2.58	Significant	0.01

Source: Researcher's Data Analysis 2024.

Table 1.2 shows the 't' value to compare the customer satisfaction of people in the shopping of branded and non-branded articles.

The obtained 't' value to compare the customer satisfaction of people in the shopping of branded and non-branded articles is 4.144. This 't' value has been found significant at 0.01 level of significance as this value is more than table value 2.58. It means that there is a significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles.

Thus, the null-hypothesis that **"there is no significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles"** is rejected.

Table-2.1: Mean and S.D. of the Customer Satisfaction of People in the Shopping through Online-Offline Mode

Variable	Mode	N	Mean	S.D.	SEM
Customer	Online	600	182.08	20.23	0.829
Satisfaction	Offline	600	212.83	14.86	0.606

Source: Researcher's Data Analysis 2024.

Table 2.1 shows mean and S.D. of the customer satisfaction of people in the shopping through online-offline mode.

It is clear from the above table that mean and S.D. of the customer satisfaction of people in the shopping through online mode is 182.08 and 20.23 respectively. On the other hand, mean and S.D. of the customer satisfaction of people in the shopping through offline mode is 212.83 and 14.86 respectively. These mean values indicate that customer satisfaction of people in the shopping through offline mode is higher as compared to the shopping through online mode.

The mean and S.D. of the customer satisfaction of people in the shopping through online-offline mode has been shown in the graph below:
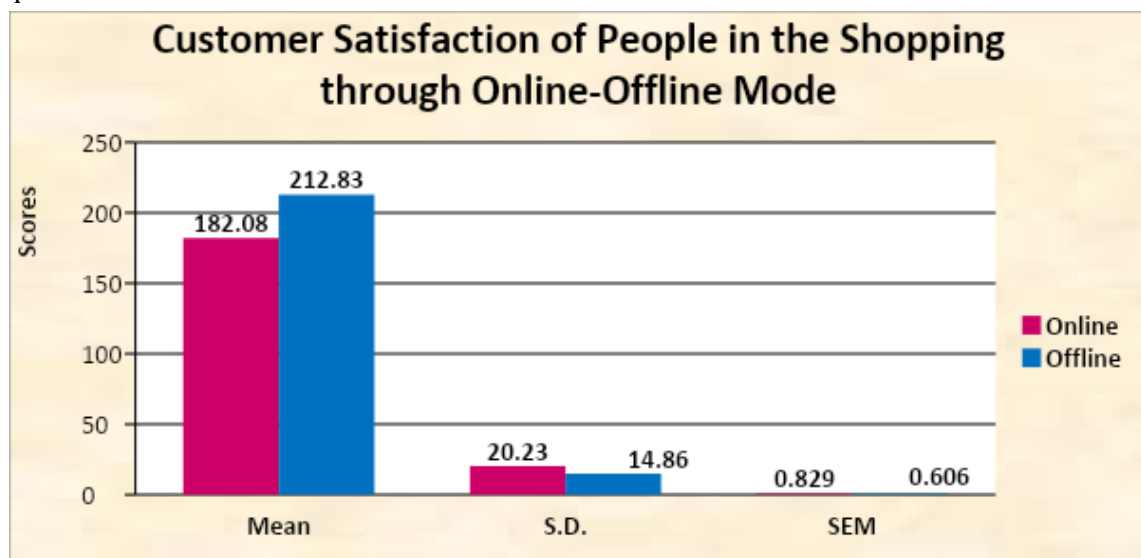

Table-2.2: T-Test to compare the Customer Satisfaction of People in the Shopping through Online-Offline Mode

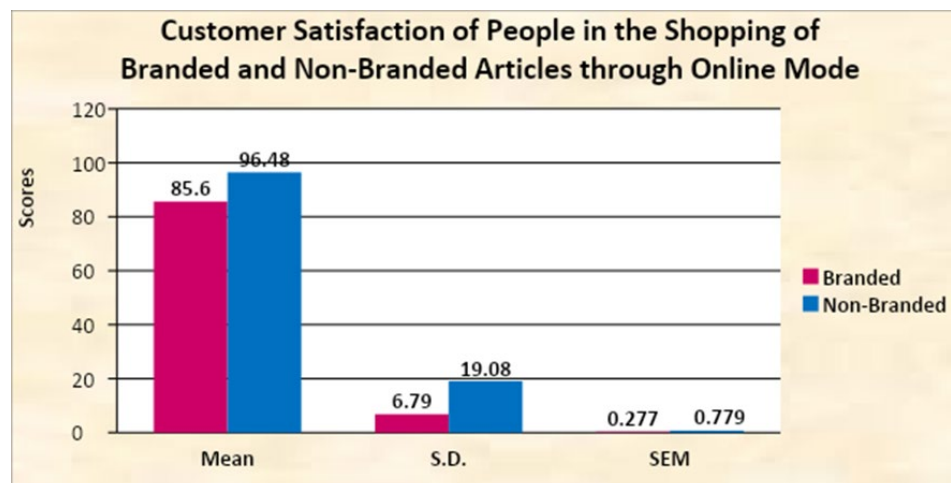| Mean Difference	df	Obtained 't' Value	Table Value	Results	Level of Significance
-30.75	1198	29.914	2.58	Significant	0.01

Source: Researcher's Data Analysis 2024.

Table 2.2 shows the 't' value to compare the customer satisfaction of people in the shopping through online-offline mode. The obtained 't' value to compare the customer satisfaction of people in the shopping through online-offline mode is 29.914. This 't' value has been found significant at 0.01 level of significance as this value is more than table value 2.58. It means that there is a significant difference in the customer satisfaction of people in the shopping through online-offline mode. Thus, the null-hypothesis that **"there is no significant difference in the customer satisfaction of people in the shopping through online-offline mode"** is rejected.

Table-3.1: Mean and S.D. of the Customer Satisfaction of People in the Shopping of Branded and Non-Branded Articles through Online Mode

Variable	Article	N	Mean	S.D.	SEM
Customer Satisfaction	Branded	600	85.60	6.79	0.277
	Non-Branded	600	96.48	19.08	0.779

Source Researcher's Data Analysis 2024.

Table 3.1 shows mean and S.D. of the customer satisfaction of people in the shopping of branded and non-branded articles through online mode. It is clear from the above table that mean and S.D. of the customer satisfaction of people in the shopping of branded articles through online mode is 85.60 and 6.79 respectively. On the other hand, mean and S.D. of the customer satisfaction of people in the shopping of non-branded articles through online mode is 96.48 and 19.08 respectively. These mean values indicate that customer satisfaction of people in the shopping of non-branded articles through online mode is higher as compared to the shopping of branded articles through online mode. The mean and S.D. of the customer satisfaction of people in the shopping of branded and non-branded articles through online mode has been shown in the graph below:

Figure 3: Customer Satisfaction of People in the Shopping of Branded and Non-Branded Articles through Online Mode

Table-3.2: T-Test to compare the Customer Satisfaction of People in the Shopping of Branded and Non-Branded Articles through Online Mode

Mean Difference	df	Obtained 't' Value	Table Value	Results	Level of Significance
-10.87	1198	13.153	2.58	Significant	0.01

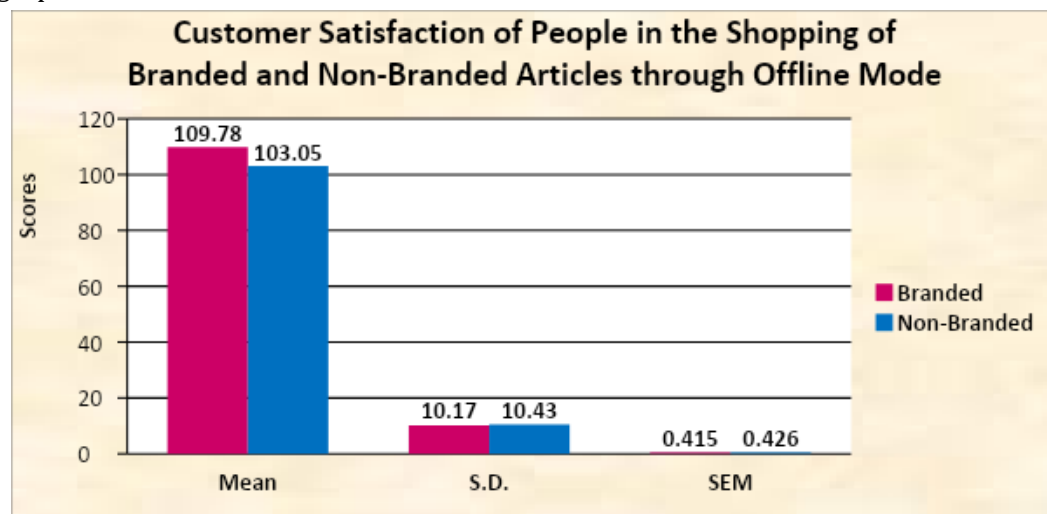**Source:** Researcher's Data Analysis 2024.

Table 3.2 shows the 't' value to compare the customer satisfaction of people in the shopping of branded and non-branded articles through online mode. The obtained 't' value to compare the customer satisfaction of people in the shopping of branded and non-branded articles through online mode is 13.153. This 't' value has been found significant at 0.01 level of significance as this value is more than table value 2.58. It means that there is a significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles through online mode. Thus, the null-hypothesis that **"there is no significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles through online mode"** is rejected.

Table-4.1: Mean and S.D. of the Customer Satisfaction of People in the Shopping of Branded and Non-Branded Articles through Offline Mode

Variable	Article	N	Mean	S.D.	SEM
Customer Satisfaction	Branded	600	109.78	10.17	0.415
	Non-Branded	600	103.05	10.43	0.426

Source: Researcher's Data Analysis 2024.

Table 4.1 shows mean and S.D. of the customer satisfaction of people in the shopping of branded and non-branded articles through offline mode. It is clear from the above table that mean and S.D. of the customer satisfaction of people in the shopping of branded articles through offline mode is 109.78 and 10.17 respectively. On the other hand, mean and S.D. of the customer satisfaction of people in the shopping of non-branded articles through offline mode is 103.05 and 10.43 respectively. These mean values indicate that customer satisfaction of people in the shopping of branded articles through offline mode is higher as compared to the shopping of non-branded articles through offline mode. The mean and S.D. of the customer satisfaction of people in the shopping of branded and non-branded articles through offline mode has been shown in the graph below:

Table-4.2: T-Test to compare the Customer Satisfaction of People in the Shopping of Branded and Non-Branded Articles through Offline Mode

Mean Difference	df	Obtained 't' Value	Table Value	Results	Level of Significance
6.72	1198	11.305	2.58	Significant	0.01

Source: Researcher's Data Analysis 2024.

Table 4.2 shows the 't' value to compare the customer satisfaction of people in the shopping of branded and non-branded articles through offline mode.

The obtained 't' value to compare the customer satisfaction of people in the shopping of branded and non-branded articles through offline mode is 11.305. This 't' value has been found significant at 0.01 level of significance as this value is more than table value 2.58. It means that there is a significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles through offline mode.

Thus, the null-hypothesis that **"there is no significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles through offline mode"** is rejected.

Table-5.1: Mean and S.D. of the Customer Satisfaction of People in the Shopping of Branded Articles through Online-
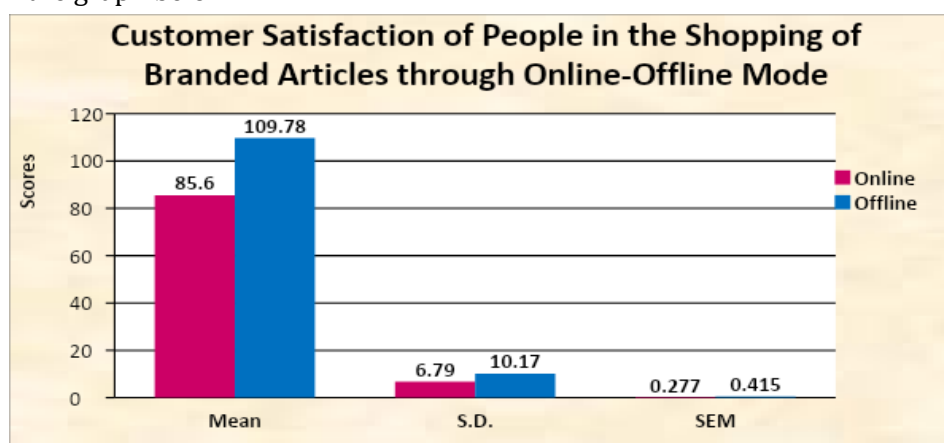
Variable	Mode	N	Mean	S.D.	SEM
Customer	Online	600	85.60	6.79	0.277
Satisfaction	Offline	600	109.78	10.17	0.415

Source: Researcher's Data Analysis 2024.

Table 5.1 shows mean and S.D. of the customer satisfaction of people in the shopping of branded articles through online-offline mode.

It is clear from the above table that mean and S.D. of the customer satisfaction of people in the shopping of branded articles through online mode is 85.60 and 6.79 respectively. On the other hand, mean and S.D. of the customer satisfaction of people in the shopping of branded articles through offline mode is 109.78 and 10.17 respectively. These mean values indicate that customer satisfaction of people in the shopping of branded articles through offline mode is higher as compared to the shopping of branded articles through online mode.

The mean and S.D. of the customer satisfaction of people in the shopping of branded articles through online-offline mode has been shown in the graph below:

Table-5.2: T-Test to compare the Customer Satisfaction of People in the Shopping of Branded Articles through Online-Offline Mode

Mean Difference	df	Obtained 't' Value	Table Value	Results	Level of Significance
-24.17	1198	48.398	2.58	Significant	0.01

Source: Researcher's Data Analysis 2024.

Table 5.2 shows the 't' value to compare the customer satisfaction of people in the shopping of branded articles through online-offline mode. The obtained 't' value to compare the customer satisfaction of people in the shopping of branded articles through online-offline mode is 48.398. This 't' value has been found significant at 0.01 level of significance as this value is more than table value 2.58. It means that there is a significant difference in the customer satisfaction of people in the shopping of branded articles through online-offline mode. Thus, the null-hypothesis that **"there is no significant difference in the customer satisfaction of people in the shopping of branded articles through online-offline mode"** is rejected.

Table-6.1: Mean and S.D. of the Customer Satisfaction of People in the Shopping of Non-Branded Articles through Online-Offline Mode

Variable	Mode	N	Mean	S.D.	SEM
Customer	Online	600	96.48	19.08	0.779
Satisfaction	Offline	600	103.05	10.43	0.426

Source: Researcher's Data Analysis 2024.

Table 6.1 shows that mean and S.D. of the customer satisfaction of people in the shopping of non-branded articles through online mode is 96.48 and 19.08 respectively. On the other hand, mean and S.D. of the customer satisfaction of people in the shopping of non-branded articles through offline mode is 103.05 and 10.43 respectively. These mean values indicate that customer satisfaction of people in the shopping of non-branded articles through offline mode is higher as compared to the shopping of non-branded articles through online mode. The mean and S.D. of the customer satisfaction of people in the shopping of non-branded articles through online-offline mode has been shown in the graph below:
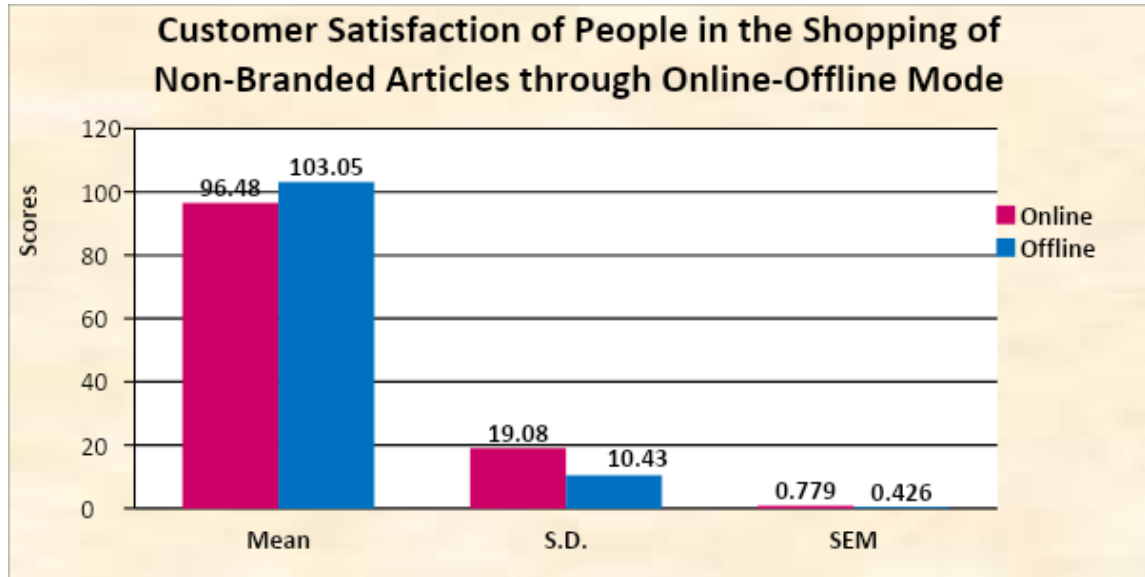

Figure 6: Customer Satisfaction of People in the Shopping of Non-Branded Articles through Online-Offline Mode

Table-6.2: T-Test to compare the Customer Satisfaction of People in the Shopping of Non-Branded Articles through Online-Offline Mode

Mean Difference	df	Obtained 't' Value	Table Value	Results	Level of Significance
-6.57	1198	7.402	2.58	Significant	0.01

Source: Researcher's Data Analysis 2024.

Table 6.2 shows that the obtained 't' value to compare the customer satisfaction of people in the shopping of non-branded articles through online-offline mode is 7.402. This 't' value has been found significant at 0.01 level of significance as this value is more than table value 2.58. It means that there is a significant difference in the customer satisfaction of people in the shopping of non-branded articles through online-offline mode. Thus, the null-hypothesis that **"there is no significant difference in the customer satisfaction of people in the shopping of non-branded articles through online-offline mode"** is rejected.

4. CONCLUSIONS

Following conclusions may be drawn from the above analysis:-

- There has been found a significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles. Customer satisfaction of people in the shopping of non-branded articles has been found higher as compared to the shopping of branded articles.

- There has been found a significant difference in the customer satisfaction of people in the shopping through online-offline mode. Customer satisfaction of people in the shopping through offline mode has been found higher as compared to the shopping through online mode.

- There has been found a significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles through online mode. Customer satisfaction of people in the shopping of non-

branded articles through online mode has been found higher as compared to the shopping of branded articles through online mode.

- There has been found a significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles through offline mode. Customer satisfaction of people in the shopping of branded articles through offline mode has been found higher as compared to the shopping of non-branded articles through offline mode.

- There has been found a significant difference in the customer satisfaction of people in the shopping of branded articles through online-offline mode. Customer satisfaction of people in the shopping of branded articles through offline mode has been found higher as compared to the shopping of branded articles through online mode.

- There has been found a significant difference in the customer satisfaction of people in the shopping of non-branded articles through online-offline mode. Customer satisfaction of people in the shopping of non-branded articles through offline mode has been found higher as compared to the shopping of non-branded articles through online mode.

5. IMPLICATIONS OF THE RESEARCH FINDINGS

Customer satisfaction is critical for the success and sustainability of any business. Therefore, it becomes imperative to increase the customer satisfaction through different means. To improve the customer satisfaction, it is essential to understand the needs of the customers. Regular feedbacks from the customers should be received through surveys, questionnaires, and direct feedback mechanisms to understand what customers like and dislike. Interviews should be conducted with customers to gain deeper insights into their experiences and expectations. Improvement in customer services is needed to increase the customer satisfaction. Comprehensive training should be provided to customer service representatives to ensure they are knowledgeable, courteous and helpful. Customer service should be responsive.

Personal communication should be done for the improvement in customer satisfaction. Customer data should be used to personalize interactions. Tailored solutions should be offered that meet the specific needs of individual customers. Make it easy for customers to find information, make purchases and get support. Efficient Processes should be involved. Processes should be optimized to reduce wait times and unnecessary steps should be eliminated in the customer journey. Strong relationships should be built up. Loyalty programs should be implemented that repeat customers should be rewarded and foster long-term relationships. Community should be engaged with customers through social media, community events and other platforms to build a sense of community and loyalty. Value-added services should be provided such as free consultations, how-to guides and tutorials. Exclusive deals and discounts should be offered to loyal customers to improve their customer satisfaction.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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