



Influence of online shopping attributes on customer satisfaction and loyalty: Moderate impact of e-commerce experience

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ABSTRACT

With an emphasis on the moderating effect of e-commerce experience, this customer base research explores the impact of online shopping attributes on customer happiness and loyalty. The purpose of the study is to comprehend how several elements of the online purchasing experience, such as website design, product choice, cost, and delivery options, affect patron happiness and loyalty. The study also explores the potential moderating influence of e-commerce experience in the relationship between online shopping qualities and customer happiness and loyalty. The study, which polled a sample of online shoppers, offers insightful information about the elements that affect customer happiness and loyalty while purchasing online. This information can help e-commerce companies in their attempts to improve customer experience and boost customer loyalty.

Keywords:

Online shopping, Customer satisfaction and Customer loyalty

INTRODUCTION

Since e-commerce has grown so quickly in recent years, it has become an integral part of the Indian retail landscape. The importance of customer loyalty and reliability has increased as competition among internet business stages has increased, making it more important for businesses to support and develop their sector of the overall industry. Understanding the variables that affect customer satisfaction and loyalty when shopping online is crucial for e-commerce businesses looking to enhance the customer experience and build lasting relationships with their clients. The goal of this customer base research is to determine how Indian consumers' e-commerce experiences affect their level of customer satisfaction and loyalty in relation to specific aspects of online shopping.

1.1 What is e-commerce?

E-commerce, or electronic commerce, refers to the practise of purchasing and offering services or products online. It is a type of digital trade that enables customers and businesses to transact electronically without having to meet in person. According to the markets that each component serves, e-commerce can be divided into four categories. Whereas business-to-consumer (B2C) e-commerce refers to transactions between firms and specific consumers, business-to-business (B2B) e-commerce involves transactions between businesses. Consumer-to-business (C2B) e-commerce refers to transactions when individuals give their goods or services to businesses. Consumer-to-consumer (C2C) e-commerce involves transactions between individual consumers.

E-commerce dates back to the 1960s, when businesses began using electronic data technology to speed up document transfers. Yet, the first known online transaction occurred in 1994 when a man sold a CD to a buddy. Since then, e-commerce has experienced an exponential growth rate, and it now accounts for a significant portion of global trade, with billions of transactions occurring daily.

Unlike traditional brick-and-mortar stores, e-commerce websites don't need actual locations, and the majority of e-commerce enterprises operate in both online and offline environments. E-commerce has developed into a simple and effective way for customers to purchase and for companies to sell their goods and services as a result of technological innovation and the rising popularity of the internet.

1.2 Importance of data collection in ecommerce:

Customer-based data collecting is a crucial part of research in the realm of e-commerce. This is so that businesses can meet the needs of their customers, which depends on the collection of integrated data for effective decision-making.

Integrated data collecting entails compiling and keeping all information from many sources in a single, central location. This makes it simpler for organisations to rapidly and effectively obtain pertinent data and to make quicker, better decisions. To ensure quick and effective delivery, suitable products can be loaded into the closest warehouse using information gathered from a customer's search engine inquiries.

Without integrated data, firms could find it difficult to make wise choices, which could result in subpar results and resource wastage. This is especially true in the complicated world of e-commerce, where decisions need to be made fast and precisely to guarantee client happiness and loyalty.

In conclusion, customer-based data collection is crucial for e-commerce research because it enables companies to swiftly and effectively obtain and evaluate important data, which improves customer happiness and decision-making. Companies that don't give data collecting a high priority run the danger of making bad choices that cost them money and erode client loyalty.

1.3 How data collection works in ecommerce:

In India, tracking user browsing and purchasing behaviour is the main method used to obtain data for e-commerce. When a user uses a search engine to look up a product or visits an e-commerce website, their information is recorded in the database of the latter. The website uses this information to present the user with customised suggestions and display niche advertisements on Facebook and Instagram.

Indian e-commerce businesses also use this information to streamline their supply chains and enhance last-mile deliveries. These businesses can forecast demand and stock inventory appropriately by monitoring user purchasing trends and preferences. In order to shorten delivery times, they can also transport goods from the

warehouse nearest the customer. Ecommerce businesses in India rely largely on integrated data to make informed decisions quickly. This indicates that all the information gathered from various sources is maintained in a single location and is simple for everyone to access within the company and throughout the supply chain. Integrating data allows businesses to make quick decisions, provide customers with improved services, and cut expenses.

Finally, gathering data is a crucial component of ecommerce research in India. Businesses benefit from improved consumer understanding, supply chain optimization, and speedy and effective product delivery. Ecommerce businesses can improve consumer happiness and make better decisions by utilising integrated data.

1.4 Elements Affecting Online Customer Behaviour

The online consumer behaviour in India is influenced by a number of things. Here are a few of the crucial components:

Price: One of the key elements influencing online shopper behaviour is price. Before making a purchase, Indian shoppers frequently research costs on various e-commerce sites because they are generally price-sensitive.

For Indian internet buyers, who frequently worry about the quality and legitimacy of the things being offered online, trust is essential. Reviews and ratings are very important in fostering client trust.

Convenience: Indian consumers place a high priority on convenience and like internet buying because it is more efficient. Their purchasing preferences may be influenced by elements like simple checkout procedures, intuitive navigation, and a variety of payment methods.

Product selection: For Indian internet customers, the availability of a diverse selection of products is crucial. E-commerce sites with a large assortment of products typically draw more users.

Customer service: In India, maintaining customers requires providing excellent customer service. Customer retention rates are typically better on e-commerce platforms that provide quick and efficient customer care.

Mobile optimization is crucial for online businesses in India given the rising popularity of smartphones in the country. Mobile device-friendly e-commerce systems typically have greater conversion rates.

REVIEW OF LITERATURE

The study by Naeem et al. (2020), titled "The Impact of E-Service Quality, Customer Satisfaction and Loyalty on E-Shopping Behaviour: Moderating Effect of E-Shopping Experience," examines the connection between e-service quality, customer satisfaction, loyalty, and e-shopping behaviour with a focus on the moderating effect of e-shopping experience. The results of the study, which is based on a survey of 350 Pakistani online consumers, indicate that good e-service quality has a favourable impact on customer happiness and loyalty, which in turn encourages good e-shopping behaviour. The study also discovered that the association between customer happiness and e-service quality is moderated by e-shopping experience. Article by **V. Kumar and A. Venkatesan** titled "The Influence of Online Shopping Attributes on Satisfaction and Loyalty: A Study of Indian Consumers" (2014). The authors of this study set out to look into how Indian consumers' customer happiness and loyalty were affected by several aspects of online buying. The study included a sample of **389 Indian** online shoppers and used a structured questionnaire to gather data. The authors outlined six aspects of online shopping—website design, product selection, product information, price, delivery, and customer service—and looked at how each factor affected customer happiness and loyalty. The study's findings demonstrated that while pricing had a negative effect on consumer satisfaction, website design, product information, and delivery had a considerable positive impact. Product assortment and delivery did not significantly affect loyalty, but website design, product

information, price, and customer service were found to have a beneficial impact. In order to increase consumer happiness and loyalty, the authors came to the conclusion that online merchants in India should concentrate on enhancing website design, providing accurate product information, offering competitive prices, and offering outstanding customer service. Title of Article: A Moderated Mediation Model Examining the Effects of Online Shopping Experience on Customer Satisfaction and Loyalty Prawesh Singh, Ankur Joshi, and Amanpreet Singh are the authors. **Year: 2018 Singh et al(2018)** 's study intends to investigate how online shopping experiences affect customer loyalty and satisfaction. The study explores the moderating effect of e-commerce experience on the link between online shopping qualities and customer satisfaction as well as the mediating influence of customer satisfaction on the association between online shopping attributes and customer loyalty. The results imply that factors related to online shopping, such as pricing, product variety, and website design, have a favourable effect on patron satisfaction and loyalty. In addition, the study discovered that customer happiness partially mediates the link between customer loyalty and online shopping qualities. Moreover, the association between online shopping qualities and consumer happiness is moderated by e-commerce experience, thus customers with greater e-commerce experience have a higher relationship between these two variables. This study emphasises the value of online purchasing characteristics in predicting customer satisfaction and loyalty, as well as the contribution of e-commerce experience to higher levels of customer satisfaction. The research's conclusions can help e-commerce businesses better their online shopping features and increase client satisfaction and loyalty.

Singh and Pandey's (2021) investigation looked at how online purchasing attributes affected customer satisfaction and loyalty in India. According to the survey, elements like website design, product quality, delivery time, and customer service have a big impact on how satisfied and loyal customers are. The study also discovered that the association between online shopping qualities and customer happiness and loyalty was moderately influenced by e-commerce experience. The authors advised e-commerce businesses to concentrate on enhancing these characteristics in order to increase consumer pleasure and loyalty, which will ultimately lead to business success. Title of the article: A mediation model examining the relationship between online shopping happiness and trust. **Amos T. K. Cheng is the author. Year: 2020**, The author of this study set out to look into how online shopping experiences and trust affected customer loyalty and happiness in the setting of e-commerce in India. The study employed a mediation model to look at the correlations between the factors and data from **296 Indian** online shoppers. The findings showed that consumer happiness and loyalty were significantly positively impacted by both trust and online purchasing experience. The study also discovered that trust entirely mediates the association between online shopping experience and contentment, whereas customer satisfaction partially mediates the relationship between online shopping experience and loyalty. In the Indian e-commerce market, the study's findings demonstrate the significance of online shopping experience and trust in determining customer happiness and loyalty. The study offers insightful information that will help Indian online merchants and marketers create strategies that will improve consumer happiness and loyalty by increasing confidence in online transactions.

Barua, M. K. Garg, N. (2014). an investigation on how customer happiness is impacted by service quality in the context of Indian online shopping. In the context of Indian e-retailing, this study examines the effect of service quality on consumer satisfaction. The authors investigate how aspects of service quality like dependability, responsiveness, certainty, empathy, and tangibility affect customer satisfaction using a survey of **292 Indian** internet buyers. According to the survey, each of these factors contributes favourably to consumer satisfaction, with reliability playing the most significant role. The study also reveals that the relationship between service quality and customer satisfaction is moderated by the consumer's experience with e-commerce platforms, underscoring the significance of this experience in influencing customer opinions.

Srivastava, **R. K., and Singh, S. (2019)**. An empirical study in the Indian context of online purchasing experience, perceived value, and customer happiness. 11(1), 68–90, Journal of Indian Business Research. The study looks at the connections between consumer happiness, perceived value, and internet buying in India. To acquire information, a survey of **350 Indian** online shoppers was carried out. According to the study's findings, customer happiness is significantly positively impacted by both the online purchasing experience and perceived value. The study also discovered that perceived value serves as a partial mediator between the impact of the online shopping experience on consumer satisfaction. The study also discovered that e-commerce experience moderates the impact of online shopping

experience on perceived value and consumer happiness. **Srivastava, M.; Sinha, A. (2020)**. An empirical investigation of Indian consumers' online buying habits and their effects on customer satisfaction and loyalty. The goal of **Sinha and Srivastava's study (2020)** was to investigate how Indian consumers' pleasure and loyalty are impacted by online buying qualities. The authors used structural equation modelling to evaluate the data from **400 respondents** to an online poll (SEM). The findings demonstrated that a number of online purchasing characteristics, including website quality, product variety, pricing, security, and convenience, have a big impact on customer happiness and loyalty. The study also discovered that the association between online shopping qualities and customer happiness and loyalty is moderately influenced by e-commerce experience. A study by **Kim and Park (2018)** found that customer happiness and loyalty are moderately impacted by the e-commerce experience. The study discovered that an e-commerce site's quality, including its design, navigation, and usability, significantly affects customer happiness and loyalty. Price and product details were also discovered to be significant factors that affect customer happiness and loyalty. Customer service was found to be yet another important factor that affects consumer happiness and loyalty in e-commerce in a study by **Chen and Chen (2018)**. According to the survey, prompt and effective customer service increases client loyalty and happiness. The survey also found that security and trust were critical elements in determining consumer loyalty and happiness. Similar to this, a study by **Rahman and Rahman (2019)** discovered that consumer evaluations and ratings had a big impact on customer happiness and loyalty in e-commerce. According to the survey, buyers frequently rely on internet evaluations and ratings to decide whether a product is trustworthy and of high quality, which can affect their satisfaction and loyalty.

OBJECTIVES

- To learn more about the aspects of online shopping that Indian customers value most and how those aspects affect their pleasure and loyalty.
- To investigate the modest effects of e-commerce on the pleasure and adherence of Indian customers to online buying.
- To ascertain how cultural influences affect the online buying preferences and behaviour of Indian clients.
- To comprehend the special difficulties and opportunities that Indian e-commerce businesses must overcome in order to give their customers a positive and enduring online buying experience.
- To determine the methods and techniques that e-commerce businesses can use to increase Indian customers' pleasure and loyalty.

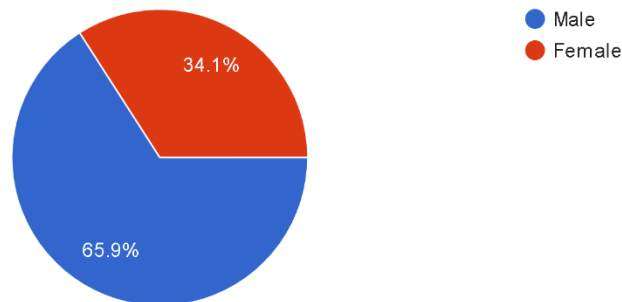
RESEARCH METHODOLOGY

- Undertaking a thorough analysis of pertinent papers and literature in order to comprehend the state of the field and pinpoint any areas that require further study.
- Sampling: Choosing a representative sample of Indian online buyers by figuring out the sample size and taking into account variables like age, gender.
- Data collection: To learn more about Indian consumers' online buying habits, preferences, and experiences, primary data will be gathered using surveys, questionnaires

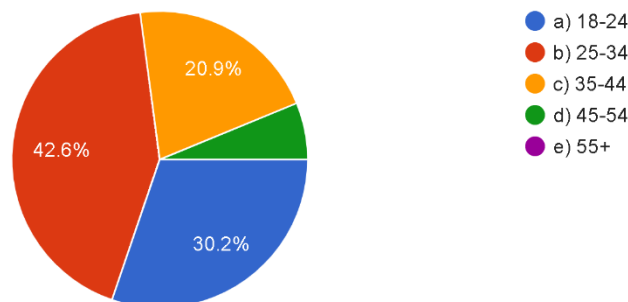
- **Data analysis:** Investigating the relationships between characteristics of online shopping, customer satisfaction, and loyalty using statistical tools and techniques.
- **Findings and Conclusions:** Analyzing the data analysis findings to provide inferences and suggestions for e-commerce businesses to enhance the experience of Indian customers who purchase online. To make the results easier to grasp, they can be presented as tables, graphs, and charts.
- **Reporting:** Creating a thorough report of the research results and suggestions for the e-commerce industry's stakeholders, including e-commerce businesses, legislators, and researchers. The report should also outline the study's shortcomings and make recommendations for more research.

DEVELOPED SURVEY

Gender
129 responses

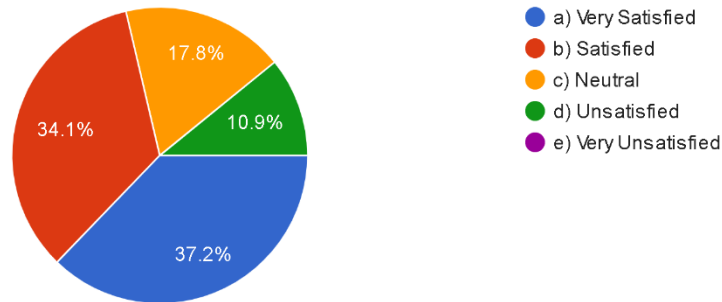


What is your age group?
129 responses



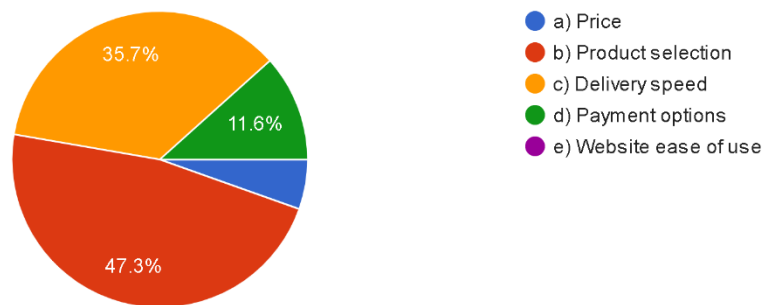
Which of the following best describes your overall experience with online shopping?

129 responses



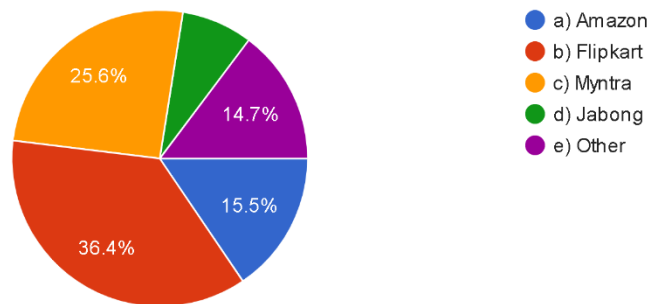
Which factor do you consider most important when shopping online?

129 responses



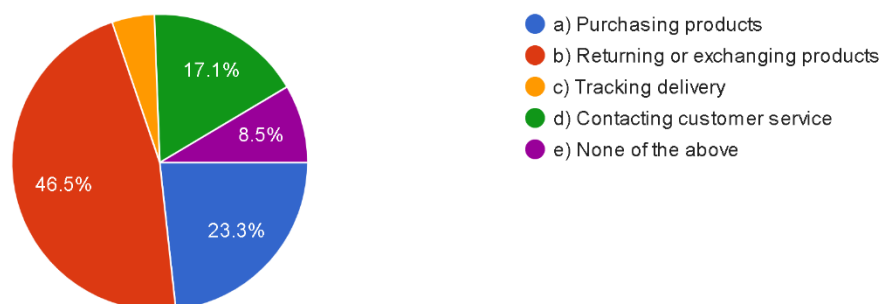
Which of the following e-commerce platforms have you used for online shopping in the past?

129 responses



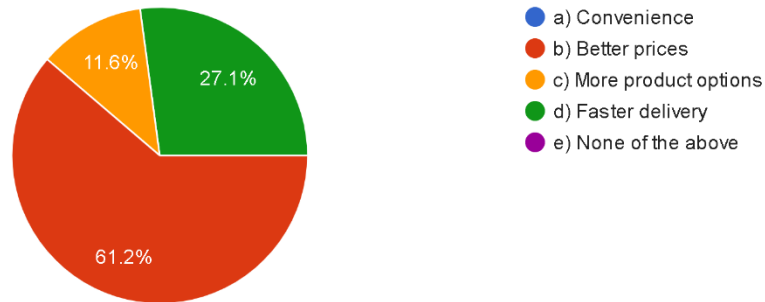
Which of the following online shopping experiences have you had in the past?

129 responses



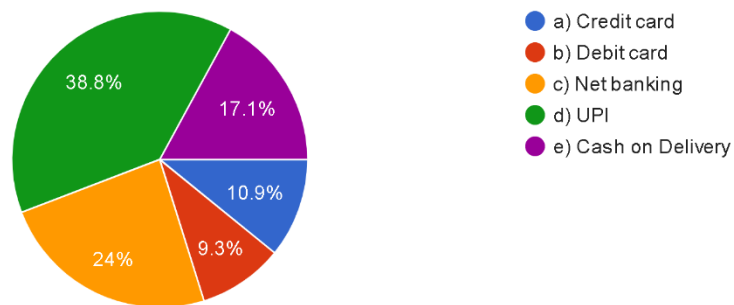
Which of the following do you think is the biggest benefit of online shopping?

129 responses



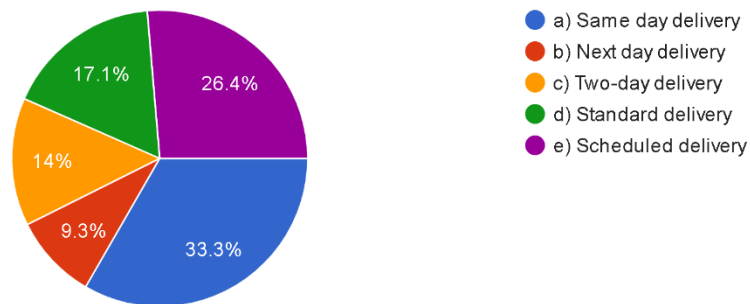
Which of the following payment methods do you prefer to use when shopping online?

129 responses



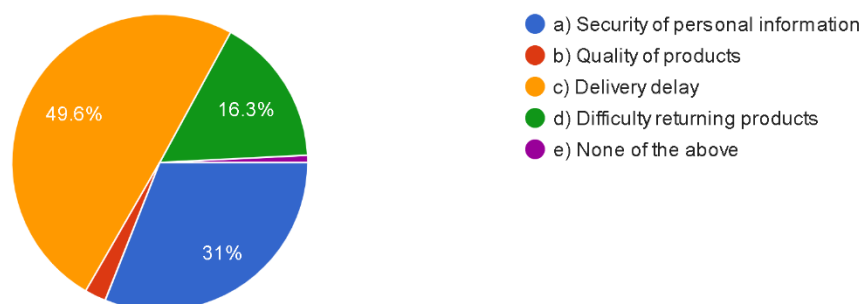
Which of the following delivery options do you prefer when shopping online?

129 responses



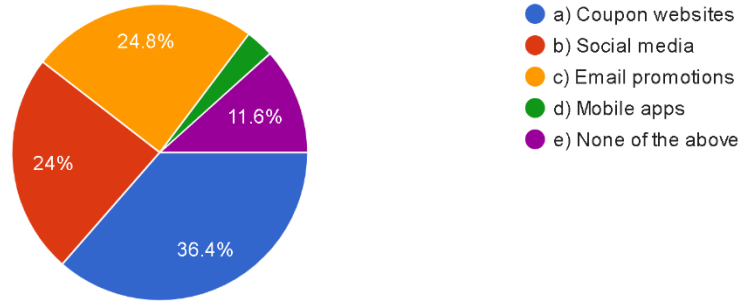
Which of the following do you think is the biggest concern about online shopping?

129 responses



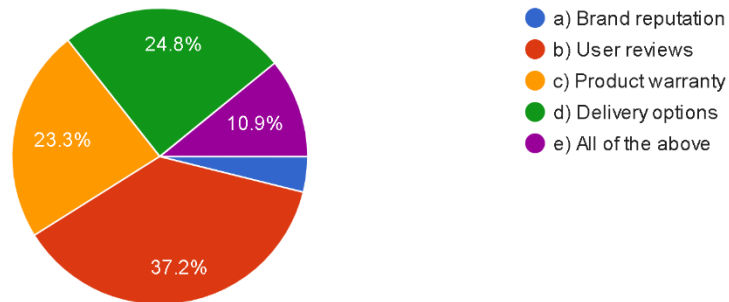
Which of the following have you used to find deals or discounts when shopping online?

129 responses



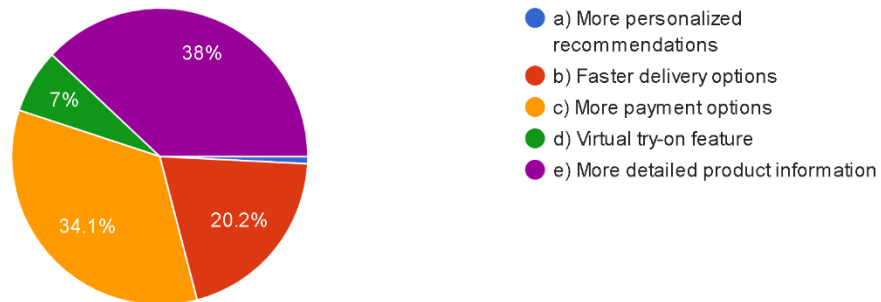
Which of the following factors influence you to shop from an e-commerce website?

129 responses



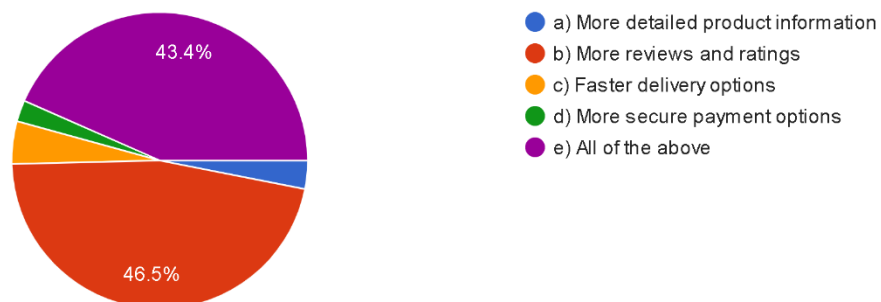
Which of the following do you think would encourage you to shop more online?

129 responses



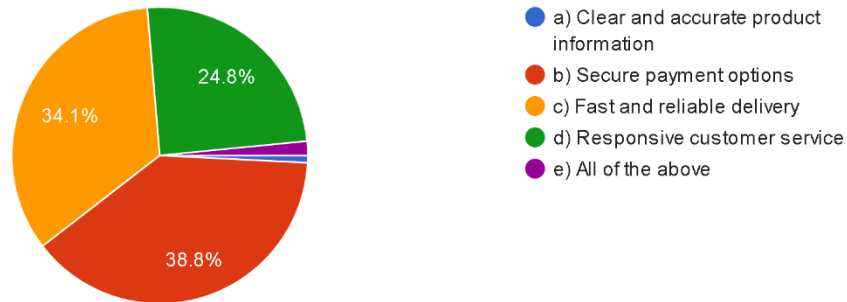
Which of the following do you think would improve your online shopping experience?

129 responses



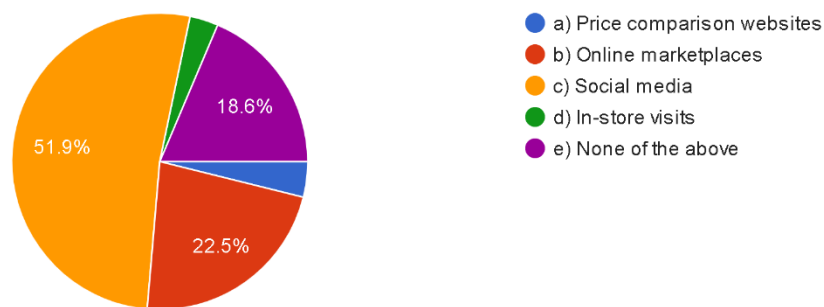
Which of the following do you think are important in ensuring a positive online shopping experience?

129 responses



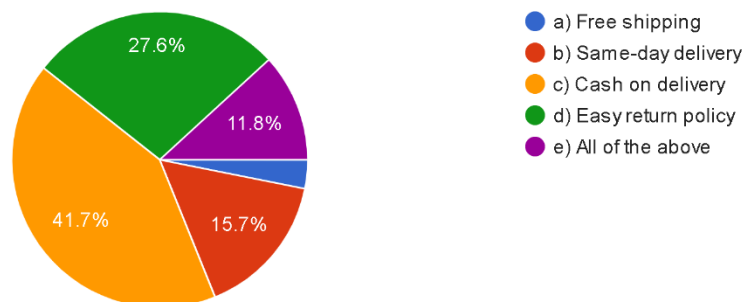
Which of the following have you used to compare prices before shopping online?

129 responses



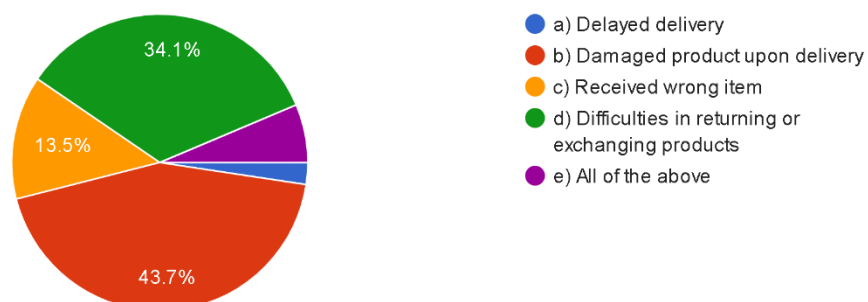
Which of the following do you think would make you more likely to shop from a particular e-commerce website?

127 responses



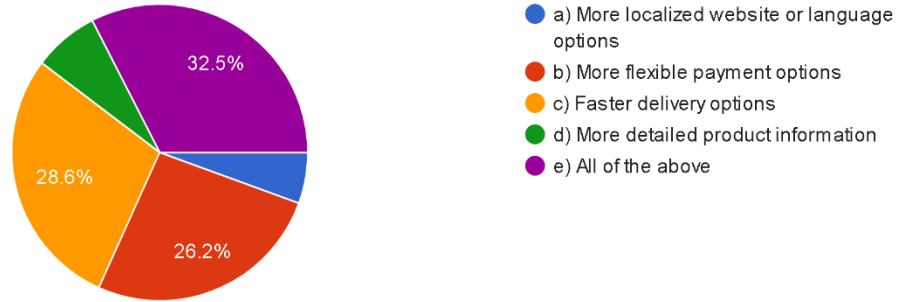
Which of the following have you experienced when shopping online?

126 responses



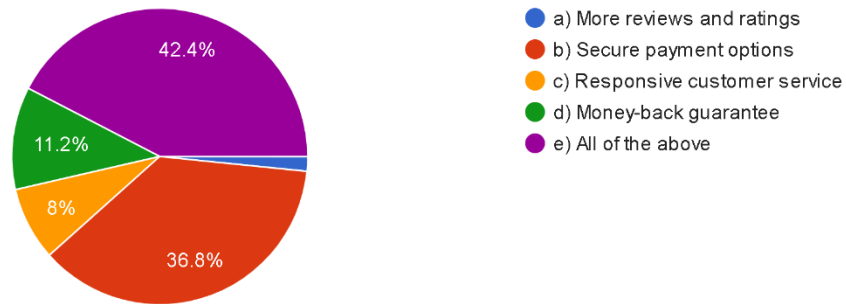
Which of the following do you think would make online shopping more accessible for you?

126 responses



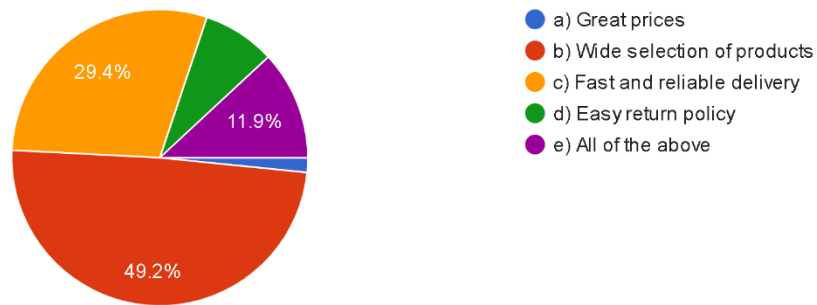
Which of the following do you think would increase your trust in an e-commerce website?

125 responses



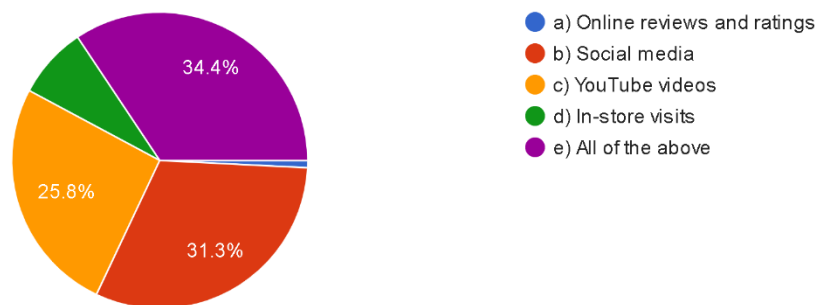
Which of the following do you think would make you more likely to recommend an e-commerce website to others?

126 responses



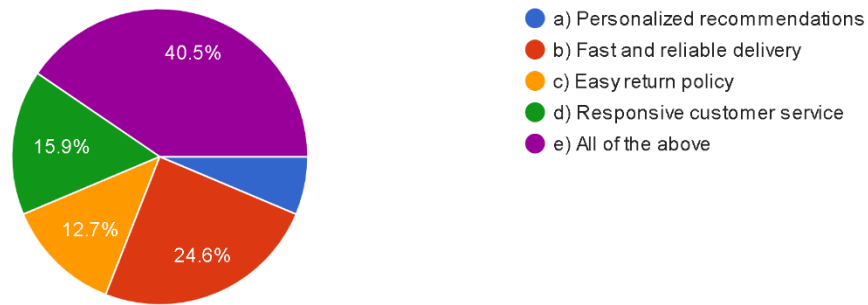
Which of the following have you used to research products before shopping online?

128 responses



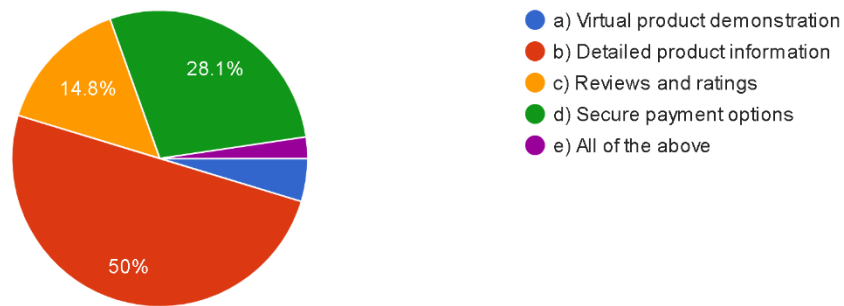
Which of the following do you think would make you more likely to shop from an e-commerce website again?

126 responses



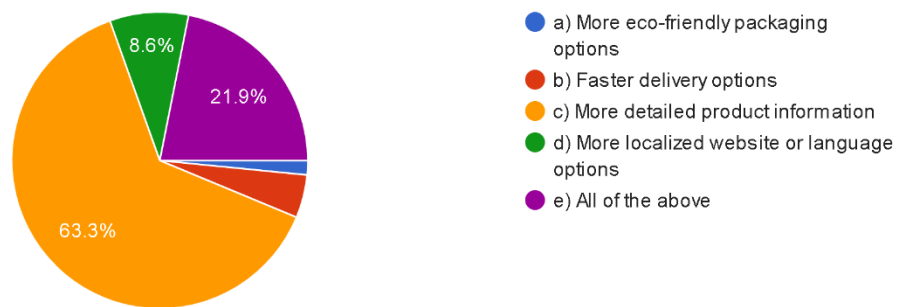
Which of the following would make you more comfortable with buying big-ticket items online?

128 responses



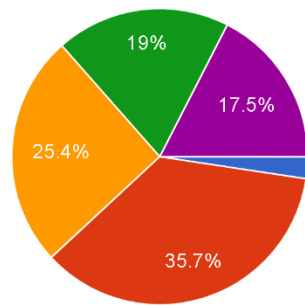
Which of the following do you think would make online shopping more sustainable?

128 responses



Which of the following do you think would make you more comfortable with buying luxury items online?

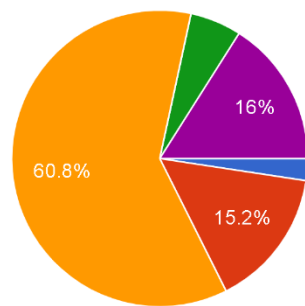
126 responses



- a) Detailed product information
- b) Reviews and ratings
- c) Secure payment options
- d) Virtual try-on feature
- e) All of the above.

Which of the following would make you more likely to shop from a new e-commerce website?

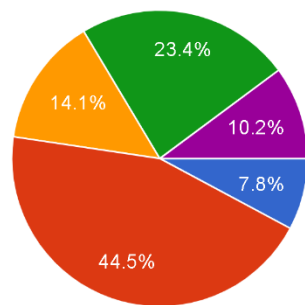
125 responses



- a) Great prices
- b) Wide selection of products
- c) Secure payment options
- d) Responsive customer service
- e) All of the above

Which of the following do you think would make online shopping more convenient?

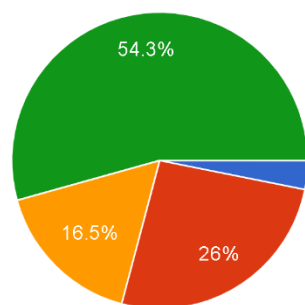
128 responses



- a) Virtual try-on feature
- b) Same-day delivery
- c) Mobile app availability
- d) Virtual product demonstration
- e) All of the above

Which of the following have you experienced when shopping online?

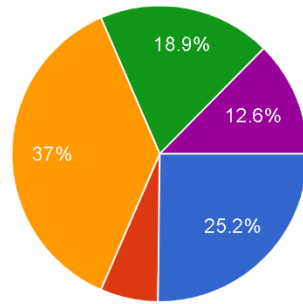
127 responses



- a) Difficulties in tracking your order
- b) Received products that were not as described
- c) Received damaged products
- d) All of the above

Which of the following do you think would make online shopping more accessible for people with disabilities?

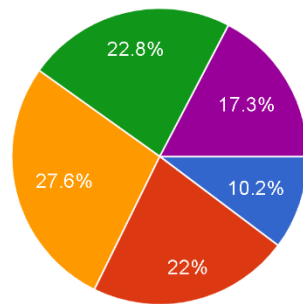
127 responses



- a) More localized website or language options
- b) More detailed product information
- c) More flexible payment options
- d) Virtual product demonstration
- e) All of the above

Which of the following do you think would make online shopping more appealing for older adults?

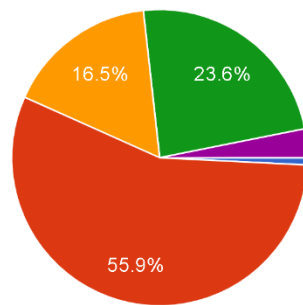
127 responses



- a) Clear and easy-to-use website design
- b) Detailed product information
- c) Secure payment options
- d) Responsive customer service
- e) All of the above

Which of the following do you think would make you more likely to shop from an e-commerce website for groceries?

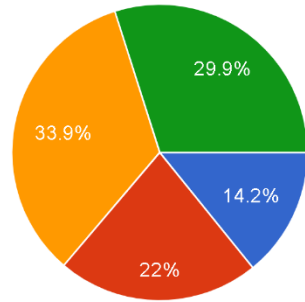
127 responses



- a) Same-day delivery
- b) Subscription-based delivery options
- c) Cash on delivery
- d) Real-time inventory updates
- e) All of the above

Which of the following have you experienced when shopping online for groceries?

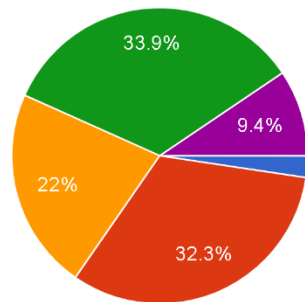
127 responses



- a) Received expired or expired soon products
- b) Received products that were not as described
- c) Received products with missing parts or accessories
- d) All of the above

Which of the following do you think would make you more comfortable with buying perishables online?

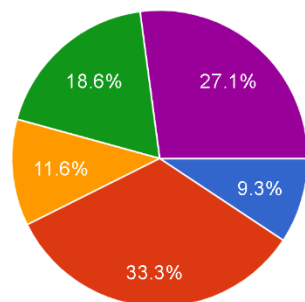
127 responses



- a) Real-time inventory updates
- b) Same-day delivery
- c) Secure payment options
- d) Detailed product information
- e) All of the above

Which of the following would make you more likely to shop for fashion online?

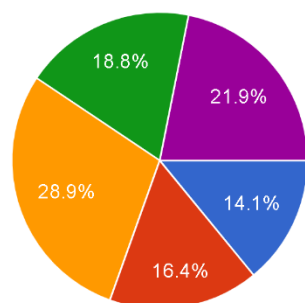
129 responses



- a) Virtual try-on feature
- b) Detailed product information
- c) Reviews and ratings
- d) Same-day delivery
- e) All of the above

Which of the following do you think would make online shopping more secure?

128 responses



- a) Two-factor authentication
- b) Secure payment options
- c) Responsive customer service
- d) Money-back guarantee
- e) All of the above

ANALYSIS AND RESULTS

- **Statistical Test Type: (Independent Sample T-Test)**

I conducted an independent samples t-test to examine the age groups of males and females. This involved testing the null hypothesis that there is no significant difference between the means of the two groups, against the alternative hypothesis that there is a significant difference.

t-test: A statistical test used to determine if there is a significant difference between the means of two groups.

GENDER_V: A variable representing the gender of the participants.

AGE_V: A variable representing the age of the participants.

N: The sample size, or number of participants. In this case, N=85 for males and N=44 for females.

Mean: The average value of a variable within a sample. In this case, the mean age for males was 2.9059 and the mean age for females was 3.0000.

Std. Deviation: The amount of variability or dispersion of a variable within a sample. In this case, the standard deviation for males was .92097 and for females it was .83527.

Std. Error Mean: The standard error of the mean is a measure of the precision of the mean estimate. It represents the standard deviation of the sample means of repeated samples. In this case, the standard error of the mean was .09989 and .12592 for males and females, respectively.

df: Degrees of freedom, which is a measure of the amount of information available to estimate a population parameter. In this case, df=127 assuming equal variances and df=94.909 assuming unequal variances.

F: The F-statistic is used to compare the variances of two populations. In this case, F=5.651 assuming equal variances.

Sig.: Significance level, which is the threshold probability used to determine if the results of a statistical test are statistically significant. In this case, the significance level was .019 assuming equal variances and .560 assuming unequal variances.

t: The t-value is a measure of the difference between the means of two groups relative to the variability of the data within each group. In this case, the t-value was -.568 assuming equal variances and -.586 assuming unequal variances.

Sig. (2-tailed): The two-tailed p-value represents the probability of observing a t-value as extreme or more extreme than the observed value, assuming the null hypothesis is true. In this case, the p-value was .571 assuming equal variances and .560 assuming unequal variances.

Mean Difference: The difference between the means of the two groups. In this case, the mean difference was -.09412, indicating that females were slightly older than males on average. However, this difference was not statistically significant.

```
T-TEST GROUPS=GENDER_V(1 2)
  /MISSING=ANALYSIS
  /VARIABLES=AGE_V
  /CRITERIA=CI (.9500) .
```

Group Statistics

	GENDE R_V	N	Mean	Std. Deviation	Std. Error Mean
AGE_V	Male	85	2.9059	.92097	.09989
	Female	44	3.0000	.83527	.12592

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
AGE_V	Equal variances assumed	5.651	.019	-.568	127	.571	-.09412	.16582	-.42225	.23402
	Equal variances not assumed			-.586	94.909	.560	-.09412	.16073	-.41322	.22498

df (degrees of freedom) = 127 (it means that there are 127 total observations in the sample)

The t-value was calculated as $-.568$ with degrees of freedom (df) equal to 127 and a significance value of $.571$ for a two-tailed test. p-value is greater than the significance level of 0.05, indicating that we fail to reject the null hypothesis. The null hypothesis in this case is that there is no significant difference between the means of the male and female age groups.

NEED OF STUDY

E-commerce in India is expanding quickly, and this trend is predicted to continue. The e-commerce market in India has grown significantly over the past several years. Understanding Indian consumers' tastes, behaviours, and experiences is crucial as more and more of them start to shop online. This will increase their satisfaction with and loyalty to e-commerce platforms.

E-commerce Firms Face Growing Competition: The Indian e-commerce business is very competitive, with a number of players competing for a piece of the action. E-commerce businesses may stand out from the competition and draw in and keep customers by having a thorough understanding of the elements that affect customer happiness and loyalty.

Indian buyers exhibit distinctive cultural, social, and economic characteristics that affect their online shopping choices and behaviour. An investigation of the wants and expectations of Indian consumers in particular might assist e-commerce businesses better tailor their products.

Importance of Customer Satisfaction and Loyalty: E-commerce businesses are not an exception when it comes to the importance of customer satisfaction and loyalty. Customers that are happy and devoted are more likely to make additional purchases from the platform and refer others to it. E-commerce businesses may boost client retention rates and revenue by better understanding the elements that affect consumer happiness and loyalty.

LIMITATIONS

Sampling bias: The study may be constrained by the choice of an online consumer sample that isn't necessarily representative of all Indians. As a result, there may be skewed findings and conclusions that cannot be applied generally.

Self-Reporting Bias: Participants' self-reported information, which is sometimes inaccurate or incomplete, is used to collect data through surveys and questionnaires. Moreover, participants may be reluctant to admit their genuine thoughts or actions, which could skew the results.

Language Barrier: India is a multicultural nation with many different languages spoken in various parts of the country. If the data collection and analysis are only done in one or two languages, it may be difficult to capture the opinions and experiences of a wide range of clients, which could limit the study.

Restricted Scope: The study may only cover a small subset of online buying characteristics and how those characteristics affect customer loyalty and satisfaction. This could lead to the neglect of other crucial elements

that could affect consumer behaviour and preferences.

Time Restrictions: The study may be constrained by the time requirements for data collection and analysis, which may prevent a thorough examination of all pertinent issues.

SCOPE FOR FUTURE

- Comparison of the various regions' online shopping experiences
- An examination of how tailored marketing affects consumer loyalty
- Examining the significance of trust in online buying
- Examining how social media affects internet buying
- Analyzing the effects of returns and refunds on consumer loyalty and satisfaction

RESEARCH GAPS

- There aren't many research that particularly examined Indian customers in terms of online buying qualities and their effects on consumer happiness and loyalty.
- Absence of study on the relationship between online shopping qualities and consumer satisfaction and loyalty and the moderating influence of e-commerce experience.
- There is little information on how cultural variables affect Indian consumers' online shopping habits.
- There is little information on how certain aspects of internet purchasing affect distinct client groups, such as rural versus urban customers or high versus low income customers.
- There is little information on the effectiveness of various loyalty programme kinds in the Indian e-commerce market.

CONCLUSIONS

An important topic of research that has a number of knowledge gaps and possible research areas is the impact of online shopping attributes on customer happiness and loyalty, with an emphasis on the Indian client base. There is a need for more research to fully comprehend the distinct demands and preferences of Indian customers, even though the existing literature has offered some insights into the elements that affect customer happiness and loyalty in the e-commerce sector. Future studies could examine the effects of tailored marketing, the importance of trust, the influence of social media, and the potency of loyalty programmes in the Indian e-commerce sector. Therefore, more research in this field might offer beneficial insights for e-commerce businesses to enhance their strategies and better serve their clients, ultimately increasing client loyalty and happiness.

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