Customer Satisfaction and Consumer Behavior in Online Shopping: A Research Study

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Abstract: . Customers benefit from online buying. As a result, people are influenced—the blessing of internet buying. Customers are served by businesses that supply improved models of online purchasing dimensions. Nowadays, people's lifestyles fluctuate, and no one wants to waste time coming to a crowded market. E-commerce is a blessing since it saves time. People can buy things at any time, including during the Holiday season saves time waiting in lengthy lines to look for a certain item at a store. Purchase items via a mobile phone, tablet, laptop, or other devices. Millions of individuals use e-commerce to make purchases. People may now accomplish various activities at the convenience of their goods thanks to advancements in service technology. Generally, customer satisfaction with online purchasing is mixed, and they are concerned about the security of online transaction systems.

Index Terms - : Customer satisfaction, Product variety, Product delivery, E-Commerce, Perception.

I. INTRODUCTION

When consumers hear the term "shopping," we often think of the old tradition of visiting shopkeepers and purchasing things from them. One of the primary advantages of traditional searching is that clients can practically see and physically bite the things they're looking for before making a payment. If they are purchasing clothing or shoes, they can also try them on. Furthermore, unlike online buying, customers may take the items home with them on the same day. This is frequently necessary while shopping for day-to-day basics such as food. For a range of reasons, online shopping is becoming increasingly popular. It means that broadband makes internet purchasing more convenient. The act of purchasing and selling goods and services through the internet. It facilitates purchasing things directly from service providers over the internet without the need for a middleman. If someone wants to buy a product, he or she can no longer do so on the web, which provides the opinions of existing users of the product. Books, toys, apparel, stationery items, cosmetic products, hardware, and software products may all be purchased simply from online businesses. Online shopping entails going online, arriving on a seller's website, selecting a product or items, adding the product to your basket, making payment, arranging for delivery, and purchasing the product at any time and from any location. Online shopping refers to electronic commerce in which customers may buy things directly from various websites without the need of middlemen. People now have more possibilities for purchasing things in a short amount of time. Define online shopping as the purchase of goods that provides customers with satisfaction over the internet. Products ordered online and delivered to your home. Online purchasing has distinct characteristics. **(Wang and Emulan 2004)**.

Bourlakis and colleagues (2008) The internet is becoming increasingly important in everyday life. It is not difficult to communicate with someone on the opposite side of the world. Sending emails, playing games, looking for info, and shopping online are all now possible. In today's society, online shopping is one of the most popular activities among customers.

Traver and Laudon (2009) Consumers are drawn to a specific product by viewing banner advertising or web advertisements. They want to get more data and information about the items before purchase, which is conveniently available online. According to **Pan and Zinkhan (2006),** the problem of security is also essential in online buying. Many additional studies have found that it is the primary impediment to the expansion of internet shopping.the absence of physical encounters is a major hurdle to online retail sales, followed by the privacy of individual information and the security of financial transactions via the internet. This saves consumers money, time, and pollution by eliminating the need to go to the market and instead purchase online. **(Huseynov and Yildiri 2014).** According to (**Saravanan and Devi 2015**), the increased usage of the Internet is changing client purchasing behaviour, and their interest to Ebuying is growing by the day. The shifting pattern of purchasing and selling products and services has resulted in a significant increase in the number of online purchasers.Attitude impacts e-loyalty favorably, while perceived ease of use influences both attitude and e-loyalty. Consumer tastes and choices are changing as a result of different causes, such as the introduction of the internet. However, internet portals assist consumers in understanding their own requirements and desires.(**Adil Khan and Sablu Khan 2021**). Marketers explain and anticipate consumer purchase decisions by establishing a broad model of buying behavior that depicts the process utilized by consumers in making the purchase choice (vrender, 2016). All digital money exchanges take place on the internet. This is a quick and convenient payment method. The use of a digital payment system ensures confidence, security, and comfort. (**JameshlynVithya, 2021)**

OBJECTIVES

To learn about the issues individuals face during online purchasing payment transactions.

To determine if consumers prefer online or physical buying.

To span a broad geographical region, our world has shrunk to the size of a tiny village, with no longer any barriers to online transactions.

It aids internet marketing methods targeted at converting prospective consumers into paying clients. It aids in understanding these internet users' ideas and attitudes toward online buyers and their current circumstances and preferences.

STATEMENT OF PROBLEMS & RESEARCH GAP

Millions of people use the internet to purchase goods and services. These are prospective clients for the firm. Understanding the requirements and desires of consumers is critical for the online merchant. It aids in the growth of an online seller's sales. Consumer behavior analysis is not a new phenomenon. Philip Kotler presented several hypotheses on consumer behaviour. Because the internet is a new medium for people, there is a growing need for online items. As a result, retailers must understand customer demand and how consumers may influence them through their online products and services.

Using internet access, online purchasing can assist in influencing customer behavior. The study conducted a thorough examination of customer preferences for internet buying. According to common belief, consumers like to purchase a wide range of items and services online. In a Covid-19 circumstance, a consumer who has never purchased a product online begins to do so as a result of the Covid-19 situation. During a pandemic, no one wants to go out and buy anything. Online purchasing has given us fresh hope for meeting our

demands at this time. Online purchasing has saved us time by giving our lives a new direction during a pandemic epidemic, and it has also helped us save money.

HYPOTHESIS

Is internet shopping a solution to customers' challenges while purchasing things and performing financial transactions? Is it possible to learn client opinions and impressions through internet shopping? Is a consumer loyal if they buy goods online again?

METHODOLOGY OF RESEARCH

Descriptive research is being conducted to investigate the impact of internet purchasing on customer behavior. Secondary data was gathered—qualitative methods. Research papers, journals, case studies, observational studies, and paper surveys are all examples of research papers.

SHOPPING ONLINE FOR ATTITUDES TOWARDS

Nowadays, consumers are more reasonable, as they are more aware of internet items and have more options in the market. The number of users is growing by the day, which attracts consumers who choose to purchase things online. There are a few factors that impact internet purchasing behavior. These are listed below—convenience, home delivery items, online payment transactions, saving time, and lowering product costs.

THE BENEFITS AND DISADVANTAGES OF ONLINE SHOPPING

In the minds of customers, the following are some advantages and disadvantages of internet buying.

PROS: Targeting clients, 24-hour service, a big coverage area, lower costs, customer attraction, convenience, quick access to market, time savings, a vast product knowledge base, a large product range, easy pricing comparison, and no pollution.

CONS: restricted area, the big amount of money spent on advertising, not everyone on the internet, increased risk of fraud, leads to longer wait times, unable to use or wear the products purchased, lack of touch, feel, and try

CONCLUSION

Online shopping is becoming more influenced by ICT infrastructure development, online payment transactions, websites, internet penetration, etc. Customers' purchasing habits and items have an impact on online shopping. Customers may shop on a variety of platforms when they purchase online. Customers may save both time and money by using this service. By reducing online fraud, online sites may establish a high degree of client happiness. Customers can buy more and more things in less time, and there is a wide choice of products available at affordable prices, which draws consumers to online shopping. It plays an important part in people's minds.

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