

Online Shopping and Consumer Satisfaction

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Abstract: Online shopping is very useful for the customer. They can purchase from their home or somewhere else from their location. The global and convenient nature of the internet makes online stores perfect market place for users. Consumers can buy a huge variety of items from online stores. Many people choose to shop online because of convenience.

KEYWORDS: Online Shopping, Consumer Satisfaction, Consumer Behavior

I. INTRODUCTION

With the advancements in technology in today's world, people can do various things at the comfort of their homes. One such thing is Online Shopping. It has gained a lot of spotlight especially after COVID-19. Online Shopping refers to the form of shopping in which people can easily purchase goods and services via internet. The demand and craze for online shopping has increased drastically. It is a way of purchasing things online without actually going to the physical stores. It provides a very comfortable service for its customers. The biggest advantage of online shopping is time saving. A consumer can go for online shopping at any time that best suits him/her, irrespective of their location. The online stores are open 24 hours a day, Online Shopping offers a vast variety of options which generally attracts the consumers. It has become very popular in almost all product line areas of appraisal, arts and handicrafts, books, car, rentals, computers, cosmetics, and novelties. During festive times, online shopping offers discounts on various products. The most preferred online shopping sites are - **Flipkart, Amazon, Purple, Myntra, Ajio, Nykaa etc.** Consumers get both Mode of payment i.e Cash on delivery as wells as online payment option like: **Net banking, Paytm, Google Pay, UPI, Phonepe and Card facility like Debit card and credit card.**

Satisfaction in online shopping gained greater importance or value. The business of online shopping is not successful until and unless a consumer is not fully satisfied. Customer Satisfaction may be defined as the product's performance according to buyer's expectations. The satisfaction of customer depends on the actual performance relative to a buyer's expectations. Consumer's satisfaction is important as the behavior of a customer changes according to his/her experience. If the customer gets the expected product and is fully satisfied through online shopping then the behavior of his/her is positive. Similarly, if the customer didn't get the desired product or service and is not at all satisfied during online shopping, then the behavior of the customer will be

negative. The negative behavior will directly impact on the demand of online shopping. It is a simple concept that when the consumers are satisfied with a particular online retail shop, they will purchase more. Since, the experience of online consumers, due to the inability of physical contact with the product, is based upon the information provided by the online stores. Hence, the satisfaction and behavior of consumers can be affected by the information provided. It can be concluded that consumer's satisfaction and consumer's behavior are related to each other as the behavior depend on the satisfaction level of the customers.

II. REVIEW OF LITERATURE

There Literature shows some important keywords for consumers to get influence to buy the product through the e-commerce which is known as **Electronic Business.** Appraisal theory is significantly explains consumer behavior towards shopping and provides an opportunity to analyze the evaluation process. A conceptual model based on the survey and consequences of online consumer satisfaction has been proposed and empirically proved in this study.

In online business we get to know about the customers and consumers that they are known to be kings. We get to know about the performance of a business when a consumer is satisfied with the product or their services. One of the author who's name is Oliver gives a definition on Satisfaction is that "The consumer's fulfillment response. It is the judgement that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related to fulfillment".

For a customer satisfaction is basically referring to an emotional to the difference between what customers get and what they really want. The main element of the significance financial performances of the company is customer satisfaction. The customer's delight happens while the company makes surprise the customers by fulfilling the expectations. Online shopping has brought great success in the business of retail companies. If the customers do not like

any particular brand, the customer can go for other options, By this their time would be saved. The companies maintain customer satisfaction by seeking the feedback of the customers asking some questions to the customer and analyzing the online comments. These all strategies can be maintained through online.

III. CONCLUSION

Research shows that financial products and and product components are primarily associated with online shopping. Therefore, with the rapid development of information technology, companies must update their existing systems and update systems frequently. Our research gives managers a clear picture of the relative impact of each factor of online shopping, which can be used to identify and apply needed improvements. Organizations with future projects can minimize the risks associated with certain investments by clearly understanding their business needs, broadening their vision, and expanding their knowledge and skills to better learning and use online systems. Consumer trust in online shopping can be seen directly in consumer trust in stores. The effectiveness of trust in third-party vendors, certificate authorities, and public-key crypto infrastructure for financial security is a critical success factor in building consumer confidence in online shopping.

Online sales will continue to grow. Any website intended to sell a product or provide a service must understand the future of online shopping. It is widely accepted that modern and wealthy shoppers are driven by the surge in online sales. Many of these people have online awareness and disposable income. Learned to shop online based on price comparisons and other proportionate data.

Shoppers often become online shoppers, especially when faced with difficult situations related to the above important variables.

IV. LIMITATIONS

The study was conducted in India, the results may not be applicable to other regions. As such, the results cannot be done in different locations to identify differences in consumer perceptions. Longitudinal data collected after interviewing the same respondents over a satisfactory period of time also shows whether satisfaction levels have changed and what , if any contributed to these changes. It would also be interesting to explore differences in respondent's perceptions through empirical research. The study focused on the perception of online shoppers. On the other hand, classifying buyers as early adopters, late adopters or laggard categories can take into account technology convenience duration, experience level, number of uses and frequency of online shopping evaluations. This opens a field for further study in the specific context of online shoppers. Because this study was based on

self-study using only closed-ended questions on the answer sheet, the researcher's ability to ask open-ended questions was limited. Without these limitations, this study could provide a better understanding of online shopping satisfaction.

V. SUGGESTIONS

Similar surveys can be conducted across cultures to explore cultural differences and determine if satisfaction with online shopping is the same across cultures. By doing research in this area, you can delve deeper into online shopping by comparing results and filling in gaps. However, the results of the study are the basis for future research in the field of online shopping.

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