

## FACTORS THAT AFFECT CUSTOMERS' SATISFACTION WITH THE ONLINE SHOPPING PLATFORM- AN INVESTIGATION

*Author: Anita Verma*  
*Assistant Professor, Department of Commerce, DU.*

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### ABSTRACT:

Today, any traditional or online business strategy's success depends on its ability to satisfy its customers. Website companies have the specific goal of controlling the expansion and elements of the industry as a whole, therefore they must learn how to meet clients in a disjointed e-business environment. This is so because client loyalty is the foundation of long-term consumer relationships. Customer loyalty surveys are confirmed to have been commonplace at numerous financial institutions during the past five years. Hence, e-businesses need to comprehend the aspects that impact online consumer loyalty comprehensively. These days, the success of any business plan, traditional or online, hinges on its capacity to please its clientele. Website businesses must learn how to please customers in a disorganized e-business environment because their primary objective is to manage the growth and aspects of the sector as a whole.

**Keywords:** Customer Satisfaction, Brand Trust, Tangibility, Empathy, Assurance, Mediation Analysis.

### INTRODUCTION:

Understanding the factors that impact customer satisfaction is crucial for businesses hoping to obtain a competitive edge and build a devoted customer base in the dynamic e-commerce space. The increased reliance on digital media has made shopping more complex and multifaceted. Conventional customer satisfaction models, primarily developed in physical retail environments, may not adequately capture the nuances of the online shopping experience. In the context of e-commerce, the model combines direct and indirect influences to give a comprehensive knowledge of the numerous aspects that affect customer happiness.

This study suggests a model to narrow this gap by accounting for significant elements like perceived value, product quality, customer service, and website usability. The scientific method known as structural equation modelling, or SEM, is utilized to look at the relationships between these variables and how they affect overall customer satisfaction. SEM provides an excellent basis for assessing the proposed model because of its capacity to examine complex causal relationships and variable interactions. The study's findings will be very beneficial to e-commerce businesses that want to improve customer experiences and maximize their approach. Businesses can develop targeted interventions that enhance service quality, strengthen customer confidence, and ultimately raise customer satisfaction and loyalty by identifying the critical elements that affect consumer pleasure and understanding how they interact.

## LITERATURE REVIEW

**Hubbard and Beamish's (2011c)** analysis are a component of a larger study that examines the relationship between social-commerce users' perceptions of pricing justice, customer happiness, trust, and loyalty and looks at their connection to e-commerce on Facebook. It tests an exploration model and seven theories utilizing primary condition displaying, in light of data assembled from respondents to a self-directed poll. It shows that client reliability is emphatically related to client joy and trust and that the apparent valuing of decency is decidedly associated with each of the three of these factors. These results align with previous studies. All the same, it does show that customer satisfaction or trust does not act as a mediating factor in the relationship between perceived pricing justice and loyalty. It equips experts with knowledge of the basic ideas in various forms that account for variations in client loyalty.

**Wheelen and Hunger (2014)** acknowledged this as being crucial to business success. Customer satisfaction thus ranks among the key factors affecting how well online businesses' cross-border e-commerce operations perform. Hence, associations must evaluate customer involvement and satisfaction levels as a basic requirement for improving organizational performance. By highlighting the several important factors impacting customer satisfaction, the survey instrument supplied is a potent and reliable tool for developing consumer engagement in international e-commerce.

**Rudansky-Kloppers, (2014)** attempted to identify how customer happiness, a moderating variable for e-commerce websites, affects customer loyalty concerning website quality and impacts the relationship between this model and customers. It is extremely likely that the variables measuring customer happiness and website service quality have an impact on the consumer dependability and fidelity of e-commerce websites, respectively. E-commerce management needs to consider these attributes”.

**Saffi, Walker, and Mazurek (2012)** give fresh details about e-commerce advances and how, in the context of an Indonesian online shop, they affect the Caliber of e-services, customer satisfaction, and loyalty. The body of the current study was used to gather and modify several e-commerce innovations measuring items. Innovative e-commerce and high-quality e-services have the potential to increase consumer satisfaction and loyalty. Additionally, it's commonly known that, when it comes to Indonesian online buyers, creating client satisfaction is easier than creating loyalty. By emphasizing website or application innovation over overall business innovation, this research contributes to the distinctiveness surrounding e-commerce innovation.

## RESEARCH METHODOLOGY:

The study's target audience consisted of 400 customers as a sample. These yielded a 75% response rate, totalling 300 legitimate responses. Upon removing 15 responses due to incomplete data, the final dataset contained 285 replies. The demographic survey revealed that respondents (70.5%) were in the ages of 31 – 40 years. There was a slight male majority in the gender distribution, with 55.4% of respondents being men and 44.6% being women. 37.9% of respondents were married, compared to 62.1% of single respondents. According to their qualifications, 57% of the participants have a graduate degree. AMOS and SPSS were used for data analysis. Cronbach's alpha was employed to assess data dependability. Values above 0.6 for Cronbach's alpha indicated that all scales used to assess customer satisfaction (CS), brand

trust (BT), and perceived service quality (PSQ) were reliable. Mediation research was conducted utilizing AMOS to look at the direct and indirect effects of several distinct factors. Before the advent of brand trust as a mediator, tangibility had a significant direct impact on consumer happiness. The direct impact decreased after the mediation process, but the indirect impact which stems from brand trust—grew significantly, indicating that the mediation process was over. There was a significant initial correlation between empathy and customer satisfaction; however, after brand trust was included, the direct impact vanished, but the indirect effect persisted, suggesting that complete mediation was also present. In the case of assurance, the inclusion of the mediator did not significantly alter the direct link with customer satisfaction, but it did have a significant indirect impact, indicating that partial mediation was taking place in compliance with the standards set by Baron and Kenny. This method provides a comprehensive framework for evaluating how certainty, empathy, and tangibility relate to consumer satisfaction. The investigation also takes into account the role that brand trust plays as a mediator.

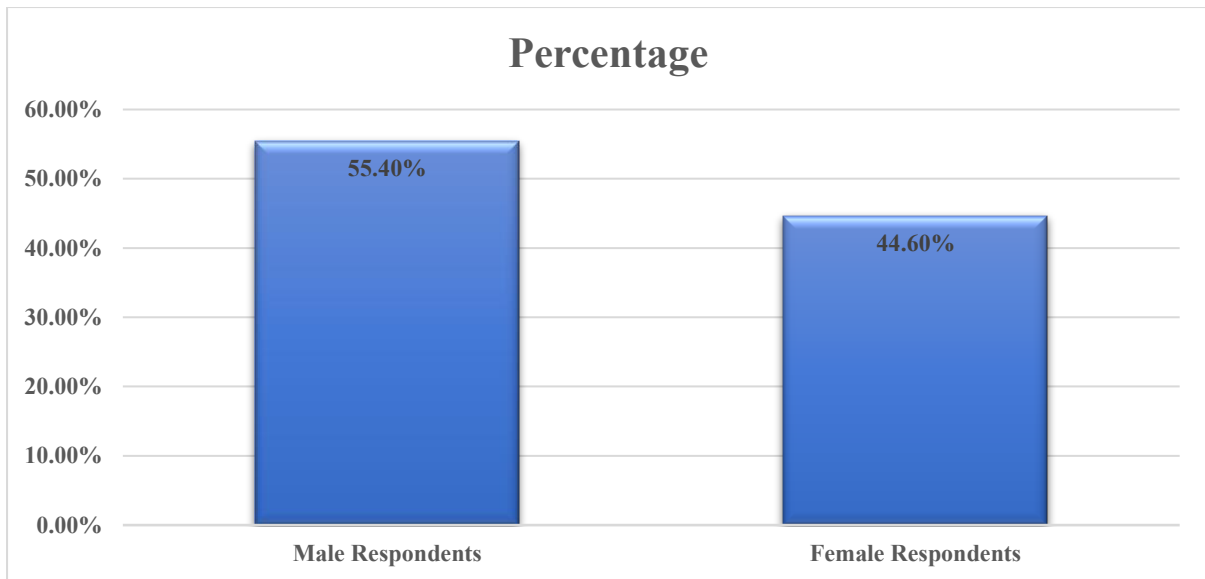
## **DISCUSSION AND RESULTS:**

A 75% response rate was obtained from the 300 responses that were deemed valid. About 180 of the valid responses were sent online using Google Forms, and the final 120 were gathered using actual paper forms. After 15 responses were excluded due to missing data, there were 285 responses in the final dataset. Based on the demographic profile of the respondents, 75% of them are between the ages of 31 and 40. Men made up 55.4% of the respondents, while women made up 44.6%. This suggests that there is little male predominance in the distribution of genders. As far as marital status is concerned, 37.9% are married, and 62.1% are single. The bulk of respondents—50.7% of all respondents in terms of educational attainment—have a postgraduate degree. The data analysis process was conducted using the statistical programs SPSS and AMOS.

### **Demographic Profile.:**

<b>Gender</b>	<b>Percentage</b>
<b>Male Respondents</b>	55.4%
<b>Female Respondents</b>	44.6%

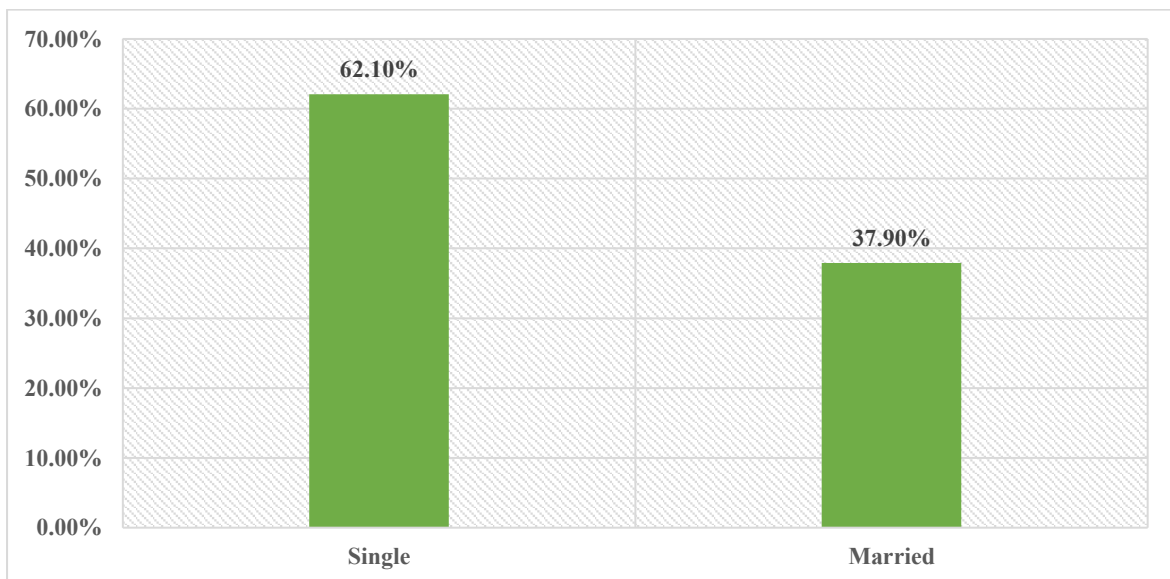
**Table 1: Gender Distribution**



**Figure 1: Gender Distribution**

Marital Status	Percentage
Single	62.1%
Married	37.9%

**Table 2: Marital Status in %**



**Figure 2: Marital Status**

### Analysis of Reliability:

The Cronbach alpha values are shown in Table 3. The coefficients of all the scales used in this analysis, as can be shown, are greater than 0.6, which is the very lowest value that might be regarded as acceptable for scale reliability. The results demonstrated that using the modified scales and objects, a reliable measurement of PSQ, BT, and CS was achievable.

Variables	Ta	RI	As	Rs	EP	CS	BT
Ta	1.000	0.538	0.360	0.265	0.396	0.515	0.571
RI	0.538	1.000	0.269	0.330	0.387	0.510	0.530
As	0.361	0.269	1.000	0.210	0.393	0.383	0.533
Rs	0.264	0.331	0.210	1.000	0.421	0.178	0.194
EP	0.398	0.386	0.394	0.420	1.000	0.264	0.307
CS	0.515	0.512	0.384	0.178	0.264	1.000	0.720
BT	0.571	0.531	0.534	0.192	0.305	0.718	1.000

**Table 3: Association Between Variables**

Analyzing mediation with the aid of the AMOS program, a mediation analysis is completed. As indicated in Tables 4 and 5, the beta value was 0.372 and significant before brand trust was added to the relationship. This is before the brand trust is included. The direct correlation between significant quality and client happiness is no longer important after the intermediate person is included in the model, but the indirect impact is now much more significant.

Path	Estimate	S.E.	C.R.	P
CS ← Ta	.372	.085	4.173	***

**Table 4: Direct Impact Absent a Mediator**

Path	Estimate	S.E.	C.R.	P
<b>BT ← Ta</b>	.553	.091	6.135	***
<b>CS ← BT</b>	.454	.203	3.233	.024
<b>CS ← Ta</b>	.141	.151	.936	.351

**Table 5: Using a Mediator to Combine Direct and Indirect Effects**

The relationship between the free variables and the dependent factors is measurably important at 0.208 about the compassion EP, which is shown in Tables 6 and 7. The relationship between client satisfaction and sympathy is rendered meaningless after brand trust acts as a middleman; nonetheless, the indirect influence is shown to be noteworthy. This indicates that the concept's structure will even allow for full mediation to occur.

Path	Estimate	S.E.	C.R.	P
<b>CS ← EP</b>	.209	.043	5.694	***

**Table 6: Direct Impact Absent a Mediator**

Path	Estimate	S.E.	C.R.	P
<b>BT ← EP</b>	.312	.040	8.850	***
<b>CS ← BT</b>	.518	.144	4.562	***
<b>CS ← EP</b>	.047	.058	.819	.415

**Table 7: Using a Mediator to Combine Direct and Indirect Effects**

Consistent with this, Tables 8 and 9 present data that indicates a strong correlation between consumers' degree of satisfaction and assurance. The direct connection did, however, become less significant after the mediator was introduced, albeit it was still significant. That being said, there was also a significant diversion. Consequently, partial mediation is occurring based on the standards set forth by Baron and Kenny.

Path	Estimate	S.E.	C.R.	P
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<b>CSat</b> ←	.340	.057	<b>6.784</b>	<b>***</b>
<b>AS</b>				

**Table 8: Direct Impact Absent a Mediator**

<b>Path</b>	<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>
<b>BT</b> ←	.346	.058	7.383	<b>***</b>
<b>AS</b>				
<b>CS</b> ←	.335	.117	3.937	<b>.005</b>
<b>BT</b>				
<b>CS</b> ←	.228	.067	4.514	<b>***</b>
<b>AS</b>				

**Table 9: Using a Mediator to Combine Direct and Indirect Effects**

### **FINDINGS OF THE STUDY:**

Analysis of the functions of tangibility, empathy, and assurance, with brand trust acting as a key mediator, allows the research to draw some intriguing findings about the dynamics of customer happiness. Utilizing SPSS and AMOS, the data was analyzed to show that customer trust in the brand in question had a significant impact on the correlations between these parameters and customer satisfaction. Specifically, the inclusion of brand trust highlighted the presence of complete mediation as tangibility and empathy—which had previously demonstrated significant direct influences on customer contentment—shifted to indirect effects. This implies that the main channel via which the impact of tangibility and empathy on customer satisfaction is predominantly funnelled is the sense of trust that consumers have in the brand. However, assurance has been demonstrated to affect customer satisfaction both directly and indirectly, indicating that there may be some degree of mediation between the two. The results of this partial mediation show that while assurance continues to have a significant direct impact on customers' level of happiness, brand confidence does play an important role. Generally speaking, the research emphasizes how important brand trust is for raising consumer satisfaction and recommends that businesses should focus on building trust to take advantage of the impacts of service characteristics such as tangibility, empathy, and certainty.

#### **CONCLUSION:**

Businesses looking to gain a competitive edge and cultivate a loyal customer base in the ever-evolving e-commerce industry must comprehend the aspects that affect customer happiness. Shopping has become more intricate and multidimensional due to the growing reliance on digital media. The subtleties of the online buying experience might not be well captured by traditional customer satisfaction models, which were mostly created in the context of physical retail establishments. The concept, when applied to e-commerce, combines direct and indirect influences to provide a thorough understanding of the myriad factors that impact customer satisfaction.

This is true since long-term customer connections are built on client loyalty. It is established that over the previous five years, customer loyalty surveys were widely used at several financial institutions. That's why e-businesses must fully understand the factors influencing online customer loyalty. By taking important factors like perceived value, product quality, customer service, and website usability into consideration, the study offers a plan to close this gap. E-commerce enterprises looking to enhance consumer experiences and optimize their strategy will find great value in the study's conclusions. Companies that recognize the crucial factors influencing customer happiness and comprehend how they may make focused interventions can improve service quality, boost customer confidence, and ultimately increase customer satisfaction and loyalty.

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