

Online Shopping and Customer Satisfaction in College–Level Students in Kathmandu Valley

Raju Bhai Manandhar*, Jagat Timilsina#

* Public Youth Campus, Tribhuvan University, Kathmandu, Nepal

#Central Department of Management, Tribhuvan University, Kathmandu, Nepal

Received: 23 September 2023

Reviewed: 27 November 2023

Accepted: 26 December 2023

Published: 31 December 2023

Correspondence:

Raju Bhai Manandhar

raju.pyc@gmail.com

Citation:

Manandhar, R. B., & Timilsina, J. (2023). Online shopping and customer satisfaction in college–level students in Kathmandu Valley. *The Journal of Business and Management*, 8(2), 76-88.

<https://doi.org/10.3126/jbm.v7i02.62588>

Abstract

Background: Online shopping is becoming a popular electronic business day by day even in. Consumers can directly buy goods or services through the internet using a web browser when they engage in online shopping.

Objectives: The primary objective of the study is to investigate how factors such as product quality, information accessibility, and shipping costs affect customer satisfaction toward online shopping in Kathmandu Valley.

Methods: The study used an analytical research design. By utilizing a convenience sampling technique, 400 respondents were chosen from college-level students in Kathmandu Valley. The questionnaire survey was used to gather the primary data, which was then analyzed using cross-tabulation, an independent t-test, correlation analysis, and regression to produce the study's findings.

Results: There is an association between information availability, product quality, and shipping cost with customer satisfaction toward online shopping, however, there is a strong association between the information availability and customer satisfaction. Customer satisfaction was highly impacted by the product quality and information availability, whereas it was not affected by the shipping cost. The quality of the product, the availability of information, and customer satisfaction were not impacted by gender; only shipping costs were affected.

Conclusion: In conclusion, the online company needs to provide accurate information about their products and their business to draw potential customers and maintain the standard of websites with up-to-date information to retain regular customers. The company also needs to sell a high standard of its products and services to improve the company's reputation to fulfill customers' expectations. The company should also consider providing better service by timely delivering items at low cost. Future researchers will have access to a larger sample size across a variety of geographic concentrations to evaluate customer satisfaction in online shopping together with other independent factors of the general public.

Keywords: Availability of information, customer satisfaction, online shopping, product quality, and shipping cost.

JEL Classification: D83, O33, M31

Introduction

Business organizations are trying to use electronic commerce (e-commerce) to interact with customers to obtain a competitive edge as a result of e-commerce's global expansion (Quinn Malloy, 2022). Nowadays, online purchasing is a rapidly growing trend. Consumers are increasingly using online shopping to make purchases, do product research, or simply just pass the time. As a result, the relationship between marketers and their clients as a whole is altering due to online shopping environments (Suharto et al., 2021). Consumer decisions are mostly driven by online representations of products, such as photographs, videos, high-quality information, and pictures (Brennan et al., 2018; Constantinides, 2023).

According to Haubl and Trifts (2000), online shopping entails using a computer-based interface to browse a retailer's online storefront. The relationship between marketers and consumers has changed as a result of the Internet's transformation into a global platform for transactions (Koo, Kim, & Lee, 2008). The idea of a global village has been aided by the huge growth of online purchasing. It also lowers the price of inventory management (Dahiya, 2012). Customers can make purchases without going into actual stores. Buyers rely on product photographs on the retailer's website, which makes the online shopping experience unique (Gong, Stump, & Maddox, 2013).

The usage of gadgets like tablets, computers, and cell phones to access the internet has made e-commerce a booming market for retailers (Kau, Tang, & Ghosh, 2003). Additionally, the internet has made it possible to distribute used goods and services widely (Rudolph, Rosenbloom, & Wagner, 2004). Developing nations' business paradigms cannot be compatible with current technology, producing less-than-ideal outcomes (Kshetri, 2008). Shopping experiences and finding discounts have an impact on consumer choices for online stores. Due to its convenience and cost advantages, fashion is a common online purchase (Hau, 2013). Online stores, both foreign and domestic, provide a large selection of brands at reasonable costs with excellent customer support.

Globally, students' shopping habits have shifted due to the growing popularity of internet shopping (Foucault & Scheufele, 2002). Through online purchases, students seek ease and time savings. Young people being drawn to these online platforms is the main result, despite marketing efforts (Chin et al., 2009). Through the internet, customers can order a staggering array of goods (Yomnak, 2007). The world of marketing has been significantly impacted by the internet's explosive rise. Nowadays, doing business online is one of the most popular strategies used by both businesses and customers. The expansion of internet use in Nepal has changed how businesses operate by connecting buyers and sellers. The popularity of online purchasing is growing among Nepalis, particularly among students. Because of the rising use of tablets and laptops to access the internet, the e-commerce sector in Nepal is

expanding quickly. The motivations behind student purchases can be either utilitarian or entertainment based (Batra & Ahtola, 1991), with a focus on meeting certain needs (Babin, Darden, & Griffin, 1994). The rapid growth of online shopping as a popular electronic business has become increasingly prevalent, with consumers in Kathmandu Valley and beyond opting for the convenience of purchasing goods and services through web browsers. Customer satisfaction is challenging to achieve, especially in an online setting where there is little interaction between customers and personnel. Customer satisfaction is the result of experiences during several purchasing stages, including wanting something, learning more about it, weighing your options, making the actual purchase, and your subsequent actions (Kotler & Keller, 2006). Profitability and the development and maintenance of long-term client relationships depend on customer satisfaction. To enhance our understanding of this phenomenon, this study seeks to investigate the impact of various factors, namely product quality, information accessibility, and shipping costs, on customer satisfaction in the context of online shopping within Kathmandu Valley.

The objective of this study is to determine how product quality, information availability, and shipping costs affect customer satisfaction toward online shopping among college students in Kathmandu Valley. The following are alternative hypotheses:

H1: There is an effect of product quality on customer satisfaction toward online shopping.

H2: There is an effect of the availability of information on customer satisfaction toward online shopping.

H3: There is an effect of shipping cost on customer satisfaction toward online shopping.

H4: There is an effect of gender on customer satisfaction toward online shopping.

The existing studies have primarily examined these factors in isolation or with limited consideration of their interdependencies. Customer satisfaction in online buying is a multifaceted phenomenon influenced by various factors, and it is likely that the impact of one factor may be moderated or mediated by others. Understanding how these factors interact and influence customer satisfaction holistically is crucial for developing effective strategies for online retailers to enhance customer satisfaction and loyalty. By addressing these research gaps, scholars can contribute to a more comprehensive understanding of customer satisfaction in online buying and provide actionable insights for businesses to improve their online shopping platforms and strategies.

Review of Literature

In 1986, Fred Davis proposed the Technology Adoption Model (TAM) to analyze user adoption of information systems. TAM emphasizes perceived ease of use and perceived utility, key factors influencing technology acceptance. Davis later integrated TAM with perceived risk theory, exploring the correlation between perceived network risk and technology uptake. TAM is employed to experimentally assess end-user information systems, revealing the nexus between user acceptance and technology utilization. As a fundamental theory in information systems research, TAM underscores cognitive and psychological variables shaping user acceptance of technology.

According to John, Mowen, and Michael (1997), product quality is the entire assessment of the performance excellence of the good or service by the consumer. Customer satisfaction is a direct result of how customers perceive quality, therefore in a cutthroat market, continual attempts to improve their experience and satisfaction are necessary. According to Jahanshahi et al. (2011), customer satisfaction and product quality are positively correlated. According to Niroula (2020), there is a correlation between perceived ease of use service quality, and customer happiness. Additionally, Momtaz et al. (2011) discovered a link between product quality and consumer happiness. The study also discovered that customers' satisfaction in the Kathmandu Valley is positively impacted by online buying. In the Kathmandu Valley, convenience, site design, time, saving, and security, according to Tamrakar (2016), have a positive and significant influence on customers' happiness with online purchasing. Thapa (2016) discovered a positive correlation between website quality and consumers' perceptions of online purchasing in the Kathmandu Valley.

In the long run, according to Pervaiz et al. (2010), client loyalty can only be reached by customer satisfaction, which can be attained by offering thorough product information on websites, exceptional customer service, high-quality products, and prompt product delivery. User interface quality, information quality, perceived quality, perceived privacy, and the effects of website design are the main elements impacting customer satisfaction in online buying, according to Tekniska Hogslola BTH. Mustafa (2011). Guo, Ling, and Liu (2012) found that major predictors of customer satisfaction in online shopping include website design, security, information quality, payment method, e-service quality, product quality, product variety, and delivery services. According to Muruganantham et al. (2016), the most important elements affecting consumer satisfaction were offering, the best pricing, high-quality products, and simplicity of shopping.

Sathiya Bama and Ragaprabha (2016) found that customer satisfaction with online shopping is related to the area of residence and the cost of the most recent purchase. Momtaz et al. (2011) discovered that online shopping expenses and customer satisfaction are positively related.

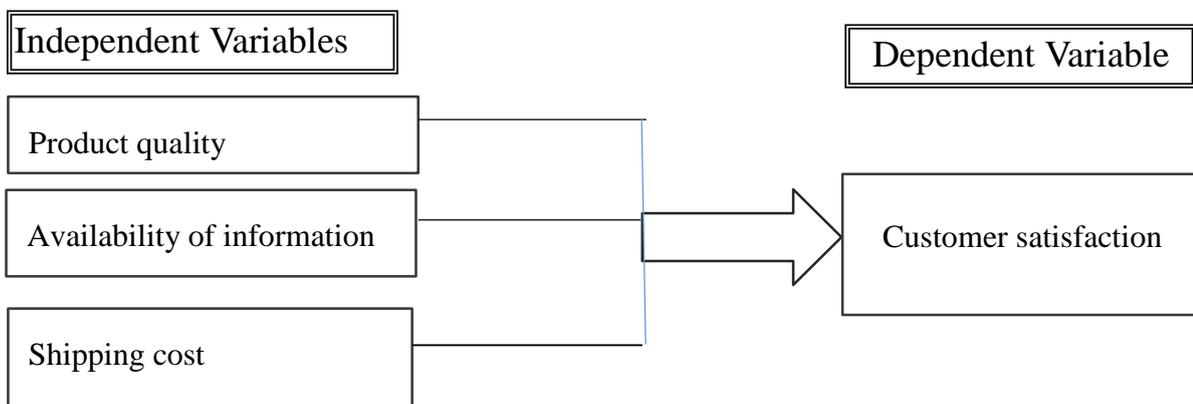
According to Sathiya Bama and Ragaprabha (2016), age, gender, and occupation are all related to how satisfied customers are with their online purchases. According to Ganapathi (2018), there is a substantial correlation between customers' degree of happiness with internet shopping and their age,

gender, and level of education.

The existing literature on customer satisfaction in online buying has highlighted several key factors and their relationship with customer satisfaction. However, there are still notable research gaps in this field that warrant further investigation. Based on the literature provided, the following research gap can be identified: While the literature has extensively explored various factors influencing customer satisfaction in online buying, such as user interface quality, information quality, perceived quality, perceived privacy, website design, security, payment method, e-service quality, product quality, product variety, delivery services, offers, pricing, and simplicity of shopping, there is a limited focus on the interaction and interplay of these factors. Specifically, there is a need for research that examines how these factors collectively contribute to and interact in shaping customer satisfaction. The conceptual framework of this study has been presented in Figure 1.

Figure 1

Conceptual Framework



Definition of Variables

Product Quality refers to a product's excellence or superiority. This includes product performance, durability, features, and customer happiness. The above aspect shapes customer impressions and brand reputation.

Information Availability refers to how easily people and organizations may obtain relevant data, facts, and resources. Decision-making and problem-solving require informed choices and effective actions.

Shipping Costs are the price of transporting products from one place to another. This entails transporting goods from a warehouse or distribution center to the customer. Shipping involves moving commodities from sellers to buyers. Logistics packaging, handling, and delivery are essential to the supply chain and customer satisfaction.

Customer Satisfaction is the extent to which a product or service meets or exceeds customers' expectations. It's a key indicator of customer loyalty and company performance. High customer satisfaction often leads to customer loyalty and positive word-of-mouth.

Materials and Methods

The study employs a descriptive and explanatory research design to find out its outputs. It targets college-level students in Kathmandu Valley who prefer an online shopping experience. The sample, comprising 400 respondents, is selected through convenience sampling. Primary data are sources of information for the study to address the research objectives. The data have been collected using a well-structured questionnaire developing a five-point Likert scale. The analysis encompasses statistical measures like mean, standard deviation, variance, independent sample t-test, correlation, and regression to extract meaningful insights from the collected data.

Results and Discussion

Table 1

Respondents' Profile

Educational level	Frequency	Percent
Graduate	332	83
Postgraduate	68	17
Campus	Frequency	Percent
Public youth	160	40
Sankhar Dev	140	35
Global	30	7.5
Pashupati M.	70	17.5
Total	400	100

Source: Field Survey, 2023.

Table 1 shows that 83 percent of respondents held a graduate degree, which is the most common educational level. Similarly, a postgraduate degree was determined to be the highest level of education held by 17% of the respondents. The public youth campus had the highest participation rate, with 40% of the students from that campus participating. Sankhar Dev campus participants came in second with 35% of the respondents, followed by 7.5 percent from the Global campus and 17.5% from the Pashupati multi-campus.

Table 2

Satisfaction with Online Shopping

Satisfaction with online shopping	Frequency	Percentage
Yes	264	66
No	136	34
Total	400	100.0

Source: Field Survey, 2023

According to Table 2, 66% of candidates were pleased with their online purchases, whereas 34% of candidates encountered issues and expressed dissatisfaction with their online purchases. Most of the

applicants were pleased with their internet purchases.

Descriptive statistics

Cronbach's Alpha was applied, as stated by Gliem and Gliem (2003), in order to evaluate the dependability and validity of each question included in the dataset that was presented on Table 3.

Table 3

Reliability results

S.N.	Variables	Cronbach's Alpha Coefficient
1	Product quality	.742
2	Information availability	.853
3	Shipping	.765
4	Customer satisfaction	.718

Source: Field Survey, 2023.

A Cronbach's Alpha of 0.742 for the product quality variable shows that it has a high degree of internal consistency. A Cronbach's Alpha of 0.853 for information availability indicates a high level of internal consistency. While the shipping variable has a high Cronbach's Alpha value of 0.765, which denotes good reliability, the opposite is true. Similar results are seen for Cronbach's Alpha of the customer satisfaction variable, which is 0.718, just shy of 0.750. The internal consistency of all variables, with the exception of customer satisfaction, is satisfactory, ensuring the validity of the study's items.

Table 4

Mean, Standard deviation, and Variance

Variables	Mean	S. D.	Variance
Product quality	3.19	1.18	1.39
Information availability	2.95	0.98	0.95
Shipping cost	3.06	1.02	1.04
Customer satisfaction	2.91	0.96	0.92

Source: Field Survey, 2023.

The independent variable, product quality, has the greatest mean value among the other variables, as shown in Table 4, with a mean value of 3.19, followed by shipping costs, the accessibility of information, and customer happiness. With a value of 1.18 in standard deviation and 1.39 in variance, the independent variable product quality is also determined to have the highest standard deviation and variance.

Table 5

Independent sample t-test

Variables	Groups	Number	Mean	Std. Dev	P-Value
Availability of Information	Male	168	3.13	1.15	0.689
	Female	232	3.25	1.33	
Product Quality	Male	168	2.80	0.92	0.169
	Female	232	3.13	1.03	
Shipping cost	Male	168	2.87	0.95	0.044
	Female	232	3.29	1.08	
Customer satisfaction	Male	168	3.69	0.52	0.25
	Female	232	3.52	0.77	

Source: Field Survey, 2023.

An independent sample t-test was performed to look into the relevant factors, and the results are shown in Table 5. The analysis includes a comparison of the mean difference between male and female students using a P-value. Using an independent sample t-test technique, the mean difference of the investigated variable was compared. In terms of product quality, information accessibility, and customer happiness, the p-values of 0.689, 0.169, and 0.25, all higher than the standard significance level of 0.05 indicate statistically negligible differences between men and women. However, given that the P-value is 0.044, which is lower than the usual significance criterion of 0.05, it can be inferred that there is a statistically significant difference in shipping costs between males and females.

Correlation Analysis

Customer satisfaction is the dependent variable in this study, whereas product quality, information availability, and shipping are the independent variables. Karl Pearson's correlation coefficient was used to show how online shopping behavior relates to costs, ease of use, and security.

Table 6

Relation between Variables for all Samples

	PQ	AI	S	CS
PQ	1			
AI	.769*	1		
S	.771*	.778*	1	
CS	.485**	.662**	.573*	1

Source: Field Survey, 2023.

Table 6 shows a positive correlation coefficient of 0.485 between product quality and consumer satisfaction in online buying behavior. Similarly, there is a positive correlation coefficient of 0.662 between customer satisfaction and information accessibility there is also a positive correlation coefficient of 0.573 between customer satisfaction and shipping costs, demonstrating that shipping is also favorably connected with consumer satisfaction in online buying behavior. The data indicate that

there is a significant relationship between customer satisfaction and the availability of information.

Effect of Independent Variables on Dependent

The regression equation presented herein is employed to ascertain the impact of product quality, information availability, and shipping costs on customer satisfaction.

Table 7

Model Summary of Regression

	Coefficient	Sig
(Constant)	1.0436	0.000
Information availability	0.541	0.003
Product quality	0.476	0.014
Shipping costs	0.396	0.069
R ²	0.467	
F value	59.98	
p-value	0.000	

Source: Field Survey, 2023.

Table 7 provides the R² value as 0.467, the F statistic value as 59.98, and the p-value as 0.000. The results of the statistical analysis, which was done at a significance level of 5%, point to a significant level of effectiveness for the model. As evidenced by their respective p-values of 0.003 and 0.014, the outcome demonstrates statistical significance for both information accessibility and product quality. The p-value for shipping costs, on the other hand, is 0.069, which denotes insignificance. As a result, shipping costs do not have an effect on consumer preference, whereas ingredients and quality have a major impact.

Table 8

Summary of Hypothesis Testing

	Effect	Result
H1	Product quality – Customer satisfaction in Online shopping	Supported
H2	Availability of information – Customer satisfaction in Online shopping	Supported
H3	Shipping cost - Customer satisfaction in Online shopping	Not Supported
H4	Gender - Customer satisfaction in online shopping	Not supported

According to the findings presented in Table 8, the results pertaining to H1 indicate a significant impact of information availability on customer satisfaction in online shopping. Likewise, H2 also asserts a significant impact of product quality on customer satisfaction in online shopping. Ultimately, the findings of study H3 indicate that shipping does not have a significant impact on customer satisfaction

in online shopping.

The result found that product quality has a significant effect on customer satisfaction toward online shopping of students in Kathmandu. The result is almost similar to Muruganantham et al. (2016) revealed that factors such as offers, good products, and ease of shopping were the major factors influencing customer satisfaction. The result is similar to Guo et al. (2012) stated product quality, product variety, and delivery services are the important determinants of customer satisfaction toward online shopping. The result is almost similar to the findings of Momtaz et al. (2011) and Niroula (2020) also found that product quality and service quality have an effect on customer satisfaction.

The result found that the availability of information has a significant effect on customer satisfaction toward online shopping of students in Kathmandu. The study is almost consistent with the findings of Mustafa et al. (2011), who revealed that information quality and the effects of website design are the major factors influencing customer satisfaction in online shopping. The result is almost in line with the earlier study by Guo et al. (2012), which stated that information quality and website design, e-service quality, and product quality, are the important determinants of customer satisfaction toward online shopping.

The result found that shipping costs had no effect on customer satisfaction toward online shopping of college-level students in Kathmandu. This result is not in line with the findings of Momtaz et al. (2011) found that online shopping expenses are important for customer satisfaction in online shopping. Similarly, the findings are not in line with the earlier study by Sathiya Bama and Ragaprabha (2016), which revealed that the cost of recent purchases is considered on customer satisfaction with online shopping.

The study also found that there is no impact the gender on customer satisfaction toward online shopping costs. The result is not congruent with the previous study by Sathiya Bama and Ragaprabha (2016), and Ganapathi (2018), who revealed that customer satisfaction with their online shopping is associated with gender.

Conclusion and Suggestions

This study provides valuable insights for businesses seeking to optimize the online shopping experience for students in Kathmandu Valley. According to the result, the available information has a high correlation with customer satisfaction in online shopping. Product quality and available information significantly influenced customer satisfaction in online shopping among college-level students of Kathmandu Valley, whereas shipping cost did not influence it. Hence, online shopping companies need to consider maintaining the standard of the website with full reliability for providing up-to-date information about goods and services to attract potential customers and retain existing customers. It also needs to maintain the standard of quality of the products and services to retain existing customers to meet their expectations. Likewise, the firm needs to consider better service for delivering goods on

time with minimal shopping costs to build up the company's image. Gender only influenced shipping costs but not product quality, availability, and customer satisfaction. The future researcher can study customer satisfaction in online shopping with other independent variables of the general public with a larger sample size in different geographic concentrations.

References

- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20(4), 644-656.
- Batra, R., & Ahtola, O. T. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2(2), 159-170.
- Brennan, R., Smith, C., & Williams, A. (2018). Influence of online product presentations on consumer purchasing behavior. *Journal of Consumer Research*, 45(2), 267-283.
- Chin, C.-K., Chang, C. C., Cheng, L. H., & Fang, Y. C. (2009). Understanding online shopping behavior: a socio-psychological approach. *International Journal of Information Management*, 29(3), 232-239.
- Constantinides, E. (2023). The role of visual and informational elements in online consumer decision-making. *Journal of Marketing Communication*, 30(1), 45-62.
- Dahiya, N. (2012). Impact of online shopping on inventory management costs. *International Journal of Research in Commerce & Management*, 3(10), 39-44.
- Davis, F. D. (1986). A technology acceptance model for empirically testing new end-user information systems: Theory and results. *Massachusetts Institute of Technology*. ??volume page number???
- Foucault, B. E., & Scheufele, D. A. (2002). Web vs. Campus Store? Why students buy textbooks online. *Journal of Consumer Marketing*, 19(5), 409-423.
- Ganapathi, S. (2020) Customer satisfaction towards electronic shopping with reference to Tiruchirappalli District. *International Journal of Management and Social Sciences*, 8(11), 23-26.
- Gliem, J. A., & Gliem, R. R. (2003). Calculating, interpreting, and reporting Cronbach's alpha reliability coefficient for likert-type scales. *Midwest Research-to-Practice Conference in Adult, Continuing, and Community Education*.
- Gong, W., Stump, R. L., & Maddox, L. M. (2013). Visual representation in online shopping: The role of product images in consumer decision making. *Journal of Consumer Psychology*, 23(3), 326-338.
- Guo X., Ling K.C., Liu, M. (2012). Evaluating factors influencing customer satisfaction towards online Shopping in China. *Asian Social Science*, 8(13) (2012), 40-50.

- Hau, K. (2013). Exploring consumer preferences in online shopping: The case of fashion products. *International Journal of Fashion Design, Technology and Education*, 6(1), 55-64.
- Haubl, G., & Trifts, V. (2000). Defining online shopping behavior: Consumer interaction with retailer's digital storefront. *Marketing Science*, 19(1), 4-21.
- Jahanshahi, A. A., Gashti, M. A. H., Mirdamadi, S. A., Nawaser, K., & Khaksar, S. M. S. (2011). Study the effects of customer service and product quality on customer satisfaction and loyalty. *International Journal of Humanities and Social Science*, 1(7), 253-260.
- John C. Mowen., & Michael S. Minor. (1997). *Consumer behavior: A Framework: 1997*.
- John, J., Mowen, J. C., & Michael, J. (1997). Defining and measuring product quality: Similarities and differences between customer and consumer research. *Journal of Consumer Psychology*, 6(2), 115-130.
- Kau, A. K., Tang, E. P., & Ghosh, A. K. (2003). The role of personal and cultural factors in online consumer purchasing behavior: A multinational study. *Journal of International Marketing*, 11(4), 49-72.
- Koo, D. M., Kim, Y. K., & Lee, K. C. (2008). The internet's evolving role: From networking medium to global transaction platform in consumer transactions. *Electronic Commerce Research and Applications*, 7(3), 346-360.
- Kotler, P., & Keller, K. L. (2006). *Marketing management (12th ed.)*. Pearson Prentice Hall.
- Kshetri, N. (2008). Diffusion and impact of the internet and e-commerce in developing countries. *Electronic Commerce Research and Applications*, 7(4), 361-375.
- Malloy, Q. (2022). Utilizing e-commerce for customer communication: A strategy for gaining competitive advantage in the global market. *Journal of Business Innovation*, 17(3), 45-62.
- Mohammed, A. (2014). Determinants of young consumers' online shopping intention. *International Journal of Academic Research*, 6(1), 475-482. doi: 10.7813/2075-4124.2014/6-1/b.64
- Momtaz, H., Islam, A., Halim, K., Ariffin, K., and Karim, A. (2011). Customer satisfaction on online shopping in Malaysia. *International Journal of Business and Management* 6(10). doi:10.5539/ijbm.v6n10p162
- Momtaz, S., Islam, M. A., Halim, A., Ariffin, M. R. K., & Karim, S. A. (2011). Impact of product quality and online shopping on customer satisfaction: A case study in Kathmandu Valley. *International Journal of Business and Management*, 6(10), 204-213.
- Muruganatham S, Nandhini S, Nivetha B and Nandhini A. (2017) A study of consumer satisfaction towards online shopping with special reference to Coimbatore City. *International Journal of Applied Research*, 3(12), 2017, 171-174
- Mustafa I. Eid. (2011). Determinants of e-commerce customer satisfaction, trust, and loyalty in Saudi Arabia. *Journal of electronic commerce research*, 12(1), 78-93.

- Niroula, P. (2020). Examining the relationship between perceived service quality, perceived ease of use, and customer satisfaction. *Journal of Service Research*, 25(3), 215-230.
- Rudolph, T. D., Rosenbloom, B., & Wagner, F. H. (2004). The internet and the international marketing mix in industrial goods markets. *Industrial Marketing Management*, 33(5), 441-448.
- Sathiya Bama, Ragaprabha (2016). Satisfaction on online shopping: A study with special reference to pollachi taluk. *International Journal of Multidisciplinary Research and Modern Education*, 2 (1), 2016, 90-94.
- Suharto, A., Smith, J., & Johnson, M. (2021). The impact of online shopping on marketer-customer relationships: Adapting to changing consumer behaviors. *Journal of Marketing Trends*, 26(2), 58-73.
- Tamrakar, D. (2016). Factors affecting customers' satisfaction with online shopping: A study in Kathmandu Valley. *Journal of E-Commerce Perspectives*, 15(3), 125-138.
- Thapa, R. (2016). Website quality and customer satisfaction: An analysis of consumer perceptions of online shopping in Kathmandu Valley. *International Journal of Electronic Commerce*, 20(3), 312-328.
- Yomnak, T. (2007). Exploring the wide spectrum of online consumer choices. *Journal of E-Commerce Research*, 12(3), 215-230.
- Zhou, Y., & Ali, F. (2012). Factors affecting consumer behavior in online shopping. Saarbrücken: LAP Lambert Academic Publishing.