



Impact Of E-Commerce On Customer Satisfaction

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ARTICLE INFO	ABSTRACT
	E-commerce enables the customers to easily move physical store online. It build a strong online presence for the company when it provide high-quality items 24/7 coupled with a committed customer service team, social media interactions, a knowledge base, blogs, etc. The main aim of this study is to find the factors influencing customers in E – Commerce and the impact of E – Commerce on customer satisfaction. Customers are influenced by the above E-Commerce services such as convenient Better customer experience, lower price, exclusive products, offers, wide product variety, personalization and secured purchase. Above all, offers and wide product variety influenced lot of customers while purchasing through e-commerce. This leads to the great impact on customer satisfaction and they prefer the same platform to purchase for future.
	Keywords: E-Commerce, Customer satisfaction, Personalization.

INTRODUCTION

E-Banking is a simple and convenient way to obtain 24-hour access to your bank using a smartphone. E-Banking makes use of the internet as a distribution mechanism for banking transfers. E-Banking services have made bank transfers a thing of the past when it comes to everyday errands. Since online banking is one of the most popular services provided by banks, it is also a very stable platform. Encryption systems are often used by banks to ensure that all customer information is secure and that no data breaches occur. It protects you from online fraud and account manipulation in the end.

Services research has not adequately captured the rapid expansion into e-services. There is a need for more conceptual and empirical research, and not only on motivations why consumers prefer e-services to traditional services, but also on how they choose among competing e-services. Service quality, customer satisfaction and loyalty are issues figuring prominently in traditional services research. Until now, however, our understanding has been largely built on studies of service processes with a strong interpersonal character and little attention has been paid to how service evaluations change when customers interact with technology.

Consumers can buy a large variety of items from online stores, and just about anything can be purchased from companies that provide their products online. Books, clothing, household appliances, toys, hardware and software are just some of the hundreds of products consumers can buy from an online store. Online shopping offers the customer a wide range of products and services wherein he is able to compare the price quoted by different suppliers and choose the best deal from it. Internet marketing is conceptually different from other marketing channels and internet promotes a one to one communication between the seller and the end user with round the clock customer service.

REVIEW OF LITERATURE

Veronica (2002) Customer satisfaction with e-services: The case of an online recruitment portal. In this contribution we aim to present a state of the art review of academic literature on e-service quality and customer satisfaction with online services. We illustrate some of the research issues by means of a

presentation of an empirical study, performed with respect to an online job-search service, or so-called job board. In addition we develop a number of suggestions for further research.

Sindhu Singh (2019) Measuring E-Service Quality and Customer Satisfaction with Internet Banking in India. Theoretical Economics letter. The digital payments industry can concentrate on improving the security of the payment systems, gateways, and payment networks. Advanced technologies can be developed to improve the digital payment systems which offer many business opportunities for creating computers, smartphones, and innovation in internet and security software. The study findings can be used by banks to improve the service quality of internet banking and attract more customers towards using this service. The improvement in service quality comprising of responsiveness, efficiency, and perceived credibility automatically leads to the customer satisfaction of internet banking services, which gives competitive advantages to the banks.

Rudrapriya Diwan (2021) A Study on Customer's Satisfaction Towards E-Banking Services. To study the relationship between security towards the satisfaction level of customers using E-Banking services of Bhopal city. The bank's service quality has increased as a result of electronic banking. The majority of respondents agree with the statement, indicating that the efficiency of online banking services has increased and the level of E-Banking customer satisfaction in Bhopal city is strongly linked to convenience as a predictor of E-Banking services

P Manju, M Kavitha (2021) - Elementary Education Online, 2021 Digital marketing and customer satisfaction and customer satisfaction in COVID-19. Online vast majority of the sector was stepped foot in the digitalization. In COVID-19 pandemic and lock down period in India affected small business, schools, colleges, shops, malls and all fields of life. Most people in the world, especially the elderly, have never seen such an impact of COVID-19 event. In this regards, study about crucial situation of COVID-19, digitalization performance, customer satisfaction and some fields turning to digitalization movements.

Asma Zaheer (2023) Measuring Satisfaction of Customer and Quality of E -Services Using a Mediated Moderation Analysis. E-commerce has grown in acceptance over the past few years in India. Recent studies have demonstrated and generally acknowledged that customer loyalty and satisfaction levels for online transactions are lower than those for more conventional methods of buying. A problem for online businesses is how to keep and improve online client's loyalty and satisfaction.

Muneeb (2023) Enhancing customer satisfaction in e-commerce: The role of service quality and brand trust. The findings indicate that several aspects of service quality, including order processing, speed, convenience, and quality of communication from couriers, have a big impact on how satisfied customers are with their online purchases. The most powerful element influencing pleasure, however, turned out to be ease. The relationship's key mediator is brand trust. As a result, consumer loyalty is increased and uncertainty is decreased. In particular, in developing e-commerce countries such as Pakistan, the study emphasizes how important it is to enhance consumer happiness, service quality, and brand credibility. By stressing the mediating function of brand trust and highlighting the dynamics in emerging nations, this research adds to the body of current work. It emphasizes how crucial trust and quality customer service are to creating long-lasting, customer-focused e-commerce enterprises.

S Pratiksha, M Kavitha (2023) Effectiveness Of Cloud Technologies In Social Media Marketing And Its Impact On Customer Buying Behaviour In Chennai City. - International Development Planning Review. The purpose of this research is to investigate the efficacy of cloud technologies in social media marketing and to investigate the impact that these technologies have on the purchasing behavior of customers in the city of Chennai. Specifically, the city of Chennai will serve as the focal point of the investigation. These findings were acquired by the use of rigorous examination. In order to arrive at these conclusions, extensive examination was performed. This study not only provides businesses and marketers in Chennai with valuable information, but it also highlights the relevance of utilizing cloud technologies in order to improve their social media campaigns and, as a result, influence the decisions that consumers make regarding their procurement of goods and services.

INTEND OF THE STUDY

1. To find the factors influencing customers in E – Commerce
2. To analyse the impact of E – Commerce on customer satisfaction

HYPOTHESES OF THE STUDY

1. There is no significant difference among the factors influencing customers in E – Commerce
2. There is no significant impact of E – Commerce on customer satisfaction

FACTORS INFLUENCING CUSTOMERS IN E – COMMERCE

E-commerce enables the customers to easily move physical store online. It build a strong online presence for the company when it provide high-quality items 24/7 coupled with a committed customer service team, social media interactions, a knowledge base, blogs, etc. Low customer acquisition cost, High repurchase rate. Healthy margins are the important reasons that customer move on to the e- commerce.

The factor analysis like principle component methods is applied are eight variables of E- Commerce services and the following research are obtained. The researcher appropriately applied Factor Analysis by principal component method to find the variables into predominant factor. The application of Factor Analysis brought the following results:

Table – 1 KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.936
Bartlett's Test of Sphericity	Approx. Chi-Square	6481.984
	df	28
	Sig.	.000

Source-computed data

From the above table is formed by the KMO measure the sampling adequacy is 0.936. Bartlett's test of sphericity with approximate chi-square value =6481.984are statistically significant at 5%. This leads to verification of interrelationship among the variables in the following communalities scale.

Table – 2 Communalities		
	Initial	Extraction
Convenient	1.000	.895
Better customer experiences	1.000	.837
Lower price	1.000	.824
Exclusive products	1.000	.853
Offers	1.000	.931
Wide product variety	1.000	.922
Personalization	1.000	.910
Secured Purchase	1.000	.902
Extraction Method: Principal Component Analysis.		

Source-computed data

From the above table it is formed that the six variables possess the variance ranging above 0.75. The following total variance table indicates the total variance executed by these variables

Table – 3 Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Convenient	7.073	88.417	88.417	7.073	88.417	88.417
Better customer experiences	.293	3.665	92.082			
Lower price	.177	2.210	94.292			
Exclusive products	.149	1.859	96.150			
Offers	.115	1.435	97.586			
Wide product variety	.085	1.068	98.654			
Personalization	.056	.705	99.358			
Secured Purchase	.051	.642	100.000			
Extraction Method: Principal Component Analysis.						

Source-computed data

From the above table it is formed that the seven variables with cumulative variance 88.417%, which is statistically significant and gives the existence of 6 meaningful factors. The factors are enumerated as follows.

Table – 4 Component Matrix^a	
	Component
	1
Convenient	.946
Better customer experiences	.915
Lower price	.908
Exclusive products	.924
Offers	.965
Wide product variety	.960
Personalization	.954
Secured Purchase	.950
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source-computed data

The above table shows that customers are influenced by the above E-Commerce services such as convenient Better customer experience, lower price, exclusive products, offers, wide product variety, personalization and secured purchase. Above all, offers and wide product variety influenced lot of customers while purchasing through e-commerce. This leads to the great impact on customer satisfaction and they prefer the same platform to purchase for future.

FINDINGS AND CONCLUSIONS

E-commerce provides the sellers with a global reach. They remove the barrier of place. Now sellers and buyers can meet in the virtual world, without the hindrance of location. Electronic commerce will substantially lower the transaction cost. It eliminates many fixed costs of maintaining brick and mortar shops. This allows the companies to enjoy a much higher margin of profit.

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