

Research Article

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A study on customer satisfaction towards online purchase

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Abstract

Keywords

E-commerce,
social media,
online purchasing,
Customer
satisfaction.

Online shopping has rapidly evolved into an essential component of modern consumer lifestyle, driven by the growth of e-commerce, digital payment system and widespread smartphone usage. Customer satisfaction plays a pivotal role in shaping consumer behavior in this domain influenced by factors such as product quality, website usability, delivery service pricing, payment security and customer support. High levels of satisfaction consumer loyalty, positive reviews, and overall business growth online shopping offers including 24/7 availability a wide variety of products, easy price comparison, multiple payment modes, home delivery customer reviews and rating as well as convenient return and refund policies. The study underscores the importance of customer satisfaction as a driver of sustainable success in the digital marketplace.

Introduction

Online shopping transformed the purchase of goods and services by providing convenience wide variety of products prices and door step delivery the internet connectivity smartphone usage and digital payment system has made E-commerce an integral part of consumer's daily lives. Consumers expect convenient browsing secure payment methods, fast delivery, high quality products and

reliable consumer service. Consumers are more likely to make repeat purchase and recommend the platforms to others online shopping is the process whereby customer directly buy goods or services from a seller in real-time without an intermediary. It is also called online retailing. In other words, it is a form of electronic commerce which allow customers to directly buy goods or service from a seller over the internet using a web browser.

Objectives of study

- To identify the social media platform that influence consumer online purchasing decisions to measure the overall satisfaction level of consumers with their online shopping experience. To identify the features of online shopping that attract consumers, such as discounts, delivery time, packaging and cash on delivery options

Scope of study

The study will examine how different social media platforms (such as Facebook, Instagram and YouTube) shape consumer perceptions and drive online purchasing decisions. It will evaluate consumer opinions on the round-the-clock accessibility of online shopping service, and how this impacts convenience, trust and purchase frequently.

The research will identify key features that attract consumers – including discounts, delivery speed, packaging quality, and cash on delivery options and assess their relative importance. The scope extended to understanding how these factors.

Limitations of study

The study may rely on a limited number of respondents which restricts the ability to results to the wider population. If its data collected from a specific region or demographic group, findings may not represent consumers in other areas or cultural contexts.

Online shopping platform and consumers preference change results may become new technology payment methods or marketing.

Review of Literature

Kol & Lissitsa 2024 investigated consumer information search behaviour on social networking sites for accommodation choices,

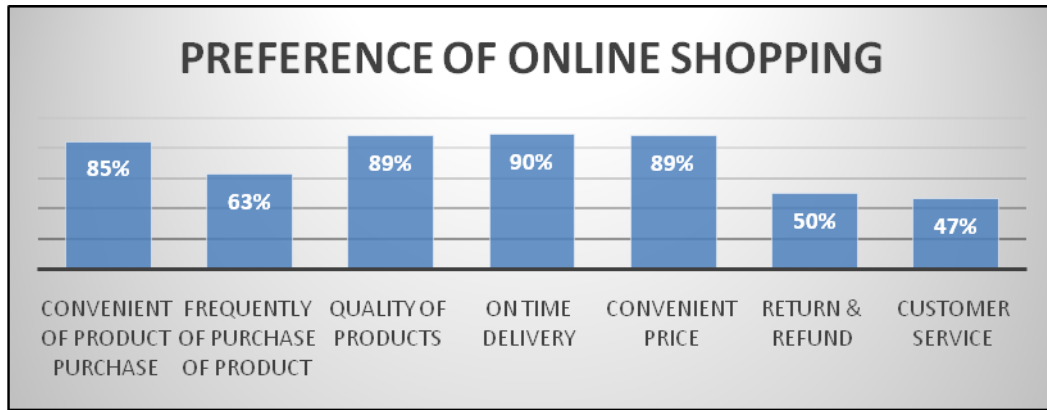
focusing on the perceived values of information. Including Instagram Facebook groups and personal profiles using analysis the findings revealed the consumers preferred seeking information through Facebook groups and Instagram rather than personal profiles and messaging options such as friends and relative different values were linked preference highlighting variations in consumer search behaviour

Greeni, Horlings and Soini (2020) have discovered in their research that consumer online behaviour is changing very drastically and had witnessed a change in traditional consumers and modern consumers behaviour changes a result of the adoption of new technology and becoming addicted to it this addiction and overdependence on the technology influence the consumers to change their decisions through promotional methods thus end up buying the products

M.Vidya, P. (2019). The author's research revealed that various demographic factors, such as age, gender, and occupation, play a role in shaping individuals' perceptions of a product. Additionally, some customers demonstrate behavior of adding products to their cart but hesitating to complete the purchase due to concerns about online purchasing risks and potential low product quality.

Preference of online shopping

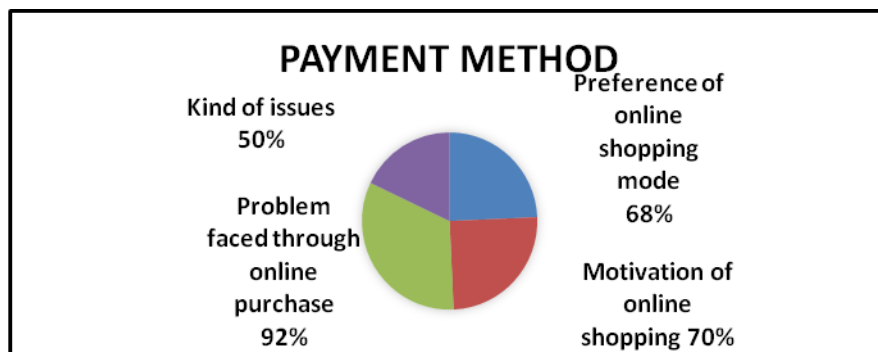
Convenient of product purchase	85%
Frequently of purchase of product	63%
Quality of products	89%
On time delivery	90%
Convenient price	89%
Return & refund	50%
Customer service	47%



Consumers mostly prefer online shopping because it combines reliability on time delivery 90% assurance quality of products and affordability convenient pricing 89% together these factors create a strong perception of value, making online shopping the most suitable and appealing choice for modern buyers.

Payment method

Preference of online shopping mode	68%
Motivation of online shopping	70%
Problem faced through online purchase	92%
Kind of issues	50%



Online shopping widely preferred problem faced through online purchase 92% and motivation of online shopping 70% in payment method making online shopping the most suitable and appealing choice for modern buyers.

Findings

The study found that Amozon and Flipkart are the portals plays a vital role in online shopping. People opt online shopping majorly because of the discounts and offers and next is the convenience and they also show equal importance to time saving, regarding the payment most of the respondents go with UPI payment which is more convenient and safe.

Suggestions

Online shopping platforms should have quality control measure to reduce the number of damaged or defective product received by customers. Additional cashback rewards and discounts for digital payments may be offered to encourage the respondents to go with online mode of payments. Online shopping portals may have promotional methods like more discounts and offers to attract more customers.

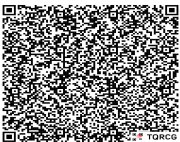
Conclusions

The customers are generally satisfied with online shopping but there are still areas that need to be improved like quality control to reduce damaged

or defective of product, on time delivery safe payment methods, after sale services, return and refund process may be simple and quicker will further increase customer confidence. Discount and reasonable price and promotional offers should continue as they are the main reasons customer prefer online shopping retailers should also continue to invest in secure payment systems in UPI and offer cashback and other rewards wide range products, detailed product descriptions in high quality images, genuine customer reviews and 24/7 customer support will improve customer satisfaction and encourage more people to shop through online.

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