

Customer Satisfaction Towards Online and Offline Shopping: A Case of Kathmandu Valley

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Abstract

This study examines the customer satisfaction towards online and offline shopping: A case of Kathmandu Valley. Customer satisfaction is the dependent variable. The selected independent variables are price, location, customer experience, product quality, and customer service. The primary source of data is used to assess the opinions of respondents regarding price, location, customer experience, product quality, customer service, and customer satisfaction. The study is based on primary data of 133 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of customer satisfaction towards online and offline shopping in Kathmandu Valley.

The study showed a positive impact of price on customer satisfaction. It indicates that affordable price leads to increase in the customer satisfaction. Similarly, the study showed a positive impact of location on customer satisfaction. It indicates that convenient location leads to increase in customer satisfaction. Likewise, the study also revealed a positive impact of customer experience on customer satisfaction. It indicates that better customer experience leads to increase in customer satisfaction. Further, the study observed a positive impact of product quality on customer satisfaction. It indicates that higher the product quality, higher would be the customer satisfaction. In addition, the study observed a positive impact of customer service on customer satisfaction. It indicates that better customer service leads to increase in customer satisfaction.

Keywords: price, location, customer experience, product quality, customer service, customer satisfaction

1. Introduction

Customer satisfaction refers to how well you, as a product or service provider, fulfill the needs and expectations of your customers. Customer satisfaction is important in online and offline shopping because it directly impacts customer loyalty, brand reputation, repeat business, and positive word-of-mouth, ultimately driving revenue growth and long-term success. Online shopping means it is an electronic shopping in which purchase and sales are to be done by internet using web browser. Off line shopping means it is a shopping which is directly related to customer. In offline shopping we can see or touch the product. It means it is direct buying and selling of product. Oliver (1981) stated that customer satisfaction as a customer's emotional response to the use of a product or service, put forward a definition as, the summary psychological state resulting when the emotion surrounding dis-confirmed expectations is coupled with the consumers' prior feelings about the consumption experience. Similarly, Chiang *et al.* (2004) noted that when consumer required the particular

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product or service they search information related to product which are available on internet. Likewise, Wolfenbarger and Gilly (2001) stated that online retailing is often valued for its convenience, effort savings, better selection and availability, search capabilities, increasingly accurate information, and the lack of lines and crowds. Further, Balasubramanian (1998) found that the online retailer acts as a competitive wedge between offline retailers, and each offline retailer competes against the remotely-located Internet marketer, rather than against neighboring retailers. Customers' perceptive and demanding, in no small measure due to the affordances offered by advances in technology retailers acknowledge the relative merits of both online (e.g., convenience) and physical stores (e.g., sensory experience), and the importance of Omni channel strategies (Bell *et al.*, 2014). Due to the inherent differences in the online and offline channels, customer perceptions and behaviors are likely to be very different when they purchase online versus offline, resulting in varied implications for the retail firms (Rajamma *et al.*, 2007). Information search is an important activity as consumers try to reduce uncertainty and perceived risk before an actual purchase (Van *et al.*, 2006). Further, Degeratu *et al.* (2017) stated that offline search can be performed either out-of-store or in-store. Books, pamphlets, magazine, newspaper articles, visiting different retail outlets and seeking the opinion of friends or relatives are some of the major sources for out-of-store information search whereas catalogues are popular in-store options (Singh *et al.*, 2014). Online shopping has become a popular shopping method as it offers the opportunity to buy anything and everything you need at any time (Kaur and Kaur, 2018). An internet channel differs from a physical channel in that it does not provide the opportunity to examine the physical product (Alba *et al.*, 1997). Consumers consider buying offline to be inconvenient and that online shopping intention is higher for search products than for experience products (Chiang and Dholakia, 2003). According to Chayapa and Cheng (2011), the decision-making process is quite similar whether the consumer is offline or online, but the shopping environment and marketing communication are two major variations.

Shankar *et al.* (2003) examined the customer satisfaction and loyalty in online and offline environments. The study found that price, loyalty, service attribute performance, and prior experience have a positive impact on satisfaction. Similarly, Faria *et al.* (2013) assessed the commitment and loyalty in online and offline retail in Portugal. The study revealed those good shopping experiences, commitment, loyalty and income level both on and offline stores lead to increase in satisfaction which in turn, leads to commitment and, therefore, increases the possibility for the client to become loyal. Likewise, Dharmesti *et al.* (2013) analyzed the antecedents of online customer satisfaction and customer loyalty. The study revealed that the influences of information quality, security (privacy), payment system, delivery, and customer service toward customer loyalty are significantly mediated by customer satisfaction. Further, Chen and Cheng (2013) analyzed how online and offline behavior processes affect each other: customer behavior in a cyber-enhanced bookstore, quality and quantity. The study revealed that information quality, website loyalty, system loyalty, information loyalty, service quality and store loyalty does not significantly affect online satisfaction. In addition, Rajeswari (2015) examined the customer satisfaction towards online shopping in Chennai city. The study revealed that perceptions, preferences, and annual income have positive relationship with customer satisfaction. Diaz *et al.* (2017) assessed the comparison of online and offline consumer behavior: An empirical study on a cinema shopping. The study revealed that the social action, vacations, lifestyle, behavior, nature, and use of technology and its effects on customer behavior. Similarly, Saini and Lynch (2016) showed that brand loyalty differs in online and offline purchasing contexts. The study also concluded that the income, occupation,

product perception and customer service plays a significant role in building customer trust and satisfaction. Likewise, Shankar *et al.* (2003) showed that the relationship between customer satisfaction and loyalty is stronger in the online than offline context due to the “cognitive lock-in”. The study also found that price, loyalty, service attribute performance, and prior experience have a positive impact on satisfaction. net was declared, online shopping has become a popular shopping method.

Sarkar and Das (2017) examined the online shopping vs. offline shopping: A comparative study. The major objective of study was to compare the customer satisfaction between online and offline shopping. The finding showed that there are significant differences between consumer purchase style in online and offline medium of shopping based on certain parameters. Similarly, Wong *et al.* (2018) explored the online and offline shopping uses in Malaysia. The study showed that discount, post purchase evaluation, availability of product, and shopping experience affects the customer loyalty and satisfaction. Likewise, Divyendu and Yadav (2019) analyzed the online or offline shopping: Factors that determine customer behavior. The study concluded that income, occupation, product perception, and customer service plays a significant role in building customer trust and satisfaction. Further, Shi *et al.* (2019) examined the consumer heterogeneity and online vs. offline retail spatial competition. The study found that customer experience, location, income level, customer service, internet and price influence the customer satisfaction. Similarly, Kabra and Holani (2019) found that bargaining, income, delivery time, online trust, quality, and pricing policy factors affecting the consumer’s satisfaction in India as well as outside India. Espinoza *et al.* (2021) analyzed the consumer behavior analysis on online and offline shopping during pandemic situation. The result revealed that among the various technological factors, the proficiency rate of respondents utilizing, the internet has shown a significant impact on the consumers’ preference towards the mode of shopping. Similarly, Haridasan *et al.* (2021) assessed the systematic review of consumer information search in online and offline environments. The study found that uncertainty, knowledge, perceived risk, price, experience and involvement are the major themes associated with consumer satisfaction. Likewise, Lokhande (2022) examined the online and offline shopping: A comparative study. The study showed that consumer trust in online shopping correlates with higher preferences.

Roy and Datta (2023) investigated the consumer buying behavior towards online and offline shopping: Pre, during and post Covid-19 pandemic. The results highlighted elements like convenience, payment methods, and offers, all of which are key aspects to take into account when making a purchase decision. Similarly, Mohant and Das (2022) examined the service experience and customer satisfaction in offline and online services. The study found that service experience does not drive the customers’ satisfaction, and the marketing mix elements do not equally affect the service experience. Likewise, Takhellambam *et al.* (2022) examined the comparative study of online and offline shopping behavior among undergraduate girl students. The study found that respondent shop mostly during discount and offer season, number of purchases made is more than one in a week and almost all respondent relies on online shopping to purchase. Lee (2020) examined the consumer responses to Omni-channel approach. The study found that although some characteristics of Omni channel have direct impacts on customer satisfaction, relationships between other Omni-channel characteristics and customer satisfaction are not support. Similarly, Hongyoun and Kim (2009) assessed the effect of offline brand trust and perceived internet confidence on online shopping intention in the integrated multi-channel context. The results found that consumer trust in an online retailer was a significant predictor of perceived internet confidence and search intention for

product information via the online retailer.

In the context of Nepal, Vaidya (2019) analyzed the online shopping in Nepal: Preferences and problems. The study found that customer age, gender, product delivery. Similarly, Mahato and Goet (2020) examined the service quality, customer satisfaction and customer loyalty in Nepalese restaurant industry. The study found that service quality, price, customer loyalty, service quality, time, and behavior have positive relationship with customer satisfaction. Likewise, Sah (2023) analyzed the consumers' attitude towards online shopping in Kathmandu Valley. The findings revealed that online shopping is less effective than traditional shopping. Likewise, the majority of consumers have positive attitudes towards online shopping. Further, Shrestha (2023) assessed the online shopping attitude and purchase intention of Nepalese consumers: Moderated mediation of social media. The study revealed that consumer perception, product variety, trust, attitude, and social media that play a crucial role in influencing online shopping intentions.

The above discussion shows that empirical evidences vary greatly across the studies on the customer satisfaction towards online and offline shopping. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the customer satisfaction towards online and offline shopping: A case of Kathmandu Valley. Specifically, it examines the relationship of price, location, customer experience, product quality, and customer service with customer satisfaction towards online and offline shopping: A case of Kathmandu Valley.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data which were collected from 133 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on price, location, customer experience, product quality, customer service, and customer satisfaction. This study is based on descriptive as well as causal comparative research designs.

The model

The model used in this study assumes that customer satisfaction towards online and offline shopping depends upon various factors. The dependent variable selected for the study is customer satisfaction. Similarly, the selected independent variables are price, location, customer experience, product quality, and customer experience. Therefore, the model takes the following form:

Customer satisfaction = f (price, location, customer service, product quality and customer experience).

This study estimates a regression model to examine the customer satisfaction towards online and offline shopping: A case of Kathmandu Valley which is specified as under:

$$CS = \beta_0 + \beta_1 P + \beta_2 L + \beta_3 CS + \beta_4 PQ + \beta_5 CE + e$$

Where,

CS = Customer satisfaction

P = Price

L = Location

CS = Customer service

PQ = Product quality

CE = Customer experience

Customer satisfaction was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “I am satisfied with my shopping experience”, “The variety of products available meets my needs” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.782$).

Price was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “The price of the product is reasonable”, “I believe I get my money’s worth with the products” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.766$).

Location was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “The location of the store greatly influences my overall shopping experience”, “The convenience of the store’s location affects my likelihood of shopping there” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.739$).

Customer experience was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “The variety of products available meets my needs and preferences”, “The checkout process is quick and hassle-free” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.715$).

Product quality was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “The quality of products purchased online/offline meets my expectations”, “The products I purchase online/offline are durable and long-lasting” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.790$).

Customer service was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “The customer service was helpful and friendly”, “The response time to my inquiries was satisfactory” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.779$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Customer experience

Meyer and Schwager (2007) showed a positive customer experiences significantly increase customer satisfaction and loyalty in both online and offline retail environment. According to Verhoef *et al.* (2009), personalized and interactive online experiences lead to higher customer satisfaction compared to traditional offline interactions. Similarly, Kim *et al.* (2012) found that ease of navigation and user interface design significantly influence customer satisfaction in online shopping, while in offline shopping, factors such as store layout and staff interaction play a more critical role. Likewise, Babin *et al.* (1994) discovered that in offline shopping, factors such as store atmosphere and service quality significantly impact customer satisfaction, while in online shopping, website usability and fulfillment efficiency are crucial. Based on it, this study develops the following hypothesis:

H₁: There is a positive relationship between customer experience and customer satisfaction.

Price

Li and Huang (2020) found that lower prices in online shopping positively affect customer satisfaction compared to offline shopping. Similarly, Kim and Park (2017) concluded that price fairness perception significantly influences customer satisfaction in both online and offline shopping contexts. Likewise, Wang and Liu (2019) found that higher perceived value due to lower prices leads to increased customer satisfaction in online shopping compared to offline. Further, Zhang and Deng (2018) indicated that price transparency positively affects customer satisfaction in both online and offline shopping, but the effect is stronger in online shopping. In addition, Chen and Huang (2019) found that discounts and promotions have a stronger impact on customer satisfaction in online shopping compared to offline shopping. Based on it, this study develops the following hypothesis:

H₂: There is a negative relationship between price and customer satisfaction.

Location

Dennis *et al.* (2009) found that convenience of location is significantly impacts customer satisfaction in both online and offline shopping, with online shoppers valuing proximity to delivery points and offline shoppers valuing proximity to physical stores. Similarly, Brynjolfsson *et al.* (2003) stated that geographical distance between customers and physical stores negatively impacts satisfaction with offline shopping, while it doesn't significantly influence online shopping satisfaction. Likewise, Jiang and Rosenbloom (2005) found that proximity to physical stores positively influences customer satisfaction for both online and offline shopping, but the effect is more pronounced in offline shopping. Further, Kim and Niehm (2009) concluded that physical location of a store positively influences customer satisfaction in offline shopping, while website location positively influences satisfaction in online shopping. In addition, Li and Wang (2018) found that geographic location affects satisfaction differently for online and offline shopping, with offline shoppers being more influenced by proximity to stores, while online shoppers are more influenced by the location of distribution centers. Based on it, this study develops the following hypothesis:

H₃: There is a positive relationship between location and customer satisfaction.

Customer service

Parasuraman *et al.* (2005) found that quality of customer service significantly influences customer satisfaction in both online and offline shopping, with responsiveness

and reliability being key factors. Srinivasan *et al.* (2002) stated that positive interactions with customer service representatives contribute to higher levels of satisfaction in both online and offline shopping contexts. Similarly, Kabadayi and Gupta (2005) concluded that customer service quality influences satisfaction differently in online and offline contexts, with online shoppers placing more emphasis on ease of contact and responsiveness, while offline shoppers value in-person interactions and problem-solving abilities. Based on it, this study develops the following hypothesis:

H₄: There is a positive relationship between customer service and customer service.

Product quality

Zeithaml (1988) found that product quality significantly influences customer satisfaction in both online and offline shopping, with higher quality leading to increased satisfaction. Similarly, Kim and Niehm (2009) stated that product quality positively affects customer satisfaction in both online and offline shopping, with online shoppers relying more on reviews and ratings to assess quality. Likewise, Erdem and Tuncalp (2017) found that high product quality positively influences customer satisfaction in both online and offline shopping, with perceived value mediating this relationship. Further, Bloemer and Ruyter (1999) concluded that product quality has a significant positive impact on customer satisfaction. According to Homburg and Giering (2001), product quality positively influences customer satisfaction in both online and offline shopping, with a stronger impact observed in offline shopping due to the sensory experience. Based on it, this study develops the following hypothesis:

H₅: There is a positive relationship between product quality and customer satisfaction.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Table 1: Kendall's Tau correlation coefficient matrix

This table presents Kendall's Tau coefficients between dependent variable and independent variables. The correlation coefficients are based on 133 observations. The dependent variable is CS (Customer satisfaction). The independent variables are P (Price), L (Location), CE (Customer experience), PQ (Product quality), and CS (Customer service).

Variables	Mean	S.D.	CS	P	L	CE	PQ	CS
CS	2.105	0.658	1					
P	2.078	0.598	0.490**	1				
L	2.114	0.617	0.534**	0.535**	1			
CE	2.186	0.696	0.536**	0.515**	0.556**	1		
PQ	2.161	0.670	0.557**	0.422**	0.560**	0.571**	1	
CS	2.054	0.660	0.591**	0.460**	0.534**	0.489**	0.517**	1

Notes: The asterisk signs (**) and (*) indicate that the result are significant at one percent and five percent levels respectively.

Table 1 shows the Kendall's Tau correlation coefficients of dependent and

independent variables. The study shows that price is positively correlated to customer satisfaction indicating that affordable price leads to increase in the customer satisfaction. Likewise, location is positively correlated to customer satisfaction. It implies that convenient location leads to increase in customer satisfaction. Similarly, customer experiences are positively correlated to customer satisfaction. It indicates that better customer experience leads to increase in customer satisfaction. Further, product quality is also positively correlated to customer satisfaction indicating that higher the product quality, higher would be the customer satisfaction. In addition, customer service is positively correlated to customer satisfaction. It indicates that better customer service leads to increase in customer satisfaction.

Regression analysis

Having indicated the Kendall’s Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of price, location, customer experience, product quality, and customer service on customer satisfaction.

Table 2

Estimated regression result of price, location, customer experience, product quality, and customer service on customer satisfaction

The results are based on 133 observations using linear regression model. The model is $CS = \beta_0 + \beta_1P + \beta_2L + \beta_3CS + \beta_4PQ + \beta_5CE + e$ where the dependent variable is CS (Customer satisfaction). The independent variables are P (Price), L (Location), CE (Customer experience), PQ (Product quality) and CS (Customer service).

Model	Intercept	Regression coefficients of					Adj. R_bar²	SEE	F-value
		P	L	CE	PQ	CS			
1	0.799 (4.683)**	0.628 (7.962)**					0.321	0.543	63.394
2	0.776 (4.678)**		0.629 (8.344)**				0.342	0.534	69.625
3	0.888 (4.961)**			0.253 (2.872)**			0.341	0.505	69.430
4	0.736 (4.961)**				0.634 (9.661)**		0.412	0.5052	93.339
5	0.677 (5.023)**					0.695 (11.127)**	0.482	0.474	123.800
6	0.493 (2.836)**	0.369 (3.782)**	0.405 (4.350)**				0.434	0.495	45.497
7	0.420 (2.443)*	0.250 (2.463)*	0.290 (2.929)**	0.253 (2.872)**			0.434	0.495	34.772
8	0.297 (1.781)	0.242 (2.508)**	0.151 (1.501)	0.103 (1.109)	0.353 (3.846)**		0.489	0.489	32.564
9	0.220 (1.422)	0.157 (1.729)	0.025 (0.261)	0.050 (0.586)	0.398 (3.085)**	0.042 (4.802)	0.564	0.434	35.155

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Customer satisfaction is dependent variable.

Table 2 shows that the beta coefficients for price are positive with customer satisfaction. It implies that price has a positive impact on customer satisfaction. This finding is consistent with the findings of Zhang and Deng (2018). Likewise, the beta coefficients for location are positive with customer satisfaction. It indicates that location has a positive impact on customer satisfaction. This finding is consistent with the findings of Dennis *et al.* (2009). In addition, the beta coefficients for customer experience are positive with

customer satisfaction. It indicates that customer experience has a positive impact on customer satisfaction. This finding is consistent with the findings of Meyer and Schwager (2007). Further, the beta coefficients for product quality are positive with customer satisfaction. It indicates that product quality has a positive impact on customer satisfaction. This finding is consistent with the findings of Zeithaml (1988). In addition, the beta coefficients for customer service are positive with customer satisfaction. It indicates that customer service has a positive impact on customer satisfaction. This finding is similar to the findings of Parasuraman *et al.* (2005).

4. Summary and conclusion

Customer satisfaction refers to how well you, as a product or service provider, fulfill the needs and expectations of your customers. Customer satisfaction is important in online and offline shopping because it directly impacts customer loyalty, brand reputation, repeat business, and positive word-of-mouth, ultimately driving revenue growth and long-term success. Customer satisfaction as a customer's emotional response to the use of a product or service, put forward a definition as, the summary psychological state resulting when the emotion surrounding dis-confirmed expectations is coupled with the consumers' prior feelings about the consumption experience. When consumer required the particular product or service they search information related to product which are available on internet.

This study attempts to examine the customer satisfaction towards online and offline shopping: A case of Kathmandu Valley. The study is based on primary data of 133 respondents.

The major conclusion of this study is that price, location, customer experience, product quality, and customer experience have positive impact on customer satisfactions. It indicates that affordable price, convenient location, better customer experience, higher product quality, and better customer service leads to increase in customer satisfaction. The study also concludes that customer service is most significant factor followed by product quality that determines the customer satisfaction towards online and offline shopping in Kathmandu Valley.

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