Title of the project:

Factors Affecting Customer Satisfaction Towards E-commerce Platforms.

A Research Project Report Submitted to

Balaji Institute of Modern Management Sri Balaji Society

ON SUCCESSFUL COMPLETION OF THE 1ST YEAR

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- ## RESEARCH ABSTRACT:

In this era of digitalization, people are doing their work online whether it is buying any clothes from the best E-commerce platforms or to study any course to gain more knowledge. It is because shopping online is more time saving for them as well as more varieties are visible to their eyes. Shopping through the internet or e-commerce platforms becomes an important part of customers' life as it is more convenient and comfortable than actually visiting a shop with all the crowd, traffic surrounded by us, and having limited time in the busy schedule of people.

This research is to study the factors affecting customer satisfaction towards e-commerce platforms. The paper studies three such factors that drive customer satisfaction towards e-commerce platforms. The first factor is E-service quality which includes four further dimensions of it as website design, customer service, security/privacy, fulfillment. The second is shopping experience and the third one is price affecting customer satisfaction towards e-commerce platforms. This research was done by a survey method by distributing questionnaires to 209 respondents among students. The data collected has been analyzed using different tools like Excel and SPSS. The research finds that only two factors which are price and E-service quality have a significant impact on customer satisfaction while shopping through E- commerce platforms. The research also finds that Amazon is the most preferred platform by the customers.

- ## INTRODUCTION:

Nowadays people are getting used to do online shopping from E-commerce platforms because it is convenient and more time saving, as the traditional way of shopping is by actually visiting the shop where there are problems like traffic jams, limited time, less variety as well as less parking space also the environmental changes can't be handled. The Internet is a tool between the retailers and the consumers, and also retaining customers on e-retail is the biggest issue that is faced by any e-retail store. Because of that, the research is to study the factors affecting customer satisfaction towards E-Commerce platforms among students. The purpose of the present paper is to find the factors that impact on customer satisfaction toward E-commerce platforms. The specific objectives of this study are to examine the relationship between e-service quality and customer satisfaction among students, which includes various dimensions like website design, customer service, security or privacy and fulfilment. To determine the relationship between shopping experience and customer satisfaction among university students and to analyse the relationship between price and customer satisfaction on E-commerce platforms. The most preferred platform was also found out to be Amazon through this research. The research gap is that any particular retail company for this research has not been chosen. Also, the proper difficulties from online shopping to improve customer satisfaction have not explained.

- ## RESEARCH PROBLEM:

In the new era of modern science and technology, peoples' life is becoming easier and more convenient than prior life. One of the most important points of modern science and technology is that the internet has been deeply involved into every aspect of people's life. Therefore, all the statistics have already shown that, in recent years, electronic commerce has grown rapidly. Nevertheless, surveys of online consumers continue to show that many remain unhappy with their online shopping experiences. One of the most significant reasons is when customers, once they make an online purchase, do not have good and perfect product quality information. Consumers may evaluate the quality of products by looking, or may also allow them to touch or feel the products, unlike traditional business. However, these traditional ways of searching for product data are not appropriate for online purchasing. In addition, the increasingly crowded space online also raises the issue of retailers.

- ## RESEARCH OBJECTIVES:

The purpose of this research paper is to determine the factors affecting customer satisfaction towards E-commerce platforms. The objectives of this study are:

1. To examine the relationship between E-service quality and customer satisfaction.
2. To examine the relationship between shopping experience and customer satisfaction.
3. To examine the relationship between price and customer satisfaction.

- ## RESEARCH HYPOTHESIS:

HYPOTHESIS 1:

H0: There is no significant impact of E-service quality on customer satisfaction on E-commerce platforms.

H1: There is a significant impact of E-service quality on customer satisfaction on E-commerce platforms.

HYPOTHESIS 2:

H0: There is no significant impact of shopping experience on customer satisfaction on E-commerce platforms.

H1: There is a significant impact of shopping experience on customer satisfaction on E-commerce platforms.

HYPOTHESIS 3:

H0: There is no significant impact of price on customer satisfaction on E-commerce platforms.

H1: There is a significant impact of price on customer satisfaction on E-commerce platforms.

- **REVIEW OF LITERATURE:**

1. **According to Haslinda Musa, Mohd Amin Mohamad, Fararishah Abd Khalid, Namirah Ab Rahim, Nur,**

   Najihah Ahmad Zamri

   (Reference from research gate and Published in the year 2015)

According to the findings, all the factors that affect customer satisfaction in online shopping have a significant effect on satisfaction. In this study the researcher focuses only on three factors that contribute to customer satisfaction which is product quality, product type and purchasing experience. Various methods have been used to obtain answers to the objectives outlined in this study which are distributed in questionnaires, and other methods have been used to analyse the data obtained such as, accuracy and reliability analysis, equity and retrospective analysis. All information was obtained from a variety of respondent domains namely a Masters student, a PhD student, and a Degree from a different age in Faculty Technology Management and Technopreneurship (FPTT).

Finally, the findings are an important relationship between customer satisfaction in online shopping (depending on variability) and product quality, product information and purchasing (independent). This research provides many opportunities for future research, for example the various powerful beliefs of online shopping. The researcher therefore hopes that other aspects of customer satisfaction in online shopping, such as advertisements that affect customer satisfaction, may be included in future research. Furthermore, future research should address other relevant issues in online shopping that affect customer satisfaction. Future studies and researchers should also support the recommendations of this study. To fully understand online shopping, it is clear that more and more variety is required. It is brand new, and may require further rethinking of used models as a result.

The quality of the product refers to the group of characteristics and characteristics of a good product that determines its attractiveness and can be controlled by the manufacturer in order to satisfy certain basic requirements. It has identity and personality, name, culture, vision, feelings and intelligence: a product is like a living being. In order to keep the brand straight from the intended sale, all of this is provided by the product owner and requires constant consideration.

Buying experience is the insights and feelings of the customer when using the product or services. New ways to compete can be provided by client experience.

2. **Noura Said Al-Jahwari, *M. Firdouse Rahman Khan, Ghanya Khamies Al Kalbani, Shima Saeed Al Khansouri (ResearchGate website**

   Published in 2014)

The results of this study show that young ideas that ensure product quality and service assurance have contributed to online customer comfort and satisfaction. The research also found that the convenience of the service linked to the guaranteed package process and its delivery and very low price prompted them to shop online more often. It is evident from the discovery that the Amazon website was most preferred e-commerce platform by the majority of respondents to shop from, followed by Jolly chic. Product quality and service guarantees for online customers have affected comfort and satisfaction. They have information about the product and the product that is reliable. In the form of secure payment gates, etc, they see the use of security. It was easy to use the app, and the return process was easy and payment was also easy. When shopping online, they feel secure about providing personal information. You have found the item complete and without damage and are satisfied with the service's visibility related to the verification process and delivery process of the package. Timely delivery of the ordered product and the quality of the package are guaranteed. Respondents found that, without compromising on quality and guaranteed service, they received the lowest price. Online purchases exceed the offers available from traditional purchases. Online shopping was considered easy and fast. You prefer to shop online again. Overall, the ideas of the youth ensure that Product Quality, Application Security, Service Delivery Assurance, and Delivery directly affect the satisfaction of online customers. Therefore, that Oman online consumers should take care of all of the following: Without compromising Product quality, various products should be made available online. As customers frequently visit online sites, the app should be made more reliable. Customer Relationship Management (CRM) should be smooth - There is no delay in dealing with customers in any inquiries related to goods ordering, delivery, feedback, etc. Delivery quality must be guaranteed - package and delivery time. Application security must be guaranteed - whether it is a payment gateway or personal information, the app must also be highly user-friendly, and a great deal of privacy needs to be maintained.

3. **Factors Affecting Online Customer Satisfaction: The Sri Lankan Perspective, Piruni A. Deyalage & Dushyantha Kulathunga**

   (Reference from Research gate website and Published in January 2019)

The purpose of this study was to get indicators of customer satisfaction online. to realize this goal, first, a comprehensive literature review was conducted. a complete of sixty research papers were reviewed during this process. The research papers were carefully selected to make sure their legitimacy and reliability. Researchers have focused on research papers published in well-known scientific journals. Among the study papers studied, thirty-one study papers were associated with indications of online customer satisfaction. Therefore, thirty-one research papers were utilised in the decision-making process utilised in the varied studies. This method has allowed researchers to explore 45 shortcuts with various usage frequencies. After an analysis of 45 indicators, often cited by five indicators with very high frequencies, a conceptual model was chosen to be developed. Those five choices include: website design, concept of security, customer service , product information quality, and an easy shopping process. A conceptual model was developed that demonstrates the connexion between each indicated decision and customer satisfaction online. The researchers supported the conceptual model and proposed five ideas for the study. The Statistical Social Sciences package (SPSS) was used to analyse the data and the hypotheses were not tested by multiple correlation analyses. The analysis revealed that customer service, Website design, and security perspective have significant implications for online customer satisfaction. As a result, three hypotheses were accepted and two balance hypotheses were rejected. Among other things, customer service has been identified because the most vital factor followed by website design and security perspective.

4. **Theresa Lauraéus ; Timo Saarinen ; Anssi Öörni (publisher**

   IEEE Xplore)

Published in: 2015 48th Hawaii International Conference on System Sciences

Date of Conference: 5-8 Jan. 2015

Date Added to IEEE *Xplore*: 30 March 2015

In this paper, they study how pre-purchase search determinants, purchase-related uncertainty and therefore the type of search process influence the perceived satisfaction of consumers with the purchase of the web. 351 customers were analysed to show that classical determinants such as knowledge of the product class, availability of time, shopping attitudes, and search effort do not significantly affect perceived purchase satisfaction. Instead, they discovered that uncertainties associated with participation and shopping have stronger effects on satisfaction. The type of search method, however, was found to be the most important factor behind perceived purchase satisfaction.

5. Shouvik Sanyal Assistant Professor, Department of Marketing and Entrepreneurship, College of Commerce and Business Administration, Dhofar University, Salalah.

(Published in September 2019)

In their study on Factors Affecting Customer Satisfaction with Ecommerce Websites – An Omani Perspective analyse the key factors affecting satisfaction of consumers in Sultanate of Oman with Ecommerce firms and online purchases. Four variables namely, Access, simple Use of the web site and availability of multiple payment options, Safety and Security and Price were identified as antecedent variables affecting satisfaction of online customers. The analysis shows that these factors together explain 42.2 percent variation within the customers ' satisfaction with Ecommerce websites in Oman. Out of those predictor variables, Price and simple Use and availability of multiple payment options are found to possess a big impact on customers' satisfaction while the impact of Safety and Security and Access wasn't so significant. A structured questionnaire may be the information collection tool used in this research. This questionnaire consists of 20 inquiries to measure the perceptions of the buyer about the variables used in the research. To measure the responses, a 5-point Likert scale has been adopted. Although e-commerce has increased an outsized number of benefits, such as creating superior value for employers beyond geographical barriers and generating unprecedented business growth, there are still many gaps to be filled in order to fulfil its true potential. Managements of Ecommerce companies got to recognize these key variables and work to enhance them, in order that customers remain satisfied and constant and business keeps growing and expanding. the longer term for such companies is indeed bright.

6. Dr. A B Santhi Principal, SGS UG & PG College, Tirupati, Andhra Pradesh,India. (published on July 9th 2017)

In their study of the Customer Satisfaction towards Online Shopping in Tirupati Town This study titled "A Study on Customer Satisfaction towards Online Shopping in Tirupati Town" has been undertaken to know the factors influencing customers' online shopping decisions and the way these factors affect customer satisfaction. Research design was descriptive used by the researcher in this study. A well-structured questionnaire was designed and administered to gather samples across Tirupati Town. The findings and results reflect the perceptions, preferences and factors influencing satisfaction of internet buyers in Tirupati Town. The findings show that every day the respondents get more internet savvy. They're also able to buy high-value products online as they become more confident. Businesses entering or expanding the web market have been able to reduce the perceived risks of customers by making it easier to navigate shopping portals, providing secure payment options according to standards, ensuring speed and quality of delivery to realise and maintain customer trust, better presentation and categorization to form the missing touch and feel experience, etc. Efforts have been made to teach web buyers the steps to be taken while making a web purchase. Moreover, the feedback of a web buyer should be captured to spot flaws in commission delivery. this will be done through online communities and blogs that function advertising and marketing tools and a source of feedback for enterprises. This finding also shows that for different age groups, the majority of the sample respondents use the web for 6 hours per day (58 percent). The most popular web activities (based on percentage of responses) used by respondents are: browsing, shopping, banking, chatting, social networking. Before making purchase decisions, an outsized percentage of respondents (85 percent) use the web for data search. Train / flight tickets, movie / event tickets, books / CDs are the products that individuals tend to buy via the web (based on percentage of responses). Shopping portal features considered most important by respondents (based on percentage of responses) are: payment options, product variety / availability, delivery speed & quality, security and user-friendly presentation. There are several payment modes, with Cash on Delivery and Internet Banking as the most preferred options. Factors that disturb clients (based on answers received from respondents) while shopping online are failed transactions and insecure payment options. Most frequented shopping portals in India (based on percentage of responses) are; IRCTC, Flipkart and Amazon. Majority of the purchasers are willing to spend quite Rs.10000 for one online purchase (50%). most the respondents (90%) agree that online shopping helps save time and is convenient. Majority of the respondents agree that it's easier to look for and compare products online. 41% of the respondents believe that online shopping will supersede traditional shopping eventually. Frequency of shopping online is independent of respondents' gender. 60% of the respondents expect discounts and better deals while shopping online in comparison to what's offered at traditional stores.43% of the respondents hesitate to offer out debit / Mastercard information thanks to privacy and security issues.

7. SYMBIOSIS INSTITUTE OF OPERATIONS MANAGEMENT

Students of symbiosis institute studied the subject of Identifying the factors of Customer Satisfaction in an E-Commerce venture in India An empirical study of the Factors For any e-commerce venture to make sure customer satisfaction, it should have reliable and measurable parameters in situ so as to align their activities in line with them. the most factors that the organizations should address are system support, service support, and knowledge support and repair agility. These factors in themselves encompass multitudes of things that effectively enable any online firm to deal with their needs of ensuring the topmost level of customer satisfaction and an enhanced customer experience. While completing research a serious drawback that we observed, the importance of the safety factor was seemed to be low among the respondents and also validated in our research analysis findings. this is often contrary to the norm and should be attributed to the very fact of the efficiency of our other factors of system support and knowledge support which will have led the respondents to feel an equivalent. Also, some factors that are considered here have high degrees of intangibility which will blur the boundaries of their measurability and conversion in terms of costs and profits for the organization. Taking cue from our research we will successfully conclude that customer satisfaction plays a serious part within the success of a firm and it's driven by the performance of the firm in system support, service support, and knowledge support and repair agility. they need derived relationships among the varied factors using extensive literature surveys to get a comprehensive relationship among the variables. Hypothesis which was taken was proved afterword using regression analysis. SPSS was used to perform our analysis. The study has been limited to the Business to Consumer category of e-commerce. Questionnaires were developed and responses were appropriated the web also as face to face. The results of the research accept our hypothesis that the model developed is critical in describing the factors that affect customer satisfaction in an ecommerce system. supported the result we've attempted to create a strong model encompassing five factors that have an immediate impact on the e-commerce sector in India. E-Commerce is that the latest sunrise sector in India. it's shortly far away from the times when the ecommerce platform will replace the normal brick and mortar model. For companies to survive during this competitive sell is imperative that they identify their core customer and make sure that they meet the satisfaction that they desire. Their research is directed towards identifying the most factors that contribute towards a satisfied customer experience in an e-commerce venture. Extensive literature survey was administered.

8. Habibur Rahman Lili Han in his study of Customer satisfaction in E-Commerce A case study of China and Bangladesh.

(Published in 2011)

Result As information technology and thus the recognition of Internet technology and in-depth applications, e-commerce is at unprecedented pace. People become more and more the most target of attention at this really vigorous improvement of e- commerce activities which are online sales of products and services, online promotions of the business or related products, and online services. E-commerce can help to improve one's business performance and can also promote the business's sound development. After this, domestic and international network filled with intelligent people on consumer psychology, motivation

and behaviour have more exposition, however, how in an e-commerce environment there are factors which impact customer satisfaction and therefore the thanks to enhance ecommerce customer satisfaction studies aren't many see. This sentence is from the study of the impact of e-commerce platforms network environment in consumer satisfaction. The conclusion chapter is directly connected to the aim. Two questions are based on the thesis. One is online customer satisfaction, and another is e-commerce enhancement. Many customers are slow to terminate online transactions because some companies' websites are difficult to navigate and so the technology used is unreliable. First of all, the customer should always be the one who should fully trust the company. Secondly, these clients must trust the company's products better than those that are available from traditional sources. Thirdly, with purchasing procedures and technology, buyers must feel comfortable and secure. If the analysis of customer satisfaction surveys continues, advanced technology, management improvements and changes in customer needs and preferences can lead to hygiene and motivational factors in dynamic changes, so e-commerce companies still need to conduct customer satisfaction surveys to study the results. on the other hand, seek motivation, sparking the new demands of consumers, which bring new benefits for enterprise growth. Since the customer to-business products and services and satisfaction with the enterprise itself is consistently changing, just like the emergence of latest technologies , competitors change, customer needs and expectations change, etc., will cause changes in customer satisfaction. Therefore, enterprises should concentrate constantly adding new motivation to stimulate consumer desire to buy for.

9. KEVIN CHAI YEE SHENG LI YEEN YEEN LIM WOEI LUEN ONG SHENG PENG BACHELOR OF BUSINESS ADMINISTRATION (HONS) UNIVERSITI TUNKU ABDUL RAHMAN.

(Published in 2019)

In their paper on factors influencing customer satisfaction in online shopping the results found out to be are that the research implied that there are many such factors which impacts customer satisfaction and those factors taken in this study are Security, Product Quality, E-Service Quality and Price of items which further showed that they have a significant relationship with Online Consumer Satisfaction. Furthermore, the outcome of this research helped to better understand the relationship between, for example, the factors taken under this study: safety, product quality, e-service quality and price with online customer satisfaction after purchasing from those various e-commerce platforms. This study believes that the market can benefit from the growth of online shopping or e-commerce by enabling researchers and companies to understand the factors that affect consumer satisfaction online. For future research carried out by any researchers to assist the studies of those future researchers; implication of the study was provided, limitation of the study, and recommendation or conclusion obtained for future research from the study. This research may be used for reference purposes by future researchers one day. After and during the research process, various limitations were discovered. The methods that were used in this research and the other things had lot of difficulties or loopholes during the data collection. And to prevent such situations happening in the future while conducting such research some recommendations have been given by the researcher to reduce the chance for other researchers that working on the similar research occur the same condition.

First of all, independent variables taken in this research were found to be too frequently used and had been taken by many researchers. So, to measure accurately the factors affecting customer satisfaction while purchasing online, some innovative ideas should be taken into consideration while conducting such research. This research can in future prove the result found by the past researches. However, to study an industry that changes at a very quick pace like e-commerce, continuously study and prove similar research will be effective. Furthermore, demographic status of the people was found out to be unbalanced. Limited respondents excluding students were received and this would cause the research unable to gather data from every range, income and races. Distributions were done by sharing the link through social media networks were believed to be only able to receive responses from similar social groups. Respondents from similar race, social status, income and interest might cause the research outcome to be limited.
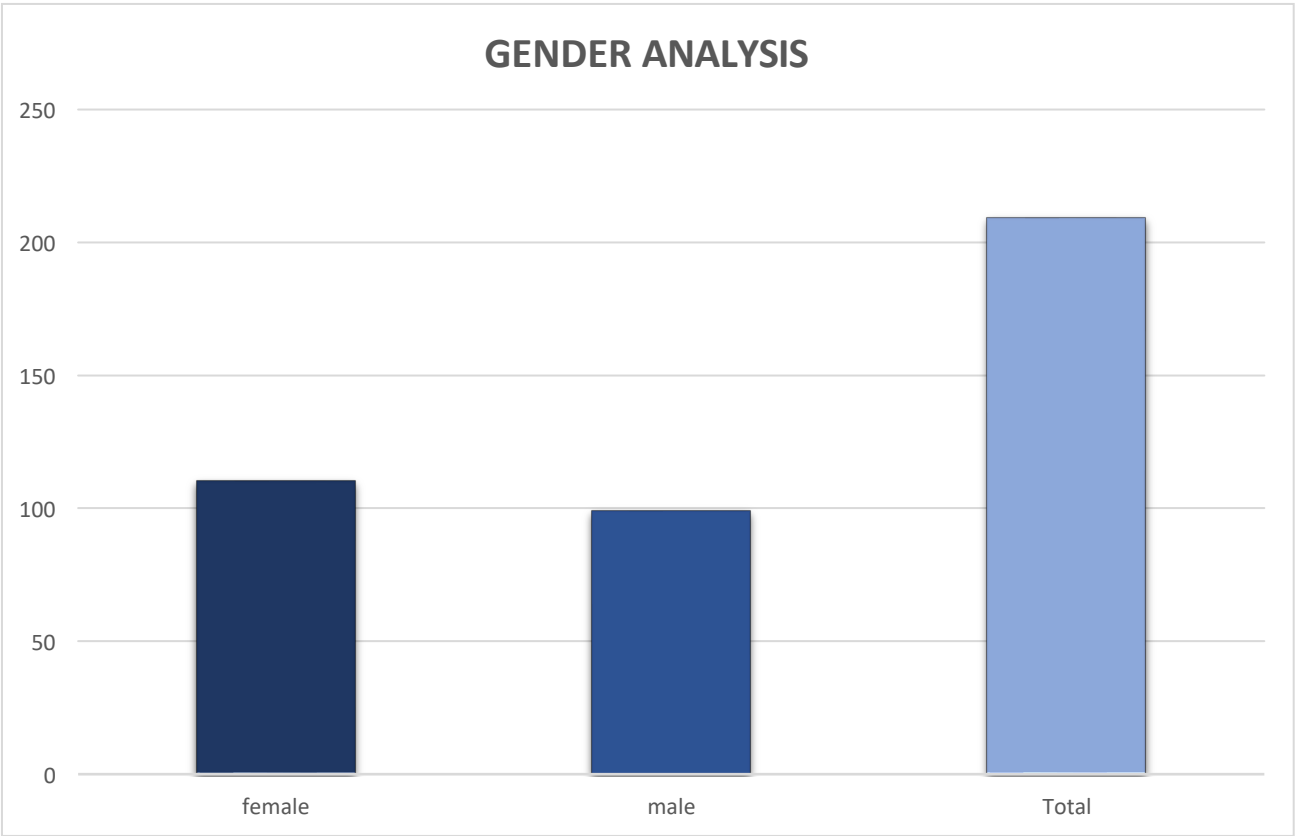
This study focused on four of the common factors that would impact consumer satisfaction that previous researchers have already studied, reinforcing the positive relationship between consumer satisfaction and safety , product quality, e-service quality and online shopping prices. The research helps to enhance the overall study of e-commerce, the most anticipated industry. The outcome of this research provides a guide for online sellers to develop their strategies through increased consumer satisfaction to enhance their business. It is important that consumer satisfaction is affected by the business concerns of all four variables and assessed in further strategies.

- **RESEARCH METHODOLOGY:**

✓ Sample Size: 209

✓ Sampling Technique: Convenience Sampling

✓ Primary Data Collection Tool: Online Survey Questionnaire Method

✓ Research Design: Descriptive
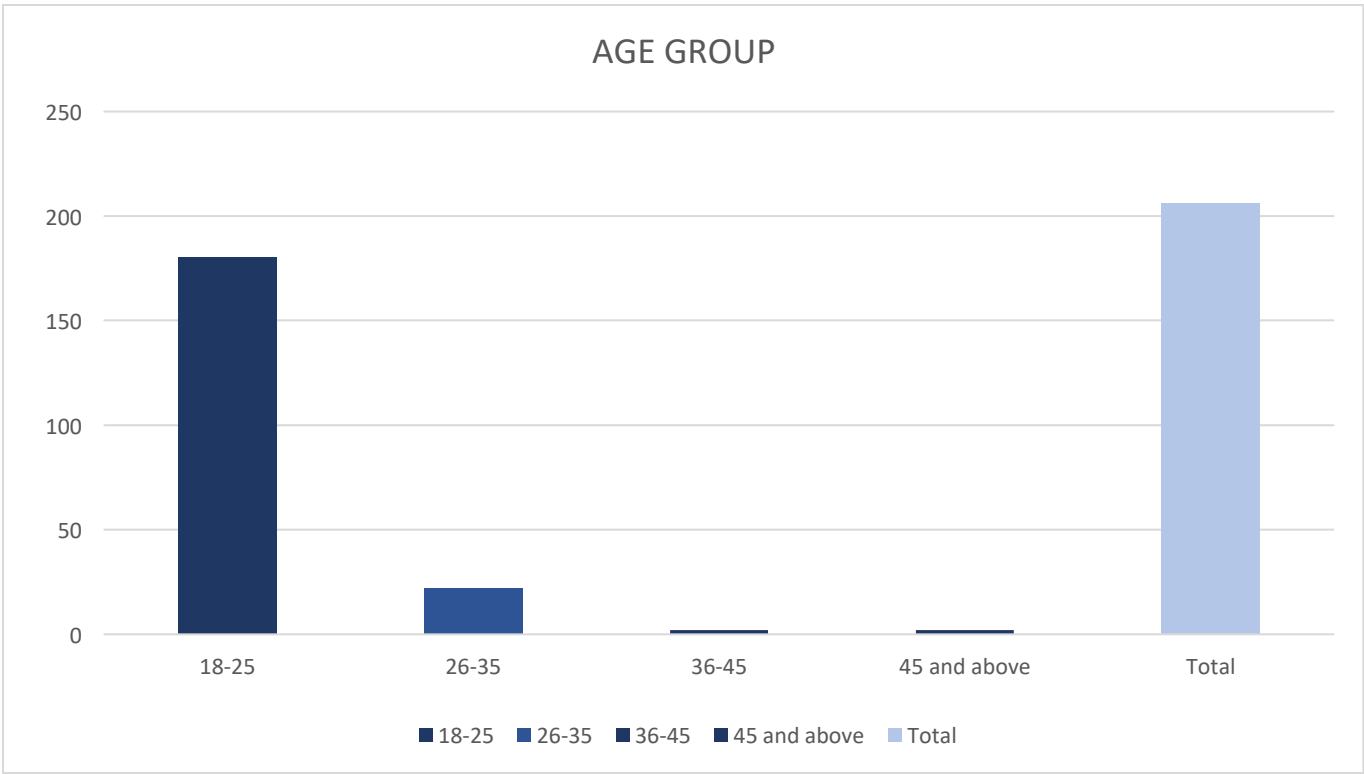
- **DATA ANALYSIS:**

1.   Demographic variables:
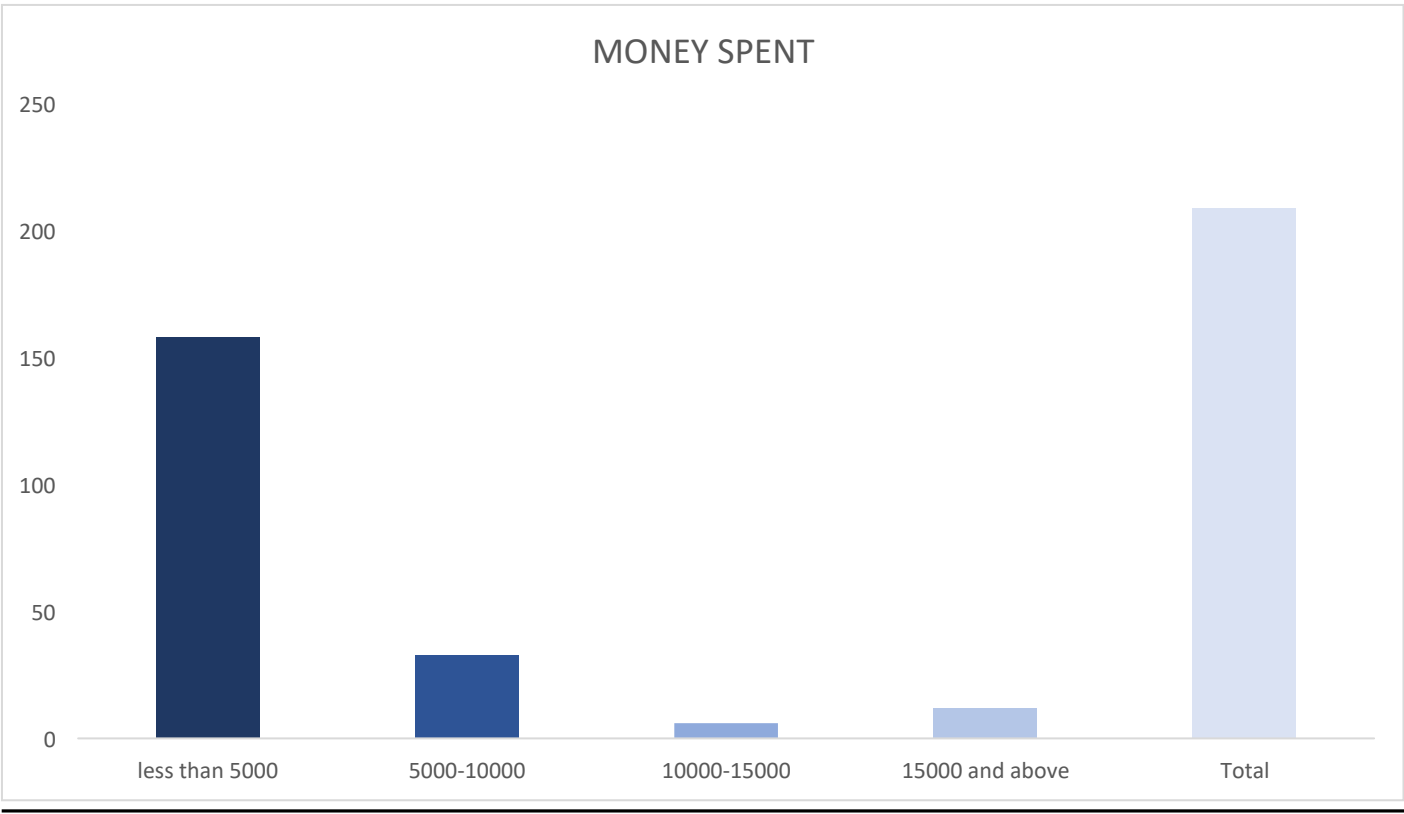

Interpretation: Total Females – 110

           Total Males   - 99
           Total Respondents- 209

        Age group:

Interpretation: 180 respondents are from age group 18-25 22 respondents

                are from age group 26-35 2 are from age group 36-45

                2 are from age group 45 and above

2.   <u>Money people prefer to spend on shopping from E-commerce platforms:</u>

Interpretation: 158 respondents prefer to spend less than 5000. 33respondents

prefer to spend in range 5000-10k

6 respondents prefer to spend in range 10000-15k 12 respondents

prefer to spend 15000 and above

3.   **C-Sat survey:**

Total respondents	Satisfied	Very satisfied	Total	Satisfied %	Very satisfied %	Total
209	120.00	45.00	165.00	73%	27%	100%

Interpretation:

While doing customer satisfaction survey, total respondents are 209 from which 73% are satisfied after using E-commerce platforms while 27% are very satisfied after shopping from E-commerce platforms.

4.   **Reliability test:**

Sr.no	Variables	Cronbach alpha
1.	Shopping experience	0.907
2.	E-service quality	0.856

Interpretation:

Cronbach's alpha is a measure used to test the internal consistency of a set of scale or any test items. The value of Cronbach alpha in the above test for both the variables is greater than 0.700, which means there is high level of internal consistency among the scale used in research.

5. **Factor analysis:**

Sr.no	Variables	KMO value	AVE	CR
1.	Shopping experience.	0.913	0.564881	0.869749
2.	E-service quality.		0.633417	0.871733

Interpretation:

To determine the sampling adequacy of data that is used for factor analysis, the Kaiser-Meyer - Olkin test is used. The research finds that the value of the KMO test is 0.913, which is greater than 0.6, which means that the sampling data is adequate.

The average variance extracted is a measure of the amount of variance captured by a construct in relation to the quantity of variance due to measurement error, where AVE is greater than 0.5 for both variables.

Composite reliability, however, is a measure of internal scale consistency and should be greater than 0.6.

6. **Multiple Regression analysis:**

Variables are: E-service quality and shopping experience.

MODEL SUMMARY

Model	R	R square	Adjusted R square	Std. error of estimate
1.	$.376^a$	.141	.133	.646

Predictors: (constant) Q i.e E-service quality and SE i.e shopping experience.

Interpretation:

The model summary is used to determine how perfectly a regression models fits the data: Here R is 0.376 (multiple correlation coefficient) indicates a good level of prediction.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	14.118	2	7.059	16.935	$.000^a$
Residual	85.863	206	.417		
Total	99.981	208			

a. Predictors: (Constant), Q, SE

b. Dependent Variable: Customer Satisfaction.

Interpretation:

The F-ratio in the **ANOVA** table tests the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F(2, 206) = 16.935$, $p < .0005$ i.e., the regression model is a good fit of the data.

COEFFICIENTS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.942	.251		11.730	.000	2.447	3.436
	SE	-.071	.068	-.081	-1.038	.300	-.205	.064
	Q	.357	.067	.414	5.342	.000	.225	.488

a.   Dependent Variable: Customer Satisfaction.

Interpretation:

You can test for the statistical significance of each of the independent variables. This tests whether the unstandardized (or standardized) coefficients are equal to 0 (zero) in the population. If $p < .05$, you can conclude that the coefficients are statistically significantly different to 0 (zero).

in this case sig. for shopping experience is 0.300 which is greater than 0.05, this means that the null hypothesis is accepted. Therefore, there is no significant impact of shopping experience on customer satisfaction.

And in case of the other variable which is E-service quality the sig.is 0.00 which is less than 0.05, which means that the alternate hypothesis is accepted. Therefore, there is a significant impact of E-service quality on customer satisfaction.

7.   **Linear regression analysis:**

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	.168[a]	.028	.023	.685

a. Predictors: (Constant), SE1
Interpretation:

The *R* value represents the simple correlation and is 0.168, which indicates a high degree of correlation.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.815	1	2.815	5.998	.015[a]
Residual	97.166	207	.469		
Total	99.981	208			

a. Predictors: (Constant), SE1

b.   Dependent Variable: Customer Satisfaction

Interpretation:

Anova table reports how well the regression equation fits the data.

Here, $p < 0.0005$, which is less than 0.05, and indicates that, overall, the regression model is a good fit for the data.

COEFFICIENTS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.570	.178	.168	20.065	.000	3.220	3.921
	SE1(price)	.110	.045		2.449	.015	.021	.198

a.   Dependent Variable: Customer Satisfaction.

Interpretation:

Here the sig. value for price i.e SE1(price) is 0.015 which is less than 0.05 hence the alternate hypothesis is accepted. Therefore, there is a significant impact of price on customer satisfaction on E-commerce platforms.

- **FINDINGS:**

1. From the C-Sat survey it is found that 73% of the respondents or customers are satisfied shopping through E- commerce platforms while 27% are very satisfied by shopping through E-commerce platforms.

2. From the reliability test done between two variables which are shopping experience and E-service quality, the value of Cronbach alpha for both the variables is greater than 0.700, which means there is high level of internal consistency among the scale used in research.

3. From the factor analysis it is found out that the value of KMO is 0.913 which is greater than 0.6 which means, the sampling data is adequate.

4. Two factors were extracted while doing factor analysis which are security or privacy and time saving.

5. From multiple regression analysis done between two variables shopping experience and E-service quality, the sig. for shopping experience is 0.300 which is greater than 0.05, this means that the null hypothesis is accepted. Therefore, there is no significant impact of shopping experience on customer satisfaction.
   And in case of the other variable which is E-service quality the sig.is 0.00 which is less than 0.05, which means that the alternate hypothesis is accepted. Therefore, there is a significant impact of E-service quality on customer satisfaction.

6. From linear regression analysis it is found out that the sig. value for price i.e. SE1(price) is 0.015 which is less than
   0.05 hence the alternate hypothesis is accepted. Therefore, there is a significant impact of price on customer satisfaction on E-commerce platforms.

7. Therefore, from the above research we found that among the three factors which are shopping experience, price and E-service quality, only two factors which are price and E-service quality have significant impact on customer satisfaction on E-commerce platforms.

- RECOMMENDATIONS OR SUGGESTIONS:

The research only studies three factors which significantly impacts or not on customer satisfaction of E-commerce platforms. Those factors are shopping experience, price and E-service quality. This study provides many opportunities for future research, for example a wide range of possible important beliefs about shopping online. So, we hope that for the future research we may include other factors of customer satisfaction towards E-commerce platforms. The other factors may include advertisement or referral from friends or family etc. lastly the research should be done by using simple survey method like sending out questionnaire containing easy questions which are able to understand by the respondents. The targeted respondents should be the people who are active socially or use any of the E-commerce platforms or even have knowledge of shopping online which may tend you to accurate results.

- DISCUSSION:

Research objective 1:

The first objective of the research is to examine the relationship between E-service quality and customer satisfaction. Based on the data analysis the sig. value is 0.00 which is less than 0.05, which means that the alternate hypothesis is accepted. Therefore, there is a significant impact of E-service quality on customer satisfaction.

Hence, we can say that the variable E-service quality significantly impacts on customer satisfaction when they buy from any E- commerce platforms.

Research objective 2:

The second objective of the research is to examine the relationship between shopping experience and customer satisfaction.

The results found from data analysis says that there is no significant impact of shopping experience on customer satisfaction while shopping from any E-commerce platforms as the sig value was found out to be 0.300 which is greater than 0.05, this means that the null hypothesis is accepted. Therefore, there is no significant impact of shopping experience on customer satisfaction.

Research objective 3:

The third objective of the research is to examine the relationship between price and customer satisfaction. Based on the data analysis we have found that the price significantly impacts the customer satisfaction while buying from E-commerce platforms by the sig. value from linear regression which is 0.015 which is less than 0.05.

Hence by above discussion we can say that only two variables which are price and E-service quality impacts customer satisfaction.

- CONCLUSION:

The research studies factors affecting customer satisfaction towards E-commerce platforms. Three factors are taken into this study which are shopping experience, E-service quality and price. The shopping experience is calculated using various dimensions of it such as price, quality, easy to use, delivery speed, time, payment mode, brand and variety. Also, while taking care of E-service quality four dimensions of it were studied which are website design, customer service, security or privacy and fulfilment. The research is done to identify those factors which significantly impacts or have a relationship between customer satisfaction. The research problem is many people still remain unsatisfied after using E-commerce platforms because they can't buy the product by traditional method like they cannot feel or touch the product. The research was done by using survey method by distributing questionnaire to 209 respondents and data analysis was done by using tools like SPSS and excel. The data analysis was done by multiple regression analysis between two factors like E-service quality, shopping experience and customer satisfaction from which it is found out that shopping experience does not significantly impacts customer satisfaction and E-service quality has a significant impact on customer satisfaction while buying or shopping from these E-commerce platforms. At the last linear regression was done to find the impact of price on customer satisfaction and it was found out that there is a significant impact of price on customer satisfaction on E-commerce platforms. Finally, the findings see that out of three factors only two factors which are E-service quality and price have a significant impact on customer satisfaction while shopping from E-commerce platforms.

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