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Study on Influencing Factors of Customer Satisfaction of E- Commerce of Characteristic Agricultural Products

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ABSTRACT

This article examines the five influencing elements that affect customer satisfaction while purchasing distinctive agricultural products online using Jiomart as an example. E-commerce platform, logistical distribution, brand awareness, and prospective buyers' expectations all combine to construct a scale from which inferences can be drawn and then confirmed. Consumers' pre-purchase expectations were found to have no negative effect on satisfaction, in addition to the favorable benefits of product quality, brand familiarity, e-commerce platforms, and logistical distribution. In order to increase sales of specialized agricultural goods and encourage their growth, this article finishes with some suggestions and countermeasures for improving the consumer satisfaction of e-commerce for distinctive agricultural products from four viewpoints.

KEYWORDS: Customer satisfaction, Influencing factors, Online shopping, E-commerce platform, Product quality, Product variety, Pricing strategy, Social media presence, User reviews and ratings

INTRODUCTION

According to a study titled "how India shops online 2022" by Flipkart and Bain nd co., the number of Indian online consumers is expected to increase from its current level of 180-190 million by 2027. By Q3 2022, online shopping is expected to make up 14.8% of total sales in the US retail sector. The $ 251.7 billion in online sales during Q3 2022 is down 0.1% (+0.5%) from Q2 2022. Due to the unknown quality, logistics, and platform services of online purchases, consumers are hesitant to make unique agricultural product

purchases via this medium. When buyers aren't happy with their purchases, the agricultural goods internet market can't grow. There are advantages and disadvantages to selling agricultural goods online.

Online retailers of niche agricultural goods must put their clients first if they want to succeed in a crowded market. As internet shopping continues to grow in popularity, more scholars are devoting their attention to rare agricultural products.

Consumer satisfaction while buying agricultural goods online is a rising field of study, but there is a dearth of research on how exactly agricultural items are purchased online. This paper aims to synthesize the findings of the existing literature, construct a satisfaction model from first principles, and then use jio mart's flagship agricultural product as a case study to examine the interplay of five factors that affect consumers' happiness before, during, and after making a purchase: consumers' expectations going in, the product's quality upon receipt, consumers' perception of the brand itself, the convenience of the e-commerce platform, and t. The advent of e-commerce has revolutionized the way businesses operate, including the agriculture industry. With the rise of online platforms, customers now have access to a vast array of characteristic agriculture products at their fingertips. However, ensuring customer satisfaction in the e-commerce landscape poses unique challenges due to the distinct characteristics of agricultural goods. This dissertation aims to investigate the various factors that influence customer satisfaction in e-commerce transactions specifically related to characteristic agriculture products.

Pre-purchase expectations can be formed through various channels, including personal experiences, word-of-mouth recommendations, online reviews, advertising, and marketing efforts by the company. Consumers often develop expectations regarding the product's quality, features, functionality, performance, durability, price, and overall value. Additionally, they may have expectations related to the customer service, warranty, return policy, or post-purchase support offered by the seller.

These expectations can be influenced by individual factors such as personal needs, desires, preferences, and past experiences. They can also be shaped by societal factors, cultural norms, social media influence, and the perceived reputation of the brand or company. For instance, a customer's expectations of a brand can rise if they've had only good encounters with that brand in the past.

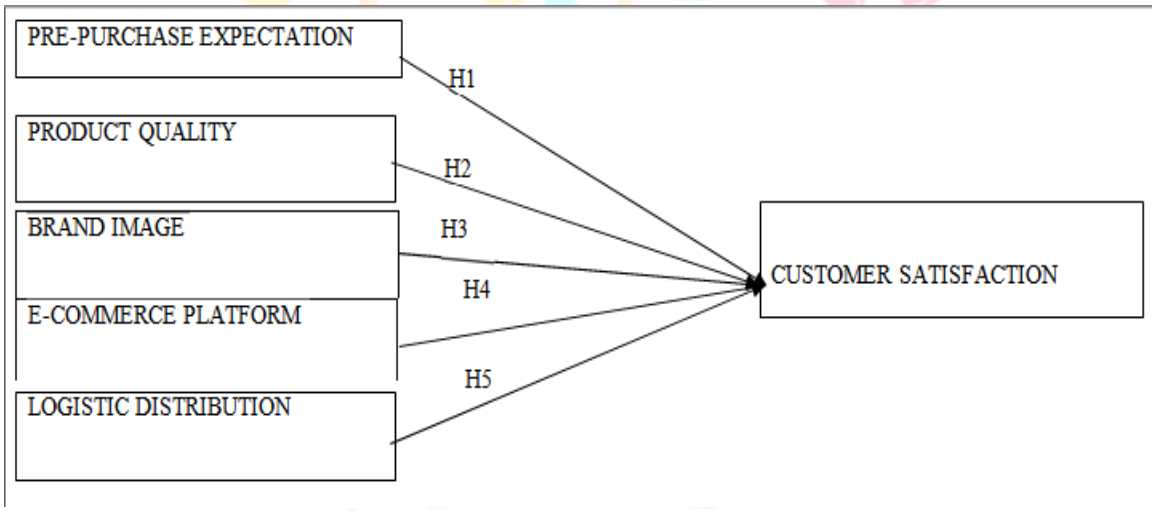
The proliferation of online shopping in recent years has completely altered the shopping habits of customers and provided brands with novel opportunities to expand their clientele. One sector that has witnessed substantial growth in online sales is the agricultural industry, particularly in the marketing and distribution of characteristic agricultural products. These products, often unique to specific regions, possess distinctive qualities, such as organic certification, geographical indications, or traditional production methods, making them highly sought after by consumers looking for authenticity and premium quality.

As agribusinesses look to benefit on the growing popularity of e-commerce, they will need to have a firm

grasp on the elements that contribute to customer satisfaction in this niche. Customer satisfaction, a key performance indicator for any business, plays a vital role in determining customer loyalty, repurchase intentions, and positive word-of-mouth, all of which are essential for long-term success.

In the era of digital transformation, electronic commerce (e-commerce) has become a pervasive force in global markets, revolutionizing the way businesses operate and consumers engage with products and services. Within the realm of e-commerce, the agricultural industry has also witnessed significant growth and transformation, with a notable focus on the marketing and distribution of characteristic agricultural products. These unique products, which often embody specific qualities, cultural heritage, and regional distinctiveness, have captured the attention of discerning consumers seeking authenticity, sustainability, and a connection to the origins of their purchases.

CONCEPTUAL MODEL



LITERATURE REVIEW

Philip Kotler: Known as one of the leading authorities in marketing, Philip Kotler has written extensively consumer behavior and marketing strategies. His books include "Marketing Management" and "Principles of Marketing."

“Kotler has a Master of Arts in economics from the University of Chicago and a Doctor of Philosophy in economics from the Massachusetts Institute of Technology. Starting off as the S.C. Johnson Distinguished Professor of International Marketing at Northwestern University's Kellogg School of Management, he started his academic career there.”

Kotler has contributed significantly to the development of marketing theory and practice through his many published works. He has made significant contributions to the fields of strategic marketing, social marketing, and marketing management, and is best recognized for his advocacy of marketing as a management-level study.

Daniel Kahneman: Although primarily known for his work in behavioral economics, Daniel Kahneman's research has significant implications for understanding consumer decision-making. His book "Thinking, Fast and Slow" delves into the cognitive biases that influence our choices.

Kahneman's birth year is recorded as 1934 in Tel Aviv, Israel. His undergraduate work in psychology was completed at Hebrew University of Jerusalem, and he went on to acquire a doctorate in the field at the University of California, Berkeley.

Kahneman is widely recognized for his collaboration with Amos Tversky and their development of prospect theory, a behavioral economics framework that challenges traditional economic assumptions about human decision-making. Their work demonstrated that individuals often make irrational choices due to cognitive biases.

David A. Garvin: David A. Garvin was a professor at Harvard Business School and an expert on quality management. He authored the book "Managing Quality: The Strategic and Competitive Edge" and conducted extensive research on quality management practices in various industries.

David A. Garvin received his Bachelor's degree in Mathematics from Union College and went on to earn his MBA and DBA degrees from The Harvard Business School Concentration. He has been a professor at Harvard Business School since 1979 and became the C. Roland Christensen Professor of Business Administration.

Garvin conducted extensive research on quality management practices and published influential articles and books on the subject. His research covered a wide range of industries, including manufacturing, service, healthcare, and education.

To measure quality, Garvin suggested a system with eight factors. The performance, features, dependability, conformity, durability, serviceability, beauty, and perceived value are all examples of these aspects.

"OBJECTIVE OF THE STUDY"

1. To evaluate the fundamental characteristics of the customers in terms of their preferences and needs in the characteristics of the agriculture products.

2. To identify the influencing factors that can affect customer satisfaction and loyalty in the e-commerce of characteristics of the agriculture products.

3. To assess the critical factors that can influence customer satisfaction and loyalty to identify strategies to improve characteristics of the agriculture products.

4. To identify the recommend strategies to improve customer satisfaction of characteristics of the agriculture products.

HYPOTHESIS OF THE STUDY

H1: Customer happiness is significantly impacted by pre-purchase expectations.

H2: Customer satisfaction is significantly impacted by product quality

H3: Customer satisfaction is significantly impacted by brand image.

H4: Customer happiness is significantly impacted by the e-commerce platform.

H5: Customer happiness is significantly impacted by logistic distribution.

RESEARCH METHODOLOGY

First, customer expectations should be met for the product itself. For example, customers should be able to easily find the product they are looking for, the product should be of good quality, and the product should be delivered on time.

Second, the customer experience should be pleasant and free of any issues or delays. This includes the smoothness of the checkout process, making sure that customers are able to easily contact customer service if they have any issues, and ensuring that customers have a good experience when they receive the product.

Customers should also be able to easily compare different products and find the best one for them. This means that product descriptions should be detailed, and customers should be able to easily find product reviews and ratings to help them make a decision.

SAMPLE DESIGN:

Both online and offline questionnaire surveys were undertaken, with roughly 90% of the questionnaires coming from online mode. 200 questionnaires in total were circulated for this study.

POPULATION:

The data is collected from the customers of jio mart who buys agriculture products in different states and cities in India

SAMPLING SIZE:

The research study used a convenience sample of 200 customers who purchased characteristics of agriculture products from retail outlet. The sample was chosen based on the availability of customers who had recently purchased the products within a given time frame.

SAMPLING TECHNIQUES:

Non probability convenience sampling is used for the customers of jio mart who buys agriculture products with the help of questionnaires we do the survey of this study

TOOLS USED FOR DATA COLLECTION:

Pre purchase expectation: They are 4 items used for data collection Product quality: They are 5 items used for data collection

Brand image: They are 3 items used for data collection

E-Commerce platform: There are 4 different ways that information is gathered.

Logistic distribution: There are 4 components to any good data set.

Customer satisfaction: There are 4 instruments in use for gathering information.

TOOL USED FOR DATA ANALYSIS:

Data analysis is an essential part of any research study it's important to use the right tools to ensure accurate results for a study of awareness on "research on influencing factors of customer satisfaction of e commerce of characteristics agriculture products" the following tools can be used for data analysis

1. Reliability analysis
2. Regression Analysis
3. KMO and Barlett Test

FINDINGS AND DISCUSSIONS

1. Reliability analysis

Variable Name	"Cronbach's Alpha"	N of Items
PPE	0.759	4
PQ	0.814	5
BI	0.740	3
ECP	0.820	4
LD	0.698	4
CS	0.725	4

Note: PPE = Pre Purchase expectation

PQ = Product Quality

BI = Brand Image

ECP = E- Commerce Platform

LD = Logistics Distribution

CS = Customer Satisfaction

Pre purchase expectation to be reliable because it is in the range of 0.6 to 0.95 my response to bereliable by 0.759 Product quality to be reliable because it is in the range of 0.6 to 0.95 my response to bereliable by0.814Brand image to be reliable because it is in the range of 0.6 to 0.95 my response to be reliable by 0.740 E-Commerce platform to be reliable because it is in the range of 0.6 to 0.95 my response to bereliable by 0.820 Logistic distribution to be reliable because it is in the range of 0.6 to 0.95 my response to bereliable by 0.698 Customer satisfaction to be reliable because it is in the range of 0.6 to 0.95 my response to bereliable by 0.725

"Results of KMO and BARLETT test"

"KMO and Bartlett's Test"		
"Kaiser-Meyer-Olkin" "Measure of	"Sampling Adequacy."	.889
"Bartlett's Test of Sphericity"	Approx. Square	Chi-1918.711
	df	276
	Sig.	.000

"To test the hypothesis regression analysis was used to check with the relationship between as started with the variables"

PRE PURCHASE EXPECTATION

Table 1:

"Model Summary[b]"

"Model"	R	"R Square"	"Adjusted R Square"	"Std. Error of the Estimate"
1	.441[a]	.195	.191	.66964

a. "Predictors: (Constant), PPE"

b. Dependent Variable: CS

Table 2:

ANOVA[a]

"Model"		"Sum of Squares"	Df	"Mean Square"	F	Sig.
1	"Regression"	21.789	1	21.789	48.591	.000[b]
	"Residual"	90.132	201	.448		
	"Total"	111.921	202			

a. Dependent Variable: CS

b. Predictors: (Constant), PPE

Table 3:

Coefficients[a]

"Model"	"Unstandardized Coefficients"		"Standardized Coefficients"	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.383	.219		10.866	.000
1 PPE	.409	.059	.441	6.971	.000

a. Dependent Variable: CS

Table 4:

Residuals Statistics[a]

	"Minimum"	"Maximum"	Mean	"Std. Deviation"	N
"Predicted Value"	2.7925	4.4291	3.8768	.32843	203
"Std. Predicted Value"	-3.301	1.681	.000	1.000	203
"Standard Error of Predicted Value"	.051	.162	.063	.022	203
"Adjusted Predicted Value"	2.6544	4.4759	3.8770	.32880	203
"Residual"	-2.42908	2.20746	.00000	.66798	203
"Std. Residual"	-3.627	3.296	.000	.998	203
"Stud. Residual"	-3.662	3.398	.000	1.006	203
"Deleted Residual"	-2.47593	2.34558	-.00015	.67915	203
"Stud. Deleted Residual"	-3.781	3.491	-.001	1.015	203
"Mahal. Distance"	.190	10.900	.995	1.842	203
"Cook's Distance"	.000	.361	.008	.034	203
"Centered Leverage Value"	.001	.054	.005	.009	203

a. Dependent Variable: CS

The linear link between PPE and CS is measured by the correlation coefficient (R), which also indicates its intensity and direction. In This case, R is 0.441, indicating a moderate positive correlation.

R Square: R Square, also known as the coefficient of determination, demonstrates how much of the variation in CS can be attributed to PPE. PPE is responsible for approximately 19.5% of the variability in CS, according to the value of 0.195.

Adjusted R Square: This is a modified version of R Square that considers the sample size and the number of predictors. With a score of 0.191, it shows that after taking the complexity of the model into consideration, PPE explains around 19.1% of the variance in CS.

Std. Error of the Estimate: The average difference between the observed and projected CS values according to the model is represented by this number (0.66964). It provides a measure of the

model's accuracy in predicting

The anova table presents the analysis of variance, which assesses the significance of the regression model.

In the Regression column, you can see the regression model's df, mean square, F-statistic, and Sig. Overall, the regression model is significant, as indicated by the F-statistic (48.591), which has a p-value of 0.000. The sum of squares (21.789) shows the variability in CS that is accounted for by the regression model.

The Residual row provides the sum of squares for the unexplained variability in CS and the degrees of freedom associated with the residuals.

The sum of all squares and degrees of freedom for the entire model is shown in the Total row.

The Coefficients table presents the estimated coefficients for the intercept (Constant) and the predictor variable PPE.

The Unstandardized Coefficients column provides the values for the regression coefficients (B), their standard errors, and the t-statistics, which assess the significance of the coefficients.

The Constant coefficient is 2.383, indicating the expected CS score when PPE is zero.

The coefficient for PPE is 0.409, indicating that, on average, a rise in PPE of one unit is accompanied by an increase in CS of 0.409 units.

The standardized coefficients (Beta), which show the relative weights of each predictor variable in explaining the dependent variable (CS), are shown in the Standardized Coefficients column. The standardized coefficient for PPE in this instance is 0.441. Thus as per the analysis H1 is accepted

PRODUCT QUALITY

Table 5:

"Model Summary[b]"

"Model"	R	"R Square"	"Adjusted R Square"	"Std. Error of the Estimate"

1	.568[a]	.322	.319	.61421

a. "Predictors: (Constant), PQ"

b. "Dependent Variable: CS"

Table 6:

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	36.094	1	36.094	95.675	.000[b]
	Residual	75.828	201	.377		
	Total	111.921	202			

a. Dependent Variable: CS

b. Predictors: (Constant), PQ

Table 7:

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant) 1	1.995	.197		10.115	.000
PQ	.522	.053	.568	9.781	.000

a. Dependent Variable: CS

Table 8:

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N

Predicted Value	2.5166	4.6045	3.8768	.42271	203
Std. Predicted Value	-3.218	1.721	.000	1.000	203
Standard Error of Predicted Value	.048	.146	.058	.020	203
Adjusted Predicted Value	2.4283	4.6166	3.8769	.42122	203
Residual	-1.56058	1.96140	.00000	.61269	203
Std. Residual	-2.541	3.193	.000	.998	203
Stud. Residual	-2.551	3.233	.000	1.005	203
Deleted Residual	-1.60691	2.01044	-.00007	.62187	203
Stud. Deleted Residual	-2.586	3.312	.000	1.012	203
Mahal. Distance	.237	10.355	.995	1.854	203
Cook's Distance	.000	.192	.008	.025	203
Centered Leverage Value	.001	.051	.005	.009	203

a. Dependent Variable: CS

Model Summary: According to the R-squared value of 0.322, the predictor variable (PQ) may account for about 32.2% of the variance in the dependent variable (CS). The modified R-squared value of 0.319, which takes into account the degrees of freedom, shows that the model successfully fits the data. The estimated standard error (0.61421) illustrates the usual difference between the observed and anticipated values.

The regression model significantly ($p < 0.001$) contributes to the variation in the dependent variable (CS), according to the anova table. The regression sum of squares (36.094) indicates the amount of variance explained by the predictor variable (PQ), while the residual sum of squares (75.828) represents the unexplained variance.

The coefficients table provides information about the variables in the regression model. The constant term (intercept) is 1.995, indicating the expected value of CS when the predictor variable (PQ) is zero. The coefficient for PQ is 0.522, with a standardized coefficient (beta) of 0.568. This suggests that for every one-unit increase in PQ, CS is expected to increase by 0.522 units.

The residuals statistics table provides information about the residuals (prediction errors) and their characteristics.

The residuals' average is almost zero (0.000), demonstrating the model's average objectivity. The

residuals' standard deviation, which reflects the average size of the prediction mistakes, is 0.61269.

The predicted values represent the model's estimate of CS based on the regression equation. The minimum and maximum predicted values indicate the range of CS predicted by the model. The mean of the predicted values is close to the overall mean of CS, indicating that the model is reasonably accurate in estimating CS.

The regression analysis suggests that the predictor variable (PQ) has a significant positive effect on the dependent variable (CS) in this research study. The findings indicate that higher values of PQ are associated with increased levels of CS. The R-squared value indicates a moderate degree of variance explained by the model. The residuals statistics confirm the accuracy and variability of the model's predictions.

Thus as per the analysis H2 is accepted

BRAND IMAGE

Table 9:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456[a]	.208	.204	.66392

a. Predictors: (Constant), BI

b. Dependent Variable: CS

Table 10:

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	23.323	1	23.323	52.912	.000[b]
	Residual	88.598	201	.441		
	Total	111.921	202			

a. Dependent Variable: CS

b. Predictors: (Constant), BI

Table 11 : Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.468	.199		12.388	.000
	BI	.397	.055	.456	7.274	.000

a. Dependent Variable: CS

Table 12:

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
"Predicted Value"	2.8646	4.4514	3.8768	.33979	203
"Std. Predicted Value"	-2.979	1.691	.000	1.000	203
"Standard Error of Predicted Value"	.053	.147	.062	.021	203
Adjusted Predicted Value	2.8576	4.4991	3.8778	.33842	203
Residual	-2.45137	1.34202	.00000	.66227	203
Std. Residual	-3.692	2.021	.000	.998	203
Stud. Residual	-3.728	2.028	-.001	1.004	203
Deleted Residual	-2.49905	1.35145	-.00094	.67066	203
Stud. Deleted Residual	-3.854	2.044	-.002	1.012	203
Mahal. Distance	.274	8.875	.995	1.765	203
Cook's Distance	.000	.213	.006	.021	203
Centered Leverage Value	.001	.044	.005	.009	203

a. Dependent Variable: CS

The predictor variable (BI), which has an R-squared value of 0.208, accounts for about 20.8% of the variation in the dependent variable (CS). The degree of freedom is taken into account, and the addition of more variables is penalized, as seen by the modified R-squared value of 0.204. The estimated standard error (0.66392) shows the average difference between the actual and expected values.

According to the anova table, the regression model significantly ($p < 0.001$) contributes to the understanding of the variance in the dependent variable (CS). The regression sum of squares (23.323) indicates the amount of variance explained by the predictor variable (BI), while the residual sum of squares (88.598) represents the unexplained variance.

The coefficients table provides information about the variables in the regression model. The

constant term (intercept) is 2.468, indicating the expected value of CS when the predictor variable (BI) is zero. The coefficient for BI is 0.397, with a standardized coefficient (beta) of 0.456. This suggests that for every one-unit increase in BI, CS is expected to increase by 0.397 units.

The residuals statistics table provides information about the residuals (prediction errors) and their characteristics. The residuals' average is almost zero (0.000), demonstrating the model's average objectivity. The residuals' standard deviation, which reflects the average size of the prediction mistakes, is 0.66227.

The predicted values represent the model's estimate of CS based on the regression equation. The minimum and maximum predicted values indicate the range of CS predicted by the model. The mean of the predicted values is close to the overall mean of CS, indicating that the model is reasonably accurate in estimating CS.

The regression analysis suggests that the predictor variable (BI) has a significant positive effect on the dependent variable (CS) in this research study. The findings indicate that higher values of BI are associated with increased levels of CS. However, it's important to note that the predictor variable (BI) explains only a moderate amount of the variance in CS, indicating the presence of other factors not accounted for in the model. The residuals statistics confirm the accuracy and variability of the model's Thus as per the analysis H3 is a acepted

E- COMMERCE PLATFORM

Table 13:

Model Summary[b]

Model	R	R Square	"Adjusted R Square"	"Std. Error of the Estimate"
1	.541[a]	.293	.290	.62734

a. Predictors: (Constant), ECP

b. Dependent Variable: CS

Table 14:

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.816	1	32.816	83.383	.000[b]
	Residual	79.105	201	.394		
	Total	111.921	202			

a. Dependent Variable: CS

b. Predictors: (Constant), ECP

Table 15:

Coefficients[a]

Model		"Unstandardized Coefficients"		"Standardized Coefficients"	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.152	.194		11.099	.000
	ECP	.468	.051	.541	9.131	.000

a. Dependent Variable: CS

Table 16: Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
"Predicted Value"	2.6204	4.4924	3.8768	.40306	203
"Std. Predicted Value"	-3.117	1.527	.000	1.000	203
"Standard Error of Predicted	.047	.144	.059	.021	203

Value"					
Adjusted Predicted Value	2.6551	4.5174	3.8776	.40016	203
Residual	-2.02440	1.91162	.00000	.62579	203
"Std. Residual"	-3.227	3.047	.000	.998	203
"Stud. Residual"	-3.236	3.084	-.001	1.005	203
"Deleted Residual"	-2.03578	1.95837	-.00075	.63486	203
Stud. Deleted Residual	-3.315	3.152	-.001	1.012	203
Mahal Distance	.134	9.718	.995	1.784	203
Cook's Distance	.000	.197	.007	.023	203
Centered Leverage Value	.001	.048	.005	.009	203

a. Dependent Variable: CS

The predictor variable (ECP) explains 0.293 of the variation in the dependent variable (CS), according to the R-squared value. The degree of freedom is taken into consideration while calculating the adjusted R-squared value, which is 0.290. The standard error of the estimate (0.62734) is the average discrepancy between the observed values and the projected values.

According to the anova table, the regression model significantly (p 0.001) contributes to the understanding of the variance in the dependent variable (CS). The regression sum of squares (32.816) indicates the amount of variance explained by the predictor variable (ECP), while the residual sum of squares (79.105) represents the unexplained variance.

The coefficients table provides information about the variables in the regression model. The constant term (intercept)is 2.152, indicating the expected value of CS when the predictor variable (ECP) is zero. The coefficient for ECP is 0.468, with a standardized coefficient (beta) of 0.541. According to this, CS is predicted to grow by 0.468 units for every unit increase in ECP.

The residuals statistics table provides information about the residuals (prediction errors) and their characteristics. The residuals' average is almost zero (0.000), demonstrating the model's average objectivity. The residuals' standard deviation, which reflects the average size of the prediction mistakes, is 0.62579.

The predicted values represent the model's estimate of CS based on the regression equation. The

minimum and maximum predicted values indicate the range of CS predicted by the model. The mean of the predicted values is close to the overall mean of CS, indicating that the model is reasonably accurate in estimating CS.

According to the results of the regression analysis, the dependent variable (CS) in this study is significantly positively impacted by the predictor variable (ECP). The findings indicate that higher values of ECP are associated with increased levels of CS. However, it's important to note that the predictor variable (ECP) explains only a moderate amount of the variance in CS, indicating the presence of other factors not accounted for in the model. The residuals statistics confirm the accuracy and variability of the model's predictions.

Thus as per the analysis H4 is accepted

LOGISTIC DISTRIBUTION

Table 17:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.557[a]	.310	.307	.61967

a. Predictors: (Constant), LD

b. Dependent Variable: CS

Table 18:

Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	34.738	1	34.738	90.464	.000[b]
	Residual	77.183	201	.384		
	Total	111.921	202			

a. Dependent Variable: CS

b. Predictors: (Constant), LD

Table 19:

Coefficients[a]

Model	"Unstandardized Coefficients"		"Standardized Coefficients"	t	Sig.
	B	Std. Error	Beta		
(Constant) 1	1.802	.222		8.100	.000
LD	.553	.058	.557	9.511	.000

a. Dependent Variable: CS

Table 20 :

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
"Predicted Value"	2.3547	4.5658	3.8768	.41469	203
"Std. Predicted Value"	-3.671	1.661	.000	1.000	203
"Standard Error of Predicted Value"	.046	.166	.058	.021	203
Adjusted Predicted Value	2.3820	4.5954	3.8775.0	.41300	203

Residual	-1.90744	2.09256	0000.0	.61814	203
Std. Residual	-3.078	3.377	00	.998	203
Stud. Residual	-3.129	3.432	-.001	1.005	203
Deleted Residual	-1.97046	2.16168	-.0068	.62722	203
Stud. Deleted Residual	-3.200	3.529	.900	1.013	203
Mahal. Distance	.108	13.474	95.0	1.881	203
Cook's Distance	.000	.199	07.0	.024	203
Centered Leverage Value	.001	.067	05	.009	203

a. Dependent Variable: CS

According to the R-squared value of 0.310, the predictor variable (LD) can account for about 31% of the variance in the dependent variable (CS). The modified R-squared value of 0.307, which takes into account the degrees of freedom, shows that the model successfully fits the data. The average difference between the values that were seen and those that were projected may be seen in the standard error of the estimate (0.61967).

The regression model significantly (p 0.001) explains the variation in the dependent variable (CS), according to the ANOVA table. The regression sum of squares (34.738) indicates the amount of variance explained by the predictor variable (LD), while the residual sum of squares (77.183) represents the unexplained variance.

The coefficients table provides information about the variables in the regression model. The constant term (intercept) is 1.802, indicating the expected value of CS when the predictor variable

(LD) is zero. The coefficient for LD is 0.553, with a standardized coefficient (beta) of 0.557. This implies that CS is anticipated to grow by 0.553 units for every unit increase in LD.

The residuals statistics table provides information about the residuals (prediction errors) and their characteristics. The residuals' average is almost zero (0.000), demonstrating the model's average objectivity. The residuals' standard deviation is 0.61814, which reflects the average size of the forecast mistakes.

The predicted values represent the model's estimate of CS based on the regression equation. The minimum and maximum predicted values indicate the range of CS predicted by the model. The mean of the predicted values is close to the overall mean of CS, indicating that the model is reasonably accurate in estimating CS the regression analysis suggests that the predictor variable (LD) has a significant positive effect on the dependent variable (CS) in this research study. The findings indicate that higher values of LD are associated with increased levels of CS.

The R- squared value indicates a moderate degree of variance explained by the model. The residuals statistics confirm the accuracy and variability of the model's predictions. Thus as per the analysis H5 is accepted.

FINDINGS

Product Quality: The quality of characteristic agricultural products plays a crucial role in customer satisfaction. Customers expect the products they receive to match the description and meet their quality expectations.

Product Information: Accurate and detailed product information, such as origin, cultivation methods, certifications, and nutritional value, helps customers make informed decisions. Transparent and comprehensive information can enhance customer satisfaction.

Website Design and Usability: A user-friendly and visually appealing e-commerce website with easy navigation, search functionalities, and intuitive layout positively affects customer satisfaction. A well-designed website creates a positive shopping experience.

Delivery and Packaging: Efficient and timely delivery of characteristic agricultural products, along with appropriate packaging to maintain product freshness and quality, contributes to customer satisfaction. Customers appreciate reliable and well-handled delivery services.

Customer Service: Responsive and helpful customer service is crucial in e-commerce. Prompt

responses to inquiries, addressing customer concerns, and resolving issues in a timely manner contribute to customer satisfaction.

Trust and Security: Establishing trust and ensuring the security of customers' personal and financial information are important factors for satisfaction in e-commerce. Secure payment methods, privacy policies, and trust seals can enhance customer confidence.

Reviews and Ratings: Positive reviews and ratings from previous customers can influence the purchasing decisions of potential customers. They act as social proof and help build trust, increasing customer satisfaction.

CONCLUSION

The primary focus of this study is consumer satisfaction with online e-commerce purchases of fresh agricultural products. This study establishes a framework for investigating customers' happiness with online purchases of fresh agricultural products by drawing on the literature on competing expectations and service quality. The impact of several aspects on consumer satisfaction, and offers additional recommendations for innovative e- commerce to raise consumer satisfaction.

Consumer satisfaction with online e-commerce purchases of fresh agricultural products is the main emphasis of this study. Based on the theories of competing expectations and service quality, this study proposes a theoretical framework for the investigation of consumers' online shopping satisfaction for fresh agricultural products. This study assesses the data it has gathered in the following part, summarizes the effects of various factors on consumer satisfaction, and makes additional suggestions for creative e- commerce to improve consumer pleasure.

Product quality emerged as a crucial factor in determining customer satisfaction. Customers showed a strong preference for high-quality agricultural products that met their expectations in terms of freshness, taste, and nutritional value. E-commerce platforms must prioritize sourcing and delivering top-notch agricultural products to ensure customer satisfaction.

The convenience and efficiency of the e-commerce platform significantly influenced customer satisfaction. Factors such as user-friendly website interfaces, easy navigation, secure payment gateways, and timely delivery played a pivotal role in shaping customers' overall satisfaction levels. E-commerce companies should focus on enhancing the user experience and streamlining the purchasing process to boost customer satisfaction.

Trust and transparency emerged as critical factors in influencing customer satisfaction. Customers valued detailed product descriptions, clear pricing, and reliable customer reviews, which helped them make info purchasing decisions. E-commerce platforms should prioritize building trust by providing accurate and comprehensive information about the agricultural products, ensuring fair pricing, and encouraging genuine customer feedback.

Personalized customer service and effective communication positively impacted customer satisfaction. Prompt and helpful responses to customer queries and concerns, as well as personalized recommendations based on customer preferences, enhanced the overall shopping experience. E-Commerce companies should invest in customer support systems and adopt strategies that foster personalized interactions with customers.

The role of social influence and customer engagement cannot be overlooked. Customers were influenced by social media recommendations, online communities, and peer reviews, which influenced their satisfaction levels with e- commerce platforms for agricultural products. E-commerce companies should leverage social media marketing, engage with customers through interactive content, and foster a sense of community to enhance customer satisfaction and brand loyalty.

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