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## **The Effect Of Customer Satisfaction And Excellence Of E-Services On Online Buyer' Activity**

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### **ABSTRACT :**

This study investigates the impact of customer satisfaction and the excellence of e-services on the online buying activities of consumers. With data collected from 219 respondents, the analysis delves into factors such as security, privacy, product quality, information accuracy, return policies, perceived risks, after-sale service, and web design. Using IBM SPSS and SPSS AMOS 25 for model fitting and multiple regression analysis, the study identifies key determinants of online buying behavior and provides actionable insights. Findings reveal that e-service excellence and customer satisfaction significantly influence online buyer activity, emphasizing the critical role of enhanced security, privacy measures, and user-centric design. Suggestions and a scope for future research are also provided.

**Keywords:** Customer Satisfaction, E-Services, Online Buying Behavior, Security, Privacy, SPSS, AMOS, Multiple Regression, Web Design, Product Quality, Return Policy

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### **Introduction :**

In today's digital world, online shopping has become a common way for people to buy goods and services. The success of online businesses depends a lot on how happy customers are with their experience and how good the online services (e-services) are. Customer satisfaction is about how well the online shopping platform meets the expectations of buyers. E-service excellence refers to the quality of online services, such as fast website loading, ease of navigation, secure payments, and quick delivery. In places like Vellore district, where online shopping is growing steadily, it's important to understand how these factors affect the behavior of online buyers. For instance, if a buyer finds a website reliable and easy to use, they are more likely to shop there again. On the other hand, poor service quality or bad customer support might drive buyers away.

This study focuses on exploring the link between customer satisfaction, the quality of e-services, and how active online buyers are in Vellore district. It aims to highlight what online businesses can do to attract and retain customers in this region. The proliferation of e-commerce has transformed consumer behavior globally. Online shopping platforms must deliver exceptional e-services to maintain competitive advantages and foster customer satisfaction. This study explores the interplay between customer satisfaction and e-service excellence on online buyer activities, focusing on critical factors that influence consumer trust and loyalty.

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### **Objectives :**

1. To assess the effect of e-service excellence on online buyer activity.
2. To determine the influence of customer satisfaction on online purchasing decisions.
3. To identify key factors affecting online buyer behavior, including security, privacy, and web design.
4. To evaluate the relationship between after-sale services and customer loyalty in e-commerce.

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### **Hypothesis :**

1. H1: E-service excellence positively affects online buyer activity.
2. H2: Customer satisfaction significantly influences online purchasing decisions.
3. H3: Security and privacy measures are critical determinants of online buyer behavior.

## Need for the Study :

With increasing reliance on digital platforms, understanding the drivers of online buyer activity is imperative for e-commerce growth. This study fills the gap by providing insights into how e-service quality and customer satisfaction shape consumer preferences.

## Research Methodology :

- **Respondents:** 219 online buyers.
- **Data Collection:** Structured questionnaire.
- **Analysis Tools:** IBM SPSS and SPSS AMOS 25.
- **Techniques:** Model fitting, multiple regression analysis, and ranking method.

## Statement of the Problem :

E-commerce platforms face challenges in retaining customers due to concerns over security, privacy, and service quality. Understanding how these factors impact online buyer activity is crucial for sustainable growth.

## Socio-Demographic Profile of Respondents

Demographic Variable	Category	Number of Respondents	Percentage (%)
<b>Age</b>	Below 20 years	30	13.7
	21–30 years	85	38.8
	31–40 years	60	27.4
	Above 40 years	44	20.1
<b>Gender</b>	Male	120	54.8
	Female	99	45.2
<b>Qualification</b>	High School	40	18.3
	Undergraduate	90	41.1
	Postgraduate	70	32.0
	Others	19	8.7
<b>Income (Monthly)</b>	Below ₹20,000	60	27.4
	₹20,001–₹40,000	80	36.5
	₹40,001–₹60,000	50	22.8
	Above ₹60,000	29	13.2
<b>Marital Status</b>	Single	110	50.2
	Married	109	49.8
<b>Area of Residence</b>	Urban	140	63.9
	Rural	79	36.1

## Data Analysis :

**Model Fit (AMOS 25):** The model exhibited good fit indices with CFI = 0.95, RMSEA = 0.06, and Chi-square/df = 2.1.

**Multiple Regression:** Identified key predictors like security ( $p < 0.05$ ), privacy ( $p < 0.05$ ), and web design ( $p < 0.01$ ).

**Ranking Method:** Security and privacy ranked highest in importance, followed by product quality and return policy.

## Findings :

1. Security measures influenced 78% of respondents to trust online platforms.
2. Privacy policies were a deciding factor for 65% of respondents when selecting e-commerce sites.
3. 72% of respondents indicated that product quality directly affected their repeat purchases.
4. Accurate product information was crucial for 70% of respondents to complete purchases.
5. Return policies impacted the decisions of 68% of respondents.
6. 60% of respondents expressed concerns about perceived risks, affecting their purchase frequency.
7. After-sale service satisfaction positively influenced 58% of respondents' loyalty.
8. 66% of respondents found web design and ease of navigation as significant factors in choosing platforms.
9. Information accuracy was rated as a critical factor by 69% of respondents.

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10. 62% of respondents felt that timely resolution of issues enhanced their overall satisfaction with the platform.

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**Suggestions :**

1. Strengthen data protection and implement robust privacy policies to build customer trust.
2. Optimize web design for better user experience and navigation.
3. Develop transparent and customer-friendly return and refund policies.
4. Provide detailed and accurate product information to reduce purchase hesitation.
5. Enhance the quality and reliability of after-sale services to improve customer loyalty.
6. Minimize perceived risks through better communication and secure payment options.
7. Invest in advanced security measures, including encryption and fraud detection systems.
8. Regularly gather customer feedback to identify and address service gaps proactively.

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**Conclusion :**

This study underscores the importance of e-service quality and customer satisfaction in shaping online buyer activities. Enhanced security and privacy measures build trust, while user-friendly web designs improve accessibility and satisfaction. Accurate information and reliable after-sale services further encourage repeat purchases and loyalty. By addressing perceived risks and creating customer-centric policies, e-commerce platforms can foster sustainable growth. The findings provide practical solutions for improving customer experiences and ensuring long-term success in the digital marketplace.

A unique contribution of this research is its focus on the Vellore district, providing localized insights into consumer behavior in this region. The study highlights how regional preferences influence online buying trends and offers tailored recommendations for businesses operating in Vellore. Additionally, this work contributes to society by guiding e-commerce platforms to adopt ethical and efficient practices, ensuring safer and more satisfying online shopping experiences for consumers.

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**Scope for Future Research :**

Future studies can explore the impact of emerging technologies like AI and blockchain on e-services and customer satisfaction. Additionally, cross-cultural analyses can provide deeper insights into global e-commerce trends.

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