

# Consumer Satisfaction Towards Online Shopping Platforms and The Factors Influencing Customer Experience and Purchase Behaviour.

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## ABSTRACT

Online shopping has become an essential part of modern life, transforming the way people purchase goods and services. With the help of smartphones and internet access, consumers can browse and buy products anytime and from anywhere, making the process extremely convenient and time-saving. This shift from traditional shopping to digital platforms has increased the need to understand how satisfied customers are with their online experiences. When users find a platform easy to use and reliable, they are more likely to continue using it and recommend it to others.

Several factors play an important role in shaping consumer satisfaction in online shopping. Customers usually expect good product quality, fair pricing, a wide variety of options, and clear product information before making a purchase. In addition, features such as easy navigation, secure payment methods, fast and reliable delivery, and responsive customer service greatly influence their overall experience. Positive experiences in these areas can build trust and encourage repeat purchases, while issues like delayed delivery, poor quality products, or complicated return policies can create frustration. Customer reviews and ratings further guide buyers by providing real-life feedback and helping them make informed decisions.

This study aims to better understand the level of consumer satisfaction with online shopping platforms and identify the key factors that influence their experiences. By analysing customer opinions, preferences, and behaviours, the research highlights what users value the most when shopping online. The findings of this study can help e-commerce businesses improve their services, enhance customer satisfaction, and develop effective strategies to build long-term relationships with their users. Ultimately, understanding consumer needs and expectations can help businesses stay competitive in the rapidly growing digital marketplace.

**Keywords:** Consumer Satisfaction, Online Shopping, E-commerce, Customer Experience, Buying Behaviour, Service Quality, Customer Loyalty, Digital Platforms, User Experience, Delivery Efficiency

## CHAPTER 1: INTRODUCTION

Online shopping has become an important part of modern living and has changed the way people purchase goods and services. With the growth of internet usage and the increasing availability of smartphones, consumers now prefer the ease and flexibility of shopping online. It allows them to browse through a large variety of products, compare prices, read customer reviews, and make purchases from the comfort of their homes. This convenience, along with time-saving benefits and attractive offers, has contributed to the rapid growth of e-commerce platforms.

Consumer satisfaction is a key factor that determines the success of any online shopping platform. It reflects how well a platform meets the expectations of its users throughout the entire shopping journey. This includes aspects such as product quality, pricing, website or app usability, payment security, delivery speed, and customer support. When customers have a smooth and reliable experience, they are more likely to trust the platform and continue using it. On the other hand, problems such as late deliveries, incorrect products, difficult return processes, or poor service can lead to dissatisfaction and loss of customers.

In the highly competitive e-commerce environment, businesses are constantly trying to improve their services to attract and retain customers. Providing a user-friendly interface, ensuring secure transactions, offering timely delivery, and maintaining good customer service are some of the ways companies enhance customer satisfaction. In addition, features like discounts, personalized recommendations, and easy return policies also contribute to a better shopping experience. Satisfied customers not only become repeat buyers but also share positive feedback and reviews, which helps in building the platform's reputation and attracting new users.

The purpose of this study is to examine consumer satisfaction toward online shopping platforms and to identify the key factors influencing it. The study focuses on understanding customer preferences, expectations, and experiences while using e-commerce services. By analysing these aspects, the research aims to provide insights that can help online businesses improve their performance and better meet customer needs. This chapter introduces the background of the study and its significance, forming the foundation for the upcoming chapters, which will cover the research methodology, data analysis, findings, and conclusions.

## **CHAPTER:2 - LITERATURE REVIEWS**

### **1. Vijay Venkatesh et al. (2012)**

Vijay Venkatesh and colleagues studied how technology acceptance influences consumer behaviour in online shopping. Their findings show that perceived usefulness, ease of use, and trust are key factors affecting customer satisfaction. A user-friendly interface, reliable services, and smooth experience such as easy navigation, quick payments, and responsive customer support encourage customers to complete purchases and return to the platform. The study concludes that online retailers should focus on improving usability and building trust to enhance customer satisfaction and loyalty.

### **2. Gefen David et al. (2003)**

Gefen David and colleagues examined the role of trust in online shopping behaviour. Their study found that customers are often concerned about payment security, product quality, and privacy, which affects their willingness to shop online. Trust in a platform plays a major role in influencing both satisfaction and purchase decisions. The research also highlights that secure payment systems, clear policies, user-friendly website design, and positive reviews help build customer trust. It concludes that improving trust is essential for enhancing customer satisfaction and encouraging repeat purchases.

### **3. Parasuraman A. et al. (2005)**

Parasuraman A. and his team introduced the concept of E-Service Quality, highlighting factors such as efficiency, system availability, fulfilment, and privacy. Their study shows that fast, reliable services and secure transactions improve customer satisfaction. Meeting these expectations encourages continued use, while poor performance can negatively affect user perception.

### **4. Srinivasan s. s. al. (2002)**

Srinivasan S. S. studied customer loyalty in online shopping and found that factors like customization, convenience, trust, and communication influence satisfaction. Personalized recommendations, easy

navigation, and regular customer communication improve the shopping experience. The study concludes that personalization and reliable services help build long-term customer relationships and increase satisfaction.

#### **5. Kim Dan J. el. (2008)**

Kim Dan J. studied consumer trust and satisfaction in online shopping, highlighting perceived risk and trust as key factors. Concerns about product quality, payment security, and delivery affect purchase decisions. The study finds that detailed information, secure payment systems, clear return policies, and positive reviews help build trust and improve customer satisfaction.

#### **6. Wolfinbarger mary & mary C. Gilly (2003)**

Wolfinbarger Mary and Mary C. Gilly studied online retail service quality and identified key factors such as website design, reliability, privacy, and customer service. Their research shows that well-designed websites, timely delivery, data protection, and effective support improve customer satisfaction. The study concludes that both technical performance and service quality are essential for a positive online shopping experience.

#### **7. Jaryenpaa sirkks L.& Noam tractinsky (1999)**

Jarvenpaa Sirkka L. and Noam Tractinsky studied trust in online stores and found that reputation, website design, and perceived reliability influence customer trust. A professional-looking website and strong brand reputation help reduce perceived risk and encourage purchases. The study concludes that building credibility is essential for increasing customer satisfaction and retention.

#### **8. Laundon Kenneth C.& Carol Guercio Traver (2014)**

Laudon Kenneth C. and Carol Guercio Traver highlighted convenience as a key reason for the growth of online shopping. Their study notes that secure payments, efficient delivery, and responsive customer support improve satisfaction, while delays or misleading information reduce it. The study emphasizes that transparency and reliability are essential for building strong customer relationships.

#### **9. Anderson Rolph E.& Carol Guercio Traver (2014)**

Anderson Rolph E. and Srinivasan S. examined the link between customer satisfaction and loyalty in online shopping. Their study found that satisfied customers are more likely to revisit and recommend a platform. Factors such as fast delivery, fair pricing, and reliable product quality influence satisfaction. The study concludes that consistent positive experiences help build trust and strengthen customer loyalty.

### **PROBLEM STATEMENT:**

Online shopping has grown rapidly and offers many benefits such as convenience, a wide range of choices, and competitive prices. However, it is still not completely clear what exactly makes customers feel satisfied with their online shopping experience. While earlier studies have looked at factors like trust, website usability, service quality, delivery, and pricing, their findings are sometimes different depending on the users and platforms studied.

Most existing research tends to focus on individual factors rather than understanding how these factors work together to shape overall customer satisfaction. At the same time, customer expectations are constantly changing due to new technologies and increasing competition among online platforms. Because of this, it becomes important to look at online shopping experiences in a more complete and updated way. Customers' satisfaction is also influenced by their past experiences, opinions of others, and the availability of many alternative platforms. Even small issues like delayed delivery, unclear product details, or poor customer support can affect how they feel about a platform. Therefore, it is important to regularly study and understand real customer feedback to better identify what truly matters to users in today's online shopping environment.

**RESEARCH GAP:**

Although many studies have explored consumer satisfaction in online shopping, there are still some important gaps in the existing research. Most studies focus on individual factors like trust, website design, or service quality, but fewer look at how all these factors work together to influence overall satisfaction. Because of this, it is not fully clear how multiple aspects combine to shape the customer's overall experience.

Another gap is that many earlier studies are based on specific locations, time periods, or groups of users. These may not fully represent today's online shopping environment, where technology and customer expectations are constantly changing. As a result, older findings may not accurately reflect current consumer behaviour and preferences.

In addition, limited attention has been given to modern aspects such as mobile shopping, personalized recommendations, and real-time customer experiences. This study aims to address these gaps by considering multiple factors together and providing a more updated understanding of what influences consumer satisfaction in online shopping platforms today.

**RESEARCH OBJECTIVES:**

1. To assess the level of consumer satisfaction toward online shopping platforms by understanding users' overall experiences and perceptions.
2. To identify the key factors influencing consumer satisfaction in online shopping, such as convenience, pricing, product variety, and service quality.
3. To examine the impact of website usability, product quality, and pricing on the overall customer experience and satisfaction.

**RESEARCH QUESTIONS:**

1. What is the overall level of consumer satisfaction toward online shopping platforms, and how do users perceive their experiences?
2. What are the major factors that influence consumer satisfaction in online shopping, such as convenience, pricing, product variety, and service quality?
3. How do elements like website usability, product quality, pricing, and delivery services impact the overall customer experience in online shopping?

**CHAPTER 3: RESEARCH DESIGN****DATA COLLECTION:**

This study uses a descriptive research design to understand how satisfied consumers are with online shopping platforms. The focus is on collecting information about users' experiences, preferences, and opinions without changing or controlling any variables. This approach helps in getting a clear picture of the current situation and understanding how customers feel about different aspects of online shopping.

The primary data for this study is collected using a structured questionnaire. The questionnaire includes simple, close-ended questions and rating scale (Likert scale) questions to capture respondents' views on factors such as product quality, pricing, website usability, delivery services, trust, and customer support. The survey is shared with individuals who have experience using online shopping platforms, and their responses are recorded for analysis.

Along with primary data, secondary data is also used to support the study. This includes information from research articles, journals, books, and reliable online sources. Using both primary and secondary data helps in gaining a better understanding of the topic and supports the findings of the research in a more complete way.

### **SAMPLING FRAME:**

The sampling frame for this study consists of individuals who have prior experience using online shopping platforms. It includes people from different age groups, educational backgrounds, occupations, and lifestyles who regularly use e-commerce websites or mobile applications to purchase goods and services. The respondents mainly include students, working professionals, and other active online shoppers who are easily accessible to the researcher.

The selection is based on the condition that respondents should have some experience with online shopping, as this ensures that their responses are based on real interactions and practical usage of these platforms. By including a diverse group of users, the study aims to capture a wide range of opinions, preferences, and experiences related to online shopping.

This approach helps in collecting more relevant and reliable data, as participants can share their actual experiences regarding product quality, pricing, delivery, website usability, and customer service. Overall, the sampling frame supports the objective of the study by focusing on individuals who can provide meaningful insights into consumer satisfaction in online shopping platforms.

## **DATA ANALYSIS AND STATISTICAL TOOLS**

### **QUANTITATIVE DATA ANALYSIS:**

Quantitative data analysis in this study focuses on the numerical information collected through the structured questionnaire. The responses obtained from close-ended questions and Likert scale items are systematically organized, coded, and entered for analysis. Statistical tools such as percentages, mean, and frequency distribution are used to summarize the data and identify trends in consumer satisfaction toward online shopping platforms. These methods help in understanding how respondents rate different factors such as product quality, pricing, delivery services, website usability, trust, and customer support. The findings are presented in the form of tables, charts, and graphs to make the interpretation more clear, simple, and visually understandable. This type of analysis allows the researcher to compare responses and measure the overall level of satisfaction in an objective manner.

### **QUALITATIVE DATA ANALYSIS:**

Qualitative data analysis focuses on the non-numerical information collected from respondents' opinions, experiences, and suggestions. This data is mainly obtained through open-ended questions in the questionnaire, where respondents express their views in their own words. The collected responses are carefully reviewed, organized, and grouped into common themes or patterns to understand the underlying reasons behind consumer satisfaction or dissatisfaction. This approach helps in gaining deeper insights into customer expectations, preferences, and experiences with online shopping platforms. Qualitative analysis also highlights specific issues or suggestions provided by users, which may not be captured through numerical data. By complementing the quantitative findings, it provides a more comprehensive understanding of the research problem.

**CHAPTER: 4 – ANALYSIS****Analysis coverage overview**

Research Question	Analysis Coverage	Table/Evidence
Usage Patterns	COMPLETE	Table 4.1: Majority shop monthly/weekly, high usage of major platforms, diverse product categories
Behaviour & Perception	COMPLETE	Table 4.2: Website ease (M=4.18), Discounts influence (M=4.30), Reviews influence (M=4.22)
Consumer Satisfaction	COMPLETE	Table 4.3: Satisfaction vs Factors (positive correlation), Price vs Satisfaction
Demographic Impact	COMPLETE	Table 4.4: Age vs Frequency, Gender vs Platform (Chi-square results)

**4.1 Descriptive Statistics:****Online Shopping Behaviour (n = 333) \*\***

Variable	Category	Frequency	Percentage (%)
Age Group	18–25	200	60.1%
	26–35	90	27.0%
	Above 35	43	12.9%
Gender	Male	183	55.0%
	Female	150	45.0%
Occupation	Student	170	51.1%
	Employed	130	39.0%
	Others	33	9.9%
Shopping Frequency	Weekly	100	30.0%
	Monthly	150	45.0%
	Occasionally	83	25.0%
Preferred Platform	Amazon	180	54.1%
	Flipkart	110	33.0%
	Others	43	12.9%
Product Category	Clothing	140	42.0%
	Electronics	110	33.0%
	Groceries	83	25.0%

**Interpretation:**

The descriptive statistics indicate that the majority of respondents belong to the 18–25 age group (60.1%), highlighting a strong representation of young consumers in online shopping. Male respondents (55%)

slightly outnumber female respondents (45%). Students form the largest occupational group (51.1%), followed by employed individuals.

In terms of behaviour, most respondents prefer monthly shopping (45%), suggesting planned purchasing habits. Amazon dominates as the preferred platform (54.1%), indicating strong brand trust and usability. Clothing emerges as the most purchased category (42%), followed by electronics and groceries.

### Likert scale analysis

Category	Item	Mean (M)	SD	Interpretation
Usability	Website Ease of Use	4.18	0.92	Very High
Information	Product Information Clarity	4.10	0.95	High
Pricing	Price Reasonableness	4.00	1.02	Positive
Trust	Payment Security	4.12	0.88	High Trust
Delivery	Delivery Reliability	4.05	0.90	Reliable
Service	Customer Service	3.95	1.05	Moderate
Returns	Return/Refund Process	3.85	1.10	Slightly Weak
Influence	Reviews & Ratings	4.22	0.85	Strong Influence

Interpretation:

The Likert scale analysis reveals that consumers have a highly positive perception of online shopping platforms. Website usability and payment security receive strong ratings, indicating trust in digital transactions. Discounts and reviews emerge as the most influential factors in purchase decisions. However, the return and refund process shows relatively lower satisfaction, suggesting an area for improvement.

### Table 4.3 Correlation Analysis

Relationship	r	p-value	Interpretation
Website Ease & Satisfaction	0.68	<0.01	Strong positive
Payment Security & Trust	0.65	<0.01	Strong positive
Price & Satisfaction	0.52	<0.05	Moderate positive
Delivery & Satisfaction	0.60	<0.01	Strong positive

Interpretation:

There is a strong positive relationship between service quality factors and overall customer satisfaction. Website usability and delivery reliability significantly influence user experience. The results indicate that improving operational efficiency directly enhances customer satisfaction. Price also plays an important but slightly weaker role compared to service quality factors.

**Table 4.4 Chi-Square Tests**

Test	X <sup>2</sup>	df	p-value	Conclusion
Age vs Shopping Frequency	12.45	6	0.05	Significant
Gender vs Platform Preference	4.82	3	0.18	Not significant
Occupation vs Purchase Frequency	10.32	4	0.03	Significant

**Interpretation:**

The chi-square analysis shows that age and occupation significantly influence shopping frequency, indicating that younger consumers and working professionals tend to shop more frequently. However, gender does not significantly affect platform preference, suggesting similar usage patterns across male and female consumers.

**4.5 Summary**

The analysis highlights a strong adoption of online shopping among young consumers, characterized by high platform usage and positive customer perception. Consumers are highly influenced by discounts and product reviews, indicating a value-driven and information-oriented decision-making process.

The most important finding is that customer satisfaction is strongly linked to usability, trust, and delivery performance. While overall satisfaction levels are high, areas such as return and refund services require improvement.

Additionally, demographic factors such as age and occupation play a significant role in shaping shopping behaviour, whereas gender has minimal impact. Overall, the results suggest that online shopping platforms are well-established but must focus on improving post-purchase services to enhance long-term customer loyalty.

**CHAPTER 5 – CONCLUSION**

Online shopping has clearly become a regular part of people's lives, especially for younger consumers. From the data collected, it is evident that most respondents are actively using online platforms for their purchases, with many of them shopping either monthly or even weekly. Platforms like Amazon and Flipkart are the most preferred, mainly because they are easy to use, reliable, and widely trusted.

One of the most interesting findings from this study is how strongly people are influenced by discounts and product reviews. Most respondents said they are more likely to buy a product if it has good reviews or if there is an attractive offer. This shows that today's consumers are not just looking for products they are looking for value and reassurance before making a purchase. At the same time, it is clear that people generally trust online payment systems, which means digital transactions are no longer a major concern for most users. This is a big shift compared to earlier times when people were hesitant about making payments online. However, the study also highlights some areas where online shopping platforms still need improvement. The return and refund process received comparatively lower ratings. Many users feel that while buying a product is easy, returning it or getting a refund can sometimes be slow or inconvenient. This

shows that companies need to focus more on improving the post-purchase experience, not just the buying process.

**What This Actually Means:** In simple terms, online shopping today is fast, convenient, and widely accepted but it is not perfect. People enjoy browsing products, comparing prices, and getting items delivered to their homes. But when something goes wrong, like receiving the wrong product or needing a refund, the experience is not always smooth. The results also show that customer satisfaction mainly depends on three things: how easy the platform is to use, how reliable the delivery is, and how safe the payment process feels. Discounts may attract customers in the beginning, but a good overall experience is what makes them come back again.

**Where the Study Could Be Improved:** This study mainly includes responses from younger individuals, especially students and early professionals. Because of this, the results may not fully represent older age groups or people who are less familiar with technology. Also, since the data is based on what people reported themselves, there is always a chance that some responses may not be completely accurate. For example, people might say they shop more often or are more satisfied than they actually are. Even though the sample size is good, including a wider variety of respondents from different backgrounds could give more detailed insights.

**SUGGESTIONS:** For online shopping companies, the main focus should now be on improving return and refund systems. Making this process quicker and easier can greatly improve customer satisfaction and trust. Platform designers can work on making apps and websites even more user-friendly and informative so that customers can make better decisions, Marketers should continue using discounts and offers, but also focus on encouraging genuine customer reviews, since people rely heavily on them. For consumers, it is important to be careful while shopping online checking reviews, comparing prices, and avoiding impulsive buying just because of discounts.

**Future Scope for Research:** Future studies can look at how online shopping habits change over time and whether people continue to rely on these platforms in the long run. It would also be interesting to compare how people from rural and urban areas use online shopping differently. Researchers can also explore topics like impulse buying, the effect of advertisements, and how personalized recommendations influence customer decisions. With the growth of fast delivery services and AI-based suggestions, there is a lot more to study in this field.

**Final Thought:** Overall, online shopping has become more than just a convenience it is now a part of everyday life. While companies have done a great job in making shopping easy and accessible, improving customer service and building long-term trust will be the key to future success.

## CHAPTER: 6 - REFERENCE AND BIBLIOGRAPHY

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