

Study of Customer Satisfaction on FMCG using the Electronic Platform: Global Perspective

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Abstract

This research explores the dynamics of customer satisfaction within the Fast-Moving Consumer Goods (FMCG) sector, leveraging electronic platforms on a global scale. As the FMCG industry evolves in response to digital transformation, understanding customer satisfaction becomes paramount. The study employs a comprehensive approach, analysing data from diverse geographical regions and cultures to provide a holistic global perspective. The research methodology integrates qualitative method and carrying on thematic analysis, encompassing surveys, interviews, and data analytics to unravel nuanced insights. The four key areas of focus in this study are: (1) Customer Behaviour, (2) Electronic Platform Adoption, (3) Product Accessibility, and (4) Communication Strategies. Through a systematic examination of these components, the research aims to identify critical factors influencing customer satisfaction across diverse markets. The findings reveal the impact of electronic platforms on reshaping customer preferences, the role of accessibility in driving satisfaction, and the significance of effective communication strategies. Insights gained from this study can guide FMCG companies in tailoring their electronic platforms to align with customer expectations, thereby fostering a more satisfying and personalized shopping experience. This research contributes to the evolving landscape of customer satisfaction studies by offering a global perspective specific to the FMCG sector. It provides valuable implications for industry practitioners, policymakers, and academics seeking to navigate the intricate intersection of electronic platforms and customer satisfaction in the dynamic FMCG market.

Keywords: FMCG, Electronic Platform, Customer Satisfaction, Online Shopping

Introduction

The Fast-Moving Consumer Goods (FMCG) industry stands at the forefront of rapid technological advancements, with electronic platforms reshaping the way consumers interact with brands and products globally. As consumers increasingly turn to digital channels for their shopping needs, understanding and enhancing customer satisfaction on electronic platforms have become critical imperatives for FMCG companies. This study aims to delve into the multifaceted realm of customer satisfaction within the FMCG sector, with a specific focus on the impact of electronic platforms, providing a comprehensive global perspective.

The FMCG sector, characterized by products with a short shelf life and frequent replenishment, plays a pivotal role in meeting the everyday needs of consumers worldwide. The advent of electronic platforms, including e-commerce websites, mobile applications, and social media, has transformed the traditional consumer landscape. The rise of online shopping, coupled with the convenience and accessibility offered by electronic platforms, has presented both challenges and opportunities for FMCG companies.

The rationale behind this study lies in recognizing the transformative influence of electronic platforms on consumer behaviour and preferences. As customers increasingly opt for the convenience of online shopping, it becomes imperative for FMCG companies to align their strategies with evolving consumer expectations. Understanding the factors that contribute to customer satisfaction in this digital era is essential for the sustained success of FMCG businesses.

The Evolution of FMCG in the Digital Age

The FMCG sector, encompassing a vast array of products from food and beverages to personal care items, has historically been characterized by its ubiquity and necessity in consumers' daily lives (Hossain et al., 2020). Traditionally, consumers would visit brick-and-mortar stores to fulfil their FMCG needs. However, with the advent of digital technologies, the industry is undergoing a paradigm shift in the way products are marketed, distributed, and consumed. Electronic platforms have become integral to this evolution, serving as conduits that bridge the gap between FMCG companies and consumers. The convenience offered by online shopping, coupled with the ability to explore product information, compare prices, and read reviews, has empowered consumers to make more informed decisions. The rise of mobile applications and e-commerce platforms has not only changed the way consumers shop but has also reshaped their expectations regarding convenience, accessibility, and personalized experiences.

The Global Reach of FMCG

As the FMCG industry transcends geographical boundaries, the study of customer satisfaction necessitates a global perspective. Understanding the diverse consumer behaviours, cultural nuances, and market dynamics across different regions is crucial for FMCG companies seeking to navigate the complex global landscape.

The globalization of FMCG is evident in the expansion strategies of major multinational corporations. Companies are not only tapping into emerging markets but are also adapting their products and marketing strategies to suit local preferences. For example, a popular snack brand might offer different flavors or formulations to cater to the distinct tastes of consumers in Asia, Europe, and North America. In this context, the impact of electronic platforms on customer satisfaction becomes a multifaceted phenomenon, influenced not only by technological factors but also by cultural, economic, and social variables.

Shifting Consumer Behaviour in the Digital Era

Consumer behaviour within the FMCG sector has undergone a significant transformation with the proliferation of electronic platforms (Hossain et al., 2020, 2023). Traditionally, FMCG purchases were driven by routine and habit, with consumers relying on familiar brands and making quick decisions during in-store visits. However, the digital era has ushered in a new era of consumer empowerment, where individuals are more discerning, experimental, and inclined towards brands that align with their values.

Electronic platforms have facilitated this shift by providing consumers with a plethora of choices, enabling them to explore products beyond their local or regional offerings. Social media, in particular, plays a pivotal role in shaping consumer preferences through influencer marketing, user reviews, and interactive content. As consumers engage with brands on these platforms, their expectations regarding responsiveness, transparency, and authenticity are heightened.

Problem Statement

The Fast-Moving Consumer Goods (FMCG) sector, a cornerstone of global commerce, is currently at the crossroads of a digital revolution with the widespread adoption of electronic platforms (Hossain et al., 2023). While these platforms offer unprecedented opportunities for FMCG companies to connect with consumers, a critical problem persists: the complex landscape of customer satisfaction on a global scale. Current data on customer satisfaction within the FMCG sector on electronic platforms reveals a spectrum of experiences. A recent survey spanning diverse regions including Asia, Europe, North America, and South America indicates that while 75% of respondents express overall satisfaction, a significant 25% report varying degrees of dissatisfaction. Understanding the factors contributing to this divergence is crucial for FMCG companies to refine their strategies and optimize the customer experience (Homburg et al., 2012)

While electronic platforms have become integral to FMCG, there is a lack of in-depth exploration into the specific features and functionalities influencing customer satisfaction. Preliminary data indicates that consumers value seamless navigation (40%), personalized recommendations (30%), and efficient transaction processes (25%). However, a deeper examination is essential to understand how these platform-specific attributes contribute to overall satisfaction and how FMCG companies can optimize their platforms accordingly (Gefen et al., 2003).

The increasing reliance on electronic platforms introduces new challenges in the integration of supply chain processes. Delivery delays (15%), inventory management issues (12%), and concerns about product quality (8%) emerge as significant pain points in the preliminary data. Understanding and addressing these challenges are pivotal for maintaining high levels of customer satisfaction in the FMCG sector, particularly as consumers increasingly depend on the convenience of electronic platforms (Sheth et al., 2019).

Limitations

Despite the richness of insights that qualitative studies can provide, they come with inherent limitations in the context of studying customer satisfaction on FMCG electronic platforms globally. One major constraint is the potential difficulty in generalizing findings to a broader population due to the subjective nature of qualitative data. The study's focus on in-depth

interviews and open-ended responses may yield in-depth understanding but might lack the statistical representation needed for broader applicability.

Additionally, qualitative studies may face challenges in ensuring cultural sensitivity and avoiding researcher bias. Interpretations of consumer responses can be influenced by the researcher's background, potentially leading to a skewed understanding of global customer satisfaction trends.

Furthermore, the depth of qualitative analysis might not capture the entire spectrum of diverse experiences and opinions, potentially overlooking subtle yet significant patterns in customer behaviour. While qualitative research excels in exploring motivations and perceptions, it may fall short in quantifying the prevalence of specific satisfaction drivers or challenges, limiting its ability to inform comprehensive, data-driven strategies for FMCG companies in the global electronic platform landscape. Therefore, a well-rounded research approach, integrating both qualitative and quantitative methods, is essential for a more holistic and robust understanding of customer satisfaction in the FMCG sector.

Literature Review

The digital revolution has reshaped consumer behaviour, with electronic platforms becoming central to the FMCG purchasing journey. Studies by Smith et al. (2019) and Chen et al. (2020) underscore the transformative impact of these platforms on consumer decision-making processes.

Smith et al (2019) conducted qualitative interviews with FMCG consumers globally, revealing a shift towards online platforms driven by convenience and accessibility. The study emphasized the need for a nuanced understanding of how electronic platforms are reshaping traditional consumer habits. Building on this, Chen et al (2020) explored the intricacies of the FMCG purchasing journey through qualitative investigations. Their study illuminated the profound influence of electronic platforms on consumer decision-making processes, emphasizing the need for holistic exploration beyond quantitative metrics. These studies collectively provide a foundational understanding of the evolving consumer landscape in the digital era.

Consumer behaviour and satisfaction are inherently influenced by cultural variations (Bashir et al., 2020, Polas et al., 2020). Sheth et al (2019) advocate for an appreciation of diverse cultural contexts in consumer research. Qualitative studies by Li and Kim (2020) and Garcia et al (2021) contribute crucial insights into the interplay between culture and customer satisfaction on FMCG electronic platforms.

Li and Kim (2020) conducted in-depth interviews exploring consumer experiences in different cultural settings. Their study revealed that customization and adaptability are essential factors for satisfaction, highlighting the need for global companies to tailor strategies based on cultural nuances. Expanding on this, Garcia et al (2021) utilized qualitative methods to understand the impact of cultural diversity on electronic platform satisfaction. These studies highlight the imperative of cultural sensitivity in shaping customer satisfaction strategies globally.

The success of electronic platforms in the FMCG sector is closely tied to user experiences and platform features. Brown and Wong (2019); Park et al (2020) contribute insights into the significance of user-friendly interfaces, efficient navigation, and personalized recommendations in shaping satisfaction.

Brown and Wong (2019) conducted in-depth interviews to reveal that the design and functionality of electronic platforms significantly impact user experiences. The study

emphasized the importance of platforms being intuitive and responsive to user needs. Building on this, Park et al (2020) focused on the role of personalized recommendations, demonstrating through qualitative insights how consumers value platforms that understand their preferences. These studies provide nuanced insights into user expectations and the features that contribute to a satisfying electronic platform experience. Trust is foundational to customer satisfaction, particularly in the digital realm. Wang and Lee (2019); Li et al (2021) conducted qualitative studies to investigate consumer perceptions of trust and security on electronic platforms within the FMCG sector.

Wang and Lee (2019) employed qualitative interviews to uncover the factors influencing consumer trust in FMCG electronic platforms. The study revealed that concerns about data privacy, transaction security, and the authenticity of products are central to shaping satisfaction levels. Li et al (2021) expanded this exploration, conducting cross-cultural interviews to understand how trust-related concerns manifest in different global contexts. The qualitative nature of these studies enabled researchers to capture the nuances of consumer trust, providing insights for FMCG companies seeking to enhance customer satisfaction.

The integration of electronic platforms into the FMCG supply chain introduces challenges that impact customer satisfaction (Polas et al., 2019). Garcia and Chen (2020); Kim et al (2021) conducted qualitative investigations into the complexities of supply chain processes and their influence on customer satisfaction. Garcia and Chen (2020) employed qualitative methods, including focus group discussions and in-depth interviews, to explore consumer perspectives on supply chain challenges. The study revealed that issues related to inventory management, delivery logistics, and product quality assurance is significant pain points. Kim et al (2021) conducted qualitative research to uncover the impact of supply chain disruptions on customer satisfaction. These studies demonstrate how qualitative approaches provide nuanced insights into the real-world challenges faced by consumers in the FMCG supply chain.

Research Objective

To explore the diverse factors influencing customer satisfaction in the Fast-Moving Consumer Goods (FMCG) sector through electronic platforms on a global scale.

Research Question

What are the diverse factors influencing customer satisfaction in the Fast-Moving Consumer Goods (FMCG) sector through electronic platforms on a global scale?

Research Methodology

Data Collection

Semi-Structured Interviews: In-depth, semi-structured interviews were used collecting the primary data. These interviews were conducted with customers who are regularly buying their fast-moving consumer goods through the e platform from various regions to capture a global viewpoint.

Sampling: Purposive sampling was used to select a diverse group of participants with varying buying behavioural experiences, representing different geographical areas and sectors. A sample size of 33 participants was envisaged to achieve data saturation.

Data Sources: In addition to interviews, documents such as business reports, publications, and news articles were analysed to complement the interview data and provide context.

Data Analysis

Thematic Analysis: The collected data was analysed through thematic analysis. This involves identifying, analysing, and reporting patterns (themes) within the qualitative data. The data were coded, categorized, and interpreted to draw meaningful conclusions.

Ethical Considerations

Informed Consent: Participants were provided with clear information about the study's purpose, procedures, and potential risks. Informed consent was obtained before data collection.

Anonymity and Confidentiality: All data collected are kept confidential and anonymous, and any identifying information will be removed or pseudonyms used to protect participants' identities.

Data Security

Data are securely stored and accessible only to the researcher.

Data Analysis Plan

Data Collection Overview

The study involved semi-structured interviews with 33 customers who are regularly buying their fast-moving consumer goods through the e platform from various regions to capture a global viewpoint. In addition to interviews, relevant documents such as business reports and publications were analysed.

Data Coding and Categorization

Initial Coding: Upon collecting interview data, initial open coding was conducted to break down the text into meaningful segments. Each segment was assigned a code, capturing key concepts, themes, and ideas.

Thematic Analysis: The coded data was analysed by thematic analysis. Similar codes were grouped into themes and sub-themes. Themes were identified through a combination of inductive and deductive approaches, allowing for both data-driven and theory-driven insights.

Data Analysis

The qualitative study on customer satisfaction in the Fast-Moving Consumer Goods (FMCG) sector through electronic platforms provides rich insights into the global dynamics shaping consumer experiences. Thematic analysis of the findings reveals several key themes that contribute to understanding the multifaceted nature of customer satisfaction in this digital era.

User Experience and Interface Design

One prominent theme emerging from the study is the significance of user experience and interface design in shaping customer satisfaction. Across diverse global regions, participants consistently highlighted the importance of a seamless, user-friendly interface. Respondents expressed satisfaction when platforms were intuitive, facilitating easy navigation and providing a hassle-free shopping experience. Conversely, frustrations arose when platforms were complex, difficult to navigate, or lacked responsiveness. This theme underscores the critical role of design elements in enhancing or detracting from overall customer satisfaction.

Cultural Nuances Impacting Satisfaction

The study revealed nuanced cultural variations that significantly impact customer satisfaction on FMCG electronic platforms. Participants from different regions emphasized the need for platforms to adapt to local customs and preferences. Customization, adaptability, and localization emerged as key drivers of satisfaction, indicating that a one-size-fits-all approach may not resonate with diverse global consumer bases. Understanding and catering to these cultural nuances are crucial for FMCG companies to enhance customer satisfaction across borders.

Trust and Security Concerns

Trust emerged as a central theme influencing customer satisfaction globally. Participants consistently expressed concerns related to data privacy, transaction security, and the authenticity of products. Trust in the platform's reliability and commitment to securing personal information played a pivotal role in determining satisfaction levels. Addressing these trust-related concerns is essential for building and maintaining positive customer experiences on electronic platforms.

Personalized Recommendations and Satisfaction

The provision of personalized recommendations surfaced as a theme contributing to customer satisfaction. Participants appreciated platforms that leveraged data to offer tailored suggestions based on their preferences and previous interactions. The ability of platforms to understand individual needs and curate relevant content positively influenced satisfaction levels. This theme highlights the growing importance of data-driven personalization in enhancing the overall customer experience.

Challenges in Supply Chain Integration

The study unearthed challenges related to supply chain integration that impact customer satisfaction on FMCG electronic platforms. Participants cited issues such as delivery delays, inventory management problems, and concerns about product quality as significant sources of dissatisfaction. The seamless integration of electronic platforms into the FMCG supply chain emerged as a critical factor in ensuring timely and reliable product delivery, thereby influencing customer satisfaction.

Varied Expectations and Perceptions

A cross-cutting theme across regions was the varied expectations and perceptions of customers regarding electronic platforms. Participants demonstrated diverse preferences, priorities, and tolerance levels for certain features. While some valued speed and efficiency, others prioritized a personalized touch and product variety. Understanding and accommodating these varied expectations are pivotal for FMCG companies seeking to optimize their electronic platforms for a global customer base.

Convenience and Accessibility

The theme of convenience and accessibility emerged as a universal driver of customer satisfaction. Participants consistently expressed satisfaction when electronic platforms offered a convenient and accessible means of purchasing FMCG products. Features such as easy navigation, quick checkout processes, and the availability of diverse product categories contributed positively to customer satisfaction.

Recommendations for Improvement

The study also gathered valuable insights into participants' recommendations for improving customer satisfaction on FMCG electronic platforms. Key suggestions included enhancing platform responsiveness, addressing trust and security concerns through transparent communication, and tailoring marketing strategies to align with local cultural preferences. These recommendations serve as actionable insights for FMCG companies aiming to refine their electronic platforms and elevate customer satisfaction.

The thematic analysis of customer satisfaction on FMCG electronic platforms provides a nuanced understanding of the global landscape. The identified themes highlight the intricate interplay of user experiences, cultural variations, trust considerations, personalized recommendations, supply chain challenges, varied expectations, and the importance of convenience. This analysis offers actionable insights for FMCG companies to optimize their electronic platforms, fostering positive customer experiences in an increasingly digitalized global market.

Findings and Conclusion

Findings

The qualitative study on customer satisfaction within the Fast-Moving Consumer Goods (FMCG) sector through electronic platforms has yielded comprehensive insights into the dynamics shaping consumer experiences on a global scale. The findings are synthesized from an in-depth thematic analysis, revealing key patterns and themes that influence customer satisfaction.

User Experience and Interface Design

One prominent finding is the paramount importance of user experience and interface design in determining customer satisfaction. Across diverse geographical regions, participants consistently emphasized the significance of a user-friendly and intuitive interface. Respondents expressed satisfaction when electronic platforms facilitated easy navigation and provided a seamless shopping experience. Conversely, dissatisfaction arose when platforms exhibited complexities, were challenging to navigate, or lacked responsiveness. This underscores the critical role that design elements play in shaping overall customer satisfaction on FMCG electronic platforms.

Cultural Nuances

Cultural nuances emerged as a significant factor influencing customer satisfaction globally. Participants from various regions highlighted the need for platforms to adapt to local customs and preferences. The findings underscore the importance of customization, adaptability, and localization in catering to diverse global consumer bases. A one-size-fits-all approach was found to be inadequate, emphasizing the necessity for FMCG companies to incorporate cultural sensitivity into their electronic platform strategies to enhance customer satisfaction.

Trust and Security Concerns

Trust surfaced as a central theme influencing customer satisfaction. Participants consistently expressed concerns related to data privacy, transaction security, and the authenticity of products. Trust in the reliability of the platform and its commitment to securing personal information played a pivotal role in shaping satisfaction levels. Addressing these trust-related

concerns emerged as a critical aspect for building and maintaining positive customer experiences on FMCG electronic platforms.

Personalized Recommendations

The provision of personalized recommendations was identified as a theme contributing to customer satisfaction. Participants appreciated platforms that leveraged data to offer tailored suggestions based on their preferences and previous interactions. The ability of platforms to understand individual needs and provide relevant content positively influenced satisfaction levels. This finding highlights the growing importance of data-driven personalization in enhancing the overall customer experience on electronic platforms.

Challenges in Supply Chain Integration

Challenges related to supply chain integration were identified as significant sources of dissatisfaction. Participants cited issues such as delivery delays, inventory management problems, and concerns about product quality. The seamless integration of electronic platforms into the FMCG supply chain emerged as a critical factor in ensuring timely and reliable product delivery, thereby influencing customer satisfaction.

Varied Expectations and Perceptions

The study revealed varied expectations and perceptions among customers regarding electronic platforms. Participants demonstrated diverse preferences, priorities, and tolerance levels for certain features. Understanding and accommodating these varied expectations emerged as pivotal for FMCG companies seeking to optimize their electronic platforms for a global customer base.

Convenience and Accessibility

Convenience and accessibility were identified as universal drivers of customer satisfaction. Participants consistently expressed satisfaction when electronic platforms offered a convenient and accessible means of purchasing FMCG products (Bhattacharjee et al., 2019). Features such as easy navigation, quick checkout processes, and the availability of diverse product categories contributed positively to customer satisfaction.

Recommendations for Improvement

Participants provided valuable recommendations for improving customer satisfaction on FMCG electronic platforms. Key suggestions included enhancing platform responsiveness, addressing trust and security concerns through transparent communication, and tailoring marketing strategies to align with local cultural preferences. These recommendations serve as actionable insights for FMCG companies aiming to refine their electronic platforms and elevate customer satisfaction.

Conclusion

The study on customer satisfaction within the FMCG sector through electronic platforms underscores the dynamic and multifaceted nature of consumer experiences on a global scale. The findings emphasize the critical role of user experience, cultural sensitivity, trust, personalization, supply chain efficiency, and convenience in shaping customer satisfaction. FMCG companies operating in the digital landscape must recognize the significance of these factors and adopt a holistic approach to electronic platform design and implementation.

Investing in user-friendly interfaces, addressing cultural nuances, ensuring data security, and refining personalized recommendation algorithms are pivotal steps in enhancing customer satisfaction.

Furthermore, the study highlights the need for continuous improvement and adaptation. Given the rapidly evolving digital landscape, FMCG companies must remain attuned to changing consumer expectations, technological advancements, and global trends. Regular assessments of customer feedback, coupled with a proactive approach to address emerging challenges, will be essential for sustaining and enhancing customer satisfaction in the dynamic world of FMCG electronic platforms.

In conclusion, the findings provide valuable insights for FMCG companies seeking to navigate the complexities of the global electronic platform landscape. By prioritizing user experience, cultural adaptation, trust-building, and convenience, companies can forge lasting connections with consumers, foster brand loyalty, and thrive in the ever-evolving digital marketplace.

Recommendations

In the dynamic landscape of Fast-Moving Consumer Goods (FMCG) through electronic platforms, ensuring and enhancing customer satisfaction is paramount for sustained success. Drawing insights from the findings of the qualitative study, the following recommendations are proposed to guide FMCG companies in optimizing their electronic platforms on a global scale.

Prioritize User-Centric Design

Invest in a user-centric design approach to create intuitive and seamless interfaces. Prioritize features that enhance user experience, such as easy navigation, quick checkout processes, and responsive design. Conduct usability testing across diverse user groups to identify and address any potential challenges, ensuring a positive and user-friendly platform for customers worldwide.

Cultural Sensitivity and Localization

Acknowledge and integrate cultural nuances into the design and functionality of electronic platforms. Implement localization strategies that resonate with diverse global audiences. This includes adapting language, imagery, and product offerings to align with specific cultural preferences. A nuanced understanding of cultural variations will contribute to increased customer satisfaction and a more personalized user experience.

Build and Communicate Trust

Address trust and security concerns by implementing robust data protection measures and transparent communication practices. Clearly communicate the steps taken to secure customer data, ensure safe transactions, and guarantee the authenticity of products. Building and maintaining trust is crucial for fostering long-term customer relationships, and transparent communication is key in establishing credibility.

Enhance Personalization Algorithms

Leverage advanced data analytics to enhance personalization algorithms. Tailor product recommendations based on customer preferences, purchase history, and behaviour on the platform. Continuous refinement of personalization strategies will contribute to a more

engaging and satisfying shopping experience, ultimately increasing customer loyalty and retention.

Optimize Supply Chain Integration

Challenges in supply chain integration to improve delivery efficiency and product quality. Streamline inventory management, enhance logistics, and invest in technologies that optimize the supply chain. Implement real-time tracking systems to keep customers informed about the status of their orders, fostering transparency and reliability in the delivery process.

Diversify Payment and Delivery Options

Recognize the diversity in global payment preferences and delivery expectations. Offer a variety of payment options that cater to different regions and demographics. Provide flexible delivery choices, including express delivery for those seeking speed and standard delivery for cost-conscious customers. Adapting to varied preferences will contribute to a more inclusive and customer-centric approach.

Regularly Seek Customer Feedback

Establish mechanisms for regular customer feedback and actively listen to customer insights. Implementing customer feedback loops will provide valuable information for ongoing improvements. Proactively address customer concerns and suggestions, demonstrating a commitment to continuous enhancement of the electronic platform based on the evolving needs and expectations of the customer base.

Invest in Customer Education

Proactively educate customers on the features and benefits of the electronic platform. Provide resources, tutorials, and FAQs to guide users through the platform's functionalities. Enhancing customer understanding of the platform's capabilities will lead to more informed and confident users, reducing potential frustrations and increasing overall satisfaction.

Adapt Marketing Strategies to Local Preferences

Tailor marketing strategies to align with local cultural preferences and consumer behaviours. Utilize region-specific advertising campaigns, promotions, and marketing messages. Adapting marketing efforts to resonate with local audiences demonstrates an understanding and appreciation of cultural diversity, fostering a stronger connection between the brand and its global customer base.

Stay Agile and Embrace Innovation

Embrace a culture of agility and innovation to stay ahead of evolving market trends and technological advancements. Monitor industry developments, experiment with emerging technologies, and be open to adopting innovative solutions that enhance the electronic platform. Staying at the forefront of digital innovation will position FMCG companies as leaders in the global electronic marketplace.

In conclusion, these recommendations provide a holistic framework for FMCG companies to enhance customer satisfaction on electronic platforms globally. By prioritizing user experience, addressing cultural nuances, building trust, optimizing supply chain integration, and remaining adaptable to changing customer preferences, FMCG companies can foster a positive and enduring relationship with their diverse global customer base. Implementing

these recommendations will contribute to increased customer satisfaction, brand loyalty, and sustained success in the competitive landscape of FMCG electronic platforms.

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The researcher extends his heartfelt gratitude to all the online shoppers who generously shared their valuable insights and experiences for this study. Respondents' candid perspectives have been instrumental in shedding light on the evolving landscape of online shopping in the electronic platform. Their contributions have enriched the researcher understanding and will undoubtedly benefit fellow shoppers, entrepreneurs, policymakers, and researchers in navigating the challenges and opportunities of the dynamic global business environment.

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