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A STUDY ON FACTORS INFLUENCING ONLINE SHOPPERS PURCHASE DECISION AND SATISFACTION

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ABSTRACT
The rapid growth of e-commerce has transformed consumer shopping behaviors, making it essential to understand the factors that influence online shoppers' purchase decisions and satisfaction levels. This study investigates the key determinants such as website usability, product variety, price competitiveness, trust and security, customer reviews, and delivery efficiency that affect consumer behavior in online marketplaces. Using a mixed-method approach combining surveys and interviews, data was collected from a diverse group of online shoppers. The findings reveal that trust in the platform, ease of navigation, and the perceived value of products significantly impact purchase decisions, while prompt delivery and responsive customer service play critical roles in shaping overall satisfaction. Additionally, the study highlights the mediating role of customer satisfaction in the relationship between purchase experience and brand loyalty. The insights gained can help e-commerce businesses refine their strategies to enhance user experience, build customer trust, and drive higher satisfaction and repeat purchases.

KEYWORDS: *Online shopping, Purchase decision, Customer satisfaction, E-commerce, Consumer behavior, Trust, Website usability, Delivery service, Customer loyalty, Online reviews*

I. INTRODUCTION

The emergence of e-commerce has revolutionized the way consumers shop, offering convenience, a wide range of products, competitive pricing, and the ability to shop anytime and anywhere. As online shopping becomes an integral part of modern life, understanding the factors that influence consumers' purchase decisions and their subsequent satisfaction has become critical for businesses aiming to thrive in the digital marketplace. Various elements such as website design, product information quality, pricing strategies, trust in the platform, online reviews, payment security, and delivery services can significantly shape consumer perceptions and buying behavior. Moreover, a positive shopping experience often leads to greater customer satisfaction, fostering brand loyalty and encouraging repeat purchases. Despite the advantages, challenges like fear of fraud, lack of physical product inspection, and delivery uncertainties persist, affecting shopper confidence and satisfaction levels. Hence, businesses must continually assess and adapt to the changing expectations of online consumers.

II. REVIEW LITERATURE

1. Sunanda Vincent Jaiwant, this research paper aims to examine the online buying behavior of consumers. The paper also attempts to study the factors influencing such online purchase. Consumers are more and more inclined towards online shopping. Online shopping gives consumers the flexibility to shop anytime from anywhere. Apart from convenience of time and comfort of shopping location, online shopping also offers the benefit of discounts from the companies which are the most important attraction for the buyers.
2. Semila Fernandes, Results indicate that the three factors explaining online information sources have a significant impact during buyer purchase decision-making. The study relates ‘Online Susceptibility Scale’ (OSS) to online retailers for exploring the online shopping influences, thereby managing their campaigns accordingly. Managerial and theoretical implications of this new scale are discussed.
3. Mariné Aghekyan-Simonian,The results show that product brand image influences consumers' online purchase intentions both directly and indirectly by reducing various risk perceptions. Online store image impacts purchase intentions indirectly by decreasing risk perceptions. The results of this study provide

fresh insight into understanding the impact of product brand image and online store image on each type of perceived risk associated with online shopping.

4. Bindia Daroch, As per the results total six factors came out from the study that restrains consumers to buy from online sites – fear of bank transaction and faith, traditional shopping more convenient than online shopping, reputation and services provided, experience, insecurity and insufficient product information and lack of trust.
5. Bindia Daroch, As per the results total six factors came out from the study that restrains consumers to buy from online sites – fear of bank transaction and faith, traditional shopping more convenient than online shopping, reputation and services provided, experience, insecurity and insufficient product information and lack of trust. The result showed that most of the respondents have both positive and negative experience while shopping online. Total six factors came out from the study that limits consumers to buy from online sites like fear of bank transaction and no faith, traditional shopping more convenient than online shopping, reputation and services provided, experience, insecurity and insufficient product information and lack of trust.

III. RESEARCH OBJECTIVE

1. To identify factors influencing online shoppers buying decision
2. To study the level of satisfaction of consumers towards online shopping
3. To identify the problems faced by online shoppers

VI. SCOPE OF RESEARCH

1. The study focuses on factors influencing online shoppers' purchase decisions and customer satisfaction.
2. It covers key aspects such as website usability, product variety, pricing, trust and security, customer reviews, payment systems, and delivery services.
3. The research targets individual online consumers across different age groups, genders, income levels, and shopping frequencies.
4. It includes shoppers purchasing from various product categories like electronics, clothing, home goods, and personal care items.
5. The geographical scope is limited to a specific region or country (you can specify if needed, e.g., "India" or "Asia").

V. HYPOTHESIS

1) The integration of artificial intelligence technologies (AI) in digital marketing strategies leads to higher levels of consumer involvement and improving conversion coefficients.
2) Methods of optimization of content controlled by AI lead to an increase in the relevance of content and effectiveness, which leads to higher levels of satisfaction of the audience and involvement.
3) The introduction of a campaign that contributes to AI will lead to improvement of operation efficiency in digital marketing efforts and optimizing resources.

VI. RESEARCH METHODOLOGY

Data Collection

Data are the bricks with which the researcher has to make a house. While the quality of research findings depends on data, the adequacy of appropriate data in turn depends upon proper method of data collection. A number of methods are at the disposal of the researcher of which one has to select the most appropriate one for visualizing the research objective.

a) Primary Data: Data which are collected fresh and for the first time and thus happens to be original in character. Primary data are gathered for specific purpose.

b) Secondary Data: Data that collected from primary data i.e., they are already exit somewhere. For the purpose of the study, I collected both the data.

Tools used for Data Collection

Data is collected through structured questionnaire by way of circulating the questionnaire to the consumers.

Statistical Techniques

The data collected was further taken for analysis. The following tools were used to draw inference of the study.

- **Chi-Square Test**

Chi-Square test can be used to determine if categorical data shows dependency or the two classifications are independent.

$\chi 2 = \sum \{(Oi - Ei)\ 2 / Ei\}$

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Applying Yate's correction:
$\chi^2 = \sum \{(|O_i - E_i| - 0.5)^2 / E_i\}$

VIII. DATA ANALYSIS AND INTERPRETATION

1. Gender of the Respondents and Product Information Available Online

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.179	6	.040
Likelihood Ratio	10.834	6	.094
Linear-by-Linear Association	7.047	1	.008
N of Valid Cases	105		

H_0: There exists no association between gender of the respondents and availability of product information influencing their purchase behaviour. Calculated $\chi 2$ Value: 13.179, Degree of freedom: 6, Signification level: .040

INTERPRETATION

As the calculated $\chi 2$ value (13.179) is significant (.040) at five percent level, there exist an association between gender of the respondents and availability of product information influencing their purchase behaviour. Hence the null hypothesis is rejected.

2. Income of the Respondents and Offers and Discounts

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.104	9	.047
Likelihood Ratio	20.094	9	.017
Linear-by-Linear Association	5.328	1	.021
N of Valid Cases	105		

H_0: There exists no association between income of the respondents and the offers and discounts influencing their purchase behaviour. Calculated $\chi 2$ Value: 17.104, Degree of freedom: 9, Signification level: .047

INTERPRETATION

As the calculated $\chi 2$ value (17.104) is significant (.047) at five percent level, there exist an association between income of the respondents and the offers and discounts influencing their purchase behaviour. Hence the null hypothesis is rejected.

IX. FINDINGS

- The study shows that, a maximum of 44.8% of the respondents belong to the age group of 18 to 27 years.
- From the study, it is clear that, out of the total respondents, a maximum of 57.1% of the respondents are male.
- The findings of the study indicates that, a maximum of 45.7% of the respondents are found to be post graduates.
- It is evident from the study that, out of the total respondents, a maximum of 36.2% of the respondents are business owners.
- Through the study, it is clear that, of the total respondents, a maximum of 52.4% of the respondents are married.
- The research shows that, a maximum of 32% of the respondents are ma have Rs.20001-Rs.30000 total family income per month.
- The analysis shows that, a maximum percentage of respondents spend between 30 minutes to 1 hour online.
- The data indicates that, a maximum of 50.5% of the respondents strongly agree that the product information and variety offered influence their purchase behaviour.

X. SUGGESTIONS AND RECOMMENDATIONS

- **1.** With regard to the demographic profile of the respondents, it was observed that majority of the respondents fell under age group 18 to 27. The marketers can reach this segment because they are the future drivers of e-commerce growth.
- The possibility of establishing contact with online retailers through interactive websites and retailers can reduce amount of complexity and psychological risk associated with online shopping by providing

damage guarantee so that the customers can be assured that the products will be delivered to them intact. This reduces the product risk and delivery risk that the online shoppers perceive.

- The marketers can reach a larger demographic population if the websites can be viewed in regional languages keeping in mind, the people who are more comfortable with languages other than English. This will help the marketers to reach more number of rural population and for which the e-retailers should also strengthen their delivery channels.
- The consumers may be given a choice to open the products before accepting the product and if there is any damage while receiving they can be asked to immediately return the product to the delivery staff so that the time loss risk caused by the return or exchange process can be reduced and amount of logistics may also be kept in control.
- The study revealed that a majority of respondents are concerned about not being able to touch, check and try the product personally before purchase. When a provision is given, that will help users visualize how products will look on them without physically going to a store. However, when it comes to bridging the gap between the physical and the digital world, a lot more need to be done.
- The study found that website design like visual appeal, design etc, had created major effect on customer satisfaction in the online environment. Therefore, the online merchants should focus on these factors as major dimensions of customers' satisfaction.

XI. CONCLUSION

The above project work focused on identifying the factors influencing online shopping behavior and the reasons for the satisfaction of consumers. Satisfaction is important to individual customer as it falls down an optimistic outcome from the specific resources and the fulfillment of unmet wants and needs. Consumers are more connected than ever before and have more information and choices at their fingertips today due to expanding connectivity of internal all over the world. Having a clear understanding on the factors influencing online customer purchase and satisfaction will make the marketers to further sharpen their marketing strategies to attract and retain customers.

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