FACTORS AFFECTING CUSTOMER SATISFACTION IN ONLINE SHOPPING AT CHITTAGONG IN BANGLADESH

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Abstract - Few items are as central to the philosophy of marketing as the idea of fulfilling the consumer's desires and wishes. This study describes the quality of service, perceived usefulness, social influence and economic value model of online determinants of consumer satisfaction and empirically describe them. Among 202 consumers, this survey is carried out. The findings show that perceived usefulness, social impact, and economic value are important for online customer satisfaction. But the variable quality of service was not found in the study to be significant. Having an increased focus on prevention has also resulted in a good decrease in negative attitudes. The marketing mix is implemented when testing those determinants. A questionnaire created and then distributed using systematic sampling techniques to on-line shoppers. To assess the prevalence of online shopping among the variables selected, descriptive statistics were used. The study identifies key variables that impact online purchasing choices. In the new selling environment, further studies need to be carried out to develop constructs that makes the marketing mix more applicable.

I. LITERARY REVIEW

Customer satisfaction is a key factor for any successful organization, as it directly impacts loyalty and business performance. It represents the extent to which customers are pleased with a product or service and indicates their level of contentment with a company (Mattsson, 2009). Companies strive to retain existing customers by providing superior support, as customer retention is more cost-effective than acquiring new customers (Shah Alam&MohdYasin, 2010). By delivering improved services and ensuring customer satisfaction, organizations can enhance their brand image and foster customer loyalty (Shah Alam&MohdYasin, 2010).Customer satisfaction is a multidimensional concept that includes factors such as perceived quality, emotional evaluation, and overall fulfillment (John, 2003).

It is influenced by various attributes and can be categorized into basic factors, performance factors, and excitement factors (Kano model) (Krassadaki&Grigoroudis, 2018). Basic factors are considered prerequisites by customers, while performance factors directly impact satisfaction levels. Excitement factors aim to delight and surprise customers, contributing to their overall satisfaction (Krassadaki&Grigoroudis, 2018).The relationship between customer satisfaction, customer loyalty, and customer dissatisfaction is complex. Dissatisfaction can be caused by factors such as inadequate response, lack of clarity, or delays in service, while satisfaction arises when a company exceeds customer expectations (Souca, 2014).

The interplay between customer satisfaction, loyalty, delight, and dissatisfaction is crucial in understanding consumer behavior (Org & Chen, 2019).Companies employ various strategies to satisfy customers and enhance their overall experience. These strategies include effective segmentation, tailored services, value pricing, and providing additional services (Chamhuri&Batt, 2015). The use of promotions and advertisements is another common approach to engage customers and meet their expectations (Dudzevičiūtė&Peleckienė, 2010).

Companies also focus on economic value strategies, such as competitive pricing and discounts, to cater to customers' financial considerations (Marinescu et al., 2010). These strategies help build customer satisfaction and strengthen loyalty (Farida, 2016).The Kano model is a valuable tool for understanding customer satisfaction and needs. It classifies attributes into basic factors, performance factors, and excitement factors, enabling organizations to develop products and services that align with customer preferences (Krassadaki&Grigoroudis, 2018).

II. RESEARCH QUESTION

According to research problem is designed by the following questions:

1. Is there any relationship between service quality and customer satisfaction on online purchases?
2. Is there any relationship between perceived usefulness and customer satisfaction on online purchases?
3. Is there any relationship between economic value and customer satisfaction on online purchases?
4. Is there any relationship between social influence and customer satisfaction on online purchases?

III. RESEARCH OBJECTIVE

In the study, the overall objective forth is research is to identify the customers satisfaction on online shopping. The research objectives are:

1. To analyze the influence of service quality on customer satisfaction on online purchase.
2. To identify the influence of perceived usefulness on customer satisfaction on online purchase.
3. To examine the influence of economic value on customer satisfaction on online purchase.
4. To investigate the influence of social influence on customer satisfaction on online purchase.

IV. CONCEPTUAL FRAMEWORK

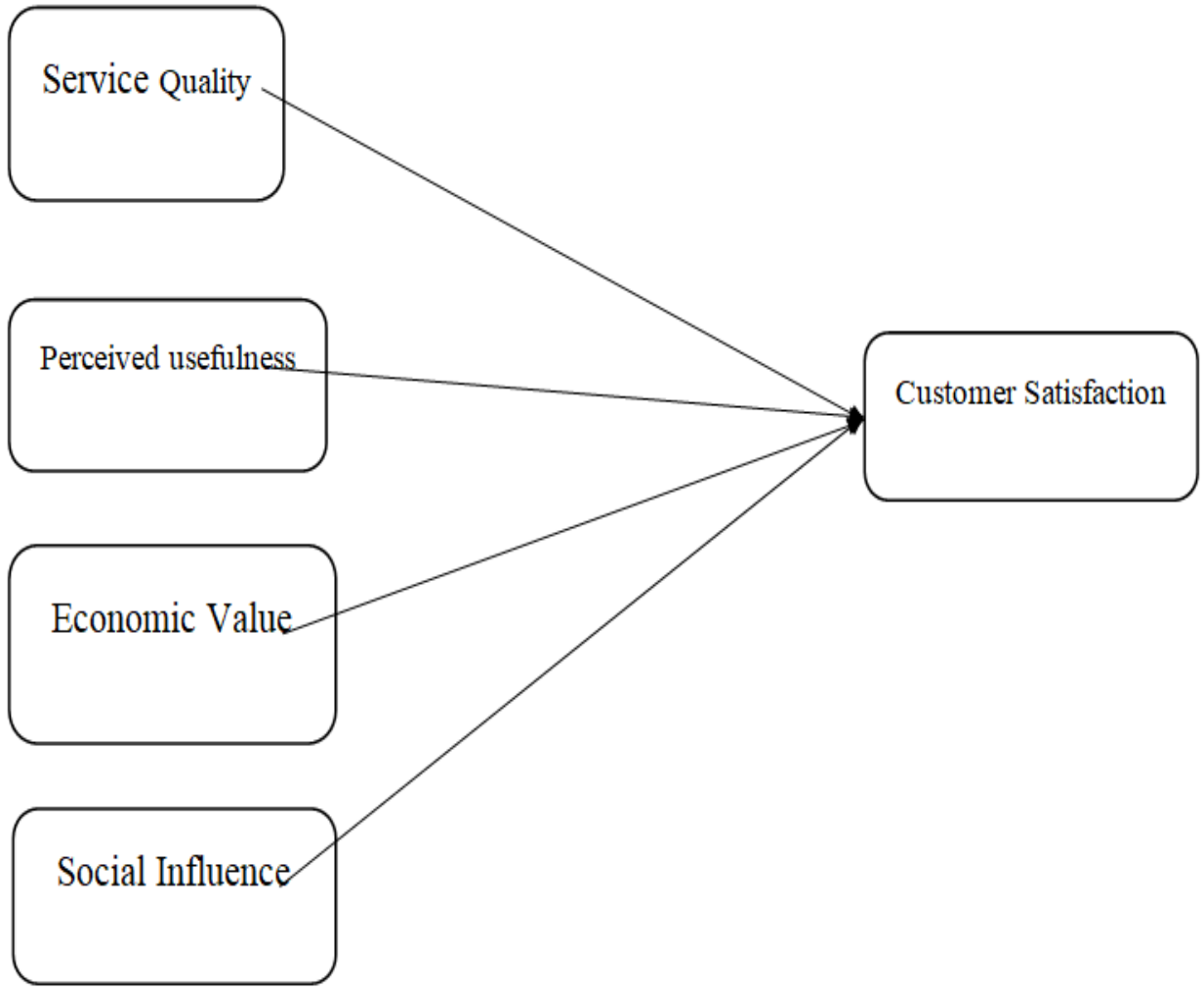


Figure 4-1: Conceptual model

	Measure	Frequency	Percent
Count of Gender	Female	90	44.6
	Male	111	55.0
	Prefer not to say	1	.5
Count of Age	16-20	7	3.5
	21-25	93	46.0
	26-30	90	44.6
	31-35	11	5.4
	36+	1	.5
Which of the following best describe your highest education?	Primary School	8	4.0
	High School	10	5.0
	Diploma	44	21.8
	Degree	73	36.1
	Master's	62	30.7
	Doctorate	5	2.5
Which of the following best describes your employment?	Homemaker	22	10.9
	Student	58	28.7

	Technical	32	15.8
	Administrative	26	12.9
	Self-employed	33	16.3
	Managerial	20	9.9
	Other	11	5.4
Have you purchased any products online?	Yes	157	77.7
	No	42	20.8
	Total	199	98.5
how likely are you to buy such products in the future?	Will Not	11	5.4
	Probably Will Not	5	2.5
	Only if it is necessary with no other choices	30	14.9
	Probably Will	81	40.1
	Will	74	36.6

Table 1-1:Demographic of the respondents

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