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## A STUDY ON DISSATISFIED CONSUMERS OF SMARTPHONE OVER ONLINE PURCHASE IN MADURAI DISTRICT

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### ABSTRACT

*Recent research has shown an interest in investigating the factors which influence the customer's online shopping decision and the consumers' dissatisfaction over it. The objective of this study is to provide an overview of dissatisfied consumers of smart phones over online purchase. The study was conducted in Madurai district, in Tamilnadu. This article helps to know the reason for the dissatisfaction of the consumer. Similarly this paper has brought out some facts about the reasons why consumers are enduring dissatisfaction, many a time consumers are not reporting their dissatisfaction and not lodging complaints, instead of that they start to move on. The products, poor services, warranty and time factor are the reasons due to which consumers are enduring dissatisfaction. From this study I have gained lot of practical exposure about consumer buying behaviour towards mobile phones.*

### KEYWORDS

online shopping, consumer motivations, communication process, buying behaviour, consumers' dissatisfaction.

### INTRODUCTION

Consumer buying is not mere transfer of item from seller to buyer. Consumer wants buying to become a happy affair. They would like to see, touch and feel the commodities that they buy. Understanding this psychology, today many organizations have started moving towards providing a happy affair to their customers.

The study of consumer behaviour is important for both marketing management and social welfare perspective and consumer complaints constitute an important feedback mechanism for marketing management to monitor consumer satisfaction with their products and services where as non complaint by dissatisfied consumers block off this feedback may decide not to buy the product again or warn family and friends to avoid the product, which can be costly to the marketer. Without knowledge of the sources of dissatisfaction, management will be unable to change its procedures. In other words, for any given purchase, consumers may be satisfied or dissatisfied to varying degrees in connection with each of the separate activities of acquiring the product, using or consuming its benefits, and disposing of it. Oliver (1980) according to this paradigm, consumers are believed to form expectations about a product prior to purchasing the product.

Besides several study on consumer dissatisfaction and complaining behaviour the topic is still very much relevant in marketing discipline today and encouraging the marketing professors to explore further. Fornell and Werner felt (1987) argued that the study of consumer dissatisfaction is fundamental to a sound defensive marketing strategy therefore the objectives of studies for research in this paper is to identify the factors that causing consumer dissatisfaction and the reasons why consumers are enduring dissatisfaction.

### OBJECTIVES OF STUDIES

#### PRIMARY OBJECTIVE

- To know the consumer buying behavior towards mobile phones in Madurai district.

#### SECONDARY OBJECTIVE

- To find out the factors that influences the consumers to buy mobile phones.

### SCOPE OF THE STUDY

- The present study is conducted in Madurai district and it is decided to consider dissatisfied consumers on purchase of smart phones over online purchase
- This study helps to know the factors which influencing the customer to purchase Mobile Phones
- This research study also helps to know the reason for the dissatisfaction of the consumer

### LIMITATIONS OF THE STUDY

- This study was carried out only among the consumers purchasing mobile phones over online in Madurai city.
- The sample was taken on the basis of convenience; therefore the shortcomings of the convenience sampling may also be present in this study.

### RESEARCH METHODOLOGY

The primary methods of data collection that is questionnaire technique was used to collect the data required. Number of Respondents includes both male and female. Convenience sampling method has been adopted under the non-probability sampling technique and about 100 samples have been collected for the study.

#### RESEARCH DESIGN

"A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure"

#### DESCRIPTIVE RESEARCH

Descriptive research is designed to describe something, such as demographical characteristics of consumers who use the products. It deals with determining frequency with which something occurs or how two variables vary together. This study is also guided by and initial hypothesis.

#### SAMPLING METHOD

Convenience sampling was adopted in the research work under non-probability sample method.



## REVIEW OF LITERATURE

Westbrook (1977) consumer dissatisfaction indicates the degree of unfavorability of an individual's experiences associated with his or her behaviour.

Summers and Granbois (1977) define that consumer dissatisfaction is a function of the comparative levels of consumers' expectations and their actual performance with goods and services is a potentially powerful source of explanation for several kinds of variability in actual dissatisfaction.

Random House Dictionary defined dissatisfaction as resulting from "contemplating what falls short of one's wishes or expectations" (Gilly, 1979). Theory that developed to explain the concept of consumer satisfaction/Dissatisfaction (CS/D) includes (1) economic theory (2) cognitive theory (3) affective theory and communications-effect theory.

Fornell and Didow (1980) consumer satisfaction/Dissatisfaction (CS/D) is one measure of economic system performance and consumer complaints are indicators of low or declining performance. Majority of dissatisfied consumers do not voice their complaints and several conceptual models of the consumer dissatisfaction/complaining process have been proposed

Sirgy (1980) economic theory attempted to explain CS/D in terms of "consumer surplus". It is assumed that consumer surplus of goods or value of a specific good would lead to satisfaction and consumer shortage would lead to its dissatisfaction. Cognitive theory, on the other hand, explains CS/D in terms of discrepancies between ideal and actual product performance.

Affective theory explains CS/D in terms of subjectively felt needs, aspirations, and experiences which may not be a reflection of the narrowing or widening discrepancies between ideal and actual product performance but simply due to personality change and/or other trend factors. The communication effect theory postulates that any observed changes to CS/D may be simply the result of a communication or message effect.

Day (1983) has defined CS/D as an emotional response manifested in feelings and is conceptually distinct from cognitive responses, brand effect and behavioral responses.

Oliver and DeSarbo (1988) explain satisfaction that it can be thought of as a feeling of "delight" and dissatisfaction a feeling of "disappointment". In general researchers agree that the concept of consumer satisfaction/dissatisfaction refers to an emotional response to an evaluation of a product, store or service consumption experience.

The relationship between expectations and experience also seems relevant for another aspect of consumer dissatisfaction which received much research attention. Although the character of the process underlying this behavior is still not properly understood, a number of previous studies have documented wide differences in the incidence of such behaviour over product classes and consumer categories, and the intensity of the complaining response itself seems highly variable.

Dick, Hausknecht and Willkie (1995) consumer may not seek redress from the marketer or some third party agency but may content themselves with "warning" friends and acquaintances about the trouble they have experienced. Some consumer may not even go that far, but rather decide that they will personally avoid the brand (or product class, etc. depending on where they attribute the locus of the feelings). This can have especially troublesome effects if the dissatisfaction feeling has resulted from failure at the end of the product's useful life and the main focus of the research was on product use experience, CS/D, complaining, disposition and warranties.

Taylor and Burns (1999) define consumer satisfaction/dissatisfaction is a function of the consumer's expectations about the product performance, the product's delivered performance, and some form of comparison between the pre-purchase expectations and the post-purchase performance. Under the basic expectancy-disconwebsiteation model, when perceived product performance exceeds the consumer's expectations (positive disconwebsiteation) leads to satisfaction, when perceived product performance falls below expectations (negative disconwebsiteation) leads to dissatisfaction.

Zeelenberg and Pieter's (2004) analyzed the consumer dissatisfaction and its related behaviors by using a specific emotion approach i.e. valence-based approach and specific emotion approach. According to them customer dissatisfaction is not only a function of disappointment (i.e. the amount of negative disconwebsiteation), but also of regret (i.e. the performance of forgone alternatives).

Disappointment is felt when actual service delivery violates prior held expectations, whereas regret is typically felt following a bad choice of service provider (i.e. when it turns out that a forgone provider would have delivered a better service). Regret is likely to result in a focus on no attained goals and promote goal persistence; disappointment may result in goal abandonment.

Fitzpatrick, Friend and Costly (2008) study on dissatisfaction and distrust by analyzing the nasty stories of the customer experienced in shopping is an eye opening study in consumer dissatisfaction. Their study in consumer dissatisfaction was different from the earlier study done in seventies and eighties.

(Beh & Loo, 2013; Day and Landon, 1977; Landon, 1977; Fornell, 1976) Landon's model is an attempt to integrate previous research on complaint behaviour and it postulates that dissatisfaction, importance, benefit from complaining and personality are the basic determinants of complaining behaviour.

Fornell's model of the consumer post-purchase evaluation specifies a functional relationship between perceived performance and prior expectations that is affected by both consumer and market variables.

Their research finding emphasize that there is a need to understand much more about the complexity and intensity of emotions that occur in consumer experiences and how they contribute to dissatisfaction. Consumers feel distrust as an intense emotional, physiological, psychological, sociological and moral phenomenon. Distrust can lead to intense emotion, which contribute largely to dissatisfaction and their study on dissatisfaction was different from the earlier study in seventies and eighties.

## FACTORS INFLUENCING ONLINE SHOPPING DECISION

### • MOTIVATIONS THAT LEAD CONSUMERS' TO BUY ONLINE

There are many reasons why people shop online. For examples, consumers can buy anything at anytime without going to the store; they can find the same product at a lower price by comparing different websites at the same time; they sometime want to avoid pressure when having a face-to-face interaction with salespeople; they can avoid in store traffic jam, etc. These factors can be summarized into four categories—convenience, information, available products and services, and cost and time efficiency.

### • CONVENIENCE

Empirical research shows that convenient of the internet is one of the impacts on consumers' willingness to buy online. Online shopping is available for consumers around the clock comparing to traditional store as it is open 24 hours a day, 7 days a week (Hofacker, 2001; Wang et al., 2005). Research shows that customers chose to shop online because they could shop after-hours, avoid crowds and waiting lines, especially in holiday shopping (The Tech Faq, 2008).

Consumers are not only look for products, but also for online services. Some companies have online customer services available 24 hours. Therefore, even after business hours, consumers can ask questions; get necessary support or assistance, which has provided convenience to consumers

Some consumers use online channels just to escape from face-to-face interaction with salesperson because they pressure or uncomfortable when dealing with salespeople and do not want to be manipulated and controlled in the marketplace. This is especially true for those consumers who may have had negative experience with the salesperson, or they just want to be free and make decision by themselves without salespersons' presence.

### • INFORMATION

The internet has made the data accessing easier. Given consumers rarely have a chance to touch and feel product and service online before they make decision, online sellers normally provide more product information that consumers can use when making a purchase. Consumers put the weight on the information that meets their information needs. In addition to get information from its website, consumers can also benefit from products' reviews by other consumers. They can read those reviews before they make a decision.

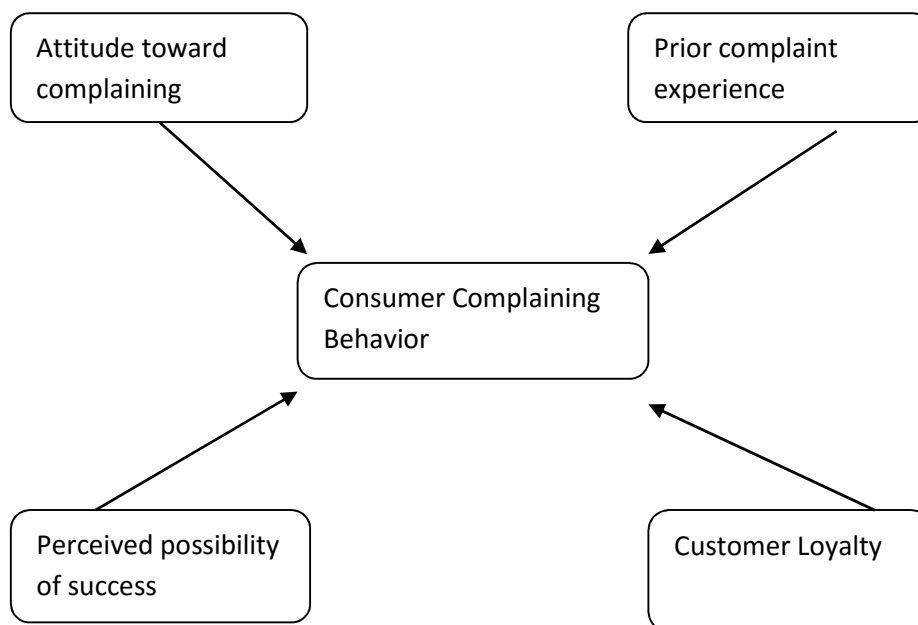
### • COST AND TIME EFFICIENCY

As online shopping consumers are often offered a better deal, they can get the same product in lower price than buying it in the store. Since online stores offer consumers with variety of products and services, it gives consumers more chances to compare price from different websites and find the products with lower prices than buying from local retailing stores. Some websites, E-bay for example, offer consumers auction or best offer option, so they can make a good deal for their product. It also makes shopping a real game of chance and treasure hunt and makes shopping a fun and entertainment. Again, since online shopping can be

anywhere and anytime, it make consumers' life easier because they do not have to stuck in the traffic, look for parking spot, wait in checkout lines or be in crowd in store. As such, consumers often find shop from the website that is offering convenience can reduce their psychological costs.

## CUSTOMER LOYALTY HAS DIRECT POSITIVE ASSOCIATION WITH CONSUMERS' COMPLAINING BEHAVIOR

### RESEARCH MODEL



### FACTORS INFLUENCING DISSATISFACTION

FACTORS	DESCRIPTION
Faulty Description	Inbuilt features do not match the actual description mentioned in the website. Ex: RAM, ROM, Camera pixels etc.,
Missing of Accessories	Ex: Ear phones, Chargers, Data cables, user manuals etc.,
Change in the product	Change in Models, OS Versions, etc.,
Lack of Service centres	Some of the brands does not have their service centers in their accessible places

### PRIVATE RESPONSE

A customer who is willing to complain and do not have courage to complain publically or don't have an option to whom he can complain he will opt to respond privately. For this he has two possible options:

- 1. Warn friends and families** (Private response): The consumer will say negative words about the service provider in his circle of friends and family. According to a study of TARP by Goodman (1999) that people are more likely to share bad service experience as compared to good service experience.
- 2. Boycott the seller** (Switching): Dissatisfied consumers will not buy from the same service provider again. There are many reasons due to which a customer will not switch even after dissatisfaction. Studies on the issue reveals that major factors that affect switching behavior are switching cost, interpersonal relationship, availability and attractiveness of alternatives, service recovery and inertia (White & Yanamandram, 2007).
  - a. Switching cost is the expected cost of switching from one supplier to another (Heide & Weiss, 1995). This cost includes monetary losses, time losses and psychological losses (Dick & Basu, 1994).
  - b. Interpersonal relationship is the relationship between the front line employees of the organization and consumers. The studies states that the stronger the relationship between the employees/service provider lesser the chances of switching (White & Yanamandram, 2007).
  - c. Attractiveness of the alternatives in the service sector is the expected performance of the other service providers compared to the existing service provider (Jones, 1998).
  - d. Service recovery refers to the efforts taken by the service provider in order to fix the problem in order to retain the consumers. (Bell, 1994, Kelley & Davis, 1994)
  - e. Inertia i.e. the consumers are sometimes lazy and not willing to accept any change due to which there are high chances that they will not switch on small incidents (Zeelenberg & Pieters, 2004).

### PUBLIC RESPONSE

Sometimes consumers despite of complaining about the website in social circle or boycotting the website they prefer to publically respond to the problem. For this they have following three options:

- 1. Directly ask for readdress from company** (Voice response): The consumer directly contacts to the service provider and asks for compensation. A study Goodman (1999) the president of TARP revealed that 50% of dissatisfied customer's complaint to the front line employees where as only 11-5% of the dissatisfied consumers complains to the head quarter or managers.
- 2. Third-party response:** The customer will take any legal action against the service provider (Solomon, 2003). Schibrowsky & Lapidus (1994) and Cornwell, Bligh, & Babakus (1991) in their study stated that the dissatisfied consumers complain to the service provider and if they found that their problems are not heard or resolved there are chances that they would complain to third party such as consumer agencies.
- 3. Legal actions:** The worst option taken by consumers is going to courts for the problem resolution.

### SUGGESTIONS

- To explore the market, online companies have to concentrate more on satisfying customers by delivering the right product.

- The product should have the exact facilities that were mentioned in the description in the website.
- The product should be delivered without any changes (i.e colours, material, style)
- The company should do the needful action immediately for the dissatisfied consumers.

## CONCLUSION

"People are frustrated that there are too many automated response menus, there aren't enough customer-care agents, they waste a lot of time dealing with the problem, and they have to contact the company an average of four times to get resolution,"

The reasons why consumers are not reporting their dissatisfaction is because consumers are enduring dissatisfaction due to cost of services and warranty. If there is dissatisfaction and consumers are not complaining then it is not a good sign for the online sellers.

It is clear that websites' commitments to consumer care and consumer expectations are the real causes for consumer dissatisfaction. Websites needs to address consumer dissatisfaction properly and timely in an appropriate manner. If website fails to redress the consumers' dissatisfaction it might affect the customer loyalty and may create negative word of mouth publicity.

The result of this study indicates that the product compatibility, inconvenience and services, websites' commitment and quality, websites' attention to consumer care and consumer expectations are major cause for consumer dissatisfaction.

Finally, good experiences with returning items leads to repeat customers and recommendations for the retailer. Good returns experiences are marked by ease for the consumer, while the bad experiences highlight hassles and the extra cost required.

Therefore the study is concluded that if the consumer is not lodging complaints against the website products or services it should not assume that consumer is satisfied. Initially it may appear that everything is alright from websites' perspective but from consumer's side new problem may originate because of enduring dissatisfaction. Consumer enduring of dissatisfaction may impact the website marketing strategy on consumer behavior significantly.

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