

## A Study on Customer Satisfaction Towards Safety of Online Purchases During Pandemic

*Mr. Shubham Pandey, & Dr. Rashmi Sreejit Nair*

*Associate Professor School of Management, Dr. D.Y. Patil University Navi Mumbai, Maharashtra, India*

**Received: 02 Apr 2023**

**Accepted: 03 Apr 2023**

**Published: 04 Apr 2023**

### **ABSTRACT**

*The study of customer satisfaction was considered particularly significant given the widespread COVID-19 pandemic scenario, especially for online purchases. Understanding product transportation safety standards and how the COVID-19 pandemic context impacted the variables influencing online customer buying behaviors were the study's main goals. The study methodology was built on Google's questionnaire, which was used to gather information on safety and consumer behavior at the moment of purchase. Targeted at internet shoppers in the Navi Mumbai region, the poll offered a chance to assess the dynamics of their behavior over the course of the study. In this research, a conceptual model that considered the root causes and ethical ramifications of online customer satisfaction was put forth and empirically backed. After the COVID-19 shutdown, data were collected from some respondents to compare perceived and real risk. The veracity of the data collection was then investigated through analysis.*

*Online retailers like Amazon and Flipkart kept in touch with the Indian government to make sure they were taking the necessary steps and had put in place a number of precautionary health measures for their workers.*

**KEYWORDS:** *Consumer perception, online shopping, ,customer satisfaction , pandemic , safety measures*



