CUSTOMER SATISFACTION TOWARDS FIRSTCRY.COM

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Abstract:

Customer satisfaction is a key factor in formulation of customer's desires for future purchase. Although satisfaction has been defined as the differences between expectation and performance, but there are differences between quality and satisfaction.

According to Harold E Edmondson "Customer satisfaction" is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.". Customer satisfaction is defined by whether the customer chooses to do business with you or your company in the future. Many factors play a role in customer satisfaction, including customer service, product quality and the ease of doing business. Companies must consider customer satisfaction as an important role in the lifetime value of a customer.

Keywords: social media, digital payment, decision making process.

INTRODUCTION

Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the internet to convey communicates and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the internet not only to buy the product online, but also to compare prices, product features and after sale service facilities the will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the e-commerce market, the internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumer commerce should not lose confidence .It has been more than a decade since business-to-consumer e-commerce first evolved. Scholars

and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace. Along with the development of e-retailing, researchers continue to explain e-consumers behaviour from different perspectives. Many of their studies have posited new emergent factors or assumptions which are based on the traditional models of consumer behavior, and then examine their validity in the internet context.Online-to-offline commerce is a business strategy that draws potential customers from online channels to physical stores. Online-to-offline commerce, or online to offline , identifies customers in the online space, such as through emails and internet advertising, and then uses a variety of tools and approaches to entice the customer to leave the online space. This type of strategy incorporates techniques used in online marketing with those used in brick-and-mortar marketing. Online to offline e-commerce mode is a combination of offline business opportunities with the internet. Online to offline ecommerce platforms attract customers online, but the real consumption of services must be experienced by consumers offline. This mode puts high request forward to offline service quality. Offline service quality will not only affect offline entity shops, but also will affect online to offline platform.

STATEMENT OF THE PROBLEM

The market is now filled with range of baby products with different brand names offering the customers the latest products. So consumers' attitude is very important in today's market situation. In the purchase decision, consumers are influenced by their attitude towards the product and therefore the marketers to needs to implement their strategy and tactics, frequently in order to achieve more. Customer expectation is mainly based on the following attributes are the product or service, the price, the place, promotion. It helps to study customer attitude toward products from firstcry.com. It helps to known about the choice of customers while purchasing products from firstcry.com. It helps to known about the post purchase behavior of existing customer.

OBJECTIVES OF THE STUDY

- To study the source of awareness about the firstcry.com products.
- To study the reason for choosing firstcry.com to purchase baby products.
- To study the factor influencing the consumer to use the products from firstcry.com.
- To know the consumer satisfaction towards firstcry.com.

SCOPE OF THE STUDY

As learning is a human activity and is as natural, as breathing. Despite of the fact that learning is all pervasive in our lives, psychologists do not agree on how learning takes place. How individuals learn is a matter of interest to marketers. They want to teach consumers in their roles as their roles as consumers. They want consumers to learn about their products, product attributes, potential consumers benefit, how to use, maintain or even dispose of the product and new ways of behaving that will satisfy not only the consumer's needs, but the marketer's objectives. The scope of my study restricts itself to the analysis of consumer preferences, perception and consumption of products from firstcry.com.

RESEARCH METHODOLOGY

Research methodology is a process used to collect information and data for the purpose of making decisions. The methodology may include publication research, interviews, surveys and other research techniques.

Data Collection

The data is collected from both primary and secondary sources.

Primary Data

The source of primary data is through questionnaire based on the objectives.

Secondary Data

The secondary data were collected from books, journals, websites and other published sources.

Sample Design

A self- designed questionnaire was developed and given to general public.

LIMITATION OF STUDY

- Samples size is small and might not represent the whole population.

- The study is only within the Coimbatore city.

- Data today depend upon respondent's view, which could be bias in nature.

- Some of the respondent's hesitated to answer truly and frankly.

- The attitude of the customers is bound to change for time to time, the result of this study may not be universal.

REVIEW OF LITERATURE

MahaboobBasha (2021) This article highlights "A Study on Consumer Behaviour towards Firstcry.com products An Empirical Study with Special Reference to Nellore District of Andhra Pradesh. The author finds that creating awareness regarding products is essential to grabthe market in the competitive world. The researcher evaluates that when customer satisfied the purchasing level of the customer would gradually increase by that the sales of the company will increase. Here in this research work researcher is trying to find out differences in the opinion of consumers on the basis of Age, educational qualification, location and gender regarding consumer behaviour towards fast moving consumer goods in Nellore District of Andhra Pradesh.

Ganesh (2021) - In his article titled Consumers' Perception towards Brand Loyalty of Baby Products -An Analysis. The author analysed that the consumers' perception towards +brand loyalty of the product is awareness, knowledge, attitude of the brand, risk aversion to change the brand, satisfaction and brand trust of the consumers, variables namely brand, image, product quality, product knowledge, product involvement, products attributes and brand loyalty of consumers.

Singh and Sharma (2020) analyzed the customers' perception towards brands of baby products. The study used exploratory-cum-descriptive research design. It was used judgment sampling to select female respondents from the Hisar city of the Haryana State. The study found that Majority of the customers used the major babys like shampoo, powder, cream. Lakme is the top brand of baby which are preferred by customers.

Vibhuti, et.al (2020) In their article titled "A study on Consumer Buying Behavior towards Selected Baby Products" The consumer behaviour plays an important role in marketing of fast moving consumer goods. The authors highlighted that the present era of globalisation needs and wants of consumers changes with time. The fast moving consumer goods (FMCG) sector contributes a lot to the growth of India's GDP. Therefore it is necessary to identify the changes in consumer buying behaviour towards Baby Products.

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

PREFERED PRODUCT TO PURCHASE FROM FIRSTCRY

S.NO	Preferred product to purchase from first cry	Number of Respondents	Percentage
1	Boy fashion	40	33
2	Girl Fashion	45	38
3	Footwear	21	17
4	Toys	14	12
	Total	**120**	**100**

INTERPRETATION

From the above table we found that 33% of the respondents Preferred product to purchase from first cry Boy fashion,38% of the respondents Preferred product to purchase from first cry Girl Fashion,17% of the respondents Preferred product to purchase from first cry Footwear and 12% of the respondents Preferred product to purchase from first cry Toys.

INFERENCE

Mostly 38% of the respondents preferred product to purchase from first cry Girl Fashion.

WEIGHTED AVERAGE METHOD

SATISFACTION LEVEL ABOUT PRODUCT IN FIRSTCRY.COM

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Product display/presentation	43	28	21	28	0	120
Content of the products	42	27	16	27	8	120
Searching Technology	34	45	27	11	3	120
Order status	33	31	32	18	6	120
Delivery period	47	46	19	4	4	120
Customer Services after sales	56	32	21	10	1	120

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Mean score	Mean	Rank
Product display/presentation	215	112	63	56	0	446	29.73	4
Content of the products	210	108	48	54	8	428	28.53	5
Searching Technology	170	180	81	22	3	456	30.40	3
Order status	165	124	96	36	6	427	28.47	6
Delivery period	235	184	57	8	4	488	32.53	2
Customer Services after sales	280	128	63	20	1	492	32.80	1

INTERPRETATION

The above table result it is found that Customer Services after sales ranks 1, Delivery period ranks 2, Searching Technology ranks 3, Product display/presentation ranks 4, Content of the products ranks 5 and Order status ranks 6.

Here most of the respondents like Customer Services after sales and ranks it as 1.

RANKING ANALYSIS

FIRSTCRY .COM

FACTORS	5	4	3	2	1	TOTAL	RANK
Delivery time	77	23	16	4	0	533	1
	385	92	48	8	0		
Reputation of the company	24	55	24	17	0	446	3
	120	220	72	34	0		
Guarantees and Warrantees	32	44	17	22	5	436	4
	160	176	51	44	5		
Good description of products	42	14	55	9	0	449	2
	210	56	165	18	0		
Security	16	51	32	21	0	422	5
	80	204	96	42	0		

INTERPRETATION

The above table result it is found that Delivery time ranks 1, Good description of products ranks 2, Reputation of the company ranks 3, Guarantees and Warrantees ranks 4 and Security ranks 5.

Here most of the respondents like ranks Delivery time as 1.

SUGGESTIONS

- Web based technologies upgrade creative conceptualization that improves the response from technology. Internet environment has to improve in the area of art, dynamics and interactive techniques.

- This improvement will give more visual appeal. One of the risks that the respondents have felt is no proper returning policy to the product.

- Offline purchase products choosing the best products, and touch and feel good one, but we buy only the pictures and videos available on the online shopping.

- Maybe we lose money if those products are unfair.

- Online shopping, to develop the return option.

- Day to day lot of offers give the online shoppers, lot of customer's bur the products on online.

CONCLUSION

- Firstcry is becoming one of the leading baby product company where customer satisfaction is the main goal. The challenge is not only to produce satisfied customers but also to produce loyal and Delighted customer. This is competitive and customer driven market. It is high time for firstcry to satisfy and retain its existing customer. This study is intended to conduct a case study on Firstcry.com. The study provides a detailed view of company's foundation concept, integration of click and brick, innovative pricing and franchisee model and market coverage strategy. The emergence of online shopping portals was ringing a death knell for retail, but multi-channel concept has come as a savior.

- Firstcry.com has begun trying to apply the sophisticated approach that goes on from their websites to brick and mortar retailing to squeeze even more revenue out of their business. The present customer is having all convenience at his/her place 'from searching products and reading a review in making a transaction and getting parcels returned' the entire shopping journey. The same pricing strategy does not woo them away from any platform instead gives them chance to try both platforms. There is a saying 'India lives in towns'. Therefore, the results also showed that market coverage of a baby care product company would not be complete without towns. The increase in per capita income has made towns a desirable market.