Impact of Promise and Delivery Gap on Post Purchase Behavior of E-customer

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ABSTRACT

To provide the satisfaction is the ultimate goal or fundamental issue of every organization whether it is offline business or online business. Fulfilling the requirement of e-customers is not an easy thing in the highly competitive e-business market because consumers are susceptible regarding their purchasing. This article discusses the impact of the gap of promises made by the e-business and the actual delivery on the post purchase behavior of e-customers. The result indicated that there is a significant gap between the promise to deliver and actual delivery irrespective of the customer's collective satisfaction level derived from all of his/her e-commerce experiences. No doubt, the customer's perceived gap leads to spreading out of the negative informal communication which can drastically affect the sales, brand image and brand value of the organization. But at the same time, the customers who are relatively satisfied with their past experiences tend to exhibit return and get the refund behavior mostly. To attract more e-customers, the e-commerce companies need to focus on the gap and to design their e-marketing strategies with due diligence.

Keywords: E-Commerce, E-customer, Delivery gap, Post purchase behavior, Satisfaction.

1. INTRODUCTION

In the era of innovation a large number of individuals utilizing the web for various uses, such as communication, entertainment, purchase and sell the goods so forth. Buying and selling the products is a standout amongst the most famous exercises through web these days which is known as web based business or e-commerce. The utilization of internet in business challenges and significantly impacts the conventional concept of marketing techniques and also customers. Teo (2005) presented that the

development of Internet innovation has tremendous potential as it diminishes the expenses of goods and services conveyance and broadens land limits in uniting purchasers and vendors. The e-shopping is a type of electronic trade which permits shoppers to purchase goods and service from a dealer through the web by utilizing an application. In basic terms, offering of products and services to the end consumers through the internet. Web based business is the offer of merchandise and initiatives for people or group of end-user. Online shopping or e-shopping is a type of electronic trade which can order as of various parts, for example, grocery, watches, books, music, and endowments dress and materials, durables goods, footwear, furniture, providing food administrations, handsets and so forth. Indian e-trade industry has a potential which can add to development in Indian economy. The web based business industry is the biggest areas in India and giving immense work openings. The customers have changed its utilization pattern because of present day lifestyle, income, celebrity advertising, age, simpler get to and so forth. Kumar and Patra (2017) celebrity advertising is the effective method to influence the recent customer's lifestyle which also affects the brand value. In display situation, it has been the profound change in the conduct of the buyer in light of their desire and recognition toward present day innovation since it gives simpler to get. So there are heaps of concentrates done and discover the customers anticipated from internet shopping or e-shopping something like cash back guarantee, cash on delivery, fast delivery, the substantial discount compared to retail, access to branded product, price comparison, right content, quick service, customer care center so forth. Hortaçsu & Wildenbeest (2012). At the point when numerous administrators consider how shopping condition changed, the fundamental elements are the low cost of an item, and advantageous web seeking. This article endeavored to establish the crevice between guarantee to delivery, and genuine delivery and its effect on post purchase behavior of e-customer. The customer can be satisfied just when their desires are satisfied and remain no crevice in what they encounter and anticipate from e-shopping. Alam and Yasim (2010) the web composition, quality, product assortment and delivery exhibitions are the four key variables impacting shoppers' satisfaction of on the internet shopping. Indian customers are moving towards internet shopping or e-shopping due to solace, style and time and so on. So nowadays the e-shopping or electronic trade has a consistent increment of its piece of the pie from the past.

A huge number of studies have done in e-commerce sectors every study has their significance. It's is hard to foresee the development of E-business, yet some of the elements can develop. So this article discusses the promise to deliver and actual delivery gap impact on post purchase behavior of e-customer because this difference/gap can put the significant impact on the development or growth of e-commerce.

2. REVIEW OF LITERATURE

Joshi & Upadhyay (2014) in their study on "e-Retailing in India Despite issues, customers satisfied with top retailers" have found that a predominantly younger population (about 80 per cent) go for online shopping where overall, 48 per cent of the were in the 25–30 years age group and 40 per cent were below the age of 25. This is useful in selecting the sample for the studies on the behavior of population of e-customers in India.

Kotler and Armstrong (2012). Because of technological advancements, the conventional method for shopping has turned out to be inadequate for people. Individuals now slant toward straightforward ways to deal with accomplish brands and stores, and it may state that' The Internet has in a general sense changed client's ideas of comfort, speed, value, product information. As a result suggested that every marketer need

to create value for customers and build relationships with them. Chanana & Goele (2012) established a few components which can help to future development in Indian e-business industry. This paper found there is especially potent in coming years in the Indian market to develop in web based business industry. If the e-business concentrate on primary variables which can help for development these are customer comfort, substitution ensures, area based service, price, right substance, fast service so forth. Gangeshwer (2013) examine the best inspiration factors which help to buy web based shopping. It found the some roused factors which dependably deduction buyer conduct at web based shopping which is an unconditional promise, cash on delivery, quick conveyance, a discount compared to retail, access to the brand.

Kanchan et. al., (2015) an investigation of online buy conducts of the customer in India. The shopper's expanding enthusiasm for buying over the web has changed in Indian retail showcase. So clients dependably keep their eyes on the advantages they can acquire from online retailers. The primary target of this investigation is to comprehend and discover the variables affecting on the web buy choices of Indian client. The exploration discoveries show that customer online buys expectations are primarily identified with their sexual orientation, education, age, innovative recognition, and past online buy recurrence. The investigation likewise shows that shopper purchasing conduct is additionally influenced product variety, buy recurrence and cost. As per Strydom et. al., (2000), after the buying the products, the purchaser will encounter some level of fulfillment or disappointment. The retailer job does not end when the item is purchased but rather proceeds into the post purchase period. The seller must screen post purchase fulfillment, post purchase activities and individual cacophony. The purchaser's satisfaction or disappointment will impact future conduct. A fulfilled customer will repurchase the item and prescribe it to others. Disappointed shoppers will react unexpectedly. They may quit utilizing the item, return it, or make some open move. (Singh, 1990) Unsatisfactory assessments may deliver grievances by those purchasers. Suitable reactions by the firm may switch the underlying disappointment among the individuals who complained. The after effect of every one of these procedures is the last level of fulfillment, which thus can bring about a faithful, committed customer: one who will repurchase, or an customer who switches brands or suspends utilizing the product classification. Hasty and Reardon (1997) trust that when individuals perceive irregularity between their values or sentiments and their behavior, they tend to feel an internal strain or tension called cognitive dissonance (post purchase question). Hawkins et. al., (2001) feature that the likelihood of a shopper is encountering post purchase disharmony, and besides the size of such dissonance, is a component of the accompanying.

- The level of responsibility or unavoidability of choice. The simpler it is to change the decision, the less likely the shopper is to encounter discord.

- The significance of choice to the customer. The more vital the choice, the more probable dissonance will come.

- The trouble of picking among the options. The more troublesome it is to choose from among the options, the more likely the experience and extent of dissonance. Decision trouble is an element of the quantity options considered, some important traits related to every choice, and the degree to which every option offers qualities not accessible with alternate options.

- The person's propensity to encounter nervousness. A few individuals have a higher tendency to face tension than do others. The greater the inclination to face agitation, the more likely the person will meet post purchase disharmony.

Weitz et. al., (2001) suggested that customers like to believe they have chosen them intelligently when they settle on a choice. After vital decisions, they may feel a little unreliable about whether the give up is justified, despite all the trouble. Such emotions are called purchaser's regret or post purchase dissonance. Cho et. al., (2002) found the impacts of post-purchase assessment factors on the complaint in the online versus offline shopping. Post-buy assessment factors from past investigations, for example, the level of disappointment, the significance of the buy, perceived benefits, individual qualities, and situational impacts have been analyzed. The outcomes uncover the distinctive effects of post-buy assessment factors on the propensity to complain in the online versus offline shopping conditions. Further, the findings recommend how the tendency to complain impacts the customer repeat buy intention both in on the web and non web shopping.

3. OBJECTIVES OF STUDY

In the cutting edge time, the utilization of the web in purchasing has turned out to be extremely well known, so customers have the absolute desire from internet based business organizations. This article has discussed the existence of any gap between the promise to deliver and actual delivery and the post purchase behavior which further affects the consumer behavior towards buying.

4. RESEARCH METHODOLOGY

To examine the research objectives and find out the promise to deliver and the actual delivery gap of e-customer a descriptive as well as exploratory research design is contemplated. A structured survey is composed covering different dimensions taken from real life experiences of e-customers and various pieces of literature to assess the promise and actual delivery gap impacting the post purchase behavior of e-customer is used to perform the study.

Considering the size of the population under study to be too big and with an objective to address the variability that may exist in the population including the age groups that are extensive users of internet and online shopping the research is designed accordingly. Therefore to study post purchase behavior the population of 20 years to 35 years age is considered. For the data accumulation, judgmental sampling is used and the respondents are selected on the premise of judgment. Although bigger sample may result in lesser sampling error yet, after talking to several e-customers, it is observed that their behavior towards online shopping is quite homogeneous. The shoppers who are engaged in e-shopping were asked to fill the questionnaire. The researchers find it feasible, convenient and appropriate to have data from about 200 respondents and thus administered the structured questionnaire to collect primary data. The responses so received were 300 and only 254 responses are found complete and utilized for the study in concern. Data is analyzed using SPSS software. Mean, Standard deviation, Paired Samples Correlations, Chi square test are used in this investigation.

5. ANALYSIS OF STUDY

Table 1 and 2 shows the younger generation in the sample, i.e., in the age group from 20 years to 25 years tends exhibit having experience in e-commerce as 71.59% of total 88 respondents have 4 years and above experience in this context. Although, the Pearson Chi-Square (sig. 0.009) shows a strong relationship between the respondent's age group and the e-commerce experience of the respondent. That means to age and e-commerce experience are related; by taking the experience of 4 years and above the chi-square (sig. 0.3737) results are opposite in nature. Here it shows irrespective of the age; the respondents tend to have

similar experiences in e-commerce. That explains the bent of the younger generation towards participation in e-commerce.

Table 1
Age and e-Commerce Experience Cross tabulation

		For how many years have you been using e-Commerce				Total
		1-2 years	*2-4 years*	*4-5 years*	*More than 5 years*	
Age Classification	20-25 year	3	22	29	34	88
	26-30 year	4	10	47	62	123
	31-35 year	0	5	11	27	43
Total		7	37	87	123	254

Table 2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.984[a]	6	.009
Likelihood Ratio	17.715	6	.007
Linear-by-Linear Association	10.147	1	.001
No. of Valid Cases	254		

In the Table 3, 4 and 5 slows a paired-samples t-test was directed to look at Promise to Deliver and Actual Delivery There was a significant difference in the scores for the promise of delivery (M = 4.17, SD = .32) and actual delivery (M = 3.25, SD = .44) conditions; $t(253) = 27.85, p = .000$. There is a significant gap between the promise to deliver and actual delivery at the level of significance at 0.01. Specifically, our results suggest that the e-commerce companies are not fulfilling the promise what they are supposed to.

Table 3
Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Promise to Deliver	4.1703	254	.32042	.02011
	Actual Delivery	3.2556	254	.44037	.02763

Table 4
Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Promise to Deliver & Actual Delivery	254	.081	.201

Table 5
Paired Samples Test (α = 0.01)

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	99% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Promise to Deliver - Actual Delivery	.91467	.52332	.03284	.82945	.99990	27.856	253	.000

In Table 6 it revealed that the number of customers having the good amount of experience with e-commerce is considerably high. i.e., 123 + 87 = 210 out of 254 customers who are 82.68% of the sample. It shows that 25.98% dissatisfied by their E-commerce experience, 68.50 are neutral by their E-commerce experience, and 5.52% are satisfied by their E-commerce experience. Although, In Table 7 the Pearson Chi-Square (sig. .109) shows there is no significant relationship between the respondent's experience and the satisfaction level. It means the number of year's e-commerce experience of the respondent is increase it doesn't impact the overall satisfaction.

Table 6
E-Commerce Experience and Satisfaction Level Cross tabulation

		Satisfaction Level			Total
		Dissatisfied	*Neutral*	*Satisfied*	
e-Commerce Experience	1-2 years	3	4	0	7
	2-4 years	10	27	0	37
	4-5 years	26	52	9	87
	More than 5 years	27	91	5	123
Total		66	174	14	254

Table 7
Chi-Square Tests

	Value	*Df*	*Asymp. Sig. (2-sided)*
Pearson Chi-Square	10.389[a]	6	.109
Likelihood Ratio	12.026	6	.061
Linear-by-Linear Association	1.663	1	.197
N of Valid Cases	254		

In Table 8 the Pearson Chi-Square ($p = 0.537038902$) at df = 21 shows that there is no significant relationship between the e-commerce experience and their action taken for their perceived gap. It means that when e-customer experiences changed it doesn't impact on the action for the perceived gap, so the action is the independent variable which is not dependent on e-customer experience.

Table 8
E-Commerce Experience and Action for Perceived Gap Cross-tabulation

		Action for perceived gap								Total
		Take legal action	*Ask for compensation*	*Ask for replacement*	*I stop purchase online*	*Return and get refund*	*Speak Negative about the seller*	*Cancel Oder and purchase elsewhere*	*Continue purchasing from the same seller*	
E-Commerce Experience	1-2 years	2	3	4	1	4	5	4	2	25
	2-4 years	6	10	18	14	21	22	9	8	108
	4-5 years	39	30	41	21	42	50	28	28	279
	More than 5 years	40	41	63	18	58	79	47	39	385
Total		87	84	126	54	125	156	88	77	797

The chi-square test at 0.05 ($p = 0.688180171$) level of significance performed shows that there is no significant variation for the actions taken by the respondents concerning their level of overall satisfaction (experience) from e-commerce experience. That means as an e-customer perceives the gap in different aspects of e-commerce with respect to what the e-business promises to deliver, irrespective of the customers overall satisfaction level derived from e-commerce experience chooses to act freely. Further, the descriptive analysis indicates that in every category of customers (Dissatisfied, Neutral and Satisfied) the percentage of customers is the highest where they chose to speak negatively about the seller if they find a mismatch between what the seller promises to deliver and what the actual delivery. But at the same time, the satisfied customers from their past experiences tend to exhibit return and get refund behavior also; as 19.61% of satisfied customers show their interest equally to act and opt "Return and get refund" and "Speak Negative about the seller."

Table 9
Satisfaction level and Action for Perceived Gap Cross-tabulation

		Take legal action	*Ask for compensation*	*Ask for replacement*	*I stop purchase online*	*Return and get refund*	*Speak Negative about the seller*	*Cancel Oder and purchase elsewhere*	*Continue purchasing from the same seller*	*Total*
Satisfaction Level	Dissatisfied	20	14	32	10	34	36	27	12	185
	Neutral	61	65	86	41	81	110	56	61	561
	Satisfied	6	5	8	3	10	10	5	4	51
Total		87	84	126	54	125	156	88	77	797

Table 10
Satisfaction level and Action for Perceived Gap Cross-tabulation in Percentage

		Take legal action	*Ask for compensation*	*Ask for replacement*	*I stop purchase online*	*Return and get refund*	*Speak Negative about the seller*	*Cancel Oder and purchase elsewhere*	*Continue purchasing from the same seller*	*Total*
Satisfaction Level	Dissatisfied	10.81%	7.57%	17.30%	5.41%	18.38%	19.46%	14.59%	6.49%	185
	Neutral	10.87%	11.59%	15.33%	7.31%	14.44%	19.61%	9.98%	10.87%	561
	Satisfied	11.76%	9.80%	15.69%	5.88%	19.61%	19.61%	9.80%	7.84%	51
Total		87	84	126	54	125	156	88	77	797

6. MANAGERIAL IMPLICATION

E-business approach utilized as a part of business after the development of innovation. In today's market, each online business organization is attempting to sustain or enhance their execution with the idea that

web based business organizations would increase the size of the pie. To become more efficient and to reduce the market risks in the present business scenario can be possible by knowing their customers. In the current years, the web based business rivalry increased, and for that e-business, marketers need to build up powerful marketing plans. The marketer must be more familiar with the need of e-customer and post purchase behavior to construct a more robust strategy.

The minister of state consumer affairs, CR Chaudhary, said in Rajya Sabha (July 2017) in the fiscal year 2016-17, the online market had grown by 19%. While industry body NASSCOM's estimated that Indian e-commerce market would grow around $33 billion in the year 2017. So India e-business market is growing day by day but the same time consumer complaints also increased. On consumer complaints, the 28,770 complaints were registered against the e-business on the National Consumer Helpline (NCH) in last fiscal year. Around the 11,596 complaints were related to non-refunds of payment while the rest were about fake products, deficient services, poor goods delivery and poor quality, etc. So it's necessary to concentrate on the difference and try to remove the gap which can make more satisfied customers and can reduce the complaints or negative word of mouth. Moreover, marketing managers must focus on the promise to deliver and actual delivery because the gap spread the negative informal communication which can hurt the brand value of the online business organization. Kumar and Patra (2017) to enhance the sales of products or brand value in the competitive market companies try to do some more attractive, influencing promotion through e-media. To diminish the gap between the promise to delivery and actual delivery, or to reduce the complaints the e-business must keep its promises by imbibing ethical practices and by bringing transparency in the system. Business needs to focus on supplying products and services as they undertake to do so since the difference can significantly influence the brand and brand value of e-business.

7. CONCLUSIONS

Consumer satisfaction is critical because it plays a significant role in making upper hand and it has gotten note-worthy consideration in marketing. Exceedingly fulfilled customers will be loyal, give positive word of mouth and upgrade sales volume. Then again disappointed customers are probably going to quit obtaining the offerings to give negative verbal publicizing and boycott the E- retailer. The prime intention of the investigation was discovering the gap between the promise to deliver and actual delivery and post purchase behavior of e-customers. The article also covers the actions taken by the respondents concerning their level of overall satisfaction (experience) from e-commerce experience. It has observed that there is a significant gap between the promise to deliver and actual delivery irrespective of the customers overall satisfaction level derived from e-commerce experience. This article also revealed that there is no significant relationship between the e-commerce experience and their action taken for their perceived gap. The analysis indicates that in every category of customers the percentage of customers is the highest where they chose to speak negatively about the seller if they find a mismatch between what the seller promises to deliver and what the actual delivery. The consequence of the investigation unequivocally prescribed that gap can affect the e-commerce companies sales. So the managers of all e-business organization must provide the goods as they have promise and make separate department for post purchase study of e-customer because once organization able to fulfill the gap activities their sales and brand value will be naturally high.

8. LIMITATION OF THE STUDY AND SUGGESTION FOR FUTURE RESEARCH

This article constrained in nature, and it focuses on the gap and discusses its impact on e-customer post purchase behavior. Even there are some other components which may affect e-customer post purchase behavior such as customer need, taste and preference, technology innovation, culture and other marketing activities. E-commerce industries should carry out a periodic survey to as it will help the companies in identifying the gap and improve in the areas required, moreover through the identification of customers expectation and their satisfaction level acquired by their experiences. The future research can develop the model to measure the gap and analyze the effect of need, taste and preference, technology innovation, culture and other marketing activities on post purchase behavior of e-customer.

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