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A study on customer satisfaction towards online shopping apps

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Abstract
This study delves into the realm of customer satisfaction within the context of online shopping applications, which have seen a significant surge in usage in recent years. With the proliferation of e-commerce platforms, understanding the factors influencing customer satisfaction becomes paramount for businesses striving to maintain competitiveness in the digital marketplace. The objective of this research is to identify the key determinants that impact customer satisfaction towards online shopping apps, thereby providing insights for app developers and e-commerce companies to enhance user experience and foster customer loyalty. The quantitative aspect involves a large-scale survey distributed among users of various online shopping applications, assessing their satisfaction levels and preferences. Concurrently, qualitative interviews are conducted to delve deeper into the nuanced aspects of user experiences, elucidating underlying motivations and concerns. The research considers a range of factors potentially influencing customer satisfaction, including app design, user interface, product variety, pricing, security, delivery services, and customer support. By analyzing both quantitative and qualitative data, the study aims to discern patterns, correlations, and user sentiments regarding these factors. Furthermore, it explores the interplay between customer satisfaction and. By understanding the drivers of satisfaction and areas for enhancement, companies can tailor their offerings expectations online retail.

Keywords: Online shopping, customer satisfaction, e-commerce, mobile applications, user experience, survey, qualitative research

Introduction
In the digital age, where smartphones have become commonplace and technology continues to evolve rapidly, e-shopping has transcended traditional boundaries and found a new home in the palm of the hand through mobile apps. E-commerce apps have revolutionized convenience, offering consumers the ability to browse, shop and transact anytime, anywhere with unprecedented ease. The proliferation of smartphones and mobile internet has increased the popularity of e-commerce apps, making them the preferred choice to a growing number of consumers worldwide. These apps have revolutionized the retail landscape, changing the way people shop and interact with brands. In this article, we explore customer satisfaction in e-commerce apps who seek to understand the factors that influence consumer perceptions, preferences and behavior in this digital realm. By examining the unique characteristics of mobile apps, such as design, performance and user accessibility, we aim to uncover the most important drivers of satisfaction and identify their impact on mobile commerce companies. Through research, industry insights, and empirical data, we aim to explore the diversity of customer satisfaction in the context of e-commerce applications. With this report, we aim to provide an in-depth look at the drivers of customer satisfaction and the strategies companies can use to improve app-based shopping experiences and build long-term customer loyalty. This article explains the changing dynamics of consumer behavior and preferences in a mobile commerce environment. It aims to provide valuable information to companies seeking to optimize their electronic applications and take advantage of the opportunities offered by the digital market. By better understanding customer satisfaction, companies can strive to create application experiences that resonate with users, increase engagement and ultimately lead to sustainable growth in an increasingly competitive market.

Review of literature

Ajay Kumar, (2024) [3] has researched "A study on consumer satisfaction towards online shopping" This study examines consumer satisfaction with online business issues that are essential for businesses operating in the evolving e-commerce environment. Using a literature review and a structured questionnaire, factors influencing satisfaction such as website usability, product quality and customer service are identified. Statistical analysis of various consumer data reveals nuanced correlations, highlighting the need for tailored strategies to increase overall satisfaction. The study provides companies with practical knowledge to optimize e-commerce, promote sustainable relationships and competitive advantages in the digital market.

Tonny Sen, Mashrufah Khatun, Md. Akhtaruzzaman Khan and Mohammad Ataur Rahman (2024) [4] have researched "A study on customer attitude, buying behavior and satisfaction towards online shopping: An empirical study in some selected areas of Bangladesh" The purpose of the study was to understand the online shopping behavior, satisfaction level and challenges of customers in suburban Bangladesh. 110 clients in Mymensingh district were selected based on convenience sampling. The results showed a young demographic (71% aged 18-36), a high awareness of non-agricultural products and a growing interest in online shopping. Social media, especially Facebook, was a common platform. Customers prioritized safety, product quality and reliability, and satisfaction was driven by time savings, product variety and cash. However, lack of physical interaction, lower quality and problems related to online payments caused concern. Recommendations focus on improving customer awareness and e-commerce strategies.

Shad Ahmad Khan, Thoudam Prabha Devi, T. Antony, A. Ligori, Muhammad Saleem (2021) [5] have examined "A Study on Customer satisfaction and customer loyalty in online shopping"**.** This paper examines e-satisfaction and e-loyalty among university students on organized e-commerce platforms in Bhutan. Using SPSS and SEM analysis, technology acceptance and service quality were found to positively influence customer satisfaction and loyalty. The study highlights the importance of service quality in increasing customer satisfaction, which ultimately leads to loyalty. However, its applicability may be limited to university students, and future research could explore broader demographic and emerging technology effects.

Chunduri Chaitanya, Dr. Deepak Gupta, (2021) [9] have examined "A Study on Factors Influencing Customer Satisfaction with Usage of Shopping Apps in India" Research conducted in India highlights the critical impact of design aesthetics, information quality and image appeal on customer satisfaction with shopping apps. Using data from 167 participants and using the Ordinal Logistic method in STATA software, it sheds light on the key factors that shape user satisfaction in the midst of dynamic online shopping.

Deepshikha Aggarwal, Deepti Sharma and Archana B Saxena Have examined "A Study on Augmenting Consumer Satisfaction in Smartphone Based Online Shopping" (2020). This article examines the growing trend in smartphone purchasing and highlights the factors that influence users' decisions. It highlights convenience and widespread Internet connectivity as the drivers behind this change. Using data analysis with statistical tools, more important factors such as ease of shopping and time saving emerge as important factors that encourage the use of mobile shopping apps. Overall, the study sheds light on the evolving landscape of e-commerce driven by mobile technology.

A.Sajitha Parveen and Dr.V.Krishna Priya (2019) [11] have researched " A Study on Factors Influencing Customer Satisfaction Towards Online Shopping". The aim of the research is to underscore the global surge in mobile phone usage and internet accessibility, with over 4.1 billion people online, notably driven by Africa's rapid growth. This widespread internet adoption has propelled the rise of mobile apps, facilitating the popularity of online shopping. Online shopping's convenience and accessibility have garnered a large user base worldwide, with individuals finding it more comfortable and time-saving compared to traditional in-store shopping. The research aims to explore the factors influencing customer satisfaction in online shopping amidst this evolving digital landscape.

Abhay Singh Rajput, Sanjana Sikarwar, Abhay Birathi (2019) [8] have researched "A study on satisfaction of consumers towards online shopping in the Gwalior city among college students" the digital revolution has transformed our lives and marketing landscape from physical to digital, and businesses are adapting to dynamic market needs thanks to technological advances. Online shopping, facilitated by affordable smartphones and internet data, offers convenience and cost savings, leading to its widespread use. Mobile apps further enhance the user experience and aim to completely replace traditional marketplaces. This study examines student satisfaction with online shopping and highlights preferences such as 24/7 availability, time efficiency, detailed product information, ease of comparison, website quality and perceived security..

Dr. E. B. Khedkar, (2015) [7] have examined " A study on Analysis of Customer Satisfaction during Online Purchase" This study investigated the factors that influence customer satisfaction in online shopping, offering an alternative to traditional methods that are plagued by issues such as crowds and time constraints. With the development of the Internet, online shopping has increased, forcing global retailers to improve their platforms. A survey of working professionals and students gathered key insights into the factors influencing satisfaction. The results highlight website design, payment security, ease of shopping, accuracy of product information, pricing and delivery services as key drivers of customer satisfaction.

Lai Wang Wang and Quoc Liem Le (2015). have researched "A Study on Customer Satisfaction towards Online Shopping at Electronics Shopping Malls in Vietnam-A Conceptual Model to Enhance Business Success through Efficient Websites and Logistics Services"**.**This study examines customer satisfaction with online shopping and electronic home delivery services in Vietnam. The goal is to create a practical web service model. Using statistical analyses, including regression, it identifies key factors influencing satisfaction: product features, tangibility, empathy, efficiency and comprehensibility. The results provide Vietnamese mall owners with valuable information to address security issues and increase trust in e-services, which ultimately improves consumers' online shopping experience.

Kanika Garg, Alka Wadhwa, and Arun Jindal (2014) [12] have examined "A Study on Consumer Preferences towards online shopping apps amazon and flip-kard" The purpose and characteristics of the consumer preferences toward

certain products, conversion rates, and the effectiveness of promotions are crucial for businesses to understand. Our findings suggest that interactive decision aids have the potential to drastically improve the way in which consumers search for product information and make purchasing decisions. These aids, combined with user-friendly interfaces, significantly enhance the navigability of online shopping platforms, ultimately leading to more informed.

Need for the study

In the fast-evolving world of e-commerce, customer satisfaction is the cornerstone of success for online shopping apps. With the widespread use of smartphones and the increasing popularity of mobile transactions, these apps have become essential tools for consumers, offering unparalleled convenience and accessibility. Customer satisfaction plays a pivotal role in building brand loyalty, encouraging repeat purchases, and driving positive word-of-mouth recommendations. For businesses, this means prioritizing app usability, functionality, and overall user experience to meet ever-changing consumer expectations. Features like personalized recommendations, streamlined checkout processes, and responsive customer support are crucial in fostering lasting relationships with users. In a highly competitive digital marketplace, companies that focus on improving customer satisfaction are more likely to gain a competitive advantage and achieve long-term growth. Ultimately, in the digital age, customer satisfaction is not just an option but a critical factor for success in mobile commerce.

Objectives of the study

- To Determine customer preferences, needs, and tastes to comprehend their levels of satisfaction.
- To study the main factors attracting customers towards online shopping.

Research methodology

The term research methodology denotes the organized method employed to gather, examine, and elucidate data in a study. It includes the various methods, techniques, and tools used to tackle research inquiries and reach study goals. It encompasses the reasoning for selecting particular methods and guarantees that the research is conducted in a valid, dependable, and organized manner. Having a well-defined methodology guides the way to conducting research in a clear and effective manner.

Data collection

Primary Sources are authentic, original resources produced during an event or by people who were directly part of it. Types of examples consist of interviews, surveys, journals, pictures, past records, and scientific studies. These sources offer firsthand proof or unprocessed information for examination.

Secondary Sources are insights, evaluations, or overviews of primary sources, produced by people who were not directly part of the initial event or data gathering. Some instances are textbooks, articles, critiques, and documentaries. These sources offer background, evaluation, or combination of original data.

Sample design

Sample size refers to the number of people or items selected from a larger group to participate in research. It represents a minority of the population and is used to draw conclusions about the entire group. The size of the sample affects the accuracy, reliability, and relevance of the research findings. Choosing the correct sample size is essential to ensure precise and meaningful results.

Statistical tools

Demographic Factor

Table 1: Frequency Table

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
	Female	72	66.7	66.7	66.7
	Male	36	33.3	33.3	100.0
	Total	108	100.0	100.0	
Age		Frequency	Percent	Valid Percent	Cumulative Percent
	Below 20 years	16	14.8	14.8	14.8
	20-30 years	80	74.1	74.1	88.9
	30-40 years	4	3.7	3.7	92.6
	40-50 years	6	5.6	5.6	98.1
	Above 50 years	2	1.9	1.9	100.0
	Total	108	100.0	100.0	
location		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Town	23	21.3	21.3	21.3
	City	74	68.5	68.5	89.8
	Village	11	10.2	10.2	100.0
	Total	108	100.0	100.0	

Monthly income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 10,000	44	40.7	40.7	40.7
	10,000-20,000	28	25.9	25.9	66.7
	20,000-30,000	22	20.4	20.4	87.0
	30,000-40,000	8	7.4	7.4	94.4
	Above 40,000	6	5.6	5.6	100.0
	Total	108	100.0	100.0	

Interpretation

The data shows a predominance of females (66.7%) compared to males (33.3%), with the majority of participants (74.1%) aged 20-30 years, making the sample largely young. Urban residents dominate the sample, with 68.5% from cities and only 10.2% from villages. Income distribution highlights that 40.7% earn below 10,000 monthly, and over two-thirds earn less than 20,000, reflecting a lower-income demographic. The sample is heavily skewed toward young, urban, and lower-income individuals, with limited representation from older age groups, rural areas, and higher- income.

Table 2: Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	37.910[a]	41	.925	1.109	.348
Intercept	171.502	1	171.502	205.777	.000
Gender	.005	1	.005	.006	.940
Age	6.303	4	1.576	1.891	.122
monthly_income	5.330	4	1.333	1.599	.185
location	.070	2	.035	.042	.959
Gender * Age	1.039	1	1.039	1.247	.268
Gender * monthly_income	1.062	4	.266	.319	.865
Gender * location	.101	2	.051	.061	.941
Age * monthly_income	10.995	6	1.833	2.199	.054
Age * location	.883	3	.294	.353	.787
monthly_income * location	.670	6	.112	.134	.991
Gender * Age * monthly_income	.252	1	.252	.303	.584
Gender * Age * location	.013	1	.013	.016	.899
Gender * monthly_income * location	.178	2	.089	.107	.899
Age * monthly_income * location	.000	0	.	.	.
Gender * Age * monthly_income * location	.000	0	.	.	.
Error	55.007	66	.833		
Total	845.000	108			
Corrected Total	92.917	107			

Interpretation

The analysis evaluates the effects of gender, age, monthly income, and location, along with their interactions, on overall satisfaction with using the app(s). The results show that none of the individual factors or their interactions significantly influence satisfaction ($p > .05$), except for a marginal effect of the interaction between age and income ($p = .054$), which may warrant further investigation. The model explains 40.8% of the variance in satisfaction ($R^2 = .408$); however, the adjusted R^2 (.040) indicates limited explanatory power when accounting for the number of predictors. The intercept is highly significant ($p = .000$), reflecting a baseline satisfaction level.

Findings

This research focuses on customer satisfaction with online shopping apps, which have become a central part of the e-commerce experience due to the growing use of smartphones and mobile internet. The study identifies several key factors that influence customer satisfaction, including app usability, intuitive design, product variety, pricing, secure payment systems, and efficient customer service. Features like personalized recommendations, smooth navigation, and fast app performance also significantly enhance user satisfaction. Additionally, seamless checkout processes and reliable delivery services play a critical role in fostering customer loyalty. The research highlights the importance of responsive customer support, particularly in handling post-purchase concerns, as it has a direct impact on satisfaction levels. Demographic characteristics such as age, income and frequency of app use influence consumer preferences. Young people often value app design and ease of use, while older users value security and ease of use. Overall, the findings provide valuable insights for e-commerce companies and app developers to improve their applications, focusing on user experience to build long- term customer loyalty long in the highly competitive digital market.

Conclusion

The research delves into customer satisfaction with online shopping apps by shedding light on pivotal factors that shape user experiences, such as user-friendly interfaces, diverse product range, competitive prices, and timely deliveries. Trust, data security, and personalized services have become key factors in ensuring customer satisfaction, in addition to resolving common challenges such as shipping delays and product discrepancies. Demographic factors, like age and income, influence customer preferences as younger users tend to prefer innovative features while older users prioritize simplicity. In conclusion, the study highlights the importance of online shopping platforms adjusting to meet changing consumer needs through the utilization of technology, improving transparency, and providing smooth, personalized interactions.

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