

(54) Title of the invention : Online shopping and its effects on customer experience and satisfaction

<p>(51) International classification</p> <p>(31) Priority Document No</p> <p>(32) Priority Date</p> <p>(33) Name of priority country</p> <p>(86) International Application No</p> <p style="padding-left: 20px;">Filing Date</p> <p>(87) International Publication No</p> <p>(61) Patent of Addition to Application Number</p> <p style="padding-left: 20px;">Filing Date</p> <p>(62) Divisional to Application Number</p> <p style="padding-left: 20px;">Filing Date</p>	<p>:G06Q 30/00, G06Q 30/06, G06Q 30/02, G06N 20/00, G06N 5/04</p> <p>:NA</p> <p>:NA</p> <p>:NA</p> <p>:</p> <p>:01/01/1900</p> <p>: NA</p> <p>:NA</p> <p style="padding-left: 20px;">:NA</p> <p>:NA</p> <p style="padding-left: 20px;">:NA</p>	<p>(71)Name of Applicant :</p> <p>1)Dr. R. A. AYYAPPARAJAN Address of Applicant :ASSOCIATE PROFESSOR, MBA, NEHRU INSTITUTE OF INFORMATION TECHNOLOGY AND MANAGEMENT, COIMBATORE, TAMIL NADU - 641045, INDIA Coimbatore Tamil Nadu India</p> <p>2)Mrs. S. PRATHI</p> <p>3)Dr. POONAM PRAVINBHAI RADADIYA</p> <p>4)Dr. D. MOORTHY</p> <p>5)Dr. NEELAM VISHAL RAUT</p> <p>6)Dr. T. GEETHA</p> <p>7)Dr. ASHWINI SANMATH</p> <p>8)ADHITHYA VISHAGAN . C.K .</p> <p>9)AKSHAYA SHIVANI . C.K</p> <p>10)Dr. RUBAID ASHFAQ</p> <p>11)Mrs. SINDHU. B</p> <p>12)Dr. N VENKATESH</p> <p>(72)Name of Inventor :</p> <p>1)Dr. R. A. AYYAPPARAJAN</p> <p>2)Mrs. S. PRATHI</p> <p>3)Dr. POONAM PRAVINBHAI RADADIYA</p> <p>4)Dr. D. MOORTHY</p> <p>5)Dr. NEELAM VISHAL RAUT</p> <p>6)Dr. T. GEETHA</p> <p>7)Dr. ASHWINI SANMATH</p> <p>8)ADHITHYA VISHAGAN . C.K .</p> <p>9)AKSHAYA SHIVANI . C.K</p> <p>10)Dr. RUBAID ASHFAQ</p> <p>11)Mrs. SINDHU. B</p> <p>12)Dr. N VENKATESH</p>
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(57) Abstract :

ABSTRACT Online shopping and its effects on customer experience and satisfaction In the contemporary world, purchasing goods and services through the internet has become a fundamental component of daily life due to the benefits of convenience, speed, and a vast array of options. Nevertheless, clients frequently encounter a variety of difficulties, including but not limited to the following: delayed deliveries, interfaces that are difficult to navigate, a lack of customization, inadequate recommendations for products, and ambiguous return policies. These issues have a direct impact on the level of satisfaction that customers derive from their experiences. This new development features an online shopping enhancement model that is powered by artificial intelligence and is intended to strengthen customer engagement, simplify the process of making decisions, and boost the overall level of satisfaction. The framework is capable of supporting a number of features, including personalized browsing, dynamic pricing, rapid issue resolution, and increased customer trust, by making use of a cloud-fog architecture, real-time data processing, and intelligent recommendation systems. The system that has been proposed decreases the level of human dependency, guarantees that transactions are both seamless and secure, and improves the overall experience of shopping online.

No. of Pages : 15 No. of Claims : 9