

Running Head: Online Consumer Satisfaction

Online Consumer Satisfaction during the Winter Holiday Season

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Abstract

A survey was produced regarding the consumers attitude toward online shopping during the winter holiday season. The project consisted of two sections: In the development section, a goal, 10 sub goals, a literature review, a description of the population to be surveyed, and a method for administering the questionnaire were generated. The questionnaire section included an introduction with a cover goal, instructions for completing the questionnaire and an incentive for replying. A 20 -item Likert scale and demographic section were developed for use in this survey.

Questionnaire Development

Goal:

This survey was conducted in an effort to determine more about consumer satisfaction while shopping online during the winter holiday season. The knowledge we sought was in regards to whether customers feel secure and satisfied with their service while shopping via the Internet.

Sub Goals:

1. Did the consumer feel secure purchasing high-valued consumer electronics via internet?
2. How satisfied was the consumer with the available shipping options?
3. How satisfied was the consumer with the return process?
4. Was the consumer concerned at all about identity theft?
5. How can the consumer feel that sense of security in the products and services that they are purchasing? What gives them the warm feeling their in good hands?
6. Is convenience one of the main reasons consumer shop on-line?
7. How easy was the process?
8. The Internet provides a rich amount of information for many products.
9. Does the consumer feel more secure shopping on brand-named website or discounted site?
10. Is the consumer willing to pay premium shipping charge for rush delivery before holiday season?

Literature Review

Online shopping has become a necessity for consumers during the holiday season if they want to save time, money and aggravation. Now more than ever people are looking towards the Internet to do their holiday shopping. In 2002, over \$13 billion dollar of sales were done on the Internet. That was up 8 percent from the year before. (Haeberle, 2002) And, sales only continued to grow for the months of November and December. While some are enticed by the promotions, such as free shipping, others prefer the convenience of comparison shopping on the net. However, what one Juniper Survey's found as the top four reasons to shop online was: saving time, avoid crowds, shop on off hours, and lastly, convenience.

Not only is the amount of consumers increasing, but so are the total costs of the items that are being purchased. A typical item purchased in the early stages of online shopping may have been an audio CD or maybe a book from Amazon.com. Now costumers are buying high ticket items like flat screen TVs, IPODs, and other electronic items. Amazon.com Vice-President frank Sadowski stated that "Consumers have found a comfort level with the process of buying online lately for higher-ticket, more complex items because of the good past experiences they've had with smaller items." (Kiosek, 2005, p. 64)

In a study by *Jupiter Communications* stated that sales would increase this holiday season. This study reported that holiday shoppers would spend almost \$12 billion in online purchases between November 1 and December 31 this year, which represents a 66 percent increase over the same time period last year. The increase between the 1998 and 1999 holiday seasons was 126 percent.

Merchant Warehouse, a Boston-based provider of merchant accounts and credit card equipment, wanted to remind consumers to take simple steps to prevent credit card info from being stolen while consumer are shopping online. Online shopping has become a secure and easy place to shop. It's no wonder so many prefer this method as a first resort. Taking simple steps to prevent credit card fraud is extremely important because we don't want shoppers won't be victims and lose their trust in online-shopping.

Population: The population to be surveyed are men and women over 18 who shop online

Administration: This survey will be conducted as web survey via the Internet using survey software such as zoomerang.com

With our hectic schedules, online shopping is almost a necessity during the winter holiday season. This questionnaire has been designed to help you be better informed and more aware while shopping online. Please place a check mark next to your feelings towards each of these statements.

1. I think Internet shopping would avoid the hassle of local shopping

Strongly Agree **Agree** **Neutral** **Disagree** **Strongly Disagree**

2. I think the online stores have better prices & promotions than

Strongly Agree **Agree** **Neutral** **Disagree** **Strongly Disagree**

3. I think Internet shopping offers better selection than local stores

Strongly Agree **Agree** **Neutral** **Disagree** **Strongly Disagree**

4. I believe sufficient information was available on the internet to solve my problem

Strongly Agree **Agree** **Neutral** **Disagree** **Strongly Disagree**

5. I would be willing to pay a surcharge for the convenience of online shopping

Strongly Agree **Agree** **Neutral** **Disagree** **Strongly Disagree**

6. I think that shopping online offers superior customer service

Strongly Agree **Agree** **Neutral** **Disagree** **Strongly Disagree**

7. I think that the level of customer service would influence my decision to purchase online

Strongly Agree **Agree** **Neutral** **Disagree** **Strongly Disagree**

8. I prefer making a purchase from this Internet retailer over using local offices, malls or stores.

Strongly Agree **Agree** **Neutral** **Disagree** **Strongly Disagree**

9. This Internet retailer is one of the first places I intend to look when I need the type of merchandise or services it provides.

Strongly Agree **Agree** **Neutral** **Disagree** **Strongly Disagree**

10. I received special rewards and discounts from doing business with this Internet retailer

Strongly Agree Agree Neutral Disagree Strongly Disagree

11. I think that internet stores with clear layouts are more pleasant to use.

Strongly Agree Agree Neutral Disagree Strongly Disagree

12. I think that online transactions or issues are handled very well

Strongly Agree Agree Neutral Disagree Strongly Disagree

13. Shopping online during Christmas season makes it easier for me to shop.

Strongly Agree Agree Neutral Disagree Strongly Disagree

14.

Strongly Agree Agree Neutral Disagree Strongly Disagree

15.

Strongly Agree Agree Neutral Disagree Strongly Disagree

16.

Strongly Agree Agree Neutral Disagree Strongly Disagree

17.

Strongly Agree Agree Neutral Disagree Strongly Disagree

18.

Strongly Agree Agree Neutral Disagree Strongly Disagree

19.

Strongly Agree Agree Neutral Disagree Strongly Disagree

20.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Demographic Questions:

1. **Sex:** Male Female

2. **Age:** 18-30 31-45 46-65 66+

3. **Education:** Elementary High School College Post College

4. **Race:** White Black Latino Asian Middle Eastern

5. **Income:** Up to 20K 20-50K 50-100K 100K Up

6. **Religion:** Christian Buddhist Muslim Jewish Other

7. **Political Party:** Republican Democrat Other

References:

Haeberle, M. (2002, November 1). Experience rules the internet. *Chain Store Age*, 78(11), 74-76.

Kiosek, N. (2005, February 1). Holidays redux. *Dealerscope*, 47(2), 62-64.

Merchant Warehouse Offers Important Tips for Online Shoppers This Holiday Season. (2007, Oct 30). *Business Wire*. New York.