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**A STUDY OF CUSTOMER SATISFACTION IN PERSPECTIVE OF
E-COMMERCE**

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ABSTRACT

Customer satisfaction in the context of e-commerce is a crucial metric that determines the success and sustainability of online businesses. With the rapid growth of digital platforms, consumers have become more discerning and demand a seamless, personalized, and efficient shopping experience. Several factors influence customer satisfaction, including website usability, product quality, pricing, delivery speed, and customer service. A well-designed and user-friendly interface enhances the browsing and purchasing process, while detailed and accurate product descriptions help build trust. Competitive pricing, combined with attractive discounts or offers, is another major factor that influences customer contentment. Moreover, efficient and timely delivery services play a pivotal role, especially with rising expectations for same-day or next-day delivery. A reliable return and refund policy further boosts confidence in online shopping. Additionally, responsive and effective customer service is crucial for resolving any issues, ensuring that customer grievances are handled with care. E-commerce platforms are also focusing on enhancing user experiences through AI-driven recommendations and chatbots, adding a personal touch to customer interactions. Overall, meeting and exceeding customer expectations leads to repeat business, positive reviews, and strong word-of-mouth recommendations, which are vital for long-term growth. Thus, businesses must continuously adapt and improve to ensure high levels of customer satisfaction in the competitive e-commerce landscape.