

**CUSTOMER SATISFACTION ON ONLINE SHOPPING
ATTRIBUTES IN SRI LANKA**



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ABSTRACT

The purpose of this study is to identify customer satisfaction on online shopping attributes. Data from a survey of 200 online consumers were used to test the research model.

Conceptualization framework used to develop to the questionnaire to the research and each element from conceptualization hold include in the questionnaire. According to conceptualization model, through the main objective of the study is to show the level of online shopping attitude on customer satisfaction among individuals who engage in online shopping in Sri Lanka. A questionnaire was design using five point likert scales and distributed individual online shoppers in order to learn their opinions. Data was collected from Hundred (200) online shoppers and analyzed it using descriptive statistics.

The analysis suggests that nine constructs information quality, web site design, merchandise attributes, transaction capability, response time, security/privacy, payment, delivery, and customer service are strongly predictive of online shopping customer satisfaction. The results of this study can inform online suppliers how the online shopping attributes influence on customer satisfaction.

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