A STUDY ON THE POST PURCHASE REGRET BEHAVIOR OF CONSUMERS IN ONLINE SHOPPING ON THE DIMENSIONS OF RELIABILITY, EMPATHY AND RESPONSIVENESS

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INTRODUCTION:
The present age is also termed as “Internet Age”. Internet has truly become an inexhaustible and indispensable tool for businesses to gain more profit. Nowadays, most business sell products online, now customers need not to travel to the business stores for making their purchases. They can buy the business offerings or merchandise from their homes or offices at anytime i.e 24 *7*. Before making purchase of any product there are many factors that influence the customers thus results into prompt purchase of the product. But in the post purchase stage, customer may or may not be happy. The present paper collects information regarding the post purchase regret behavior of the customers and will provide suggestions to the online marketers to enhance the customer satisfaction.

CONSUMER BUYING BEHAVIOR: Consumer buying behavior is a term used to describe the actions and behaviors of the people who buy and use products. It is a series of steps that a consumer follows to reach his or her destination of the final buying decisions.

According to Philip Kotler, the typical buying process involves five stages the consumer passes through described as under:

1. Problem recognition: This is the first step in the flight of stairs of consumer buying behavior. In this step a consumer will identify his unfulfilled needs. This unfulfilled need force a consumer to buy a particular product.
2. Information search: For the fulfillment of his unsatisfied need a consumer will collect information from various sources including personal, commercial, public and experimental sources.
3. Evaluation Of Alternatives: As we know that are means are scarce in relation to our wants so a consumer cannot buy all the products, that he got to know in the former stage. So now he will move to the evaluation stage. In this stage, he will identify the pros and cons of every product and ultimately buy the best one which offers him the maximum satisfaction.
4. Purchase Decision: In this stage a consumer will finally make up his mind to buy the product. In this direction he will further take various sub divisions like the decision regarding the brand, vendor, timing of purchase, quantity and payment method.
5. Post Purchase Behaviour: Consumer makes purchase of a particular product with certain expectations. Nonetheless he decides very analytically, there is no promise of a complete satisfaction. There is always a risk of difference between the expected level of satisfaction and the actual satisfaction. His consequent behaviour is prejudiced by degree of satisfaction/dissatisfaction.
If the consumer is happy with the purchase he made, he will repeat the same purchase in the future and moreover he will positively influence others in their purchase decisions. But the question of worry is when the consumer is not happy with the purchase he made. He is dissatisfied and he has entered the stage of regret. Thus Post Purchase Regret behavior is a poor feeling from having an awful experience from the purchase a consumer made. This study makes an attempt in identifying the various regrets experienced by the consumers in the online shopping on the dimensions of reliability, responsiveness and empathy and will give suggestions to the online marketers for better customer satisfaction.

**REVIEW OF LITERATURE:**

**Padmanabha (2014),** the study conducted revealed that there is a difference between purchasing goods and purchase experience. Online risks and other financial risk stops the consumers from online shopping. Delay and non-delivery of the products are other reasons. The study further detailed that people with high income are less imposed to financial risks. The study of factors influencing online shopping tells that due to lack of access to internet people avoid shopping online. Lack of feel and touch the product restricted them in purchasing online. There is no easy return policy.

**Zivile and Gintare (2015),** study the online shopping behavior of the consumers by taking into account the various factors and also gave recommendations. They enlisted the factors which influenced consumers to buy online are lower price, lack of time, wider choice and convenient. The study showed that E-stores are more popular because of their convenience and simplicity. They suggested owners to make online portals more user friendly.

**Zan Mo, Yan-feili, Peng Fan (2015),** the study aimed to find out the impact of the old customers feedback on the current purchase behavior of the consumers. And also they tried to study the stimulus responses theory of consumers. Findings of this study are sellers who should increase quality of the product in order to get positive reviews and thus they can attract more potential customers.

**Archana Singh (2016),** the search mainly focus on discovering the different dimensions related to the online buying behavior of the young age people. It was found that the young shoppers compare, evaluate, and visit familiar websites and then only they will make purchase. There young consumers are classified into different groups i.e conscious shoppers, uninterested, impulsive and brand shoppers. But this analysis did not make an attempt in studying all the aspects of consumer purchase in online retail.

**Akci and Kaazum (2016),** Analysis of post purchase consumer regret and investigates the different reasons for consumer regret and how others are influenced by this. The study suggested that the consumers are regretted in the situation where same product is available at cheap price in another competitive portal or retail shops. Although the respondents showed different post purchase behavior depending on their gender and marital status, but they were some similarities too.

**Miao wang and Honglian Du (2017),** studied the impact of return policy on online consumer behavior. The problems associated to the return policy were also studied. Consumer’s problems related to the return of the product arises when they are not satisfied with the quality of the product. This also reduces the reliability of the consumers in online shopping. The return policy can be summarized in return time, return cost and return operations.

**K.Chellamma and .K. Purushothaman (2018),** the study aimed to find out the types of post purchase behavior amongst online shoppers and also tries to study the satisfaction level of online shopping amongst the buyers. It also tried to find out the association between post purchase behavior of respondents and demographic factors. The study revealed the outcomes of consumer post purchase behavior. Considering the demographic profiles of online users like gender, age, income and education have significant association to web shopping in the current period. It also concluded that lower, service inconvenience and easy return policy quality product caused higher levels of regret. Consumer who experience regret tend to return the product, if the return is not accepted they tend to conceal their sadness to their friends, family etc.
OBJECTIVES:

1. To study the post purchase regret behavior of the consumers.
2. To identify the different types of the regret to the online consumers on the basis of reliability, responsiveness and empathy.
3. To give suggestions to the online marketers

RESEARCH METHODOLOGY:

This study is descriptive in nature and aims at finding the post purchase regret behavior of online shoppers on the basis of three dimensions i.e reliability, empathy and responsiveness. The population of the study includes working executives, college students, home makers, teachers etc. Non probability sampling type and convenient sampling are used. A five point likert scale has been used.

Questions regarding product quality, responsiveness of online marketers, wrong delivery of online products, web security, confidential card information, return policy, grievance redressal system were asked.

Sample Size: 80

Type of data: Primary and secondary data

Sources of data collection: Questionnaire, journals, Internet, articles and text books.

Data collection Tools: Questionnaire

Statistical Tools: Percentage Method, Weighted Sum, Standard deviation, Z test and chi square test in Ms – Excel
DATA ANALYSIS AND INTERPRETATION:

RELIABILITY:

<table>
<thead>
<tr>
<th>Factor</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>SD</th>
<th>WS</th>
<th>SD</th>
<th>Z SCORE</th>
<th>CHI SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products are not trustworthy.</td>
<td>5.1</td>
<td>30.4</td>
<td>41.8</td>
<td>19</td>
<td>3.7</td>
<td>19.0533</td>
<td>16.37147</td>
<td>0.448561</td>
<td>0.09337992</td>
</tr>
<tr>
<td>Products do not meet promises.</td>
<td>2.5</td>
<td>40</td>
<td>25</td>
<td>30</td>
<td>2.5</td>
<td>19.3333</td>
<td>16.86342</td>
<td>0.46478</td>
<td>0.248213251</td>
</tr>
<tr>
<td>No guarantee of product quality.</td>
<td>5</td>
<td>27.5</td>
<td>27.5</td>
<td>32.5</td>
<td>7.5</td>
<td>20.6667</td>
<td>12.7455</td>
<td>0.546547</td>
<td>0.378409663</td>
</tr>
<tr>
<td>Marketers give false assurance regarding products features.</td>
<td>5</td>
<td>27.5</td>
<td>37.5</td>
<td>26.2</td>
<td>3.7</td>
<td>19.72</td>
<td>14.93007</td>
<td>0.484469</td>
<td>0.384472073</td>
</tr>
<tr>
<td>Difference between expectations and actual product delivered.</td>
<td>7.5</td>
<td>38.8</td>
<td>36.2</td>
<td>13.7</td>
<td>3.7</td>
<td>17.8</td>
<td>16.41271</td>
<td>0.383232</td>
<td>0.00029347</td>
</tr>
<tr>
<td>Wrong delivery of product.</td>
<td>7.5</td>
<td>41.3</td>
<td>13.8</td>
<td>33.8</td>
<td>3.7</td>
<td>19.01333</td>
<td>16.61707</td>
<td>0.446123</td>
<td>0.223836319</td>
</tr>
<tr>
<td>Difference between the photos of the product and the delivered product</td>
<td>16.3</td>
<td>43.8</td>
<td>18.8</td>
<td>16.2</td>
<td>5</td>
<td>16.67333</td>
<td>14.32662</td>
<td>0.300717</td>
<td>1.60153</td>
</tr>
</tbody>
</table>

The majority of the respondents strongly agree that the products are not very trustworthy. Calculated SD in this case also shows that the most of the numbers close to the average. 40% of the respondents agreed that the products do not meet the promises here the calculated Chi Square statistics is 0.248123251 which means the data does not fit well with our expected data. Majority of the respondents disagree with the statement that there is no guarantee of the product quality. A very small chi square statistic in the statement that there is a difference between the expectations and the actual product delivered shows that our observed data fits the expected data very well. Approximately 50% of the respondents agree that there are wrong delivery of products. Calculated Chi square statistic is also high in this case. In all the statements calculated z-score value is also lower than table value at 5% level of significance which shows that there is less post purchase regret among the customers on the attribute of reliability in online shopping.
EMPATHY:

<table>
<thead>
<tr>
<th>Factors</th>
<th>SA</th>
<th>A</th>
<th>N</th>
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<th>SD</th>
<th>WS</th>
<th>SD</th>
<th>Z SCORE</th>
<th>CHI SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of touch and feel leads to unhappy experience.</td>
<td>12.5</td>
<td>38.7</td>
<td>23.2</td>
<td>25</td>
<td>0</td>
<td>17.3</td>
<td>14.50093</td>
<td>0.345374</td>
<td>0.002687417</td>
</tr>
<tr>
<td>No close examination leads to dissatisfied purchases.</td>
<td>1.3</td>
<td>45.6</td>
<td>31.8</td>
<td>16.6</td>
<td>5.1</td>
<td>18.65333</td>
<td>18.55955</td>
<td>0.431764</td>
<td>0.002345787</td>
</tr>
<tr>
<td>Problem of identity threat.</td>
<td>5.1</td>
<td>39.2</td>
<td>21.5</td>
<td>29.1</td>
<td>5.1</td>
<td>19.32667</td>
<td>14.98099</td>
<td>0.459973</td>
<td>0.254306475</td>
</tr>
<tr>
<td>After a single purchase, these sites hound their customers by sending them endless messages.</td>
<td>20.3</td>
<td>44.3</td>
<td>21.5</td>
<td>10.1</td>
<td>3.8</td>
<td>15.52</td>
<td>15.43762</td>
<td>0.258199</td>
<td>1.20248</td>
</tr>
<tr>
<td>Problem of web security and more chances of frauds of confidential card Information.</td>
<td>15.2</td>
<td>38</td>
<td>17.7</td>
<td>24.1</td>
<td>5.1</td>
<td>17.74667</td>
<td>12.51677</td>
<td>0.337919</td>
<td>0.008195302</td>
</tr>
</tbody>
</table>

More than fifty i.e 51 % of the respondents agree that lack of touch and feel of the merchandise leads to unhappy purchase experience. Calculated Chi score statistic is also very low in this case which shows that our observed data fits the expected data extremely well. In the statement no close examination leads to dissatisfied purchases our calculated SD is almost equal to our calculated WS which signifies that our data points tend to be very close to our mean. Calculated Z score in the statement of problem is much lower than the table value at 5 % level of significance which also shows the high degree of positivity among the customers related to the problem of the identity threat. More than half of the respondents agree that after a single purchase, these sites hound their customers by sending them endless messages. A very high chi square test statistic 1.20248 in the case also shows that our observed data does not fit the expected data. Calculated Z score value, SD and a low chi square value shows that customers agreed that there is problem of web security and more chances of frauds of confidential card Information.
## RESPONSIVENESS

<table>
<thead>
<tr>
<th>Factor</th>
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<th>D</th>
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<th>WS</th>
<th>SD</th>
<th>Z SCORE</th>
<th>CHI SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketers are not responsive to customers problems.</td>
<td>3.8</td>
<td>26.3</td>
<td>13.8</td>
<td>40</td>
<td>16.2</td>
<td>22.58667</td>
<td>13.7387</td>
<td>0.661932</td>
<td>0.004961247</td>
</tr>
<tr>
<td>Cash back ,discount offers and other offers are very deceptive.</td>
<td>6.3</td>
<td>16.3</td>
<td>40</td>
<td>28.7</td>
<td>8.8</td>
<td>21.18</td>
<td>14.16429</td>
<td>0.57265</td>
<td>0.054608187</td>
</tr>
<tr>
<td>Customers are unable to return or exchange the products easily.</td>
<td>10</td>
<td>25</td>
<td>15</td>
<td>37.5</td>
<td>12.5</td>
<td>21.16667</td>
<td>11.31923</td>
<td>0.591137</td>
<td>0.1037417</td>
</tr>
<tr>
<td>Goods get damaged during delivery.</td>
<td>1.3</td>
<td>15.2</td>
<td>22.8</td>
<td>48.1</td>
<td>12.7</td>
<td>23.73333</td>
<td>17.48905</td>
<td>0.682524</td>
<td>4.68833</td>
</tr>
<tr>
<td>The online shopping sites have poor messaging and grievance redressal system.</td>
<td>3.7</td>
<td>27.5</td>
<td>27.5</td>
<td>32.5</td>
<td>8.8</td>
<td>21.01333</td>
<td>12.84406</td>
<td>0.570016</td>
<td>0.235549466</td>
</tr>
</tbody>
</table>

Majority of the respondents disagree to the statement that the marketers are not responsive to the customer problems, a low SD in this case also shows that most of the numbers are close to the average not more spread out. Most of the respondents are neutral to the statement that cash back, discount offers and other offers are very deceptive. Almost 50% of the respondents disagree to the statement customers are unable to return or exchange the products easily. More than fifty percent of the respondents disagree that goods get damaged during the delivery, Calculated Chi Square Statistic is also very high i.e 4.6883 which tells us our observed data does not fit our expected data. In all the statements, the calculated Z score value is much lower than the table value at 5% level of significance which shows that customers have less post purchase regret on the basis of responsiveness in online shopping.
FINDINGS:

1. On the basis of reliability, consumers experience different regrets like the products are not trustworthy, the online marketers do not fulfill their promises, they give false assurance regarding the product features and there is great difference between their expectations and the actual products due to the difference in the photos and the actual product.

2. On the basis of the empathy, we found that the consumers experience regret because the online marketers create identity thefts, moreover there is a problem of web security and loss of confidential card information and lack of feel and touch of merchandise also lead to unhappy purchase experience.

3. On the basis of responsiveness, the consumers believe that the online marketers are very responsive to the customers problems. They have set up their strong messaging and the grievance redressal systems whereas some only few respondents say that the cash backs and other offers are very deceptive.

The comparison chart shows that maximum of the respondents believe that they suffer regret on the empathy dimension whereas consumer suffer less regret on the basis of the responsiveness of the online marketers.

SUGGESTIONS: The following suggestions are given by the respondents:

1. The marketers should provide speedy return policy.
2. The marketers must focus on products quality to get positive feedback of the customers.
3. The return and exchange policy should be made more simple so that no customer will face any trouble related to it.
4. The online site should clearly mention the terms and the conditions.
5. The transparent refunds and return policy can help to reduce post purchase anxiety.
6. The judicial system should be more stringent. It should create fear in the minds of wrongdoers.
CONCLUSION:
From the above study we can conclude that the consumers suffer more regret due to the non empathetic feature and the lack of reliability in the online shopping. They believe that online marketers are very responsive to the customers needs and problems. Some respondents are also found neutral to many of the statements which further conveys us that this post purchase regret is based on personalized experiences of different consumers sometimes they are happy and sometimes they are not. But due to all these reasons we cannot avoid online shopping completely as it a boom for our economy. We should try to improve it by giving correct feedback.

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