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Customer Satisfaction: An Insight Towards E-Commerce

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Abstract: ***Today the world is becoming digital in every part. The internet-services are charming with 'popularity' (fame) and the vital facet for the communication growth technologies are creating (making) a very fast improvement. Every year National Technology Day is celebrated on May 11 and this year theme is 'An Integrated Approach to Science and Technology for a Sustainable Future'. As Technology is substituting the phase of traditional methods of buying and selling in terms of online e-commerce. Now-a-days folks choose to purchase or shop the products (goods) by just 1 click (one single click), by via gadgets.***
E--commerce firms provide extreme service quality to the users or customers, and also preserve trust of users (customers) and satisfaction. Website value is 'central-objective' for acquiring customer satisfaction and e-commerce website triumph. Based on TAM (total addressable market) model, let us analyse the effect of customer satisfaction. Website quality may consist of three dimensions: system quality, service quality and information quality.
Keywords: TAM (total addressable market), e-commerce, customer satisfaction

I. INTRODUCTION

At present almost all business companies use technology than the traditional approach. As the Traditional shopping(offline) actions need visiting to a shopping centre to shop and a time-consuming process, so now it can be done at anywhere and at anytime without any restrictions.

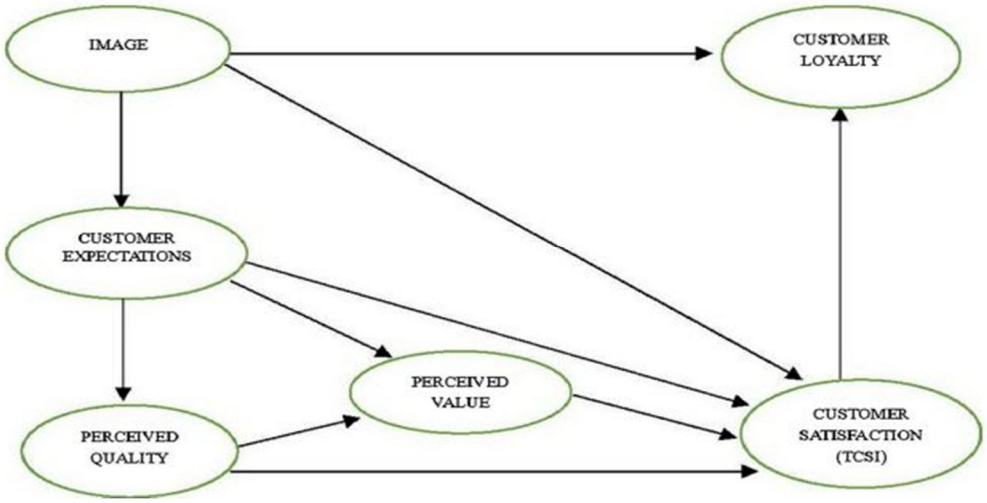
The e-commerce which is broadly or widely speeded to carry-out business in online process. Handling this internet (e-commerce) websites, is easy for the customers. Development of ecommerce hip-in India is quick & prompt. Data reportal website it is said that "there were 658.0 million internet users in India in January 2022".

The objectives of customer satisfaction and insight towards e-commerce are: - 1). The establishment(organization) can surge the sales and also it could increase the (profit) revenue. Other factors which affect the customer satisfaction can be the attractive web design, promotions, services, and information quality and the eminence.

2)In order towards to attain the headship (leadership) in the market of online, then it is necessary (important) for the organizations or firms to promise the ecommerce quality (assurance) and satisfaction of customer.

II. LITERATURE REVIEW

Customer satisfaction using TAM (total addressable market) approach could be redefined as conventional beliefs of sets which is implemented (held by) an online ecommerce and other aspects such as attitudes of users (customers).



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H1a: An increase in apparent user interface quality (UIQ) will have a direct positive effect on customer satisfaction (ECS). Accordingly, the TAM model is applied here to embed the modelling of the relationship between user interface quality attributes of e-commerce websites on trust in B2C e-commerce vendors.

H1b The perceived information quality construct is defined as the consumer perception of quality of information about products/services that are provided by a website.

H2a: An increase in perceived product/service information quality (IQ) will have a direct positive effect on customer satisfaction (ECS) behaviour.

H2b: An increase in perceived product/service information quality (IQ) will have a direct positive effect on customer trust (ET) behaviour. The supposed security risk for the e-commerce website can be defined as the consumer perception of security for an electronic commerce transaction.

H3a: As when the PSR decrease, which stands for 'perception of security risk' the e-customer satisfaction (ECS) which is expected to increase.

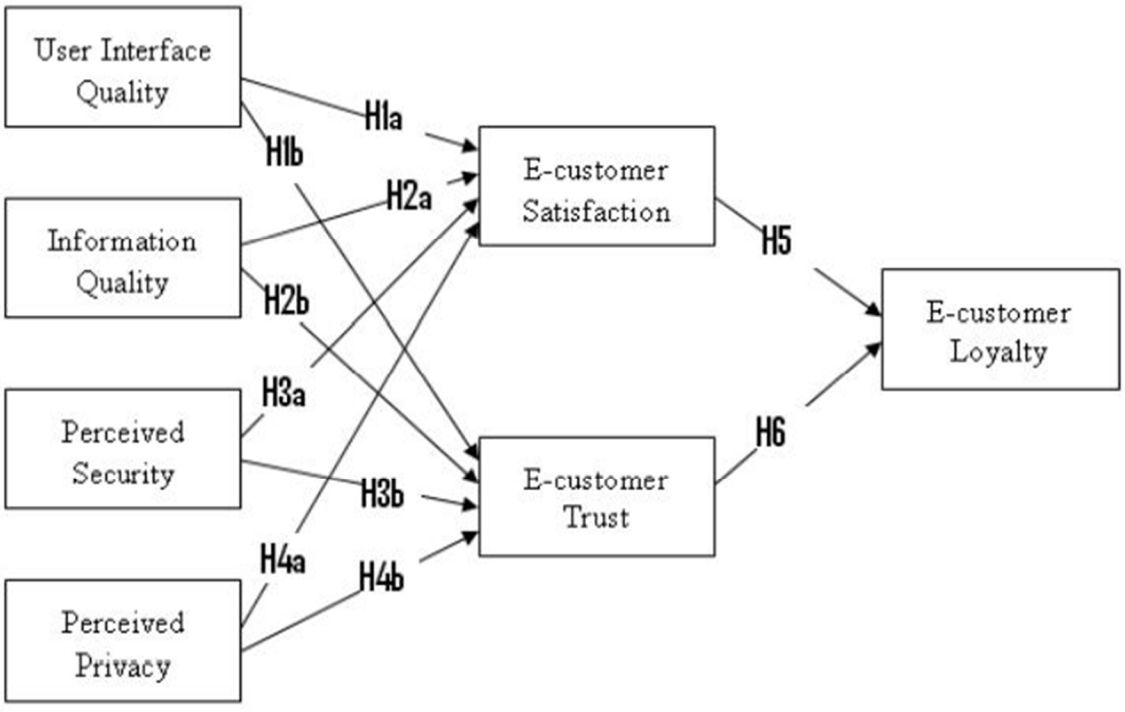
H3b: As per the PSR decrease, which stands for 'perception of security risk', the e-customer trust (ET) is also expected to rise. Hence the perceived secrecy can be defined as the consumer perception in order to control the occurrence of people. Next the term 'privacy' is another fact which is considered almost by the online customers. It is possible to apply the TAM model here to support the modelling of the relationship between website privacy and both customer satisfaction and customer trust.

H4a: As when the PP decreases (perception of privacy risk), then the e-customer satisfaction (ECS) which is expected to increase.

H4b: As the PP decreases (perception of privacy risk), the e-customer trust (ET) which is highly expected to increase. Hence the perceived e-commerce customer satisfaction can be defined as the consumer satisfaction with the provided e-commerce applications.

H5: As we can see the increase in e-customer satisfaction (ECS) then a direct positive effect on customer loyalty (ECL) can be achieved.

H6: Next an increase in ET (e-customer trust) which have a direct positive effect on the ECL (e-customer loyalty).



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III. METHODS & FINDINGS

As per TAM (total addressable market) approach the process of measuring in a bid to test the research model and achieve the research objectives, a survey questionnaire was conducted among Indian e-commerce customers.

The findings adopted a structured self-oriented questionnaire or opinion poll tool for data collection. In line with the research model in the above figure, the questionnaire consisted of three parts. The first part included general questions pertaining to Indian customer usage of B2C e-commerce. The second part aimed to seek e-commerce customer opinions to measure the study constructs toward B2C e-commerce.

TAM

TAM stands for Total Addressable Market which can defined as the concept of the overall total market demand for your product. For example, to make it clear if every person needs your product, then they do make up a purchase and therefore income is generated.

In three ways the TAM can be calculated

1) Top-down approach
2) Bottom-up approach
3) Value-theory approach

Features of TAM are as following: -

a) Your market share will be known
b) You will be aware about costs and market demand
c) Strategy in market penetration

Table 2 Consumer Use of E-commerce Websites

Consumer Use of B2C E-Commerce Websites		Frequency	Percentage
E-Banking Services	Yes	165	75.7
	No	53	24.3
Booking of Airline Tickets	Yes	164	75.2
	No	54	24.8
Educational Resources	Yes	113	51.8
	No	105	48.2
Trading of Stocks	Yes	112	51.4
	No	106	48.6
Purchases of Books/Music/CDs/PCs	Yes	71	32.6
	No	147	67.4
Participation in E-Auctions	Yes	13	6.0
	No	205	94.0

Table 3 Descriptive Statistics of Respondent Profiles

Measure	Item	Frequency	Percentage
Age	Less than 25	160	73.4
	25-40	53	24.3
	Greater than 40	5	2.3
Gender	Male	204	93.6
	Female	14	6.4
Educational Level	High school	14	6.4
	College graduate	184	84.4
	Graduate school	20	9.2
Monthly Income	less than 1000 SR	99	45.4
	1001 - 10000 SR	85	39.0
	10001- 20000 SR	26	11.9
	More than 20000 SR	8	3.7
Current Job	Student	156	71.6
	Employee	62	28.4

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Source: Primary Data

Gender	N	Mean	Std. Deviation
Male	46	3.717	.9108
Female	54	4.000	.8687
Total	100	3.870	.8950

Source: Primary Data

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.984	1	1.984	2.514	.116
Within Groups	77.326	98	.789		
Total	79.310	99			

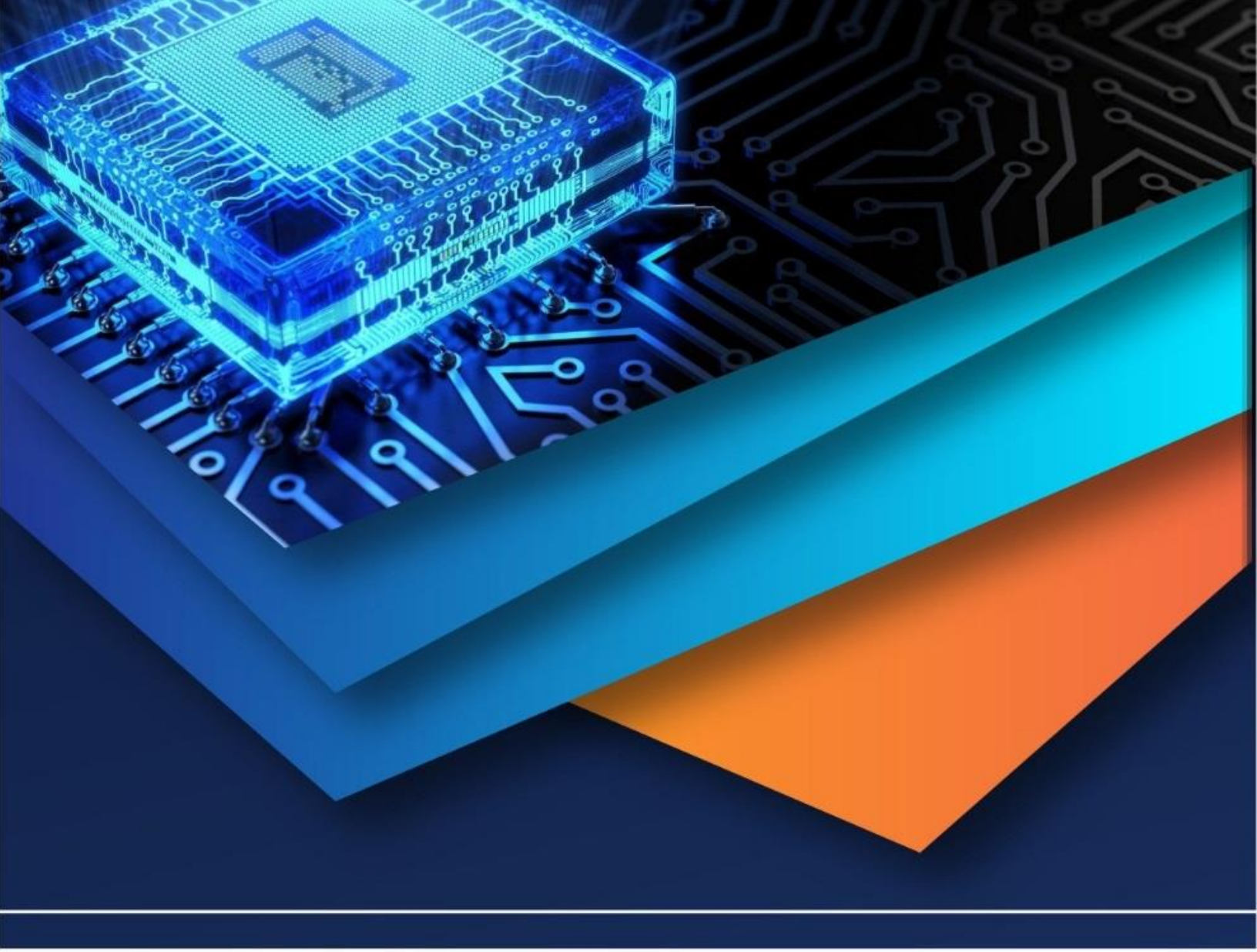
Source: Primary Data

IV. CONCLUSION

A study on customer satisfaction in e-commerce (online shopping) using TAM is going to be a new aspect. The desire of this research paper is all about customer satisfaction during online shopping. The concept of 'shopping online' (e-shopping) in 'websites' to attain (reach) more users (customers) and hassle-free shopping experience. Based on customer's surveys in various aspects, we can conclude that today it is more on online shopping than the traditional approach. With the strongly expansion of technology, the customer satisfaction is the main goal for any of the organizations and in today's competitive phase, the process of keeping up the existing customers has become a greatest challenge.

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