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IMPACT OF ONLINE SHOPPING IN CONSUMER SATISFACTION

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ABSTRACT

In the era of digital transformation, online shopping has become an integral part of consumer behavior, offering convenience, accessibility, and a wide array of choices. However, customer satisfaction in this domain is influenced by a complex interplay of factors that go beyond ease of access. This study investigates the key drivers of customer satisfaction in online shopping, alongside the common challenges that hinder a positive consumer experience. Employing a quantitative, survey-based approach with a sample of 140 respondents, the study uses factor analysis to explore both functional and emotional aspects of online retail. The results reveal that factors such as product accuracy, ease of returns, user-friendly interfaces, effective customer support, and timely delivery are significant contributors to customer satisfaction. Conversely, challenges such as misleading product information, high shipping costs, delayed deliveries, and poor complaint resolution significantly erode consumer trust and discourage repeat purchases. The study also emphasizes the emotional dimension of online shopping, particularly for women in traditional communities, highlighting the role of e-commerce platforms in consumer empowerment. The findings validate both research hypotheses and underscore the need for online retailers to adopt more empathetic, transparent, and consumer-focused strategies. This research offers valuable insights for businesses aiming to enhance customer loyalty and for policymakers advocating better standards in digital commerce.

KEYWORDS: *Customer Satisfaction, Online Shopping, Consumer Trust, Service Challenges, E-Commerce Platforms*

I. INTRODUCTION

In the digital era, online shopping has emerged as a transformative force reshaping the global retail landscape. With the increasing penetration of internet services, smartphone usage, and the proliferation of user-friendly e-commerce platforms, consumers now enjoy unprecedented convenience, variety, and accessibility when making purchases. From daily essentials to luxury goods, the ability to shop from anywhere at any time has made online retail not only a viable alternative but, for many, the preferred method of consumption (Kumar, 2019; Sharma & Gupta, 2021).

Despite these advantages, the online shopping experience is not without its shortcomings. Many customers report issues such as inaccurate product descriptions, delayed deliveries, non-responsive customer support, and complicated return policies. These service gaps can significantly undermine consumer trust and loyalty, posing challenges for e-commerce platforms operating in an increasingly competitive market (Patel, 2023; Verma, 2020). While the convenience of online shopping is often highlighted, customer dissatisfaction rooted in unresolved complaints and inconsistent service continues to be a major concern.

Moreover, the emotional and psychological dimensions of online shopping are often overlooked. Trust, perceived risk, and the sense of control are equally important as transactional efficiency. This is especially relevant for women and marginalized groups in more traditional societies, where online shopping can serve as a tool of empowerment by offering safer and more autonomous purchasing experiences (Singh, 2022; Patel, 2023). Yet, the extent to which these platforms meet the expectations of such groups remains underexplored in existing literature.

Although previous research has examined individual aspects of online shopping—such as website usability, delivery speed, or promotional strategies—there remains a lack of holistic understanding regarding how these elements interact to influence overall customer satisfaction. Furthermore, real-world consumer grievances like poor after-sales service and lack of transparency are often underrepresented in academic discourse.

This study aims to identify the key factors that influence customer satisfaction in online shopping platforms and to investigate the common challenges customers encounter throughout their shopping journey. Special attention is given to the trust-building process and user experience among women consumers, particularly those operating within socially or culturally constrained environments.

By examining both functional and emotional dimensions of the online shopping experience, this research seeks to offer practical insights that can support the development of more inclusive, trustworthy, and consumer-focused e-commerce platforms.

II. LITERATURE REVIEW

The rapid advancement of digital technologies and the widespread adoption of internet-enabled devices have significantly transformed consumer behavior and reshaped the global retail environment. Online shopping, once considered a supplementary convenience, has evolved into a mainstream mode of commerce. Numerous studies have examined the

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drivers and barriers of customer satisfaction in the online shopping context, highlighting a range of functional, emotional, and experiential factors.

One of the most consistently cited dimensions of online shopping satisfaction is convenience, defined by the ability to shop anytime and from anywhere, without the constraints of time, geography, or physical accessibility (Sharma & Gupta, 2021). This convenience is particularly valuable to consumers with mobility restrictions or time constraints, such as working professionals and homemakers. Online platforms offer vast product assortments, enabling users to compare prices, read reviews, and make informed decisions with minimal effort (Kumar, 2019).

However, operational efficiency—especially in logistics and delivery—remains a critical factor in shaping customer satisfaction. Timely delivery and the accuracy of product fulfillment are strongly associated with positive customer experiences. Kumar (2019) noted that delayed deliveries, incorrect products, and complicated return processes significantly undermine user satisfaction. Similarly, Verma (2020) emphasized that while promotional incentives such as discounts and free delivery initially attract customers, their effectiveness diminishes if core service expectations are not met.

Customer service also plays a vital role in shaping perceptions of online platforms. Singh (2022) observed that the responsiveness and professionalism of support teams directly influence repeat purchase intentions. When issues are resolved promptly and fairly, customers are more likely to view the platform as trustworthy and reliable. Conversely, experiences of unresolved complaints, poor communication, or impersonal support often lead to customer dissatisfaction and brand abandonment.

Another crucial area highlighted in the literature is trust and security. Patel (2023) argued that in the absence of physical product inspection, customers rely heavily on accurate product descriptions, transparent seller information, and secure payment systems. Any breach of trust—such as misleading listings, data privacy concerns, or fraudulent transactions—can result in severe reputational damage for the platform. The importance of trust is further amplified in emerging markets and among demographics that are new to digital commerce.

Recent studies have also begun to explore the emotional and psychological dimensions of online shopping. Beyond functional efficiency, customers seek a sense of fairness, control, and personalization in their online interactions. Personalized recommendations, user-friendly interfaces, and the ability to easily track and manage orders contribute positively to the overall shopping experience (Singh, 2022). Moreover, online shopping has served as a platform for social empowerment, particularly for women in traditional or conservative settings. For these users, online shopping provides autonomy and a safe space to make purchasing decisions, although their unique expectations and concerns—such as safety, trustworthiness, and ease of use—are not yet fully addressed in mainstream e-commerce strategies.

In summary, while previous research has extensively explored the technical and transactional aspects of online shopping satisfaction, there is an increasing recognition of the need to incorporate emotional, psychological, and social factors into customer experience models. The literature suggests that a successful online shopping platform must integrate convenience, transparency, reliability, and empathy to create a holistic and trust-based customer relationship. Yet, there remains a research gap in understanding how these factors interact collectively—especially among underrepresented groups such as women in traditional communities—an area this study seeks to address.

Research Gap

While numerous studies have been conducted on customer satisfaction in online shopping, much of the existing literature has tended to focus on broad or isolated factors such as delivery speed, website design, and promotional strategies (Kumar, 2019; Verma, 2020). Although these elements are undeniably important, there appears to be a lack of comprehensive understanding of how these factors interact holistically to shape the overall customer experience. Furthermore, many studies emphasize technical or transactional aspects, with limited exploration of emotional and psychological dimensions such as trust, perceived risk, and consumer empowerment—especially among marginalized groups like women in traditional societies.

Another notable gap is the insufficient focus on real-world problems frequently reported by customers, such as misleading product listings, poor grievance redressal, lack of transparency, and ineffective return policies. While studies by Sharma and Gupta (2021) and Patel (2023) touch on these issues, they often lack depth in evaluating how these pain points affect long-term customer loyalty and perception of online platforms.

In addition, though research has recognized the growing use of online shopping by women, particularly due to time constraints and societal restrictions, there is limited discussion on how these platforms serve as tools of empowerment and what unique satisfaction metrics apply to this group. This angle is especially important in regions or cultures where physical shopping may present barriers to women's autonomy.

Therefore, this study seeks to bridge these gaps by offering a more nuanced, human-centered analysis of customer satisfaction. It will not only examine technical and service-related factors but also address emotional and contextual elements—such as trust-building, grievance management, and inclusivity—with special attention to women consumers in traditional settings. By doing so, the research aims to provide holistic insights that can guide e-commerce platforms in enhancing the overall quality of their customer experience.

III. RESEARCH METHODOLOGY

Research Objectives

1. To identify the key factors that influence customer satisfaction in online shopping platforms.

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2. To explore the common challenges and frustrations faced by customers during their online shopping journey.

Research Hypothesis

H_{a1}: There are various factors that influence the customer satisfaction in online shopping platforms.

H_{a2}: There are many common challenges and frustration faced by customers during their online shopping journey.

Type of Research

This study adopts a quantitative research approach with a descriptive and analytical design. The aim is to quantify the impact of various factors—such as delivery efficiency, product quality, customer service, and platform usability—on customer satisfaction in online shopping. It also explores the relationship between negative shopping experiences and customer trust or loyalty, with a special focus on the empowerment of women through e-commerce. A survey-based design is used to collect structured responses that can be statistically analyzed.

Population of the Study

The target population for this study includes online shoppers across different age groups, genders, and backgrounds, with a specific interest in those who have made at least one online purchase in the past six months. Additionally, a sub-focus is placed on women consumers, particularly from regions where social or cultural factors may influence their shopping habits.

Data Collection Method

Primary data will be collected using a structured questionnaire developed based on the study's objectives and reviewed literature. The questionnaire includes Likert-scale questions categorized under three main sections:

- Factors influencing customer satisfaction
- Challenges affecting trust and loyalty
- Online shopping experiences of women

The survey will be distributed online via platforms such as Google Forms, social media, and email to ensure a diverse respondent base and wide geographic reach.

Sample Size

A sample size of 140 respondents is targeted for this study. This range is considered sufficient for reliable statistical analysis and hypothesis testing in social science research, particularly when using techniques like regression and ANOVA.

Sampling Method

The study will use non-probability purposive sampling, specifically judgmental sampling, to ensure participants have relevant online shopping experience. Additionally, to support the gender-focused objective, a proportion of the sample will intentionally include women respondents from varied socio-economic backgrounds to provide deeper insight into their online shopping behaviour and perceived empowerment.

Statistical Tools for Data Analysis

The collected data will be analyzed using SPSS (Statistical Package for the Social Sciences). The following statistical tools will be employed:

- Descriptive Statistics: To summarize demographic data and overall response patterns.
- Reliability Analysis (Cronbach's Alpha): To test the internal consistency of the Likert-scale items.
- Correlation Analysis: To assess relationships between satisfaction variables and online shopping factors.
- Multiple Regression Analysis: To evaluate the influence of independent factors (e.g., delivery, product info, return policy) on customer satisfaction.
- T-tests/ANOVA: To compare satisfaction levels across different groups (e.g., male vs. female respondents, frequent vs. occasional shoppers).

IV. DATA ANALYSIS

Descriptive Analysis

Variable	Category	Frequency	Percentage
Gender	Female	78	55.71
	Male	62	44.29
Age Group	18 to 25	99	70.71
	Under 18	17	12.14
	26- 35	14	10
	36-45	7	5
	46-60	2	1.43
	Above 60	1	0.71
Educational Qualification	Undergraduate Degree	75	53.57
	High School	33	23.57
	Postgraduate Degree	24	17.14
	No formal education	6	4.29
	Doctorate	2	1.43
Employment Status	Student	104	74.29
	Employed (Full-time)	13	9.29
	Homemaker	8	5.71
	Unemployed	7	5

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	Employed (Part-time)	5	3.57
	Self-employed	2	1.43
	Retired	1	0.71
Monthly Income	Less than 10,000	103	73.57
	10,000- 30,000	15	10.71
	50,001- 75,000	10	7.14
	30,001-50,000	6	4.29
	75,001-1,00,000	4	2.86
	Above 1,00,000	2	1.43
Do you regularly shop online?	Yes	66	47.14
	No	45	32.14
	Maybe	29	20.71

The Cronbach's Alpha for the Likert-scale items in your dataset is 0.841, which indicates high internal consistency. This means the items are reliably measuring the underlying constructs (e.g., satisfaction, trust, empowerment, etc.).

Hypothesis Testing

Factors Influencing the Customer Satisfaction in Online Shopping

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.824
Bartlett's Test of Sphericity	Approx. Chi-Square	237.331
	df	10
	Sig.	0.000

The results of the hypothesis testing provide significant evidence regarding the key factors that influence customer satisfaction in online shopping environments. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy yielded a value of 0.824**,** indicating a meritorious level of sampling adequacy and confirming the appropriateness of conducting factor analysis on the collected data. Moreover, Bartlett's Test of Sphericity was found to be statistically significant **(**p = 0.000**),** suggesting that the variables exhibit sufficient correlations and are therefore suitable for structure detection through factor analysis.

Table 2 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.971	59.410	59.410	2.971	59.410	59.410
2	.682	13.650	73.060			
3	.550	11.001	84.061			
4	.433	8.657	92.718			
5	.364	7.282	100.000			
Extraction Method: Principal Component Analysis.						

The analysis revealed that a single extracted factor accounted for **59.41% of the total variance** in the dataset. This substantial proportion indicates that a dominant underlying dimension significantly influences customer satisfaction. The component matrix further identified five variables with strong factor loadings, highlighting the primary elements contributing to a positive online shopping experience.

Table 3 Component Matrix[a]

Factors (Influence the Customer Satisfaction)	Loading
ICS1 [The products I receive match the descriptions/images shown online]	.826
ICS2 [Return or exchange policies on online platforms are easy to follow]	.791
ICS3 [Websites and mobile apps of online stores are user-friendly and easy to navigate]	.770
ICS4 [Customer care services respond effectively and resolve my issues promptly]	.763
ICS5 [Online platforms I use usually deliver products on time.]	.698
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

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Specifically, the most influential factor was the extent to which products received matched their descriptions and images presented online, followed closely by the ease of return or exchange policies**,** the usability of websites and mobile applications**,** the responsiveness and efficiency of customer care services, and the timeliness of product delivery. These findings suggest that both functional and service-related attributes play a critical role in shaping customer satisfaction. The emphasis on reliability, accessibility, and effective support services underscores the need for e-commerce platforms to prioritize user-centered design and transparent operational practices to enhance overall consumer experience and loyalty.

In conclusion, the findings of this study underscore that customer satisfaction in online shopping is primarily driven by a combination of functional reliability and service quality. Key factors such as accurate product representation, user-friendly platforms, efficient return policies, responsive customer care, and timely delivery emerged as significant contributors to a positive shopping experience. The statistical results support the hypothesis that these elements collectively influence customer perceptions and satisfaction levels. Therefore, e-commerce platforms aiming to enhance consumer trust and loyalty should focus on optimizing these areas to provide a seamless, dependable, and customer-centric online shopping environment.

For Hypothesis Ha1, which states that *"There are various factors that influence customer satisfaction in online shopping platforms,"* the findings from the factor analysis confirm its validity. The high KMO value (0.824), significant Bartlett's Test ($p = 0.000$), and the identification of key contributing variables—such as product accuracy, ease of returns, platform usability, customer service, and delivery reliability—clearly demonstrate that multiple factors collectively impact customer satisfaction. Thus, **Hypothesis Ha1 is accepted**.

Common Challenges Faced by Customers During Their Online Shopping Journey

Table 4 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.877
Bartlett's Test of Sphericity	Approx. Chi-Square	311.771
	df	21
	Sig.	<.001

The results of the factor analysis conducted on the challenges faced by customers during online shopping reveal several important insights. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy scored **0**.877**,** which is considered excellent and confirms that the sample was suitable for factor analysis. In addition, Bartlett's Test of Sphericity was significant ($p < .001$)**,** indicating that the dataset contained sufficient interrelationships among variables to justify the use of factor analysis.

Table 5 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.549	50.703	50.703	3.549	50.703	50.703
2	.865	12.362	63.065			
3	.639	9.127	72.192			
4	.600	8.571	80.763			
5	.560	7.994	88.757			
6	.438	6.250	95.007			
7	.350	4.993	100.000			
Extraction Method: Principal Component Analysis.						

The analysis extracted a single dominant factor that explained 50.7% of the total variance**,** suggesting that a substantial portion of customer dissatisfaction can be traced to a shared underlying issue or set of experiences. The component matrix highlights seven key challenges that negatively affect customer trust, satisfaction, and likelihood of future purchases. The most significant concern was that bad experiences significantly reduce customer trust in online platforms, followed by poor handling or neglect of customer complaints, and a decline in repurchase intention after negative experiences**.** Customers also expressed concern over incomplete or misleading product information**,** receiving damaged or incorrect products**,** and high shipping charges, all of which contribute to dissatisfaction. Finally, delivery delays were also identified as a recurring issue that adversely impacts the overall experience.

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Table 6 Component Matrix[a]

Factors (Challenges Affecting Trust and Loyalty)	Loading
CTL1 [Bad experiences reduce my trust in online shopping platforms.]	.829
CTL2 [My complaints were handled poorly or ignored by customer support]	.791
CTL3 [I am less likely to repurchase from an online store after a negative experience]	.733
CTL4 [I find product information (like specs, reviews, seller details) to be incomplete or misleading.]	.694
CTL5 [I have received damaged or incorrect products through online shopping]	.662
CTL6 [High shipping charges discourage me from placing orders online]	.656
CTL7 [I have experienced delays in delivery that affected my satisfaction.]	.590
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

These findings underscore that while online shopping offers convenience, unresolved grievances, lack of transparency, and unreliable service can deeply erode consumer trust and discourage repeat business. The results support Hypothesis **Ha2**, affirming that multiple challenges and frustrations are commonly experienced by online shoppers. Addressing these areas—particularly improving customer service responsiveness, ensuring accurate product information, and minimizing delivery issues—will be critical for e-commerce platforms striving to retain customers and build long-term loyalty.

Based on the interpretation of the challenges faced by customers during their online shopping journey, it is evident that negative experiences significantly undermine consumer trust and satisfaction. The study highlights that issues such as poor complaint handling, misleading product information, high shipping costs, and delivery delays are not isolated incidents but common pain points that affect a broad spectrum of users. These challenges directly influence customers' willingness to repurchase and their overall perception of online platforms. Therefore, for e-commerce businesses to sustain customer loyalty and foster trust, it is imperative to address these service gaps with transparency, responsiveness, and consistent reliability. The findings validate **Hypothesis Ha2**, confirming that customers frequently encounter obstacles that impact their online shopping experience, emphasizing the urgent need for platforms to prioritize customer-centered improvements.

For Hypothesis Ha2, which states that *"There are many common challenges and frustrations faced by customers during their online shopping journey,"* the qualitative insights gathered through the questionnaire responses and statistical trends indicate recurring issues such as delays in delivery, difficulty with returns, and unresponsive customer service. These findings align with the hypothesis, suggesting that despite the convenience of online shopping, significant pain points persist for consumers. Therefore, **Hypothesis Ha2 is also accepted**

V. FINDINGS

This study aimed to explore the factors influencing customer satisfaction in online shopping, as well as the common challenges that hinder a positive shopping experience. The results offer several noteworthy insights that reflect both the strengths and shortcomings of current e-commerce practices from the perspective of everyday users.

Firstly, the factor analysis revealed that customer satisfaction is most strongly influenced by five critical elements: accurate product representation, ease of return or exchange processes, user-friendly websites and mobile applications, effective customer service, and timely delivery. These factors collectively accounted for a significant portion of the variance in satisfaction levels, indicating that customers place a high value on functionality, convenience, and reliability when shopping online. The findings reinforce that while technical infrastructure and digital accessibility are important, human-centered aspects such as clarity, responsiveness, and dependability are central to a satisfactory online experience.

In addition to satisfaction drivers, the study also examined the common challenges faced by consumers. The analysis identified a pattern of recurring issues that negatively impact trust and customer loyalty. Among the most prominent were poor handling of customer complaints, misleading or incomplete product information, high shipping costs, damaged or incorrect deliveries, and frequent delays. These pain points were not only widespread but also strongly associated with a decline in repurchase intentions and overall trust in online platforms.

Moreover, the findings highlight a critical gap between customer expectations and actual service delivery. While online shopping is widely appreciated for its convenience and accessibility, especially among women and younger consumers, unresolved grievances and inconsistent service remain major barriers to long-term satisfaction. These results validate both proposed hypotheses and underscore the urgent need for e-commerce platforms to adopt a more empathetic, responsive, and quality-driven approach to customer experience.

Discussion

The findings of this study align closely with existing literature on customer satisfaction in online shopping, while also offering new insights into consumer behavior, particularly concerning trust and emotional response. Previous studies have consistently emphasized the importance of operational efficiency—such as fast delivery, accurate product listings, and user-friendly interfaces—as central to consumer satisfaction (Kumar, 2019; Sharma & Gupta, 2021). This study reinforces those observations, confirming that accurate product descriptions, simple return policies, and efficient customer

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service are crucial determinants of a satisfactory online shopping experience.

Additionally, the study supports Verma's (2020) emphasis on the importance of consistency between what is promised and what is delivered. Participants in this research showed clear dissatisfaction when expectations created by online representations were not met—mirroring Verma's concerns about misleading product details and the diminishing value of promotional incentives when product quality is compromised.

Singh (2022) highlighted the role of digital usability and customer support in fostering loyalty, and these findings extend that argument by showing that not only do these features enhance satisfaction, but their absence actively drives customers away. A smooth, intuitive digital interface and prompt complaint resolution were both strongly linked to consumer satisfaction, suggesting that customers increasingly view service quality as part of the product itself.

Moreover, Patel's (2023) insights into trust and security are echoed in this study's findings. The data reveals that poor complaint handling, delivery delays, and damaged or incorrect products significantly erode trust. Once that trust is broken, customers are less likely to return to the platform—a finding consistent with Patel's assertion that even one negative incident can cause lasting damage to brand perception.

Beyond reinforcing the current body of knowledge, this study adds to the discourse by highlighting the emotional and psychological impact of service failures. The research reveals that bad experiences do more than cause temporary dissatisfaction—they reduce consumers' sense of reliability, control, and fairness in the transaction, all of which are essential for maintaining long-term loyalty. Particularly for women and younger users, online shopping is not merely a transaction but a preferred and sometimes necessary alternative to in-person shopping. In this context, service failures not only affect user convenience but may also hinder their sense of empowerment.

In conclusion, while the current literature has thoroughly examined the technical and logistical dimensions of customer satisfaction, this study underscores the importance of combining operational efficiency with emotional intelligence. E-commerce platforms must not only deliver goods quickly and accurately but also recognize and respond empathetically to customer needs, expectations, and frustrations.

Implications

The results of this study have several important implications for e-commerce platforms, marketers, customer experience designers, and policymakers who aim to enhance the quality and inclusivity of online shopping.

For e-commerce businesses, the study emphasizes the critical need to prioritize both technical functionality and human-centered service delivery. Accurate product listings, intuitive website/app interfaces, and transparent return policies must be considered non-negotiable standards. However, these alone are not sufficient. The findings show that prompt and empathetic customer service, as well as timely and reliable delivery, are essential to sustaining customer satisfaction and trust. Businesses should therefore invest in strengthening last-mile logistics, complaint resolution systems, and customer communication channels.

From a customer relationship management perspective, the findings suggest that negative experiences carry long-term consequences. Mishandling a single issue—such as a delayed shipment or an ignored complaint—not only affects immediate satisfaction but also reduces the likelihood of repeat purchases. Therefore, platforms must shift from a transactional approach to a relational one, where building trust and loyalty is as important as completing sales.

For platform designers and user experience professionals, the usability of websites and mobile apps continues to be a major factor in consumer satisfaction. Ensuring accessibility, ease of navigation, and clarity in product details can significantly improve user experience, particularly for less tech-savvy users or those shopping under constraints. Special attention should be paid to inclusive design that accommodates diverse consumer needs, including women and older users in traditional or rural settings.

For policymakers and consumer protection advocates, the study reinforces the need for stronger regulations around online shopping practices. There should be standardized guidelines on product disclosures, return policies, complaint resolution mechanisms, and transparency in shipping costs. Consumer rights in digital commerce must be protected through frameworks that hold platforms accountable for misleading information, damaged goods, or poor customer service.

Lastly, the study carries social implications, particularly in the context of women's empowerment through online shopping. As online platforms offer a safe, independent avenue for women in more traditional societies to make purchases, ensuring trust, safety, and satisfaction becomes not just a business goal, but a social priority. Enhancing the quality of these experiences can help foster autonomy, digital literacy, and greater participation in the online economy.

VI. CONCLUSION

This study set out to examine the key factors influencing customer satisfaction in online shopping and to explore the common challenges customers face throughout their online shopping journey. The findings confirm that customer satisfaction is not solely determined by convenience or product availability but is deeply influenced by functional aspects such as accurate product representation, user-friendly interfaces, return policies, responsive customer care, and timely delivery. Additionally, the research highlights that negative experiences—such as poor grievance handling, misleading product information, high shipping costs, and delayed deliveries—can significantly reduce customer trust and deter future purchases.

Both research hypotheses were supported: various factors do influence customer satisfaction, and numerous common challenges continue to frustrate online shoppers. These results

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underscore the need for e-commerce platforms to adopt a more human-centered and trust-building approach, focusing not only on operational efficiency but also on emotional and relational aspects of the shopping experience.

Despite the meaningful insights provided, this study is not without limitations. The sample size, while statistically adequate (n=140), may not fully capture the diversity of online shopping behaviors across different regions, economic classes, or cultural backgrounds. Additionally, the reliance on self-reported survey data introduces potential biases, such as social desirability or recall bias. The cross-sectional nature of the study also limits the ability to observe changes in satisfaction or trust over time.

Looking ahead, future research could expand on this work by employing longitudinal designs to assess how customer satisfaction evolves with repeated interactions. Further studies might also explore more nuanced demographic subgroups, such as rural vs. urban users, or analyze the role of digital literacy in shaping online shopping experiences. Qualitative approaches, such as interviews or focus groups, could also enrich our understanding of the emotional dimensions of trust, dissatisfaction, and empowerment, particularly among women in traditional settings.

In conclusion, this study contributes to the growing body of literature on e-commerce by offering practical and human-centered insights that can help improve online shopping environments. By addressing both technical and emotional aspects of the customer journey, businesses and policymakers alike can work toward creating more inclusive, reliable, and satisfying digital marketplaces.

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