

The Role of E- Commerce in Improving Customer Satisfaction

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Abstract: The rapid advancement of technology has revolutionized the way business interact with customers, with E- commerce emerging as a pivotal platform for enhancing customer satisfaction. This paper provides a comprehensive overview of the multifaceted role of E-commerce in improving customer satisfaction across various industries. It examines the key factors contributing to customer satisfaction in the e-commerce context, Including convenience, personalized, experiences, product variety, Pricing transparency, And efficient customer service. Additionally, The paper explores the impact to emerging technologies such as artificial intelligence, big data analytics, and augmented reality on enhancing the e -commerce experience and subsequently driving customer satisfaction. Furthermore, It discuss the challenges and opportunities associated with implementing e-commerce strategies to optimize customer satisfaction, including transparency, and efficient customer service.

Additionally, the paper explores the impact of emerging technologies such as artificial intelligence, big data analytics, and augmented reality on enhancing the e- commerce experience and subsequently driving customer satisfaction. Further more, it discusses the challenges and opportunities associated with implementing e-commerce strategies to optimize customer satisfaction, including privacy concerns, cyber security threats, and the need for seamless integration across multiple channe.

1 INTRODUCTION

The e-commerce gradually changing the way you shop learn interact and transact business in the emerging global economy e-commerce and e-business have progressively become essential aspect of businesses strategy and also in economic development. Electronic commerce (e-commerce) refers to companies and individuals that buy and sell goods and services over the internet. E-commerce operates in different types of market segments and can be conducted over computers, tablets, smart phones, and other smart devices.

E-commerce (electronic commerce) is the exchange of goods and services and the transmission of funds and data over the internet. E-commerce relies on technology and digital platforms, including websites, mobile apps and social media to make buying and selling possible.

1.1 Role of e-commerce in today's world and its impact

'E-commerce', from the word people might think that this term is very small in practical life but e-commerce is much broader than you think. It embodies an idea for doing business online, incorporating a multitude of various services e.g. making online payments, booking flights etc.

The ability of e-commerce should not be underestimated as it continues to pervade daily life and present significant opportunities for small, medium, and large businesses and online investors.

To see the potential of e-commerce businesses you can take the example of Amazon, which set the standard for customer-orientated websites and also as a lean supply chain, is selling over 4000 products a minute from SMBs alone.

Here are some impacts e-commerce has created and continues to make:

- Vertical Integration Is Fading

For many years, you have seen vertical integration as one of the best marketing methods and considered it as a top-notch practice for businesses, small and larger one. This idea is simple within your company, house, everything you need; be it advertising, or designs, or legal problems, no outsourcing. Sounds inefficient? though it seems like a terrific and wholesome idea on the outset, having to pay so many staff is an expensive move.

There will always be employees who don't need to be paid regularly, either due to the absence of work, or consumer irregularities. This is what makes

outsourcing a convenient and cost-effective method. The method of handling this would be to develop whatever you can, and outsource the rest of it to freelancers or other companies! The cost will be less as compared to paying daily wages to daily employees.

- Decreasing returns to scale

Returns to scale is a law in economics which means that returns are proportional to inputs; i.e. if there is an increase in capital or resources, then the revenue will also increase proportionally.

1.2 IMPORTANCE

- 1 Ecommerce Helps You Reduce Your Costs. ...
- 2 Ecommerce Helps Businesses Go Global.
- 3 Ecommerce Can Be Done With Fewer Overheads & Fewer Risk.
- 4 Ecommerce Can Broaden Your Brand & Expand Your Business.

II REVIEW OF LITERATURE

KotlerP.,KellerK.L.(2006):

Gupta (2014) in her paper “E-Commerce: Role of e-commerce in today’s business”, presents a comprehensive definition of e-commerce while isolating it from e-business. The paper enlists the different e-commerce models i.e. B2B, B2C, B2G and C2C, narratively analysing the nitty gritty of each. Rina (2016) also elaborates the different applications of e-commerce in “Challenges and Future Scope of E-commerce in India”, at the same time, defining the degree to which they are operational in the country. Gunasekaran, Marri, McGaughey, & Nebhwani (2002) give a broad outlook of electronic commerce within organisational systems in “E-commerce and its impact on operations management”, defining it with reference to e-trading and elaborating- how it has permeated every field of business. The paper identifies the revolutionary role played by earlier internet applications like e-mail and electronic data interchange and details the revolutionary changes brought by the internet technologies in manufacturing, marketing, purchasing, design, production, selling and distribution, warehousing and human resource management. Internet based technologies have enabled businesses to shorten development, purchase and procurement cycles, maintain upto date product

and market information, significantly increase the speed of communications and increase the quality of customer relationships by facilitating close contact and constant communication. The paper studies in depth, the significance of web based technologies in different business operations, thus, improving their efficiency through effective B2B e-commerce.

Mishra & Kotkar(2015) trace the timeline and development of B2C e-commerce in “A Study on Current Status of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon”with its inception in the mid 1990s through the advent of matrimonial and job portals. However, due to limited internet accessibility, weak online payment systems and lack of awareness, the progress was very slow. The Indian B2C e-commerce industry got a major boost in mid 2000s with the expansion of online services to travel and hotel bookings which continue to be major contributors even today. Das & Ara(2015) observe in “Growth of E-Commerce in India”that though online travel and hotel bookings still control the lion’s share of e-commerce market, their share has comparatively fallen over the years due to the recent augmentation and consequent rise of e-tailing services. There has been a tremendous surge in the volume of investment in this sector. With the e-commerce markets in the west reaching their saturation, investors see tremendous potential in the Indian market, in the light of which, many start ups have received funding from venture capitalists and private equity firms.

III. OBJECTIVES

1. To understand about e-commerce and its role in the economy.
2. To understand about growth prospects off e-commerce.
3. To rank the factor of satisfaction

IV RESEARCH METHODOLOGY

This analysis is written on the basis of secondary and primary data.The key data was obtained from 50 respondents via a standardized questionnaire. The findings are based on primary details

4.1 RESEARCH METHOD

The study is Descriptive in nature.

4.2 DATA COLECTION

Primary data: A well structured questionnaire served as the primary source.

Secondary Data: Secondary data will be collected from magazines, Textbooks, The internet and websites

Correlation was used for analyzing the data. Customer satisfaction and preference was analysed with the help of percentage analysis

4.3 TOOLS OF THE STUDY

V ANALYSIS AND INTERPRETATIONS

How satisfied are you the quality of the product? Table5.1:How satisfied are youth equality of the product

S.NO	Service	percentage
Very satisfied	40	80%
Neutral	9	18%
Not satisfied	1	2%
Total	50	100

INTERPRETATION:

According to our survey, We found that people are very satisfied with the quality of the product

How safe did you feel while sharing your card details? Table5.2:How safe did you feel while sharing your card details?

S.NO	Service	Percentage
Very safe	24	48%
Safe	13	26%
Neutral	10	20%
Unsafe	3	6%
Total	50	100

INTERPRETATION:

According to the survey, We found that the most of the people are comfortable to share they card details.

Did you ever purchased the same products twice?

Table5.3: Do you ever purchased the same product twice?

S.No	Service	percentage
Yes	43	86%
No	7	14%
Total	50	100

INTERPRETATION:

According to the survey, We found that the most of the people are comfortable to buy any product.

Do you ever check there view of the product?

Table5.4: Do you ever check the review of the product.

S.NO	Service	percentage
Yes	49	98
No	1	2
Total	50	100

INTERPRETATION:

According to the survey, We found that most of the people check the review of the product for the better outcome of the product.

For what purpose do you use e-commerce?

Table: 5.5 For what purpose do you use e-commerce.

S.NO	Service	Percentage
For both Personal & business	27	54%
For personal use	16	32%
For business use	5	10%
For personal use	2	4%
Total	50	100

INTERPRETATION:

According to the survey, we found that most of the people use This services the personal and business.

How satisfied are you with the customer service provided by online retailers?

TABLE 5.6: How satisfied are you with the customer service provided by online retailers.

S.NO	SERVICES	Percentage
Very satisfied	24	48%
Satisfied	18	36%
Neutral	8	16%
Total	50	100

INTERPRETATION:

According to the survey, We found that most of the people are satisfied are you with the customer service provided by online retailers.

VI CONCLUSION

E- commerce plays a crucial role in improving customer satisfaction by offering convenience, Personalized experiences, and seamless transactions. Through the use of advanced technology and data analytics , business can better understand their customers preferences and tailor their offerings to meet their individual needs. E- Commerce platforms also provide a more accessible and convenient shopping experience allowing customers to shop anytime , Anywhere overall E- commerce has revolutionized the way businesses interact with customers and has significantly contributed to enhancing customer satisfaction levels. Online shopping is becoming more popular day by day with the increase in usage of WORLD WIDE WEB as www. E commerce is continuously improving and becoming more and more pivotal to business as technology continues to advance and is something that should be taken advantage of and implemented.

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