

FACTORS AFFECTING ONLINE CUSTOMER SATISFACTION IN ONLINE SHOPPING; WITH SPECIAL REFERENCE TO THE ONLINE CUSTOMERS IN WESTERN PROVINCE

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ABSTRACT

As e-commerce continues to burgeon globally, understanding the complexities of online customer satisfaction is paramount for businesses to thrive in the online marketplace. This independent research paper investigates the factors influencing online customer satisfaction, with a focus on the Western Province of Sri Lanka. The study identifies five independent variables—information correctness, website design, purchasing process convenience, security, and customer service—and explores their impact on online customer satisfaction as the dependent variable. A structured questionnaire was used to collect data from 385 respondents, selected through random sampling. Quantitative data were analyzed using descriptive statistics, correlations, and regression analyses. The findings revealed that all five factors significantly influenced online customer satisfaction. Information correctness, user-friendly website design, convenient purchasing processes, robust security measures, and effective customer service were identified as key determinants of customer satisfaction in online shopping. This study provides actionable recommendations for businesses, policymakers, and academia to enhance their online shopping experience in Sri Lanka. By optimizing online interfaces, strengthening security measures, streamlining purchasing processes, and elevating customer service, businesses can foster greater online customer satisfaction, thereby achieving competitive advantage and sustainable growth in the Sri Lankan e-commerce market.

Keywords: Customer satisfaction, e-commerce, online shopping, Sri Lanka, western province