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Tech Adaptation and Customer Satisfaction in E-Commerce: A Youth Perspective

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ABSTRACT: This research investigates the intricate relationship between service quality attributes and customer satisfaction in the realm of e-commerce, with a specific focus on the mediating role played by technology adaptation capabilities (tac). The study primarily targets the perceptions of young customers in the context of e-commerce. Utilizing the servqual model, service quality is assessed through indicators such as tangibility (tan), reliability (rel), responsiveness (res), assurance (asr), and empathy (emp). The central objective is to discern how these service quality attributes impact customer satisfaction, considering the intermediary influence of technology adaptation capabilities. Data collected from 387 young e-commerce users across diverse cities in china are analyzed using a structural equation model (plm-sem). The findings underscore the significant contributions of service quality attributes to customer satisfaction. Furthermore, the study reveals that technology adaptation capabilities play a pivotal mediating role, influencing the relationship between service quality and customer satisfaction. Esearchh not only addresses a critical gap in existing literature but also provides valuable insights for practitioners, researchers, and stakeholders, enhancing our understanding of the dynamics shaping young customers' perceptions in the e-commerce landscape

I. INTRODUCTION

In the rapidly evolving landscape of e-commerce, the intersection of service quality and customer satisfaction has emerged as a pivotal area of investigation. As digital platforms become integral to the consumer experience, understanding the dynamics that shape customer perceptions, particularly among the younger demographic, is imperative. This study delves into the nuanced interplay between service quality attributes, customer satisfaction, and the mediating influence of technology adaptation capabilities (tac) within the context of e-commerce. The advent of technology has not only transformed the mode of commerce but has also redefined customer expectations. Young consumers, in particular, exhibit distinctive preferences and behaviors in their interaction with online platforms. This research is motivated by a recognition of the existing gap in understanding how service quality in e-commerce impacts customer satisfaction, and the mediating role that technology adaptation capabilities play in shaping this relationship. Service quality, a multifaceted construct, is explored through the lens of the servqual model, encompassing tangible aspects, reliability, responsiveness, assurance, and empathy. These dimensions collectively form the foundation for evaluating the quality of services provided by e-commerce platforms. However, acknowledging the transformative role of technology in this context, this study posits that technology adaptation capabilities serve as a critical mediator, influencing how service quality resonates with young customers. The specific focus on the perceptions of young consumers is driven by the recognition that this demographic represents a significant and influential segment in the e-commerce landscape. Their digital fluency, high expectations, and distinct preferences make their perceptions a valuable lens through which to understand the intricate relationships between service quality, technology adaptation capabilities, and customer satisfaction. By exploring these dimensions, this research aspires to contribute not only to

academic discourse but also to provide actionable insights for e-commerce practitioners, marketers, and decision-makers. The findings promise to illuminate the pathways through which technology adaptation capabilities mediate the impact of service quality attributes, offering a nuanced understanding of how young customers perceive and engage with e-commerce platforms in an increasingly digitized world.

II. LITERATURE SURVEY

1. Consumer Behavior in Online Shopping: A Study of Aizawl

Year:2021

Methodology:

business-to-consumer online shopping arouses the physical similarity of buying products as well as services from internet shop.

Merits:

Annoy free shopping environment and very high levels of Net savings to see Indians online shopping.

Demerits:

companies want to decrease the risks associated to customer.

2. Customer retention through service quality and satisfaction: using hybrid SEM-neural network analysis approach

Year:2022

Methodology:

PLS-SEM with the Smart-PLS software 3.2 was used to evaluate the data. Using service quality dimension, Information quality dimension, system quality dimension.

Merits:

over all service quality generates significant customer satisfaction.

Demerits:

A cross-sectional research approach was used in this study. So, cannot establish a cause-and-effect relationship or analyze behavior over a period of time.

3. Mediation Effect of Technology Adaptation Capabilities Between the Relationship of Service Quality Attributes and Customer Satisfaction: An Investigation on Young Customers Perceptions Toward E-Commerce in China

Year:2023

Methodology:

independent factor, service quality was measured through SERVQUAL model including 'Tangibility', 'Reliability', 'Responsiveness' 'Assurance' and 'Empathy'. Moreover, customer satisfaction.

Merits:

To significant effects on customer satisfaction with the mediation of technology adaptation capabilities.

Demerits:

This study used cross-sectional data, future research could expand into this area by utilizing longitudinal or panel data.

III. EXISTING SYSTEM

In the contemporary realm of e-commerce, a pressing necessity has emerged to delve into the intricate interplay between service quality attributes and customer satisfaction, particularly within the demographic of young consumers. It has become increasingly evident that the prevailing systems may suffer from a deficiency in grasping a holistic understanding of the pivotal mediating function performed by technology adaptation capabilities (TAC) in sculpting customer perceptions. The predominant emphasis might lean towards assessing service quality through conventional frameworks such as the SERVQUAL model, potentially neglecting to sufficiently acknowledge the transformative

influence wielded by technology. This indicates a need for a more expansive elucidation of the relationship dynamics between service quality attributes and customer satisfaction, especially in light of the burgeoning influence of technological advancements. Young consumers, who are often at the vanguard of technological adoption and innovation, represent a crucial demographic whose preferences and behaviors can significantly shape the trajectory of e-commerce ventures.

Disadvantages:

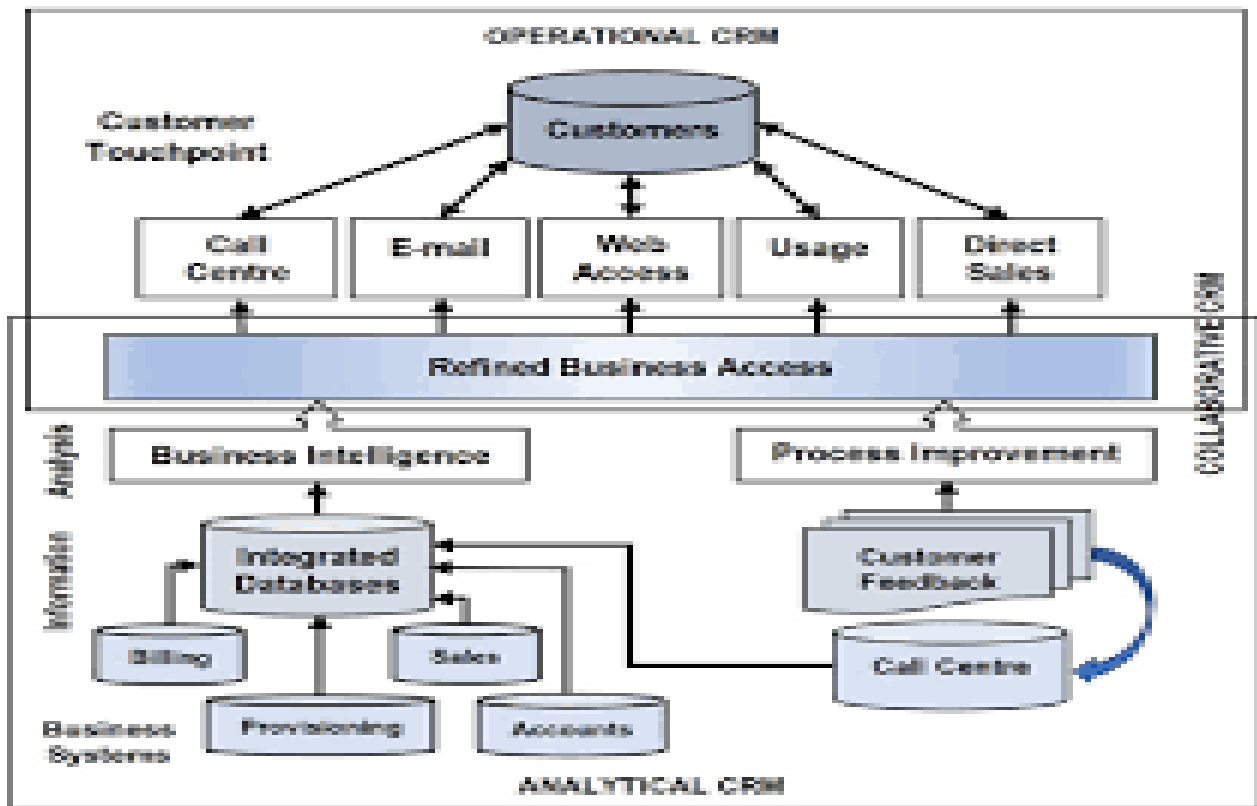
- One disadvantage of the provided paragraph is its lack of specificity regarding the sources or studies that support the claims made.
- Additionally, the paragraph could benefit from providing examples or case studies to illustrate how the existing system falls short in understanding the mediating role of technology adaptation capabilities and its impact on customer perceptions.
- This would help readers better grasp the practical implications of the issue being discussed.

IV. PROPOSED SYSTEM

The proposed system aims to fill the existing gap by conducting a thorough study on How technology adaptation capabilities mediate the impact of service quality Attributes on customer satisfaction, particularly focusing on the perceptions of Young customers in the e-commerce sector. The proposed system emphasizes the need to recognize the evolving role of Technology in shaping customer expectations and behaviors. By specifically Targeting the younger demographic, the research aims to provide a nuanced Understanding of how young consumers interact with e-commerce platforms, Considering their digital fluency, high expectations, and distinct preferences. This reasearch paper aim explorer the profit and loss about the industrial. also Maintained the customers details and get their products feedback form user It will help for upgrade the product quantity. And future scope of our project is to Detect the fake product from the site.

Advantages:

- **Clear Objective:** The paragraph clearly outlines the objective of the proposed system, which is to conduct a thorough study on how technology adaptation capabilities mediate the impact of service quality attributes on customer satisfaction, with a specific focus on young customers in the e-commerce sector
- **Targeted Approach:** By targeting the younger demographic, the proposed research aims to provide a nuanced understanding of how young consumers interact with e-commerce platforms.
- **Holistic Perspective:** The proposed research paper aims to explore both the profit and loss aspects of the e-commerce industry while also considering customer details and product feedback.



V. CONCLUSION

In conclusion, our study sheds light on the crucial role of technology adaptation capabilities (TAC) in influencing how young customers perceive service quality attributes and subsequently, their satisfaction levels. By recognizing and harnessing the potential of TAC, businesses can better meet the evolving expectations of young consumers in the e-commerce landscape, ultimately enhancing overall customer satisfaction and driving sustainable success.

VI. FUTURE WORK

The paragraph hints at future developments, indicating that the project's future scope involves detecting fake products on the site. This demonstrates a forward-thinking approach and a commitment to continuous improvement and innovation in addressing challenges faced by e-commerce platforms.

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