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Editors:

**Prof. (Dr.) Dibyendu Chattaraj
Prof. (Dr.) Saikat Chakrabarti
Prof. (Dr.) Shweta Kishore
Prof. (Dr.) Soumik Gangopadhyay**



Taurean

Consumer Satisfaction with Product Returns Processes and its Impact on Future Purchasing Decisions

Shweta Kishore¹, Sayan Dutta², Anindita Das³, Rohan Poddar⁴, Triya Majhi⁵

In the current competitive environment of retail and e-commerce, the process of handling product returns is a key factor in determining customer satisfaction and affecting future buying behavior. As online shopping continues to grow and return rates increase, it has become essential to understand how the return experience influences consumer loyalty. This research seeks to explore how consumers perceive return policies, their readiness to pay for convenient return options, and the impact of simple return procedures on their likelihood to purchase again. The study combines both primary and secondary data sources. Primary data were gathered through a structured questionnaire completed by 71 individuals in Kolkata, using a 5-point Likert scale, and were analyzed using MS Excel and chi-square statistical tests. The results indicate that most consumers place high importance on return policies that are easy to use, clear, and free of charge, as these factors strongly support repeat purchases. Although income level was not found to be significantly linked to consumers' willingness to pay for returns, gender showed a statistically significant connection, underscoring the importance of managing returns effectively to enhance customer loyalty.

Keywords: Consumer Satisfaction, Product Return Management, Repurchase Intention, Reverse Logistics, E-commerce Retailing.

1. 1 Associate Professor, Department of Business Administration, Institute of Engineering & Management, University of Engineering & Management, Kolkata, India, Corresponding Author, E-mail: shweta.kishore@iem.edu.in
2. 2, 3, 4, & 5 Student, Department of Business Administration, Institute of Engineering and Management, Kolkata