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Satisfaction of consumers towards online shopping regarding website design

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Abstract
Online shopping is becoming a well-accepted way to purchase a wide range of products and services. Internet shopping is becoming extremely popular because online shoppers have an option of shopping at any time of the day sitting at their home or offices. It offers a huge collection of products and allows consumers to get the products as per their needs. Shopping online offers lower prices as compared to the traditional shopping method. It offers gift coupons, vouchers and promotional offers which attracts the consumer to buy products in discounted price. Not only does online shopping offer really good deals, but also brings optimum convenience to the consumers. Moreover, the use of Internet tools for price searching and comparison provides an additional advantage in consumers' final decision, as they can purchase their desired products in the lowest available price. This paper focuses on the level of satisfaction of male and female consumers with website design. Snowball sampling technique was used to select 200 respondents in the age group of 21-30 and 31-40 years with online shopping experience. The number of males and females taken were 90 and 110 respectively. The data obtained from the survey was analyzed by using t-test. The results of the study revealed that there is no significant difference in the attitude of male and female shoppers towards information design, visual design and navigation design for online shopping.

Keywords: Consumers perception, E-shopping, information displayed, navigation design, visual design

Introduction

Online shopping has been a growing phenomenon in all four corners of the world, in particular amongst countries possessing highly developed infrastructure available for marketing activities through the internet. Today, internet is not only a networking media, but also a global means of transaction for consumers. Internet usage has grown rapidly over the past years and it has become a common means for information transfer, services and trade. Consumers are increasingly adopting electronic channels for purchasing their daily needed products. Recent years have shown a growing interest of customers in e-shopping. The globalization of competition and development of information technology have enhanced customer awareness and created a situation where people prefer shopping online rather than migrating as online shopping provides quality products as well as saves time.

Consumers achieve a high level of satisfaction when their expectations are met. This also determines whether the consumer will return to a particular shopping website or not. It also influences the consumer's decision in terms of buying a particular product. It influences shopping behaviour in a positive manner. The quality of a website plays an important role in improving consumer satisfaction and increasing consumer trust in online shopping websites. Easy availability of useful information related to the products, return policy and customer service builds consumer trust in the website. When the consumers perceive a website to be user friendly, easy to navigate, and contain all relevant information, they are more likely to depend on the website and trust it for purchase. Better display of product information on the website and easy navigation help build greater trust in the online website.

Use of graphics, to present information on the website with eye-caching colours and layout makes a website more attractive. When the appearance of a website is engaging and the visuals capture the attention of the consumers and portray a distinctive image of the website, more consumers are attracted towards it and greater are the chances of online transaction. Therefore, website design and quality have a positive impact on consumers' purchase intention.

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stated that the online shopping environment is highly interactive. Content of the website is a critical aspect in terms of how accurate and relevant it is. The website design is also very important if the company wants conduct a successful e-retailing business (Colla & Lapoule, 2012) [1]. The website visuals include: colour themes, font usage, photos, logos, graphic qualities and so on. These visuals capture the consumers' attention by communicating a distinct image of the organisation and its products and services (Demangeot & Broderick, 2006) [3]. Factors such as low prices, good customer service, easy navigation, and also plainly stated return and exchange policies, are a part of the online shopping experience (Xu & Paulins, 2005) [12].

Lee, Gwo-Guang, Lin, Hsiu-Fen, (2005) [6] showed that the dimensions of web site design, reliability, responsiveness, and trust affect overall service quality and customer satisfaction. Moreover, the latter in turn are significantly related to customer purchase intentions. However, the personalization dimension is not significantly related to overall service quality and customer satisfaction. The main objective of the study is to assess the level of satisfaction of male and female consumers with websites design.

H1: There will be a significant difference in the attitudes of male and female towards website design

2. Materials and Methods
2.1 Locale of the study
The respondents involved in the study were selected from the Jaipur city.

2.2 Selection of Sample Size
The sample size selected for the study was 200 online consumers. Out of which, 90 were male and 110 were female respondents in between age group of 21-30 years and 31-40 years.

2.3 Sampling Technique
Snowball sampling technique was used in the study.

2.4 Tools of data collection
A structured questionnaire was taken on consumer satisfaction level with website design was developed by Cry (2008). It was used to find out the level of satisfaction with website design of the consumers. The questionnaire was divided into 3 sections. The first Section dealt with information displayed towards online shopping. The second Section dealt with visual design related to online shopping. The third Section dealt with navigation design. Validity and reliability of the measurement scale is 0.6. Seven items were included in the questionnaire. A five point Likert Scale was used to get the responses which included options: 5-Strongly agree, 4- Agree, 3- Neutral, 2- Disagree, and 1-Strongly disagree.

2.5 Statistical analysis of data
The collected data was analyzed using statistical techniques such as mean, standard deviation, t-test. All the statistical analysis was done with SPSS 22.0.

3. Results and Discussion

Table 1: Attitudes of males and females towards information displayed (N=200)

Variable	Gender	N	Mean	SD	t-value	Significance level
Information Displayed	Male	90	7.87	1.82	0.351	0.726
	Female	110	7.96	1.63		

Significant at 0.01** and 0.05* level

The results of the above table indicate that the mean score of males is M= 7.87 and females is M=7.96 regarding the information displayed on the website. Their SD is found to be 1.82 and 1.63 respectively. The critical ratio is found to be 0.351, $p<0.05$, which is not significant. This indicates that proposed hypothesis has been rejected. It means there is no significant difference between males and females in their attitude towards online shopping in terms of information displayed on the website.

The above results conclude that both male and female shoppers feel that all the information related to the products are easily available on the websites. The consumers are aware that the information related to fabric, fit, size, colour or design of the apparel is simply available with just a single click. Hence, there is no significance difference in the approach of male and female online shoppers towards information design.

A study conducted by Li & Zhang (2002) [8] stated that online website is designed with quality features. It can guide the consumers for successful transactions and attract the consumers to revisit the website. However, worse quality website features can also hamper online shopping. According to the web design quality or website features has direct impact on consumer to shop online.

Table 2: Attitudes of males and females towards visual design (N=200)

Variable	Gender	N	Mean	SD	t-value	Significance level
Visual Design	Male	90	8.28	1.26	0.614	0.540
	Female	110	8.40	1.27		

Significant at 0.01** and 0.05* level

The results further show that the mean value of visual design for websites of male and female respondents is 8.28 and 8.40 and SD is 1.26 and 1.27 respectively. It is observed from table that t-value of visual design is 0.614, which is ($p<0.05$) not significant. Hence, the alternative hypothesis is rejected at 0.05* level. There is no significant difference between the attitude of males and females towards visual design of website while online shopping. The results further reveal that both males and females believe that online website appear professionally designed and is presented on the website with good graphics. They perceive website as more trustworthy and attractive because of its content, layout, fonts and multimedia features representing the website quality. Hence, they believe that website play an important role in attracting the consumers for revisiting the website.

Conducted a study on four key dimensions of online shopping namely information content, design, security and privacy. They found that, though all the above mentioned dimensions have an impact on the purchase intention. Results of the study show that all the information related to a product is easily available on the website. It is easier for the consumers to know about the detailed information related to the product with ease. It is easier for the consumers to locate the information and navigate the website that helps the consumers to access the products faster. However, security and privacy have greater impact on the purchase intent of online buyers. Elliott & Speck (2005) [4] found that there are five website factors i.e. ease of use, product information, entertainment, trust, and currency affecting consumers' attitude toward retail websites.

Table 3: Attitudes of males and females towards navigation design (N=200)

Variable	Gender	N	Mean	SD	t-value	Significance level
Navigation Design	Male	90	12.45	2.05	0.633	0.528
	Female	110	12.28	1.82		

Significant at 0.01** and 0.05* level

It is evident from results of the table that there is trivial difference in the attitude of males and females towards navigation design of website while shopping online. Mean for males is higher than mean for females, with 12.45 and 12.28 and SD is 2.05 and 1.82 respectively. The obtained t-value is 0.633 ($p<0.05$) which is not significant at 0.05* level of significance. Therefore, the alternative hypothesis is rejected. The finding shows that both male and female shoppers believe that it is easier to find out a specific product details, services, discount/offers, delivery options and return policy etc. on an online website rather than offline store. They believe that they can easily navigate their recent orders, shopping cart or homepage and wish list or save for later visit, could be reviewed at the time of purchase and these options are available just a click.

Shergill & Chen (2005) [11] conducted a study on online shopping behavior of consumers. Their results show that website design, website reliability/fulfillment, website customer service, and website security/privacy were four main factors that have impact on consumers' perception on online shopping. Goi (2011) [5] found the website's attributes impact like functionality, design, content, originality, and professionalism and effectiveness on consumer behaviour. The results of the study revealed that the design of a website plays a critical role in its success. The study also focused on checking whether website attributes have strong impact on online activities of consumers in terms of communication, information gathering, entertainment and online transactions.

A study conducted by Zhang & Dran (2000) [13] viewed that website design is an important and influencing factor that leads to consumer's satisfaction and dissatisfaction with a specific website. Sam & Tahir (2009) [10] found that the websites have also focus on its content, which includes text, pictures, graphics, layout, sound, and motion to attract the consumers as well as encourage them to repeat online purchasing.

4. Conclusion
It is concluded that information design, visual design and navigation design are important features of the websites which assess the consumers for shopping online. Males & females reported that the websites are visually attractive and properly designed for easy navigation and information can be accessed in just a click. Hence, the hypothesis is rejected as there is no difference in the attitude of male and female shoppers towards website design. Both male and female equally believe that website content, pictures, graphics and layout encourage them to repeat online purchasing.

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