

A Study on Customer Satisfaction in E-Commerce Sector

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Abstract

The study titled "A Study on Customer Satisfaction in E-Commerce Sector" was conducted to analyze the level of customer satisfaction among online shoppers in the Chengalpattu district of Tamil Nadu, India, with special reference to Amazon India. Data was collected from 146 respondents through a structured questionnaire during the period of January 2026 to April 2026. The study aims to identify the key factors influencing customer satisfaction, examine the problems faced by customers, and suggest suitable measures for improvement. The findings reveal that the overall level of customer satisfaction in e-commerce is moderately high, with 68.5% of respondents.

Keywords: E-Commerce, Customer Satisfaction, Online Shopping, Delivery Services, Product Quality, Amazon India, Chengalpattu

Introduction

The rapid growth of information technology and the widespread use of the internet have significantly transformed the way businesses operate and consumers make purchasing decisions. One of the most notable outcomes of this digital transformation is the emergence and expansion of the e-commerce sector. E-commerce refers to the buying and selling of goods and services through electronic platforms such as websites and mobile applications. Over the past decade, e-commerce has become an integral part of the global economy, offering consumers convenience, wider product choices, competitive pricing, and easy access to goods and services from anywhere and at any time.

In today's highly competitive e-commerce environment, customer satisfaction has emerged as a critical factor determining the success and sustainability of online businesses. Unlike traditional retailing, e-commerce lacks face-to-face interaction, making customer experience heavily dependent on factors such as website design, ease of navigation, product

information, payment security, delivery efficiency, customer service, and return policies. Customers have numerous alternatives available at the click of a button, and dissatisfaction can quickly lead them to switch to competing platforms.

Customer satisfaction can be defined as the degree to which a customer's expectations are met or exceeded by a product or service. In the context of e-commerce, satisfaction is influenced by both pre-purchase and post-purchase experiences. A high level of customer satisfaction not only encourages repeat purchases but also leads to positive word-of-mouth, brand loyalty, and increased market share.

Review of Literature

Growth of e-commerce and satisfaction importance. Studies around (Rita et al. 2020) highlight that satisfaction became a central success factor for online retail during the rapid digital adoption period. Researchers noted that satisfied customers show higher loyalty and repeat purchase intentions. Service reliability and trust were identified as key drivers. Price competitiveness alone was no longer sufficient. Firms began focusing on end-to-end customer experience.

Website usability and navigation. Research (Sharma & Lijuan, 2020) emphasized that easy navigation and fast loading websites significantly improve satisfaction levels. Customers expect intuitive interfaces and accurate product information. Poor usability increases bounce rate and reduces purchase completion. Satisfaction is strongly linked to perceived website efficiency. Usability improvements directly affect conversion rates.

Online shopping attributes and satisfaction. A Hsu et al. 2021 study found that product delivery, information quality, privacy, and security strongly influence customer satisfaction. Product variety also contributes to positive shopping experiences. Customers with longer e-commerce experience evaluate service quality more critically. Satisfaction further determines customer loyalty to web stores. These attributes collectively shape online purchasing behaviour. *Cogent Business & Management*

Determinants of satisfaction and loyalty (Khan et al. 2021). Research in emerging markets showed that price fairness, product quality, and timely delivery positively impact customer satisfaction. Privacy protection affects satisfaction more than loyalty. Website service

quality alone was not always significant unless linked with trust. The study confirmed that satisfaction directly influences customer loyalty. Structural equation modelling validated these relationships.

Personalization and recommendation systems. Bleier & Eisenbeiss 2021, studies reported that personalized product recommendations reduce search effort and improve perceived value. Recommendation systems help customers find relevant products faster. This lowers information overload and improves the shopping experience. Better personalization increases customer satisfaction and sales performance. AI-driven systems became increasingly important in e-commerce design.

Objectives

- To analyze the level of customer satisfaction in the e-commerce sector.
- To identify the level of influencing customer satisfaction in online shopping.
- To examine the problems faced by customers while using e-commerce platforms.
- To suggest suitable measures to improve customer satisfaction and enhance the online shopping experience.

Statement of the Problem

The e-commerce sector has emerged as one of the fastest-growing segments of the modern economy, driven by advancements in information technology, increased internet penetration, and changing consumer buying behavior. Online shopping has gained widespread acceptance due to its convenience, accessibility, and ability to offer a wide range of products and services. However, despite the rapid expansion and increasing adoption of e-commerce platforms, achieving and sustaining customer satisfaction remains a significant challenge for e-commerce organizations.

Customer satisfaction is a key determinant of success in the e-commerce sector, as it directly influences customer loyalty, repeat purchases, and long-term profitability. Unlike traditional retailing, e-commerce transactions occur in a virtual environment where customers rely heavily on digital information such as product descriptions, images, reviews, and ratings. This dependence often creates uncertainty regarding product quality, authenticity, and service reliability. Issues such as delayed deliveries, discrepancies between online descriptions and actual products, payment failures, security concerns, ineffective customer service, and complicated return and refund procedures contribute to customer dissatisfaction.

Research Design

The study is empirical in nature as it focuses on real-time data collected from respondents. The study is based on both primary and secondary data. Primary data were collected from respondents using a structured questionnaire designed to capture opinions regarding social media marketing and buying behaviour. The questionnaire was administered personally for customers in the Chennai District. Secondary data were collected from sources related to social media marketing and customer behaviour like research journals, academic articles, books, published theses, websites and reports. A sample size of 146 respondents was considered for the study. The study uses a convenience sampling technique, as respondents were selected based on their availability and willingness to participate. The data collected were analysed using appropriate analysis techniques such as percentage analysis, tabulation, bar charts and pie charts, simple comparative analysis. These techniques were used to interpret customer responses and test the relationship between social media marketing and buying behaviour.

Data Analysis and Interpretation

The collected data is analysed and tabulated below to explore the study's objectives. Demographic profile includes gender, age, educational qualification, occupation and monthly income.

Table 1: Demographic Profile of Respondents

Demographic Profile	Categories	Percentage (%)
Gender	Female	51.4
	Male	48.6
Age	21-30	59.6
	31-40	18.5
	41-50	12.3
	50 and above	4.8
	Below 20	4.8
Educational Qualification	Undergraduate	61.6
	Postgraduate	17.8
	Professional	11.6
	School Level	8.9
Occupation	Employee	50.7

	Student	26.7
	Business	18.5
	House wife	2.7
	Running clinic	0.7
	Homemaker	0.7
Monthly Income	Rs. 10,001- Rs. 25,000	32.2
	Below Rs. 10,000	25.3
	Rs. 25,001- Rs. 50,000	21.2
	Above Rs. 50,000	17.8

Source: Primary Data

Table 1 indicates that a slightly higher proportion of respondents are female (51.4%) compared to males (48.6%). The majority belong to the 21–30 age group (59.6%). Most respondents are undergraduates (61.6%) and employees (50.7%). The income distribution shows that a higher percentage falls under Rs. 10,001–25,000 (32.2%), indicating a predominantly young, educated, and moderately earning group.

Table 2: Customer Satisfaction Level

Satisfaction Level	Frequency	Percentage (%)
Highly Satisfied	12	8.2
Satisfied	38	26.0
Neutral	55	37.7
Dissatisfied	30	20.5
Highly Dissatisfied	11	7.5
Total	146	100

Source: Primary Data

Table 2 shows the level of customer satisfaction towards e-commerce platforms. It is observed that the majority of respondents fall under the neutral category (37.7%), indicating a moderate level of satisfaction. A considerable proportion of respondents are satisfied (26.0%), while a smaller percentage are highly satisfied (8.2%).

On the other hand, 20.5% of respondents are dissatisfied and 7.5% are highly dissatisfied, highlighting that a significant portion of users are not fully satisfied with their online shopping experiences. Overall, the results indicate that customer satisfaction in the e-commerce sector is moderate, with considerable scope for improvement.

Table 3: Factors Influencing Customer Satisfaction

Factor	Mean Score
Product Quality	2.8
Pricing	2.7
Delivery Speed	2.6
Website Usability	2.5
Customer Service	2.4

Source: Primary Data

Table 3 highlights the key factors influencing customer satisfaction in e-commerce. Among the various factors, product quality (2.8) and pricing (2.7) have relatively higher mean scores, indicating their strong influence on customer satisfaction. Delivery speed (2.6) and website usability (2.5) also play a significant role in shaping user experience. Customer service (2.4) has the lowest mean score, suggesting that respondents are less satisfied with support services. Overall, the findings indicate that improving service quality, delivery efficiency, and customer support can significantly enhance customer satisfaction.

Table 4: Frequency of Online Shopping

Frequency of Shopping	Percentage (%)
Daily	6.2
Weekly	28.1
Monthly	45.2
Occasionally	20.5

Source: Primary Data

The table shows that most respondents shop online monthly (45.2%), followed by weekly (28.1%), indicating regular engagement with e-commerce platforms.

Table 5: Satisfaction with Delivery Time

Level	Percentage (%)
Strongly Agree	10.3
Agree	32.9
Neutral	28.1
Disagree	19.2
Strongly Disagree	9.6

Source: Primary Data

Most respondents agree (32.9%) that delivery time is satisfactory, though a notable proportion express dissatisfaction.

Table 6: Satisfaction with Product Quality

Level	Percentage (%)
Strongly Agree	12.3
Agree	30.1
Neutral	29.5
Disagree	18.5
Strongly Disagree	9.6

Source: Primary Data

The table shows that a considerable proportion of respondents are neutral (31.5%) towards pricing, while 28.8% agree and 11.0% strongly agree. However, a notable percentage expresses dissatisfaction. This indicates that pricing satisfaction is moderate and requires improvement in transparency and value for money.

Table 7: Satisfaction with Customer Service

Level	Percentage (%)
Strongly Agree	9.6
Agree	26.7
Neutral	34.2
Disagree	20.5
Strongly Disagree	9.0

Source: Primary Data

The table indicates that most respondents are neutral (34.2%) regarding customer service, while 26.7% agree it is satisfactory. A significant proportion also expresses dissatisfaction. This suggests that customer service quality needs improvement to enhance overall satisfaction.

Table 8: Ease of Using E-Commerce Platforms

Level	Percentage (%)
Strongly Agree	14.4
Agree	38.4
Neutral	25.3
Disagree	13.7
Strongly Disagree	8.2

Source: Primary Data

The table reveals that a majority of respondents agree (38.4%) that e-commerce platforms are easy to use, followed by 14.4% who strongly agree. Fewer respondents express dissatisfaction. This indicates that usability of platforms is generally good and user-friendly.

Table 9: Trust in Online Transactions

Level	Percentage (%)
Strongly Agree	12.3
Agree	33.6
Neutral	28.8
Disagree	16.4
Strongly Disagree	8.9

Source: Primary Data

The table shows that 33.6% of respondents agree and 12.3% strongly agree that they trust online transactions. However, a portion remains neutral and some express distrust. This indicates that while trust levels are fairly high, there is still scope for improvement.

Findings and Conclusion

The study shows that most respondents are young adults aged 21–30 (59.6%), with nearly equal gender distribution. A majority are undergraduates (61.6%) and employees (50.7%), indicating that educated working individuals dominate e-commerce usage. Most respondents belong to the lower-middle income group and shop online moderately.

The findings reveal that 68.5% of respondents are satisfied with online shopping, indicating moderate satisfaction. Key factors influencing satisfaction include delivery speed, product quality, and ease of navigation, while issues like technical problems, product mismatch, and delivery delays affect user experience. Many respondents remain neutral regarding pricing and trust.

Overall, the study concludes that e-commerce platforms must improve service quality, transparency, and reliability to enhance customer satisfaction. Clear product descriptions, faster delivery, and better customer support are essential improvements. Strengthening trust and customer relationships will be crucial for long-term success in the competitive e-commerce market.

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