



Buyer and Seller Satisfaction in E-Commerce Growing Digital Marketplace in Hyderabad

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Abstract: The rapid growth of e-commerce has transformed the buying and selling landscape, particularly in urban hubs like Hyderabad, Telangana. This study investigates the satisfaction levels of buyers and sellers engaged in e-commerce platforms, focusing on factors such as user experience, trust, product quality, and customer support. Through surveys and interviews with a diverse group of participants, the study identifies key determinants that influence satisfaction on both ends of the transaction. The findings reveal that while buyers prioritize competitive pricing, product authenticity, and timely delivery, sellers are more concerned with platform fees, marketing support, and fraud prevention mechanisms. The study also highlights the role of technology adoption, localized customer preferences, and challenges such as logistical inefficiencies and trust deficits in shaping the overall satisfaction of stakeholders. This research contributes to a better understanding of Hyderabad's e-commerce ecosystem and offers actionable insights to enhance buyer-seller experiences.

Keywords: E-commerce, Buyer satisfaction, Seller satisfaction, Digital marketplace, Hyderabad, Online retail, Consumer behavior, Vendor experience

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INTRODUCTION

Because of this paradigm shift, the dynamics of company operations have changed, and customers' relationships with the marketplace have also changed. These days, with digital platforms permeating every aspect of our lives, studying the effects of e-commerce on consumer satisfaction is crucial. The importance of understanding the nuances of customer satisfaction in this digital realm cannot be overstated, particularly with the growing number of individuals who choose to purchase online (Ellitan, & Suhartatik, 2023).

The study's opening stresses the major implications of the link between e-commerce and consumer pleasure for governments and businesses, as it examines the intricate relationship between the two. With a plethora of products and services at their fingertips, consumers have more agency than ever before; this has both positive and negative implications for businesses in the digital sphere. In an attempt to decipher the complexities of consumer pleasure in the context of e-commerce, the research investigates the many factors that contribute to or detract from a great customer experience. In addition to being relevant, this research is significant because of the practical insights it may provide. Businesses may learn to make their online shoppers happier by studying what makes them tick. Because of this, they are able to hone their online approach and provide their clients more tailored experiences. Furthermore, policymakers may use the study's findings to craft regulations that promote a robust e-commerce sector while also safeguarding consumers' interests. This research provides valuable insights for corporations, policymakers, and academics seeking to understand and enhance the connection between e-commerce and consumer

satisfaction. It sheds light on the future of electronic commerce, which is always evolving.

A digital marketplace that values accessibility and variety has emerged as a result of the dramatic shift in the old dynamics of the buyer-seller relationship brought about by the meteoric rise of e-commerce (Azhari, et al., 2023). Our study's overarching goal is to assess the level of contentment felt by both parties involved in an online transaction as a response to this groundbreaking innovation. The Indian city of Hyderabad, in the Telangana state, is the focal point of our geographical analysis. Our exploration of the intricacies of ecommerce pleasure takes place in Hyderabad, a dynamic city known for its cultural variety and technological advancements (Dospinescu, et al., 2022). Our goal in zeroing in on this specific setting is to get a deeper comprehension of the unique challenges, preferences, and experiences of city dwellers who do business online, as well as to shed light on the broader impacts of the e-commerce revolution on traditional company practices and consumer habits (Wenhui, et al., 2023).

RESEARCH METHODOLOGY

The upcoming study will have as its foundation a descriptive examination of consumer satisfaction with emarketing. The research design will be more systematically constructed in order to shed light on the relationship between the independent and dependent variables in the study. There will be 40 families (or consumers) chosen from each of the 15 tehsils in the Hyderabad district, making a total of 600 households in the sample for this future research project. The observed data from the real population and the predicted data from the theoretical population in the future will be compared using the Chi-Square test. The information will be presented and investigated later using the proper statistical techniques and tools. To illustrate the socioeconomic profile of the E-marketing Index values, data will be displayed using bar charts and pie charts, as well as standard statistical techniques and tools like mean and percentage. The Chisquare (X²) test will be used to assess hypotheses and ascertain the relationship between two or more variables. Primary data in the future will be basic, raw records that were collected especially for the research. Data will be gathered using a standardized questionnaire designed with research objectives in mind. The term "secondary data" will be used to describe material that is already publicly available and has previously been collected and analyzed on the subject of the study by other parties (some research organizations).

DATA ANALYSIS AND INTERPRETATION

Demographic profile

- **Age Composition**

It can be seen from the below table that the age groups are divided into four categories i.e. less than 20 years, 20 to 40 years, 40 to 60 years and above 60 years less than 20 years had 129 consumers accounting for 21.50 percent. In the age group 20 years 40 years there were 266 consumers accounting for 44.25 percent. Age group 40-60 years. Had 183 consumers accounting for 30.50 percent. In the age group 60 years & more there were only 21 consumer's accounting for 3.75 percent.

Thus the age distribution of sample is representing all age groups i.e. Children, adults, young population & the old.

Table 1: Age Composition of Samples

Age Group	No.	%
Less than 20 years	129	21.5
20-40 yrs.	266	44.25
40-60 yrs.	183	30.5
More than 60 yrs.	21	3.75
Total	600	100

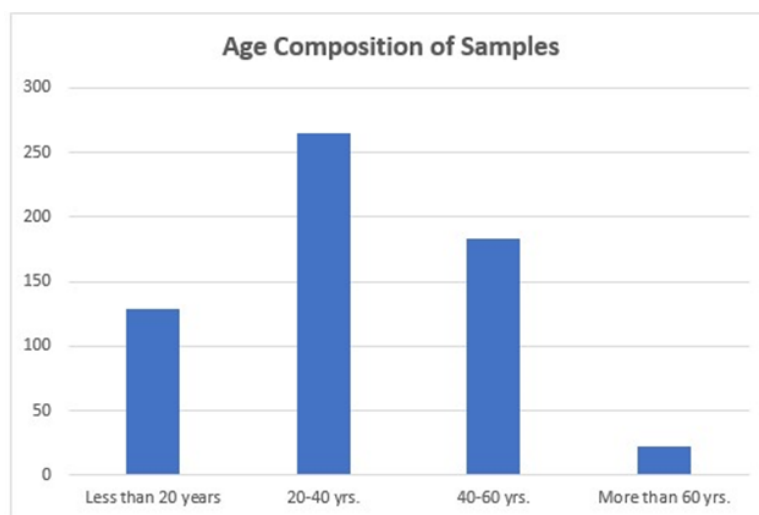


Figure 1: Age Composition of Samples

- Level of Education**

It can be seen from the below table that 43 percent of the sample population had graduation & 27.5 percent were HSC qualified. 16 percent were qualified up to 10th standard and only 5.5 percent were post graduates.

Table 2: Level of Education

Description	No.	%
Up to 10	96	16.0
HSC	163	27.5

Under Grad	48	8.0
Graduate	258	43.0
Post Graduate	33	5.5
Total	600	100.00

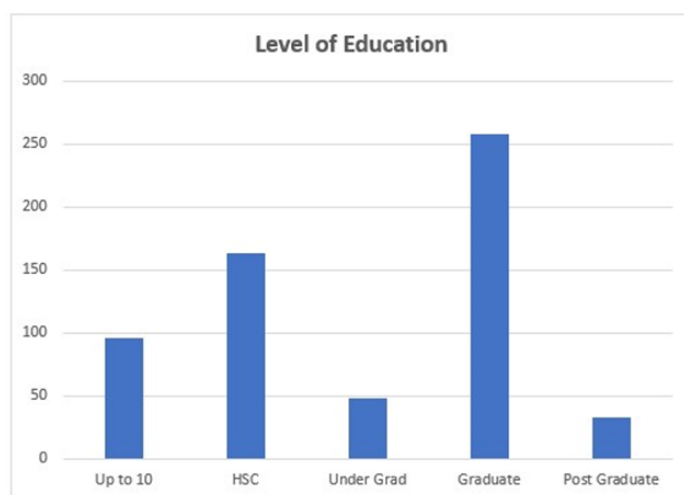


Figure 2: Level of Education

- Sample Distribution According to Religion**

It can be seen from the below table that majority of the sample population were Hindus accounting for 99.30 percent of the total & the balance 0.70 percent were Muslims.

Table 3: Sample Distribution According to Religion

Religion	Nos.	%
Hindu	596	99.30
Muslim	04	0.70
Total	600	100.00

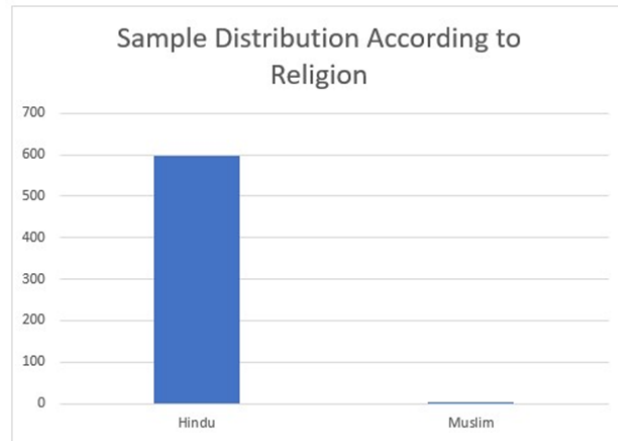


Figure 3: Sample Distribution According to Religion

Descriptive analysis based on the information provided by the respondents

- Knowledge About E-marketing**

It was observed that majority of the respondents had some knowledge & awareness about E- marketing. Out of 600 respondents 482 respondents pointed out affirmatively accountant for 80.3 percent of the total while remaining 118 respondents pointed out negatively. The percentage is 19.70. Thus E-marketing has penetrated in the districts of Hyderabad district. This wills facilities companies in marketing their products and services. Maharashtra is the leading state in the country in the number of internet users.

Table 4: Distribution of sample According to Knowledge of E-marketing

Description	Nos.	%
Yes	482	80.3
No	118	19.7
Total	600	100.00

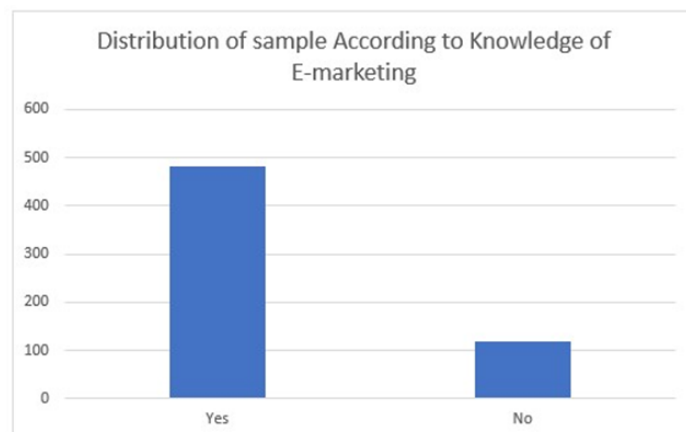


Figure 4: Distribution of sample According to Knowledge of E-marketing

- **Which Way buying product is safe?**

It can be seen from the below table that majority of the respondents felt that E-marketing is safest mode of buying any product or services out of 600 respondents 357 pointed out the same with 59.5 percent of the total. 95 respondents (23 percent) preferred buying from retail shop only 15.8 percent prefer Mall as safe & negligible percentage (1.8) prefers salespersons.

Thus marketing has generated a feeling of safety in the minds of the customers and thus is advantageous for the growth and development of E-marketing in the district. This will certainly provide or sense of satisfaction to the buyers.

Table 5: Safe Mode of buying source

Occupation	Frequency	%
Retail Shop	138	23.0
E-marketing	357	59.5
Mall	95	15.8
Sales Personnel	10	1.7
Total	600	100.00

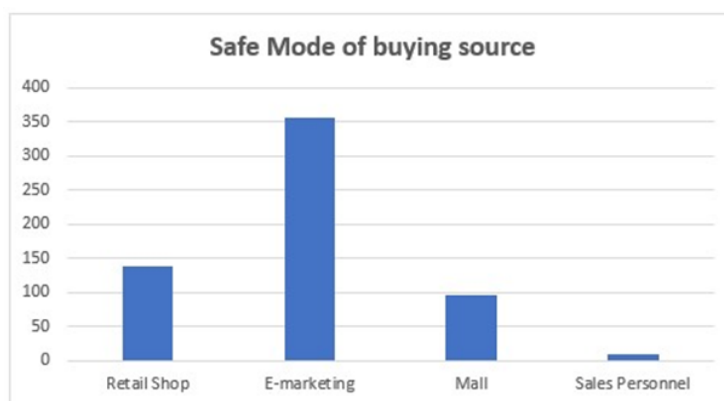


Figure 5: Safe Mode of buying source

- **Level of Education & opinion for E-Marketing**

It was observed that a higher percentage of respondents from lower education level considered Emarketing as 'proper' while a lower percentage of higher income group respondents considered Emarketing as proper. On the other hand the percentage of respondent considered E- marketing as improper is lower in lower level education & higher in higher level of education.

Thus inverse relationship is observed between the level of education & E- marketing services being considered or proper.

Table 6: Level of education & opinion of E-marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Upto 10 std.	96	16.0	16.0	16.0
	2 HSC	165	27.5	27.5	43.5
	3 Under Graduate	48	8.0	8.0	51.5
	4 Graduate	258	43.0	43.0	94.5
	5 Post Graduate	33	5.5	5.5	100.0
	Total	600	100.0	100.0	

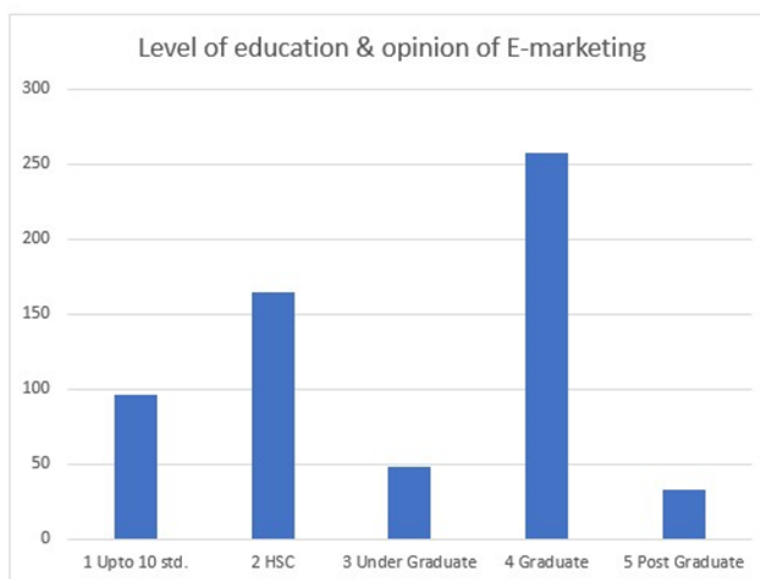


Figure 6: Level of education & opinion of E-marketing

CONCLUSION

The study underscores the dynamic nature of e-commerce in Hyderabad, emphasizing the interplay between buyer and seller satisfaction. While e-commerce platforms provide convenience and access to a broader market, satisfaction levels hinge on critical factors such as platform reliability, transparency, and support mechanisms. Buyers value seamless navigation, reliable delivery, and competitive pricing, while sellers focus on fair policies, effective advertising tools, and fraud prevention. Addressing these concerns

through innovative solutions, such as AI-driven customer support and enhanced logistical frameworks, can significantly improve stakeholder satisfaction. As Hyderabad's e-commerce market continues to grow, fostering trust and enhancing user experience will remain central to ensuring long-term success for both buyers and sellers.

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