



A STUDY ON THE CUSTOMERS SATISFACTION TOWARDS ONLINE SHOPPING IN WEST BENGAL

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ABSTRACT-

This article investigate the elements that impacts customers satisfaction decision and examine how these factors customers satisfactions using descriptive research design. The study also examine how online customers satisfactions is by the perceived benefits of online shopping including convenience, pricing and wider selection. The findings of the study will be valuable for business or ventures seeking to expand the online marketing efforts, as well as for academic research and advancement. A well structure questionnaire was created and distributed to collect sample from the district. Given the requirement for a diverse range of respondents with prior online shopping experiences, the judgement sampling technique was employed. This study was conducted with a sample size 100 respondents. After gathering the data it was classified, tabulates and condifide.

INTRODUCTION-

Business are striving to leverage electronic commerce (e-commerce) for competitive edge, aiming to engage with customers more effectively (Demangoet and Broderick, 2007)

- The E-commerce process begins with sellers advertising products on a website. Customers then review product features, prices and delivery options by product of interest, and then check out (Ribadn and Rahman, 2019)
- The current body of research aims to assess the elements influencing customer satisfaction in online retail, including the quality of information, perceived security, and privacy concerns (Ahmad et al. 2017)
- Online shopping has become a rapidly growing phenomenon, with an increasing number of customers turning to the internet to buy goods and services, gather product information or simply browse for enjoyment. As a result, the online shopping environment plays an increasingly important role in the relationship between marketers and their customers (Koo et al, 2008)

The emergence of the internet has transformed the way people shop, with online shopping gaining popularity worldwide. In India, West Bengal has emerged as a hub of technological innovation and a thriving market for e-commerce platforms.

ONLINE CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour online is a multifacted process influenced significantly by social and psychological factors. It encompasses the actions individuals take to acquire, utilize and discard goods and services. The behaviour of consumers online mirrors that of offline consumers, with similar stages in the decision making process. In the online model, website features, consumer abilities, product attributes toward online shopping, and perceptions of control over the online environment are crucial. Consumer behaviour in using the internet for shopping varies, some consumers either using this new distribution channel, mainly due to concern about privacy and security.

LITERATURE REVIEW

1. Online shopping is rapidly expanding, as reported by the (eBay India Census, 2011)
2. Achieving the highest level of customer loyalty is crucial for online retailers, Research confirms that customer satisfaction and various quality factors play a significant role in this regard (Brush et.al.2019)
3. The altitude towards online shopping significantly influencer the intention to shop online. Therefore, it is imperative to explore the factors that effect altitude formation Moez Limayem, Mohammad Khalifa, Anissa Frini , 2000)
4. Attitude towards online shopping are shaped by trust and perceived benefits. Trust is influenced by perceived web quality and electronic World-of-Mouth (eWOM), with the latter being dependent on perceived web quality (Mutaz MAI Debei, Mamoun N Akroush, Mahammed Ibrahiem Ashouri 2015)
5. To enhance costomer purchase intentions, this articles suggest that online stores should develop marketing strategies that focus on improving the trustworthiness, reliability and responsiveness of their web services. Online stores can devote valuable corporate resources to the important of ex- service quality attributes identify by this article (GWO-Guang Lee, Hsiu-Fen Lin 2005)

6. Customer loyalty is crucial for the success of an organization, particularly when simply acquiring does not ensure long term success (Sri Astuti Pratmingsih, Christina Lipuringtyas, Tety Rimenta,2013)
7. Online shopping a type of electronic commerce, enables consumers to purchase goods or services directly from a seller over the internet, eliminating the need for an intermediary (KS Silpa, PU Rajasree D Balasubramanian,2016)

ANALYSIS AND INTERPRETATION:

The survey reveals that majority of the respondents spent more than two hours per day on the internet, using it for various activities such as shopping, browsing, banking, chatting, and social networks. A significant 78% of respondents showed interest in online shopping. Among the online shopping platform, flipkart was the most popular choice with 34% of respondents, followed by Amazon with 32% of respondents, Snapdeal with 16%, Myntra with 7% and other 2%. Additionally, it was observed that most respondents preferred not to used cash on delivery payment options.

CONCLUSION

Based on the findings and the results, it is evident that online shoppers in West Bengal have distinct perception, preference, and factors influencing their satisfaction. This study indicates that they are increasingly confident in purchasing high value products through online portal.

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