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**RESEARCH TITLE:**

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

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## INTRODUCTION

### 1.1 RESEARCH QUESTION

This study focuses on consumer complaints about their online buying experiences, which can vary depending on the circumstances. By allowing access to goods or services via the internet regardless of location or device, online shopping has made life easier. To retain repeat purchases and boost sales for a certain platform, consumers frequently have unpleasant experiences that need to be rectified. According to research by Cho, Im, Hiltz, and Fjermestad (2002), the disconnect between online shoppers' expectations and actual performance is what causes complaints to be made online. Online shopping sites that can't deliver on their promises can deceive customers. Companies could reduce consumer dissatisfaction, conduct quality control, and set customer management objectives in order to decrease online complaints.

The growing number of cybercriminals targeting the developing online retail sector could have a substantial negative influence on consumers' pleasure and consideration for making an online purchase. Consumers are sensitive to online privacy and data security. Consumers who worry that their personal information may be used inappropriately may become upset when they hear that identities are being sold on the dark web. Online shopping has made life easier and more convenient, but in order to sustain repeat business and boost sales, businesses must address customer complaints and improve the online shopping experience. In 2017, the Malaysian Communications and Multimedia Commission (MCMC) found that internet buying increased from 35.3% in 2015 to 48.8% in 2016. According to the survey, 59.1% of users thought internet privacy was important, and 32.8% said it was significant. Only 8.1% of respondents said internet privacy could be abandoned, though (Commission, 2017).

Online shoppers now have more protection thanks to 2012 amendments to the Consumer Protection Act. Companies should take these suggestions carefully because, while making online purchases, buyers are primarily concerned with the quality of the goods and anticipate satisfaction. Online shoppers are not assured product quality despite reviews, which is a huge problem. The important elements affecting consumer perception include e-service quality, user friendliness, reliability, security, responsiveness, and trust mechanisms. Price, image, and perceived quality all have an effect on how satisfied customers are.

In order to better understand the elements that affect online shoppers' satisfaction, this study will concentrate on four key areas: security, product quality, e-service quality, and price. In order to ascertain if these factors have a positive or negative impact on online buying, the study tries to ascertain the relationship between them and consumer satisfaction. Specific objectives are as follows:

- a) to determine the connection between security and customer satisfaction.
- b) to determine the connection between customer satisfaction and product quality.
- c) to determine the connection between customer satisfaction and the quality of e-services.
- d) to determine the connection between cost and customer satisfaction.

This research holds numerous value for the online shopping industry, including insights into consumer preferences, behaviour, and expectations that allow firms to optimise their websites and operational procedures and boost customers retention and loyalty. It also enables benchmarking to industry norms, promoting innovation and competition. Knowing how to spend resources efficiently enables data-driven decisions for long-term development and success in the competitive online retail environment.

## 1.2 RESEARCH APPROACH

Students, academics, and informed citizens all need the ability to critically think since it enables them to assess the reliability and validity of information. People who lack good critical thinking skills are more susceptible to erroneous information, deceptive advertising, unhealthful peer pressure, and conspiracy theories. It makes it possible to come up with fresh theories, uncover concepts that require more research, and develop convincing explanations and conclusive answers. Deduction, induction, and abduction are the three methods of thinking that have an impact on academic performance. Deduction applies well-known truths to particular situations, induction develops general norms, and abduction looks at cause-and-effect relationships.

A process of decision-making known as abductive reasoning starts with imperfect observations and moves on to the most likely explanation for them. It is employed in criminal proceedings and medical diagnosis situations when juries must take into account the most plausible explanation

for the evidence. Absence of comprehensiveness in the evidence, explanation, or both are characteristics of abductive thinking. As demonstrated by Einstein's work, which required a creative leap of imagination and visualisation, the abductive process can be imaginative, intuitive, or revolutionary. His astounding results regarding space-time continue to be empirically proven, despite some criticising his work as fantastical. Given the nature of the research's purpose, an abductive methodology seemed to be the most appropriate. That is why this reasoning and approach is chosen.

The goal of the study design process is to collect, organise, and analyse data effectively and methodically. The quantitative research method will be used for this study, which emphasises a bigger sample size and includes a variety of measurement and analytic techniques. Researchers will be using likert scale questionnaires as it has the ability to give qualitative data quantitative data. With the use of this technique, researchers can compile and examine data that can be used to evaluate hypotheses. It will ensure a better knowledge of the issue by assisting in the identification of the relationship between independent variables (security, product quality, e-service quality, price) and dependent variables (customer satisfaction).

### 1.3 DATA COLLECTION METHOD

The most important components of the research design are the procedures used to acquire the data (Sekaran, 2012). Both primary and secondary data will be used in this study. Questionnaires are the main data gathering strategy used in the study. As the secondary data gathering methods, website articles, journal articles, published researches, news, and reports will be chosen (Sekaran, 2012).

#### 1.3.1 PRIMARY DATA

Primary data is defined as information that has been acquired directly from sources. Data collection techniques such as questionnaires, surveys, interviews, observations, experiments, pictures, diaries, manuscripts, and others can be used to acquire first-hand information (Hox & Boeije, 2005). In this study, Google Form will be used as the distribution platform for surveys, which will be disseminated to targeted respondents who are Instagram users.

### 1.3.2 SECONDARY DATA

Being able to explore important material regarding the determination of factors, development of equipment, and discussions of discoveries and be able to come up with a heading for further research. According to Hox and Boeije (2005), auxiliary information is defined as any information obtained from multiple experts or any crucial knowledge that has been retrieved by previous scientists for leading an investigation or serving other reasons. The majority of the information for this investigation was gathered through the use of optional information, including diaries, articles, site articles, news, reports, and dispersed investigations.

### 1.4 SAMPLING METHOD

Testing configuration is a technique used to identify particular populations for the purpose of inferring or deducing information. Since it is challenging to learn about every member of the targeted community, this method is employed to comprehend the complete focused group. To represent the total population, analysts select a subset of the target population. In this study, a sampling method under the category of probability sampling was selected: random sampling. As it is based on the characteristics of the complete population, probability sampling is able to represent the findings from the population and can offer more accurate and trustworthy results than non-probability sampling techniques. Given the size of the group of targeted respondents and the difficulty in identifying each individual, a random sampling strategy was chosen for this investigation. Every individual has the opportunity to participate in this study as a respondent with an equal chance thanks to the random sampling technique (Jha, 2015). The study is concerned with the proportion of respondents who express interest in the research and are regarded as a focused population. From the 32 million total population, 24.5 million customers, or 76.8%, access the internet, whereas 7.5 million customers, or 23.1%, do not, according to the Malaysian Interchanges and Mixed Media Commission (MCMC). According to Dato Seri Nancy Shukri, a priest with the Leader's Specialisation, there were 2.5 million web users in 2006 and 24.5 million in 2017. Next, The researchers will distribute the questionnaires for this study using the Instagram application. This is due to the fact that Instagram has a huge user base and is one of the most popular social media networks in Malaysia. According to Suruhanjaya Komunikasi dan Multimedia Malaysia (2017), 23.83 million (97.3%) of Malaysians have an Instagram account. As a result, the researchers can efficiently distribute the questionnaires.

## 2.0 RESEARCH TECHNIQUE

Consumer loyalty is an after-the-fact assessment of the quality of the product based on pre-purchased desire, which is strongly impacted by individual preferences. It is not a quality that can be classified as being generally recognised, thus companies must define their own loyalty depending on their market. The success of the organisation is determined by factors that have an impact on customer loyalty, especially in the context of online retail firms. It depends on how well the company can satisfy the demands and wants of its clients. Customers who are satisfied are more loyal, whereas those who are not satisfied leave bad reviews and give bad feedback. This may encourage further clients or other goals to steer clear of related circumstances. To avoid this, businesses should determine the elements that affect online shoppers' loyalty, since doing so will enable them to create tactics that will increase client happiness and be advantageous to the business.

To comprehend the conceptual framework, the researcher examines several particular theoretical frameworks. For the first research paper, website design, security perception, customer service, the quality of the product information, and the ease of the purchase procedure were all highlighted as five factors that influence online consumer happiness. They established a link between these elements and online client happiness. The quality of the product information and the simplicity of the purchase procedure were discarded, leaving just three hypotheses to be accepted: website design, security perception, and customer service (Piruni & Dushyantha, 2019). For the second study, Product quality, brand, and shopping experience are the chosen criteria. According to the findings of this study, these three factors significantly influence how satisfied people are with their online buying experiences (Haslinda et al., nd).

Security is the capacity of a website to prevent unauthorised access to user information. Customers frequently fret about the security, privacy, and responsibility of internet websites. User authentication, personal information, and transaction security are three different categories of security issues. Satisfaction with the information systems of online retailers rises as security risk knowledge declines. According to a research by Christian and France from 2005, security, along with practicality, website design, and secrecy, is a technical aspect that affects how satisfied customers are with their online buying experiences. Despite this, security is still a top worry when purchasing online, which has a good effect on the goal of online transactions. Retailers and financial institutions are concerned about the expenses involved with online refunds and fraud, while consumers are worried about losing control of their bank accounts.

Shopping online is risky.

34 responses

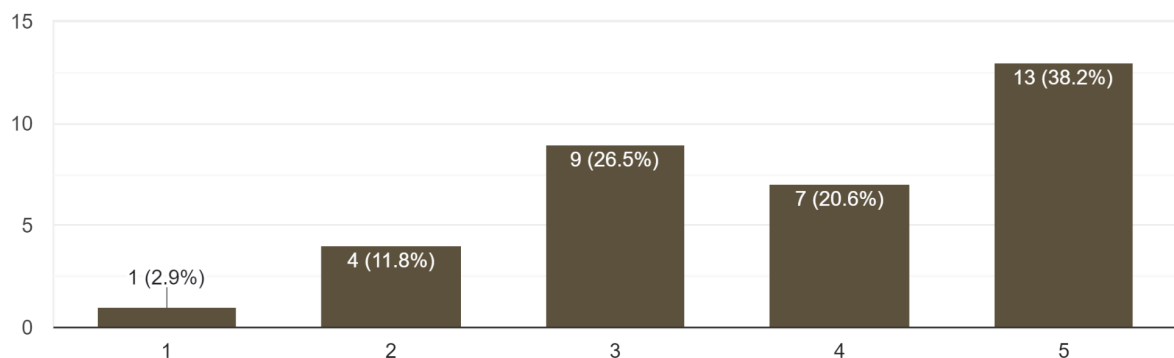


Figure 1

Figure 1 shows responses received from the primary data collected by the researcher regarding their perception on how risky online shopping is. Majority of the respondents agree that online shopping is risky and has become a worry for online shoppers.

Next, price is a financial transaction between buyers and sellers that involves the exchange of products or services, according to Pribanus and Muhammad (2019). Price may be both a good or service for the buyer and a way for the seller to make money. Price has a big impact on customer satisfaction because customers weigh the value of the product against their spending. Money is a touchy subject that affects happiness. Price appropriateness may help customers feel satisfied by providing the intended results and promoting repeat business. Negative

perception results in disappointment, whereas positive perception leads to satisfaction. Customers' loyalty to a firm is determined by their opinion of it. Price, then, plays a critical role in determining consumer loyalty and happiness.

I prefer online shopping only if online prices are lower than actual price.

34 responses

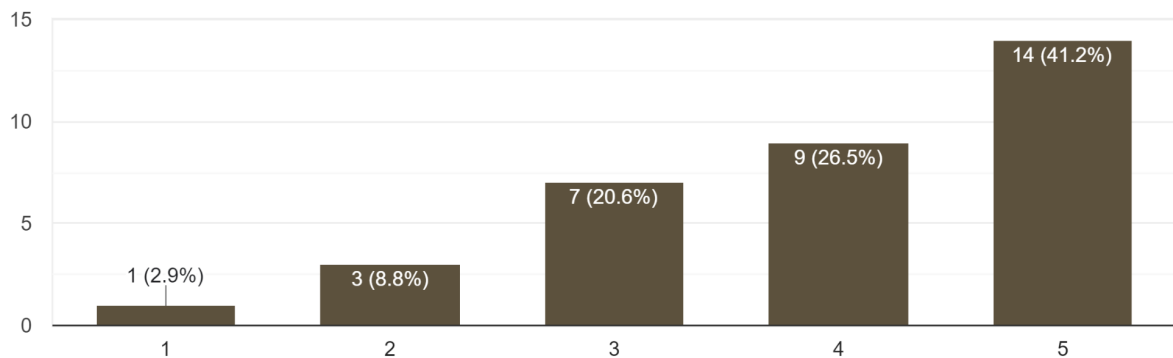


Figure 2

As shown in figure 2, almost half of the respondents agree that price is an important factor to be considered before making a decision on purchasing anything online.

One of the criteria that has been brought up the most in previous studies is the quality of e-services. It has thought about how to provide for and achieve client happiness. According to Jones et al. (2002), there is a clear correlation between customer perceptions and service quality. But according to the responses received in the questionnaires, the majority of them choose neutral which can indicate that only a minority of the online shoppers are actually contacting the sellers after the purchase. This can also mean that the majority of the customers have no issues with the purchase. Depending on a person's choices, quality may mean various things to different people. It is evident that the majority of experts (Kevin, Li, Lim, Ong, 2018) have summarised the definition of quality in terms of these eight criteria. The idea of quality is intricate and multidimensional. The capacity of a product to meet or exceed a customer's expectations is the widest definition of product quality (Ling, 2018). Therefore, e-quality service and product quality can influence each other as seen in the questionnaire result.

[\\*Response of questionnaires](#)

### 3.0 DATA ANALYSIS

This study looks at the aspects of security, product quality, e-service quality, and pricing that have a beneficial influence on customer satisfaction in online purchasing. According to the research, online merchants must offer complete security to clients since doing so can help them feel secure and content. To minimise possible problems, online business owners should refrain from requesting account information and establish restrictions based on their security level. Online retailers ensure their consumers' safety and contentment by offering security as an element in building their confidence. Customers could experience depression if there is no security when their personal information is compromised. To prevent possible issues, online business owners can prioritise security by not requesting account information and by establishing new regulations based on their security level. By putting these protections in place, internet buying may be viewed as both riskier and less secure.

The study shows that, on average, online prices are higher than the actual price, and the majority of respondents concur. There is discontent with online prices and a preference for conventional shopping as a result of the fact that many online items simply provide lower costs than the market price. Online retailers respond to this by providing cheap pricing and promotions that draw consumers and draw in new ones, encouraging recurring purchases and drawing in new customers. The investigation shows that the quality of products sold online is frequently poor. The majority of respondents think that the quality of things that are promoted for online shopping is good, but they are dissatisfied when they receive the product. As a result, customers are left disappointed with the goods and lose faith in the seller's product marketing. Sellers should continually sell high-quality goods to keep customers and entice them to buy with them again in order to avoid this problem. Since the majority of suppliers do not provide free shipping, the respondents to the E-Service study selected neutral services like delivery and shipping prices. Due to this, customers stop being interested in the seller and start looking for alternative vendors that provide free delivery. The vendor should provide shipping reductions to half price or free shipment, as most customers prefer free shipping, in order to prevent a low market level.

In order to ascertain how independent factors affect dependent variables, this study identifies four research questions. Price, security, product quality, and e-service quality are some of the factors influencing customer satisfaction with online purchasing. The vast majority of responders base their answers on personal experience. For purchasing to be more affordable and for

customers to be more satisfied, online business owners must concentrate on price. To boost customers' confidence and provide comprehensive safety measures, online business owners should invest more in security. Customers who purchase online can submit their information and prevent hackers from stealing it. Product quality is also crucial, as indicated by some respondents' indifferent or disapproving remarks. Online business owners have additional options for their items, including a range of colours and sizes to keep up with fashion trends. E-service quality has received positive reviews, and internet buying offers quick delivery and price-competitive information. So, consumers who purchase online do so because it is more convenient and less expensive than going to a physical store. Online business owners must concentrate on assuring security, product quality, and delivery speed in order to guarantee client pleasure. Customers will start to trust online buying items if these issues are addressed.

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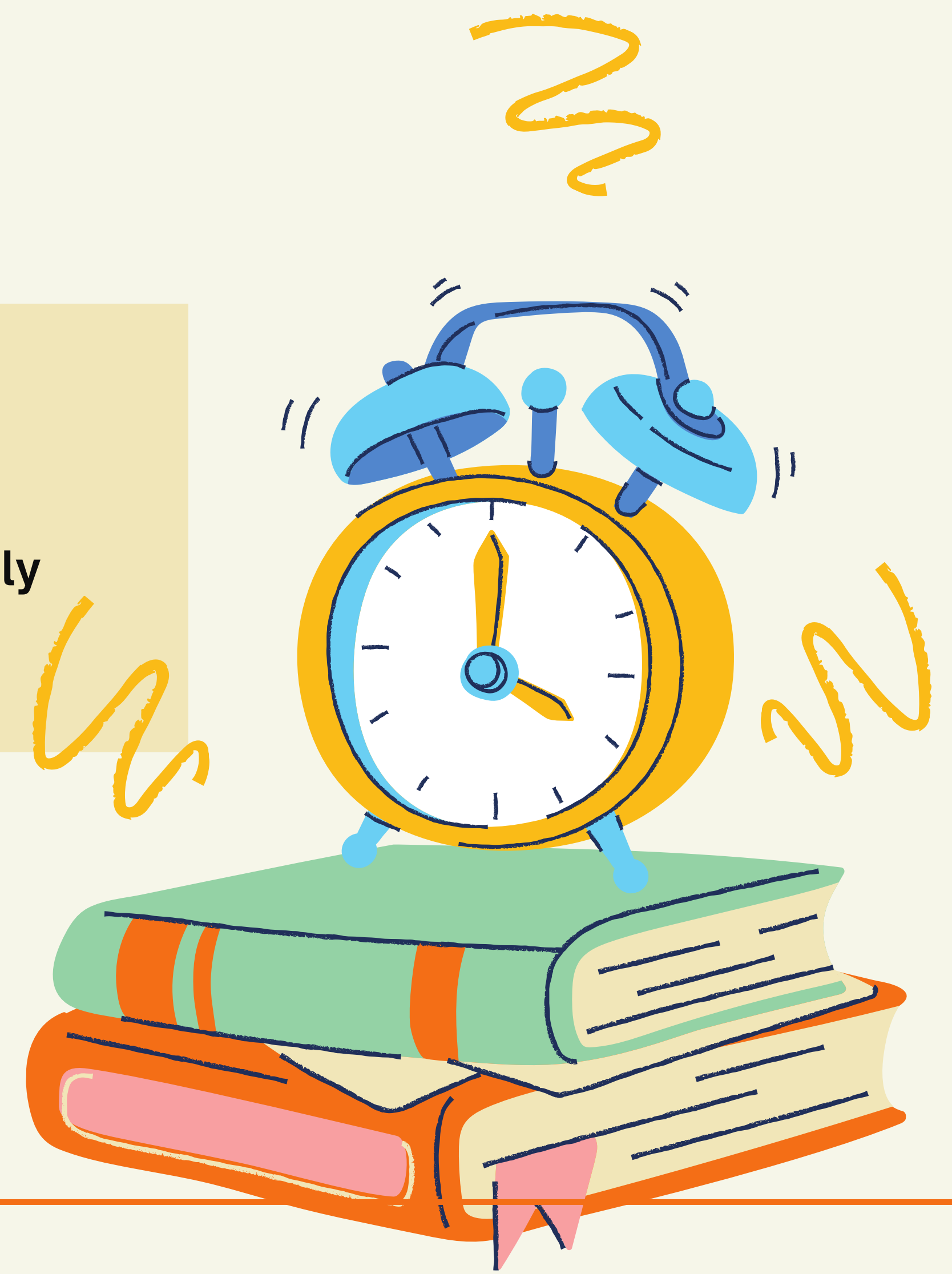
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# FACTORS THAT INFLUENCE CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING

Research posters are visual aids that are used to present a study. It is a popular way to showcase research work in conferences and the academe. Information is presented concisely and in a visually appealing manner to attract attention and spark discussion.

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Researches are often under or on behalf of a university, an organization, or academic/ research institutions. When available, include their logos with the names.



## INTRODUCTION

The research paper discusses the relationship between online shopping expectations, security, product quality, e-service quality, and cost, highlighting the importance of customer satisfaction, security, product quality, user friendliness, dependability, security, and perceived quality. It also highlights the impact of hidden fees on customer satisfaction.

## OBJECTIVE

provides valuable insights into consumer preferences, enabling firms to optimize websites, boost customer retention, and benchmark industry norms, promoting innovation and competition.

## METHODOLOGY

To gather qualitative and quantitative data, evaluate hypotheses, and determine correlations between independent factors and dependent variables, likert scale questionnaires will be employed

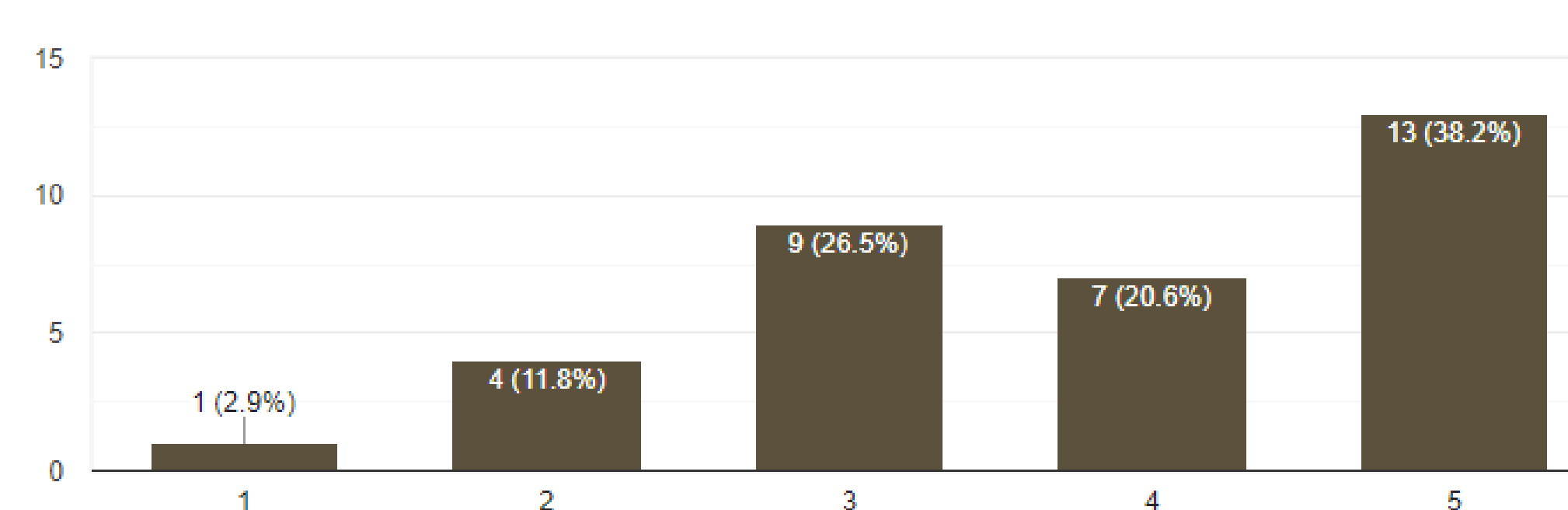
## RESULTS

There are a significant connection between product quality, e-service quality, cost/price, and security and customers satisfaction.

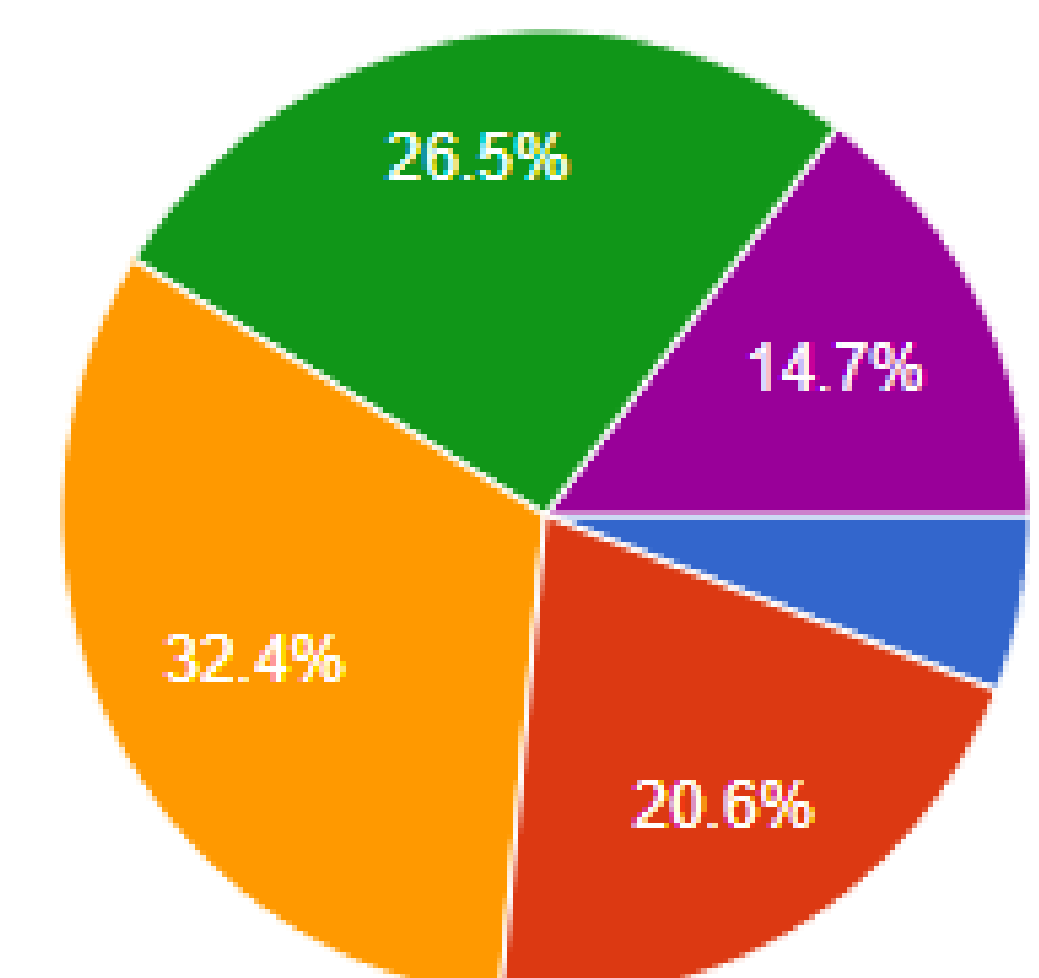


## ANALYSIS

In a regular research paper, the analysis section is one of the longest parts as it builds on the information that supports the objective and thesis. With a research poster, you can trim down the analysis to the most important parts. Use bullets to emphasize points. Include key graphs, tables, graphics, and other images that support the study and show a visual analysis of the data.



Result of online risk in questionnaire



result of how much customers shop online

## CONCLUSION

This study examines the factors influencing customer satisfaction in online purchasing, focusing on security, product quality, e-service quality, and pricing. It suggests that online merchants should prioritize security by not requesting account information and establishing restrictions based on security levels. Online prices are often higher than actual prices, leading to dissatisfaction and a preference for traditional shopping. High-quality products and free shipping are also crucial. The study suggests that online business owners should focus on price, security, product quality, and e-service quality to ensure customer satisfaction and trust.

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