

FACTORS INFLUENCING CUSTOMER SATISFACTION IN ONLINE SHOPPING

Dr. Vakil Singh

Asst. Professor, M. L. N. College, Yamuna Nagar, Haryana, India.

vakildahiya@gmail.com**Abstract**

Purpose - The goal of this study is to examine the factors that influence customer satisfaction among internet shoppers. Customers will be satisfied as a consequence of the investigation's contribution to the design of several solutions to enhance the online purchase experience.

Design/methodology/approach -Many variables affecting customer satisfaction with online purchases were examined using an online questionnaire. EFA is applied to understand the key factors that drive satisfaction among customers for online shopping. There were many statistical methods used, including information normality test, reliability analysis and regression analysis. For this research, a total of 270 internet shoppers were surveyed, with 108 men (40 percent) and 162 women (60 percent).

Findings- EFA, often known as EFA, was used to determine the elements that influence the level of customer satisfaction with regards to online purchases. The investigation revealed that out of the 45 items that were examined, 38 had factor loadings that were greater than 0.50, which indicated a substantial connection with the factors that were investigated. In addition, the EFA determined that there are a total of nine characteristics that contribute to satisfied customers. Extensive study in this field continuously reveals that aspects such as information quality, payment options, customer service, product quality, and product diversity have a favorable influence on consumer satisfaction. Customers place a high priority on customer service that is responsive, different payment alternatives that are safe, accurate and complete product information, high-quality products with a variety of options, and a large selection overall. When it comes to determining the level of total happiness that clients have with their online transactions, these criteria play critical roles.

Research implications-The findings of the research shed light on the factors that influence the level of satisfaction experienced by online consumers as a whole. In the process of formulating marketing plans for their online stores, Indian internet retailers will find this information to be helpful.

Keywords: An Investigation into the Variables That Influence Client Happiness, internet Shopping, India, and Online Shoppers

1. Introduction

There has been a tremendous rise in the number of people in India who buy online due to the country's increasing proclivity toward digitalization and utilization of the internet. Because there are now more than 200 websites dedicated to online shopping in India, consumers now have access

to a purchasing environment that is both more adaptable to their needs and more convenient. These websites offer a wide variety of product categories and services to customers directly (Chen et al. 2012). In recent years, there has been a spectacular spike in the transition from traditional shopping to purchasing done online. This is due to the fact that a rising number of consumers are embracing the convenience and popularity of shopping online. The study that was compiled in 2011 by the Ministry of Information Technology of the PRC indicates the significant expansion of online commerce in India. Because of this, it is necessary to conduct an exhaustive study of the aspects that play a role in determining the level of happiness a consumer has with their online shopping experience. It is essential to have a thorough understanding of and investigation into the factors that play a role in the total degree of satisfaction that a consumer feels after interacting with a particular business. It is of the utmost importance to recognize these elements because of the direct impact they have on the level of enjoyment and contentment that customers obtain from their contacts with a company.

In this study, the factors that determine customer satisfaction were derived from earlier research and the researchers took into account the most common factors. According to Alam et al. (2010), these variables include: website layout and delivery performance and their respective impact on customer satisfaction (Wu, 2011; Chen et al. 2012).

2. Review of Literature

2.1. Customer satisfaction towards online shopping

Information quality refers to the quality of the related data, for example, the correctness, completeness, and relevance of all information on a site, such as product description, photos, prices, and availability. The information provided is high quality, which allows the customer to make informed decisions and reduce uncertainty as well as empower the credibility of the online business. According to Cyr (2008), online retailers that offer transparent and trusted product information are prone to increase their customers' trust in their purchasing decisions to increase their satisfaction and loyalty. The greater the influence of organisational and comprehensive space for information display, the greater will be the impact on the consumer satisfaction at the stage of the purchase process. Providing customers with exhaustive product specifications, customer evaluations, and high resolution photographs on the same product page tends to help customers form proper expectations regarding the merchandise, thereby cutting down on the possibility of consumer disappointment with the item received (Chi, 2009). On the other hand, if there is bad or inadequate information about the product, then of course the vendor is unhappy, and this raises the probability of returns or some other bad feedback that damages the retailer's reputation.

Online commerce is an important place and customer's satisfaction is dependent on another another crucial thing which is a website layout. A good designed web site should be simple and simple to find what they want without any idioticness. The research of Kim and Lim (2001) suggested that a clean, straightforward, and organized website layout significantly improves the buying experience; whereas complicated or fuzzy navigation often leads customers to abandon the cart and unsatisfaction. Website layout has a greater significance than making it look good, it also involves functionality like search filters, categories, and recommendations. Normally, websites

which allow customers to search and filter results based on their preferences (like size, colour, price range) will provide them with a more personalized and faster buying process. The quicker the buyer can find the items s/he is hunting for without too much effort, the more likely s/he will be to revisit that online store.

Security Concerns In e commerce: Trust and Security are two crucial factors that directly impact client satisfaction. Consumers are becoming more 'conscious' of what they tell, and not so much what they buy, thanks to increasing online fraud and data breach. Thus, more likely to establish client confidence is a website that offers secure payment methods, encryption, clear privacy rules (Cappelli et al., 2011). Additionally, security includes not only safeguarding of the client data but also guarantee of transaction reliability including order tracking, and with secure delivery mechanisms. The more confident clients that their personal information and funds are safe, the more likely they are to finish their transactions and earn their loyalty as repeat customers.

Quality of items is a key determiner of customer happiness. Superior products of quality meeting or even surpassing the expectations of customers can considerably raise customer loyalty and satisfaction (Alan and Yasin, 2010). Customers expect that the goods they purchase online to be as good as the description and pictures depicted. If the quality of the product equals or better that of their expectation, they'll more likely assess favourably and recommend it to other people. Another important factor is about product diversity, besides quality. Wide range of products online means online consumers can identify the right product for their needs. Such a merchant, defined as a merchant with a provide an extensive array of products, from different brands, many styles and price points, may be able to attract a broader client base, increasing overall satisfaction.

An important part of the online shopping experience revolves around delivery and execution prompt delivery and execution. Product delivery, as guaranteed, is the first thing that customers consider when determining how happy they are. Broken products, delays, or even just an erroneous purchase can quickly infect customer happiness and they can quickly find a replacement. Kim and Lim (2001) found that prompt delivery and an easy post purchase process (e. g., uncomplicated returns) have a strong impact on the consumer's satisfaction. Overall satisfaction is heavily dependent upon the effectiveness of the online retailer in terms of order fulfilment, packing quality and customer service responsiveness. A robust order processing and customer inquiry management system can instil a positive experience for customers, causing customers to repeat their purchases. A number of things determine customer happiness when you do an online purchase and they are the information quality, website design, security, product quality, customer service and delivery efficiency. Understanding these fundamental traits will help online businesses enhance the overall buying experience, reassure the customers and later ensure sustainable success. In such a competitive environment, these characteristics need to be part of the consistent gain of new consumers and at the same time, necessary for the retention and loyalty of existing customers.

Payment mode

Payment choices in online commerce must vary so that buying experience and customer satisfaction improve. Users have options open to them based on their taste and requirement, diverse payment methods such as Cash on Delivery (COD), Paytm, direct debit, credit cards, Net Banking

and Google Pay etc. (Thakur & Srivastava, 2015). This variety helps a wider audience while providing convenience and overall happiness to customers. The Sharma and Rawat (2014) research also indicates a strong preference for the Cash on Delivery method for online transactions among Indian consumers. This kind of buying pattern is influenced by multiple factors such as propensity to observe before paid and concern over online fraud. With 39 percent of India having COD, it is essential for their payment innovation to base regional market dynamics and consumer behaviour. Online consumers have privilege of privacy and security. It is assumed that consumers require strong safeguarding of their personal information and secure transaction procedures (Tandon et al., 2015). For gaining reputation and pleasing consumers, the security measures must be implemented, such as encryption, secure payment gateways and explicit privacy rules. Customer information is protected and the online retailer's authenticity elevated by a secure payment system that fosters long term client loyalty. This payment process is very simple and so costs effective that it brings massive customer satisfaction. Franzak et al. (2001) argue that consumers would prefer smooth and easy payment process. Regardless of which payment option an individual chooses, it always seeks to reduce the obstacles in the buying process. It helps to reduce the chance of abandon the cart and facilitate repeat transactions. Features such as one click payments, pre stored payment details and multiple payment type would bring down the transaction time and would feel smooth to the users.

In additional, this enables many clients want to pay however it additionally better enables the possibility of success transactions. Online shops can cater to different customer demographics, and therefore increase the size of their market and overall customer satisfaction by providing multiple form of payment. Ensuring secure client information and easy distribution of payments are vital to the fulfilment of consumer expectations and to keeping consumers happy and loyal in today's more volatile online marketplace.

Variety

There is absolutely nothing more important to client satisfaction in online buying than products choice. As more and more people are buying online, e-tailers are expected to offer more related products for their clients to choose from. This applies for an extended product range not only attracting customers but also increasing their probability of purchase (Jarvenpaa & Todd, 1996). This makes them available with the variety of products and the customers get the opportunity to know the item that is closely suitable to the needs and choices. As demonstrated in Ahn et al. (2004), e-satisfaction and product diversity positively assort. The greater customer familiarity with a broader set of products is more likely to bring about customer satisfaction with purchasing experience because variety and the opportunity to compare different products are what customers get. There is a lot of variety within this variety of brand names, styles, price points and varieties of products to not only meet different consumer tastes but also financial capabilities.

As elaborated by Parsons (2002), product selection lies in the interplay between the choices of product options available on store shelves and buyers' hedonic motivations (pleasure and delight experienced in shopping). The more classically motives like the desires to purchase; to investigate, or to be anonymous can be amplified by an well selected product selection that provides a

distinction and pleasure for the clients, which will increase their happiness and loyalty. In addition, Dash (2012) states that sometimes a strong correlation exists between the offering of a broad product assortment and privacy, reliability, and trust related variables and online purchasing. When an online merchant seems to have reliable and varied products, customers are more likely to then make repeat purchases, and tell others about the retailer. Considering this, carrying out an extensive and orderly selection of its products is necessary to build the confidence in the clients and to ensure ongoing happiness.

Website Structure

It's very important, not to say paramount, for the layout and style of a website to affect client satisfaction. Various critical components that combine to improve site efficacy and user friendliness have been prior studied: usability, function, atmospherics, design aesthetics, and intuitive features (Gehrt et al., 2012). Together they affect how a website will be able to meet user needs and expectations and therefore the overall satisfaction. Usability and functionality are very important in the website design. An easy to navigate web site, a well categorized web site with clear menus, and easy search will enhance the customer's experience by making it simple to find their required items. An intuitive and effective website design reduces the likelihood of frustration, therefore increases the possibility of getting done the business, which eventually leads to the happiness of the client. Visual and experiential components of a website known as atmospherics are important determinants in the perception of clients. A good site to have some nice photos, and some good colour palette and some good arranged material on the site, it's aesthetically pleasing and it creates a good impression about your brand and gets folks more interested in what else you say on your site. What's more, a beautiful website makes a buying experience more fun and happier, which is a lot more memorable.

For instance, navigation design; information arrangement; and visual aesthetics, proposed by Cyr (2008) play a concrete role in improving customer happiness. To mention only one, an attractively designed website offering detailed, clear, and easy to understand content can significantly change the entire user experience. Additionally, the structural personalisation options such as tailored recommendations and adaptive interfaces can go a long way in increasing contentment by making the purchasing experience so much more relevant and exciting to each customer. Research by Lee and Kozar (2012) and Guo et al. (2012) backs up the contention that proficient design of websites increases consumer happiness. In these studies, they stress that for customer's expectations to be met and shoppers experience a smooth shopping trip, intuitive navigation, strategic information placing, and user centric interfaces are must have. The focus on these elements can help online businesses build websites that attract customers and keep them satisfied and efficient by buying.

Many factors influence customer happiness when buying online, from the variety of payment options, to product selection and to website design. Consistent with client variation in payment preferences, it offers a wide array of secure and convenient payment methods which ensures a better overall purchasing experience. The fact that clients can find items that meet their own particular needs enables the organization to guarantee that they are satisfied and therefore loyal. A great way to have an efficient website layout that focuses on usability, functionality, and visual

aspect would be to enhance the user experience!

If online businesses understand and master these key points, they can increase consumer satisfaction; encourage loyalty, and sustain success in a competitive business environment. Continuous business growth and robust market presence in the times to come depend upon guaranteeing a seamless, secure and pleasurable purchasing experience to attract new customers and retain existing customers.

Security

Research into the relationship of consumer perceptions of security risks to customer happiness in online retailing is essential. Past research has recorded a huge body of research that shows the affect that security can have on customer pleasure, with an antagonistic link between perception of security and the overall shopping experience. According to Evanschitzky et al (2004), those online businesses who use strong security such as secure payment gateways and data protection methods generally have higher levels of customer satisfaction. This is because, when clients believe that their financial information and personal data are safe with the online platform, their trust in the online platform eases, which consequently results into a general pleasure with the purchasing experience. Guo et al. (2012) found that customer happiness is greatly reduced when consumers have doubts about website security for online shopping. It shows that customer trust is dependent on security threat alleviation. This is why online businesses need to establish strict privacy and data protection rules. That includes, pushing use of encrypted data transmission, secure payment methods, and clear privacy rules. If clients believe their critical information is secured, they tend to visit the same e-commerce platform again for another deal. Because of this, security becomes an important issue for fraud prevention and the ultimate maintenance of consumers' loyalty and satisfaction.

Client Assistance

Customer assistance is an important sign of the purchasing happiness of online buying. In a rendered world without physical interaction, the availability and speed of the customer service representatives is vital. Thus, claims Sirrka et al. (2006) that proficient customer service can be of tremendous relevance in the perception of customer towards an online merchant what could positively impact the general contentment. Good customer service is handling pre-sale queries, order status updates, and after sale troubles promptly to settle the problem, minimising customer waniness and maximizing the overall process. Customer service is a competitive advantage if you are in the process of gaining market share. Online businesses with many channels to contact such as live chat, email, and telephone support, so that you may have access to help when you need it. It creates such ease, it fosters trust and repeat patronage. In addition, personal care by customer representatives who understand the requirements of clients and offered tailored assistance gives really likable customer satisfaction. To position themselves as winners in the game of e-commerce, successful e-commerce companies must incorporate high quality customer service skills along with ingredients like security and user friendliness to nurture sufficient client relations. However, when it comes to premier online shops, we can talk about the amalgamation of these components that helps these shops stay above the competition in e-commerce.

3. Hypotheses

H₀ 1: In online commerce, the layout of a website has a substantial and beneficial impact.

H₀ 2: Online shoppers are much more likely to report being satisfied when their transactions are secure.

H₀ 3: The quality of online purchasing information has a large and beneficial impact on customer satisfaction.

H₀ 4: The mode of payment has a large and beneficial impact on online shoppers' satisfaction.

H₀ 5: Online shoppers report higher levels of satisfaction when they have access to excellent customer service.

H₀ 6: Online shoppers are more likely to be satisfied with high-quality items.

H₀ 7: Internet shoppers are more tend to be satisfied when there is a wide variety of products to choose from.

Customers are more satisfied with their online purchases if delivery times are quick and efficient.

4. Methodology

Hypothesis formulation and research execution will be done using an exploratory and descriptive technique. A review of pertinent literature was made to design a self administered questionnaire to assess the level to which some parameters influence the customer satisfaction in the experience of online shopping. They were derived from several prior studies and so integrated and modified to ensure the aspects and components comprising those parameters were acceptable in the Indian electronic commerce sector. The works of Grace and Chia-Chi (2009) and Thakur and Srivastava (2015) were analysed to derive the site design variable containing security and its components (payment method), information quality and customer service. As a whole, the research instrument consists of two different components. In the first part of the questionnaire, questions were asked about respondents's demographic background. Finally, this survey is divided into the latter part of consideration in which we try to reveal the influence of various aspects such as the layout of the website and security measures used in their online shopping. In this section questions are asked, that examine the effect of some criteria on the customers who take part in online shopping.

Data Collection

The aim of research was to increase understanding on how online buying behavior affects consumer satisfaction. Those who actively employed shopping online were the participants. A easy sample strategy was used to collect the data, distributed to more than 750 persons with an overall completion rate of 58% on the survey. Of the total responses, 430 were judged to be sufficiently detailed and accurate enough for statistical analysis. The study sample consisted of responses, which allowed researchers to analyze several things that influence customer satisfaction in the course of online buying. The data were analysed using the statistical software, SPSS 20. For this

Purify project, a range of statistical methods was used including reliability and validity evaluations, correlation coefficients and regression analysis. Such methodologies allowed the researchers to understand the correlations between consumer happiness and online buying behaviour. Reliability and validity of the method were also assessed indicating that the responses were consistent and were representative of the constructs being explored. To ascertain the direction and strength of correlation between several variables such as payment methods, website security and consumer happiness, correlation coefficients were used. Using regression analysis, it described the influence of several factors, including payment and customer service, on customers' overall satisfaction with online buying. The researchers used EFA to successfully identify key components of the online shopping experience like security, navigational ease and product diversity and analyze the interrelationships between such factors and consumer happiness.

5. Results

The final online purchaser sample consisted of 54% males and 46% females. The statistics showed each fact anticipated in a study focusing on e-commerce behaviour: a substantial amount of internet shopping was taking place. Of purchasers 62.22% were aged 18 to 34, which shows that younger consumers were more likely to be engaged in online purchase. According to this data, this finding corroborates prior data that millennials and Gen Z make up a big part of the e-commerce market because they're good with digital technology and online platforms. The study statistics provide important insight into what the targeted clients do when they choose to buy online as well as what primary driving forces impact their satisfaction levels.

Table 1: Data Normality of factors of Customers' Satisfaction towards online shopping

Determinants	Tolerance	VIF
Website Layout	0.261	1.829
Security	0.345	1.883
Information Quality	0.222	1.125
Payment Mode	0.412	1.322
Customer support	0.256	1.906
Quality	0.498	1.009
Assortment	0.371	1.406
Delivery Performance	0.477	1.100

Source: Primary data calculations

The reliability and internal consistency of the data was assessed using Cronbach's alpha at a strong internal consistency of 0.952. In particular, Cronbach's alpha measures the amount of correlation among items in a survey or test, and values of which are considered satisfactory to be greater than or equal to 0.7. The level of reliability of the constructs and variables measured is very high as indicated by the alpha value of 0.952. Reliability of the scales used to measure the variable was affirmed since Cronbach's alpha values were reported between 0.952 and 0.650. The sample adequacy measure, Kaiser Meyer Olkin (KMO) was calculated and obtained 0.821. KMO statistic

evaluate the appropriateness of data to factor analysis, if it is greater than 0.6, it is considered appropriate. A result of 0.821 occurs, indicating that the sample size was good enough to perform factor analysis, thus increasing the dependability of collected data. Further, Bartlett's Test of Sphericity was run to determine if the variables used in the study are well related to conduct factor analysis. The Chi Square value for the test was very high (of 2457.9) showing intercorrelation among the variables which showed their suitability as candidate variables for further investigation. The significance indicates the need for EFA of the data shown and suggests that there existed underlying patterns in variables related to online shopping and consumer satisfaction. Together, the reliability statistics and significance tests confirm the robustness on which the findings rely. Together, the Cronbach's alpha is elevated, KMO value is satisfactory, and the Bartlett's test is significant, so the findings are considered reliable and of good internal consistency, and are therefore reliable. The metrics show that there is enough data and sample size that it would be okay to perform the analysis hence increasing the trust in the study's finding and conclusion.

Table 2: Reliability and validity of factors determining customer satisfaction towards online shopping

Determinants	Items	Cronbach Alpha
Overall	38	0.952
Website Layout	7	0.842
Security	5	0.793
Information Quality	5	0.752
Payment Mode	4	0.641
Quality	3	0.707
Customer Support	3	0.701
Assortment	3	0.65
Delivery Performance	4	0.756
Customer Satisfaction	4	0.872

Source: Primary Data

The study employed EFA to identify the essential dimensions influencing customer satisfaction in online purchasing. Kaiser Normalization together with the Varimax rotation approach using orthogonal rotation helped explain the variances of the factor loadings. The implication is that we would like a set of factors to be as independent as possible, in the hope of being able to interpret relationships between variables. The most significant underlying dimensions (digim) were identified using the Principal Component Analysis (PCA) extraction approach. The nine parameters emphasize the main factors on which the client's satisfaction is based in online buying. Factor loadings denote the correlations of the items to the underlying factors. For example, 38 out of 45 items loaded >0.5 onto one or more of the retrieved components, indicating that the extracted factors are strongly correlated with these items. In EFA, factor loadings in excess of about 0.5 are conventionally taken as significant because of high association between items and components. The factor names and their associated loadings of 38 items are shown in Table 3. These

characteristics explain the key things that affect happiness of online commerce clients. The derived parameters are validated by the significant loadings and serve to indicate the key dimension that impacts customer perception and satisfaction as regards online retail experiences.

Table 3: Profiling of factors determining customer satisfaction towards online shopping

	Items	Cronbach Alpha	Factor Loadings	Eigen Values
Overall	38	0.952	0.703 to 0.576	
Website Layout	7	0.842	0.821 to 0.541	7.489
Security	5	0.793	0.797 to 0.592	6.523
Information Quality	5	0.752	0.809 to 0.599	5.214
Payment Mode	4	0.641	0.646 to 0.568	4.952
Quality	3	0.707	0.546 to 0.551	4.021
Customer Support	3	0.701	0.609 to 0.583	3.545
Assortment	3	0.65	0.816 to 0.516	3.215
Delivery Performance	4	0.756	0.737 to 0.588	2.015
Customer Satisfaction	4	0.87	0.692 to 0.548	1.256

Source: Primary Data

Table 4 provides the results of factor analysis. The results indicate that nine factors have been extracted named as Information Quality, Payment Mode, Website Layout, Security, Quality, Assortment, Delivery Performance, Customer Support and Customer Satisfaction. The value of factor loading for every factor is found more than 0.5, indicating that the respective items are significantly loaded to their factors. Only those factors, which have eigen value more than 1 are considered for final study and extraction of factors through rotated component matrix methods.

Table 4: Descriptive Statistics of factors affecting customer satisfaction towards online shopping

	Items	Mean	Standard Deviation
Overall	38		
Website Layout	7	3.733	0.724
Security	5	3.965	0.6
Information Quality	5	3.763	0.659
Payment Mode	4	3.756	0.603
Quality	3	3.72	0.773
Customer Support	3	3.667	0.745
Assortment	3	3.775	0.683
Delivery Performance	4	3.715	0.62
Customer Satisfaction	4	3.83	0.665

Source: Primary Data

Table 5: Correlation Coefficient Analysis The correlations between all variables can be clearly noticed (5 percent level of significance). Data quality and customer happiness have the highest correlation coefficient (r) of 0.745. The website design has the lowest coefficient of correlation (r) of customer satisfaction at 0.610. According to the findings, there is a strong correlation between all the constructs.

Table 5: Coefficient of Correlation for factors affecting customer satisfaction towards online shopping

	CS	WL	S	IQ	OM	CS	Q	A	DP
Customer Satisfaction (CS)	1								
Website Layout (WL)	.61	1							
Security (S)	.705	.612	1						
Information Quality (IQ)	.745	.732	.78	1					
Payment Mode (PM)	.668	.707	.535	.681	1				
Customer Support (CS)	.681	.79	.631	.685	.643	1			
Quality (Q)	.623	.628	.573	.612	.496	.583	1		
Assortment (A)	.668	.68	.528	.558	.501	.655	.593	1	
Delivery Performance (DP)	.621	.557	.634	.671	.504	.502	.543	.524	1

Source: Primary Data

Mining involved multiple regression analysis to identify what factors influence customer happiness in e-commerce. From this study, we get a grasp of the strength of the connections that were generated between the independent variables and the satisfaction of the customers using the standardized coefficients. Results indicate that Information quality comes with the highest level of influence on customer happiness (beta=0.329). This implies that gains in information quality can make a big positive difference to customer happiness in e-commerce. Second, after information quality, a beta coefficient of 0.243 for Selection emerges. The research findings revealed that hypotheses 2, 3, 4, 5, 6 and 7 all are significant from statistical point of view. So this means, the data has been validated through which we have understood that these assumptions have been true and there is definite significant association of independent variables with the customer satisfaction. Additional analysis shows the respective beta coefficients and p values for these hypotheses (i.e. the strength of the associations and the statistical significance). In general, these results indicate that the three factors discussed earlier: Information quality, Selection and hypotheses, have a strong impact on customer happiness in e-commerce. These results can equip businesses with needed material to concentrate on enhancing these factors to increase customer happiness and satisfaction.

Table 6: Regression for customer satisfaction for factors affecting online shopping

Determinants	Coefficient Unstandardised		Coefficient Standardised		
	Beta	Std. Error	Beta	T-Value	Sig

Constant	.605	.509		1.602	.142
Information Quality	.585	.332	.519	2.968	.004*
Customer Support	.305	.278	.318	2.199	.032*
Assortment	.474	.302	.433	2.721	.011*
Website Layout	.317	.328	.316	0.213	.055
Payment Mode	.369	.273	.382	2.343	.030*
Quality	.277	.302	.377	3.441	.000**
Security	.279	.299	.381	2.613	.000**
Delivery Performance	.315	.282	.305	1.551	.169
*R-Square = 0.762, Adjusted R Square = 0.5, P<0.058					

Source: Primary Data

At the level of statistical analysis of the study, a corrected R square value of 0.663 was obtained which signifies that the model explains (66.3) percent of the variance in customer satisfaction. The high R square value suggests that the hour in the study; i.e. product assortment, payment options, security concerns and customer support do have a significant impact in enhancing pleasure during online shopping. The studied characteristics explain 76.2% of total customer satisfaction meaning that the model has a good predictive capacity. Table 6 provides insight into how much each individual element contributes to the variation in customer happiness and matches the model's validity to accurately predict the levels of satisfaction in the realm of online buying. Delineation and prioritisation concerning the influence of components on customer satisfaction is made through analysis. Product variety, payment options, customer assistance, and so on came behind quality information as factors. In other words, the findings show that online shops should place these elements as a priority in order to engage customers. These variables are statistically relevant and the research underlines them. The t values of the exhibited factors are statistically significant, meaning the observed relationships of these characteristics and customer satisfaction are not random. This contributes to the credibility of the findings and supports the intuition that security, information quality, payment choice, service and product quality are major determinants of customer happiness in online buying. Our findings suggest that to supplement consumer satisfaction, these critical variables should be improved in priority by enterprises. Increasing security to build consumer trust, full product information and high quality, wide range of payments options and speedy customer service could bring great impetus to customer happiness. Targeting these areas allows online businesses to strengthen client loyalty, as well as reinforce their whole online presence.

Conclusion

Consumers in developing economies are increasingly turning to internet-based retail sales in place of more traditional modes of payment. For Indian internet retailers and entrepreneurs, the study's findings can help them determine the best tactics for building their own websites. The study's findings shed light on the psychology of Indian internet shoppers, revealing their preference for high-quality information, a wide selection of products, and a sense of security. It is important for merchants to have a safe online interface for customers to increase their trust in online purchases, as well as give excellent information and demonstrations of the goods and services they are selling. Online buyers will be more satisfied with their purchasing experience if they can have their questions answered quickly and efficiently through tools like live chat and 24-hour customer service.

Limitations and future research

The researchers only looked at a small number of people for their study. If there had been more people in the sample, then the results would have been more accurate. The number of variables that were employed in the study was quite small; subsequent researchers may choose to add additional factors to the framework and investigate the association using a bigger sample size in order to construct a model that is more consistent for the study. The study has the potential to take into account other factors, such as the impact of shifting demography and sociocultural characteristics. In addition, the instrument that was produced in this study may be used in further research to attempt to generalize its use as well as to investigate the instrument's reliability and validity in a variety of geographical and environmental contexts.

References

- Ahn, T., Ryu, S., Han, I. (2004). The Impact of the Online and Offline Features on the User Acceptance of Internet Shopping Mall. *Electronic Commerce Research and Applications*, 3, (4), 405- 420.
- Alam, S., and Yasin, N. (2010). An Investigation into the Antecedents of Customer Satisfaction of Online Shopping. *Journal of Marketing Development and Competitiveness*, 5(1), 71-78.
- Anthanassopoulos, A, Gounaris, S. and Stathakopoulos, V. (2001). Behavioral Responses to Customer Satisfaction: An Empirical Study. *European Journal of Marketing*, 35, (5), 687-707.
- Ballantine, P. W. (2005). Effects of interactivity and product information on consumer satisfaction in an online retail setting. *International Journal of Retail and Distribution Management*, 35(6), 461-471.
- Cappelli, L., Guglielmetti, R., Mattia, G., Merli, R., and Renzi, M. F. (2011). Testing a customer satisfaction model for online services. *International Journal of Quality and Service Sciences*, 3(1), 69- 92.
- Chen HY, Hsu CI and Lin CC (2010) Website attributes that increase consumer purchase intention: A conjoint analysis. *Journal of Business Research*, 63(9- 10), 1007-1014.

- Chen Z, Ling KC, Ying GX and Meng TC (2012) Antecedents of online customer satisfaction in China. *International Business Management*,6(2), 168-175.
- Cheung, C. M. K., and Lee, M. K. O. (2005). Consumer satisfaction with internet shopping: a research framework and propositions for future research. *Proceeding, ICCE '05 Proceedings of the 7th International conference on Electronic commerce*.
- Cyr, D. (2008). Modeling website design across culture: relationships to trust, satisfaction and E-loyalty. *Journal of Management Information Systems*, 24(4),47-72.
- Dash A (2012) Online shopping and customer satisfaction: An empirical investigation. *International Journal of Research in Management, Economics and Commerce*, 2(11), 42-49.
- Dawn SK and Kar U (2011) E-tailing in India - its issues, opportunities and effective strategies for growth and development. *Zenith International Journal of Multidisciplinary Research*,1(3), 101-115.
- Dholakia RR and Zhao M (2010) Effects of online store attributes on customer satisfaction and repurchase intentions. *International Journal of Retail and Distribution Management*, 38(7), 482-496.
- Durbin, J.; Watson, G. S. (1950). Testing for Serial Correlation in Least Squares Regression, I. *Biometrika*. 37 (3-4), 409-428. doi:10.1093/biomet/37.3-4.409
- Elliot, S., and Fowell, S. (2000). Expectations versus reality: a snapshot of consumer experiences with Internet retailing. *International Journal of Information Management*, 20(5), 323-336.
- Evanschitzky Heiner, Iyer Gopalkrishnan R, Hesse Josef, Ahlert Dieter (2004). E- satisfaction: a re- examination. *Journal of Retailing*, 80 (2004),239-247.
- Franzak, F., Pitta, D., and Fritsche, S. (2001). Online relationships and the consumer's right to privacy. *Journal of Consumer Marketing*, 18, 631-641.
- Gehrt KC, Rajan MN, Shainesh G, Czerwinski D and O'Brien M (2012) Emergence of online shopping in India: Shopping orientation segments. *International Journal of Retail and Distribution Management*, 40(10),742-758.
- Grace Lin, T. R., and Chia, C. S. (2009). Factors influencing satisfaction and loyalty in online shopping: an integrated model. *Online Information Review*, 33(3), 458-475.
- Grewal, D., Lyer, G.R. and Levy, M. (2004). Internet Retailing: Enablers, Limiters and Marketing Consequences. *Journal of Business Research*, 57, (7), 33-43.
- Guo, X., Ling, K. C., and Liu, M. (2012). Evaluating factors influencing consumer satisfaction towards online shopping in China. *Asian Social Science*, 8(13), 40.
- Ha S and Stoel L (2009) Consumer e-shopping acceptance: Antecedents in a technology acceptance model. *Journal of Business Research*, 62(5), 565-571.
- Hair, J. F. Jr., Anderson, R. E., Tatham, R. L. & Black, W. C. (1995). *Multivariate Data*

Analysis (3rd ed). New York: Macmillan

- HasanovJasur, Khalid Haliyana (2015). The Impact of Website Quality on Online Purchase Intention of Organic Food in Malaysia: A WebQual Model Approach. *Procedia Computer Science*, 72:382 - 389.
- Hasslinger, A. (2007). Consumer Behaviour in Online Shopping. Dissertation, Kristianstad University, Sweden, Retrieved from <http://www.divaportal.org/smash/get/diva2:231179/fulltext01>
- Hernandez B, Jimenez J and Martin MJ (2009) The impact of self-efficacy, ease of use and usefulness on e-purchasing: An analysis of experienced e-shoppers. *Interacting with Computers*, 21(1-2), 146- 156.
- Jarvenpaa, S. L., and Todd, P. A. (1996). Consumer Reactions to Electronic Shopping on the World Wide Web. *International Journal of Electronic Commerce*, 1(2), 59-88.
- Jun, M., Yang, Z., and Kim, D. (2004). Customers' perceptions of online retailing service quality and their satisfaction. *International Journal of Quality and Reliability Management*, 21(8), 817-840.
- Khare A and Rakesh S (2011) Antecedents of online shopping behaviour in India: An examination. *Journal of Internet Commerce*, 10(4), 227-244.
- Khristianto, W., Kertahadi, I., andSuyadi, I. (2012). The Influence of Information, System and Service on Customer Satisfaction and Loyalty in Online Shopping. *International Journal of Academic Research*, 4(2), 28-32.
- Kim, J. H., and Kim, C. (2010). E-service quality perceptions: a cross-cultural comparison of American and Korean consumers. *Journal of Research in Interactive Marketing*, 4(3), 257-275.
- Kiran R, Sharma A and Mittal KC (2009) Attitudes, preferences and profile of onlinebuyers in India: Changing trends. *South Asian Journal of Management*,15(3), 55-73.
- Lee Y and Kozar AK (2012) Understanding the website usability: Specifying and measuring constructs and their relationships. *Decision Support Systems*, 52(2),450-463.
- Lee, G. G., and Lin, H. F. (2005). Customer Perceptions of E-service quality in onlineshopping. *Journal of Retail and Distribution Management*, 33(2), 161-176.
- Lee, K. and Joshi, K. (2007). An Empirical Investigation of Customer Satisfaction with Technology Mediated Service Encounters in the Context of Online Shopping. *Journal of Information Technology Management*, 18, (2), 18-37.
- Limayem, M., Khalifa, M., and Frini, A. (2000). What make consumers buy from theInternet? A longitudinal study of online shopping. *IEEE Transactions on Systems,Man, and Cybernetics: Part A*, 30(4), 421-432.
- Liu, X., He, M.Q., Gao, F., and Xie, P. H. (2008). An empirical study of online shoppingcustomer satisfaction in China: a holistic perspective. *International Journal of Retail and Distribution Management*, 36(11), 919-940.

- Parsons, A. G. (2002). Non-functional motives for online shoppers: Why we click. Journal of Consumer Marketing, 19(5), 380-392.
- Prasad JS and Aryasri AR (2009). Determinants of shopper behaviour in e-tailing: An empirical analysis. Paradigm 13(1), 73-83.
- Sang Yong Kim and Young Jun Lim (2001). Consumers' Perceived Importance of and Satisfaction with Internet Shopping. Electronic Markets, 11(3), pp. 148-154.
- Schaupp, L. C., and Belanger, F. (2005). A conjoint analysis of online consumer satisfaction. Journal of Electronic Commerce Research, 6(2), 95-111.
- Sharma MR and Rawat DS (2014) Evolution of e-commerce in India, creating the bricks behind the clicks. Available at <https://www.pwc.in/assets/pdfs/publications/2014?evolution-of-e-commerce-in-india.pdf> (accessed in January 2015).
- Shergil, G.S. and Chen, Z. (2005). Web-based shopping: consumers' attitudes towards online shopping in New Zealand. Journal of Electronic Commerce Research, 6, (2), 79-94.
- Shih, H. (2004). An Empirical Study on Predicting User Acceptance of E-Shopping on the Web. Information and Management, 41, (3), 351-368.
- Sirrka L. Jarvenpaa, Peter A. Todd (1996). Consumer Reactions to Electronic Shopping on the World Wide Web. International Journal of Electronic Commerce, 1(2), 59-88.
- Snoj, B., Korda, A. P., and Mumel, D. (2004). The Relationships among Perceived Quality, Perceived Risk and Perceived Product Value. Journal of Product and Brand Management, 13(3), 156-167.
- Szymanski, D. M., and Hise, R. T. (2000). E-Satisfaction: an initial examination. Journal of Retailing, 76(3), 309-322.
- Tandon, U., Kiran, R., and Sah, A. N. (2016). Customer satisfaction using website functionality, perceived usability and perceived usefulness towards online shopping in India. Information Development, 32(5), 1657-1673.
- Tabachnick, B. G., & Fidell, L. S. (2001). Using Multivariate Statistics (4th ed.). Boston, MA: Allyn and Bacon.
- Thakur R and Srivastava M (2015). A study on the impact of consumer risk perception and innovativeness on online shopping in India. International Journal of Retail and Distribution Management, 43(2), 148-166.
- Wolfenbarger M and Gilly CM (2003) eTailQ: Dimensionalising, measuring and predicting e-tail quality. Journal of Retailing, 79(3), 183-198.
- Wu, K. W. (2011). Customer loyalty explained by electronic recovery service quality: implications of the customer relationship re-establishment for consumer electronics E-Tailers. Contemporary Management Research, 7(1), 21-44.