



AN ANALYTICAL REVIEW OF MAJOR FACTORS SHAPING ONLINE CUSTOMER SATISFACTION

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Abstract

This study reviews prior scholarly literature to identify the major determinants influencing customer satisfaction across various digital and service environments, including e-commerce, mobile commerce, direct selling, business-to-business services, and omni channel retailing. Customer satisfaction is widely recognised as a critical determinant of organisational performance, customer retention, and long-term loyalty. The review brings together results from many researchers and describes the different factors that are important in each field. Some common themes are service quality, perceived value, ease of use, and reliability. However, the way these factors show up and how important they are can be very different depending on the market structure and context. The paper organises these results by domain, giving a full picture of the many different factors that affect customer satisfaction as shown in the source material.

Keywords: Customer Loyalty, E-commerce, Online Customer Satisfaction, Online Retail Security.

Introduction

The growth of the internet has broadly created an enormous impact on the manner of the conventional outlet business. The businesses now have to cope with novel issues and challenges because they are transitioning to online retailing. Customer satisfaction in this competitive internet market has become important in the business success since it influences customer loyalty, repurchase and good word of mouth. Customer satisfaction has been extensively researched in the context of traditional retail, but online world has got a series of factors that influence the mood of customers and what they think. The purpose of this literature review is to provide a critical and inclusive analysis of the biggest consideration of things that influence customer satisfaction online based on extensive research studies conducted in academia and industry.

Satisfaction of the customer is one of the important concepts in business strategy and marketing. It is common knowledge that it is significant in terms of retaining customers and ensuring that a business remains in business. In the current market that is increasingly getting digital and global, more than ever it is more crucial to understand what makes customers happy. This is particularly so in such locations as online shopping (e-commerce), mobile commerce (m-commerce) and multi-channel or omni-channel settings, where customer relationships and expectations are never fixed. In business-to-business (B2B) relationships, satisfaction has become significant in the business-to-consumer transactions. Moreover, the old service sectors, including the outdated ones, such as direct selling, are also aware of the necessity of happy clients.

This literature review aims at integrating the primary causes of customer satisfaction discussed in the sources provided within these various regions. It is through the observation of the considerations that various scholars and players have identified that we can have a clearer understanding of what makes customers happy in various forms of transactions and relations. The structure of the paper is such that

first it discusses the results in some regions (related works), and then it discusses the results in a general manner and concludes it has reached based on all the information it has amassed.

Influencing Factors on Online Customer Satisfaction Website, Technology and User Interface

All of these reviews concern the digital platform per se, including its design, technological capabilities, and the quality of user experience. Kim, Kim, and Hwang (2020): Inquires into the ability of the design of a site and quality of e-service offered by online food delivery platforms resulting in a happier customer who would purchase again. Singh and Dhiman (2022): Examines how video one-on-one experiences, e.g. personalised suggestions or customised interfaces, can lead customers to believe that a site is significantly superior and more effective. Han and Jung (2023) consider the impact of augmented reality (AR) on the sale of furniture on the internet. They conclude that it leaves customers far more satisfied since it makes them feel safer. Based on the fact that the capabilities of AI-powered chatbots in assisting customers increase with their smartness and quality, Huang, Chen, and Wu (2024) investigate the question of how the latter can be utilized to enhance customer satisfaction. Lee and Choi (2025): A systematic review that determined that high-quality, easy-to-use, and reliable mobile application is what makes users satisfied with m-commerce.

Logistic and Delivery Performance

These papers demonstrate the significance of physical delivery process and its impact on the entire process of online shopping. Hu and Zhang (2022): Peep into the post-COVID-19 world and discover that fast delivery, correct order and clear message are even more significant in retaining customers. Hu, Liu and Zhang (2023): This article concentrates on the concept of a last-mile delivery as one of the points of contact and states that efficiency, timeliness and accuracy are key aspects that make people satisfied.

Quality of the product, value and pricing

Some of the reviews under this category discuss the importance of the product, the extent to which the customer believes that the product is valuable, and the price of the product. As Jahanshahi and Sakkaki (2020) discovered, the quality of the presented information, the quality of the goods, and savings become the most significant attributes in customer satisfaction in the case of online shopping holidays. Online grocery shopping as evidenced by a meta-analysis conducted by Ponder and Moore (2023) reveals product quality (freshness and accuracy), delivery performance, and website usability as the three most important factors that predict satisfaction. Zhao and Li (2025) research on the concept of online-to-offline (O2O) commerce and discover that in the case of fresh products, customer satisfaction is dependent on the perceived value and quality. Yuan, Zhang and Wang (2025): Check customer loyalty in e-commerce in the fresh food industry and emphasize the role of customer expectations, perceived quality and perceived value. Saritaratas and Kaynak (2025) examine the Turkish e-commerce industry and discover that promotions that involve price influence has a significant impact on customer satisfaction and customer loyalty.

Trust, Privacy and Customer Relationships

These reviews examine e-commerce in the social front, including security, customer-business trust, and the influence of the actions of a company on customer satisfaction and loyalty. Zheng, Yu, Li, and Li (2022): Constructs a model, in which the role of customer satisfaction and happiness are mediators. This implies that such aspects of the customer well-being as convenience and relationship development are incredibly significant (ang, Chen, and Li, 2024): Compares the relationships between perceived value

and customer satisfaction, trust, and loyalty and finds that satisfaction has a significant role in the establishment of a long-term customer relationship. Gao, Li, and Wang (2024): A research that has examined individuals across cultures and discovered that, when a company is devoted to corporate social responsibility (CSR), the people have faith in them in certain cultures, which results in satisfaction. Kim and Park (2025): Evaluates the tradeoff between privacy and personalised advertisements. They discover that personalisation positively affects happiness provided that individuals are not concerned with their privacy.

Industry and Region-specific

These types of studies focus on a particular geographic market or type of product to gain a better understanding of customer satisfaction levels of online customers. Singh and Sharma (2022): This paper considers the Indian market and establishes product information, site design, and security as the most significant variables in terms of customer satisfaction. Perera, Fernando and Wickramasinghe (2024): An analysis of Sri Lanka, according to which the product quality, convenience, payment methods, and after-sales service are very significant. Alalwan, Dwivedi, and Rana (2021): An examination of the effectiveness of social media marketing within the online fashion industry that is highly visual and trend-driven. Patel and Gupta (2025): Take a closer look at the Indian e-commerce market, which requires prompt delivery and quality products as well as indicates existing issues in the area of payment safety and refunds. Saritaş and Kaynak (2025): Investigates the interactions between social media marketing, price promotions and corporate social responsibility (CSR) and customer satisfaction and loyalty in Turkish e-commerce industry.

Problem Statement

The analyzes of the online customer satisfaction are a lot, but it is difficult to see the picture of the most significant factors and their mutual interaction. The e-commerce keeps on changing due to the new technologies and evolving consumer patterns. This implies that a good online experience is dynamic. Much of the past research has identified numerous factors but there is frequently a dispute concerning the significance of each factor and their interaction to influence general satisfaction. Besides, the fact that e-commerce is international, one should understand how cultural and demographic differences influence these aspects. This review will help in closing this gap, with a careful consideration of the existing research to establish a more comprehensive and detailed image of the most significant issues that influence the level of satisfaction that customers experience with online shopping.

Related Works

Studies conducted in most areas reveal that there are numerous things that influence the happiness level of customers. Similar drivers occur in various situations though their stress and indicators are usually varied.

Drivers in M-Commerce

A number of academic scholars and m-store executives have discovered that m-customer satisfaction can be influenced in many ways by the functionality of m-shopping apps. According to a review by Taha et al. (2013), Okazaki and Mendez (2013), Li and Yeh (2010), Kuo et al. (2009), Choi et al. (2008), Wang and Liao (2007), Kim et al. (2005), Wu and Wang (2005) and Cheong and Park (2005), such drivers are the process of transaction, the quality of the system, content reliability, usability, reciprocity, entertainment The other factors that were raised are the ease of sight, customer service, the ease of use of the mobile device, and ease of location. The literature on mobile marketing discusses the various factors and sub-factors and their scholars who investigated them. As an illustration, both Taha et

al. (2013) and Choi et al. (2008) dwelled upon the ACSI model, yet they employed various clusters of eleven factors to understand the reasons why the m-customers were content.

Particular illustrations of such drivers and their respective researchers in the m-commerce setting are: Possibilities to purchase goods fast, to be able to find what is needed easily (Taha et al. (2013), Li and Yeh (2010)), voice search, mobile payment system (Wang and Liao (2007)), and convenient menu are referred to as convenience (Kuo et al. (2009)). Two things that influence the appearance are attractive design (Okazaki and Mendez, 2013) and the proper application of fonts (Kim et al., 2005). All Taha et al. (2013) and Choi et al. (2008) mention that accessibility is connected with the fact that the service does not continue to malfunction. The term customisation implies creating content specifically to your liking (Li and Yeh, 2010; Wang and Liao, 2007). The opportunity to video chat, quick answers to questions Choi et al. (2008)), and problem-solving answers are some of the things that prompt people to interact (Cheong and Park, 2005).

According to Taha et al. (2013), privacy implies the security of personal data. High transaction trustworthiness (Taha et al., 2013) and the product views matching actual products are associated with trust. According to Wang and Liao (2007) it is the up-to-date content that makes information quality high. Mobility enables individuals to locate information within a short time (Taha et al., 2013). Choi et al. (2008) say that the perceived price level is influenced by superior price offers compared to the ones available in the traditional stores.

Drivers in Direct Selling

An examination of Portuguese customers in relation to the Direct Selling established that the primary factors determining the customer satisfaction is the price, quality and product availability. The analysis utilized by Alturas and Santos also reveals that direct selling is significant since it is interactive and thus the customers are more receptive to the influence of the salesperson. The experience of the buyer of direct selling is also a consideration. Trust is another element which influences the attitude of people towards direct selling. We examined the significance of purchase characteristics, examining such aspects as the direct selling organisation (DSO), and other scholars have examined the issue of how people perceive direct marketing and direct selling, how they get to purchase, and the level of satisfaction they experience.

Mobile Services (Virtual and Traditional Operators) Drivers

In a research conducted on virtual and traditional operators in the mobile communication services sector, there was a discovery that image of a company was a significant determinant of customer happiness. Service value too has significant impact on satisfaction in this case. Kuo et al. (2009) and Burnham, Frels, and Mahajan (2003) developed the items that are to be used in this study in order to measure the level of customer satisfaction. The research indicates that there exist actual differences in what makes people happy with the traditional mobile services and virtual mobile services. Corporate image was identified to be the most significant factor that influenced customer satisfaction among both of the operators. The study demonstrates the significance of any mobile services company that is keen to retain more customers to decipher the relationship between customer satisfaction and willingness to switch. Citizens were satisfied with the image of the company and service value. Other authors view perceived value as the ratio of all the advantages and all the expenses (Al-Debei, Al-Lozi, and Papazafeiropoulo, 2013). In mobile communications business, service perceived value refers to the way customers perceive service benefits founded on what they sacrificed beforehand and the way they believe the service performed afterwards (Kuo, Wu, and Deng, 2009).

It has been established in previous research that perceived value is largely anchored on quality of services, good value of money and customer services (Gerpott et al., 2001). Service value refers to total benefits based on the equality or greatness of the price (Slater and Narver 2000). According to Lu, Lu, and Jen (2011), price, and value of money are significant components, and this implies what a person pays. According to Edward, George and Sarkar (2010), individuals make decisions whether to purchase or not to purchase a product depending on the costs and benefits associated with the product. The value of service is normally considered to be the quality and the value of a unit of money.

Networking Forces in Customer Satisfaction (E-commerce)

In the case of e-commerce, the customer service, fulfillment/reliability, ease of use, product selection, and security/privacy are important determinants of customer satisfaction. This is according to the methodology and work of Yoon (2007) which is believed to be a comprehensive study that examines the behaviour of customers. Hsu (2008), Huang and Finch (2010), Lee and Lin (2005), Ludin and Cheng (2014), Wu and Tseng (2014), Yang and Peterson (2004), and Yoon (2007) are but a few researchers that have made attempts to gauge customer satisfaction with online shopping.

The sources provide specific information on these factors such as:

Customer service: Will ensure that it responds promptly and effectively to the enquiries and issues raised by its clients. Kotler & Keller (2016) note that it is a prerequisite to the success of e-commerce because the online platform lacks the pleasurable experience, interpersonal communications, and personalized advice. Yoon (2007) and Yang and Peterson (2004) suggest training of the staff members (including online materials) to know how to adequately respond to questions and grievances. Lee and Lin (2005) reckon that it is a key to the quality of the delivered electronic services. A timely response to questions is a positive effect. Empirical research has shown that Online satisfaction is greatly influenced (Ballantine, 2005; Yoon, 2007). The examples of companies that have developed extensive customer service programs include Amazon and eBay. Amazon employs such metrics as customer service centres, training opportunities, and buyer-seller contact response time, whereas eBay has such features as the Contact Seller Support Link and the Feedback Score Report System.

The objectives of fulfilment and reliability are correct order fulfilment and the on-time delivery (Lee and Lin, 2005). Yoon (2007) and Yang and Peterson (2004) give great emphasis on timely delivery and proper service performance, and record keeping. Order fulfilment is one of the key factors (Thirumalai and Sinha, 2005). As stated in many studies, it significantly impacts on e-customer satisfaction (Griffis et al., 2012; Hsu, 2008; Huang and Finch, 2010; Koufteros et al., 2014; Yen and Lu, 2008). Unfavourable outcomes kill companies (Vakulenko et al., 2019).

Ease of Use: Makes an effort to provide a site which is easy to navigate and use (Yang and Peterson, 2004; Yoon, 2007). According to Hsu (2008), complexity irritates the customer. Kotler and Keller (2016) recommend faster, more convenient, and convenient websites. Lee and Lin (2005) assert that there is significance in quality of web design. It has a significant influence, which is agreed upon by a number of scholars (Alam and Yasin, 2010; Lin and Sun, 2009; Shah and Attiq, 2016; Yoon, 2007).

Product Portfolio/Product Quality: Yoon (2007) considered product portfolio as a critical aspect of the research; however, the sources also cover the issue of product quality concerning e-commerce in general. Perceived product quality is the evaluation of excellence conducted by the consumer on the general excellence (Chen and Dubinsky, 2003). The study by Lin, Wu and Chang (2011) found out that product quality was a significant and positive effect on online user satisfaction in Taiwan.

Security and privacy are some of the key elements enumerated by Yoon (2007)¹⁸. The sources give conflicting results of its impact. Some researchers considered it to be significant (Ankit, 2011; Lee and Lin, 2005; Yang and Peterson, 2004; Yen and Lu, 2008), whereas other ones did not (Eid, 2011; Ludin and Cheng, 2014; Papaioannou et al., 2013; Yoon, 2007). This may be based on regional customer priorities, some of which are focused on only variety or price (PricewaterhouseCoopers, 2016)²⁸. Other considerations that were mentioned concerning online user satisfaction (e-commerce) are information quality, system quality, service quality, and delivery quality. Lin, Wu, and Chang (2011) have found that perceived price, information quality, system quality, service quality, product quality, and delivery quality, had a positive and significant effect on online user satisfaction in Taiwan. Quality of delivery was the most important followed by product quality. These were defined as follows, according to various authors, perceived price by Gupta and Kim (2004), service quality by Kim, Lee, and Law (2005), product quality and delivery quality by Ahn et al. (2004), and information quality and system quality by Delone and Mclean (2003). The definition of online user satisfaction given by Delone and Mclane (2003) was altered.

Drivers in Business-to-Business (B2B) Services

The aim of the studies on customer satisfaction in Japanese business-to-business services is to establish what drives it. Bei and Chiao (2001) identify the following factors as influencing consumer satisfaction; perceived quality of product, perceived quality of services, and perceived fairness of price. Another study that is referred to by Helgesen is a study on B2B relationship drivers (2007). The authors cover the role of service encounter quality in a business-to-business environment in the works by Jayawardhena (2010) and Jayawardhena et al. (2007).

Drivers in General Service Industries

The measures of the national customer satisfaction indices as the Swedish Customer Satisfaction Barometer (NCSB), American Customer Satisfaction Index (ACSI), and European Customer Satisfaction Index (ECSI) are considered as determinants of satisfaction in the studies applying scales related to the indices in the general service industries. In most cases, they encompass such concepts as perceived quality and perceived value. Ciavolino and Dahlgaard (2007) on ECSI as well as Kristensen, Juhl and Ostergaard (2001) on ECSI and Kristensen, Martensen and Gronholdt (2000) on ECSI all endorse the application of these indices in studies.

The perceived value and the quality of services are often described as significant factors in this area of research. Perceived quality can be the corporate image, the quality of the employees and the quality of service output. It has been confirmed by previous researchers that the quality of service output (e.g., Kristensen et al., 2000; Kristensen et al., 2001; Babin et al., 2005; Ekinci et al., 2008) positively affects customer satisfaction. The other antecedent is the quality of staff (Babin et al., 2005). Corporate image is another antecedent (Martensen et al., 2000; Kristensen et al., 2000; Ciavolino and Dahlgaard, 2007). Johnson et al. (2001) discovered that the perception of price was very influential in customer satisfaction in four of the five service sectors they studied. Relationship with the service provider may also be an important aspect that allows consumers to feel recognised and receive individual treatment, which may influence their satisfaction level.

Omni-Channel Retailing Drivers

Research claims that shopping value and omni-channel intensity are key factors which affect customer satisfaction in omni-channel retailing. A smooth and convenient shopping experience linked to omni-channel intensity (a concept of Huré, Picot-Coupey, and Ackermann, 2017) has greater shopping value.

Within the context of the omni-channel, consumers prefer the channels that offer them something extra that is not expected with the channel such as better information, product reviews, or even better prices. Stability in the retailer and switching of channels easily boost the brand perception and are likely to influence the customer satisfaction. Perceived value influences store loyalty in case customers experience utility, convenience, relative advantage, and pleasure (Adapa et al., 2020). Also, interaction is capable of affecting the satisfaction with the provision of hedonic and utilitarian value (Yoo, Lee, Park, 2010).

Literature Evaluation Is A Critical Assessment of Literature

As research by such authors as Liu, Lee, and Hsieh (2008) and Fong, Tan and Lau (2023) demonstrated, online customer satisfaction is influenced by a variety of interdependent factors.

Website Design and Quality

The online experience is complete with the very existence of the site. Ease of use is based on an easy-to-use and intuitive website (Chen, Ling, Ying, and Meng, 2012). To assist the customers in making informed choices and reducing the perceived risk, relevant and reliable and extensive information about the products is necessary (Meditinos and Theodoridis, 2010; Liu et al., 2008). Technical performance such as speed, reliability, and security of a site directly influence the user experience.

Quality and Customer service

As important as the web site is the quality of service including pre and post purchase services. It involves answering and solving the problems and providing customer services which are friendly and easily accessible (live chat or phone) (Kuang-Wen Wu, 2011). It takes creating a trust and satisfaction system that involves good complaint resolving protocols and clear return and refund policies (Liu et al., 2008).

Merchandise and Product Quality Characteristics

Even without a real-life examination, customers form an opinion about the quality of products. Descriptions, sharp photos, and reviews of users often derive the quality of products. Having a wider variety of products, brands and styles increases the chances of a customer to get what he/she is seeking thereby contributing positively to the customer satisfaction (Szymanski and Hise, 2000).

Performance of Delivery

The delivery procedure is one of the significant touchpoints that significantly affect satisfaction. Although delays may lead to high degree of dissatisfaction, timely delivery is a predictive strong indicator of satisfaction (Liu et al., 2008; Fong, Tan, and Lau, 2023). The condition of the product upon delivery and the professionalism of the delivery service is also important.

Privacy and Security

The consumers must be satisfied that the security of their financial and personal information is assured. To gain trust, it needs to have good security and free flow of information about protecting data (Christy and Matthew, 2005; Limayem et al., 2000). The establishment of consumer confidence in the company must consider clear cut privacy policies that explain how the company uses the customer data.

Value and Price Perception

The online buyers are driven by value and price. Among the factors, one should consider the perception of the fairness of the price of a product in comparison with other retailers. Perceived value is the

subjective judgment of the customer along the benefits of the disadvantages. Good perceived value has a great effect in satisfaction (Bei and Chiao, 2001).

Vosviewer Analysis of Factors That Critically Affect Customer Satisfaction on The Web
Figure 1: Bibliographic Mapping of Factors That Affect Online Customer Satisfaction

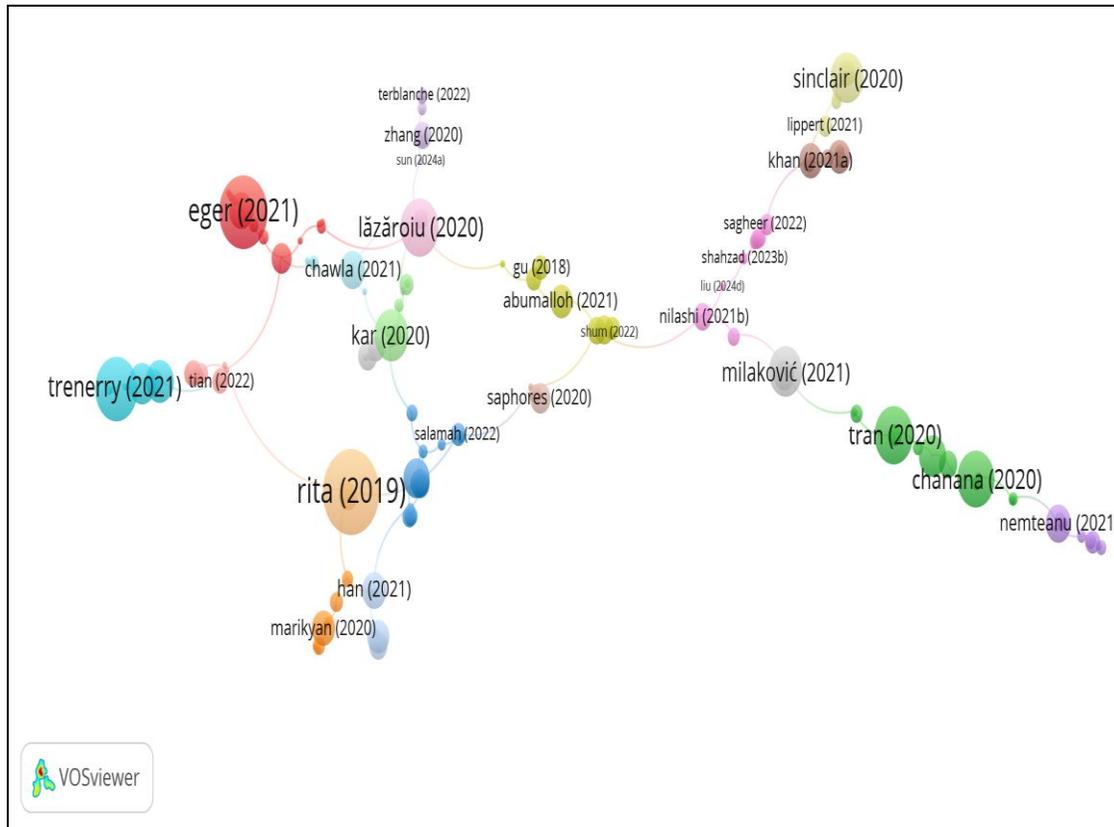


Figure 1 is a bibliographic mapping of the research publications done on the factors affecting online customer satisfaction. Here every node is a research article and the size of a node is the number of citations an article got which demonstrates its impact on academics.

The co-citation relationships between the nodes indicate the repetition of two documents being cited jointly in later publications. The fact that such clusters of colors are differentiated makes the literature have various topics. An example of this is the group around key studies like Eger (2021) and Rita (2019) pointing to the prevalent research streams in the area.

Some of the publications serve the purpose of connecting nodes to the clusters, proved through linking two or more research themes. Indicatively, there are various clusters that Lazaroiu (2020) seems to connect, making it interdisciplinary. Also, the clusters related to Tran (2020) and Sinclair (2020) represent the possible new or supplementary research areas.

All in all, the map shows the intellectual organization and development of the sphere, whereby the number of publications has significantly grown over the years, which means that the topic of online customer satisfaction is becoming more popular among scholars.

Figure 2: Examining Journal-Level Network Analysis

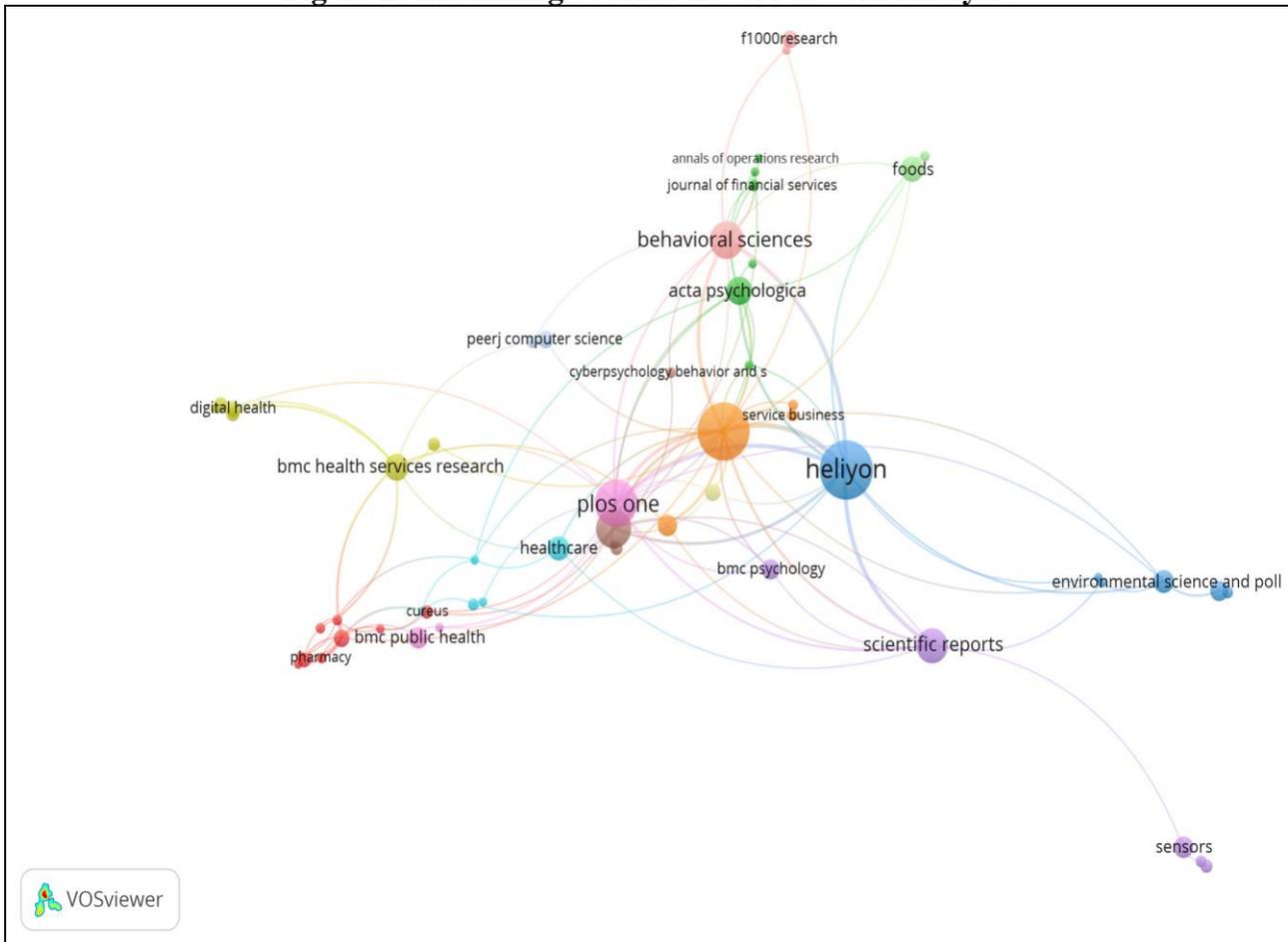


Figure 2 demonstrates the journal-level bibliographic network of the publications concerning online customer satisfaction. The nodes are symbolic of each journal, and the weight of the node is associated with the amount of articles released within this field.

Smaller nodes that are more numerous are signaling the large contributions of prominent journals like Heliyon and PLOS One to the topic. The relationships among nodes indicate the co-citation relationships, which are the frequency of co-citing in the same body of research.

The color-coded clusters cluster journals with like oriented research. Such clusters show that the field is interdisciplinary as it involves the knowledge of psychology, business, and technology. Indicatively, the journals in behavioral sciences and psychology are intimately connected with the one in business and service management.

Major publication outlets are identified using this visualization and the combination of various academic fields in the study of online customer satisfaction is stressed.

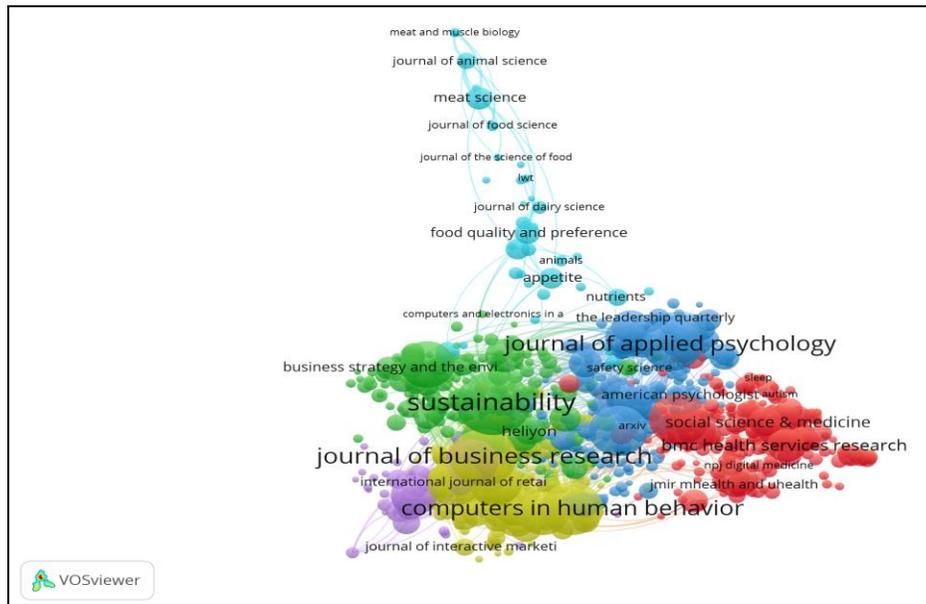
Figure 4 represents bibliographic coupling on a country level and shows how the research is dispersed and cooperates among the countries. A country is symbolized by each node and the size of the node corresponds to the number of publications generated.

Bigger nodes represent such countries as China, the United States, and the United Kingdom with the number of research works in them. The network connectivity between nodes denotes the cooperation that is based on co-authored publications.

The clustering trend indicates regional and international research collaborations. As an example, there can be a cluster of European partnerships and another one shows the close research connections between Asian states. The picture of China seems to be a hub, meaning that China has a significant presence and a vast amount of cooperation in the field of this research.

The visualization allows seeing a full picture of the global research activity and international collaboration in terms of the online customer satisfaction studies.

Figure 5: Co-citation Analysis -Intellectual structure



The co-citation network as shown in figure 5 depicts the intellectual organization that is guiding research on customer satisfaction on the Internet. The journals are represented as nodes in this map and the size of these nodes is determined by how often they co-cite other journals.

The most powerful journals like Journal of Applied Psychology, Sustainability and Computers in Human Behaviour, are placed as bigger nodes and this signifies that they play a key role in the development of the field. Co-citation relationships indicate the relationship between nodes, which indicates the connections between the knowledge studies.

They are represented by distinct clusters of thematic groups of journals. As an example, one cluster can be journals on psychology and health sciences, whereas the other will be journals on business, marketing, and technology.

This number reveals the interdisciplinary nature of the field and demonstrates how various academic fields can help to comprehend the concept of online customer satisfaction.

Discussions

It was found that the literature that was explored that these critical factors exist, but it also demonstrates that they are not universal and are situation-dependent. As an illustration, issues like security and privacy are common to all individuals, yet in developing nations where individuals are yet to learn to trust Internet deals, it can take precedence (Rao, Saleem, Saeed, and Ul Haq, 2021). Additionally, the product quality and design of the website might have a different relative significance when the customer is purchasing a product that is either important to him/her (e.g., electronics) or that which is not (e.g., groceries). Some of the common themes that arise when it comes to what will make customers happy come up in the situations we have looked at. Service quality in its various forms (system, information, delivery, staff, encounter) will always feature as a significant variable. The level of service provided online, the undertakings of a B2B service, or the interactions of staff with the customer in a direct selling scenario all play a significant role in determining the level of satisfaction and feelings about the service that customers have.

Perceived value is another similar driver. This is often to do with a trade off between the benefits obtained and the costs incurred, which may include price. Ease of use, convenience, and the entire shopping experience might influence the amount of thinking that people might attach to something when shopping online or on a mobile device. In most service industries, the value is directly connected to the amount of expenditure and the amount you receive in regard to the value of the item. There is a lot of focus on the ease of use and accessibility of digital environments such as e-commerce and m-commerce. Two huge things that please people are a user-friendly interface and a smooth and error-free experience. This can be faced with the ease with which one can change channels in omni-channel, which also provides value to shopping.

Online retailers must be reliable and deliver on the orders to satisfy the expectations of customers to receive the correct orders and have them delivered in time. It is a direct impact of this aspect of operation quality upon satisfaction. Trust and safety constitute much particularly in relation to online transactions which are personal and financial information. It is necessary to ensure that the customers are comfortable with their information, despite the fact that the impacts may vary. In direct selling and business-to-business (B2B) also, trust plays a significant role. In mobile service as well as general service industries, corporate image is a major consideration. It may alter the customer thinking on a firm even when they have not yet utilized its services.

Price is discussed in numerous situations, and its significance and impact are not necessarily similar. In other places, direct driver is lower price, whereas in other places, price satisfaction is more complex and not the key factor as compared to quality in high-involvement services. The sources add that the weight and interaction of these factors can differ according to the industry and the manner of the market arrangement immensely. Online market competition can result in drivers that are not consistent with those of a less competitive B2B service or a more relationship-oriented direct selling environment.

Conclusion

The sources provided indicate that customer satisfaction is a multifaceted concept, which is predetermined by numerous factors that are more or less significant in this or that case. Some important

factors that continue to reoccur are service quality, perceived value (and this may involve price) and ease of use/accessibility, reliability/fulfillment, trust, security, and corporate image.

Diverse apps features are quite significant in mobile commerce including their ease of use, their privacy and their ability to allow interactions between people. Direct selling is concerned with the product characteristics (cost, quality, availability) and communication with the salesperson. Mobile services are one of the ways of displaying the image of a company and the worth of its services. Satisfaction with online shopping largely depends on customer service, fulfilment, ease of usage, quality of the product and even on the perceived price. Quality of delivery was of special significance in certain studies. In the case of B2B satisfaction, the quality of the product, the quality of the service, the integrity of the price, and the quality of the relationship are all very crucial. The general service industries are concerned with service quality (output, staff, image) and how individuals consider prices, considering the market-established setup. Omni-channel success regarding satisfaction is associated with omni-channel intensity and value of shopping which are caused by an efficient and easy experience throughout the channels.

Any business that desires to enhance customer satisfaction and, consequently, retain their customers and create a loyalty needs to be aware of such drivers in domains. Quality and value are terms which are known to everybody but how they are implemented and the value they hold in every market must be considered. The further study may consider a closer examination of how these drivers relate to one another and how they may evolve with the further development of technology and the shift of consumer behaviour.

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