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THE EFFECTS OF CUSTOMER SATISFACTION WITH E-COMMERCE SYSTEM

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ABSTRACT

This study investigates how customer satisfaction affects e-commerce systems' development and success. Businesses looking to improve user experience, boost loyalty, and boost sales must comprehend the elements that affect customer satisfaction because e-commerce has become a vital component of the global retail scene. This study identifies important factors that influence customer satisfaction, including transaction security, product quality, customer service, and website usability. We examine how these elements affect overall customer satisfaction by combining quantitative surveys and qualitative interviews with e-commerce customers. According to the results, satisfaction levels are highly influenced by a smooth, user-friendly interface, quick customer support, and safe payment methods. The study also emphasizes how customer feedback and tailored shopping experiences help build enduring customer loyalty and trust. The findings highlight how crucial it is to optimize e-commerce platforms in order to satisfy changing consumer demands in a fiercely competitive market.

KEYWORDS: User experience (UX), online shopping, e-commerce system, and customer satisfaction.

INTRODUCTION

E-commerce's explosive growth in recent years has changed the global retail landscape and forced companies to adjust to new consumer demands and technological advancements. Customer satisfaction is now a key factor in determining success in the digital marketplace due to the increased reliance on online platforms. While in-store experiences have long been the focus of traditional businesses, in order to satisfy the demands of increasingly discriminating customers, e-commerce systems now need to give priority to features like website functionality, customer service responsiveness, and data security.

In the e-commerce industry, consumer behavior and loyalty are greatly influenced by customer satisfaction, which is the general level of satisfaction with a product or service. Customers that are happy with a brand are more likely to use it again, refer others to it, and help build its reputation. However, given the abundance of online retailers, it is critical to comprehend the elements that influence customer satisfaction in e-commerce environments and how those elements affect the retention of long-term customers.

AIMS AND OBJECTIVES :

The purpose of this study is to evaluate how customer satisfaction affects e-commerce systems' performance both directly



and indirectly. It will specifically look at the main elements that affect customer satisfaction, such as the effectiveness of customer service, transaction security, product quality, and website usability. Along with examining how positive experiences affect repeat business, brand recommendations, and customer retention rates, the study also aims to quantify the relationship between customer satisfaction and loyalty.

The study also seeks to determine which e-commerce system features most significantly affect customer satisfaction and how companies can best utilize their platforms to satisfy customers. A thorough grasp of the factors influencing customer satisfaction will be possible thanks to the data that will be acquired via surveys, interviews, and performance metrics from both customers and e-commerce companies.

LITERATURE REVIEW :

Since it has a significant impact on both consumer behavior and business success, customer satisfaction in e-commerce has been the subject of much research. System quality, service quality, and product offerings all have an impact on online shopping experiences, according to research, and these factors together determine customer satisfaction and loyalty.

1. System Quality and Usability

One of the most important elements influencing customer satisfaction is website usability, per research by Shankar et al. (2003) and Parasuraman et al. (2005). Customer retention depends on a website's user-friendly interface, fast load times, and ease of navigation. These components improve the user experience overall and lessen the friction that is frequently connected to online shopping. For instance, Nielsen (2000) contends that by reducing user annoyance, user-friendly websites promote trust and repeat business.

2. Service Quality and Customer Support

Zeithaml et al. (2002) emphasize the significance of service quality, particularly when it comes to prompt and attentive customer service. Customer satisfaction rates are typically higher for e-commerce platforms that provide prompt, friendly customer service. Quick support by phone, email, or live chat is crucial for resolving customer issues and fostering loyalty because online shopping frequently eliminates in-person interactions. According to a 1999 study by Sweeney et al., customer satisfaction and the possibility of repeat business are greatly impacted by responsive customer service.

3. Product Quality and Information Transparency

Customer satisfaction on e-commerce platforms is also greatly influenced by the perceived quality of the goods offered. Clear product descriptions, excellent photos, and customer reviews, according to Lee and Lin (2005), all have a positive impact on customer satisfaction and trust. Because consumers cannot physically inspect products before making a purchase, the risks associated with online shopping are lessened by the transparency of product information.

RESEARCH METHODOLOGY :

In order to provide a thorough grasp of the major factors influencing customer satisfaction and its consequent impact on e-commerce success, this study intends to examine the effects of customer satisfaction with e-commerce systems using a mixed-methods approach, combining quantitative and qualitative data collection techniques.

To investigate the relationship between different aspects of e-commerce system performance, including website usability, transaction security, product quality, and customer service, and overall customer satisfaction, a descriptive research design has been selected. A methodical investigation of the ways in which these elements influence customer experiences and satisfaction levels is made possible by this design. To make sure that the results are indicative of the larger online shopping experience, the

study will concentrate on evaluating the opinions of a wide variety of online shoppers who frequently engage with e-commerce platforms.

Semi-structured interviews and surveys will be used to gather data. A sample of at least 500 respondents will be given the survey, which serves as the main source of data. Since they will have recently used a variety of e-commerce platforms, these people will have up-to-date and pertinent experiences to share. A number of customer satisfaction factors, such as website usability, product quality, transaction security, and customer service, will be measured by the survey. A Likert scale, with 1 denoting strong disagreement and 5 denoting strong agreement with statements pertaining to these dimensions, will be used to ask respondents to rate their experiences. This makes it possible to measure each factor's contribution to overall satisfaction with accuracy.

A subset of 20 to 30 participants will be interviewed in-depth to gather qualitative data in addition to the survey. The interviews will give the survey data a richer context by delving deeper into each customer's unique experience. The selection of participants will be based on their willingness to provide thorough feedback, making sure that their observations accurately represent their own experiences using the e-commerce platforms. These interviews will cover subjects like difficulties encountered when shopping, the platform's perceived credibility, and the impact of tailored deals or customer support on satisfaction.

Convenience sampling will be the sampling strategy used, which makes sense considering the exploratory nature of the research and the requirement to collect data from a broad range of customers. To guarantee that the sample includes a variety of shopping habits and demographic traits, participants will be gathered via social media, online shopping communities, and e-commerce platforms. To ensure they are familiar with recent e-commerce experiences, participants must have made at least one online purchase within the last three months in order to meet the inclusion criteria.

Descriptive statistics will be used to analyze quantitative data in order to give a general picture of customer satisfaction levels across different e-commerce platforms. To find connections between satisfaction and the particular elements of website usability, security, product quality, and customer service, additional statistical methods like regression analysis and correlation will be employed. These analyses will make it possible to gain a better understanding of the factors that most affect general satisfaction and loyalty.

STATEMENT OF THE PROBLEM:

A key success factor for the long-term viability and expansion of e-commerce systems is customer satisfaction. Even with the speed at which technology is developing and the growing popularity of online shopping, many e-commerce platforms struggle to satisfy consumer demands. Customer satisfaction is greatly impacted by elements like product quality, delivery speed, security, customer service, and website usability. However, not enough research has been done on how much these factors affect overall profitability, brand loyalty, and customer retention.

With a special emphasis on how happy customers encourage repeat business, favorable reviews, and word-of-mouth recommendations, this study aims to pinpoint and examine the precise impacts of customer satisfaction on the functionality and performance of e-commerce systems. Businesses can improve their tactics to produce exceptional online shopping experiences and cultivate enduring client relationships by comprehending these dynamics.

DISCUSSION :

A key component of e-commerce systems' success is customer satisfaction, which affects both consumer behavior and the long-term viability of online platforms. The conversation looks at how a number of factors, including customer service, transaction security, product quality, and website usability, shape customer satisfaction and how that affects business performance.

One important factor influencing customer satisfaction with e-commerce websites is their usability. Platforms with mobile optimization, responsive design, and simple navigation give users a smooth experience and increase the likelihood that customers will finish their transactions. On the

other hand, poorly designed websites with intricate layouts or sluggish loading speeds frequently result in cart abandonment, dissatisfaction, and a decreased chance of repeat business. Mobile responsiveness is now required to meet customer expectations as a result of the growing reliance on mobile devices for online shopping.

Additionally, transaction security is essential for fostering satisfaction and trust. Consumers are extremely concerned about the security of their financial and personal data. Users are more likely to trust platforms that place a high priority on encryption technologies, safe payment gateways, and open data handling. Customers may, however, be greatly discouraged from using the platform if they believe there is a risk of fraud or data breaches.

Customer satisfaction is largely dependent on product quality and precise descriptions. E-commerce sites need to make sure that the goods they showcase live up to the standards established by their images and descriptions. In addition to causing dissatisfaction, differences between advertised and delivered products raise return rates and damage the platform's reputation. Consumer confidence and satisfaction are increased when truthful product information is backed up by thorough specifications, excellent photos, and validated customer reviews.

Customer service is another critical factor that can elevate or diminish satisfaction levels. The entire shopping experience is improved by effective, timely, and sympathetic customer service, particularly when handling problems pertaining to orders, returns, or complaints. On the other hand, poor or unresponsive customer service can result in annoyance, unfavorable reviews, and a decline in trust. Providing a variety of communication channels, including phone, email, and live chat, helps meet the various needs of customers and builds trust.

Another important element in raising customer satisfaction is personalizing the shopping experience. E-commerce platforms can use data analytics to customize marketing messages, offers, and recommendations based on user preferences. Customization increases customer loyalty while also making the shopping experience more relevant. However, excessively aggressive targeting tactics or the misuse of personal data may cause privacy issues and have a detrimental impact on satisfaction.

CONCLUSION :

A key determinant of the viability and success of e-commerce systems is customer satisfaction. This study demonstrates how a number of factors, such as transaction security, product quality, customer service, personalization, website usability, and others, work together to shape customer experiences and affect satisfaction levels. Increased customer loyalty, better retention rates, and enhanced brand advocacy are all results of a satisfying e-commerce experience, and these factors all support the long-term viability and competitiveness of online platforms.

The results show that establishing trust and promoting satisfaction requires responsive and user-friendly websites, safe transaction procedures, and truthful product descriptions. Personalized shopping experiences and effective customer support also improve customer engagement and fortify their bond with the platform. However, e-commerce platforms must constantly innovate and adapt to the challenges presented by changing market dynamics and rising consumer expectations.

In summary, customer satisfaction is a key factor in business growth and differentiation in a competitive market, in addition to being a gauge of how well an e-commerce system satisfies customer needs. Companies will be better positioned to achieve long-term success in the constantly changing e-commerce sector if they put a high priority on customer satisfaction by addressing important factors and embracing technological advancements.

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