

Affecting Variables in E-Commerce Customer Satisfaction: Review

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Abstract: In recent years the technological advancement, development, and access to devices with Internet, together with the actual pandemic and all the restrictions laid due to COVID 19, has been increasing the need to acquire goods and services through the usage of the information technologies available and with it the business transformation, carrying a lot of advantages to society such as time saving while shopping, the capacity to compare prices, among others. There is a large amount of research done that aims to establish the factors or variables that have contributed to the growth in the customer satisfaction in the electronic business (e-satisfaction).

This paper presents a comprehensive literature review of the factors, the interaction between them, the methods, techniques, and analysis tools used in order to develop proposals of improvement for the customer satisfaction of the users of the electronic commerce (e-commerce). This review serves as a starting point to develop future studies that allow to shape factors that really impact in the determination of the e-satisfaction.

The results show that one way to guarantee the success in sales online is to measure the electronic client satisfaction throughout the independent variables and which they match between the different studies empirically performed, where there are shown nineteen different variables. However, within the three most important, it is found that 60% of the authors in their different results, they agree with information quality and web design, as well as 53% with the security/privacy variable that the businessman offers with the management of users' data and the service that the clients receive, which is the support system that the retailer gives to the customer during the transaction.

Keywords: E-Commerce, Customer Satisfaction, Critical Success Factors

1. Introduction

In the last year a substantial increase has been noticed globally in the e-commerce (electronic commerce), which is a service that refers to the information trade-off measured electronically between an organization and the external concerned parties, where these interchanges can be among organization and suppliers or organization and clients (Chaffey et al., 2019). Having a world record a total sales of 2,043.63 billion of dollars; within the main consumer items, whose purchases were by 4.54 billion of users in the Internet (Shum, 2020).

Only in the period from April to June 2020, an increase of 90% in the usage of online purchasing apps has been registered in Mexico (Beldodere, 2021). This achieving an expense of \$15.6 million of USD in 2020 (Ramos, 2021), in addition, it has been registered that 5 out of 10 enterprises in Mexico are duplicating their growth of the e-commerce (Hernandez Armenta, 2020). It is expected this trend to continue, in fact, it is anticipated that in the following years the Latin-American e-commerce augment to 70% (Chevalier Naranjo, 2020), this prediction had been done before the 2020 COVID 19 pandemic and anticipates that this consuming habit to stay even when the pandemic is over (Rodriguez, 2020).

For this reason, it has been determined that it is necessary to recognize the importance of the client in the e-commerce, determining which variables define the satisfaction when making the purchase online, since it exists a positive relation between the customer's satisfaction and the expense that is willing to do (Nisar & Prabhakar, 2017), as well as if the client perceives benefits in the purchase, this will have a positive effect in the satisfaction (García & Gil-Saura, 2017).

The internal practice of a firm when measuring the customer satisfaction is seen in the importance that one itself gives to the quality of its service, so much so that inside the certification ISO, the nom ISO 9001:2015 highlights the importance of measuring and analyzing the degree of the perception of the customer satisfaction (Gomez, 2016). Worth noting that the customer satisfaction is an important factor to maintain and improve the competitive advantages in the market of the companies that use e-commerce for their sales (Leninkumar, 2019; Udo et al., 2010). The satisfied customers are more likely to become loyal to a brand or firm (Choi et al., 2008; Eid, 2011; Kassim & Asiah Abdullah, 2010; McMullan & Gilmore, 2008; Özkan et al., 2020) and when being loyal, they recommend the service to others.

It is important to mention that throughout the world, different investigations have been done, finding different variables that impact in the customer satisfaction in the e-commerce (e-satisfaction), as it is the investigations that are analyzed in this review, the research model of this study had been developed based on previous empiric investigations upon the e-commerce in different countries that used valid statistical methods, and that through the measuring of the quality circles and adjusting the variables that defines it, can achieve to increase the customer satisfaction (Shuling et al., 2020).

The objective of this review is to accomplish a theoretical contribution and so to establish a reference framework regards to the e-satisfaction, which will let to visualize mainly the variables that are considered of major impact to achieve.

2. Literature Review

The customer satisfaction appears as one of the most important factors to guarantee the success of the sales online, in the current review will be analyzed investigations of different areas of the market that use e-commerce and different countries.

Most of the studies at the moment to determine the customer satisfaction in the e-commerce, take as basis, only the theoretical models for choosing the independent variables, so it is interesting to observe the results of various empiric studies, regardless of the theoretical model used as a base.

2.1 Variables that define e-satisfaction

The selection of the incorporated articles in this review was done by taking into account the impact factor of the journals where they have been published and the greater number of quotations that each one includes. Within the revised articles, the first characteristic to highlight is that there were found two general forms in which researchers created the models in order to define e-satisfaction, one side establishes the independent variables in an individual manner, meanwhile the other side does a grouping of the independent variables, including several factors in it (Figure 1), it is found that 60% of the selected investigations use categories that cluster several variables. (Ali Abumalloh et al., 2020; (Ali Abumalloh et al., 2020; Gutierrez et al., 2020; Kassim & Asiah Abdullah, 2010; Kumar & Ayodeji, 2021; Lin, 2007; Nguyen, 2020; Rita et al., 2019; Sharma & Aggarwal, 2019; Udo et al., 2010) and 40% correspond to investigations that settle the independent variables in their models in an individual manner (Alam et al., 2020; Eid, 2011; Nisar & Prabhakar, 2017; Sanyala & Hisamb, 2019; TO et al., 2020; Vasic et al., 2019), it is worth mentioning, that most of the articles take as basis of their models different theoretical frameworks to determine the e-satisfaction, without highlighting a theoretical framework in specific that defines the base of any considerable percentage for taking it into account in the study of the e-satisfaction.

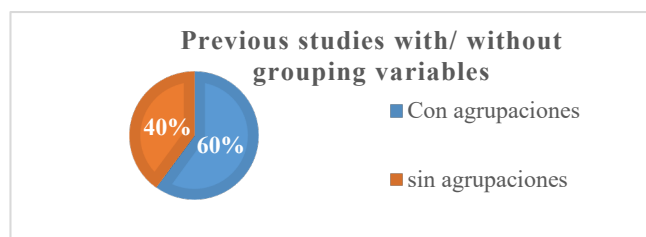


Figure 1. Previous Investigations with and without grouping variables of success studies, (own elaboration, 2021).

2.1.1 Research with grouping categories of variables

In this section are included the empirically proven research with grouping of variables in categories for determining the e-satisfaction. The research papers reviewed below include less independent variables that define the e-satisfaction. Nevertheless, each one of them contain a determined number of variables in them, it is observed that most of the assigned categories to determine the customer satisfaction correspond to the quality in some area, however the category that coincide the most, between the different authors of this section, is the service quality, being seven of the nine investigations corresponding to this section. (Ali Abumalloh et al., 2020; Gutierrez et al., 2020; Kassim & Asiah Abdullah, 2010; Kumar & Ayodeji, 2021; Lin, 2007; Nguyen, 2020; Rita et al., 2019; Sharma & Aggarwal, 2019; Udo et al., 2010).

2.1.2 Investigations with independent variables without grouping

Within the reviewed research 40% corresponds to the studies where independent variables were used without groupings that describe the e-satisfaction, inside the analysis there are found 23 different variables (table 1) that impact in the determination of e-satisfaction, two more are attached; product and accessibility which were considered, however, based on the statistical studies it was cast out not to have any impact over the e-satisfaction.

Table 1. Independent Variables of models without grouping

| Independent Variable | E-satisfaction success studies |
|---|---|
| Website design, Information quality | (Eid, 2011) |
| Customer service, Good transaction capability, Compliance on delivery of product or services, Wider merchandise variety, Lower price of the product and services, | (Alam et al., 2020) |
| Information quality, Time spent while purchasing, Security/privacy | (Alam et al., 2020) (Vasic et al., 2019) |
| Convenient payment method | (Alam et al., 2020) (Sanyala & Hisamb, 2019) |
| Experience, Convenience, Reliable, | (TO et al., 2020) |
| Price | (Sanyala & Hisamb, 2019) (Vasic et al., 2019) (Alam et al., 2020) |
| Shipping, Quality | (Vasic et al., 2019) |
| Perceived value, Customer expectations, Perceived quality, Loyalty | (Nisar & Prabhakar, 2017) |

2.1.3 Variables demonstrated empirically under previous studies

Independently on how the models were done for structuring the variables that define the e-satisfaction, in this section, all the variables that at least two of the researchers mentioned are analyzed separately to establish the coincidences between the different authors and under this analysis were found 19 different independent variables (Figure 2), the ones will be described from the most coincidence to the least one, considering that some variables have the same amount of research that has shown empirically by which mean that the order is not relevant.

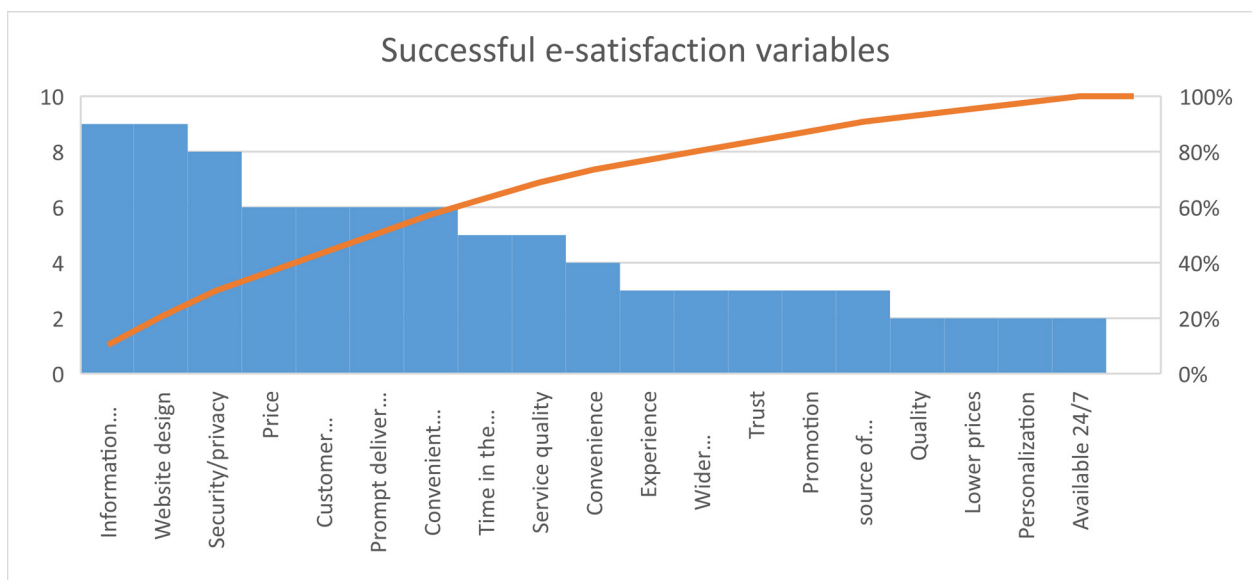


Figure 2. Successful e-satisfaction variables, (own elaboration, 2021).

As it is observed in the Pareto Diagram (Figure 2), the biggest coincidence is found in the first variables, the first one is **information quality**, which is measured through being the timely information, relevant, understandable, exact, updated, precise, useful, complete, enough information about the price and the product, pictures, clear and effective (Alam et al., 2020; Eid, 2011; Gutierrez et al., 2020; Kumar & Ayodeji, 2021; Lin, 2007; Rita et al., 2019; Sharma & Aggarwal, 2019; Udo et al., 2010; Vasic et al., 2019), however for Ali Abumalloh et al. (2020) there was not a positive relation between the quality in the information and the e-satisfaction. Another variable with the same impact as the one aforementioned is the second variable, website design, which refers to the easy use of the website, organized interface, reliable, ease of access, easy to find important and relevant information, organized, website structure, and also the content design, that is to say that the pleasant appearance has more probability to transmit confidence in the e-commerce environment, as well as the speed in which the web page loads, time of response, availability 24 hrs, updated, available and understandable information (Ali Abumalloh et al., 2020; Eid, 2011; Kassim & Asiah Abdullah, 2010; Kumar & Ayodeji, 2021; Lin, 2007; Nguyen, 2020; Rita et al., 2019; Sharma & Aggarwal, 2019; Udo et al., 2010), it is worth mentioning that Alam et al. (2020) under the analysis of multiple regression showed that it was a variable not significant for the e-satisfaction.

The third identified variable is **Security/Privacy**, which is when the customer feels protected that his information and privacy are secure, as it is the credit card information, and in general all of the information which is shared during the transaction. (Alam et al., 2020; Gutierrez et al., 2020; Kassim & Asiah Abdullah, 2010; Lin, 2007; Nguyen, 2020; Rita et al., 2019; Sharma & Aggarwal, 2019; Vasic et al., 2019), instead, in the studies done by (Sanyala & Hisamb, 2019) (Eid, 2011) the result was with a no significant value to impact e-satisfaction.

From the fourth to the seventh variable the same quantity of contribution was obtained by the different authors, the fourth variable is **price**, which by several research is demonstrated that it impacts in the determination of e-satisfaction, the one refers that the price should be lower menor (Alam et al., 2020; Nguyen, 2020; Rita et al., 2019; Sanyala & Hisamb, 2019; Vasic et al., 2019) and that it is visible because having it available supports being able to compare it with other products (Sharma & Aggarwal, 2019), nevertheless, TO et al. (2020) showed in their research that the price does not impact in e-satisfaction. The fifth variable is **customer service** allied with the seller response, the confidence it instills, the system gives support to the client, guarantee, service, reliability, net benefits, (Alam et al., 2020; Gutierrez et al., 2020; Lin, 2007; Nguyen, 2020; Sharma & Aggarwal, 2019) (Ali Abumalloh et al., 2020) though in the research of Rita et al. (2019) customer service turned out in not being outstanding for defining the e-satisfaction, as well as Kassim & Asiah Abdullah (2020) when they did their research in the responsiveness dimensions. In the sixth place there is **prompt delivery of product or services**, referring to receiving the correct order of the purchase, either the product or service in the agreed time (Rita et al., 2019) and receiving exactly what has been asked for (Nguyen, 2020), as well as it is also defined to be timely (Kumar & Ayodeji, 2021) (Alam et al., 2020), another perspective about the variable is the quality of the products or services (Gutierrez et al., 2020) and the minimum delivery expense (Vasic et al., 2019), and the seventh variable is the **Convenient payment method**, meaning that the website has a convenient payment method (Alam et al., 2020; Nguyen, 2020; Rita et al., 2019; Sanyala & Hisamb, 2019) even other payment options (Gutierrez et al., 2020; Sharma & Aggarwal, 2019).

In the eighth and ninth place coincide with the same quantity of empirically demonstrations the variables about the e-satisfaction, the eighth variable corresponds to the **time in the purchasing process**, the one refers to the time response online (Sharma & Aggarwal, 2019), system availability (Rita et al., 2019), Alam et al. (2020) describes it always as the time spent since the customer makes an action in the website and the response received (Rita et al., 2019), same form Vasic et al. (2019) specify and demonstrate empirically about the time spent in the completion of the purchase, it is the importance of saving time has a positive impact in the customer satisfaction, Kumar & Ayodeji (2021) highlight the effectiveness in the purchase and the product searching process. The ninth variable corresponds to **service quality**, five different authors handle it as category encompassing other variables such as: utilitarian and hedonic, where the utilitarian means to non-sensory attributes but to what is useful for which they serve, and hedonic are the sensory attributes that produce delight under the rewarding affective consumerism (Gutierrez et al., 2020; Kumar & Ayodeji, 2021); Udo et al. (2010) develops the service quality through the content of the website, convenience in the service which is linked to the user's computer skills and the perceived risk; this last one showed to have no impact for determining the service quality. Lin (2007) showed that the response and reliance infused by the seller determine this variable, whilst the empathy not. Rita et al. (2019) places the service quality in general as a former variable immediate to obtain the client satisfaction in the e-commerce, showing under the PLS method that the website design, security and privacy, and the seller's compliance are the factors which define this variable, and the service level and return policies do not impact statistically.

The tenth variable corresponds to **convenience** (Kumar & Ayodeji, 2021) more convenient and faster than traditional shopping (TO et al., 2020), the convenience in terms of accessing, information availability, lack of time or geographic barriers and anonymity (Udo et al., 2010), visually pleasing to read the content, easy text to read and tags easy to understand (Rita et al., 2019).

From the 11th to the 15th variable, all are found in the same level, where the 11th is **experience**, TO et al. (2020) say that when the buyers have a bigger experience with online purchasing (Nguyen, 2020), they have a lot of ways to know how to achieve satisfaction, for Rita et al. (2019) in general the experience with the purchase with the store online to be excellent. The 12th corresponds to **wider merchandise variety**, the purchases website offers a wide quantity of products (Alam et al., 2020; Nguyen, 2020; Rita et al., 2019). The 13th variable is **trust**, under three different investigations (Kumar & Ayodeji, 2021; Lin, 2007) was proven that he trust that the online retailer instills in the clients is a variable that impacts in a positive way in the e-satisfaction, however, other authors in different research papers place the trust variable along with that of customer satisfaction, that is, it is not a variable that defines customer satisfaction but rather from other independent variables end up resulting in both, reliability and customer satisfaction (Ali Abumalloh et al., 2020; Eid, 2011; Rita et al., 2019). The 14th is **promotion**, another important point when defining e-satisfaction while buying is that the website offers a promotion when completing the purchase such as discounts or free shipping (Kumar & Ayodeji, 2021; Nguyen, 2020; Rita et al., 2019), the 15th variable is **Source of opinion**, this independent variable refers to having the website information available through the stars ranking, as well as opinions from other buyers based on their experience (Nguyen, 2020; Sharma & Aggarwal, 2019), in addition to share the experience in some electronic media (Gutierrez et al., 2020).

Lastly there are found the variables that were demonstrated in two of the investigations, being the following ones; the 16th variable, **quality** (Nguyen, 2020) generally excellent quality, same quality product, same purchasing conditions, inconstancy in rare products (Vasic et al., 2019). The 17th variable is **lower prices**, Alam et al. (2020) showed that the lowest prices impact in the customer satisfaction when buying online, which reaffirms it Rita et al. (2019) and adds to it that there should be the lowest prices from those products offered in stores that are not online. The 18th variable, **personalization**, the website lets interaction in order to receive personalized information, as well as selecting preferences when searching in the website (Rita et al., 2019; Sharma & Aggarwal, 2019), nevertheless, Kassim & Asiah Abdullah (2010) showed in his study that the personalization did not show a significant value for defining the e-satisfaction. The 19th variable corresponds to **availability 24/7** (Sharma & Aggarwal, 2019) which means that the website offers the possibility to buy 24/7 (Vasic et al., 2019).

3. Conclusion

Because everytime is bigger the use of the electronic market, there is the importance of the study of the e-satisfaction, in this research paper there are 21 different variables being observed that coincide within different authors that define the e-satisfaction. Noting that the papers studied are from different regions, countries and are applied in different areas, however, the variables coincide to define the e-satisfaction demonstrated through different statistical models applied empirically, even some of them used more than one method to confirm the correlation between the variables, this supports the idea as an author, that it is necessary to do an analysis about the variables that define the customer satisfaction in every different region, since as mentioned by Kassim & Asiah Abdullah (2020) the cultural differences are of the most important factors that affect the behavior and therefore to the actions that define the customer satisfaction at the moment of doing a purchase in a website. The current

review shows a signature base to do later studies specifically and empirically applied to determine the e-satisfaction adjusting the model according to the author defining it in function to the needs of the investigation. Likewise, the variables are presented in a Pareto Diagram to facilitate their use in later research.

With this paper were identified several gaps to continue deepening in the subject of the customer satisfaction and with it to support both, the electronic commerce and to the clients while buying through the websites.

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