

EVALUATING CUSTOMER SATISFACTION IN ONLINE FASHION RETAIL: SEM-BASED INSIGHTS ACROSS INCOME CATEGORIES

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This paper reviews the variables that contribute to online customer satisfaction in various age groups in Purba Midnapore by conducting a survey of 640 participants. Using SPSS21 and AMOS20 in factor and confirmatory analysis, it identified four important factors, in which perceived quality, benefit, price, and safety were included. The model confirms the goodness of fit, which provides insights into how to improve online shopping experiences.
