

A Study on Survey of Customer Satisfaction towards Myntra

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ABSTRACT

Online shopping has exploded in recent years, totally changing the way people buy stuff. This study digs into how age shapes shopping habits, zeroing in on the Indian app Myntra. The team talked to 167 people, asking about how often they shop online, what they usually buy, why they pick online shopping, and how happy they feel about it. Turns out, people aged 18 to 25 lead the pack—they're the ones scrolling through Myntra, Amazon, and Flipkart the most. Clothes and accessories top their shopping lists. They really care about good quality, big discounts, and being able to return or exchange things easily. On the flip side, older folks don't shop online as much. There's a pretty obvious gap between generations when it comes to being comfortable with tech. Another thing that stands out: shopping spikes during festivals and special occasions. Young shoppers, in particular, walk away the happiest with their purchases. So, what keeps people coming back? Good service, fair prices, and convenience. That's what wins customer loyalty in the end. The research backs up theories like the Technology Acceptance Model and the Theory of Planned Behavior—they help explain why people decide to use technology. On the practical side, the study says online shopping platforms in India should reach out to different age groups in their own ways, step up their customer service, and make things easier for older shoppers who are new to online buying. In the end, age really shapes how people shop online, and these findings offer some solid ideas for making digital shopping better across the board.

KEYWORDS

Marketing, Instagram, Consumer Behaviour, Fashion Accessories, Age

I. INTRODUCTION

Online shopping has totally changed how people buy stuff and connect with brands (Vidani, 2015). Thanks to the internet, smartphones, and super easy digital payments, more folks in India are turning to shopping online (Vidani & Solanki, 2015). Out of all the things you can buy, fashion and lifestyle products have really taken off (Vidani, 2015). A lot of this comes down to higher incomes, people staying up to date with global trends, and just being more open to trying new styles (Vidani, 2015).

Myntra is right at the center of this shift (Vidani, 2015). It's one of the top fashion stores online in India, offering everything from clothes and shoes to accessories and lifestyle products, with choices from both Indian and international brands (Solanki & Vidani, 2016). Myntra's secret sauce? They put customers first and use clever marketing, which has helped them build a brand that really clicks with young, fashion-forward shoppers all over the country (Vidani, 2016). Keeping customers happy is a big deal for any online shopping site (Bhatt, Patel, & Vidani, 2017). Happy shoppers come back, leave good reviews, and help the business grow (Niyati & Vidani, 2016). Since you can't see or touch products before buying online, people rely a lot on product quality, honest descriptions, fair pricing, fast delivery, and hassle-free returns to build trust (Pradhan, Tshogay, & Vidani, 2016).

Myntra really works on making online shopping better (Modi, Harkani, Radadiya, & Vidani,

2016). They offer good quality stuff at prices that don't break the bank, and their app is simple and easy to use (Vidani, 2016). Fast delivery and a smooth return process just make things even easier and more reliable for shoppers (Sukhanandi, Tank, & Vidani, 2018). This research digs into how satisfied customers are with Myntra and what really shapes their shopping experience (Singh, Vidani, & Nagoria, 2016). It looks at things like product quality, delivery speed, pricing, and customer service to see how each one matters (Mala, Vidani, & Solanki, 2016). By breaking all this down, the research gives a real sense of what people want when it comes to buying fashion online (Singh & Vidani, 2016). These insights help Myntra figure out what customers care about and make smarter moves to boost trust and loyalty (Vidani & Plaha, 2016).

The study also checks out how age, gender, job, and income change the way people shop and what makes them happy (Solanki & Vidani, 2016). Like, younger shoppers usually chase new styles and variety, while older folks pay more attention to quality, comfort, and price (Vidani, 2016). People with higher incomes tend to go for branded or premium products (Vidani, Chack, & Rathod, 2017). Knowing all this helps Myntra shape their marketing and services to match what different groups of customers actually want (Vidani, 2018). Online fashion is booming, and the race is getting tougher by the day (Biharani & Vidani, 2018). Companies have to keep their customers happy if they want to stick around (Vidani, 2018). With heavyweights like Amazon, Flipkart, and Ajio in the mix, Myntra can't just sit back—it needs to keep pushing, keep changing, and find new ways to connect with people (Odedra, Rabadiya, & Vidani, 2018).

This study looks at what Myntra's doing right and where it needs to step up (Vasveliyya & Vidani, 2019). It also shares some ideas for making the whole experience better (Sachaniya, Vora, & Vidani, 2019). If Myntra puts its focus on customer satisfaction, it'll earn more trust, keep people coming back, and stay ahead as one of India's top online fashion brands (Vidani, 2019). Keeping customers happy is a big deal for any online shopping site (Bhatt, Patel, & Vidani, 2017). Happy shoppers come back, leave good reviews, and help the business grow (Niyati & Vidani, 2016). Since you can't see or touch products before buying online, people rely a lot on product quality, honest descriptions, fair pricing, fast delivery, and hassle-free returns to build trust (Pradhan, Tshogay, & Vidani, 2016).

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II. RESEARCH GAP

Online shopping in India has exploded, but most research just circles around how people use shopping apps, new tech, or certain websites. Not many folks are digging into how age actually shapes the way people shop online. Researchers keep talking about low prices, tons of options, and convenience, but they rarely ask if these things matter more to some age groups than others—or how age changes what people buy or how often they shop. Sure, there's research from other countries about how different age groups shop online, but in India? There's barely anything, especially when it comes to fashion apps like Myntra. India's got its own culture, lifestyle, and economy, so it makes sense that Indian shoppers do things differently. That's why we really need to take a closer look at what's happening here, not just copy-paste findings from somewhere else.

Most of the studies we've got only show a snapshot—just how people shop at one single moment. They don't get into how different age groups think, what they like, or how satisfied they actually feel with online shopping. You also don't see much research that ties everything together: how often people shop, what they search for, how happy they are with the experience, or how loyal they are to a particular app. That's where this study steps in. Using Crosstab analysis, it digs into how age shapes online shopping habits on Myntra. It looks at how often people buy stuff, what kinds of things they go for, what pushes them to shop, and how satisfied they feel afterwards. All of this gives us a clearer picture of how different age groups in India shop online—and what they really expect from e-commerce platforms

III. RESEARCH OBJECTIVIES

1. Figure out if Myntra actually offers lower prices than other shopping sites out there.
2. Look at how much Myntra has grown, and see how it's holding up in the fashion scene.
3. See how interested people really are—how long they hang out on the Myntra app or website.
4. Dig into what's driving Myntra's performance in online shopping.
5. Find out what draws people to shop on Myntra in the first place.

6. Look at what sways customers when they're deciding to buy something from Myntra.
7. See how happy customers are with their Myntra experience.
8. Check how well people know Myntra's products and services and what kind of opinions they have about them.

IV. LITERATURE REVIEW

A. Convenience and Service Quality

People love online shopping when it's simple and actually works (Vidani, Jacob, & Patel, 2019). If the website or app is easy to figure out, offers plenty of choices, and delivers on time, buyers feel good about it (Vidani J. N., 2016). A smooth shopping experience builds trust—so they come back for more (Vidani & Singh, 2017).

B. Promotional Offers and Mobile Apps

Discounts, cashback, special deals—these things pull people in (Vidani & Pathak, 2016). Everyone wants to feel like they're getting a good deal (Pathak & Vidani, 2016). And if the mobile app is easy to use, that's even better (Vidani & Plaha, 2017). People can shop whenever they want, wherever they are (Vidani J. N., 2020). That kind of freedom keeps them happy and makes them stick with the brand (Vidani J. N., 2018).

C. Expectation-Confirmation Theory (ECT)

When a brand delivers what people expect—or does even better—they feel satisfied (Vidani & Dholakia, 2020). If the product, price, and service all line up with what they hoped for, trust grows (Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022). They buy again (Vidani & Das, 2021). They tell their friends (Vidani J. N., 2022). Bottom line: meeting expectations leads to loyalty (Saxena & Vidani, 2023).

D. Service Quality – SERVQUAL Model

Great service means keeping your word, being honest, showing you care, and getting back to customers quickly (Vidani, Das, Meghrajani, & Singh, 2023). Myntra does this with on-time deliveries, helpful support, and secure payments (Vidani, Das, Meghrajani, & Chaudasi, 2023). When shoppers feel looked after and everything goes smoothly, they enjoy the experience and trust the brand more (Bansal, Pophalkar, & Vidani, 2023).

E. Research Gap in Fashion E-commerce

Most research talks about big online stores like Amazon and Flipkart (Chaudhary, Patel, & Vidani, 2023). Not much attention goes to fashion sites like Myntra, which are a bit different (Patel, Chaudhary, & Vidani, 2023). Fashion shoppers pick things based on personal style, not just price or convenience (Sharma & Vidani, 2023). This study wants to close that gap, focusing on how Myntra keeps its customers happy through quality products, fresh ideas, and services that put the customer first (Sharma & Vidani, 2023).

V. HYPOTHESIS

1. There is a significant association between Age and the use of Myntra.
2. There is a significant association between Age and the use of Amazon.
3. There is a significant association between Age and the use of Meesho.
4. There is a significant association between Age and the use of Flipkart.
5. There is a significant association between Age and frequency of online shopping (once a week).
6. There is a significant association between Age and frequency of online shopping (once a month).
7. There is a significant association between Age and frequency of online shopping (once a year).
8. There is a significant association between Age and search preference for Accessories on Myntra.
9. There is a significant association between Age and search preference for Beauty and Grooming on Myntra.
10. There is a significant association between Age and search preference for Home and Living on Myntra.
11. There is a significant association between Age and search preference for Clothing on Myntra.
12. There is a significant association between Age and preference for Quality Products on Myntra.
13. There is a significant association between Age and preference for Deals and Discounts on Myntra.
14. There is a significant association between Age and preference for Wide Range of Products on Myntra.
15. There is a significant association between Age and preference for Easy Exchange and Return on Myntra.
16. There is a significant association between Age and Myntra usage during Festivals.
17. There is a significant association between Age and Myntra usage during Parties.
18. There is a significant association between Age and Myntra usage for Casuals.
19. There is a significant association between Age and Myntra usage for Other Occasions.
20. There is a significant association between Age and Satisfaction with Myntra's Product Quality.
21. There is a significant association between Age and Satisfaction with Myntra's Value for Money.
22. There is a significant association between Age and Satisfaction with Myntra's Packaging.
23. There is a significant association between Age and Satisfaction with Myntra's Price.

VI. RESEARCH METHODOLOGY

Table 1: Validation of Questionnaire

All Statements with scale
1. Which online shopping application you use the most?

2. How frequently do you shop online?
3. In Myntra, what do you search more?
4. Why do you prefer shopping in Myntra?
5. On which occasions do you use the most?
6. How will you rate the service of Myntra?
7. While ordering online, which type of payment do you prefer?
8. State your satisfaction level in following parameters in reference to Myntra.

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	166
Survey Area	JUNAGADH
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

A. Age:

People of different ages didn't all react the same way. Age really shapes how people think and act, at least in this study. You can see it in the answers—they shift depending on how old someone is.

B. Occupation:

What someone does for a living matters here. People with different jobs came up with their own kinds of responses. So, opinions and behaviors really change based on the work people do.

C. Cronbach Alpha

With a Cronbach's Alpha of 0.774, the questionnaire holds up pretty well. The questions fit together and consistently target the same concept. In research, anything above 0.7 counts as reliable, so this score shows you can trust the questionnaire and the conclusions drawn from it.

Table 2: Results of Hypothesis Testing

Sr. No	Alternate Hypothesis (H ₁)	Result P = />0.05	Accept/Reject Null Hypothesis	R Value	Relationship
1	There Is A Significant Association Between Age And The Use Of Myntra.	P < 0.05	Reject H1	0.42	Significant
2	There Is A Significant Association Between Age And The Use Of Amazon.	P < 0.05	Reject H2	0.38	Significant
3	There Is A Significant Association Between Age And The Use Of Meesho.	P > 0.05	Accept H3	0.21	Not Significant
4	There Is A Significant Association Between Age And The Use Of Flipkart.	P < 0.05	Reject H4	0.33	Significant
5	There Is A Significant Association Between Age And Frequency Of Online Shopping (Once A Week).	P > 0.05	Accept H5	0.18	Not Significant
6	There Is A Significant Association Between Age And Frequency Of Online Shopping (Once A Month).	P < 0.05	Reject H6	0.36	Significant
7	There Is A Significant Association Between Age And Frequency Of Online Shopping (Once A Year).	P > 0.05	Accept H7	0.25	Not Significant
8	There Is A Significant Association Between Age And Search Preference For Accessories On Myntra.	P < 0.05	Reject H8	0.44	Significant
9	There Is A Significant Association Between Age And Search Preference For Beauty And Grooming On Myntra.	P > 0.05	Accept H9	0.29	Not Significant
10	There Is A Significant Association Between Age And Search Preference For Home And Living On Myntra.	P > 0.05	Accept H10	0.20	Not Significant
11	There Is A Significant Association Between Age And Search Preference For Clothing On Myntra.	P < 0.05	Reject H11	0.39	Significant
12	There Is A Significant Association Between Age And Preference For Quality	P < 0.05	Reject H12	0.46	Significant

	Products On Myntra.				
13	There Is A Significant Association Between Age And Preference For Deals And Discounts On Myntra.	$P > 0.05$	Accept H13	0.27	Not Significant
14	There Is A Significant Association Between Age And Preference For Wide Range Of Products On Myntra.	$P < 0.05$	Reject H14	0.41	Significant
15	There Is A Significant Association Between Age And Preference For Easy Exchange And Return On Myntra.	$P < 0.05$	Reject H15	0.45	Significant
16	There Is A Significant Association Between Age And Myntra Usage During Festivals.	$P < 0.05$	Reject H16	0.35	Significant
17	There Is A Significant Association Between Age And Myntra Usage During Parties.	$P > 0.05$	Accept H17	0.22	Not Significant
18	There Is A Significant Association Between Age And Myntra Usage For Casuals.	$P > 0.05$	Accept H18	0.24	Not Significant
19	There Is A Significant Association Between Age And Myntra Usage For Other Occasions.	$P > 0.05$	Accept H19	0.26	Not Significant
20	There Is A Significant Association Between Age And Satisfaction With Myntra's Product Quality.	$P < 0.05$	Reject H20	0.48	Significant
21	There Is A Significant Association Between Age And Satisfaction With Myntra's Value For Money.	$P < 0.05$	Reject H21	0.43	Significant
22	There Is A Significant Association Between Age And Satisfaction With Myntra's Packaging.	$P < 0.05$	Reject H22	0.39	Significant
23	There Is A Significant Association Between Age And Satisfaction With Myntra's Price.	$P > 0.05$	Accept H23	0.28	Not Significant

VII. DISCUSSION

People's online shopping habits really shift as they get older. Right now, it's the 18–25 crowd that's leading the charge—they're all over sites like Myntra, Amazon, and Flipkart, buying stuff more often than anyone else. Myntra and Amazon are their go-to choices, and right behind them is the 26–35 group, who also shop a lot. Teenagers under 18 don't shop much online, probably because they still depend on their parents for money or help with payments. On the flip side, people over 45 don't use these platforms as much either. Meesho isn't as popular overall, but some younger adults (18–35) choose it for its low prices and local options. For the 18–25 group, online shopping feels totally normal—it's something they do every week or at least every month. The 26–35 group is pretty active too, but once people cross 45, their online shopping really drops off. So yeah, younger folks are just more comfortable shopping online.

If you look at Myntra, most users—especially those aged 18 to 25—are hunting for clothes and accessories. Fashion is the main draw here. Hardly anyone goes there for home goods or beauty products, so Myntra's reputation as a fashion app is still going strong. Why do people love Myntra? Good quality, hassle-free returns, and big discounts top the list. Young shoppers, in particular, want shopping to be easy and stress-free. That return policy makes them feel safe—if something doesn't work out, they know they can send it back without any fuss.

Another thing: shopping spikes on Myntra during festivals and special occasions, especially among younger users. Festivals clearly shape how Indians shop. People love picking out new clothes and accessories for these times. Most users say they're happy with Myntra—quality, packaging, prices, and value for money all get high marks. The 18–25 crowd is the happiest and trusts Myntra the most. Older shoppers are satisfied too, just not as much, maybe because they shop less often or expect different things.

All in all, age really shapes online shopping behavior. The 18–25 group is Myntra's main audience—they love fashion, trust the brand, and enjoy an easy shopping experience. Myntra's focus on them has paid off. If the company wants to grow, though, it should look at ways to bring in older shoppers—maybe by making the app even simpler, earning more trust, and adding products that fit their lifestyle.

VIII. THE ORETICAL IMPLICATIONS

This study explores how people from different age groups shop online, with a main focus on fashion platforms like Myntra. It connects to concepts like the Technology Acceptance Model (TAM), which explains why people choose to use technology in the first place. Here's what really stands out: people aged 18 to 25 shop online much more than any other age group. Young adults are naturally comfortable with technology—they're always on their phones, and they find apps like Myntra fast, simple, and even enjoyable. They trust these platforms, use them regularly, and don't hesitate to shop. Being tech-savvy and confident with gadgets is a big reason they keep coming back.

The results also align with the Theory of Planned Behavior. In short, if people have a positive attitude, believe that others approve, and feel they're in control, they're more likely to act. For young people, online shopping is easy, dependable, and full of choices.

Social influences like friends, social media, and current trends also give them extra motivation to shop. Features such as secure payments, clear navigation, and easy returns help them feel confident and in control. From a marketing point of view, things like product quality, fair pricing, and smooth service are important. Young shoppers aren't just looking for discounts—they care about the whole experience: price, quality, delivery, and after-sales support. This matches the Expectancy-Disconfirmation Theory, where satisfaction comes when the outcome meets or exceeds expectations. Myntra delivers on this with quality products, good packaging, and a straightforward return process, which keeps customers satisfied and loyal.

The study also discusses the reasons people shop. The Hedonic Consumption Theory states that people often shop for enjoyment, not just out of need. For the 18–25 age group, online shopping is exciting and entertaining. They like discovering new trends and styles, and shopping is a way to express themselves. For them, Myntra is more than a shop—it's a platform for self-expression. The findings also fit with the Diffusion of Innovations Theory. Young people quickly adopt new technology—they're the first to embrace online shopping. Older adults, especially those over 45, are slower to adopt and often prefer offline shopping. This shows that each generation adopts new tech at its own pace. If Myntra wants to attract all age groups, they should keep things user-friendly, build trust, and offer deals that appeal to older shoppers—while continuing to excite their younger audience.

Another key point is the connection between satisfaction and repeat purchases. Customer Loyalty and Retention Theories state that when people are satisfied—thanks to good products, appealing packaging, and fair pricing—they keep coming back. Trust and a positive experience are crucial. When customers know Myntra will deliver as expected, they become more loyal, shop more often, and recommend it to others. Overall, this study supports various theories about why people behave the way they do when shopping online. Age is a major factor—young shoppers, who are more comfortable with technology and value-focused, are generally more loyal than older users. These findings offer a clearer understanding of what motivates online buyers, showing that satisfaction builds trust, which leads to loyalty and repeat purchases.

IX. PRACTICAL IMPLICATIONS

Age influences how people shop online—what they look for, how frequently they buy, and how satisfied they feel afterward. Young adults, especially those aged 18 to 25, are leading the way. They're not only the most frequent online shoppers; they're also setting the standard for others. For fashion platforms like Myntra, this group is the main audience to win. If you're in marketing or run an e-commerce business, the main takeaway is straightforward: connect with young shoppers where they already spend their time. They're online, so you need to reach them through social media, influencer collaborations, and offers that feel personal. Myntra plays this game well. They use AI to recommend trending items, launch collections based on current trends, and introduce discounts that feel more like games than typical sales. Instagram, YouTube, short video platforms—if you're not present there, you're missing out. Young shoppers are drawn to anything trendy or anything that helps them stand out.

The research also highlights what keeps shoppers returning: quality products, attractive

discounts, and hassle-free returns. People remember when things go smoothly. Deliver on quality, offer the right price, and keep processes simple—customers stay loyal. Myntra's example shows that trust and convenience lead to loyalty. Other platforms like Meesho and Flipkart can also get ahead by speeding up refunds, simplifying returns, and providing instant order tracking—basically, anything that increases trust. While younger people are fully engaged, shoppers over 36 aren't as invested in online shopping. That's a big opportunity. Myntra and others could attract older customers by making their sites and apps more user-friendly, providing step-by-step instructions, and offering simple payment options—cash on delivery is especially effective here. Clear information, secure payments, and real support when needed go a long way in building trust with this group.

Currently, Myntra dominates the fashion and lifestyle segment among young buyers, but there's still room to grow. Home, living, and beauty categories require more attention. Special offers, major festive sales, or exclusive collections could help Myntra reach a wider audience. Ultimately, customer satisfaction depends on three things: quality products, good packaging, and fair pricing. But everything after clicking "buy"—delivery, customer service, the overall experience—is just as important. Platforms can raise satisfaction by listening to customers, responding quickly, and offering loyalty programs that genuinely reward repeat business.

On a broader level, policymakers can use these findings to make online shopping safer and more dependable. Secure payments, protect users' data, and keep advertising truthful—that's how trust is built on a large scale. So, the bottom line is this: if e-commerce companies in India focus on quality, trust, and real customer care, they'll keep shoppers satisfied and position themselves for long-term success.

X. CONCLUSION

This study offers useful advice for e-commerce brands like Myntra. Right now, most online shoppers are still quite young, and people over 35 aren't joining in as much. To reach This group, companies should make their apps easier to use, provide real help during shopping, and run campaigns that show how safe online shopping really is. Honest policies and clear customer support are important too, since they build trust and help older shoppers feel more at ease.

Myntra should also listen to what people actually want. Fashion and lifestyle products already do well, but there's still a lot of potential in home goods, beauty, and grooming. Launching exclusive collections, festive offers, and personalized suggestions can attract new customers and increase sales. Customer satisfaction and loyalty come down to a few main things: good service, neat packaging, and fair prices. If companies want people to keep coming back, they should collect regular feedback, offer personalized deals, and make sure customer support is easy to access. Reward programs and simple returns or exchanges are helpful too. The main idea is that when a brand is honest, dependable, and shows it cares, shoppers are much more likely to return.

On a bigger level, policymakers can use these findings to help more people shop online with confidence. As e-commerce continues to expand in India, trust, secure payments, and transparency are all crucial. In the end, the message is clear: if Myntra and other companies focus on making things easier, building trust, and meeting customer needs,

they'll have happier customers, stronger loyalty, and continued growth in the online marketplace.

RECOMMENDATIONS FOR FUTURE RESEARCH/ FUTURE SCOPE OF THE STUDY

This study helps us understand how age impacts online shopping behavior, especially on Myntra. However, there's still much more to explore. For instance, future research should look deeper into how shopping habits and technology use are changing as India's online marketplace continues to grow. To get a more accurate picture, researchers should include a larger and more diverse group of people — from different regions, income groups, job backgrounds, and education levels. India's huge diversity means that all these factors, not just age, influence how people shop online. A wider sample gives stronger findings and makes it easier to see what truly drives differences in shopping behavior.

It's also important to examine how people's online shopping habits shift over time. Technology changes quickly, and so do people's tastes. Tracking these changes can show how things like mobile apps, online payments, or product recommendations affect shoppers of different ages. Do younger shoppers keep the same habits as they age, or do their behaviors change? There's more to online shopping than just Myntra. Future studies should also compare other platforms such as Amazon, Flipkart, Meesho, and Ajio. By looking at these platforms together, we can learn what keeps customers satisfied, what builds loyalty, and how these brands compete in India's growing e-commerce market. It's not just about what people buy — it's about why they buy. Trust, risk, emotions, and impulsive purchases all play a role. Social media, product reviews, and influencers also greatly influence what people trust and choose online. These are important areas to study.

Researchers now have powerful tools like data analysis and machine learning that can detect patterns and even predict what people want based on age, lifestyle, or personality. Businesses can use these findings to improve their marketing and create products people really want. It's also valuable to compare online shopping habits in different countries. Culture, income, and access to technology shape shopping behavior, and comparing consumers in developing and developed countries can highlight major differences in how they use e-commerce and digital payments.

The COVID-19 pandemic is another key factor. It drove many more people to shop online and made contactless delivery common. There has also been a clear shift toward eco-friendly products. Studying these trends can reveal how trust, loyalty, and attitudes toward ethical shopping have changed since the pandemic. Ultimately, future research should consider every aspect of online shopping — age, behavior, technology, culture, and more. This is how we get meaningful results. With better insights, businesses and policymakers can create online shopping experiences that truly fit people's needs and remain fair and adaptable as times change.

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