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ASSIGNMENT 2: REFLECTIVE ESSAY

RESEARCH TITLE:

**FACTORS THAT INFLUENCE CUSTOMER SATISFACTION TOWARDS ONLINE
SHOPPING**

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CHAPTER 1: INTRODUCTION

Online shopping has become a crucial aspect of our everyday lives in the quickly expanding digital era of today. Its accessibility and ease have revolutionised the way we buy products and services. Understanding the elements that affect customers' satisfaction in the virtual world is more important than ever as consumers turn to it more and more. This reflective essay examines the variables that affect customers happiness while delving into the complex world of online shopping. I will use the Gibbs Reflective Cycle as a framework to direct my reflection and analysis during my investigation. A variety of variables, ranging from customer e-service quality to product quality to website security and cost effectiveness, have an impact on the changing world of online shopping. A deliberate and methodical strategy is needed to successfully navigate this environment as a researcher. I can analyse the research process, pinpoint strengths and limitations, and develop greater understanding of the complexity of the subject matter thanks to the Gibbs Reflective Cycle's organised technique for evaluating and reflecting on experiences (Wain, 2017).

The many steps of the research process, from the original conception and literature review through the collecting of data, analysis, and the development of findings, will be covered in this reflective essay. I will share my own struggles, achievements, and experiences along the route to help others understand the specifics of doing research in the modern world. I want to critically evaluate the research method, the insights discovered, and ultimately their ramifications for the rapidly changing world of online buying by utilising the Gibbs Reflective Cycle. By doing this, I intend to further knowledge about what influences consumer happiness in the digital sphere and how companies may better meet the demands and preferences of their online customers.

In addition to giving me the ability to evaluate my own performance, this reflective essay gives me the chance to educate others about the interesting world of online shopping and how it affects consumer happiness. We shall explore the complexity, difficulties, and revelations that have surfaced throughout the investigation into the variables that affect consumers' pleasure with online shopping as we set off on this reflective essay.

CHAPTER 2: MAIN BODY

INTRODUCTION

Gibbs developed the reflective cycle to nudge learners towards methodical reflection on various stages of a task or experience. With the help of this circular pattern of behaviour, learners may build on prior information and advance their clinical competencies. Six components make up the cycle: description, emotions, assessment, analysis, conclusion, and action plan. The learner reviews what happened, notes emotions, evaluates pros and cons, compares personal encounters to written material, summarises replies, draws lessons from the experience, and creates a plan of action. According to Reid's adaptation of Gibbs' cycle, reflection is the process of learning from and examining one's practice in order to explain, analyse, evaluate, and inform. This method works effectively for programmes in higher education (Wain, 2017).

I'll be using the Gibbs Reflective Cycle to analyse three different aspects of my research process throughout my reflective essay. First and foremost, I will use the framework to carefully examine how the initial research proposal was developed, examining the ideas, inspirations, and drives that led to the investigation into the variables affecting customer happiness in online purchasing. Second, I will use the cycle to reflect on what I have discovered while conducting this study, including the information I have learned, the difficulties I have encountered, and the insights I have gained. Finally, I will engage in a thorough reflection on the learning experiences I had while conducting this research, drawing conclusions and thinking about how this newfound understanding can be applied to a more general context of online shopping and customer satisfaction. I will do this using the Gibbs Reflective Cycle. I hope to give a thorough and informative overview of my research path using this organised manner.

CREATION OF RESEARCH PROPOSAL

Any research project must begin with a crucial step known as conception, which establishes the framework for the whole venture. The Gibbs Reflective Cycle is used in this article to shed light on the process of developing the research topic for the study named "Factors That Influence Customer Satisfaction Towards Online Shopping." I will examine the motivations for this investigation, the difficulties experienced, and how the ultimate direction of the research crystallised in this reflection.

The study's title, "Factors That Influence Customer Satisfaction Towards Online Shopping," sprang from a burning desire to understand the complexity of the always changing online retail environment. Because of how customers now engage with businesses due to the digital revolution, it is crucial for businesses to comprehend the nuances of consumer preferences, behaviour, and expectations. To gain insightful information on these factors, which was the main motivation for starting this study adventure. Having a thorough grasp of what influences customer happiness is essential in the competitive world of online shopping, where various options compete for customers' attention. Businesses may better align their strategy with customer preferences by understanding the aspects that affect satisfaction, which will eventually increase their chances of success. The process of coming up with this study proposal, nonetheless, was not without its difficulties. One of the biggest challenges I had was having to narrow down the many possible variables impacting consumer satisfaction in online purchasing to four basic aspects. The world of online buying is highly complex, with many different elements influencing it, from website usability and product quality to delivery effectiveness and customer service. It was difficult to navigate this maze of factors since each one had a unique relevance and possible influence on consumer satisfaction. It was important to carefully assess each factor's relevance, researchability, and prospective contributions to academics and industry before choosing which ones to concentrate on.

I conducted a thorough literature analysis to identify often mentioned elements and their importance in the context of online purchasing pleasure in order to address this difficulty. I was able to condense the vast array of options through this method and come up with a manageable group of four important elements that would support my study. These elements were selected due to their importance in the online purchasing experience and their ability to offer useful information for companies trying to stand out in the cutthroat digital market.

With this being said, developing the research hypothesis for the study on the variables affecting consumer happiness when buying online was a difficult process driven by a deep desire to understand the secrets of the online retail industry. The relevance of this study issue in assisting organisations to succeed in a highly competitive climate led to its selection as a research topic. Through a thorough literature search and deliberate thought, the challenges associated with choosing the four key elements were reduced. Through this introspective investigation, I have developed a greater understanding of the significance of ideation in research and how it serves as the foundation for the entire process.

ILLUMINATING INSIGHT: WHAT HAVE I LEARNED

The research process for the "Factors That Influence Customer Satisfaction Towards Online Shopping" study has been a life-changing one, filled with priceless insights that have deepened my comprehension of the intricate world of online retail. I will discuss important elements of the research process in this reflective essay, highlighting what I have discovered while formulating the research question, establishing the research strategy, and doing the data collecting. Along with underlining the significance of questionnaires as a research instrument, I will also examine the subtleties of abductive reasoning, qualitative (Likert scale questions), and quantitative methodologies. In addition, I'll talk about the value of secondary research and the difficulties presented by the abundance of trustworthy sources.

The crucial significance that concept generation has in determining the whole study process is one of the most important things I have learned from this research adventure. The first concept, which concentrated on elements affecting customer happiness in online buying, served as the foundation for further development. It became obvious that the study needed a specific research topic in order to be properly guided. Through this procedure, I discovered that a carefully worded research question not only offers clarity but also acts as a compass, guiding the study in the direction of insightful conclusions. The choice of research methodology is an important issue, and I looked at several approaches to find the best one for this study. In this decision-making process, the idea of inductive, deductive, and abductive reasoning became crucial. Despite the fact that deductive reasoning is organised and hypothesis-driven, the complexity of the internet buying environment led me to use abductive reasoning instead. I discovered that abductive reasoning, with its emphasis on developing hypotheses from

observations, was well-suited to my study's exploratory character, enabling me to find novel insights in a fluid context.

The gathering of data turned out to be a crucial step in the study process. Here, it became clear how important both qualitative and quantitative techniques are. I was able to dive deeply into the views and preferences of customers thanks to the qualitative data I was able to collect using Likert scale surveys. The use of a questionnaire approach allowed for an organised means to get data from a wide range of individuals, which proved to be quite helpful. Because it provided a consistent framework for evaluating client happiness, I was able to make meaningful comparisons and see patterns. The results of the secondary research were supplemented by the questionnaire replies, which gave the study more depth and perspective. This study's foundation was established via secondary research, or the evaluation of prior publications. I discovered that the research notion is constructed on the basis of secondary research. It gives insights into the body of current knowledge, acts as a springboard for developing hypotheses, and aids in locating gaps in the corpus of literature. The difficulty, though, came in navigating the large ocean of trustworthy sources. It took careful consideration and critical analysis to sift through the abundance of academic publications, research, and articles. Through this process, I learned how crucial it is to use judgement when choosing sources that support the goals of the study and add value. The study I conducted into factors affecting customer happiness in online purchasing has been a discovery-filled trip, packed with insights that have strengthened my enthusiasm for the research process. This trip has highlighted the complexity and benefits of academic inquiry, from the relevance of a well-stated research subject to the usefulness of abductive reasoning, qualitative and quantitative approaches, and the significance of secondary research. I've discovered through it all that research is a dynamic, diverse activity that continuously enhances and challenges one's intellectual development.

For me, learning about the idea of an elevator pitch was a novel and difficult experience. It took some time to learn how to create a message that was both brief and powerful. To get it perfect, I went through several script modifications and retakes. Time-consuming editing added to the final product's shortcomings. The necessity of clear and concise communication, the worth of practice and perseverance, and the notion that perfection is unattainable but growth is continual are all lessons I've learnt via this process. This experience has helped me become more adaptable and resilient, in addition to honing my elevator pitch abilities.

Unexpectedly, I found the work of making a research poster to be quite enjoyable. The creative process of making the poster and imagining how to communicate complicated scientific concepts in a clear and interesting way was certainly satisfying, despite the difficulties. I especially enjoyed having the chance to express myself artistically when creating the posters. I was able to inject creativity into what could otherwise be considered a somewhat technical assignment by designing the layout, selecting colour palettes, and organising the material in an aesthetically attractive way. In addition, I thought the poster-making process' graphic component went fairly well. On the other hand, I found it a little difficult to choose the appropriate keywords and write a brief synopsis for the poster. Clarity and conciseness had to be carefully balanced in this area. It was a tricky effort to select keywords that accurately captured the substance of the research while fitting within the confines of space and readability. It was also tricky to condense the study while including all necessary facts. In future poster-making endeavours, I intend to spend more time choosing keywords and creating summaries in order to improve in this area. I am aware of how crucial it is to undertake in-depth keyword research to make sure the poster is findable and appeals to the target market. By investing more time and looking for helpful criticism in the future, I want to improve my abilities to choose keywords and write summaries. This will boost my research presentations' overall effect as well as the process of creating the posters.

REFLECTING ON LEARNING

I have had several possibilities for development and learning during my academic career. As I think back on this experience, I am quite aware of the important abilities, insights, and understandings I have gained as well as the areas where I still need to grow. This self-examination not only enables me to acknowledge my accomplishments but also offers a plan for future growth and application in the job. The development of several abilities has been one of the most significant features of my learning path. I have improved my research and analytical abilities in particular. I've developed a natural ability for conducting research, analysing data, and coming to insightful conclusions. My ability to communicate clearly, both verbally and in writing, has also substantially increased. This ability has proved helpful in both academic and professional environments where effective communication is critical. In addition, I have broadened my knowledge base in many other areas. My comprehension of a wide range of subjects has grown with each course and assignment, enhancing my overall education. I have learned more about a variety of subjects, including humanities and social sciences as well as science and technology. I am able to solve challenges from a variety of perspectives and integrate seemingly unrelated concepts because of my extensive knowledge base.

Regarding difficulties and fun, I've discovered that I especially love the research and problem-solving components of my schooling. I can use my creativity and critical thinking abilities in these exercises to come up with original answers. On the other hand, prioritisation and time management have proven to be difficult for me. Multiple tasks, responsibilities, and deadlines have all proven difficult to balance in the past. I have identified time management as a weakness and am making an effort to strengthen my organisational abilities. Addressing this difficulty has required the implementation of efficient time management strategies, the establishing of distinct priorities, and the development of workable timetables. In addition, I'm improving my capacity for cooperation since I understand how important it is in both academic and professional contexts. I can see many opportunities to use what I have learnt in the job as I look ahead. My research and analytical abilities will come in handy when taking on problem-solving and decision-making responsibilities. My ability to effectively communicate with others will help me persuade stakeholders and colleagues of my points of view. Additionally, my capacity for critical thought and information synthesis will enable me to adapt to changing problems and make a significant contribution to the sector of my choice.

As a result of my learning journey, I now possess a variety of abilities, an enlarged knowledge base, and a deeper comprehension of a variety of topics. Even though there have been rewarding experiences and difficulties along the road, I've recognised areas for development and am actively working to solve them. I am eager to put what I have learnt into practice in the job going ahead and am certain that my education has equipped me with the skills I need to succeed in a challenging and constantly evolving professional environment.

ACTION PLAN

Action Step/Tasks	Timeline (Start and End)	Resources Needed	Evaluation
1. Literature Review	Start: july 4 End: july 11	Access to research databases	- Summarise relevant literature findings
2. Define Research Objectives and Hypotheses	Start: july 12 End: july 14	brainstorming	- Clearly articulate objectives and hypotheses
3. Develop a Research Questionnaire	Start: july 15 End: july 22	Google form	- Create a comprehensive questionnaire
4. Finalise Questionnaire	Start and end: july 23	Google form	- Ensure clarity and validity of questions
6. Select Sample Population	Start: july 24 End: july 26	Sampling method knowledge	- Determine appropriate sample size and demographics
7. Collect Data	Start: july 27 End: august 1	Data collection tools	- Administer questionnaires to selected participants

8. Data Analysis	Start: august 2 End: august 6	Statistical software	- Analyse data using appropriate statistical methods
9. Interpret Results	Start: august 7 End: august 11	Knowledge and evaluation	- Draw conclusions and implications from the data
10. Draft Research Paper	Start: august 12 End: august 18	Google documents	- Prepare a comprehensive research paper
11. Peer Review and Editing	Start: august 18 End: august 20	Research assistants	- Revise the paper based on peer feedback
12. Prepare and submit elevator pitch	Start: august 20 End: august 22	Presentation materials Editing platform	- Create a presentation and did some editing
13. Submit Research Paper	Start and end: august 25	Journal submission platform	- Track submission progress and respond to reviews

CHAPTER 3: CONCLUSION

In closing, I would like to say that my educational path has been a diverse one filled with substantial learning and progress. I have emphasised the abilities, information, and comprehension I have gained via my reflection, highlighting the significance of research, analytical, and communication skills in my growth. While I've enjoyed learning about a variety of topics and finding interest in research and problem-solving, I've also realised that there are still certain things I need to do better at, such as time management and communication. I bring a solid skill set and a variety of information with me as I get ready to enter the workforce. In order to successfully deal with problems in the real world, it will surely be helpful to have the skills of critical thinking, flexibility, and good communication. Furthermore, the multidisciplinary character of my education enables me to approach issues from a variety of perspectives, encouraging creativity and comprehensive problem-solving. In essence, this process of reflection highlights the need for ongoing self-improvement as well as the enormous possibility for progress offered by education. Even though my academic path has only been one stage of learning, I believe the knowledge and abilities I've acquired will continue to influence both my personal and professional growth in the years to come. As I begin the next phase of my trip, the concepts of development, flexibility, and the desire for knowledge will continue to serve as my compass.

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