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E-Trading Platforms and their Impact on Consumer Satisfaction

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Abstract

E-trading platforms are the facilitator of positive, efficient, and personalized customer interaction with the e-platforms, which include online marketplaces, mobile apps, booking/ride apps, social commerce, and SaaS customer portals, to meet or exceed consumer expectations and foster consumer loyalty and trust. The rapid expansion of e-trading platforms has significantly transformed consumer purchasing behaviour and the delivery of products and services. This study examines the impact of e-trading platforms on consumer satisfaction by analysing the major factors that shape consumers' online shopping experiences. The study focuses on product quality, delivery efficiency, pricing, platform usability, payment security, customer service, return and refund procedures, and consumer trust. Primary data were collected from users of major e-trading platforms, including Amazon, Flipkart, Meesho, and Myntra, and the reliability of the research instrument was assessed using Cronbach's Alpha. The results indicate that consumer satisfaction is a multidimensional outcome influenced by the combined effect of service quality, convenience, reliability, and trust. Timely delivery, accurate product information, competitive pricing, secure payment systems, responsive customer support, and smooth return and refund processes were found to be important determinants of satisfaction. The findings further indicate differences in consumer perceptions across major e-trading platforms, with Amazon and Myntra generally receiving more favourable responses, while Flipkart and Meesho reflect comparatively mixed experiences in certain areas. The study concludes that e-trading platforms can enhance consumer satisfaction and long-term loyalty by improving quality control, seller verification, service responsiveness, pricing transparency, data security, and after-sales support.

Keywords: Satisfaction of consumers, E- trading, E- platforms, online shopping, Marketing.

Introduction

Consumers' satisfaction in E-trading is "affected by multiple factors such as website design, ease of navigation, product information accuracy, delivery speed, secure payment option, consumer service, and trust in online reviews. A satisfied consumer not only makes repeat purchases but also contributes to positive word of mouth, loyalty, and brand reputation. E-trading platforms (or e-commerce platforms) are online marketplaces where businessmen sell their products and services directly to the consumers over the internet. E-trading platforms are digital marketplaces that connect buyers and sellers, and consumer satisfaction is crucial to their success and responsive consumer support. Many studies have already discussed consumer satisfaction in traditional shopping and services. Some research has also focused on e-commerce and digital platforms. But still there are some" gaps:

The studies covered most of the overall benefits of e-commerce platforms but very few in terms of how they might be improving or hurting consumer satisfaction; while many studies have come from outside India, there are few studies on the Indian context or local consumer behavior, and the rise of social media shopping and mobile apps is relatively new.

"Platforms that effectively implement these elements set the tone for consumer satisfaction and will be the key to retaining those users and securing a market leadership position as they move forward into an ever-changing landscape. Investing in all of these is a necessary step for modern platforms to meet rising consumer expectations and compete effectively in the digital market.

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Review of literature: The “review of literature on the topic of the impact of e-trading platforms on consumer satisfaction” entails summarising and analysing previous studies, research papers and reports on the impact of e-trading platforms on consumer satisfaction so as to gain understanding of what has already been discovered and what is yet to be” researched.

1. Sharma, Gajendra and Wang Lijuan (2015) “stated that customer satisfaction is positively influenced by delivery reliability, product quality, customer service and cost effectiveness which are also influenced by convenience.”
2. Gajewska, Zimon, Kaczor and Madzik (2020) described a “significant gap between expected and perceived service quality”, especially regarding the quality of service delivery, defined as the most important criteria for evaluating the quality of the services offered in the field of e-commerce.
3. Kumar A. In 2021, they pointed out that “product variety, price, delivery efficiency and ease of use of the website have a significant impact on consumer satisfaction, and in other areas, such as consumer services and return procedures, an improvement is required.”
4. The fourth one is quoted from Liu and Kao (2022) that “although the expectations of consumers before purchasing the product did not affect their satisfaction, the quality of the product, brand image, quality of the e-commerce platform, and logistics distribution the product had a significant positive effect on the satisfaction of the consumers.”
5. It was found that the utilization of a chatbot improves user experience, product selection accuracy, engagement, trust, purchase

decision, business growth and competitive advantage by 5 authors (5 authors, 2024).

Objectives

1. To determine the factors influencing consumer satisfaction in the e-trading platform.
2. To find out the common issues of the customers when they are buying goods online.
3. To understand customer sentiments for platforms such as Amazon, Flipkart, Meesho and Myntra.

Hypothesis

H1: There is a significant relationship between the key factors (product quality and delivery) and consumers satisfaction on E-trading platforms.

H2: “Different e-trading platforms like Amazon and Flipkart have different perceptions among consumers.”

H3: Consumers encounter “significant problems” in consumer support and return/refund process when shopping online.

Research Methodology

The population of this study consists of consumers who have used E-trading platform to purchase products or services and includes every age group, gender and socio-economic group with experience of popular platforms like Amazon, Flipkart, Meesho, Myntra and other online shopping website/apps. For secondary data collection, various published research papers, websites, government publications, journals related to the impact of e-trading on consumer “satisfaction” are used, and simple random sampling technique is used to collect the data, as the active online shoppers are the ones directly interacting with the services and can provide inputs for consumer satisfaction, delivery experience, product quality, pricing, consumer service, and usability of websites or apps.

Table 1 Reliability Statistics

Cronbach's Alpha	N of Items
0.832	14

Table 2 Satisfaction level of consumers pertaining to E-trading platforms

Variables	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
How often do you shop online?	31.6167	59.8	0.869	0.793
The website/app interface is user-friendly and visually appealing.	31.6167	59.8	0.869	0.793
Do you think the product description and image shown online are accurate?	31.7	71.129	0.178	0.841
Do you feel satisfied with the quality of products you buy online?	31.6167	71.156	0.183	0.841
Do you feel safe and secure while making payments online?	31.6833	72.356	0.111	0.846
How satisfied are you with the offer and discount?	31.5833	60.518	0.836	0.796

Do you receive your online order on time?	31.65	72.231	0.141	0.842
When you return a product, do you receive your refund smoothly and on time?	32.05	74.252	0.046	0.846
How helpful and responsive do you find online customer service?	31.6	60.719	0.81	0.798
Do customer reviews and ratings help you in making purchase decisions?	31.6	60.278	0.838	0.796
Do you feel your personal data is safe and secure on the e-commerce platforms?	31.6833	74.966	-0.011	0.852
Do you think the packaging and handling of the products are safe and satisfactory?	31.6167	60.545	0.808	0.797
Do you get timely help from customer support?	31.6167	59.8	0.869	0.793
Would you recommend this e-commerce platform to your friends and family?	31.6667	71.582	0.178	0.84

Data Sources: - Computed primary data through SPSS

Table 2 presents “consumer satisfaction levels across 14 variables related to online shopping experiences on e-trading platforms. The five-point Likert-type scales calculate and report Cronbach’s alpha coefficient for internal consistency reliability of the variables. The data is analyzed using MS Excel and SPSS software. Only descriptive statistics are used to analyze the data. The analysis of the data then must use these summated scales and not individual items. The value of Cronbach’s Alpha is usually expressed as a number between .00 and 1.0. A value of .00 means no consistency in measurement, while a value of 1.0 indicates perfect consistency in measurement. The acceptable range is between 0.70 and 0.90 or higher depending on the type of research. Cronbach’s Alpha of 0.70 is acceptable for exploratory research, while 0.80 and 0.90 are acceptable for basic research and applied scenarios, respectively. Furthermore, the number of items used on a scale usually affects the estimated reliability. A low value (e.g., poor interrelatedness between items), while a high value of alpha (e.g., >0.90) may be because of some redundant items in the” instrument.

The Alpha values shown in Tables 1 and 2 indicate that the reliability and internal consistencies of the questionnaire instruments and five-point Likert-type scales respectively for all the service dimensions are high and therefore any statements made from these studies will be “reliable”. For every perception study, the reliability and consistency of the instrument must be conducted so that the statements that emerge from such studies will be “reliable”.

Findings: Customer service is a critical factor as well: timely and reliable delivery increases satisfaction, while delays or damaged products

decrease it. Customer satisfaction is greatly affected by competitive pricing, offers, and discounts. Hidden charges and high delivery fees lower the trust level and dissatisfaction among consumers. Customer service performance is also important, with customers reporting higher satisfaction levels when platforms respond quickly, communicate in an effective manner, and resolve problems well. Easy return and refund policies boost customer trust, and making it easy to return products and get a prompt refund has been shown to increase satisfaction among customers. Overall satisfaction is impacted by the usability of the app/website. A user-friendly interface, smooth navigation, and “secure payment systems create a positive shopping experience. Different E-trading platforms show different levels of satisfaction. The highest satisfaction level of consumers is due to delivery efficiency, quality control, and strong consumer service on the Amazon e-platform. The moderate satisfaction level of consumers on the Flipkart e-trading platform with some concerns related to product quality in certain categories, whereas consumers have mixed satisfaction levels on the Meesho” e-platform as “they appreciate low prices but often face product quality issues. Most consumers get high satisfaction levels in fashion categories due to good quality and easy return policies on the Myntra platform. Security and privacy of payment information are essential. Secure platforms and successful transactions increase consumer confidence and satisfaction. Overall, consumer satisfaction is multi-dimensional, depending on product quality, price, delivery, consumer service, return policies, platform usability, and” trust.

Suggestions

- Platforms should ensure strict quality checks and verify seller authenticity to reduce

complaints related to faulty or low-quality products.

- b) Hidden charges should be eliminated. Clear visibility of delivery charges, taxes, and final price improves consumer trust.
- c) Providing 24/7 responsive, helpful, and polite customer service will improve consumer experience and increase loyalty.
- d) Platforms should make return processes fast and hassle-free, with quicker refunds to build customer confidence.
- e) Platforms should identify fake reviews, promote verified consumer feedback, and ensure transparency to help consumers make informed decisions.
- f) Implementing advanced security systems will help protect consumers' information and reduce payment-related issues.
- g) Ensuring that only trustworthy and high-rate sellers operate on the platform will reduce product-related complaints and improve customer satisfaction.

Limitation of the Research

The present study on consumer satisfaction toward e-trading platforms has certain limitations. The research is based on a limited sample size and specific geographical area, which may restrict the generalization of the findings to a wider population. The data collected is self-reported by respondents, and their answers may be influenced by personal perceptions or temporary experiences, leading to potential response bias. Only a few major platforms such as Amazon, Flipkart, Myntra, and Meesho were considered, while many other emerging platforms were not included. The study focuses on selected factors like product quality, delivery service, pricing, and return/refund policies; therefore, other important aspects such as app usability, seller behavior, and promotional strategies are not fully examined. Additionally, customer preferences and satisfaction levels may change over time due to market competition and technological improvements, making the results applicable only to the period during which the study was conducted.

Conclusion:

The study concludes that consumer satisfaction in e-trading platforms is influenced by multiple interconnected factors, with product quality, delivery efficiency, pricing transparency, customer service, and return/refund policies emerging as the most significant determinants. Among the platforms analyzed, Amazon and Myntra demonstrate higher satisfaction levels due to reliable delivery, better product quality, and effective customer support, while Flipkart and Meesho show mixed responses, reflecting concerns related to product quality and service consistency. The findings highlight that consumers value

convenience, trust, and reliability when shopping online. User-friendly mobile applications, secure payment systems, and authentic consumer reviews further enhance satisfaction and shape purchase decisions. Overall, the study highlights that maintaining high service standards, improving quality control, and strengthening return and refund processes are essential for e-commerce platforms to sustain consumer satisfaction and long-term loyalty in an increasingly competitive digital marketplace.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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