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Factors influencing customer satisfaction in E commerce in district lasbela

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Abstract
E-commerce is a rapidly growing internet industry that has transformed business practices in recent years. The motive of the research is to analyze how convenience, trust and security, and price comparison influence consumer satisfaction among Lasbela. To acquire statistics, 100 e-commerce consumers in District Lasbela were polled via a questionnaire. The link between variables was examined using regression, correlation, and the ordinary Least squares model. The study's findings indicate that convenience positively impact satisfaction among consumers, price comparison has a positive impact, and trust and security also have a positive impact on consumer satisfaction. This empirical study contributes to the expanding body of information regarding how ease (convenient), trust and security, and value comparison impact the desire for customer satisfaction among E-commerce users in district Lasbela.

Key Words
Customer Satisfactions, E-Commerce, Trust and Security

Introduction
Background
Over the past few years, the internet industry known as e-commerce has rapidly expanded and changed business practices. With manufacturers, distributors, and consumers using the internet as a communication tool, e-commerce has changed the face of business. Therefore, it's critical to comprehend how customers employ online features to decide what to buy. Without the limitations of timing and place, online purchasing might offer the best product variety, availability, and convenience (Brynjolfsson et al., 2000). It is a technology that promotes business innovation and rapid growth. It enhances operational efficiency and increases output. However, there are significant downsides to using e-commerce technology. High profitability does not always follow from e-commerce's good operational efficiency. Despite a significant inflow of capital, investors are perplexed by the e-commerce industry's low returns on inputs (Yang et al., 2017). The e-commerce sector has seen rapid expansion and changes in business methods. E-commerce has transformed business by enabling manufacturers, distributors, and customers to connect over the internet. It is critical to understand how customers utilize the internet to make purchases. Without time and space limits, online shopping offers a wider range of products, more availability, and greater convenience. Convenience is a significant consideration in digital business. Customers can benefit from lower costs, faster searches, easier comparisons, and more options. Additionally, an increasing number of clients purchase things online.

Websites can improve client ease by offering product recommendations and many payment options. Convenient website information attracts clients and helps them connect with the company's products or services. This connection is critical to achieving the company's competitive advantages. Convenient website information is crucial for e-commerce success and requires increased attention. This study aims to understand what factors contribute to information convenience and its impact on e-commerce The electronic purchase and sale of products and services, typically through the internet, is known as e-commerce. The internet powers e-commerce. Consumers access internet retailers using their personal devices. They can place orders and peruse the goods and services the stores provide.

Problem Statement:

In District Lasbela, despite the increasing number of e-commerce transactions, however, little research has been done on the variables affecting consumer satisfaction in this field. This study is to investigate and identify the particular aspects that impact customer satisfaction in e-commerce in District Lasbela, as well as to provide information for internet businesses hoping to enhance their offerings, foster client loyalty, and boost productivity. A metric called customer satisfaction is used to gauge how happy customers are with a business's goods, services, and capabilities. Data on customer happiness, such surveys and ratings, can assist a business in figuring out how to effectively enhance or modify its goods and services.

Research Questions

What is the impact of convenience on customer satisfaction in district Lasbela?
What is the impact of trust and security on customer satisfaction in district Lasbela?
What is the impact of price comparison on customer satisfaction in district Lasbela?

Objectives

To ascertain how convenience affects consumer satisfaction in the Lasbela district.
To illustrate how trust and security affect customer satisfaction in the Lasbela district.
To ascertain how price comparison affects Lasbela district customers' satisfaction.1.5

Scope of the Study

The motive of the research is to consider the relationships among convenience and customer, trust/security and customer satisfaction, and price comparison and purchaser consummation. This study will assist e-commerce platforms in improving and developing more integrated and valuable e-commerce services for its users.

Literature Review
Electronic Commerce

Electronic commerce is the purchasing, hawking, and switching of things and services over the internet. You project a bossy demeanor online and can communicate via email. E-commerce is a contemporary company that satisfies the demands of organizations, and customers may purchase products as costs fall, product quality improves, and service delivery speed rises. E-commerce is typically quicker, less expensive, and more convenient than traditional means of exchanging products and services. (Alan et al., 2004). E-commerce is classified into four categories company to company, company to customer, company to company, and customer to customer. Online stores, online payments, and supplier-buyer auctions make up this transaction. Business-to-business: Businesses are able to purchase from each other online. There is more to purchase in this type of online shopping. From business to customer: All business operations are sold to the general public, such as when a corporation sells its products to the end consumer. Businesses can offer recommendations based on project demands and budgets that consumers post online. The consumer study then selects and suggests the company that will complete the project. The process by which individual customers purchase and sell goods online is known as "consumer to consumer." Among

the technologies utilized in e-commerce include electronic cash transfers, credit cards, and email. Additionally, the website is the best way to obtain information and make online purchases. Information is essential to electronic commerce. Some websites generate revenue through the sale of goods or services. By entering a credit card number or other payment details, customers can buy the products straight from the website. Websites may use a combination of these two strategies to make money. Two important crucial functions for websites: the type and variety of content on the site, as well as the sufficiency of information. The second job is website design, which is equally vital as the first. These positions underwrite to e-convenience, allowing businesses to achieve their ultimate goal of e-commerce success. (Salehi et al., 2012)

Customer Satisfaction
A person feels satisfied once their requirements are met (Islam et al., 2011). Although there are many other methods for measuring customer satisfaction in the literature, the most popular one is based on what customers expect. Gerson (1993), Hill (1996), Oliver (1997), and Vavra (1997) all state that customer satisfaction is a metric that assesses how effectively the "total" product or service that is provided satisfies the customer's expectations. When a customer's expectations are fulfilled by the service they received, it's known as customer satisfaction. Radziszewska (2013) and Islam et al. (2011) The customer-oriented mindset and the core ideas of ongoing efficiency in contemporary businesses demonstrate that evaluating client satisfaction is one of the crucial problem facing commercial corporations. (Siskos and Girouroudis, 2010)

Marketing theory states that customer pleasure is essential for Developing company marketing strategies and operations (Fornell et al., 2006). Earlier research suggests that strong competing strategies can boost sales and market portion. Kotler (1994) defines customer satisfaction as sentiments of contentment or disappointment when comparing expectations with actual perceptions of items and services. Customers are unsatisfied when the experience falls short of their expectations, but delighted when the experience exceeds their expectations. Fornell et al. (1996) conducted a consumer research, which provides another definition. Customer consummation is defined as calculation based on long-term experience with a certain service or product. According to Lo's (2012) research, customer satisfaction with marketing services and products correlates with brand attachment and competitive advantage, guiding businesses to improve their marketing strategies. Consumer fulfilment has evolved as a critical achievement component in the e-commerce industry because of its ability to help firms stay competitive, improve their reputation, and retain customers (Hadiantini & Hendrayati, 2021). Prior work (Chang et al., 2009; Cheung et al., 2008) demonstrates that emphasizing customer pleasure can enhance sales and stimulate personal recommendation and user feedback. Additionally, it has been demonstrated that customer satisfaction influences how fast digital business gain new clients. Owners of businesses that put their customers' satisfaction first might expect a high return on investment. The net promoter score (NPS) has historically been used to determine consumer satisfaction levels (Schneider et al., 2008; Kinney, 2005; Hayes, 2008). Le et al. (2022c) emphasized this strategy's shortcomings. According to the study, the conventional NPS approach is insufficient for understanding customer experiences, feelings, and the complex level of their satisfaction or dissatisfaction. Additionally, it frequently ignores a variety of client viewpoints and experiences. Therefore, it is imperative to implement a more thorough and inclusive approach that can successfully capture the diverse nature of consumer pleasure. The application of machine learning and deep learning techniques holds significant promise for addressing the shortcomings of conventional approaches. Large datasets, especially unstructured data like customer reviews, can be processed by these advanced analytical tools to uncover subtle patterns and emotions that conventional methods are unable to. Opinion mining, subject shaping, and consumer classification depend on review and performance may all benefit from machine learning techniques. Deep learning may offer important insights into the feelings and perceptions of customers because of its capacity to identify intricate connections within data. A more thorough and nuanced understanding of client views may be possible with the integration of computational learning into customer satisfaction surveys, contributing to a more accurate assessment of consumer satisfaction.

Research Framework

Independent variables   **Dependent Variable**
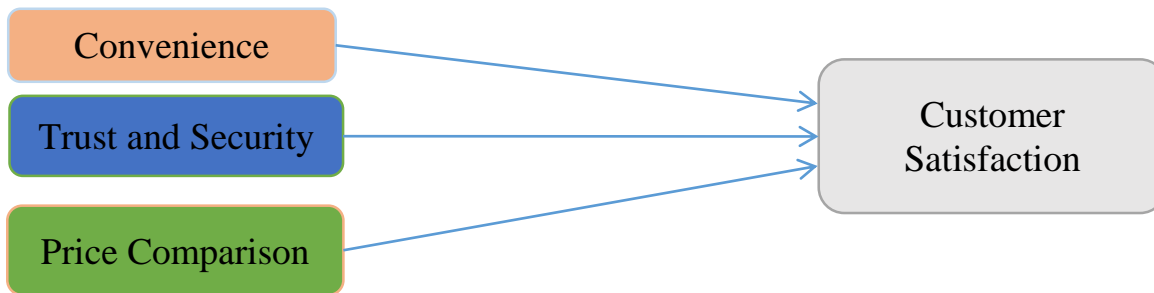
Convenience
An earlier conceptual research defined convenience as the consumer's perceived degree of time and effort avoidance. Convenience is a complex notion that encompasses the full shopping experience (e.g., Berry et al., 2002). As a result, we define shopping convenience as encompassing ease of decision-making, access, search, transaction, and post-purchase. These components were part of the ground-breaking empirical study of a hedonic shopping environment by Seiders et al. (2007), which focused on the interaction between customers and an upscale women's clothes and home furnishings store. According to their research, shopping convenience has a beneficial effect on a variety of attitudinal variables, including shopping enjoyment, share of wallet (SOW), and share of visits (SOV). Time-saving: One of the most major benefits of convenience is the time saved. Consumers value their time and seek ways to reduce the effort required for ordinary tasks. Convenience-oriented services address the need to save time and simplify life.
Reduced effort: Convenience decreases the physical and mental effort required to obtain essential items. This is especially critical for persons who are trying to balance many duties at once. Convenience is a method of streamlining daily monotonous chores. Minimizing hassle leads to the convenient option becoming more appealing and often leads to customer loyalty.

H1: Convenience has a positive direct effect on customer satisfaction

Trust and security
Online shopping requires a higher degree of trust because it is more sophisticated than traditional shopping. Building confidence between a customer and seller is challenging on a public network like the internet. Trust is an essential component of most social relationships, especially those involving reliance and uncertainty. Petrovic et al. (2003) state that "online transactions and exchange relationships are not only characterized by uncertainty, but also by anonymity, lack of control, and potential opportunism, making risk and trust critical elements of electronic commerce. "Customers may use trust as a mental shortcut to reduce the complexity and unpredictability of relationships and transactions in online marketplaces. Customers frequently cite a lack of trust as a factor for not making purchases from online merchants (Petrovic et al., 2003). E-commerce security refers to a collection of procedures that enable safe e-commerce transactions, safeguarding the information of consumers and businesses against risks such as credit card fraud, phishing attacks, hacking, data errors, and unprotected online services.

H2: Trust has positive impact on E-commerce

Price Comparison
A lower stated selling price is contrasted with a higher promoted comparative price, sometimes referred to as the advertised reference price, in price-comparison advertising. Customers evaluate advertised costs based on a variety of factors, including purchasers' internal reference prices,

situational impacts surrounding them, and contextual cues provided by the advertisement (Rajenderan and Tellis 1994). Giving customers accurate information could boost their trust and raise conversion rates. You may learn more about consumer preferences, rival tactics, pricing trends, and other topics by using price comparison tools. In order to thrive in a value-conscious market, sellers need to highlight the advantages of their products. Stressing the importance of acquiring the product—also referred to as acquisition value—is one value-based strategy (Monroe and Chapman,1987) By boosting buyers' perceptions of the product's quality or benefits relative to the selling price, sellers can increase acquisition value perceptions (Bolton and Drew 1991; Dodds, Monroe, and Grewal 1991; Monroe and Krishnan 1985; Zeithaml 1988). Three value-based positioning methods are available to businesses: low price, high quality, or a quality-price balance.

H3: Price comparison websites' perceptions positively influence e-Switching behavior

METHODOLOGY
Research philosophy
This study which examined quantitative data from 100 respondents who utilize E-commerce services in district Lasbela, is based on the positivist school of thought.

Research approach
This research employs a logical method. In this study we have used quantitative research. This shows the casual relationship between the variables of the research.

Population
The populace of the learning will be the customers who are involve in E-commerce in district Lasbela, Baluchistan. The population is unknown we have used non-probability sampling. We have selected 100 respondents who are involving in E-Commerce in district Lasbela, Baluchistan. For data collection we have used convenience sampling method for data collection.

Sample procedure
In this study, a convenience sampling method is utilized for data collection.

Data measures
In this study a close-ended questionnaire for data collection. Each article was scored on a five-point Liker t scale. On a scale of 1 to 5, responses ranged from "strongly disagree" to "strongly agree." To match our inquiry, Nguyen, G.D., and Ha, M.T. (2021).

Data collection and techniques
The data was collected to provide empirical evidence that the suggested model is valid. To assess the hypothesis, data were acquired through the use of questionnaires. The survey is broken into two sections. The first section includes fundamental facts. The second half was an E-Commerce survey with 20 questions to assess consumer happiness and participants' level of trust, pricing, and convenience. This questionnaire aimed to reach 100 people in district Lasbela, Baluchistan.

Data analysis techniques
In this research, a random sample approach is utilized over the course of a month. The data was analyzed using WPS Word, Excel, and SPSS to establish the impact of trust, convenience, and price on consumer satisfaction. Customer is a dependent variable whereas trust, price, and convenience are independent factors.

Descriptive statistics
The data was analyzed using SPSS to determine mean, standard deviation, skewness, and kurtosis.
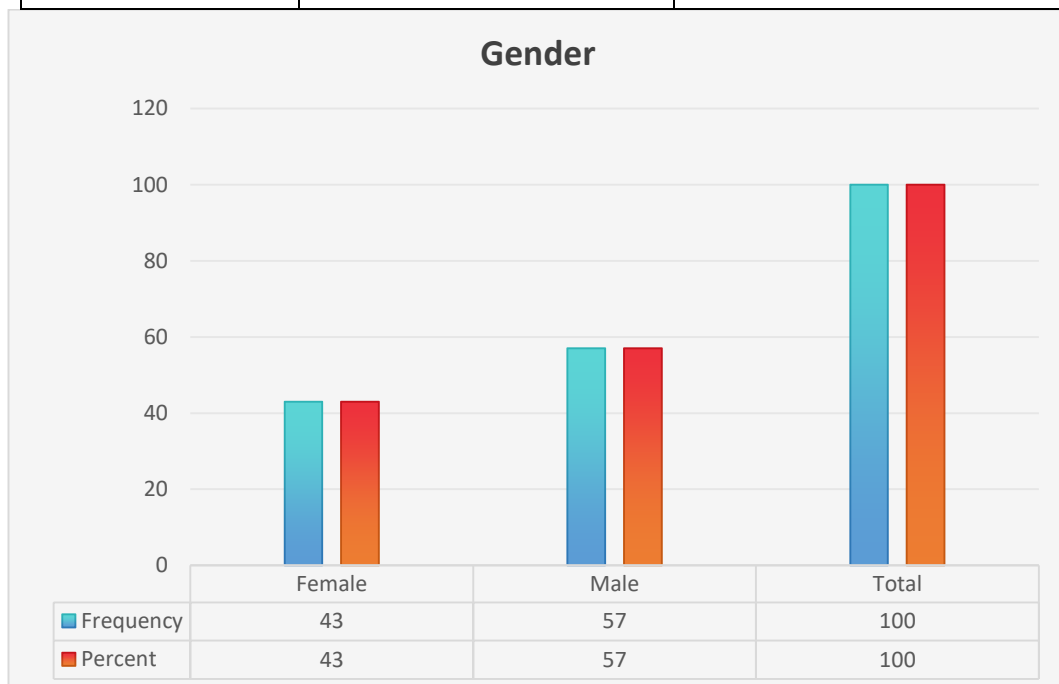
Inferential statistics

The data from this research was also evaluated using regression analysis and correlation.

RESULTS AND DISCUSSION
Demographic

Gender

Gender	Frequency	Percent
Female	43	43
Male	57	57
Total	100	100

Gender

	Female	Male	Total
Frequency	43	57	100
Percent	43	57	100

Age

Age	Frequency	Percent
Less than 16	2	2
16-21	20	20
21-24	41	41
Greater than 24	37	37
Total	100	100

Age

	Less than 16	16-21	21-24	Greater than 24	Total
			Valid		
Frequency	2	20	41	37	100
Percent	2	20	41	37	100
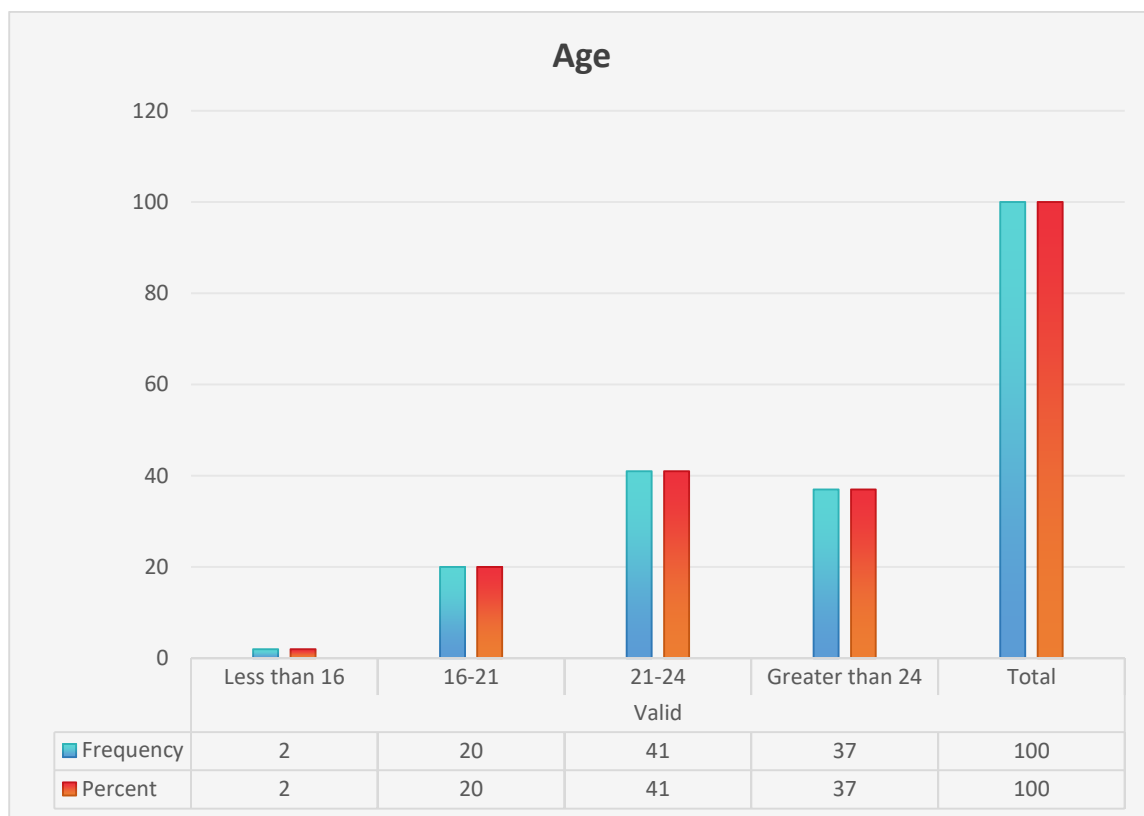
Qualification

Qualification	Frequency	Percent
Illiterate	2	2
Literate	98	98
Total	100	100

Qualification status

	Illetrate	Literate	Total
Frequency	2	98	100
Percent	2	98	100

Marital status

Marital-status	Frequency	Percent
Married	24	24
Single	76	76
Total	100	100

Marital status

	Married	Single	Total
Frequency	24	76	100
Percent	24	76	100
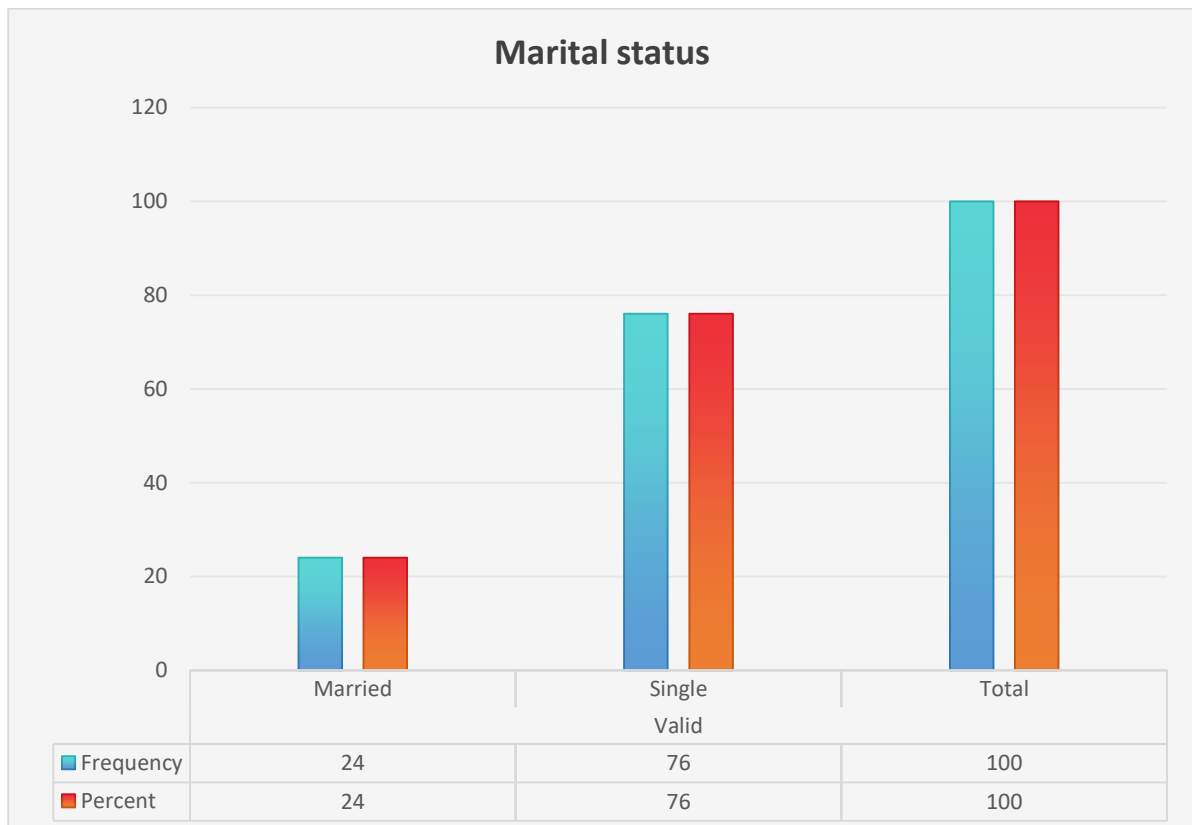
Occupation

Occupation	Frequency	Percent
Business man	10	10
Employee	13	13
Other	14	14
Student	63	63
Total	100	100

What is your Occupation?

	Business man	Employee	Other	Student	Total
				Valid	
Frequency	10	13	14	63	100
Percent	10	13	14	63	100
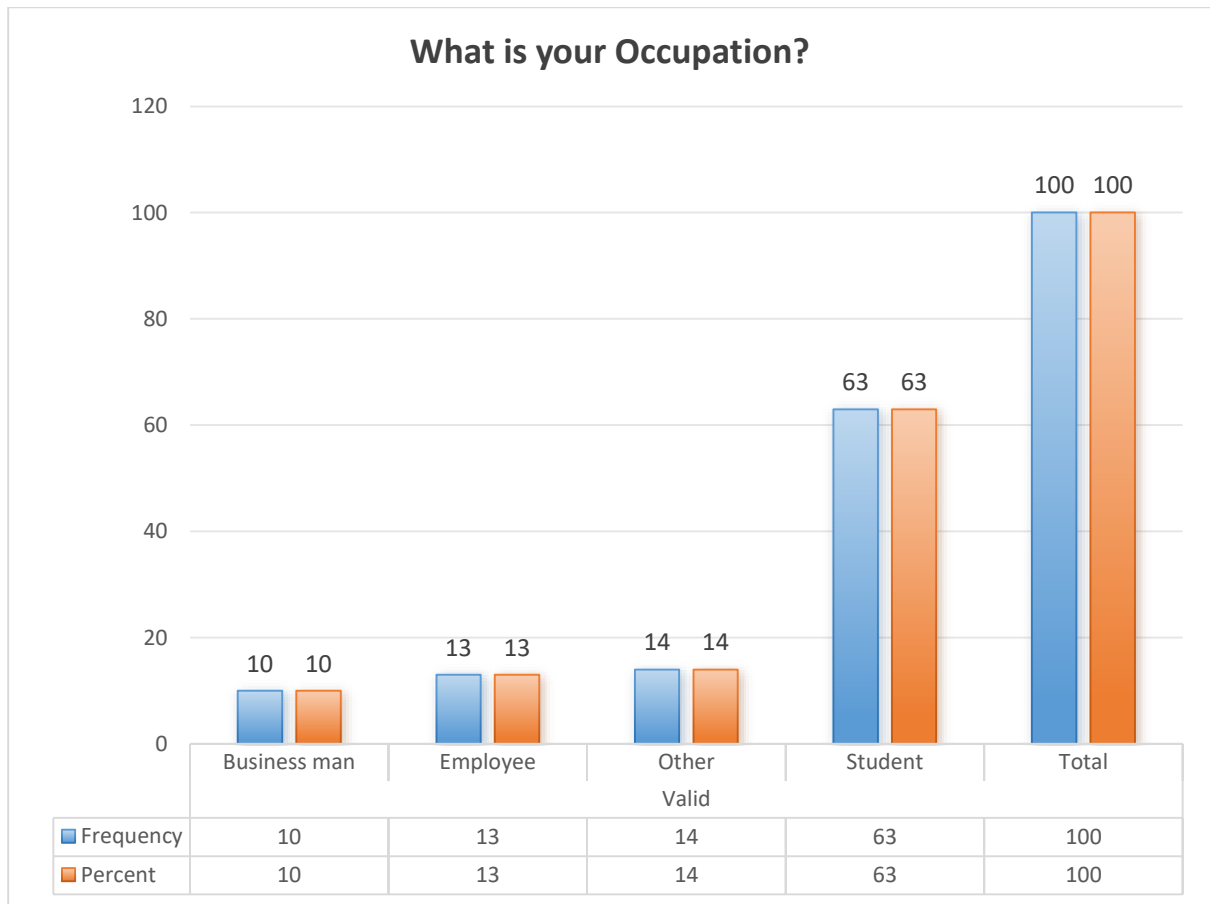
Online Shopping frequency

Shopping types	Frequency	Percent
Daily	3	3
Monthly	48	48
Never	5	5
Rarely	24	24
Weekly	20	20
Total	100	100

Typical online shopping frequency

	Daily	Monthly	Never	Rarely	Weekly	Total
Frequency	3	48	5	24	20	100
Percent	3	48	5	24	20	100
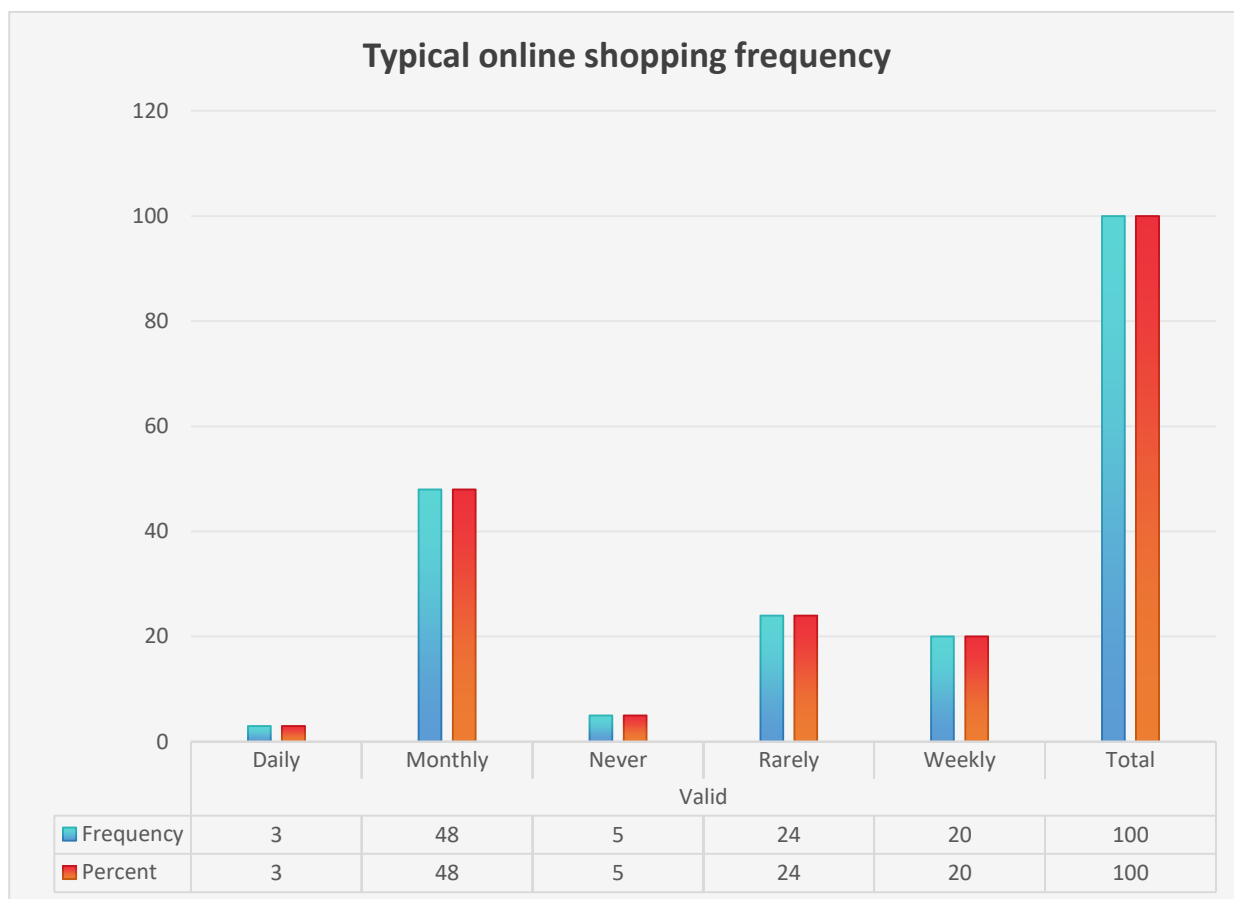
Table 4. 1Table Summary of Descriptive statistics

Variables	Mean	Std. Deviation	N
Customer Satisfaction	1.9725	.41575	100
Convenience	1.8520	.38441	100
Trust and Security	1.8510	.42959	100
Price Comparison	1.9115	.44454	100

The average value for CS is 1.97, with a standard aberration of 0.42. This specifies that most of the values for CS are fairly close to the mean, but there is some variation. The average value for CON is 1.85, with a standard aberration of 0.38. This suggests that CON values are slightly lower on average than CS, with a similar level of variation (spread of 0.38 units). Again, there are 100 observations. The average value for TRUST is 1.85, with a standard aberration of 0.43. This indicates that TRUST has a similar mean value to CON (both around 1.85), but the spread of values is a little wider (0.43 units). There are also 100 observations. The average value for PC is 1.91, with a standard deviation of 0.44. The mean is slightly higher than the other three variables, and the spread (variation) is slightly larger as well (0.44 units). There are 100 observations.

Table 4. 2Table Pearson Coefficient Correlation

Variables	CS	CON	TRUST	PC
Customer Satisfaction	1	0.118	.259**	.317**
		0.241	0.009	0.001
Convenience		1	.408**	.300**
			0.000	0.002
Trust and Security			1	.481**
				0.000
Price Comparison				1
** Correlation is significant at the 0.01 level (2-tailed).				

Table 4. 3ORDINARY least square model

$$CS = \beta_0 + \beta_1 PC + \beta_2 TRUST + \beta_3 CON + \varepsilon$$

Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.940^a	.920	.916	1.837

The results of R square are 0.94 which is states that there 94% of variation in dependent variable explained by dependent variables. It means the model is good fit. The correlation coefficient R=0.940R = 0.940R=0.940 indicates a very strong positive linear relationship between the independent variables (predictors) and the dependent variable. The value is very close to 1, which suggests that the predictors explain a large proportion of the variance in the dependent variable.

Table 4. 4ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.772	3	1.257	9.049	.000^b
	Residual	13.340	96	.139		
	Total	17.112	99			

a. Dependent Variable: CS
b. Predictors: (Constant), PC, CON, TRUST

The model is overall significance. It means the model is jointly significance because the p value is less than the 5% level of significance.

Table 4. 5 Coefficient

Model		UN-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.104	.222		4.967	.000
	CON	0.050	.017	.046	2.941	.041
	TS	.215	.102	.118	2.108	.035
	PC	.392	.097	.419	4.027	.000

a. Dependent Variable: CS

The coefficient of Convenience is 0.05, the maybe value is 0.041, which is less than the 5% level of significance. It means there is optimistic and significance relationship exists amongst the convenience of customers and satisfaction level of customer. It depicts that if increases one unit in convenience level the customer satisfaction level will be increases by 0.050 unit's others things remains constant.

For TRUST, the coefficient of trust is 0.215, the p-value is 0.035 is statistically significant, because it is less than the 5% level of significance. Meaning that for each one-unit increase in TRUST, the dependent variable increases by 0.215 units, holding other variables constant. It is indicating that TRUST must a meaningful outcome on the reliant on variable. The standardized coefficient (Beta) of 0.118 shows that TRUST has a moderate effect compared to the other predictors. The results of Price Comparison coefficient value is 0.392, indicating that for each one-unit increase in PC, the customer satisfaction level increases by 0.392 units, holding other variables constant. The p-value is 0.000 shows that this effect is highly significant. The standardized coefficient of 0.419 suggests that PC has the strongest influence on the dependent variable among the three predictors.

CONCLUSION
The key goal of this study is to define whether convenience, trust & security, and price comparison improve customer satisfaction with E-commerce services in district Lasbela. The data show that convenience, trust & security, and price comparison all have a beneficial influence on consumer happiness. As I find out in this research there are many users which are using E-commerce services in district Lasbela, their satisfaction on E-commerce platforms depends on convenience, trust & security, price comparison. Lasbela is little bit far from Karachi so they are prefer online shopping because of the time saving and easiness which they can get in convenience. As I find out Lasbela users are overall satisfied from ongoing E-commerce services. Our research will assist e-commerce service providers in Karachi and all over Pakistan businesses in improving their services in response to their consumers' needs they will know what's more important in customer satisfaction whether trust, convenience and price comparison. These are the factors that influence customer satisfaction in district Lasbela, and according to my research, many people in Uthal, Hub, and Vinder prefer to buy products online rather than in physical stores because these are rural areas with no shopping malls or additional facilities, so people prefer online shopping through E-commerce platforms.

Convenience
E-commerce platforms that offer ease of use, 24/7 accessibility, and time savings. Customers like the option to buying at any spell and from any location, therefore convenience plays an important role in their entire experience in district Lasbela.

Trust
E-commerce relies heavily on trust, particularly in District Lasbela, where consumers may be afraid to make transactions online. Trust-building elements include safe payment options, clear product details, customer reviews, and clear shipping and return policies.

Future Study and Limitations
This study provides a theoretical framework for analyzing the aspects that influence customer satisfaction with E-commerce services, but it has a number of problems. In Lasbela, where E-commerce services are lessly utilized, it focuses solely on E-commerce customers. Second, this study only has three factors: convenience, trust and security, and price comparison; future studies may include more variables. Finally, we did not account for more variables in usage experience (e.g., years of use, frequency of use). In the future, this can be extensively researched.

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