



**WHAT MAKE YOUR CUSTOMERS SATISFY? A CASE STUDY OF ONLINE  
SHOPPING**



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## ABSTRACT

**Research Title:** What Make Your Customers Satisfy? A Case Study Of Online Shopping  
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In recent years, the rapid development of E-commerce much inspired the craze of online shopping, and it makes more and more customers choose online methods for consumption. The rapid development of consumer shopping satisfaction should be the main focus of online retailers, and it is essential to further research to meet the needs of consumers. The article uses the way of literary analysis. The purpose of the study was to improve consumer shopping satisfaction while making recommendations for marketing activities. This study selected three main factors that affect customer satisfaction: service quality, information quality, and network security, and analyzes the relationship between each element. The results showed that network security quality is an essential factor affecting consumers' shopping. Information quality and service quality are crucial factors affecting consumer satisfaction a focus on. So online merchants can improve customer satisfaction and loyalty through information quality and cybersecurity, which is the basis for trust-building.

**Keywords:** Customers Satisfaction, Information Quality, Online Shopping

Approved by

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## 1. Introduction

### 1.1 Research Background

In 2019, retail E-commerce sales worldwide amounted to 3.53 trillion US dollars and e-retail revenues are projected to grow to 6.54 trillion US dollars in 2022 (Clement, 2019). In the era of globalization electronic marketing is a great revolution, retailers are devising strategies to meet the demand of online shoppers, they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping (Vadivu, 2015).

People are increasingly aware of the importance of researching customer satisfaction compared to research product development, the organization should increase its sales by getting more customer and the only way to get more customer is that the organization should provide expected satisfaction to the customers (Chambers, 2019). In order to successfully address the growing and rapidly changing expectations of online shoppers, (Pandey & Chawla 2018), recent studies suggest adopting a multistage view for understanding customer decision-making and retail experience. Lemon and Verhoef (2016) introduce a model that includes the pre-purchase, purchase, and post-purchase stages that comprise the customer journey over a continuous cycle of previous, current, and future customer experiences. The consumer's relationship with specific e-retailers will be influenced by the outcome of the delivery and return services (Nguyen, de Leeuw, Dullaert, 2018). Nevertheless, many e-retailers fail to develop a value chain for their consumers by complementing their online retail solutions with no optimal delivery options (Vakulenko, Shams, Hellström & Hjort, 2019).

### 1.2 The problem to be investigated

For consumers, product quality is still one of the most critical concerns. Sometimes, a customer ordered a product which was totally different from what he received as a door delivery (Al-Jahwari, Khan, Al Kalbani, Al Khansouri, 2018), Mismatch between product information and promotional information reduces the willingness to buy and trust online shopping (Maobao, 2018), Modern shopping methods provide consumers with more ways to consume, but traditional shopping methods do not meet the problems caused by online shopping. There is no need for face-to-face communication, but it has become one of the reasons for reducing service quality. Lack of after-sales service guarantee, short after-sales service system, and low after-sales service efficiency have become important reasons for online consumption (Su, 2017). More and more people are coming forward to order products through online websites, the fear remains, and the causes of such issues remain unsolved.

At present, the security of online shopping user information has become a pressing issue of concern to society. Consumers are subject to hacker attacks and transaction information disclosure during online transactions, which have become an essential factor affecting consumers' online shopping (Ma, 2017). Network security is a necessary condition for improving consumer satisfaction. Consumers will pay more attention to their consumer rights while doing online shopping. Therefore, the discussion of network security will also help to enhance consumer shopping satisfaction.

### 1.3 The objective of the study

The objective of the study was to deal with the issue of online customers' satisfaction. The specify objective can be followed:

1. To understand information quality affecting consumer satisfaction online Brand.
2. To analyze the influencing factors of service quality toward to customers' satisfaction in online shopping.
3. To study the security at future online shopping marketing method, which will be the improvement of consumer satisfaction

### 1.4 The scope of the study

This paper of research format was to study Customers satisfaction in online shopping. The expectation of the researcher is improving customer satisfaction, and the hope of the researcher had the information quality, service quality and security which were directly related to customers' satisfaction. The research was focusing on the situation of online shopping customers' behavior at E-commerce.

### 1.5 Research Significance

Consumer's satisfaction is the key factor that drives when the performance of the product or service exceeds expectations (Khadija & Iqbal, 2019), Once consumers choose products with high satisfaction, they can also have a good impression on other products of the same brand, so that the satisfaction of the company is improved, consumers are full of expectations for the products, which is conducive to the marketing of new products. Studying customer satisfaction can make information about buyers and sellers more transparent and symmetrical, enabling consumers to consume more rationally and increase the welfare of consumers (Alicia, 2019).

## 2.Literature Review

### 2.1 Information quality

Information quality (IQ) plays a vital role in making online consumer purchase decisions. In an E-commerce environment, verbal and non-verbal information plays a crucial role in supporting consumers(Singh Chhikara, 2015).Generally, information quality is helpful for online customers to make better alternatives comparison, to better choice selection and overall online shopping decision making (Ziaullah, Yi, Akhter & Khan, 2014).

Due to the need for an adequate amount of product information to make a purchasing decision, online shoppers largely depend on information available on the web (Noorshella, Abdullah & Nursalihah, 2015).Website features have an important influence on online purchase intention. An informative website enables customers to compare and evaluate product alternatives, thereby increasing customer satisfaction and contributing to online purchase intention (Hasanov& Khalid, 2015).

The role of the service in every life also became evident; the services quality issue was considered as the main feature of competition among product on online so that given the quality of services, the organization can become different from its competitors and this results in achieving competitive advantage. The class includes a set of services and characteristics of a good or service that provides (AnithaRajathi & Siva, 2018). Service quality definition was the value which incorporates multiple attributes, but quality and the worth was different constructs, one the perception of meeting or exceeding expectations and the other stressing benefit to the recipient. Electronic service quality, automatic satisfaction, and electronic loyalty become vital for online retailers to attract and retain online shoppers in this virtual environment. The association between e-SQ, e-Satisfaction and e-Loyalty should be continuously examined to cope with the advancement in information and communication technology, and the changing expectation of online shoppers (Ting, Ariff,Zakuan, Sulaiman&Saman,2016).

Moreover, cyber security also refers to the protection of system of e-retailers. Cyber security is the main fear in online shopping and customer always have that fear with third party fraudulent behavior(Gupta& Dubey,2016).As they go about their online activities, individuals are faced with an increasing number of privacy and security decisions. It is often difficult for users to determine how much of their data may be collected and how it might be used, and it is nearly impossible for them to fully assess what security and privacy vulnerabilities they might expose themselves to if they decide to interact with a given system (Alessandro et al., 2017).The success or failure of



online shopping heavily depends upon customer satisfaction; the factors that affect the achievement can be security, privacy, trust, and quality(Nasimi,Nasimi,Basit,2018).

## 2.2 Consumer Satisfaction

Customers purchase decision is a complex process. Purchase intention usually is related to the behavior, perceptions and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product, purchase intention is an effective tool to predict buying process. Purchase intention may be changed under the influence of price or perceived quality and value (Mirabi, Akbariyeh, & Tahmasebifard, 2015). Service quality is related to purchase intention, and excellent service quality will encourage customer purchase intention. Customer satisfaction comes from the satisfying feeling of the value offered by the supplier, producer or the provider of service. The profit comes from the product, service, system or the emotional bonding among the customer and service provider (Yulisetiari,Subagio,Paramu,Irawan,2017), satisfied customers will share their knowledge and experiences to others. Customer satisfaction is a post-purchase evaluation and the chosen product alternative is at least equal to or exceeding their expectations while dissatisfaction arises when the product or service performance does not meet their expectations. The customer engagement in online transactions is not only concerned with the price but is also expecting the excellent quality product and service to keep them satisfied , service quality relates to customer satisfaction(Yulisetiari, 2016).

It is essential that consumers are content with the products and services provided by the particular website as satisfied customers are likely to be loyal and make repetitive purchases which will increase the profitability of that specific E-commerce company(Jiradilok, Malisuwan,Madan&Sivaraks,2014).Customer satisfaction depends on so much on managing themselves' expectations. In online marketing, customer satisfaction is an important index. More companies try their best to satisfy the customer to maintain a long-term relationship. Online marketing has significant advantages such as no real limit on advertising space, private and swift shopping, fast information access and retrieval and so on (Yu, 2014).

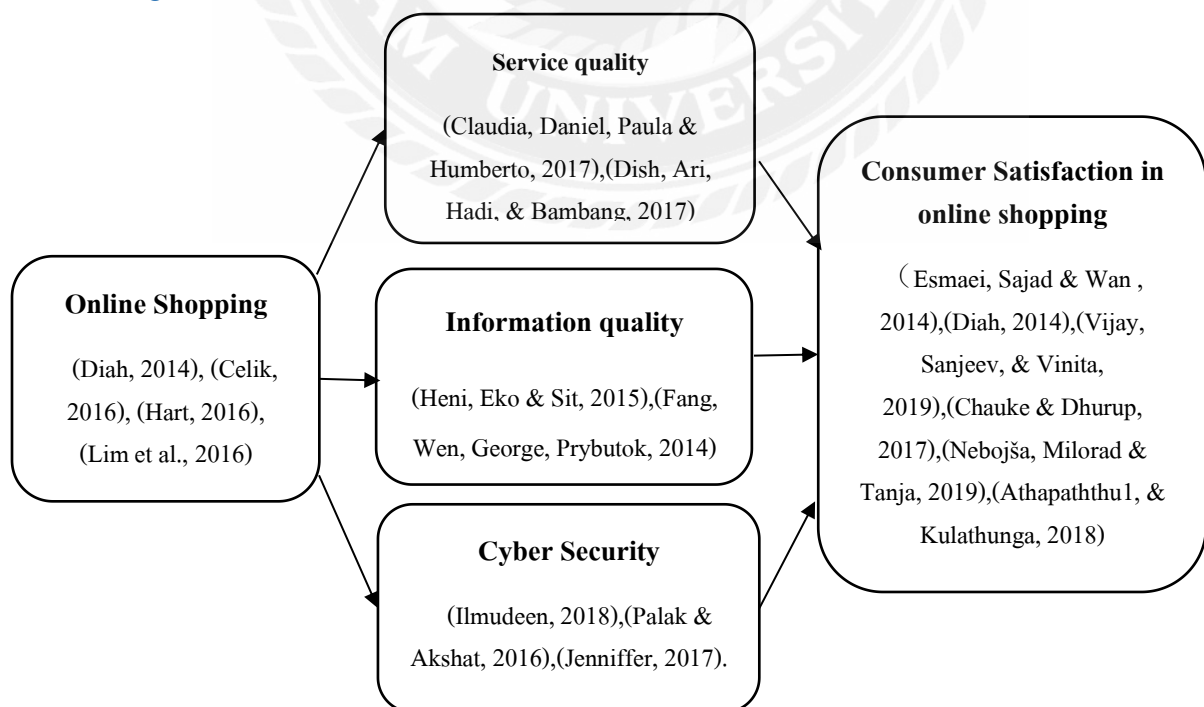
## 2.3 Online Shopping

Internet shopping is a phenomena that is growing rapidly nowadays. A peep into the exponential growth of the main players in this industry indicates that is still a large reservoir of market potential for E-commerce. The convenience of online shopping is rendering it an emerging trend among Consumers, especially the Gen Y. The prevalence of online shopping has raised the interest of the retailers to focus on this area (Lim et al., 2016). When a customer encounters an unpleasant situation and feels irritated (whether at a conventional or virtual store), the

customer abandons the shopping cart and leaves the store without making a purchase. In addition to abandoning the current purchase, such irritating and annoying experiences can have a lingering and adverse effect on consumers' beliefs about retailers' trust, benevolence, competence, dependability, and integrity (Long,2016). In the virtual business world, a website interface serves as a window through which consumers encounter their initial experiences with an online retailer (Kalia,Kaur& Singh,2017). All subsequent interactions between the consumer and the online retailer are accomplished through the website's interface.in players in this industry indicates that is still a large reservoir of market potential for E-commerce. The convenience of online shopping rendering it an emerging trend among Consumers, especially the Gen Y. The prevalence of online shopping has raised the interest of the retailers to focus on this area (Hasan, 2016).

The rapid growth of the Internet retailers during the past two decades has undoubtedly quelled the overly optimistic expectations for on-line business to consumer (B2C) commerce (Celik, 2016). Most of the customers have recognized the importance of online shopping in their everyday lives, such as overcoming time and spatial barriers, convenience, competitive pricing, expert advice, customized service and greater access to information (Lim, 2015). However, many customers are still reluctant to shop online due to poor online customer experience, a related and arguably a more pressing problem for Internet retailers is identifying, attracting, and keeping customers (Tarhini, 2018) .

### 3.Finding



Customer satisfaction as a consumer's feelings in the process of purchasing and using products and enjoying services is generated in the process of consumption. Consumers do not understand the inherent properties of product manufacturing technology or cost, but only based on the same kind products are compared with each other, unlike physical stores, online shopping consumers cannot experience face-to-face services and can only judge through product information. And at the same time, customers will evaluate the whole process of purchasing products; that is, any aspect of the service will have an impact on consumer satisfaction. As three critical factors affecting consumer satisfaction, service quality, information quality, and safety quality are essential factors in the study of the article. The manager should focus more on providing accurate, up-to-date, complete and relevant information on their websites (Vijay, Sanjeev & Vinita, 2019), Product information or other information is obtained by consumers before they are consumed. The quality of data is directly related to purchasing decisions. The quality of information has a direct relationship with the quality of service, or the quality of information is included in the quality of service. High-quality services receive favorable comments from product development to after-sales service. Quality of service is transmitted through information quality, and information quality, in turn, promotes services quality improvement.

Computer system security is a global issue affecting private and business users of information technology. Companies should be responsible for the protection of the resources they are using. When online users are more satisfied with the security, they are more confident with the overall quality of service (Palak & Akshat, 2016). Trust and safety are known as two main factors that affect online purchase intention based on related literature (Athapaththu, & Kulathunga, 2018), Low network security will directly lead to marketing failure, customer satisfaction will not exist, and consumers cannot trust even the best quality of service. Network security is essential because it is directly related to the interests of consumers. No one will repurchase products after the information is leaked or the property is lost after purchasing the product. This is not only a significant impact on the corporate image. May affect the development of the business. A highly protected technical infrastructure is necessary, which is the basis for all marketing efforts. The security of online shopping has attracted more and more people's attention. A right network security environment can explain the company's highly responsible attitude, and a safe shopping environment is more comfortable to retain customers.

#### 4. Conclusions And Recommendations

Customer satisfaction helps in customer loyalty and retention. It has been discovered that it costs to attract a new customer than to retain existing ones (Schwake, Sukoharsono, Handayani, 2015). Business owners should promote customers to pay more attention to product or service information research, and promote products to enhance customer awareness, and then increase the customer's online shopping experience to improve the trust and loyalty of online shoppers so that customers to virtual stores Purchase decisions and products will succeed. Secondly, in addition to ensuring product quality, more and more consumers pay attention to services, primarily based on high quality and high-value services. If customers get a good experience for the first time, they will establish a trust relationship with retailers, Customers know more about online products; it increases the understanding and willingness of customers to shop online. Also, companies can collaborate with online retail stores or online stores to conduct business, and more cooperation can guarantee the quality of services from all aspects. Finally, we will actively establish high-quality network security and be responsible for the safe shopping environment of our customers. In addition to technology, we also need to promote consumer awareness through safety.

Before making subjective judgments, consumers need to understand the relevant information of products and services fully, identify errors and false information, and not easily publicize unrealistic comments, during the shopping process to promote improvement. Consumers are responsible for their safety in the process of shopping, making necessary precautions, not arbitrarily revealing personal information, choosing safe and regular trading methods, cautious trading.

Online shopping is quick and easy. But it is not suitable for all products. Each customer has their preferences for the product based on their comfort and satisfaction. Therefore, there are more opportunities for future research, and different regions, countries' more extensive fields or ASEAN should be conducted to obtain more reliable results. Researchers may add other relevant influencing factors, such as consumer behavior, consumer psychology information technology and other factors as research objects, through an in-depth study of consumer behavior to improve and after-sales feedback; target samples can be based on different age ranges, educational background, And average income. As different standards, factors, and different environments can produce different perspectives and research results.

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