SERVICE QUALITY AND CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING -A THEORETICAL FRAMEWORK

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Abstract

Purpose: To comprehend customer perceptions of the internet and online commerce and to understand the dynamics of online shopping acceptance.

Research methodology**:** The aim of the study, the means by which data will be gathered, the sampling size, period, and method, the selection of the study's geographic area, the hypothesis, and the procedures by which the data will be analyzed and interpreted using a variety of statistical tools to ascertain the study's limitations and the validity of the data**.** Lin and Sun (2009).250 respondents were chosen at random from a population. The convenient sampling method is used to collect data from the respondents who are willing to take part in a research**.**

Findings: The analytical results showed that the website's reliability, responsiveness, and trustworthiness elements had an impact on customer satisfaction and overall service quality. In the context of online shopping, customer satisfaction refers to the customer's experience of shopping online, including website usability, customer service, product quality, delivery, and return policies. Satisfied customers are likely to return to the online store, make repeat purchases, and recommend the store to others. Dissatisfied customers are likely to switch to a competitor, give negative reviews, and harm the company's reputation.

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Research limitations/implications: The growth of online shopping has revolutionized the way people shop and do business worldwide. The convenience, accessibility, and ease of online shopping have made it increasingly popular among consumers. However, the success of online shopping is heavily dependent on customer satisfaction. Customer satisfaction is the degree to which a customer's expectations are met or exceeded by the product or service offered by a company.

Practical implications: To ensure customer satisfaction, online stores need to prioritize customer service, website usability, product quality, delivery, and return policies. They should strive to provide a seamless and enjoyable shopping experience for customers. They should also gather feedback from customers to identify areas for improvement and take corrective action. By prioritizing customer satisfaction, online stores can drive sales, increase customer loyalty, and enhance their reputation.

Keywords: Customer satisfaction, cash on delivery, empathy, reliability, assurance, responsiveness and service quality

Introduction

It is essential to the success of online companies since happy consumers are more inclined to shop there again and refer their friends. Throughout the years, online shopping has grown in popularity as a result of its practicality and simplicity. However, the popularity of online shopping has made customer satisfaction more crucial than ever. Online shopping consumer happiness is influenced by a number of things. These include the level of product quality, the simplicity of website navigation, the timeliness and dependability of delivery, and the accessibility of customer service support. Customer satisfaction is significantly influenced by product quality. Customers want to purchase high-quality goods that live up to their expectations. Hong et al. (2017).To make sure consumers are making educated buying selections, they also want accurate and thorough product descriptions and photographs. Another important element in determining consumer happiness is the website's ease of navigation. Customers like websites that are simple to use and browse, include descriptive and illustrative content for their products, and have a quick checkout procedure. Customers are more likely to give up on their purchases and buy elsewhere if the website is challenging to use or unclear. Customer satisfaction also depends on quick and trustworthy delivery. Customers anticipate receiving their orders on time and in excellent shape. Additionally, they want to be able to track their shipments and get updates on the progress of their deliveries. They expect prompt and efficient responses to their questions or grievances. Service excellence and customer happiness are crucial business aspects because they help a firm retain consumers via service and keep them pleased, which is crucial to its potential to develop. Chang et al. (2017), explored that improving customer involvement and interpersonal interactions would lead to effective service efficiency, which is projected to boost customer happiness. González et al. (2007) found that excellent service quality raises customer satisfaction and a company's capacity for market competition. In this study, service quality is defined in terms of the SERVQUAL framework. When issues with customer satisfaction and service are identified, high service quality may be the consequence. (Dominic et al., 2010). Social media has a significant impact on these components of service quality. The term "shopping," which is among the oldest, goes back to the Stone Age. Fairs and marketplaces were created to ease the exchange of goods and services. Shopping took place at weekly markets in nearby towns.

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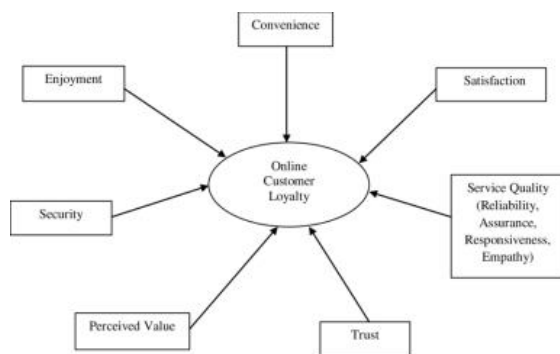
Theoretical underpinning

The modern phenomenon of shopping is intimately tied to the evolution of consumer society in the 18th century. Shopping has long been practiced by humans under the names "trading," "bartering," and even "marketing." When shopping, a customer selects the goods and services offered by one or more retailers in order to make a purchase. It is regarded as a lucrative and enjoyable hobby. When making a traditional purchase, the customer still has more freedom because he can personally inspect and even sample the goods he wants. The way the customer is treated, the ease of access, the environment, and the kind of goods purchased all have an impact on how happy or unpleasant the shopping experience is. As social mobility and economic growth raised the number of people with disposable income for consumption, "shopping"—retail establishments that sell particular goods—rose and became more widely accepted. Customer satisfaction and the concept of customer behavior are strongly related. Each and every client uses the market in a different manner to get goods and services. Depending on their social status, caste, religion, and family background, customers' likes and inclinations differ. Online shopping has become more common and important. Convenient purchases of goods and services may be made online. Online shopping is growing more significant in today's society as a means for women and elderly people to effortlessly purchase in a number of

methods. Because research has shown that greater technology awareness increases the likelihood of improving favorable attitudes toward novel purchasing options, the Journal of Electronic Commerce Research states that technology awareness is a key factor in consumer attitudes toward online shopping. Global consumers are developing to stand out in many methods. Indian consumers start their online shopping experiences with great anticipation, so it's important to understand and follow a few simple steps to make the process safe and enjoyable. The first step is to always use credit cards responsibly while purchasing online. The reality about using a credit card while purchasing online is that it is safer than using cash. Offline card data hacks result in many credit card frauds while making online retail transactions. Credit card data is always sent to a bank directly during online and internet-based purchases, never to a merchant. Consumers are unfamiliar with many internet and online shopping websites since companies are ignorant of how to maintain the website.
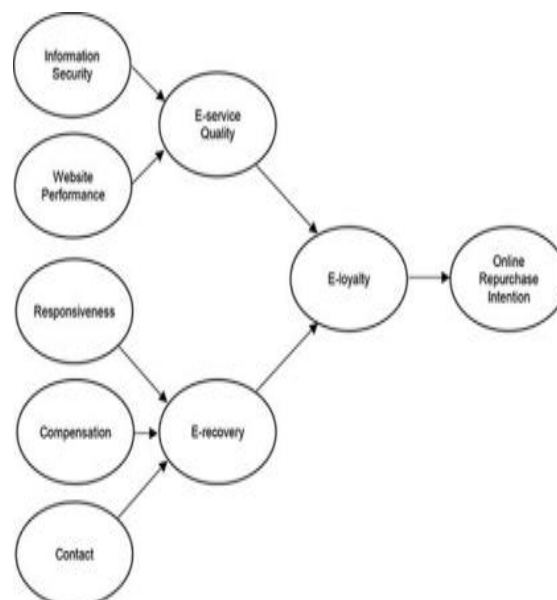
Conceptual Framework

This study promotes, in accordance with theoretical evidence from the literature, the inclusion of online service quality and validation of consumer

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expectation inside the customer satisfaction research framework. In this case, the expectation-confirmation model is used to illustrate the conceptual framework. Therefore, we plan to probe customer happiness by measuring how well websites deliver on promises made to customers. Comparison shopping is made easier by shopping search engines, which show users where a product may be purchased and how much it costs at various retailers. Business-to-consumer (B2C) e-commerce refers to transactions when a consumer makes a direct purchase from a firm, just as they would at a physical shop. To sell and promote one's products and services online directly to the customers of another firm is known as business-to-business (B2B) e-commerce. Consumers may see the whole range of a store's offerings, complete with descriptions, pictures, and prices, when they shop online. Customers may not be swayed or controlled by the brand and company while making a purchase choice including interactions with a search engine, suggestions, online reviews, and other information. Nowadays, more and more people are getting their information about the world via their mobile devices. In other words, the effect of the digital world on customers' minds and behavior is growing. When making purchases on the internet, consumers may benefit from using interactive decision aids. Customers are becoming more involved in the marketplace as they leave evaluations online, which may influence the decisions of other shoppers. Furthermore, social media users put more stock in the views of their friends and followers than they do in the views of experts. Customers who are having difficulty may want to research how the establishment has handled similar issues in the past. The advent of e-commerce has ushered in a new era of comfort and innovation for shoppers and businesses alike. His shopping habits shift when he can't examine an item in person before buying it. Customers make purchases primarily on the basis of price, quality, and utility. Customers like shopping online because it is convenient, they can compare prices and options readily, and they can find what they need fast. Online marketplaces have a reduced cost of operation, a larger potential client base, and higher quality products and higher profits than traditional storefronts. The consequences of information overload are a significant obstacle for online store designers. The wealth of data is a result of the online shop's clever spatial and temporal organization of stimuli. When compared to shopping in a physical store, the online shopping experience is more informative because more product information is readily available, including product and service comparisons, various alternatives, qualities of each option, etc. Novelty and complexity are two main aspects of information overload. A website's complexity increases in proportion to the number of its elements and features. Unique features of a vacation spot include things like hidden gems, fresh experiences, and fresh perspectives. Online stores with high ratings on the novelty dimension tend to have repeat customers, whereas those selling complex items tend to attract customers on the spur of the moment.

Quality factors of online shopping

Internet shopping is the term for the electronic process in which customers, as opposed to employing a supplier with at least an associate's degree, directly acquire products or services from a trafficker over the course of a set period of time over the internet. It's a specific kind of electronic trading. The sale or buy group activity is accomplished electronically and interactively over time, much as with Amazon.com for brand-new books. But in some situations, an associate's degree could also be given as a gift in a sizable sale or purchase group transaction, similar to those on e-Bay.com. Consumers can easily discover marketer marketing

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policies, explore product reviews from other consumers, and obtain product comparisons across or within retailers via the websites. Businesses will get more detailed and precise information on their customers as well as the clients of their competitors. More chances were created for the provision of beneficial new services as well as for the exploitation of market dominance. Like spam, many of the personalized search services are starting to disappear, as are the customer-specific online purchase recommendations. On the other hand, companies may also be able to use information to improve customer value discrimination, extort more money from them, or stop legitimate rivals from entering a market. However, consumers with greater education may also be in their selections, for instance when it comes to cost or quality. As online shopping continues to expand, it is necessary to examine the dynamics of consumer acceptance of the practice. This study should look at how customers feel about the practice, how often they use it, how happy they are with it overall, and other relevant characteristics. Since statistics on actual online shopping usage are difficult to come by, the current study focused on consumers' perceptions of and satisfaction with online shopping. Customer satisfaction measures how happy consumers are with the goods, while customer attitude is a learned propensity to respond consistently favorably or unfavorably to a given object. Customers buy products they think highly and favorably of. Therefore, it is up to marketers to ensure that customers continue to feel satisfied with their purchases. As expectations aren't met, customers are becoming pickier, less understanding, and more demanding. Customers now have a wide variety of alternatives regarding where and who to do business with. As a result, the client now has greater influence. If customers feel the company is unable to satisfy their expectations, they will simply avoid doing business with it and choose for another company instead. Happy consumers are more likely to make larger purchases, refer other customers, and remain with a business longer. For businesses that can satisfy their clients, all of this raises revenue.

Dynamics of Online Shopping Acceptance

The elements that impact customers' decisions to purchase online as well as their attitudes about online shopping are together referred to as the dynamics of online shopping acceptability. These aspects may encompass a broad variety of characteristics, such as the ease of use, safety, and reliability of the website, as well as the cost of the product or service and its overall level of quality. Consumers are drawn to the convenience of being able to purchase from the comfort of their own homes, as well as the simplicity of being able to compare different items and pricing. The opportunity to purchase at any time of the day or night, as well as the availability of a greater variety of items, are two other factors that may contribute to the growing popularity of online shopping. Vasic (2019). Safety and trustworthiness may be a substantial obstacle to consumers' adoption of online buying. Customers could be cautious to share their personal information and financial data while shopping online, and they might also be skeptical that their items would be delivered in the time frame that was specified. The ease of use of websites is another important aspect in the proliferation of online buying. Customers like websites that are simple to use, have photos and descriptions of products that are easy to understand, and have a speedy checkout procedure. Customers are more likely to cancel their purchases and go elsewhere if the website is difficult to use or if it is unclear how to complete certain tasks. Rice and the quality of the goods are also crucial concerns for customers who purchase online. In order to guarantee that

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they are receiving the best bargain possible, customers are likely to compare costs across a variety of websites. In addition, customers are looking for items that are of excellent quality and satisfy their requirements. In general, the dynamics of the adoption of online shopping are complicated and multidimensional, with numerous elements having an influence on the attitudes and actions of customers. Businesses need to maintain their efforts to create trust with their consumers, enhance the usability of their websites, and provide competitive pricing and high-quality items in order to attract.

Website Service Quality

The examination of the connection between the quality of e-services and the expectations of customers, with a primary emphasis on online shopping, has been the subject of an increasing number of academic studies. The customer expectations at a brick-and-mortar store are different from those of customers in an internet buying environment. The act of customers directly purchasing things from a vendor through the internet in real-time and interactively without the involvement of an intermediary is referred to as "online shopping." Customers have the capacity to acquire comprehensive information on the product that they want to buy, and they may evaluate a range of items and pick the item that is most suitable with their needs from among them. People have a tendency to use online shopping as a solution for this issue because of the limited amount of time that they have. When it comes to purchasing online, there are neither local nor international restrictions. As a result, consumers are able to acquire and consume not just products made in their own country but also those made in other nations. Due to the fact that the internet is a really global phenomena. The number of individuals who use the internet has increased, and since the population of the internet is becoming more varied, this

expansion indicates that people with a variety of preferences and goals are increasingly turning to the online to get information and make purchases. At this point in time, the internet is not only an additional channel via which businesses may communicate with their clients; rather, it is a significant channel through which businesses can both discover new clients and maintain their relationships with current clients.

Customer Satisfaction on online shopping

Customer satisfaction may be accomplished by determining the degree to which the customer's expectations about the goods or services provided by businesses are confirmed or disconfirmed. According to this hypothesis, 'disconfirmation' has the most significant direct impact on a person's level of contentment. When actual performance lives up to the level that was anticipated, a customer's expectations are said to have been confirmed. A negative disconfirmation may take place if the actual performance is not up to the level that was anticipated. According to Chen et al. (2009), the outcome of a positive disconfirmation reveals whether or not the actual performance is higher than the standard that was anticipated. Chen et al. (2009) explored the influence that confirming a customer's expectation has on the customer's level of satisfaction with their online buying experience. Kim (2012) discovered a connection between anticipation, verification, and fulfillment of those expectations. Information on customer satisfaction, such as surveys and ratings, may be helpful to a firm in determining how to enhance or alter its goods and services in the most effective manner. The cumulative effect of a customer's interactions with a provider, beginning with the shared supplier before engaging in any marketing and continuing through post-delivery choices and services as well as the management of questions or complaints, contributes to the image that a

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customer forms about that provider. Throughout the course of this procedure, the client is exposed to the working conditions of a number of different sections and the various approaches that are utilized by the association. This makes it easier for the client to form a strong impression about the provider, which ultimately determines whether the customer is satisfied or dissatisfied. Based on the data shown above, it is safe to say that the quality of a website's service has a major impact on shoppers' happiness while doing business online. In addition, this research indicated that confirming a customer's expectation increases their happiness with the service.

Review of literature

The length of time spent online and the amount of time spent online both have an impact on the likelihood of making purchases online. Consumers who have been using the internet for longer periods of time, are more educated, and are better prepared with better abilities and perceptions of the web environment, have much greater intensities of online purchasing experiences, and are better candidates to be caught in the cyber world. Numerous researchers in the past have carried out a variety of studies on customer satisfaction. These researchers examined different variables that had created the same impact on level of customer's satisfaction and revealed different findings. Websites devoted to online shopping are essentially organized databases containing data on a wide variety of goods and services. The provision of information to site visitors about products and services is the primary objective of the online retail platform. As a result, having a website of poor quality might result in a considerable loss of customers, which in turn can result in a drop in the company's profits. Kumar and Velmurugan (2017) argued in this manner that the quality of a website is what ultimately affects the purchase choices

made by consumers. By continuing with this procedure, the information on the level of client happiness may be recognized as an important indicator of the quality of the online shopping website. If a client evaluates an online shopping website as having a poor quality, it is possible that they will be unsatisfied with their shopping experience online. Because of this, it is essential for businesses to have a solid understanding of the ways in which the quality of the service provided by a website affects the sentiments of consumers and, as a result, defines the amount of pleasure customers have with respect to online purchasing. A number of the writers discussed certain markers of website quality, such as the quality of the information.

Need of the study

It was discovered that consumers consider a product's quality while making a purchase decision. They put almost little stock in other considerations before making a purchase, which leads to several complications while shopping online. Customers have been provided with research to help them make more informed purchase decisions in light of the various challenges and concerns. Consumer privacy laws and other forms of social control are subject to wide variations even across nations with similar legal systems. Vasic (2019).Many buyers are wary of giving over their telephone numbers or email addresses to internet stores for fear of receiving unsolicited marketing materials. Many stores have responded by saying they won't share customers' information for marketing purposes or giving customers a way to decline such communications. There are several online resources that monitor user activity in order to recommend services and goods. There will be fire address and signals at the register, and some clients will refuse to show it. Several major retailers routinely add customers to catalog mailing lists by scanning their credit cards and decoding

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their addresses. The seller has no access to the buyer's financial details once the sale has been made.

Statement of the problem

The importance of satisfied consumers to a company's bottom line continues to grow as more insight into consumer habits becomes available to marketers and business owners. Improving communication with customers is a core component of customer retention strategies that aim to strengthen relationships with existing customers and prevent the loss of new ones. The main problem is that people's contentment is seldom put into dollar figures. Rather than using customer satisfaction surveys as an administrative tool to incorporate customer pleasure into quality management systems and increase profitability, many businesses may more easily define them as a kind of "marketing intelligence." This is why companies usually calculate the cost of delivering excellent service but fail to factor in the cost of getting mediocre service. The vast majority of market researchers agree that satisfied customers will eventually generate problems with the service or product they have purchased. The study finds that in today's competitive market, prioritizing customer satisfaction is crucial to attracting and retaining loyal customers, which in turn generates high profits. In today's marketing climate, it's crucial to have a strong online presence. However, con artists, dishonest business methods, and other forms of cheating have proliferated alongside this crucial expansion. Customers' attitudes and expectations about making purchases online have suffered as a result of the prevalence of such fraudulent actions. Zatalini and Pamungkas (2017). The survey's focus on consumers' levels of contentment and perspectives on online buying is designed to reveal the driving forces behind consumers' propensity to make online purchases, which in turn will aid in the development of innovative approaches to online marketing.

Objectives of the study

1. To comprehend customer perceptions of the internet and online commerce.

2. To understand the dynamics of online shopping acceptance

3. To outline the quality factors of online shopping

Research Methodology

Research technique is a fundamental strategy used in every fruitful study. It directs the researcher to carry out the investigation in a symmetrical fashion, guaranteeing and simplifying the reliability of the findings. Vasic (2019). It addresses some of the most important aspects of the research, such as the aims of the study, the means by which data will be gathered, the sampling size, period, and method, the selection of the study's geographic area, the hypothesis, and the procedures by which the data will be analyzed and interpreted using a variety of statistical tools to ascertain the study's limitations and the validity of the data. 250 respondents were chosen at random from the population. The items in the sample were selected at random by the researcher. The purpose of convenient sampling, also known as availability sampling, is to collect data from people who are willing to take part in a research. Lin and Sun (2009).

Findings, Results and conclusion

Various dimensions of service quality

Online organizing has become commonplace in recent years. The way people use the internet is profoundly affected by online search engines. Since online purchases require customers to manually enter their credit card details, concerns about their safety are a major drawback. Due to technical barriers, only a tiny fraction of retailers are able to operate online at the present time. The low rate of computer use in India, the tiny number of individuals with credit or legitimate identification, and the abundance of

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adverse tax restrictions were among Janus' primary obstacles. The expansion of online businesses is further hampered by the fact that many people are wary of making financial details public on the web. However, there is a significant opportunity for online search to grow in India. Rayport and Jaworski (2008) estimated that the potential value of e-commerce at $100 billion. There is reluctance among many companies, both large and small, to fully embrace the concept of establishing an online presence for their business-to-business and business-to-consumer websites. Partnerships with major Indian Internet portals have proven to be a boon for many small and medium-sized enterprises looking to promote their wares and services. Cronbach's Alpha is used to evaluate the consistency and trustworthiness of a service or set of data.

Table 1: Service quality gap

		Mean	N	Std. Deviation	Cronbach's Alpha	Z	Sig.
Security	Perceived	4.17	250	1.019	0.745	12.110	0.000
	Expected	3.36	250	1.012			
Credibility	Perceived	3.56	250	0.814	0.849	-0.318	0.727
	Expected	3.16	250	1.346			
Reliability	Perceived	3.65	250	0.832	0.821	5.109	0.000
	Expected	3.24	250	1.036			
Accessibility	Perceived	2.79	250	1.343	0.714	-4.113	0.000
	Expected	3.65	250	1.020			
Tangible	Perceived	2.26	250	1.112	0.769	0.314	0.798
	Expected	2.14	250	1.139			

The security is the most important factor in the online usage and it is considered as one of the dimensions to measure the service quality. The reliability test shows the Cronbach's alpha value is significant (0.745). The data are reliable and used for further interpretation. The perceived service quality (4.17) is more than the expected service quality (3.36). It shows the service quality in security dimension is good in the online shopping. The Z value is 12.110 bigger than 1.96. It shows that the service quality for security is significant.

The Cronbach's Alpha for the data collected for the dimension credibility is good (0.849). But the service quality gap regarding to the credibility is not up to the mark. The perceived service quality (3.56) is not up to the expected service quality (3.16). It is concluded that the service quality of the online shopping according to the credibility is not satisfying the customers. The Z value shows (-0.318) that there is no significant association between the perceived and expected service quality.

The reliability of the data is good for the service quality dimension reliability and responsiveness. The Alpha value is 0.821. The service quality gap is also found positive. The perceived service quality (3.65) is more than the expected service quality (3.24). It shows that the reliability and responsiveness are good in the online shopping. The Z value is 5.109 which is significant at 1% level. It shows that the perceived service quality is significantly good.

The data for service quality in accessibility dimension is reliable (0.714). The service quality gap is perceived service quality (2.79) is lesser than the expected service quality (3.65). It shows that the accessibility of the online shopping is not good. The calculated Z value (-4.113) is less than -1.96. The p value is 0.000. Hence, it is concluded that the service gap is significant.

The data regarding to the tangibility are reliable (0.769). The tangibility in the service quality is good. The perceived service quality (2.26) is more than the expected service quality (2.14). The Z value is (0.314) is not significant. It is concluded that the perceived service quality for the tangibility is not expressively higher than the expected level.

Discussion

Based on the data shown above, it is safe to say that the quality of a website's service has a major impact on shoppers' happiness while doing business online. The quality of website services supplied by an online business strongly influences customer happiness, therefore our findings are in accordance with theirs. In addition, this research indicated that confirming a customer's expectation increases their happiness with the service. Cybercriminals prey on people using the internet, which is ironic considering that the sole medium for online commerce is the internet itself. Chen, et al. (2010) Therefore, the ability to shop online is a blessing because it cuts down on wasted time. Internet-based buying, in which customers make direct purchases of products, services, and the like from a vendor rather than going via a middleman or other intermediate service, is known as "online shopping." The development of the Internet led to the creation of modern online shopping. At first, this website served merely as a means for businesses to advertise their wares. Because of advances in dynamic

Web sites and secure communications, online shopping has progressed rapidly from this basic convenience to real financial transactions conducted over the Internet. The availability of items well-suited to online sales was identified by the study's authors as a significant factor in online business performance. Many of these items did well because they are commodities that consumers can make purchasing decisions about without engaging their sense of touch. Not only were there not many internet consumers in the beginning, but they tended to come from a small demographic. Zatalini and Pamungkas (2017). The popularity of shopping online has skyrocketed all around the globe. Strong customer needs and an expanding selection of goods have contributed to the meteoric rise of online retail. The scope of internet advertising has broadened in tandem with the proliferation of smartphones and web users. Researchers have shown that there has been a clear growth in the prevalence of mobile-based payment methods in India. In addition, the number of buyers has skyrocketed. Consumers' level of satisfaction with online purchasing is influenced by their familiarity with the medium and the stability of their internet connections. Variations in customer happiness may be attributed to both shared and individual characteristics. Many people choose to purchase online because they are under the impression that they would save time by doing so. The cosmetics industry has been revolutionized by the rise of online shopping. However, when asked about negative experiences with online shopping, respondents most frequently mentioned damaged or low-quality goods. Another major concern for internet buyers is the security of their personal and financial information. A new kind of online advertising has developed with the rapid development of internet infrastructure. Hong et al. (2017). Even though the study found that the majority of online shoppers are college-educated

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people who have a positive impression of online shopping, some people are put off by legitimate safety concerns about making purchases over the Internet. Online retailers have the challenging problem of ensuring adequate security measures are performed during product delivery in order to increase sales. These problems must be addressed, and online stores also need to provide a wide variety of products at reasonable costs. Internet marketers, in order to thrive in today's competitive industry, must place a premium on the satisfaction of their present and future customers and devise fresh, alluring deals on a regular basis.

Conclusion

The availability of items well-suited to online sales was identified by the study's authors as a significant factor in online business performance. The popularity of shopping online has skyrocketed all around the globe. Strong customer needs and an expanding selection of goods have contributed to the meteoric rise of online retail. The scope of internet advertising has broadened in tandem with the proliferation of smartphones and web users. Hong et al. (2017).Researchers have shown that there has been a clear growth in the prevalence of mobile-based payment methods in India. In addition, the number of buyers has skyrocketed. The degree to which consumers are satisfied with online shopping depends on their level of exposure to the medium and the reliability of their internet connections. There are commonalities and distinctions in consumers' levels of satisfaction that stem from their unique personalities. Therefore, the results showed that a number of factors influenced consumers' final purchasing decisions. Online shoppers are driven mostly by the belief that doing so would save them time and effort. Online sales of cosmetics have surpassed traditional retail outlets. In contrast, respondents cited product damage and poor quality as the most common issues they encountered

while purchasing online. In addition, shoppers worry a lot about their personal information being compromised or their financial data being stolen when they shop online. Guo, (2012).As internet technology continues to advance, a new advertising model has emerged. While the study found that most online shoppers are college-educated individuals with a favorable impression of online shopping, some people are deterred from doing so due to legitimate safety concerns about making purchases over the Internet. In order to boost their revenue, online merchants have the difficult issue of ensuring the proper security precautions are taken throughout product delivery. These issues must be fixed, and online merchants must also present a diverse selection of items at competitive prices. Customers' interest will increase as a result. Augustie, C. (2014) .The current research found that internet shoppers generally had a positive experience. According to the results of this study, online retailers should prioritize low prices and reliable customer support. To succeed in today's cutthroat business environment, all internet marketers need to prioritize the happiness of their clients, both current and potential, and come up with novel, enticing promotions on a regular basis.

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