

A STUDY ON CUSTOMER SATISFACTION TOWARDS E-COMMERCE PLATFORM

Submitted in partial fulfilment of the requirements for the award of
MASTER OF BUSINESS ADMINISTRATION

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MADESHWARAN M (42410238)** who carried out the Project on “**A STUDY ON CUSTOMER SATISFACTION TOWARDS E-COMMERCE PLATFORM**” under my supervision from September 2023 to December 2023.

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DATE: 21.12.2023

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ABSTRACT

In the rapidly evolving landscape of electronic commerce (e-commerce), customer satisfaction plays a pivotal role in determining the success and sustainability of online businesses. This abstract provides an overview of a comprehensive study aimed at understanding and improving customer satisfaction within the e-commerce domain.

The research explores the multifaceted factors influencing customer satisfaction in e-commerce, considering elements such as website usability, product quality, delivery efficiency, customer service, and overall user experience. A combination of quantitative and qualitative research methods, including surveys, interviews, and data analytics, is employed to gather insights from a diverse sample of online shoppers.

Key findings reveal the significant impact of website design and functionality on customer satisfaction, emphasizing the importance of user-friendly interfaces, seamless navigation, and secure transactions. Additionally, the study investigates the role of personalized recommendations, customer reviews, and social proof in shaping purchasing decisions and satisfaction levels.

Logistics and order fulfilment emerge as critical components affecting customer satisfaction, with a focus on timely deliveries, transparent tracking systems, and hassle-free return processes. Effective customer service, both pre- and post-purchase, is identified as a key determinant of overall satisfaction, highlighting the need for responsive communication channels and issue resolution mechanisms.

The research identifies emerging trends and technologies, such as artificial intelligence and chat-bots that have the potential to further enhance customer satisfaction in e-commerce. Insights from this study contribute to the development of actionable strategies for e-commerce businesses to optimize their operations, foster customer loyalty, and ultimately thrive in a competitive digital marketplace.

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CHAPTER – 1

INTRODUCTION

1.1. INTRODUCTION:



E-commerce (electronic commerce) is the activity of electronically buying or selling products on online services or over the Internet. E-commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is the largest sector of the electronics industry and is in turn driven by the technological advances of the semiconductor industry.

Definition of e-commerce

E-commerce typically uses the web for at least a part of a transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of products (such as books from Amazon) or services (such as music downloads in the form of digital distribution such as the iTunes Store). There are three areas of e-commerce: online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business. The existence value of e-commerce is to allow consumers to shop online and pay online

through the Internet, saving the time and space of customers and enterprises, greatly improving transaction efficiency, especially for busy office workers, and also saving a lot of valuable time.

E-commerce businesses may also employ some or all of the following:

- Online shopping for retail sales direct to consumers via web sites and mobile apps, conversational commerce via live chat, chat-bots, and voice assistants.
- Providing or participating in online marketplaces, which process third-party business-to-consumer (B2C) or consumer-to-consumer (C2C) sales;
- Business-to-business (B2B) buying and selling.
- Gathering and using demographic data through web contacts and social media.
- B2B electronic data interchange.
- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters).
- Engaging in retail for launching new products and services.
- Online financial exchanges for currency exchanges or trading purposes.

There are five essential categories of E-commerce:

- Business to Business
- Business to Consumer
- Business to Government
- Consumer to Business
- Consumer to Consumer

Different forms of ecommerce

Contemporary electronic commerce can be classified into two categories. The first category is business based on types of goods sold (involves everything from ordering "digital" content for immediate online consumption, to ordering conventional goods and services, to "meta" services to facilitate other types of electronic commerce). The second category is based on the nature of the participant (B2B, B2C, C2B and C2C). On the institutional level, big corporations and financial institutions use the internet to exchange financial data to facilitate domestic and international business. Data integrity and security are pressing issues for electronic commerce.

Aside from traditional e-commerce, the terms m-Commerce (mobile commerce) as well (around 2013) t-Commerce have also been used.

Latest trends in ecommerce globally

E-commerce has become an important tool for small and large businesses worldwide, not only to sell to customers, but also to engage them. Cross-border e-Commerce is also an essential field for e-Commerce businesses. It has responded to the trend of globalization. It shows that numerous firms have opened up new businesses, expanded new markets, and overcome trade barriers; more and more enterprises have started exploring the cross-border cooperation field. In addition, compared with traditional cross-border trade, the information on cross-border e-commerce is more concealed. In the era of globalization, cross-border e-commerce for inter-firm companies means the activities, interactions, or social relations of two or more e-commerce enterprises. However, the success of cross-border e-commerce promotes the development of small and medium-sized firms, and it has finally become a new transaction mode. It has helped the companies solve financial problems and realize the reasonable allocation of resources field. SMEs (small and medium enterprises) can also precisely match the demand and supply in the market, having the industrial chain majorization and creating more revenues for companies.

In 2012, e-commerce sales topped \$1 trillion for the first time in history.

Mobile devices are playing an increasing role in the mix of e-commerce, this is also commonly called mobile commerce, or m-commerce. In 2014, one estimate saw purchases made on mobile devices making up 25% of the market by 2017.

For traditional businesses, one research stated that information technology and cross-border e-commerce is a good opportunity for the rapid development and growth of enterprises. Many companies have invested an enormous volume of investment in mobile applications. The DeLone and McLean Model stated that three perspectives contribute to a successful e-business: information system quality, service quality and users' satisfaction. There is no limit of time and space, there are more opportunities to reach out to customers around the world, and to cut down unnecessary intermediate links, thereby reducing the cost price, and can benefit from one-on-one large customer data analysis, to achieve a high degree of personal customization strategic plan, in order to fully enhance the core competitiveness of the products in the company.

Modern 3D graphics technologies, such as Facebook 3D Posts, are considered by some social media marketers and advertisers as a preferable way to promote consumer goods than static photos, and some

brands like Sony are already paving the way for augmented reality commerce. Wayfair now lets you inspect a 3D version of its furniture in a home setting before buying.

Impacts of ecommerce in different platforms

Impact on markets and retailers

Store closing flags outside a Toys R Us in Deptford, New Jersey. Despite investments, the chain struggled to win market share in the age of digital commerce e-commerce markets are growing at noticeable rates. The online market is expected to grow by 56% in 2015–2020. In 2017, retail e-commerce sales worldwide amounted to 2.3 trillion US dollars and e-retail revenues are projected to grow to 4.891 trillion US dollars in 2021. Traditional markets are only expected 2% growth during the same time. Brick and mortar retailers are struggling because of online retailer's ability to offer lower prices and higher efficiency. Many larger retailers are able to maintain a presence offline and online by linking physical and online offerings.

E-commerce allows customers to overcome geographical barriers and allows them to purchase products anytime and from anywhere. Online and traditional markets have different strategies for conducting business. Traditional retailers offer fewer assortment of products because of shelf space where, online retailers often hold no inventory but send customer orders directly to the manufacturer. The pricing strategies are also different for traditional and online retailers. Traditional retailers base their prices on store traffic and the cost to keep inventory. Online retailers' base prices on the speed of delivery.

There are two ways for marketers to conduct business through e-commerce: fully online or online along with a brick-and-mortar store. Online marketers can offer lower prices, greater product selection, and high efficiency rates. Many customers prefer online markets if the products can be delivered quickly at relatively low price. However, online retailers cannot offer the physical experience that traditional retailers can. It can be difficult to judge the quality of a product without the physical experience, which may cause customers to experience product or seller uncertainty. Another issue regarding the online market is concerns about the security of online transactions. Many customers remain loyal to well-known retailers because of this issue.

Security is a primary problem for e-commerce in developed and developing countries. E-commerce security is protecting businesses' websites and customers from unauthorized access, use, alteration, or destruction. The type of threats include: malicious codes, unwanted programs (ad ware, spyware), phishing, hacking, and cyber vandalism. E-commerce websites use different tools to

avert security threats. These tools include firewalls, encryption software, digital certificates, and passwords.

Impact on supply chain management

For a long time, companies had been troubled by the gap between the benefits which supply chain technology has and the solutions to deliver those benefits. However, the emergence of e-commerce has provided a more practical and effective way of delivering the benefits of the new supply chain technologies.

E-commerce has the capability to integrate all inter-company and intra-company functions, meaning that the three flows (physical flow, financial flow and information flow) of the supply chain could be also affected by e-commerce. The affections on physical flows improved the way of product and inventory movement level for companies. For the information flows, e-commerce optimized the capacity of information processing than companies used to have, and for the financial flows, e-commerce allows companies to have more efficient payment and settlement solutions.

In addition, e-commerce has a more sophisticated level of impact on supply chains: Firstly, the performance gap will be eliminated since companies can identify gaps between different levels of supply chains by electronic means of solutions; Secondly, as a result of e-commerce emergence, new capabilities such implementing ERP systems, like SAP ERP, Xero, or Megaventory, have helped companies to manage operations with customers and suppliers. Yet these new capabilities are still not fully exploited. Thirdly, technology companies would keep investing on new e-commerce software solutions as they are expecting investment return. Fourthly, e-commerce would help to solve many aspects of issues that companies may feel difficult to cope with, such as political barriers or cross-country changes. Finally, e-commerce provides companies a more efficient and effective way to collaborate with each other within the supply chain.

Impact on employment

E-commerce helps create new job opportunities due to information related services, software app and digital products. It also causes job losses. The areas with the greatest predicted job-loss are retail, postal, and travel agencies. The development of e-commerce will create jobs that require highly skilled workers to manage large amounts of information, customer demands, and production processes. In contrast, people with poor technical skills cannot enjoy the wages welfare. On the other hand, because e-commerce requires sufficient stocks that could be delivered to customers in time, the warehouse

becomes an important element. Warehouse needs more staff to manage, supervise and organize, thus the condition of warehouse environment will be concerned by employees.

Impact on customers

E-commerce brings convenience for customers as they do not have to leave home and only need to browse websites online, especially for buying products which are not sold in nearby shops. It could help customers buy a wider range of products and save customers' time. Consumers also gain power through online shopping. They are able to research products and compare prices among retailers. Thanks to the practice of user-generated ratings and reviews from companies like Bazaar voice, Trust pilot, and Yelp, customers can also see what other people think of a product, and decide before buying if they want to spend money on it. Also, online shopping often provides sales promotion or discounts code, thus it is more price effective for customers. Moreover, e-commerce provides products' detailed information; even the in-store staff cannot offer such detailed explanation. Customers can also review and track the order history online.

E-commerce technologies cut transaction costs by allowing both manufactures and consumers to skip through the intermediaries. This is achieved through by extending the search area best price deals and by group purchase. The success of e-commerce in urban and regional levels depend on how the local firms and consumers have adopted to e-commerce.

However, e-commerce lacks human interaction for customers, especially who prefer face-to-face connection. Customers are also concerned with the security of online transactions and tend to remain loyal to well-known retailers. In recent years, clothing retailers such as Tommy Hilfiger have started adding Virtual Fit platforms to their e-commerce sites to reduce the risk of customers buying the wrong sized clothes, although these vary greatly in their fit for purpose. When the customer regrets the purchase of a product, it involves returning goods and refunding process. This process is inconvenient as customers need to pack and post the goods. If the products are expensive, large or fragile, it refers to safety issues.

Impact on the environment

In 2018, E-commerce generated 1.3 million short tons (1.2 megatons) of container cardboard in North America, an increase from 1.1 million (1.00) in 2017. Only 35 percent of North American cardboard manufacturing capacity is from recycled content. The recycling rate in Europe is 80 percent and Asia is 93 percent. Amazon, the largest user of boxes, has a strategy to cut back on packing material and has reduced packaging material used by 19 percent by weight since 2016. Amazon is requiring retailers

to manufacture their product packaging in a way that does not require additional shipping packaging. Amazon also has an 85-person team researching ways to reduce and improve their packaging and shipping materials.

Accelerated movement of packages around the world includes accelerated movement of living things, with all its attendant risks. Weeds, pests, and diseases all sometimes travel in packages of seeds. Some of these packages are part of brushing manipulation of e-commerce reviews.

Impact on traditional retail

E-commerce has been cited as a major force for the failure of major U.S. retailers in a trend frequently referred to as a "retail apocalypse."^[62] The rise of e-commerce outlets like Amazon has made it harder for traditional retailers to attract customers to their stores and forced companies to change their sales strategies. Many companies have turned to sales promotions and increased digital efforts to lure shoppers while shutting down brick-and-mortar locations. The trend has forced some traditional retailers to shutter its brick-and-mortar operations.

E-commerce during COVID-19

In March 2020, global retail website traffic hit 14.3 billion visits signifying an unprecedented growth of e-commerce during the lockdown of 2020. Later studies show that online sales increased by 25% and online grocery shopping increased by over 100% during the crisis in the United States. Meanwhile, as many as 29% of surveyed shoppers state that they will never go back to shopping in person again; in the UK, 43% of consumers state that they expect to keep on shopping the same way even after the lockdown is over. Retail sales of e-commerce shows that COVID-19 has a significant impact on e-commerce and its sales are expected to reach \$6.5 trillion by 2023.

Business application

An example of an older generation of avatar-style automated online assistant on a merchandising website

Some common applications related to electronic commerce are:

- B2B e-commerce (business-to-business)
- B2C e-commerce (business-to-consumer)
- Conversational commerce: e-commerce via chat
- Digital Wallet
- Document automation in supply chain and logistics

- Electronic tickets
- Enterprise content management
- Group buying
- Instant messaging
- Internet security
- Online auction
- Online banking
- Online office suites
- Online shopping and order tracking
- Online transaction processing
- Prevail
- Print on demand
- Shopping cart software
- Social networking
- Teleconference
- Usenet newsgroup
- Virtual assistant
- Domestic and international payment systems

Evolution of E-Commerce

- A timeline for the development of e-commerce: 1971 or 1972: The ARPANET is used to arrange a cannabis sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, later described as "the seminal act of e-commerce" in John Markoff's book *What the Dormouse Said*.
- 1979: Michael Aldrich demonstrates the first online shopping system.
- 1981: Thomson Holidays UK is the first business-to-business (B2B) online shopping system to be installed.
- 1982: Minitel was introduced nationwide in France by France Telecom and used for online ordering.
- 1983: California State Assembly holds first hearing on "electronic commerce" in Volcano, California. Testifying are CPUC, MCI Mail, Prodigy, CompuServe, Volcano Telephone,

and Pacific Telesis. (Not permitted to testify is Quantum Technology, later to become AOL.) California's Electronic Commerce Act was passed in 1984.

- 1983: Karen Earle Lile (AKA Karen Bean) and Kendall Ross Bean create e-commerce service in San Francisco Bay Area. Buyers and sellers of pianos connect through a database created by Piano Finders on a Kaypro personal computer using DOS interface. Pianos for sale are listed on a Bulletin board system. Buyers print list of pianos for sale by a dot matrix printer. Customer service happened through a Piano Advice Hotline listed in the San Francisco Chronicle classified ads and money transferred by a bank wire transfer when a sale was completed.
- 1984: Gateshead SIS/Tesco is first B2C online shopping system and Mrs. Snowball, 72, is the first online home shopper
- 1984: In April 1984, CompuServe launches the Electronic Mall in the US and Canada. It is the first comprehensive electronic commerce service.
- 1989: In May 1989, Sequoia Data Corp. introduced Comp market, the first internet-based system for e-commerce. Sellers and buyers could post items for sale and buyers could search the database and make purchases with a credit card.
- 1990: Tim Berners-Lee writes the first web browser, World Wide Web, using a NeXT computer.
- 1992: Book Stacks Unlimited in Cleveland opens a commercial sales website (www.books.com) selling books online with credit card processing.
- 1993: Paget Press releases edition No. 3 of the first app store, The Electronic AppWrapper
- 1994: Netscape releases the Navigator browser in October under the code name Mozilla. Netscape 1.0 is introduced in late 1994 with SSL encryption that made transactions secure.
- 1994: Ipswitch IMail Server becomes the first software available online for sale and immediate download via a partnership between Ipswitch, Inc. and Open Market.
- 1994: "Ten Summoner's Tales" by Sting becomes the first secure online purchase through Net Market.
- 1995: The US National Science Foundation lifts its former strict prohibition of commercial enterprise on the Internet.
- 1995: Thursday 27 April 1995, the purchase of a book by Paul Stanfield, product manager for CompuServe UK, from W H Smith's shop within CompuServe's UK Shopping Centre

is the UK's first national online shopping service secure transaction. The shopping service at launch featured W H Smith, Tesco, Virgin Megastores/Our Price, Great Universal Stores (GUS), Interflora, Dixons Retail, Past Times, PC World (retailer) and Innovations.

- 1995: Amazon is launched by Jeff Bezos.
- 1995: eBay is founded by computer programmer Pierre Omidyar as Auction Web. It is the first online auction site supporting person-to-person transactions.
- 1995: The first commercial-free 24-hour, internet-only radio stations, Radio HK and Net Radio start broadcasting.
- 1996: The use of Excalibur BBS with replicated "storefronts" was an early implementation of electronic commerce started by a group of SysOps in Australia and replicated to global partner sites.
- 1998: Electronic postal stamps can be purchased and downloaded for printing from the Web.
- 1999: Alibaba Group is established in China. Business.com sold for US\$7.5 million to e-Companies, which was purchased in 1997 for US\$149,000. The peer-to-peer file sharing software Napster launches. ATG Stores launches to sell decorative items for the home online.
- 1999: Global e-commerce reaches \$150 billion.
- 2000: The dot-com bust.
- 2001: eBay has the largest user base of any e-commerce site.
- 2001: Alibaba.com achieved profitability in December 2001.
- 2002: eBay acquires PayPal for \$1.5 billion. Niche retail companies Wayfair and Net Shops are founded with the concept of selling products through several targeted domains, rather than a central portal.
- 2003: Amazon posts first yearly profit.
- 2004: DHgate.com, China's first online B2B transaction platform, is established, forcing other B2B sites to move away from the "yellow pages" model.
- 2007: Business.com acquired by R.H. Donnelley for \$345 million.
- 2014: US e-commerce and online retail sales projected to reach \$294 billion, an increase of 12 percent over 2013 and 9% of all retail sales. Alibaba Group has the largest Initial public offering ever, worth \$25 billion.

- 2015: Amazon accounts for more than half of all e-commerce growth, selling almost 500 million SKU's in the US.
- 2017: Retail e-commerce sales across the world reaches \$2.304 trillion, which was a 24.8 percent increase than previous year.
- 2017: Global e-commerce transactions generate \$29.267 trillion, including \$25.516 trillion for business-to-business (B2B) transactions and \$3.851 trillion for business-to-consumer (B2C) sales.
- 2020: Government of India launched BHIM UPI digital payment interface in 2016. In the year 2020 it had 2 billion digital payment transactions.

Customer satisfaction definition

It is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a balanced scorecard. In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Measuring customer satisfaction

Organizations are increasingly interested in retained in existing customers while targeting non customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and or services to the place. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product service to product service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviours such as return and recommend rate. The level of satisfaction can also vary depending on other 4 options the customer may have and other products against which the customer can compare the organization's products. Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed.

Work done by Berry, Brodner between 1990 and 1998 defined Ten Quality Values: which influence satisfaction behaviour, further expanded by Berry in 2002 and known as the ten domains of satisfaction.

These ten domains of satisfaction include: Quality, Value, and Timeliness. Efficiency, Ease of Access, Environment, Interdepartmental Teamwork, Front Line Service Behaviours, and Commitment to the Customer and Innovation. These factors are emphasized for continuous improvement and organizational change measurement and are most often utilized to develop the architecture for satisfaction measurement as an integrated model. Satisfaction is a function of perceived performance and expectation. If the expectation falls short of expectation, the customer is dissatisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High dissatisfaction or delight creates an emotional bond with the brand, not just a rational preference. The results are high customer loyalty. Some of today's most successful companies are raising expectations and delivering performances to match.

The companies are TCS-Total Customers Satisfaction. The key in generating high customer loyalty is to deliver high customer value. In addition to tracking customer value expectations and satisfaction, companies need to monitor their competitor's position in these areas. For customer centred companies, customer satisfaction is both a goal and a marketing tool. Although the customer-centred firm seeks to create high customer satisfaction, its main goal is not to maximize customer satisfaction. If the company increases customer satisfaction by lowering its price or increasing its services, the result may be lower profit.

There are several ways to gather input from customers. The simplest way to find out how: customers feel and it is what they want is to ask them. If you have only 20 customers, you can talk to each one personally. The advantage of this approach is that you'll get a personal "feel" for each customer. The disadvantage of that you will gather different information from each customer depending on how the conversation goes. Customer surveys with standardized survey question insure that you will collect the same information from everyone. Remember that few of your customers will be interested in "filling out a questionnaire". It's work for them without much reward. By launching a customer survey as an attempt to find out how we can serve you better your customers will feel less put upon.

Here are few of the possible dimensions that one could measure

1. Quality of product
2. Pricing
3. Offers and discounts

4. Staff's behaviour
5. Complaints or problems
6. Billing experience
7. Security's behaviour
8. Store's ambience & cleanliness
9. Overall experience in store

Methods of measuring customer satisfaction

Managing customers' satisfaction efficiently is one the biggest challenge an organization face. The tools or methods to measure customer satisfaction needs to be defined sophisticatedly to fulfil the desired norms. There are following methods to measure customer satisfaction:

- a. Direct Methods: Directly contacting customers and getting their valuable feedback is very important. Following are some of the ways by which customers could be directly tabbed: a. getting customer feedback through third party agencies.
- b. Direct marketing, in-house call centres, complaint handling department could be treated as first point of contact for getting customer feedback. These feedbacks are compiled to analyse customers' perception.
- c. Getting customer feedback through face-to-face conversation or meeting.
- d. Feedback through complaint or appreciation letter.
- e. Direct customer feedback through surveys and questionnaires.

Organizations mostly employ external agencies to listen to their customers and provide dedicated feedback to them. These feedbacks needs to be sophisticated and in structured format so that conclusive results could be fetched out. Face to face meetings and complaint or appreciation letter engages immediate issues. The feedback received in this is not uniformed as different types of customers are addressed with different domains of questions.

1. This hinders the analysis process to be performed accurately and consistently. Hence the best way is to implement a proper survey which consists of uniformed questionnaire to get customer feedback from well segmented customers. The design of the prepared questionnaire is an important aspect and should enclose all the essential factors of business. The questions asked should be in a way that the

customer is encouraged to respond in a obvious way. These feedback could receive by the organizations can be treated as one of the best way to measure customer satisfaction apart from the above methods there is another very popular direct method which is surprise market visit. By this, information regarding different segment of products and services provided to the customers could be obtained in an efficient manner. It becomes easy for the supplier to know the weak and strong aspects of products and services.

2. Indirect Method: The major drawback of direct methods is that it turns out to be very costly and requires a lot of pre-compiled preparations to implement. For getting the valuable feedbacks the supplier totally depends on the customer due to which they loses options and chances to take corrective measure at correct time. Hence there are other following indirect methods of getting feedback regarding customer satisfaction

a. Customer Complaints: Customer's complaints are the issues and problems reported by the customer to supplier with regards to any specific product or 7 related service. These complaints can be classified under different segments according to the severity and department. If the complaints under a particular segment go high in a specific period of time, then the performance of the organization is degrading in that specific area or segment. But if the complaints diminish in a specific period of time, then that means the organization is performing well and customer satisfaction level is also higher.

b. Customer Loyalty: It is necessarily required for an organization to interact and communicate with customers on a regular basis to increase customer loyalty. In these interactions and communications.

It is required to learn and determine all individual customer needs and respond accordingly. A customer is said to be loyal if he revisits supplier on regular basis for purchases. These loyal customers are the satisfied ones and hence they are bounded with a relationship with the supplier. Hence by obtaining the customer loyalty index, suppliers can indirectly measure customer satisfaction.

Factors affecting customer satisfaction

Customer satisfaction is the overall impression of customer about the supplier and the products and services delivered by the supplier. Following are the important factors that could affect customer satisfaction:

1. Department wise capability of the supplier.
2. Technological and engineering or re-engineering aspects of products and services.
3. Type and quality of response provided by the supplier.

4. Supplier's capability to commit on deadlines and how efficiently they are met.
5. Customer service provided by the supplier.
6. Complaint management.
7. Cost, quality, performance and efficiency of the product.
8. Supplier personal facets like etiquettes and friendliness.
9. Supplier's ability to manage whole customer life cycle.
10. Compatible and hassle-free functions and operations

The above factors could be widely classified under two categories i.e. suppliers behaviour and performance of product and services. The supplier's behaviour mostly depends on the behaviour of its senior subordinates, managers and internal employees. All the functional activities like customer response, direct product and maintenance services, complaint management etc. are the factors that rely on how skilful and trained the internal and human resources of the supplier are. The second category is regarding all the products and services. This depends on the capability of supplier to how to nurture the products and service efficiently and how skilled the employees are.

It is all about how the skills are implemented to demonstrate engineering, re-engineering and technological aspects of the products and services. The quality and efficaciousness of the products is also an important factor that enables compatible and hassle-free functions and operations. This bears to lower maintenance and higher life of the product which is highly admired by the customers. If the product is having some problem or compatibility issues and requires frequent maintenance and support than the customers could get irritated and possibilities of sudden divert is there which lead to supplier's financial loss.

In the same way if the product is expecting huge amount of financial and manual resources then customers could get a feeling of dissatisfaction and worry. However, if these aspects are handled efficiently by giving class services and dealing with complaints effectively then dissatisfied customers could be converted into long time satisfied customers and retaining them becomes easy.

It is practically impossible for the supplier to provide all the above explained features. There are always some positive as well as negative features in products and services which could lead to delight or irritate customers. The final opinion is the sum of overall experiences which al customer percept.

But it is also true that more the positive aspects, the more the customer is satisfied. Hence the aim of the supplier should be always to enhance these positive feelings among all the customers to increase customer satisfaction. The supplier must identify how to enhance these positive aspects to maximum level by analysing the customer's data and information using CRM system.

The individual liking and disliking of customers differ from customer to customer. It is hence required to target a customer and identify individual requirement to make them satisfied.

Customer:

In the 21st century customers are generally categorized [by whom?] into Two types:

An entrepreneur or trader (sometimes a commercial Intermediary)-a dealer who purchases goods for resale.

An end user or ultimate customer who does not re-sell the things bought but is the actual consumer or an agent such as a Purchasing officer for the Consumer. A customer may or may not also be a consumer, but the two notions are distinct. A customer purchases goods a consumer uses them. An ultimate customer may be a consumer as well, but just as equally may have purchased items for someone else to consume. An intermediate customer is not a consumer at all.

The situation is somewhat complicated in that ultimate customers of so-called industrial goods and services (who are entities such as government Bodies, manufacturers, and educational and medical institutions) either themselves use up the goods and services that they buy, or incorporate them into other finished products, or so are technically consumers, too. However, they are rarely called that, but are rather called industrial customers or business to- business customers. Similarly, customers who buy services rather than goods are rarely called consumers.

Six Sigma doctrine places (active) customers in opposition to two other classes of people: not customers and non-customers:

- Customers of a given business have actively dealt with that business within a particular recent period that depends on the product sold.
- Not-customers are either past customers who are no longer customers or Potential customers who choose to interact with the competition.
- Non-customers are people who are active in a different market segment entirely.

Customer vs consumer

The terms customer and consumer are nearly synonymous and are often used interchangeably. However, there exists a slight difference. Consumers are defined as individuals or businesses that consume or use goods and services. Customers are the purchasers within the economy that buy goods and services, and they can exist as consumers or alone as customers.

Who is a Consumer?

The definition of a consumer could get subjective as well as tricky sometimes. In any given business, the one who consumes the service or uses the goods is said to be a consumer. Note that a customer could be a consumer at certain times, but not always. Simply put, any entity who does not have the choice to resell the product or service and use that for its purpose is a consumer. Or in even simpler terms, every end-user in the chain of buying or using services of products is a consumer. Let's take an example here. Say, you are the head of the family and you purchase some milk packets from the retailer. Till the time you buy those packets, you are a customer. But when that is consumed by you and your family that is where they are the consumers. This is when you are entitled to discern the genuine nature and quality of the product. Hence, surveys and consumer reports have a huge demand for businesses. To truly sustain in the business world, the quality of your services and the impact it leaves on the consumers makes or breaks the deal.

Types of Consumers

- **The Extrovert Type:** The kind of consumers who fall in this category are the ones who have a thing for branded items. They will most likely stick around to them and will strive to become a loyal one. If met with high-quality products and services, they have a good chance to convert into brand advocates.
- **The Inferior Goods Type:** They are the ones who face a considerable dearth of money and are a part of the low-income status. Hence, they are bound to purchase only those products that are needed for mere survival.
- **The Commercial Type:** No matter their actual requirement of purchasing items, this category of consumers will buy goods and products in a bulk. This may or may not be used for commercial purposes.
- **The Discrete Type:** As the name suggests, these kinds of consumers will opt for a discrete mode of buying habits. Simply put, they will consider spending a handsome amount on some of the specific

items only, say, cosmetics, jeweller, or apparel. And will mostly steer away from thrifting on the other categories.

Who is a customer?

Again, the definition of a customer is like that of a consumer, but not in its entirety. He is the one who purchases a product or service followed by a monetary transaction. Note that a customer is always not a consumer. This can be better elaborated on with this example. Say, a mother bought some candies for her kids. In this case, the mother is the customer, while her kids are the consumers. The common thread that unites every business is wooing the customer. Once a customer is enticed enough and lured to buy a product, then only it can move next to the consumer in the chain. Over and above, a good marketer always tries to influence the customers first. This induces them to purchase and revert for some more. As they know that once they motivate the customers to frequent and purchase, thereby triggering sales and revenues.

Types of Customers

- **Resell Customers:** They are the ones who initially buy a product with a motive of reselling it to draw a profit. Wholesalers, manufacturers, trade customers, and retailers fall in this category. Here, they are not the end-user of the purchased goods.
- **Final Customers:** These types of customers are the end-users of the product that they buy. They purchase an item for their personal ingestion and do not resell it for generating profit.

Customer satisfaction in ecommerce:

Customer satisfaction is the degree of pleasure or displeasure they experience when interacting with a company. When it comes to ecommerce, various factors influence satisfaction, such as product quality, price, shipping times, and return policies.

A satisfied customer continues to do business with a company over time. They are also more likely to leave positive reviews and recommend the company to friends and family. On the other hand, unsatisfied ones are more likely to take their business elsewhere and leave negative reviews that can damage a company's reputation.

It's important to note that customer satisfaction is not the same as customer loyalty. A loyal buyer is willing to stick with a company even when cheaper or better options are available. Satisfied customers may be willing to do this, but they may switch companies if a better opportunity arises.

The most important thing for ecommerce businesses to remember is that satisfied customers are more likely to become loyal. Therefore, it's in a company's best interest to do everything it can to ensure buyers are satisfied with their experience.

What Are Some of the Key Benefits of Customer Satisfaction?

There are several reasons why customer satisfaction is essential for ecommerce businesses. First and foremost, satisfied customers are more likely to continue doing business with your company. They're also more likely to:

- Leave positive reviews and recommend you to friends and family.
- Spend more money with you over time.
- Share and interact with your posts on social media.
- Make a purchase even if they don't need it.
- Buy package deals and premium items that are more profitable to you.

Another reason why customer satisfaction is important is that it can help businesses save money. It costs far less to keep a current buyer than to acquire a new one. It costs six to seven times more to acquire a new one.

Finally, customer satisfaction is essential because it can positively impact a company's bottom line. Studies have shown that happy customers are worth up to 10 times their first purchase. Businesses that focus on satisfaction see a significant return on their investment over time.

Here are some practical benefits of customer satisfaction that may help.

Get a Big Picture View of Your Business:

When trying to improve customer satisfaction, one of the first things you need to do is take a step back and look at your business from a bird's eye view. You look at things like your mission statement, your core values, and your target market. Assessing your business helps you determine what you're doing well and what areas need improvement. You also give you a better understanding of your audience and what they're looking for.

Avoid unnecessary workload:

Another benefit of increased customer satisfaction is that it helps you avoid unnecessary guesswork. When trying to make changes to your business, it's important to base those decisions on data and customer feedback.

Making decisions without this type of information is a recipe for disaster. You could make changes your target audience doesn't want or need, leading to more dissatisfaction.

On the other hand, if you're using feedback to guide your decisions, you can be confident that you're making changes that add value to your target market.

Expansion of Business:

If you're able to increase customer satisfaction, it opens up a world of new opportunities for your business. For example, you may be able to expand into new markets or offer new products and services.

You may also have more satisfied buyers willing to give you referrals. This helps you attract new ones without having to spend on advertising.

Factors Contributing to Increased Customer Satisfaction in Ecommerce

Several factors can contribute to increased customer satisfaction in ecommerce. First, customers are looking for a hassle-free shopping experience, so anything you can do to streamline the process is appreciated.

Response Time to Customer Queries

One factor that significantly impacts satisfaction is your response time to queries. In the world of ecommerce, buyers expect to be able to get in touch with a company quickly and easily. Therefore, ensure you have a system for quickly responding to customer queries. For example, consider using a live chat tool or setting up an email address for inquiries.

If they have a question or concern, they want to know that someone is there to help them. If you're not responsive, it reflects poorly on your business and leads to increased dissatisfaction.

Personalization in the Shopping Experience

Making the shopping experience personal is another way to get increased customer satisfaction. Buyers want to feel like they're more than just a number, so anything you do to make them feel valued is appreciated.

There are a few different ways you can personalize the shopping experience. One option is to use adaptive content for personalized recommendations. For instance, customers see featured items related to past purchases. Another is to create a profile on your website, so they save their preferences. Consider sending out birthday or holiday greetings too. This is a small gesture that makes a big impression!

Automation in the Customer Journey

More than ever, customers are looking for a seamless and convenient shopping experience. They want to avoid jumping through hoops to find what they're looking for or going through a long and complicated checkout process.

Automating some of the journey steps goes a long way toward increasing satisfaction. For example, consider using an auto responder to send out automated emails to buyers.

You may also set up a loyalty program so customers earn rewards for purchasing on your website. These are just a few ways to use automation to improve the customer experience.

Process of e-commerce:

Along with the explosion of information technology in recent years, e-commerce business is increasingly popular. E-commerce process is applied in almost every company working in this field. While the process of setting up an e-commerce business involves many steps, including deciding on your business model, choosing your product niche, and setting up your online store with the help of a dedicated development team, it's equally important to consider the legal structure of your venture. If you're planning to start your e-commerce business in the Golden State, understanding how to start a LLC in California might benefit your business. This structure can provide personal asset protection, tax flexibility, and potential credibility with customers and partners.

Process of E-Commerce Business includes the following elements:



1. Marketing:

The purpose of marketing is target to potential buyers, engage them to enter your website by using internet advertising, email or creating fairs. In addition, businesses should also establish communities (user groups), forums, chats or customer surveys through surveys to create the return of customers.

2. Customers:

- Customers are indispensable for e-commerce businesses. However, we also need to distinguish two types of purchases:
- Purchasing between businesses: A buyer is another business that needs to buy.
- Buying goods between customers and businesses: The buyer is usually an individual who pays by credit card and sends home goods.

3. Visit website:

As soon as a customer enters the website, a business site is downloaded. Now you can start tracking and creating profiles for this customer. Based on that information, you can target the products that this customer is most interested in.

This is the first and important step of e-commerce web.

4. View product:

Customers see the product on the website if the item is arranged by stall, category for easy search. Once customers are attracted to the items on sale or promotions, this is really a potential customer.

5. Add to cart:

On the e-commerce website, there is always a shopping cart for customers to shop most conveniently and easily. The shopping cart is simply a list of items selected by the buyer, quantity, price, attributes (colours, sizes, etc.) and any other information related to the order.

The shopping cart often provides options to clean the basket, delete items, and update quantities.

6. Checkout:

- As soon as the customer has all the items to buy, they will begin the billing process.
- For the buying model between customers and businesses, customers will usually enter information about shipping addresses and billing.
- Customers can also add information on greetings, gift packs and other information for dependent services.

7. Transport fee:

Shipping charges can be understood simply as charging the whole or as complicated as charging a fee for each item purchased and correlating with the segment the goods must be shipped to. However, it may be more difficult to process international orders.

It can then be linked to a provider, tracking goods during transit.

8. Payment:

- After calculating the total value of items (including tax and shipping) the buyer will present the payment method.
- The options will vary for transactions:
- Between customers and businesses usually pay by credit card or pay after delivery
- Between business and business needs to have available all options, including orders, quotes, guarantees.
- For credit cards, there are options to process credit cards offline or online. The online processing on the internet through services is provided by reputable companies.

9. Receipt:

After the order is completed, it may be necessary to send the customer a receipt. For a business-to-business e-commerce model, the receipt can be a list attached to the order. For customers, the receipt can be a reprint of the order on the screen or a list sent to the buyer by email.

In both cases, this process can be easily automated.

10. Processing orders:

If you do not automatically process your credit card, you must first process your financial transactions. Standard business rules govern this step, such as ordering by phone or mail.

Options can be provided to let customers know about order status, inventory or item supply status.

11. Order fulfilment:

As soon as there is a valid order, it needs to be done. This may be the most challenging business stage. If shopping online, there may be difficulties in making an inventory. If procured through the service system there may be problems with the order fulfilment service system.

12. Shipping:

The final step in the e-commerce process is shipping the goods to customers. Can provide order status to customers. In this case, it may include a number of carriers such as UPS or FedEx for customers to track their shipments.

It comes to the end of the post: Process of E-Commerce Business.

1.2. INDUSTRY PROFILE

The e-commerce industry stands at the forefront of global commerce, revolutionizing the way businesses and consumers engage in transactions. Boasting an impressive trajectory of growth, the sector has become a cornerstone of modern trade, driven by factors such as increased internet accessibility, technological innovation, and shifting consumer preferences. Major players in this dynamic industry include globally recognized platforms offering diverse product ranges, services, and business models. E-commerce platforms operate in a competitive landscape where rapid advancements in technology, including artificial intelligence and mobile commerce, play a pivotal role in shaping the user experience. Despite its successes, the industry grapples with challenges ranging from cyber security threats to complex regulatory environments. The e-commerce landscape is characterized by continuous adaptation, with companies investing in logistics, fulfilment, and sustainable practices to meet the evolving expectations of a tech-savvy and convenience-oriented consumer base. As the industry continues to evolve, strategic agility, technological prowess, and a commitment to customer satisfaction emerge as key determinants of success in this dynamic and ever-expanding market

1.3. COMPANY PROFILE

Amazon



Introduction

Amazon India, a subsidiary of US-based Amazon Inc., launched its operations in June 2013 and has since become a major shopping giant for millions of customers. The company offers a wide variety of products in various categories, including apparel, groceries, household items, books, movies, and television shows. On the first day of operations, Amazon received over 10,000 orders.

Amazon India is a subsidiary of Amazon Inc., founded by Jeff Bezos in 1994. The company aimed to expand its operations beyond the United States, particularly in China due to its large market, well-

developed infrastructure, and internet connectivity. However, competition from local-commerce companies like Alibaba made it difficult for Amazon to expand its operations.

Amazon India has now acquired an eminent position in the Indian e-commerce space and has millions of registered users. It offers millions of products in its platform and has millions of registered users. Amazon India also operates a Global store, allowing customers to buy directly from sellers in the United States. Recently, Amazon Prime was launched in India, providing various services like streaming video, music, and e-books.

Amazon India delivers to most serviceable PIN codes in India and connects millions of sellers and buyers in a network. With 41 fulfilment centres across 13 states, Amazon has become a reliable and convenient source of buying and selling for millions of customers.

History of Amazon:

Amazon, founded by American technology entrepreneur Jeff Bezos in 1994, has expanded its operations globally, including in India. Amazon.in was launched in 2013 and is currently managed by Amit Agarwal, who is the Managing Director of Amazon India. Bezos made a \$5 billion investment in Amazon India, which may take several years to generate profits.

Amazon India has adopted a different strategy for growth, acquiring Emvantage Payments Pvt. Ltd. in 2016, an Indian company offering similar services to PayPal and enabling online merchants to accept credit and debit cards. The company is also planning to acquire Big Basket, India's largest online food and grocery store, offering over 18,000 products.

Amazon India faces fierce competition from local e-commerce companies like Flipkart and Snapdeal, but the primary competition is currently between Amazon India and Flipkart. The Indian e-commerce market is expected to reach \$50 billion in sales by 2020, and both Amazon India and Flipkart are aggressively trying to grab a larger market share.

Jeff Bezos, the founder, chairman, and CEO of Amazon, is known for his work at Wall Street and his role as the world's largest online retailer and BLUEORIGIN. The company's content is delivered by a team of authors and contributors from various backgrounds, experiences, and expertise, delivering authentic content that adds value to readers' lives.

Timeline of Amazon development

Time period	Key developments at Amazon
1994–1998	Amazon started off as an online bookstore selling books, primarily competing with local booksellers and Barnes & Noble . It IPOs in 1997.
1998–2004	Amazon starts to expand its services beyond books. It also starts offering convenience services, such as Free Super Savers Shipping.
2005–2011	Amazon moves into the cloud computing area with Amazon AWS , as well as the crowdsourcing area with Amazon Mechanical Turk . By being an early player, it eventually dominates the cloud computing scene, allowing it to control much of the physical infrastructure of the Internet. ^[96] Amazon also offers the Amazon Kindle for people to purchase their books as eBooks , and by 2010, more people buy eBooks than physical books from Amazon.
2011–2015	Amazon starts offering streaming services like Amazon Music and Amazon Video. By 2015, its market capitalization surpassed that of Walmart.

Flipkart

Flipkart



Introduction

Flipkart, a leading e-commerce marketplace in India, was founded in October 2007 by Sachin Bansal and Binny Bansal. Initially an online bookstore, Flipkart expanded and diversified its operations, selling music, movies, and mobile phones. As the e-commerce revolution in India gained momentum, it added new product lines to its portfolio. Today, Flipkart offers over 80 million products across over 80 categories, including mobile phones, computers, laptops, books, home appliances, electronic goods, clothes, accessories, sports and fitness, baby care, games and toys, jewellery, and footwear. With 100 million registered users and over a million sellers on its platform, Flipkart has invested in warehouses in 21 states to ensure prompt delivery. The platform attracts ten-million-page hits daily and processes around eight million shipments monthly. Flipkart's mobile application has 50 million+ users. With a valuation of INR 15,129crore (US\$2.3 billion) in 2016, Flipkart employs over 33,000 people.

Big Billion Days

In October 2014, Flipkart reprised the Big Billion Days event as a multi-day event exclusive to the Flipkart app. Flipkart bolstered its supply chain and introduced more fulfilment centres to meet customer demand. Flipkart achieved a gross merchandise volume of US\$300 million during the event, with the largest volumes coming from fashion sales and the largest value coming from mobiles.

In 2017, Flipkart sold 1.3 million phones in 20 hours on 21 September during its *Big Billion Days* promotion, doubling the number sold on the first day of the same event in 2016. Flipkart held a 51% share of all Indian smartphone shipments in 2017, overtaking Amazon India (33%).

Background History of Flipkart:

To start Flipkart, the founders Sachin Bansal and Binny Bansal left their jobs at Amazon and took a huge risk to start a venture of their own. When the founders thought of starting Flipkart as a company the market at that time was not so much vibrant and was not adapted to the e-commerce sector that much. This means e-commerce in India was mostly non-existent at that time and there was no certainty about its future. One of the major problems that Flipkart tackled during its initial years was online payments because at that time, people in India were averse to make online payments to a virtual store, due to fear of frauds and loss of money. It also made significant efforts to improve the supply chain system, which helped the company to ensure timely delivery to its customers. Acquisitions made by Flipkart There is cutthroat competition in the e-commerce market and the biggest Rival of Flipkart is Amazon. In the recent years, many mergers and acquisitions have been witnessed in the e-commerce

market and Flipkart has also made many acquisitions to expand its business and boost its sales and earnings. It has recently acquired its former competitor Snapdeal.

Competition: The major competitor—Amazon after acquiring Snapdeal the major competitive left against Flipkart is Amazon India. Still, it is facing stiff competition from Amazon India because Amazon has really captured larger share of the market. Amazon Company profile is betting big on India's e-commerce revolution and has recently captured an investment of \$5 billion in Amazon India. Amazon India has been consistently expanding its customer base, which has resulted in cut-throat competition for Flipkart. **About the Founders of Flipkart:** Sachin Bansal and Binny Bansal are the founders of Flipkart. First, Sachin Bansal joined Amazon (dot) com and worked as a software engineer and later he got Binny Bansal to join it. But eventually, they both quit Amazon and decided to start a venture of their own. Sachin Bansal is the Executive Chairman of Flipkart and Binny Bansal is at the post of Chief Executive Officer (CEO) of Flipkart. Forbes India Rich List 2015 named Binny Bansal along with Sachin Bansal, the 86th richest person in India with a net worth of \$1.

Snapdeal



Introduction

Snapdeal is one of India's leading e-commerce companies with its headquarters located in New Delhi. Snapdeal was launched in 2010, a time when the e-commerce market in India was at a nascent stage. The company was co-founded by Kunal Bahland Rohit Bansal. Snapdeal currently offer more than 60million products across various categories such as mobiles & tablets, computers, office & gaming, electronics, home & living, men's and women's fashion, sports, fitness & outdoors, daily needs, motors & accessories. The company has more than 3 lakh sellers on its e-commerce platform that cater to millions of users. Snapdeal has a wide logistics network and it delivers to more than 6000 cities and towns in India. Snapdeal launched operations on February 4, 2010. At that time, the core business idea powering Snapdeal was the daily deals platform. It allowed users to get the best deals every day, for example, discounts at restaurants, hotels movie theatres, etc. Later, in December 2011, the company

announced its plans that it would be changing its business dynamics and transitioning to a full-fledged e-commerce company. The move came as a surprise to investors, since the company had a 70 percent share in the daily deals business. Investors were sceptical, but Bahl was able to convince the board members. The decision has turned out to be visionary, as Snapdeal is currently leading e-commerce market place in India. Snapdeal is one of the most funded companies in India. Snapdeal has received funding from individuals as well as private equity investors and venture capitalists. Some of the top investors in Snapdeal include SoftBank, BlackRock, Temasek, Foxconn, Alibaba, eBay Inc., Premji Invest, Intel Capital, Bessemer Venture Partners, Mr. Ratan Tata, Clouse SA, Ontario Teachers' Pension Plan, Kalaari Capital, Nexus Venture Partners, Cambrian Ventures, Iron Pillar, and Myriad Group. Snapdeal has acquired several businesses over the years to boost its competitiveness and service offerings. Snapdeal has also invested in various businesses such as Vulcan Express, Free Charge, NuvoEx, Pepper Tap, Bewakoof, and Zumbi. Snapdeal competes with other leading e-commerce marketplaces in India such as Flipkart and Amazon India. In 2017, Snapdeal was almost certain to be acquired by rival Flipkart, but the deal was abandoned at the last moment. Co-founder Kunal Bahl wanted Snapdeal to make a fresh start, which is why the acquisition deal was called off. Snapdeal recently sold Free Charge to Axis Bank at around Rs 385crore, which has allowed the company to begin a new journey. Snapdeal was co-founded by Kunal Bahl and Rohit Bansal, who are school friends. Kunal Bahl is currently the CEO of Snapdeal whereas Rohit Bansal is the COO. Kunal Bahl has studied management at the University of Pennsylvania, the Wharton School and Kellogg School of Management.

1.4. STATEMENT OF THE PROBLEM

With so many prospective clients, it is challenging for the internet vendor to determine what each one wants and needs. Determining the elements that lead consumers to favor online purchasing is crucial. Thus, the search is conducted.

1.6. NEED FOR THE STUDY

Customer satisfaction and brand loyalty have been addressed as marketing goals for many companies. Marketing professionals consider loyalty to be a multidimensional phenomenon. Despite the findings of many researches that satisfaction has a significant favourable impact on brand loyalty and a true re-purchase behaviour of same brand leads to long term business profits. Brand loyalty has become an important issue in marketing. There are many researches has been conducted to examine this issue.

Brand loyalty is part of relationship marketing. In the theory of relationship marketing, there is a strong correlation between brand loyalties, trust in a brand and commitment.

1.5. OBJECTIVES OF THE STUDY

Primary objective:

- To study customer satisfaction with online shopping.

Secondary objective:

- To analyse various factors influencing the customer for buying the product.
- To give suggestions on the customer satisfaction factors.

1.7. SCOPE OF THE STUDY

The study's focus is limited to assessing users' satisfaction with e-commerce platforms. It is mostly limited to the city of Chennai. This is an exploratory analysis of e-commerce to look at consumer satisfaction. Top management may find this project helpful in making decisions about updating or improving functionality.

1.8. LIMITATIONS OF THE STUDY:

This study has certain limitations.

1. The area of the study covers only Chennai.
2. Today's findings may not hold true for the future.
3. The study was only made up of the users of online shopping.

CHAPTER – 2

REVIEW OF LITERATURE

2.1. REVIEW OF LITERATURE

1. **O’Cass (2000)** Clothing, as a matter of fact, is a kind of necessity that helps keep our bodies warm. Human beings cannot live without the protection from clothes in adverse conditions and this signifies how important clothing is for us. Nowadays, in addition to the basic functions, clothes can also serve as fashion items, which can tell how significant an individual is, express the status an individual has and what their personal image is like.
2. **McKnight and Chervany (2001)** introduced the concept of trust in E-commerce and explored its multi-dimensional nature. Research in this area delves into security measures, encryption technologies, and privacy policies that enhance consumer trust.
3. **Dubrovski (2001)** new electronic communication marketing variables have exploded the alternatives available to customers globally. These changes have redefined many of the old views of marketing, trade and power. Furthermore, many researchers recognize and accept that customer satisfaction is a logical measurement of success in market exchange
4. **Vyas and Shrinivas (2002)** in their paper stated that majority of the internet users were having online buying of products/services. There exists a need for developing awareness about consumers’ rights and cyber laws. They also emphasized on better distribution system for online products
5. **Barnes (2002)** provides insights into the concept’s definition and its potential for transforming the retail landscape.
6. **Venkatesh et al. (2003)** introduced the Technology Acceptance Model (TAM) to understand mobile technology adoption, emphasizing perceived ease of use and usefulness. Subsequent studies have applied TAM to E-commerce contexts, examining factors influencing consumers’ and businesses’ adoption of mobile shopping apps.
7. **Reichheld and Teal (2003)** introduced the Net Promoter Score (NPS) as a simple yet effective measure of customer loyalty and advocacy.
8. **Maggi (2003)** the growth in the number of online shoppers is greater than the growth in internet users, indicating that more internet users are becoming comfortable to shop online.

9. **Kwon & Lee (2003)** Fashion retailers have been attempting to use multi-channel systems to enhance opportunities to go shopping and ultimately to increase profits. Due to ease of accessibility, consumers can buy an apparel product wherever and whenever they want using their smart phones and computers.
10. **Barnes and Scornavacca (2004)** examines the unique challenges and opportunities of mobile E-commerce, such as mobile payment systems and mobile app design.
11. **Lee (2004)** discusses the concept of the “Bullwhip Effect” in supply chains and how E-commerce technologies can mitigate it, leading to more efficient inventory management and order fulfilment.
12. **Shergill and Chen (2005)** conducted a study on ‘Web-Based Shopping: Consumer’s Attitudes Towards Online Shopping in New Zealand’ The model included several indicators belonging to four major categories; the value of the product, the shopping experience, the quality of service offered by the website and the risk perceptions of Internet retail shopping. The study concluded that regular web buyers were much more satisfied with all website variables than trial web buyers.
13. **Reichheld and Sasser (2005)** pioneered the study of the link between customer loyalty and profitability. They found that improved customer experience leads to higher customer retention and, consequently, increased profitability.
14. **Holbrook and Hirschman (2005)** highlighted the emotional dimensions of customer experiences, emphasizing the role of emotions in shaping customer preferences and behaviours.
15. **Heskett et al. (2005)** coined the term “The Service-Profit Chain” and showed that satisfied and engaged employees lead to satisfied customers and, in turn, better financial performance.
16. **Bitner et al. (2006)** have explored sector-specific aspects of CX in services.
17. **Chevalier and Mayzlin (2006)** conducted seminal research on the impact of user-generated content, particularly online reviews, on product sales.
18. **Zhu et al. (2006)** investigate the factors influencing international E-commerce success, including cultural, legal, and logistical considerations.
19. **Euromonitor International (2006)** new scientific developments, techniques, products and media type, has contributed the Indian fashion industry in generating mega revenues and this has in turn added to the growth of cosmetic industry. Rising hygiene and beauty consciousness due to changing demo graphics and lifestyles,

deeper consumer pockets, rising media exposure, greater product choice, growth in retail segment and wider availability are the reasons.

20. **Zhu & Zhang (2010), Chevalier & Mayzlin (2006)** investigates user-generated content, including reviews and ratings, significantly impact consumer behaviour. Research demonstrates that favourable reviews and social proof can boost trust and influence purchase decisions.
21. **Benbasat (2006)** Relevant exogenous factors in this context are “consumer traits” “situational factors” “product characteristics” “previous online shopping experiences” and “trust in online shopping” By incorporating these exogenous factors next to the basic determinants of consumers’ perception and intention to use a technology, the framework is applicable in the online shopping context. Together, these effects and influences on consumers’ perception toward online shopping provide a frame work for understanding consumers’ intentions to shop on the Internet.
22. **Scott (2007)** According to the cosmetics industry, cosmetics play a huge role in and are an essential part of what many women consider important about their outward appearance. Many women feel inadequate in terms of their self-esteem and self-confidence, which can affect their evaluation of personal beauty.
23. **Meyer and Schwager (2007)** have defined CX as the sum of all interactions a customer has with a brand, encompassing touchpoints across various channels.
24. **Limayem et al. (2007)** investigate the factors affecting users’ trust in mobile commerce services and propose trust-building strategies, including secure authentication and privacy protection.
25. **Kim and Forsythe (2008)** highlight the significance of user interface design and the user experience (UX) in mobile apps to enhance customer engagement and satisfaction.
26. **Solomon & Rabolt (2009)** Fashion is a billion-dollar industry employing millions of people around the world. Ever since the economy became more global. Consumers have to a large extent been affected by this fast-evolving industry. Fashion reflects our society and our culture, likewise it reflects how people define themselves. People tend to equate fashion with clothing and accessories even though fashion processes affect all types of cultural phenomena. Fashion can be found in almost any human activity. The term involves change and can be defined as series of short-term trends.

27. **Osterwalder and Pigneur (2010)** have introduced frameworks like the Business Model Canvas, which offer insights into various E-commerce business models, from traditional online retail to subscription services and platform-based models.
28. **Alam and Yasim (2010)** reported that website design, reliability, product variety and delivery performances are the four key factors influencing consumers' satisfaction of online shopping.
29. **Harcourt W. (Ed.). (2011).** Women at Inter-net: creating new cultures in cyberspace. United Kingdom: Biddles Ltd. Explores women's access to and knowledge of the Internet, across the world, and suggest concrete implications in order to in-crease women's engagement with new in-formation technologies.
30. **Khan (2011)** he said that "E-commerce is benefiting from several positive trends, including the continued roll out of broadband, increasing use comfort shopping online and the decline of certain brick-and- mortal retailers."
31. **Jush and Ling (2012)** he said that "Online shopping as the process a customer takes to purchase a service and product over the internet. A consumer may at his or her leisure buy from the comfort of their own home products from an online store."
32. **Geissler (2012)**, the shopping motivation literature is abounded with various measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking), therefore, innovative and risk aversion were included in this study to capture several of these traits. Measures by Donahue and Gilliland were used to measure innovative and risk aversion. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this competition era all the online marketers should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new Scheme Day by day to attract the new customers.
33. **Dr. Renuka Sharma (2014)** stated that there is huge scope of web-stores in various areas and in almost all the segments. The young population is the biggest attraction of this industry and they may contribute substantially to the growth of online shopping in India. The majority of internet users are youngsters, the majority of goods and services demanded are related to only this segment. Travel planning is one of the biggest services used by Indian online shoppers. The present study has several implications for business strategists.

34. **Verhoef et al. (2015)** explore the importance of integrating various customer touchpoints, including online and offline channels, to deliver a seamless and consistent shopping experience.
35. **Davis (2015)** proposed the Technology Acceptance Model (TAM), which has been widely applied to understand the factors influencing consumers' and businesses' adoption of E-commerce technologies. Subsequent research has extended TAM to examine factors like perceived usefulness and ease of use in the context of E-commerce.
36. **Lemon and Verhoef (2016)** discuss how social media platforms serve as channels for customer interactions, feedback, and engagement, influencing brand perceptions.
37. **Michael Adu Kwarteng (2016)** stated that the advent of the Internet continues to open new frontiers in digital marketing. One visible impact of the Internet in marketing has been the growing increase in online transactions which profits marketers and seemingly satisfies customers.
38. **Yu et al. (2016)** investigates the role of social commerce features within mobile apps and how social interactions influence purchasing behaviour.
39. **Lu et al. (2016)** explores the impact of location-based promotions and personalized content on user engagement and purchase behaviour in E-commerce apps.
40. **Nandhini bala subramaniam (2017)** "A comparative study on customer satisfaction between Amazon and flipkart customers in an education institution". The objective of this study was to identify the respondent's perception towards Amazon and myntra shopping and also to compare the customer satisfaction level and the post graduate students of the educational institution have been taking for the study and in the finding they found that Amazon has highly quality and product variety when compared to flipkart and the evident that they convey was both provide equal service in terms of payment facility.
41. **Pine and Gilmore (2017)** introduced the concept of the "Experience Economy," emphasizing the value of memorable experiences.
42. **Hofstede (2017)** Cross-cultural research, such as Hofstede's cultural dimensions, explores how cultural factors influence customer expectations and behaviours, impacting CX strategies in different regions.
43. **Awa et al. (2017)** examine how factors like mobile infrastructure, affordability, and user demographics influence M-commerce adoption and behaviour in developing countries.
44. **Dr.M.Rafiya meera and other (2017)** "preference of customers towards online

shopping application in the market and the objective of this research study is to study the factors in fluence the users to buy through shopping application and they used primary as well as secondary method for collecting data and they found out that customer are satisfied by the flipkart shopping application and most of the respondent prefer online shopping for the wide choice of goods.

45. **Turban et al. (2018)** traces the historical development of E-commerce from its early beginnings to its current status as a dominant force in retail and business. Understanding this evolution is crucial for contextualizing contemporary E-commerce trends.
46. **Kim et al. (2018)** discusses the importance of delivering a seamless experience across mobile, web, and in-store channels to meet the expectations of Omni channel shoppers.
47. **Chen et al. (2019)** investigates the role of mobile wallets in facilitating E-commerce transactions.
48. **Crawford (2019)** said that traditional consumer behavior online shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last post purchase behavior.
49. **Solomon (2020)** studied the online shopping and said that it is the study of the processes involved when an individual selects, purchases, uses of products, services, ideas, or experiences to satisfy needs and desires. Inview for the Internet to spread out as a retail channel, it is imperative to realize the consumer's mind-set, intention and conduct in light of the online buying practice.
50. **Gao et al. (2020)** explores the integration of AR for virtual try-ons and its impact on customer engagement and purchase decisions.

CHAPTER - 3

RESEARCH METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose.

Research methodology helps to find the satisfaction of respondents through E-commerce. This time research methodology is framed for the purpose of finding the satisfaction level of respondents in the current E-commerce platform. To know the attitude of the respondent's data is collected through a structured questionnaire.

3.1. RESEARCH DESIGN:

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2. SOURCES OF DATA:

Sources of information were collected through primary data and Secondary data during the course of research. Survey was conducted circulating questionnaires to respondents.

PRIMARY DATA

The primary data refer to fresh data from the people by the researcher themselves. Primary data are those which are collected fresh and for the first data. The data is collected through questionnaire method. It has been collected from the consumers.

SECONDARY DATA

Secondary data refers to the information or fact has been collected already through newspaper, related journal and through internet.

3.3. STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about respondents and the second part contained the respondent's opinions about E-commerce platform.

- Basic Introduction
- Personal Details
- Research related Questions

3.4. SAMPLE SIZE:

The sample size for this research project is 73.

SAMPLE DESIGN

It is a particular definite plan formulation before collecting the data from population.

The research should select a particular sample. In sampling, there are 2 types- probability sampling and non-probability sampling. In this research, only non-probability sampling is used.

➤ Sampling

- Sampling design: Non-probability sampling
- Sampling technique: Convenience sampling
- Sample unit: E-commerce users
- Sample size: 73 respondents

3.5. SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.6. AREA OF STUDY:

The targeted people are the users of e-commerce.

3.7. TOOLS FOR ANALYSIS

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are

3.7.1. PERCENTAGE ANALYSIS:

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the

participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.7.2. ANALYTICAL TOOLS (SPSS)

Tool for testing the Hypothesis (SPSS)

- Anova
- Correlation

ANOVA TEST

One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA.

CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

➤ PEARSON CORRELATION

The Pearson correlation coefficient (r) is the most common way of measuring a linear correlation. It is a number between -1 and 1 that measures the strength and direction of the relationship between two variables.

3.8. HYPOTHESIS:

HYPOTHESIS – 1

- H0: There is no significant difference between customer age and how often they shop online.
- H1: There is a significant difference between customer age and how often they shop online.

HYPOTHESIS – 2

- H0: There is no significant difference between customer occupation and overall satisfaction with e-commerce.
- H1: There is a significant difference between customer occupation and overall satisfaction with e-commerce.

CHAPTER – 4

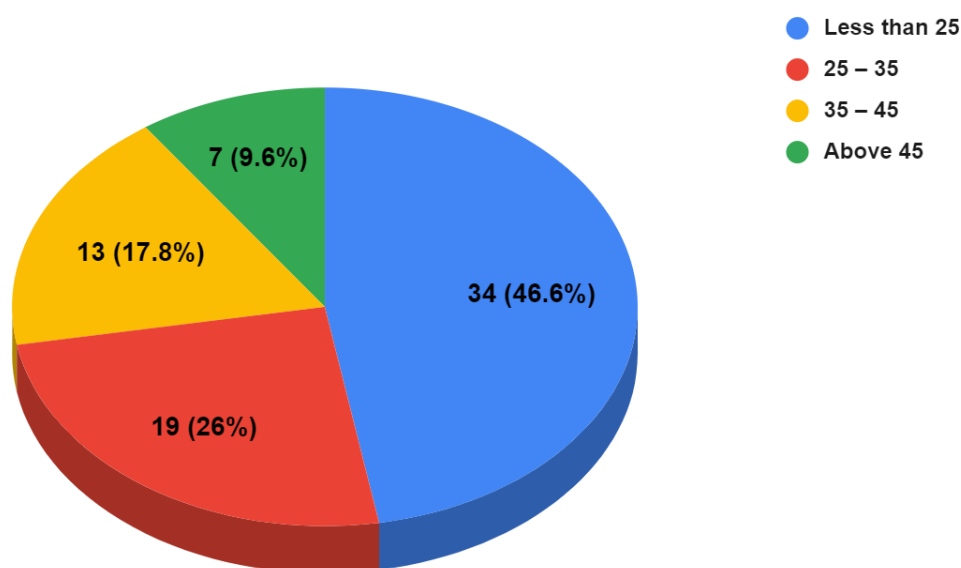
DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

4.1.1 Table indicating the age of respondents

S.No	Age	No of Respondents	Percentage analysis
1	Less than 25	34	46.6%
2	25 - 35	19	26%
3	35 - 45	13	17.8%
4	Above 45	7	9.6%
Total		73	100%

4.1.1 Table indicating the age of respondents



Interpretation

From the above table, it is interpreted that the number of respondents less than 25 years of age is 46.6%, between 25 and 35 years of age is 26%, between 35 and 45 years of age is 17.8%, and above 45 years of age are 9.6%.

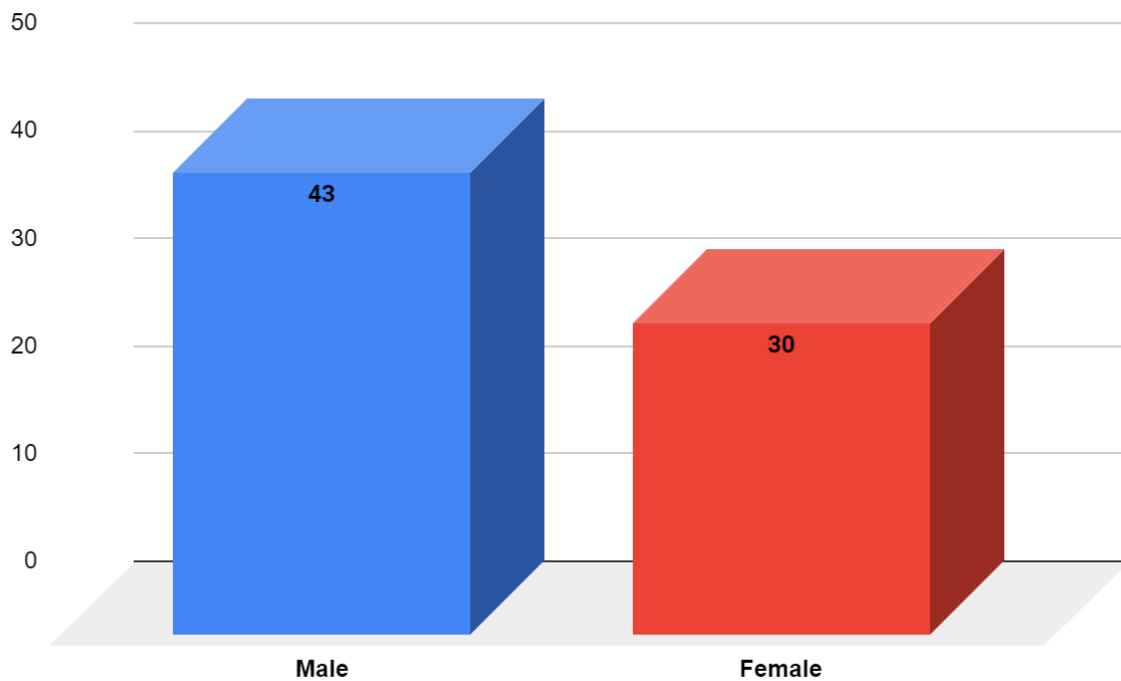
Inference

The majority 46.6% of the respondents belong to the age group of less than 25.

4.1.2 Table indicating the gender of respondents

S.No	Gender	No of Respondents	Percentage analysis
1	Male	43	41.1%
2	Female	30	58.9%
Total		73	100%

4.1.2 Chart indicating the gender of respondents



Interpretation

From the above table, it is interpreted that the gender of the respondents is male. 41.1% of respondents are male, while 58.9% are female.

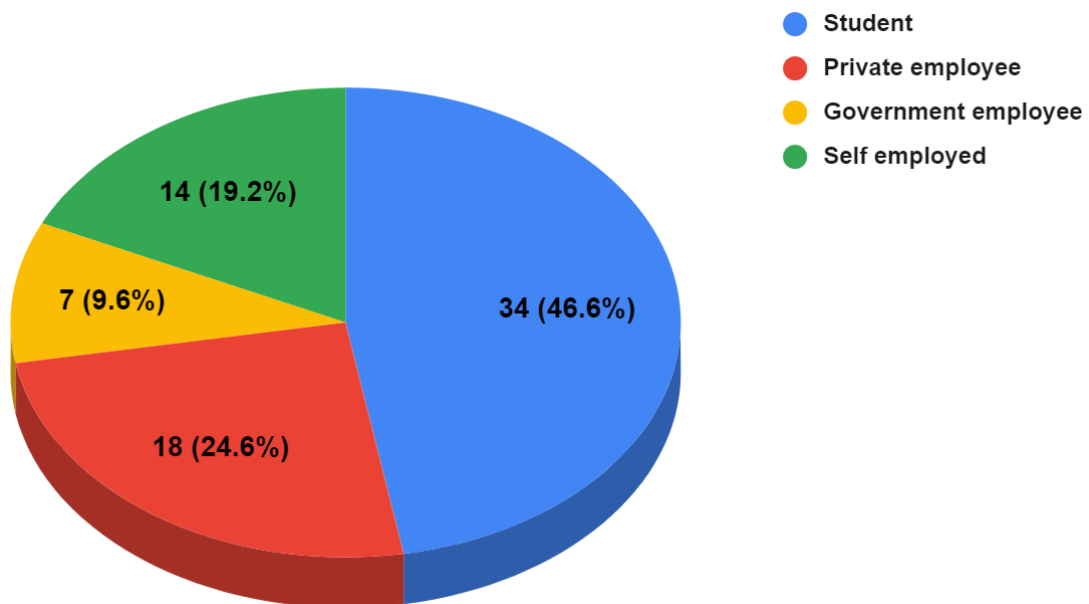
Inference

The majority 41.1% of the respondents are male.

4.1.3 Table indicating the occupation of respondents

S.No	Occupation	No of Respondents	Percentage analysis
1	Student	34	46.6%
2	Self employed	14	19.2%
3	Private employee	18	24.6%
4	Government employee	7	9.6%
Total		73	100%

4.1.3 Chart indicating the occupation of respondents



Interpretation

From the above table, it is interpreted that 46.6% of respondents are students, 19.2% are self-employed, 24.7% are private employees, and 9.6% are government employees.

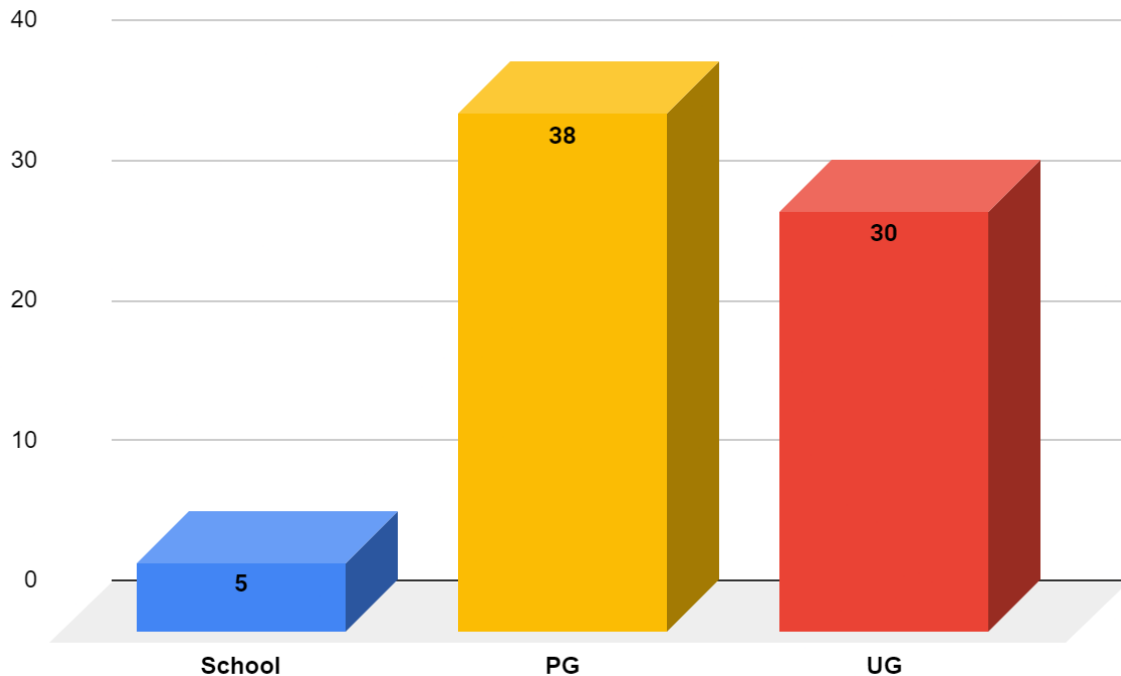
Inference

The majority 46.6% of respondents are students.

4.1.4 Table indicating the education qualification of respondents

S.No	Education qualification	No of Respondents	Percentage analysis
1	School	5	6.8%
2	UG	30	41.1%
3	PG	38	52.1%
Total		73	100%

4.1.4 Chart indicating the education qualification of respondents



Interpretation

From the above table, it is interpreted that the highest qualifications of respondents are: 6.8% are school level, 41.1% are UG, and 52.1% are PG.

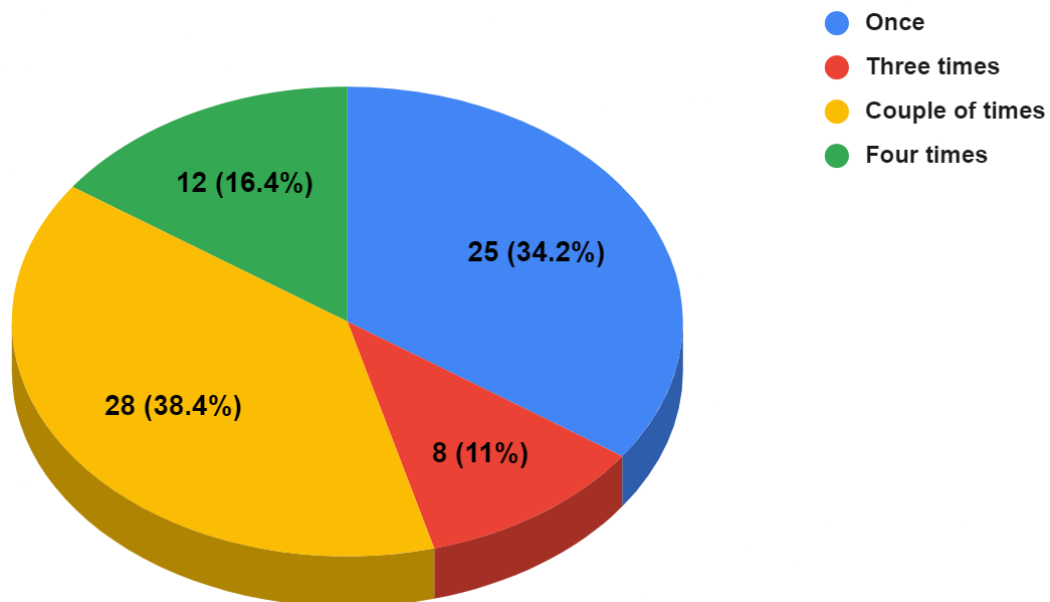
Inference

The majority of respondents with the highest qualifications (52.1%) are PG.

4.1.5 Table indicating how often the respondents purchase online per month

S.No	Responses	No of Respondents	Percentage analysis
1	Once	25	34.2%
2	Couple of times	28	38.4%
3	Three times	8	11%
4	Four times	12	16.4%
Total		73	100%

4.1.5 Chart indicating how often the respondents purchase online per month



Interpretation

From the above table, it is interpreted that the respondents shop often per month: 34.2% once, 38.4% a couple of times, 11% three times, and 16.4% four times.

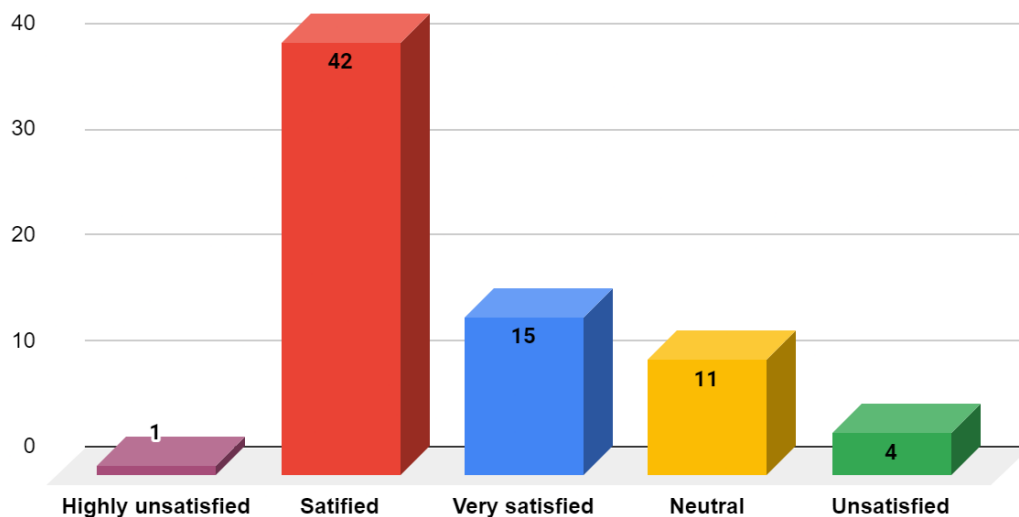
Inference

The majority of respondents buy often in e-commerce (38.4%) a couple of times.

4.1.6 Table indicating the satisfaction level of various factors in e-commerce for respondents

S.No	Responses	No of Respondents	Percentage analysis
1	Very satisfied	15	20.5%
2	Satisfied	42	57.5%
3	Neutral	11	15.1%
4	Unsatisfied	4	5.5%
5	Highly unsatisfied	1	1.4%
Total		73	100%

4.1.6 Chart indicating the satisfaction level of various factors in e-commerce for respondents



Interpretation

From the above table, it is interpreted that 20.5% of respondents are highly satisfied, 57.5% of respondents are satisfied, 15.1% of respondents are neutral, 5.5% of respondents are unsatisfied, and 1.4% of respondents are highly unsatisfied with price, product quality, shipping and delivery, and customer service on the e-commerce platform.

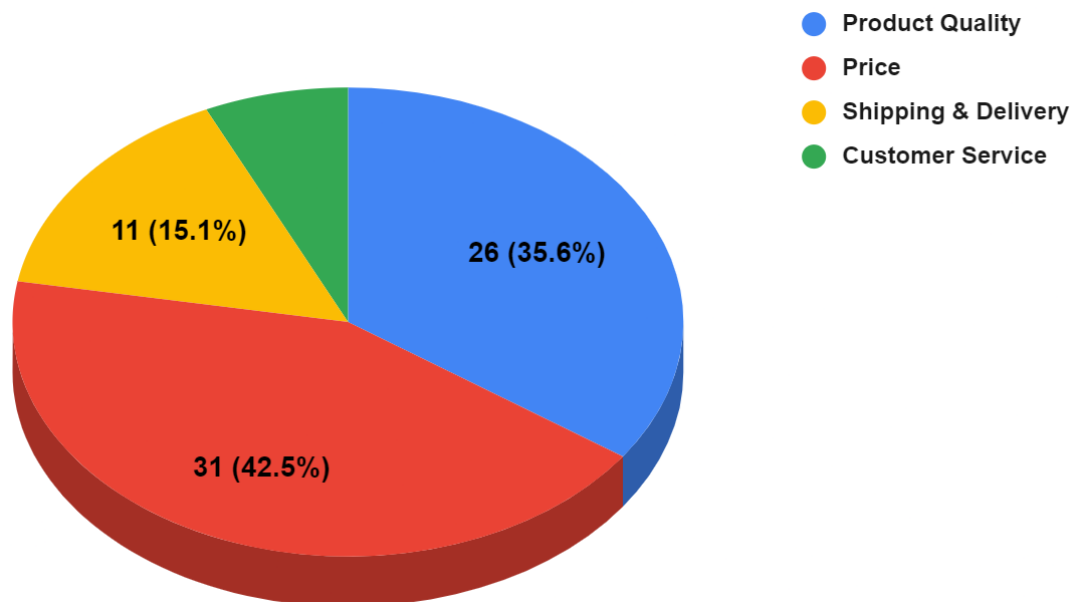
Inference

The majority 57.5% of respondents are satisfied with price, product quality, shipping and delivery, and customer service on the e-commerce platform.

4.1.7 Table indicating the factor that gives maximum satisfaction to respondents

S.No	Factors	No of Respondents	Percentage analysis
1	Price	31	42.5%
2	Product quality	26	35.6%
3	Shipping & delivery	11	15.1%
4	Customer service	5	6.8%
Total		73	100%

4.1.7 Chart indicating the factor that gives maximum satisfaction to respondents



Interpretation

From the above table, it is interpreted that 42.5% of respondents are satisfied maximum with price in e-commerce, 35.6% of respondents are satisfied maximum with product quality in e-commerce, 15.1% of respondents are satisfied maximum with shipping and delivery in e-commerce, and 6.8% of respondents are satisfied maximum with customer service in e-commerce.

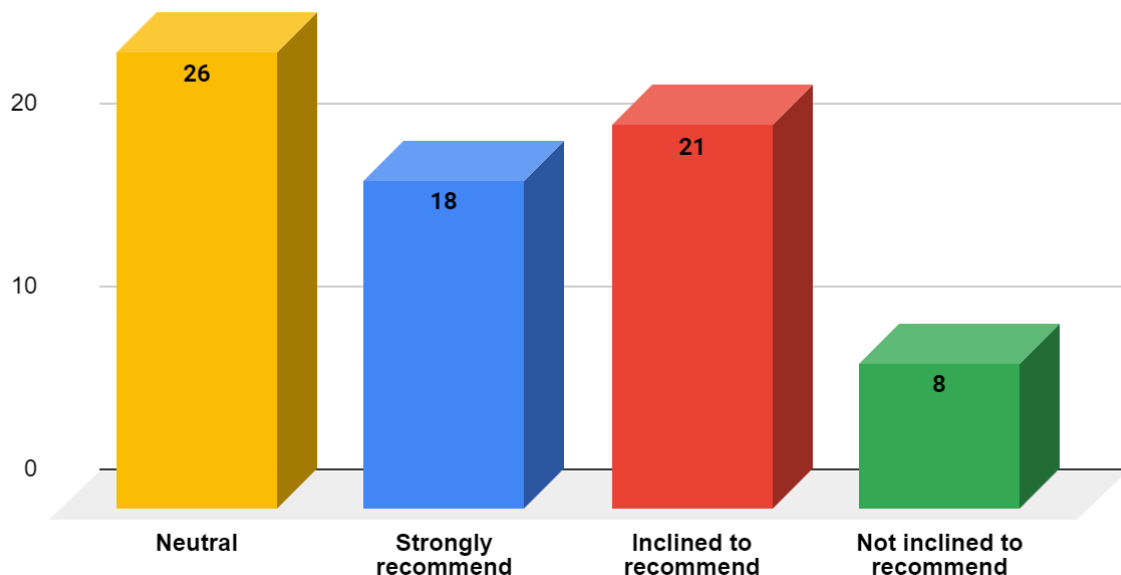
Inference

The majority 42.5% of respondents are satisfied with the price of the product in e-commerce.

4.1.8 Table indicating whether the respondents will recommend e-commerce to others

S.No	Responses	No of Respondents	Percentage analysis
1	Strongly recommend	18	24.7%
2	Inclined to recommend	21	28.8%
3	Neutral	26	35.6%
4	Not inclined to recommend	8	11%
5	Strongly discourage	0	0%
Total		73	100%

4.1.8 Chart indicating whether the respondents will recommend e-commerce to others



Interpretation

From the above table, it is interpreted that 24.7% of respondents will strongly recommend e-commerce to others, 28.8% of respondents will be inclined to recommend e-commerce to others, 35.6% of respondents will be neutral about recommending e-commerce to others, and 11% of respondents will not recommend e-commerce to others.

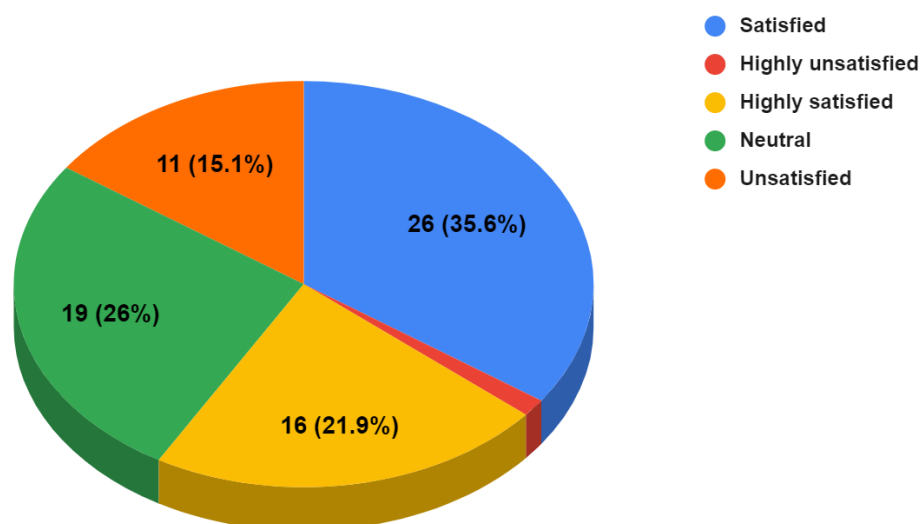
Inference

The majority 35.6% of respondents will be neutral about recommending e-commerce to others.

4.1.9 Table indicating the respondent's satisfactory level towards the return or exchange policy of e-commerce

S.No	Responses	No of Respondents	Percentage analysis
1	Highly satisfied	16	21.9%
2	Satisfied	26	35.6%
3	Neutral	19	26%
4	Unsatisfied	11	15.1%
5	Highly unsatisfied	1	1.4%
Total		73	100%

4.1.9 Chart indicating the respondent's satisfactory level towards the return or exchange policy of e-commerce



Interpretation

From the above table, it is interpreted that 21.9% of respondents are highly satisfied with the return or exchange policy of e-commerce, 35.6% of respondents are satisfied with the return or exchange policy of e-commerce, 26% of respondents are neutral with the return or exchange policy of e-commerce, 15.1% of respondents are unsatisfied with the return or exchange policy of e-commerce, and 1.4% of respondents are highly unsatisfied with the return or exchange policy of e-commerce.

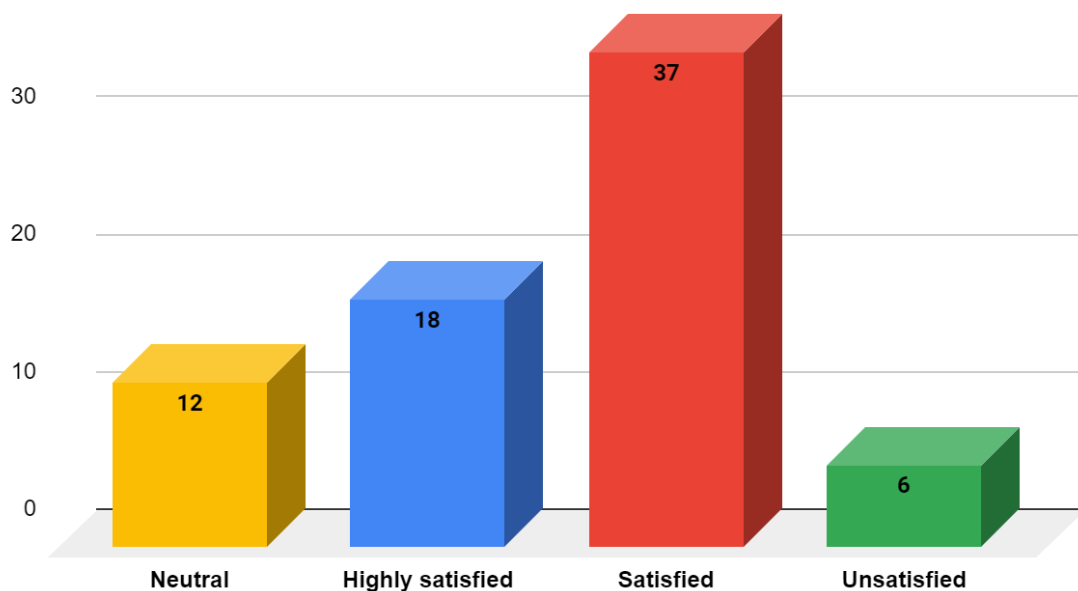
Inference

The majority of respondents, 35.6% are satisfied with the return or exchange policy of e-commerce.

4.1.10 Table indicating the overall experience of respondents with e-commerce

S.No	Responses	No of Respondents	Percentage analysis
1	Highly satisfied	18	24.7%
2	Satisfied	37	50.7%
3	Neutral	12	16.4%
4	Unsatisfied	6	8.2%
5	Highly unsatisfied	0	0%
Total		73	100%

4.1.10 Chart indicating the overall experience of respondents with e-commerce



Interpretation

From the above table, it is interpreted that 24.7% of respondents are highly satisfied with the overall experience with e-commerce, 50.7% of respondents are satisfied with the overall experience with e-commerce, 16.4% of respondents are neutral with the overall experience with e-commerce, 8.2% of respondents are unsatisfied with the overall experience with e-commerce, and none of the respondents is highly unsatisfied with the overall experience with e-commerce.

Inference

The majority of respondents, 50.7% are satisfied with their overall experience with e-commerce.

HYPOTHESIS – 1

- H0: There is no significant difference between customer age and how often they shop online.
- H1: There is a significant difference between customer age and how often they shop online.

ANOVA

Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	65.305	3	21.768	166.450	<.001
Within Groups	9.024	69	.131		
Total	74.329	72			

Interpretation:

The p value is 0.001 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. And H1 is rejected

Inference:

Therefore, there is a no significant difference between customer age and how often they shop online.

Correlations

		Age	How often do you shop online per month
Age	Pearson Correlation	1	.928**
	Sig. (2-tailed)		<.001
	N	73	73
How often do you shop online per month	Pearson Correlation	.928**	1
	Sig. (2-tailed)	.000	
	N	73	73

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The p value is 0.928 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the age and how often they shop online.

HYPOTHESIS – 2

- H0: There is no significant difference between customer occupation and overall satisfaction with E-commerce.
- H1: There is a significant difference between customer occupation and overall satisfaction with E-commerce.

ANOVA

Occupation of respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	58.218	3	19.406	61.627	<.001
Within Groups	21.727	69	.315		
Total	79.945	72			

Interpretation:

The p value is 0.001 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and H1 is rejected

Inference:

Therefore, there no is a significant difference between occupation and overall satisfaction towards E-commerce.

Correlations

		Occupation of respondents	Overall experience of respondents with e-commerce
Occupation of respondents	Pearson Correlation	1	.843**
	Sig. (2-tailed)		.000
	N	73	73
Overall experience of respondents with e-commerce	Pearson Correlation	.843**	1
	Sig. (2-tailed)	.000	
	N	73	73

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The p value is 0.843 which is greater than the significance value (0.05) hence null hypothesis (H_0) is accepted. Therefore, there is a significant difference between occupation and overall satisfaction towards E-commerce.

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. FINDINGS:

- The majority 46.6% of the respondents belong to the age group of less than 25.
- The majority 41.1% of the respondents are male.
- The majority 46.6% of respondents are students.
- The majority of respondents with the highest qualifications (52.1%) are PG.
- The majority of respondents buy often in e-commerce (38.4%) a couple of times.
- The majority 57.5% of respondents are satisfied with price, product quality, shipping and delivery, and customer service on the e-commerce platform.
- The majority 42.5% of respondents are satisfied with the price of the product in e-commerce.
- The majority 35.6% of respondents will be neutral about recommending e-commerce to others.
- The majority of respondents, 35.6% are satisfied with the return or exchange policy of e-commerce.
- The majority of respondents, 50.7% are satisfied with the overall experience with e-commerce.

5.2. SUGGESTIONS:

Conducting research on customer satisfaction in e-commerce involves a multi-faceted approach, considering various aspects of the customer journey. Here are some suggestions to guide your research:

- Use a mix of closed-ended and open-ended questions to gather quantitative and qualitative data.
- Conduct usability testing to evaluate the ease of navigation, clarity of information, and overall user experience on the e-commerce platform.
- Investigate the impact of accurate product descriptions, high-quality images, and customer reviews on purchasing decisions and satisfaction.
- Analyse the responsiveness and effectiveness of customer support channels, including live chat, email, and phone.
- Investigate the influence of personalized recommendations, targeted promotions, and personalized marketing on customer satisfaction.
- Examine the perceived security of online transactions and the impact on customer trust.
- Explore the impact of post-purchase communication, order tracking, and follow-up emails on customer satisfaction.
- Investigate the integration and impact of emerging technologies such as chatbots, artificial intelligence, and augmented reality on customer satisfaction.

5.3. CONCLUSION:

In conclusion, the study on consumer satisfaction towards e-commerce has handed precious perceptivity into the multifaceted dynamics that impact client guests in the digital business. The findings emphasize the critical significance of several crucial factors in shaping and optimizing satisfaction situations among online shoppers. Originally, the stoner experience surfaced as a vital element, with an emphasis on the significance of stoner-friendly interfaces, flawless navigation, and mobile responsiveness. The ease with which guests can browse, elect, and purchase products significantly contributes to overall satisfaction, pressing the need for nonstop enhancement in website design and functionality. Product- related aspects, including accurate product information, high- quality illustrations, and client reviews, play a vital part in shaping coping opinions and impacting satisfaction situations. The quality of products entered, coupled with transparent and effective logistics and fulfilment processes, further contribute to overall client pleasure. Client service surfaced as a crucial determinant of satisfaction, emphasizing the significance of responsive and effective communication channels. The capability to address pre and post-purchase inquiries instantly, coupled with streamlined issue resolution processes, significantly impacts guests' comprehensions of thee-commerce platform. The study also stressed the influential part of personalization and recommendation algorithms, indicating that acclimatizing the shopping experience to individual preferences appreciatively impacts client satisfaction. Also, the integration of arising technologies, similar as chat-bots and artificial intelligence, has the eventuality to further enhance client relations and overall satisfaction. As thee-commerce geography continues to evolve, businesses must fete the significance of structure and maintaining trust. Security in online deals, transparent sequestration programs, and dependable client support contribute to the establishment of trust, fostering long- term client fidelity. In conclusion, the exploration provides practicable perceptivity fore-commerce businesses seeking to enhance their client satisfaction strategies. By addressing the linked areas of enhancement, businesses can't only meet but exceed client prospects, creating a positive feedback circle that fosters fidelity, positive word- of- mouth, and sustained success in the competitive digital business. Eventually, client satisfaction stands as a foundation for the uninterrupted growth and substance of e-commerce enterprises in an ever-evolving and dynamic geography.

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ANNEXURE – QUESTIONNAIRE

A STUDY ON CUSTOMER SATISFACTION TOWARDS

E-COMMERCE PLATFORM

1. Name

2. Age

- a) less than 25
- b) 25 – 35
- c) 35 – 45
- d) 45 -55
- e) above 55

3. Gender:

- a) Male
- b) Female

4. Occupation:

- a) Student
- b) Private employee
- c) Government employee
- d) Self employed

5. What is your highest level of educational?

- a) SSLC
- b) UG
- c) PG

6. How often do you shop online per month?

- a) Once
- b) Couple of times
- c) Three times
- d) Four times

7. Give your satisfaction level on the following factors (Price, Product quality, Shipping and delivery, Customer service, User-friendliness of the website)

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

8. Which of the following factor provides you the maximum satisfaction in online shopping?

- a) Price
- b) Product quality
- c) Shipping and delivery
- d) Customer service

9. To what extent would you endorse online shopping to others, considering your recent experience?

- a) Strongly recommend
- b) Inclined to recommend
- c) Neutral
- d) Not inclined to recommend
- e) Strongly discourage

10. What is your experience with product returns/exchanges due to item damage or defective, item does not match description, purchase arrived too late, or wrong item received?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Unsatisfied
- e) Highly unsatisfied

11. How satisfied are you with your overall online shopping experience?

- a) Highly satisfied

- b) Satisfied
- c) Neutral
- d) Unsatisfied
- e) Highly unsatisfied