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A STUDY OF FACTORS AFFECTING IN ONLINE SHOPPING AND CUSTOMER SATISFACTION

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ABSTRACT

Several factors impact online shopping experiences and influence customer satisfaction, shaping how consumers perceive e-commerce platforms. One significant factor is website design and ease of navigation. A well-organized, visually appealing, and user-friendly website enhances the shopping experience by making it simple for customers to find products and complete transactions. Product information, including clear descriptions, quality images, and accurate specifications, is also essential. When consumers have access to detailed and truthful information, they are more likely to make informed and satisfying purchasing decisions. Pricing and discounts play a crucial role, as competitive prices, special offers, and loyalty programs often attract and retain customers. Delivery speed and reliability are other critical factors. Consumers expect fast, efficient shipping, and delays or mishandled deliveries can lead to dissatisfaction. Furthermore, secure and multiple payment options increase trust and convenience, contributing to a positive shopping experience. Customer service quality, including the responsiveness of support teams and efficient handling of issues, is vital in maintaining satisfaction. Easy return and refund policies also provide reassurance, encouraging customers to shop confidently. Lastly, personalized experiences, driven by AI and data analysis, make customers feel valued. By understanding these factors, e-commerce businesses can better meet customer expectations and foster loyalty in a competitive market.