A Study on Consumer Satisfaction towards Online Retail Platforms: A Review

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ABSTRACT
Online shopping is the method of purchasing goods and services from merchants with the help of the internet and also it is the latest phenomenon in e-trade and truly going to be the future of purchasing at the international level. It is also known as E-shopping or E-marketing. Nowadays rural people also started buying through the internet due to the increase in internet users and mobile penetration. Convenience, large discounts and offers, and a variety of goods by the merchants for the customers were the important reasons for increasing the number of customers online or E-shopping. The advertisement also plays a major role in the customers' buying decisions. The shoppers can easily access the online stores by sitting at their home with the help of a computer or internet. It describes how the current market is changing the traditional markets.

KEYWORDS: Online Shopping, Attitude, Customer Satisfaction, Consumer Behaviors, Retail, Internet.

I. INTRODUCTION
Online shopping platforms are becoming increasingly important in today's world.Because the Internet and web-based services have gained more influence among consumers.Many of the online retail sectors around the world have beaten many of the dealers.The Importance of the online retail industry is to buy a wide range of things without going to the store. Online buying is the most significant move to the internet. Shopping from the comfort of your own home is handy and time-efficient and eliminates the extra stress that many people face while shopping. Quality information, being user-friendly, convenient modes of transactions, up-to-date delivery services, and a good helpline are all important factors to consider when assessing customer happiness (Nahil, **2021**).

According to Miniwatts Marketing Group (**2009**), the global Internet user base has increased by 342.2 percent in the last eight years. Looking closely at the data, there is a general negative relationship between a region's economic performance and the growth of Internet penetration rates; these rates are extremely high in the Middle East (1,296.2 percent growth between 2000 and 2008).

Online shopping is a type of digital commerce that allows customers to buy goods or services directly from sellers over the Internet via a web browser or a mobile app.With the increased use of the World Wide Web, sometimes known as www, online shopping is becoming increasingly popular (Muthupriya,**2019**). Consumers find a product of interest by going straight to the retailer's website or by accessing a shopping search engine to compare the pricing and availability of the same item across multiple e-retailers. Customers will be able to shop online using a variety of computers and devices by 2020, including personal computers, laptops, pads, and smartphonessuch includes the option to see and purchase the product 24*7. A traditional online store allows consumers to discover the company's product and service offerings, view product photographs or images, and understand product specifications, features, and prices.

To conduct an online transaction, users must have Internet access and a legal mode of payment, such as a credit card, debit card, or a service like PayPal. Nowadays the popular payment methods are Google pay, Phonepe, UPI payments, etc. The retailer typically transports tangible things (such as paperback books or clothing) to customers; for digital products, such as digital audio files of music or software, the retailer typically sends the file to the client over the Internet. Alibaba, Amazon.com, Flipkart, are the largest of these online commerce companies.

Customers' continued choice for online purchases is based on the quality of the products and services they received. Customers may switch to a new E-Commerce operator for their next purchase if they are dissatisfied or unhappy with

the things they purchased online. (Kumar&Ramaswamy, **2017**) As a result, E-Commerce operators must establish their consumers' needs and satisfaction levels by getting continual feedback from their regular customers and resolving their problems to keep existing customers and attract new clients to their website site. As a result, the purpose of this study is to determine customer happiness with online purchasing and to identify the factors that contribute to that satisfaction

Objectives
➢ To find the consumer's acceptance of the online retail platforms.
➢ To investigate the features that customers expect from an online buying experience.
➢ To determine the amount of consumer satisfaction with online shopping.
➢ To find the factors which influence or determine customers buying decisions.

II. REVIEW OF LITERATURE

Dr.G.Latha **(2021)** Consumers have shifted their shopping habits from brick-and-mortar stores to internet stores. Online shopping has evolved into an innovative way for businesses to sell their goods over the internet, allowing the modern market to supplant the traditional market. Customers have an important part in marketing.

Dr.Y.Suneetha**(2021)**Online buying is the fastest growing trend in the globe. Online shopping is a time-saving method of shopping. Consumers prefer to shop online rather than visit stores in person since it is more convenient. Online shopping provides a wide selection of products and services, allowing customers to compare prices, quality, and reviews from several websites before selecting the best product. Product selection can be done from home by looking at several options and comparing them to competitors' products before making a decision.

Subasish Mohanty, Prof. B Ramesh, & Dr. Manasvi Kamat **(2020)** Whether it's a traditional or online manner of retailing. In online mode, product reviews, exchange, and return policies are observed to have more influence on buying behavior, however, in traditional retailing, it is still based on the retailer's talents and art of persuasion.Going online is the only way to keep up with the changing lifestyle and marketing environment. With the increasing internet marketplace, the market will only improve, allowing for greater comparisons and better information for consumers, resulting in a worldwide marketing idea and a perfect market where the consumers are the Kings.

Mohanty & Dr.,**(2020)** Income or Earnings, Job Status (Temporary, Ad Hoc., Confirmed), Employer Type (Private, Government, Aided), Offers, Promotions or Discounts, and Combo Offers are essential indicators to analyze the impact of economic determinants on customer buying behavior unique to online service providers

Muthupriya **(2019)**With the increased use of the World Wide Web, sometimes known as www, online shopping is becoming increasingly popular.Marketers are finding it difficult to understand their customers' needs for online selling.Making improvements to the elements that encourage customers to purchase online. This application of technology has opened new opportunities and possibilities, making for a more convenient existence today.However, today's technology allows for precautions to be implemented to prevent hackers and criminals from getting unauthorized access to private databases.

Joseline**(2019)**Understanding customer's attitudes towards online purchasing improving factors that influence buyers to shop online, and dealing with variables that inspire consumers to shop online are all things that need to be managed

Dr. & R..Gopinath **(2019)** Marketing is no longer the same as it was in the past. It has now evolved into relationship marketing, implying that customers are now a part of the entire corporate process. Who should think about their customers and understand what they want?It provides you with access to items and services that are not readily available in your local market. A computer activity conducted by a consumer via a computer-based interface, where the consumer's computer is connected to the retailer's digital storefront via a network, is known as online shopping.

Dixena & Suman Sahu**(2018)** Because it is more convenient, online shopping has become a daily part of our lives. Customers are searching for fast services, good product quality, customer service, as well as security and privacy in payment methods.People are becoming preoccupied with their tasks. They don't have time to shop because of their hectic schedule. They can save a lot of time by purchasing online. They can do this by browsing the internet from their office or home. The purpose of this article is to determine who the consumers

Muruganantham S & Nandhini S **(2017)**Customers use the internet not only to make purchases but also to search for information. If e-marketers analyze and understand the factors influencing Indian customers' online behavior, they can fine-tune their business strategies to customer preferences in the future.

Nivetha B & Nandhini A **(2017)**The internet enables consumers to compare prices and find products that would otherwise be difficult to locate. With a little caution, online shopping can be simple and enjoyable. Online shoppers expect to see reasonable deals with free or extremely low-cost shipping. Consumers expect trust, security, and a wider range of options when they shop online.

Dr.R.Shanthi & Dr. Desti Kannaiah **(2015)**Today's younger, ones aren't going to waste time and money going from store-to-store hunting for the perfect item. They purchase online whenever possible, restricting their options to one or two products, then going to the store to touch, feel, bounce, and inspect the actual object to see if it looks as it does online

Nasir **(2015)**These customers are crucial in the e-commerce sector, and their purchasing habits differ from those of traditional customers. To satisfy online consumers in an increasingly global, competitive, and dynamic market, businesses must pay attention to their requirements, habits, lifestyles, and traits.Due to the rise of Web 2.0, social media and social media marketing are hot subjects on the academic agenda. Consumers use digital platforms to generate, share, and disseminate information and engage with one another.

Jayasubramanian &Siva Sakthi (**2015)** The ability to shop online has truly revolutionized and influenced our society as a whole. This application of technology has created new doors and opportunities for a more convenient lifestyle today. Online shopping influenced people all over the world in three significant ways: variety, quick service, and lower prices.

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Haslinda Musa, Mohd Amin Mohamad, Fararishah Abd Khalid, Namirah Ab Rahim, & Nur Najihah Ahmad Zamri**(2015)** Customer refers to the person who purchases the product, and satisfaction refers to the person's feelings of pleasure or disappointment as a result of comparing a product's perceived performance or outcome to their expectations. Customer satisfaction is the degree to which a customer is pleased with the quality of products and services. When the

perceived service meets or exceeds the customer's expectations, the customer is satisfied. They are dissatisfied when the service falls short of their expectations. Quality and customer satisfaction have revealed some insights into determining levels of satisfaction for product experience. The more familiar consumers are with online shopping and the more satisfied they are with previous online transaction experiences, the higher their purchase amounts, the more likely they are to be repeat purchasers, and the lower their likelihood of abandoning an intended online transaction.

Tsan-Ming Choi & 1 Pui-Sze Chow**(2013)** The definition of e-service quality is how customers judge and evaluate the e-service being delivered to them

Dr.Gagandeep Nagra & Dr.R Gopal**(2013)**Consumer behavior is the study of the processes that occur when a person chooses, purchases use, or discards products, services, ideas, or experiences to satisfy needs and desires.Online shoppers must be computer literate to use the Internet for shopping. As a result, those who are not comfortable using a computer will most likely shop at a traditional store, a modern store, or a discount store

Michael**(2009)** Economic considerations, demographic factors, technical issues, social aspects, cultural elements, psychological factors, marketing factors, and legal factors all influence online buying habits. Customers spend their money online, and if they can't discover the merchandise fast and simply, they abandon the online store.

Ramanjaneyulu **(2007)**online buying has become a daily activity, and it is also very simple. Customers can use the internet to compare prices and discover the best deals and offers.Except for warranty and after-sale service, online store consumers are satisfied with the services given by online stores. To attract more customers, it is therefore essential to improve warranty and after-sales support

Saxena**(2005)**A company's most valuable asset is its people. Organizations can only manage what they measure, so it's critical to collect data on customer satisfaction. Treat the others as you would like to be treated and served.Profit is necessary, but customer pleasure is crucial for long-term growth and profit. Loyalty is not a plan chosen by the firm's strategic department; it is a commitment and a culture created by all levels of the organization.

III.   FINDINGS

On the back of a rapidly rising internet-connected population and improvements in related infrastructure such as payment and delivery systems, India's e-commerce market is predicted to reach roughly $50-70 billion by 2020. The main feature of the online retail industry is to buy a wide range of things without going to the store. Online buying is the most significant move to the internet. Shopping from the comfort of your own home is handy and time-efficient and eliminates the extra stress that many people face while shopping. Customers believe that online shopping is a better option than manual shopping.

Customers expect problems with online purchasing, such as delivery delays, defective items, or other trust concerns, should be solved to convert them into regular online shoppers.The purchasing process must also be user-friendly to reach the greatest number of customers.Customers prefer online shopping to traditional shopping; therefore, large and effective advertisements emphasizing accessibility, product quality, and other positive attributes should be created to pique client interest.The fear of being overcharged may be one of the reasons why people do not recommend online shopping to others.Customers can be happy and loyal to a business that provides online services if it establishes a better brand quality reputation and addresses consumer issues throughout product delivery.

IV.   CONCLUSIONS

With the increased use of the World Wide Web, also known as www, online shopping is becoming more popular by the day. Understanding the needs of customers for online selling has become a challenge for marketers. Understanding consumer attitudes toward online shopping, improving factors that influence consumers to shop online, and working on factors that influence consumers to shop online will help marketers gain a competitive advantage over others.To summarize, the availability of online shopping has truly revolutionized and influenced our society as a whole. This application of technology has created new doors and opportunities for a more convenient lifestyle today. Online shopping influenced people all over the world in three significant ways: variety, quick service, and lower prices.

The important features that customers expect from an online shopping experience such as East to Use, Website speed, Secure Payment gateways, High-Resolution photos and videos of the product, Security features, customer support, etc.

Customer satisfaction is essential to any business. If the customers are satisfied, they are more likely to purchase more often.In this competitive period, all internet marketers must focus on customer satisfaction to maintain existing clients and must offer fresh schemes dailyto attract new customers.The Customers are highly satisfied with online shopping because the buyers can access the online store anywhere with the help of the internet and they don't need to go to the stores and they are also satisfied with the buying procedures like It's easier for customers to see what they've chosen, how much each item costs, how much the entire cost will be, and how much tax and/or shipping will cost, Flag up offers and benefits for the customers at regular interval.

The important factors which determine or influence the buying decisions of the customers are Product advertisements, promotions, customer reviews, social media feedback, and so on. Other factors are Quality of Product Description,shipping cost,Return policy,Categorization of New Products, etc.

Website designers are working hard to put an end to this unethical practice through privacy and security policies. As a result, society will continue to rely on online shopping, allowing it to continue to be a huge success in the future.

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