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Customer Satisfaction in E-Business

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Case Fitnest

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ABSTRACT

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This thesis was made for a Finnish online store Fitnest which sells recovery and sports products online.

The aim of the thesis was to find out the current level of customer satisfaction of Fitnest and how to increase it. The aim was to help the company to deepen understanding on which things constitute customer satisfaction. The company should ultimately have understanding the current level of customer satisfaction among their customers and learn which things could be improved.

Research method was quantitative research method. The materials for quantitative method was gathered by making a questionnaire for all the Fitnest private customers. Questionnaire was made by using Google Forms platform.

Theoretical part of thesis focuses on customer satisfaction in an online platform. It includes basics of e-business, customer satisfaction and measuring techniques, basics of features of an online store and knowledge about online store marketing channels.

The results gave an insight on the current situation at Fitnest online store. The results revealed that most of the customers were satisfied with the overall experience at Fitnest. Customers were expecting wider product range and more content on the page. The results stated that customers were pleased with the usability and payment methods of the site, pictures, blogs and customer service. Quality of the products for the main products was considered good.

Keywords: e-business, customer satisfaction, customer service, online store, e-commerce, sports, marketing channels

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1 INTRODUCTION

The commissioner Fitnest is an online store selling recovery products for athletes and sports people. The products include products such as massage guns, massage rollers and compression boots. Fitnest is mainly an online store, but their products can be found from gyms across Finland. At the moment, the company doesn't have a clear picture if the customers are satisfied with the online store and the products available. The competition in the world of e-business is tight. Everyday hundreds of new online stores are founded around the world, since anyone with internet connection can start an e-business. Since the margins are tight, companies need to be aware of customer satisfaction. The thesis will give Fitnest the latest insight of the things their customers have been happy and unhappy with.

The companies need to know the latest trends in online business to stay alive. Since Fitnest online store is a fairly new company, being founded in the summer of 2020, this thesis includes a list for the case company of things that consists a successful online store to gain more understanding for the latest trends.

Number of global digital buyers has been growing since 2014, expected to be record high in 2021. (Statista.com 2020, cited 13.10.2020). Companies are aware that having good relationship with the customer is the key. A story of a bad experience in an online store may in today's social media time go viral quickly, possibly harming the company's results. E-retail sales are were 14.1 percent of all retail sales worldwide in 2019. This result is expected to be 22 percent in 2023. (Statista.com 2020, cited 13.10.2020).

1.1 Research objectives and questions

The objective of the study is to find out the current level of customer satisfaction at Fitnest.fi online store and how to increase it. To gain understanding on this topic, various concepts must be understood. The author will cover the definitions for e-business, customer service, customer satisfaction and how to measure customer satisfaction and its advantages. Various different factors that constitute customer satisfaction will be covered by using simple examples. Also, customer satisfaction measurement techniques and main ways of doing customer service online will be

covered. A list of things that constitute a successful online store is also formed by the author to give an online environment point of view.

After understanding these topics and their meaning, there should be an understanding for the case company on which elements constitute customer satisfaction how to increase it. From the findings from the study, a set of proposals will be given to the case company on how to increase the level of customer satisfaction in their environment.

To fulfill the research objective, three research questions are as follows:

1. What is the understanding of customer satisfaction and which elements constitute it?

The main thing is to understand the concept of customer satisfaction and set of things that have an influence on it. The understanding will strengthen by having answers from real customers from the questionnaire.

2. How can customer satisfaction be measured?

To understand customer satisfaction better, measuring techniques are gone through in the thesis to fulfill the research objective.

3. Which elements constitute a successful online store?

The website is the cover of the company and will have an impact on customer satisfaction. That's why a question of elements that constitute a successful online store is asked to help answering the research objective.

As a result of this research, the author will give summary of which things Fitness customers have been pleased with and which things not.

2 E-BUSINESS

Electronic-Business also known as E-business, describes the “process of buying and selling of products and service via computer network”. (Mourya & Gupta, 2010, 23). History of e-business goes as far as 1991, when it became possible. E-business has many advantages compared to traditional retail stores. The main advance of e-business is 24/7 accessibility of buying products. Another advantage compared to the normal shops is unlimited target market: the whole world is your target market. (Mourya & Gupta, 2010, 31.) Convenience of selling and buying is also a big advantage. Accessibility to millions of products without leaving your own house is a huge factor. In an online platform there are many more marketing tools available compared to a traditional shop. In an online platform, as a seller you can use different kinds of marketing ways such as blogs, videos, search engine ads and newsletters. Fitnest has taken advantage of making blogs about their products and search engine ads in various different applications, such as Instagram and Facebook.

The amount of purchases made through online stores has been growing annually since 2014 (Statista.com 2020, cited 13.10.2020). By the year 2021, worldwide retail ecommerce sales will reach \$4.9 trillion (Shopify plus, 2019, cited 13.10.2020). These figures are significant and prove the point of importance of customer satisfaction in online platforms.

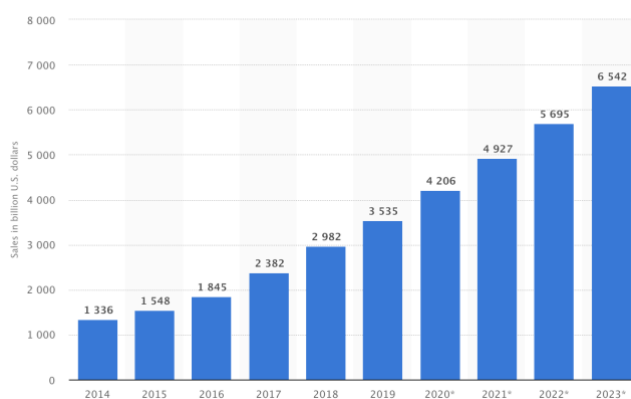


FIGURE 1 Retail e-commerce sales worldwide from 2014 to 2023 (Statista, 2020)

As seen from statistics in the figure, retail e-commerce sales worldwide have been growing annually since 2014, expected to be record high in 2023, with a number of 6.5 trillion dollars. Compared from the starting situation in 2014, when the sales were 1.3 trillion, the sales have grown 2.8 trillion in 6 years. The trend of popularity of e-commerce can be seen in these statistics (Mourya & Gupta, 2014).

Finnish people have also taken action in online stores. In Finland, the expected total turnover of online sales in 2019 was estimated to be 13,8 billion euros. The number consists of three main categories: traveling, goods and services (Paytrail.com, 2020, cited 1.11.2020). In a recent study made by Finnish postal service Posti, 29% of the 2380 people interviewed had made an online purchase during the last week of time.



FIGURE 2 E-Commerce in Finland (Paytrail, 2020)

As seen in figure, traveling has the most part of the sales with 42%. In euros this part means 5,8billion euros. Goods consist 37% of the overall sales. In euros this means 5,1 billion euros. Third category is service which consists 21 % of the overall sales. In euros this means 2,9 billion euros.

Goods have had a rapid growth; especially online groceries are more and more common. In 2018 20% of those who bought goods online in Finland, bought sports equipment. In 2019 this

percentage grew to 21%. Clothing, shoes and settlements was the biggest category among the people who bought goods, totaling 55% in 2019 (Paytrail.com 2020, cited 1.11.2020).

2.1 Features of an online store

In the world of digitalization, many new online stores are created daily. To be a successful online store, many things have to be considered. Only in the city of Oulu, where Fitnest has been established, 30 new online stores have been created during the year of 2020 (Kaleva.fi 2020, cited 3.11.2020).

It's not only the good usability that makes a online store successful. According to a study made a marketing analytic company Kissmetrics, 93% of the buyers consider the visual appear of the page to be the most important thing (Kissmetrics.com 2020, cited 2.11.2020). Visual appear includes cover page, pictures, texts and the overall looks of the page. Visual appear might be adjusted around the company's brand, including choosing colors, texts and pictures to match it. The images of the page usually form the first impression of the products. Sharp and professional pictures of the products help the customer to decide whether to buy the product or not. Unlike in a physical shop, customer can't physically review the product and see if the quality matches the expectations. That's why importance of good product descriptions and photos cannot be underestimated. The product can be very great but bad pictures might harm the impression of it.

When writing the product descriptions, the target audience must be known so the right kind of approach can be chosen. Good product description should answer all the questions customer might have. Description should answer what the product does and why the customer should buy it. The more unique the product is, the more specific and lengthier the text has to be to answer customers' questions (Patel, N. Cited 10.11.2020). Having enough product information prevents the possible returns and refunding. In addition, the company should also add product testimonials if possible. According a survey made by BrightLocal, the customer reads around 10 product testimonials to be able to trust the company (Murphy, R. 2019. Cited 21.11.2020). The more product testimonials the company has, the better.

Transition from another page to another has to happen quick and smoothly. Kissmetric study reveals, that if the online store is making 100,000\$ per day, one second delay on the page could cost the company 2,5 million dollars in lost sales each year (Kissmetrics.com 2020, cited

2.11.2020). In conclusion delays and slowness may have negative effect on some of the customers, causing the business to lose revenue.

Emphasis on mobile friendly websites have been increasing due the strong growth in smart phone market during recent years. Mobile friendly page should work as similar as the desktop page. The layout is adjusted to the size of the mobile phone screen. Some web page providers, such as Shopify, offer automatical adjustments for every device. Companies might even have their own applications for smart phones, where the shop is one click away.

According to Statista, 52.2% of all website traffic globally was generated by a mobile device. The traffic is even more in Asia, totaling 65.1% in 2017 (Clement 2019, cited 10.11.2020). New recent term M-Commerce refers to Mobile Commerce, which means shopping through a mobile device. In the Finnish market the trend of M-Commerce is growing similar compared to worldwide trend. According to Statista, 23,7% of all web purchases in Finland were made by using mobile device in 2017 (Statista.com 2020, Cited 20.11.2020). Having multi-platform web page might increase the possibility of having more sales, when you can serve customers no matter which device is being used.

Strong customer support is a sign of a good online store. Having contact information for multiple platforms helps the customers to reach the company in case there are questions, returns, inquiries or other issues. Company should have Frequently Asked Questions section in the page too, where the customers find answers to the most common questions asked.

2.2 Buying process in online store

Good and working buying process is a part of a successful online store.

Buying process in an online store differs from traditional physical shopping experience. In an online platform technical processes are involved in the buying process.

Shopping process starts when customer starts to search through the products in the online store, that the customer has been choosing after evaluating the possible alternatives. Customer might have chosen the specific online store based on many various things. Some might choose the cheapest option, some might choose the best looking site that is offering the product the customer needs. The customer adds the products wanted to an shopping cart, where the customer is then directed to the checkout.

The checkout page process of the online store is the process, where customer is giving the personal information, delivery address and payment details. This phase has a big role since customers might change their mind. According to Baymard Institute, 69,57% of all carts are abandoned in the checkout phase of the buying process. The cart is abandoned on this phase for many reasons. According to study made by Baymard institute, the most common reason for people to abandon the cart is that they found extra costs in the checkout process, e.g. fees, extra shipping costs. The second most popular reason to abandon the cart in the checkout process was the compulsion of creating an account. (Baymard.com 2016, cited 3.11.2020).

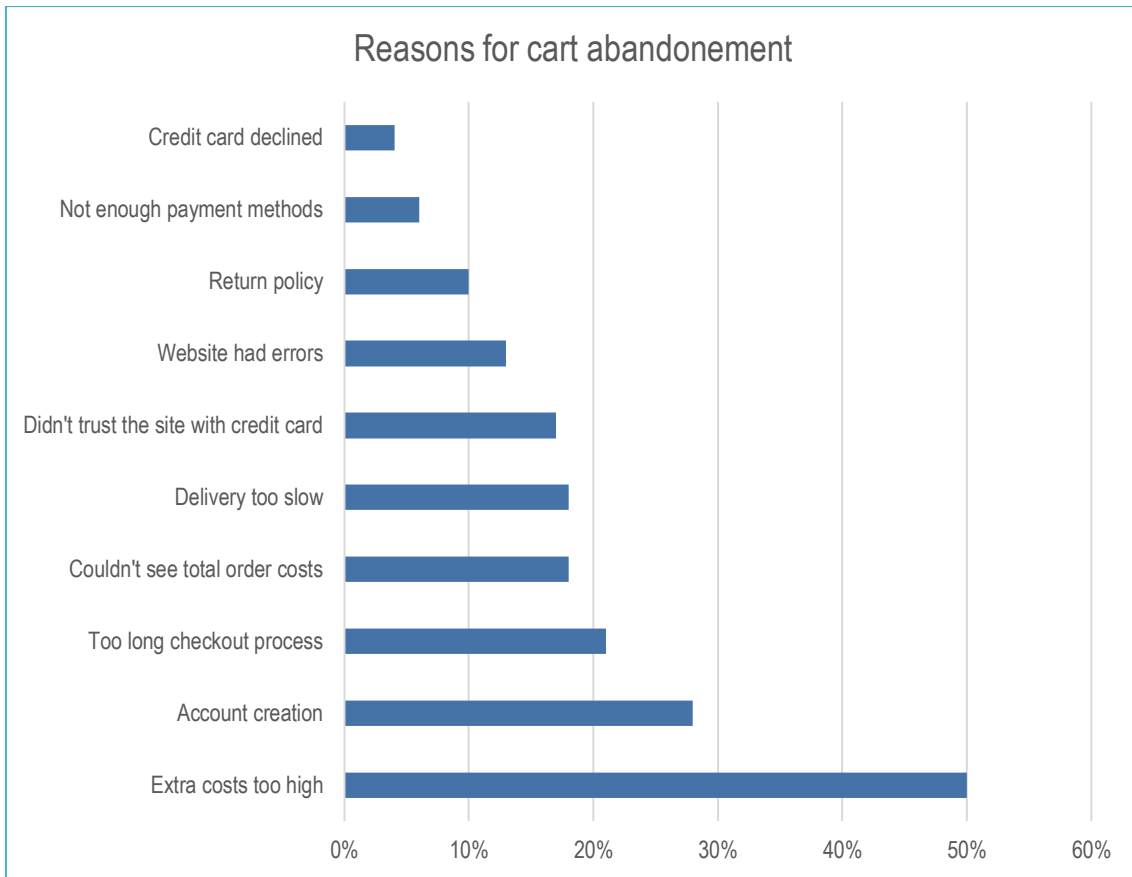


FIGURE 3 Reasons for cart abandonment. (Baymard Institute, 2020)

In the figure all the reasons for cart abandonment based on their studies have been listed.

As seen in Figure, extra costs in checkout process too high was the most popular reason for the customer to withdraw from buying the products, with 50%. The second most popular reason is the compulsion of creating an account with 28%. Too long checkout process is is the third most popular reason with 21%. Too slow delivery and not seeing total order costs have the same percentage of 18%. Website errors, such as bugs and false language had the percentage of 13. Lack of payment methods return policies and credit card declining were the least popular reasons for cart abandonment.

The most popular payment options in an online store include online bank payment credit/debit card payment, invoice payment and Paypal payment. According to Baymard Institute, the emphasis on lack of payment options is not considered the highest weakness but is still a valid reason for customers to leave the page. According to study made by Paytrail, online bank payment is the most popular payment method, with 68% of the respondents using online bank. The second most popular payment method was credit card with 61% and third was invoice with 36% (Paytrail.com 2020. Cited 4.11.2020). Having multiple payment methods increases the possibility of meeting the

customers want of payment method and prevents to lose possible customers. After the payment customer receives a receipt from the products ordered and overall confirmation of the order.

After the checkout and payment process comes the delivery process. Some online stores provide free delivery. 65% of Finnish customers consider free delivery as important factor when ordering online, according to study made by Posti (Minunposti.fi 2020, Cited 3.11.2020). Online stores usually provide tracking code for the customers, who can follow up the delivery almost in real time. According a study made by Posti, service point parcel automat has become the most popular delivery option in Finland and Baltics (Minunposti.fi 2020, Cited 3.11.2020). This delivery option is the option where the packet is delivered to an automaton where the customer can pick it up by using a code provided by the postal company. The second most popular delivery option in Finland is the service point delivery, where the customer picks the order from one of the many service points available. Third most popular delivery method was the home delivery, with the popularity percentage of 12 (Minunposti.fi 2020, cited 3.11.2020). The most popular delivery methods have the strength of scheduling. The customer can pick the order based on personal schedule. Home delivery has the disadvantage of the strict delivery times during the day. Some online stores in the biggest cities offer next day delivery, such as Amazon Prime. If in the post-purchase evaluation, the customer is not happy about the product, return might take place. Many online stores offer free returns for the customers.

2.2.1 Marketing channels

The page is not usable if no customer traffic is generated to the page. The products and site can be perfect but if no customers enter the page, all work is done for nothing. That's where marketing has a big role.

Marketing an online site differs slightly from a traditional store marketing. In an online platform, technical aspects have a role, e.g. search engine optimization. Search engine optimization, shorten SEO, "aims to draw the greatest amount of traffic possible to a website by bringing it to the top of a search engine's results" (Search Engine Land, cited 20.11.2020). Search engines, such as Google, have their own mechanics of which pages can be seen first when people are searching.

For instance, if a customer wants to search for a car dealership in Oulu, they write it on the search. The company with the best search engine optimization will pop up first in the search. SEO can thus offer huge advantages in visibility.

There are many ways to improve the search engine optimization visibility. Having accounts on many social media platforms will better your results in the search engine. By having accounts on different pages will create linkbacks. Linkback means that you have links to your store on other websites (Frankenfield, J. 2020. Cited 20.11.2020). Search engine then notices that the company's site is valuable enough to be referenced by other websites. Having right kind of keywords in the posts and in the website in general betters the results. For instance, if the company sells cars, keywords such as "car", "dealership" or "vehicle" are words that should be mentioned in the webpage and posts. By actively adding new content to the webpage will also better the search engine results, since search engine recognizes the updates. To understand why search engine optimization is such an important factor, according to Brightede research, SEO drives 1000%+ more traffic than social media. There are many SEO companies that offer service for businesses to help them have better visibility on Google Search.

One of the more traditional way to gain customer recognition is social media platforms. Having account in as many social media platforms as possible helps with the SEO figures. In social media platforms the company can do multiple actions. The company can start advertising in different social media platforms. This means having ads on platforms such as Facebook, Instagram or Youtube. Companies can choose an amount of money that is spend weekly on the advertising. The more money spends, the more advertising time is available. The company can also make post different kind of content on their platforms. The contents can be pictures, texts, videos etc. Such as blogs, the social media posts can be a way to create a community around the company.

Blogging as a marketing tool has become trendy. Blogs are a down to earth way to give an insight of company's brand and thoughts. Blogging also increases SEO figures. The company can create a story around their products by using blog. It is a way to showcase products and their attributes. Blog is a way to create a community around the company, where people can comment on the blog posts. However, blogs should not be just purely advertng for the company. The advantage of blogging is the cost effectivity. Any company can post their blog out for free in their web page.

3 CUSTOMER SATISFACTION

Even though different kinds of online platforms have emerged during last 20 years, the idea of customer satisfaction remains the same. Customer satisfaction has various definitions. One author state that customer satisfaction is “customer’s perception of that his or her expectations have been met or surpassed” (Gerson & Machosky 1993, 5).

Goodman (2009, 22) defines that customer satisfaction is difficult to define since there are personal expectations. Some people might be satisfied with less than other people. Customer satisfaction doesn’t consist just from one thing. Various different things have an effect on if the customer feels satisfied or not. Oliver (1999, 3) states that some people don’t address satisfaction directly, but they concentrate on things such as value, quality and loyalty. The customer evaluates a product, service or experience and makes up his/her mind based on the overall experience. Especially in an online platform you have to give a good first impression, which usually is the web page of your store. “Satisfaction in online marketing is customer judgment of their internet experience as compared to their experience with traditional offline service provider or retail stores” (Pratnininingsih, Lipuringtyas & Rimenta 2013, 105).

3.1 Factors affecting on customer satisfaction

Every customer is unique, and everyone has their own preferences and opinions. It would be impossible to list every factor effecting customer satisfaction. At the theoretical part of this thesis an approach of dividing the customer satisfaction on human related factors and product related factors, has been chosen.

Customer satisfaction influencing factors

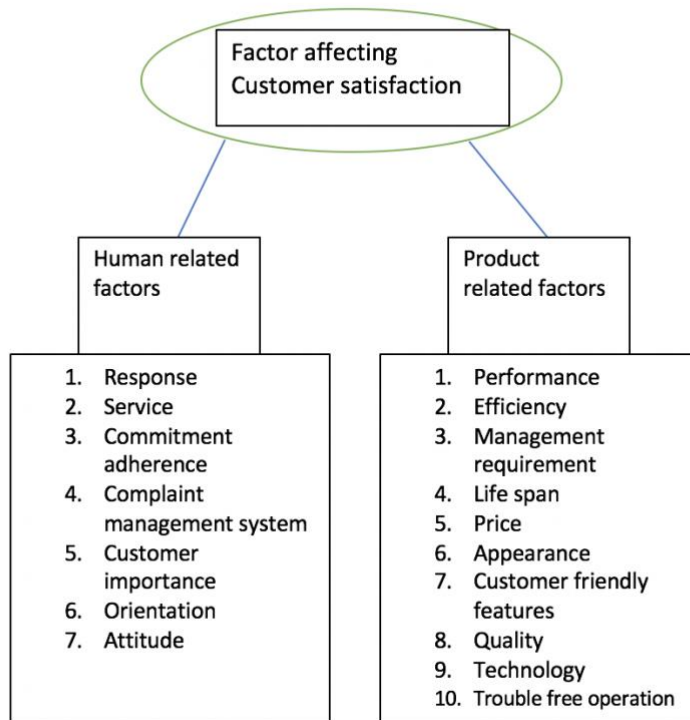


FIGURE 4 Customer satisfaction influencing factors (Ispatguru.com 2020, Cited 25.10.2020)

As seen from the figure, factors affecting customer satisfaction has been roughly divided to human related factors and product related factors. Product, which can be either physical product or service, has many factors. The quality of the product or service has a direct effect on customer satisfaction. The price of the product is another feature affecting on customer satisfaction. As an example, some customers may have expected a service to be cheaper than expected and this may effect on customer satisfaction. This goes both ways, since a customer could be also surprised of the cheapness of the service, and can this way be more pleased of the service. Considering human related factors, customer service has its own part in this thesis. Human related factors include also things such as previous experience, personal recommendation and personal needs (Ispatguru.com 2020, Cited 25.10.2020).

3.2 Customer Service

In an online platform you do not have face to face interaction with the customer. The customer may have own concerns about the shop, since many people get scammed online. In an online platform the customer must have the feeling of secureness towards the company. This secureness comes from a trustworthy looking online store. You have to have all the possible ways available how the customer can contact you easily as soon as possibly when they are facing some kind of problem. The more ways the customer has to connect you, the more trust they feel towards your online store. Customer service stays the same, there are just more platforms available nowadays online. Customer service is probably the most visible part effecting to customer satisfaction.

Email is effective way to communicate with the company outside the phone line and live chat hours. Email might not have the best reachability, since the company employees are usually out of work by 6pm. However, some of the biggest companies provide 24/7 reachability to their customers. Email is one of the most traditional ways of being in contact with the customers. Mourya & Gupta (2014, 51) advice that emails should be answered promptly and personally, or at least try to include something personal in the message. There should be a feel of a real business for the customer, even if the store is an online store.

Having phone line customer service is a quick way to communicate between your customers. By answering the customers quickly through call or text message, the more likely the customers are going to be pleased with your customer service. Whatsapp nowadays is great way to be in contact with customers.

Having real time chat with the customers saves time for the customer and the company. Having quick responses on the issues is way more effective than just to pile up questions from the customers and answer them in the future. Having quick response rates creates more trust between the customers and engages them better. "44% of online consumers say that having questions answered by a live person while in the middle of an online purchase is one of the most important features a Web site can offer" (Trustpilot.com, 2020).

Social media nowadays is a perfect way to communicate with customers. Some people might find it easier to contact the company on social media rather than just send e-mails. When customers are looking for answers, they usually check through all the company's platforms to find the answers.

That is why they could go through the social media pages too, asking for answers. Social media accounts are also usually one of the first pages that appears on the Google search of the company.

The website is the cover of the company. The webpage should have all the possible contact information available for the customer. Website is also the platform where company can store a lot of information, including features of the products, return policies, contact info and even have a feedback sheet for the customers. The more content you have available on the website, the more unlikely the customers are to email you if the information is already available on the page. Mourya & Gupta (2014, 52) advice that the website of your store should be always added in your marketing material to bring more traffic to your store. Including web address to advertising, packaging, displays, brochures, etc.

3.3 Measuring customer satisfaction

If you are able to measure the level of customer satisfaction, you are able to meet the wants of the customer. It's important to know the reason a customer is happy or not, otherwise you would not know how to effect on it. The measurement program you have must answer who, what, when, where, how and why questions (Machosky & Gerson 1993, 23). The idea of *what* are you measuring and *how* is the starting point.

Every customer buying from an online store is an individual and has his/her own expectations. (Goldstein, D 2009, 1-2) indicates, that many of the surveys conducted by the company concentrates only on what the company things that is important, rather than asking what is important for the customers. This means that in a worst-case scenario the company will develop products and service that actually have just little or no importance at all for the customer. It is for the customers much easier to go buy from somewhere else rather than giving the negative feedback, which would be golden for the company. That is why the company should do open ended questions. Open ended question sheet comments give way more insight of how our customers are thinking and what they are finding important. (Goldstein, D 2009, 2-3) states, that the most important responses are usually in the "comment" sections. There could be scaling used when asking customers how satisfied they are, but the results only tell you whether something is wrong or not, rather than telling *what* is wrong.

Grigoroudis & Siskos (2005, 2) present the main reasons for measuring customer satisfaction. Firstly, customer satisfaction gives the most reliable information about the market. The company is able to evaluate its position compared to competitors. Secondly, new market opportunities may open up by measuring customer satisfaction. Thirdly, customers behavior is understood better by the company. By understanding it better, the company is able to match customer's needs, desires and expectations.

3.4 Benefits of measuring customer satisfaction

The starting point is to understand the results you get from your measurements of customer satisfaction. The results are pointless if the results can't be analyzed. After understanding the results, the company is able to benefit from them. If you know how many people have not been satisfied, you can quickly adapt to it and resolve the situation. Measuring customer satisfaction gives the performer immediate feedback and tells you what to do to improve quality on customer satisfaction and how. It gives you answers to the questions why, how and what (Gerson & Machosky 1993, 32).

Grigoroudis and Siskos (2005, 3) have mentioned a set of advantages of measuring customer satisfaction. Firstly, measurement programs improve communication with the total clientele. Secondly the most important weaknesses and strengths against competitors are determined based on customers judgement. Thirdly, the personnel of the business organization are motivated to increase the quality of service when the customers have evaluated them. Fourth, there are direct connection between customer loyalty, satisfaction and profitability. Lastly, the company is able to examine if certain new actions are affecting on the clientele.

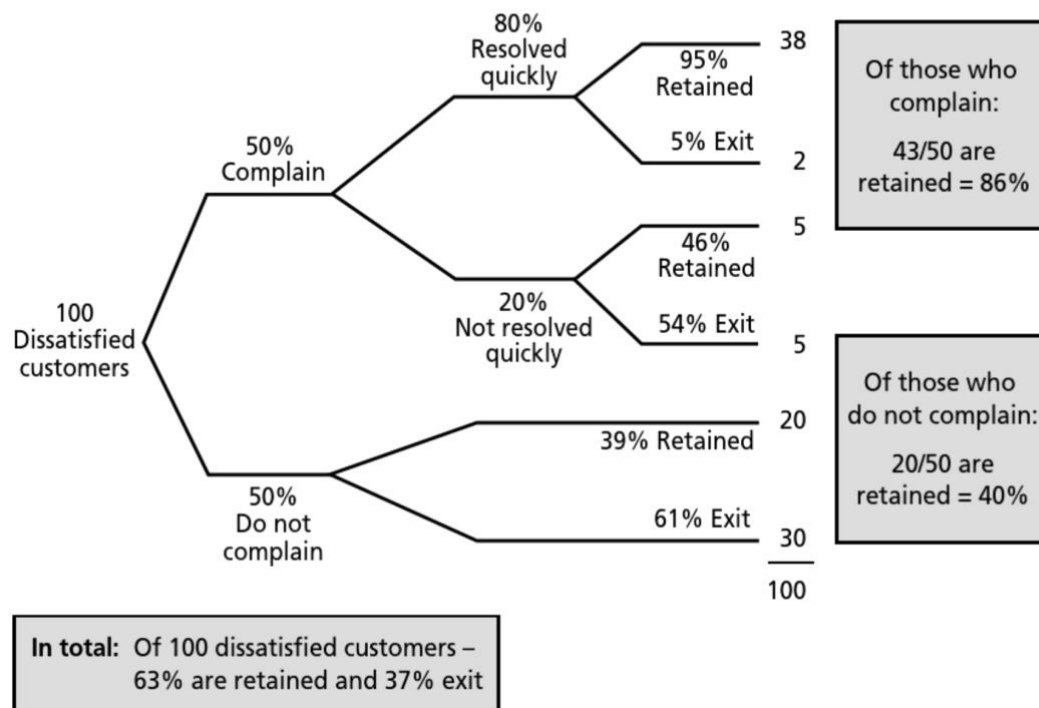


FIGURE 5 If we get 50% of our dissatisfied customers to complain. (Goldstein, D 2009, 8)

As seen in the figure, if out of 100 dissatisfied customer we are able to get 50% to complain, we can quickly resolve the situation and retain more of the existing customers. It is far more effective to keep the existing customers rather than trying to find new ones. If the customers are not complaining, the majority of them will never come back.

4 METHODOLOGY

Methodology chapter gives a clear picture of background of the research and research methods used. To find out which elements influence on customer satisfaction among Fitnest customers, a quantitative research approach was chosen.

4.1 Research methods

Quantitative research was made to collect data. Quantitative method is a data collection technique, or data analysis procedure that generates or uses numerical data (Saunders, Lewis & Thornhill 2012, 151). The strength of quantitative research method is cost effectiveness. Weaknesses include time consuming process and lack of depth in the responses. The questionnaire for this research was carefully planned to avoid mistakes.

The research started by sending a questionnaire made by Google Forms. The questionnaire was emailed to the customers. The date of sending the questionnaires was 16.11.2020 and the answer time was one week. The questionnaire was sent to all private customers that had bought something from Fitnest online store during the first 4 months. Business customers were not involved in this research since the thesis is concentrated on B2C market. The questionnaire was sent to 30 customers from which 10 customers answered the questionnaire. Google Forms had a summary of the results after the answer time ended. This feature came in handy in the analyzation phase, when it was easy to explain the results when the percentages were already counted.

The questionnaire included 8 questions. Both, multi choose questions and open-ended questions were included. The questionnaire started with asking about the product which customer had bought and if they had been satisfied with it and why. After that the customers were asked about the customer service of Fitnest. Third question was about the usability of the web site. In a multi choose question the customer could choose which things was found good in the website. After that the customer was asked about the pricing and payment process. Last two questions were open questions where the customer could propose suggestions for improvement. The last question was about the overall opinion about the buying process and the website in general. The questionnaire was made in Finnish since all the private customers were Finnish.

5 RESULTS

5.1 Customer service

The question about customer service was “how satisfied were you with Fitnest customer service?”. The majority of respondents, 40%, were very satisfied with the customer service. 30% of the respondents were quite satisfied and 30% were neutral. No disappointed results were given. The high response rate on the neutral and low response rate on the disappointment answers could be the fact that people haven’t had the need of contacting Fitnest customer service.

How pleased you were with Fitnest customer service?

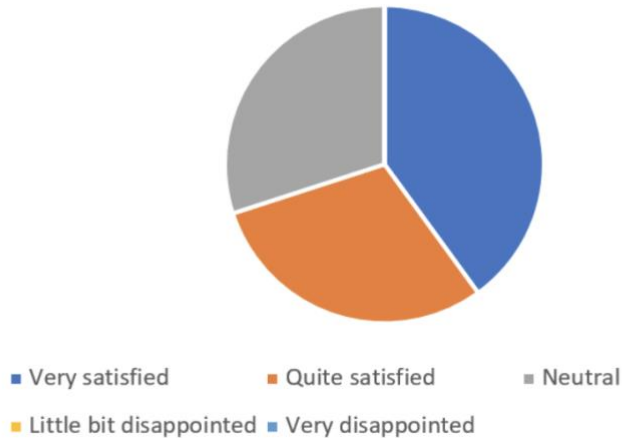


FIGURE 6 Customer service satisfaction

5.2 Website

Considering the website, the respondents had a multiple choose questions about the website. They got to choose as many features as they liked among five answers. The customers had also the opportunity to answer freely for this question. The results are as above. Majority of the respondents liked the looks of the page, with 70% of the respondents. Pictures and blogs had the same amount of popularity with 40%. Product descriptions was rated second lowest with 20% and clarity was rated the lowest with only 10%.

The open-ended answers about the website cannot be seen in the figure. Open ended answers considering the webpage included these answers: simple page, easy to use, clear presentation and clear process from start to finish.

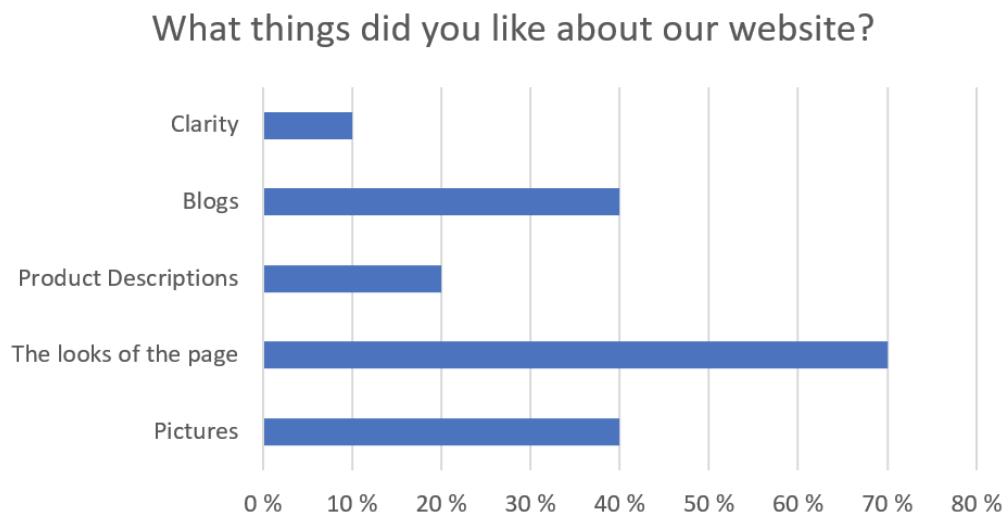


FIGURE 7 Website attributes

5.3 Products

Considering the products, the customers had two open ended questions where they could write the answers freely. The first question was about the product itself, asking which product the customer bought. The second question was if the customer has been happy with the product or not, and why. Turned out that the massage gun was the most popular product among the respondents with 50%. Resistance band set and drinking bottle was rated equally with 20% both. The least bought product among the respondents was massage roller.

The customers had the chance of commenting the products. The massage gun, the resistance band and massage roller owners did not have any problems with the product, the feedback was positive. The massage gun had lasted daily hard usage. Turned out that the people who bought the water bottle had issues with the cork of the bottle. It had been leaking from the start, resulting the customers be unhappy.

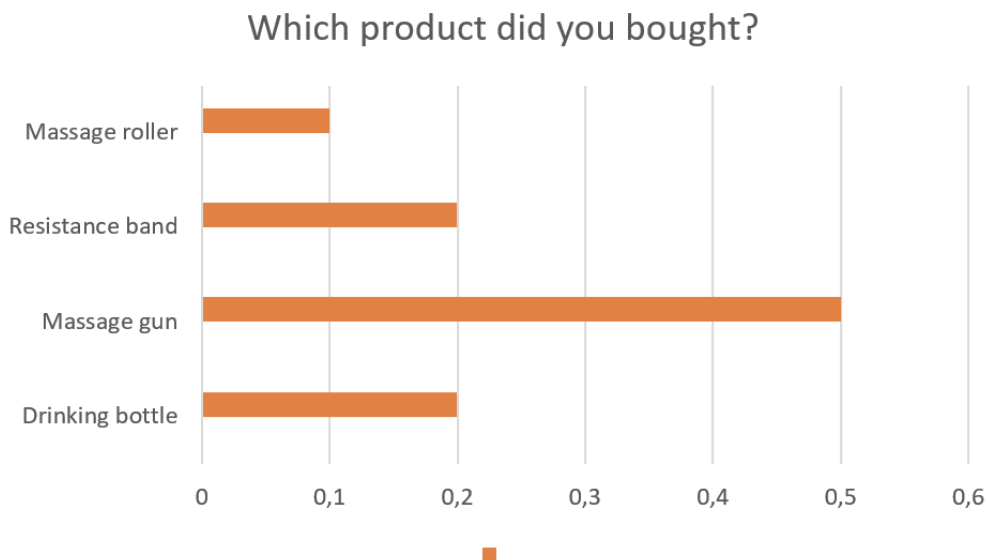


FIGURE 8 Product popularity

5.4 Prices and payment process

Questions were asked about prices and the payment process. Pricing question was simply asking whether the customer was happy with the pricing or not. As seen from the figure, 60% of respondents were pretty satisfied and 40% were neutral. No answers were given for very satisfied, a bit disappointed or very disappointed.

How satisfied were you with Fitnest's pricing?

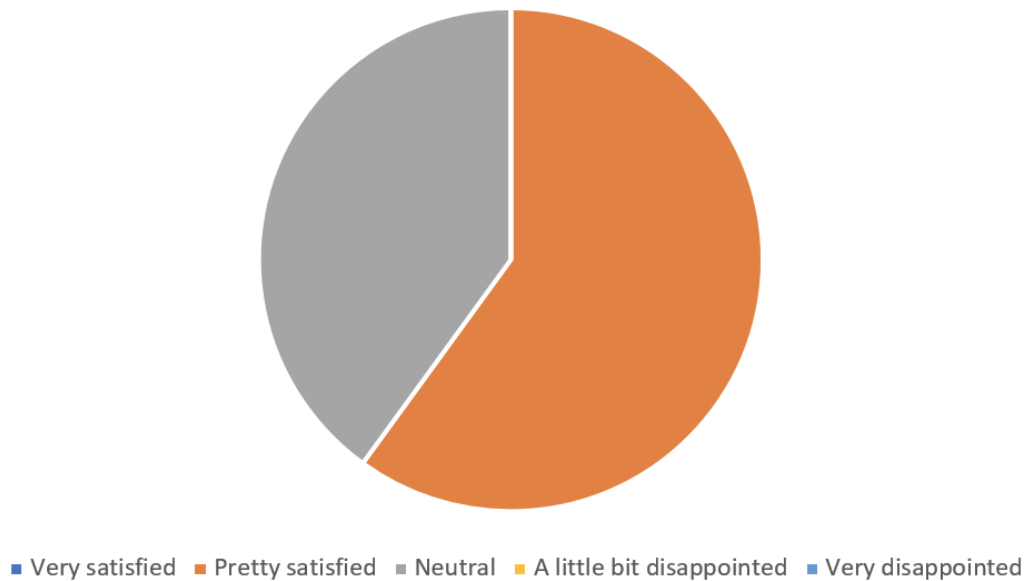


FIGURE 8 Price satisfaction

A simple, open ended question about payment process was given. The respondents were asked if the payments process was simple or not. 100% of the respondents stated that the buying process was simple and they had no problems with it, which is very positive news for the commissioner company.

5.5 Overall experience

The most valuable questions were the last to open ended questions about the overall experience with Fitnest online store. First question considered the suggestions to improve the Fitnest online store. The second question was about the overall experience in Fitnest online store. Considering the first question, a the most suggested thing was to expand product groups. The customers informed that it would be nice to have new products such as training clothing and bags. Suggestions came also considering the product pictures. Some respondents revealed that there were not enough pictures of the products in the product page. There were set of individual suggestions too. One respondent wanted to see more blogs. Other respondent wanted to see more product reviews in the product page.

Last question was about the overall experience in Fitnest online store. One respondent revealed that the prices of Fitnest are higher compared to customers, which is valuable information for the

company. Majority of the respondents were satisfied about the overall experience. Many respondents said that the web store was clear and easy to use. One respondent answered that the product texts are clear.

6 CONCLUSIONS

The response rate for the questionnaire wasn't as high as the author would have wanted but the results from the questionnaire gave a good insight on the current situation in the company.

What customers found good in Fitnest was the quality of the products. The main product of the company, massage gun did not get any bad ratings. One product, water bottle, out of 5 products that was included in the answers, got bad ratings. In conclusion, the quality of Fitnest products is currently in a good level. The most asked thing by the customers was the expansion of product range. Customers wanted to see more products in the site, such as clothing. In conclusion, the company could expand their product range for customers to have more options. The level of customer service did also get a good response rating. No customer chose the two lowest rated answers. The customers were either neutral or positive about the customer service level at Fitnest. More deep insight in the situation is obtained in the future when the company has more customers and volume.

Third positive thing found in the questionnaire was the online site of the company. The customers liked the usability of the site, finding it easy and simple to go through. The pictures, blogs and product descriptions got good ratings. Which was also positive was that the payment process got 100% positive feedback. The company has added many different kinds of ways to pay. What could be done better by the company is to take more product pictures: at the moment some of the products have just one product picture, which is deficient. Some customers also asked for more blog texts. In conclusion, more content could be added to the site by the company. Only couple negative feedback was received. As mentioned earlier, a water bottle was a foul product, which the company can now remove from their product range. There was one negative feedback about pricing at Fitnest. The company will investigate the level of pricing among the competitors every now and then to be able to adjust the product pricing along the lines of the market. A more significant conclusion about the pricing cannot be done since there was only one negative feedback about it.

The objective of the thesis was to find out the current level of customer satisfaction at Fitnest and how to increase it. A list of things about features of an online store was mentioned in the chapter 2.1, "features of an online store". The questionnaire included questions from this specific list. The

idea was to take buying process to an online world, since the company is only operating online at the moment. The goal is that the company would gain more understanding about features of a successful online store from this part of the chapter, since the company is under a year old. The overall feedback from Fitnest customers was positive. Couple adjustments and additions have to be made by the company to reach the best results and to fulfill the needs of the customers. The company will in the future order couple of samples from the supplier to make sure that the products are good in quality. Earlier the company has just ordered one sample, but to make sure that the quality is good, at least two samples should be ordered. Considering the water bottle failure, company did not have any samples of the product before putting it up for sale, which caused the bad quality. The company will also improve the interaction with the suppliers to choose the best ones possible and filter out the ones with bad experiences.

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APPENDICES

APPENDIX 1. Questionnaire

APPENDIX 2. Feedback

APPENDIX 1 QUESTIONNAIRE

Fitnest Asiakastyytyväisyyskysely

Hei! Keräämme palautetta Fitnestin verkkokaupan käytettävyydestä, tuotevalikoimasta sekä asiakaspalvelusta. Kaikki palaute on tervetullutta! Kyselyyn kuluu n.5 minuuttia. Kiitos vastauksista!

Minkä tuotteen hankit Fitnest.fi verkkokaupasta?

Oma vastauksesi _____

Olitko tyytyväinen ostamaasi tuotteeseen ja miksi? Jos et ollut, mikset?

Oma vastauksesi _____

How pleased you were with Fitnest customer service?

Vaihtoehto 1

Mistä asioista pidit nettisivuillamme?(Voi valita niin monta kuin haluaa)

Kuvista

Sivun ulkonäöstä

Tuotekuvauksista

Blogeista

Muu: _____

Kuinka tyytyväinen olit Fitnestin hinnoitteluun?

- Erittäin tyytyväinen
- Melko tyytyväinen
- Neutraali
- Hieman pettynyt
- Erittäin pettynyt

Oliko maksuvaihe selkeä?

Oma vastauksesi _____

Parannusehdotuksia Fitnestin verkkokauppaan liittyen? (tuotevalikoima, nettisivut, hinnoittelu jne.)

Oma vastauksesi _____

Kokonaismielipide verkkokaupasta ja siellä asiomisesta?

Oma vastauksesi _____

KIITOS VASTAUKSISTA!

APPENDIX 2 FEEDBACK

-

Tuotevalikoima voisi tietenkin olla aina parempi, mutta kokonaisuutena ulkoasu on erittäin myyvä ja toimiva

Tuotevalikoimaa lisää

Tuotevalikoimaa voisi laajentaa vielä!

Fitnest treenikassi olisi mukava lisäys, kun vanha meni rikki ;)

Tuotekuvia saisi olla enemmän. Myös asiakaspalautteita voisi lisätä enemmän

Tuotevalikoimaan voisi lisätä uusia tuotteita, blogeja lisää!

Hinnat ehkä kalliimpia kuin muilla?

Tuotevalikoimaan voisi lisätä jotain treenivaatteita

Helppo asioida ja hyvät sivut!

Hyvää duunia äijät

Toimii hyvin

Kiitettävä asrvosana. Sivut ovat yksinkertaiset ja hyvät käyttää

Esillepano on todella selkeää ja asiointi helppoa. Tuotetiedot on esitetty laajasti ja selkeästi, joka on tärkeää ennen tuotteen ostamista!

Verkkokauppa oli selkeä ja koko prosessi toimiva.

Fitnestin sivut olivat kivan näköiset. Tuotteista voisi ottaa lisää kuvia.

Sivut hyvät, tuotteet tulivat nopeasti. Kiitos!

Asiointi oli helppoa ja mutkatonta. Onnea jatsoon!

Todella tyytyväinen.

Olen ollut tyytyväinen

Erittäin tyyväinen! Korkissa on ehkä hieman parantamisen varaa, sillä se vuotaa osittain.

Kokonaisuus erittäin hyvä korkkia lukuunottamatta.

Olen

Olen ollut tyytyväinen vasaraan.

Olen tyytyväinen. Tuote on tehokkaampi ja kätevämpi verrattuna tavalliseen hierontarullaan.

Tuote on ollut toimiva. Ei vikoja.

Olen ollut tyytyväinen. Tuotteet ovat kestäneet hyvin kovan käytön!

Suhteellisen tyytyväinen. Tekee tehtävänsä.

Pullo on hieman vuotanut. Ei voi täysin tyytyväinen olla