

Factors Influencing Customer Satisfaction in E-Commerce Platforms

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Abstract

E-commerce has significantly transformed consumer buying behaviours, making customer satisfaction a crucial factor for business success. The study intends to explore the primary factors of online shopping satisfaction by evaluating the impact of product quality, website usability, customer service, order fulfilment, and pricing factors. The survey reveals that most respondents showed moderately positive feedback on product quality, price perception, communication, and personalization concerning customer satisfaction. However, customer service and website performance received weaker positive responses, highlighting areas for improvement. Based on the findings, it is suggested that businesses focus on enhancing website performance, customer service, and delivery quality, while also maintaining competitive pricing, secure payments, and attractive offers to improve overall customer satisfaction. Using a survey-based methodology, the research investigates consumer perceptions and identifies actionable strategies for e-commerce platforms to improve satisfaction and encourage long-term customer loyalty.

Keywords: Customer Satisfaction, E-commerce Platforms, Product Quality, Website Usability

Introduction

E-commerce has revolutionized global retail, providing consumers with convenient access to products and services from virtually anywhere. However, as the e-commerce landscape becomes increasingly competitive, customer satisfaction has emerged as a crucial factor for business survival and growth. High levels of satisfaction often correlate with increased repeat purchases, positive word-of-mouth, and customer loyalty, while dissatisfied customers are more likely to abandon their shopping carts or leave negative reviews. Finding and analyzing the various factors that affect customer fulfillment in the e-commerce industry is the main goal of this study. The study seeks to close existing gaps in the literature by offering a thorough comprehension of the various factors influencing satisfaction and offering actionable recommendations for e-commerce businesses to improve customer experiences.

Literature Review

Sudeep, S., Francis, P., and Kumar, A. (2021) underscore how essential social influences, trust and high quality services are to raising consumer happiness in Indian E Commerce. Their empirical study, utilizing structural equation modeling, reveals the pivotal role these variables play in shaping customer happiness and offers practical insights for online sellers.

Miao, M.; Jalees, T.; N. U. A.; Zaman, S. I.; & Javed, M. K. (2022) examines how e- customer satisfaction, perceived value, trust, and intention to repurchase interact in the B2C e- commerce industry, emphasizing the importance of these dimensions for fostering customer loyalty and repeat business.

Jo, M. S., Tzeng, S. Y., Ertz, M., & Sarigöllu, E. (2021) focus on service elements during online buying events, highlighting the impact of factors such as high-quality information, product quality, and post-sale support on customer satisfaction, particularly during holiday seasons like China's Singles Day.

C. K. Y. Pua (2023) examines various factors influencing customer satisfaction in online shopping at Malaysia, emphasizing the importance of safety precautions, website design, reliability, and customer experience in enhancing overall satisfaction.

Ayodeji, O. G., and Kumar, V. (2021) stress the function of perceived value, trust, and service quality in activating and retaining Indian e-commerce customers, proposing models based on Prospect and Means End Chain theories to understand repeat purchase intentions.

Singh, A., and Jaiswal, S. (2020) investigate the impact of online customer satisfaction factors on experience determinants, highlighting the importance of customization options, post purchase engagement, and affordability for enhancing customer happiness among Indian shoppers.

Bao, N. V., Cho, Y. C., and Dang, H. L. (2023). Post-COVID-19 consumer behavior in ecommerce is examined, emphasizing the role of trust, website design, customer preferences, and customer pleasure in influencing online purchase decisions.

Gupta, L., Dhir, S., and V. Gupta (2020). The study focuses on enhancing decision-making performance in e-commerce through customer competency, highlighting the positive correlation between customer competency dimensions and business performance.

Statement of the Problem

While numerous studies have examined individual factors influencing customer's satisfaction in e-commerce, there is limited research exploring the relative importance of these factors when considered together. The E commerce industry continue to grow, it is crucial for businesses to understand which factors have the most significance impact on customer happiness and how to improve them. This study seeks to point out the gap by providing a comprehensive analysis of the key determinants of customer satisfaction in e-commerce platforms.

Objectives

1. To evaluate the correlation between product quality and customer satisfaction in e commerce.
2. To assess the result of app/website usability including design, navigation and mobile responsiveness, on customer satisfaction.
3. To investigate the role of timely and effective customer service in shaping customer satisfaction
4. To examine the effects of order fulfilment, including delivery speed, accuracy, and packing, on customer satisfaction.
5. To explore the influence of perceived value, pricing transparency, and fairness on customer satisfaction

Methodology

A quantitative research design was employed using survey data to assess customer satisfaction with e-commerce platforms. The survey consisted of 24 questions measuring various aspects of the online shopping experience, including product quality, delivery speed, website usability, customer service, and clarity of return/refund policies.

The study employed a convenience sampling technique, selecting 54 respondents through an online survey distributed via Google Forms. It was distributed online through social media platforms and email to ensure a diverse demographic representation. Respondents were asked to rate their degree of satisfaction with various aspects using a Likert scale that ranged from “Very Dissatisfied” to “Very Satisfied.”

Data analysis was carried out using, descriptive statistics, correlation analysis, and factor analysis to identify the primary factors contributing to customer satisfaction and the strength of their relationships.

Results and Discussion

The study’s conclusions provide some crucial new understandings of the elements affecting e-commerce customer satisfaction:

Product Quality

Product Quality			
Responses	Options	Frequency	Percent
	Very Dis satisfied	0	0
	Dis satisfied	0	0
	Neutral	12	22.2
	Satisfied	34	63
	Very Satisfied	8	14.8
	Total	54	100
Primary Data			

Correlation			
	Options	Product Quality	Customer Satisfaction
Product Quality	Pearson Correlation	1	.416**
	Sig.(2-tailed)		
Customer Satisfaction	Pearson Correlation	.416**	1
	Sig.(2-tailed)	0.002	

Strongly correlated with overall satisfaction, product quality appeared as the most important consideration. Respondents who were satisfied with the product quality were greater likelihood of using the platform again and referring others to it. Customer satisfaction, product quality, and Pearson product correlation were all determined to be statistically significant and rather positive ($r = 0.416$, $0.05 > 0.002$). This shows that the variables are positively correlated.

Website Usability

Website Platform Usability			
Responses	Options	Frequency	Percent
	Very Difficult	1	1.9
	Difficult	1	1.9
	Neutral	13	24.1
	Easy	25	46.3
	Very Easy	14	25.9
	Total	54	100
Primary Data			

Correlation			
	Options	Website Usability	Customer Satisfaction
Website Usability	Pearson Correlation	1	.416**
	Sig.(2-tailed)		<0.001
Customer Satisfaction	Pearson Correlation	.588**	1
	Sig.(2-tailed)	<0.001	

Easy navigation and efficient search functionality were also key factors. Platforms that provided a seamless shopping experience with intuitive designs scored higher in terms of satisfaction. Customer satisfaction, website usability, and Pearson product correlation were shown to be statistically significant and somewhat positive ($r = 0.588$, $0.05 > 0.001$). This shows that the variables are positively correlated.

Customer Service

Customer Service			
Responses	Options	Frequency	Percent
	Very Difficult	1	1.9
	Difficult	1	1.9
	Neutral	13	24.1
	Easy	25	46.3
	Very Easy	14	25.9
	Total	54	100
Primary Data			

Correlation			
	Options	Customer Service	Customer Satisfaction
Website Usability	Pearson Correlation	1	.271*
	Sig.(2-tailed)		0.047
Customer Service	Pearson Correlation	.271*	1
	Sig.(2-tailed)	0.047	

Although important, customer service had a weaker correlation with satisfaction compared to product quality and website usability. This suggests that while timely support is valued, it becomes crucial only when there are issues to address. Customer satisfaction, customer service, and Pearson product correlation were found to be statistically significant and weakly positive ($r = 0.271$, $0.05 > 0.047$). This shows that the variables are positively correlated.

Delivery Performance

Delivery and Order Processing			
Responses	Options	Frequency	Percent
	Dissatisfied	3	5.6
	Neutral	19	35.2
	Satisfied	24	44.4
	Very Satisfied	8	14.8
	Total	54	100.0
Primary Data			

Correlation			
	Options	Order Fulfilment	Customer Satisfaction
Website Usability	Pearson Correlation	1	.616**
	Sig.(2-tailed)		<0.001
Order Fulfilment	Pearson Correlation	.616**	1
	Sig.(2-tailed)	<0.001	

On-time delivery and accuracy of orders were highly rated by customers. Delayed or incorrect deliveries resulted in significant dissatisfaction, highlighting the importance of reliable logistics. Order fulfillment, customer satisfaction, and Pearson's product correlation were all shown to be statistically significant and somewhat positive ($r = 0.616$, $0.05 > 0.001$). This shows that the variables are positively correlated.

Pricing and Perceived Value

Pricing			
Responses	Options	Frequency	Percent
	Very Expensive	2	3.7
	Expensive	1	1.9
	Neutral	15	27.8
	Affordable	28	51.9
	Very Affordable	8	14.8
	Total	54	100.0
Primary Data			

Correlation			
	Options	Price Perception	Customer Satisfaction
Price Perception	Pearson Correlation	1	.594**
	Sig.(2-tailed)		<0.001
Order Fulfilment	Pearson Correlation	.594**	1
	Sig.(2-tailed)	<0.001	

Competitive pricing had a moderate impact on satisfaction, with customers preferring platforms that offered good value for money without compromising quality. Price perception, customer satisfaction, and Pearson product correlation were all shown to be statistically significant and somewhat positive ($r = 0.594$, $0.05 > 0.001$). This shows that the variables are positively correlated.

Website Performance

Website Performance			
Responses	Options	Frequency	Percent
	Very Dissatisfied	1	1.9
	Dissatisfied	1	1.9
	Neutral	14	25.9
	Satisfied	30	55.6
	Very Satisfied	8	14.8
	Total	54	100.0
Primary Data			

Correlation			
	Options	Websites Performances	Customer Satisfaction
Websites Performances	Pearson Correlation	1	.311*
	Sig.(2-tailed)		0.022
Order Fulfilment	Pearson Correlation	.311*	1
	Sig.(2-tailed)	0.022	

Moderate percentage of the respondent agree that website performance and customer satisfaction was weakly positive. Customer satisfaction, website performance, and Pearson product correlation were found to be statistically significant and weakly positive ($r = 0.311$, $0.05 > 0.022$). This shows that the variables are positively correlated.

Return and Refund Policies

Return and Refund Policies Awareness			
Responses	Options	Frequency	Percent
	Disagree	3	5.6
	Neutral	27	50.0
	Agree	20	37.0
	Strongly Agree	4	7.4
Total		54	100.0
Primary Data			

Correlation			
		Return and Refund Policies	Customer Satisfaction
Return and Refund Policies	Pearson Correlation	1	.642**
	Sig.(2-tailed)		<0.001
Order Fulfilment	Pearson Correlation	.642**	1
	Sig.(2-tailed)	<0.001	

Platforms with clear, hassle-free return policies were rated more positively, especially when issues arose with product quality or delivery. Customer satisfaction, return and refund policies, and Pearson product correlation were all shown to be statistically significant and somewhat positive ($r = 0.642$, $0.05 > 0.001$). This shows that the variables are positively correlated.

Conclusion

The study highlights that several factors, including product quality, website usability, delivery efficiency, and customer service, are crucial in shaping customer satisfaction in e-commerce platforms. While some factors, such as product quality and website usability, exhibit stronger correlations with satisfaction, others, like customer service and return policies, offer areas for improvement.

E-commerce platforms that focus on enhancing product quality, ensuring fast and reliable delivery, and improving website usability are more likely to achieve higher customer satisfaction and foster greater loyalty. Moreover, addressing customer service weaknesses and offering clear, transparent return and refund processes will help build trust and encourage repeat business.

In conclusion, by strategically addressing these factors, E-commerce sites have the potential to greatly enhance the entire purchasing experience, enhance client retention, and keep a competitive advantage in the marketplace.

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