An Analysis of Consumer Satisfaction towards Online Shopping

S. Dayana Sweetlin[1]* and G. Parvathi Devi[2]

[1]*Assistant Professor of Commerce, Aditanar College of Arts and Science Tiruchendur, Tamil Nadu, India*

[2]*Research Scholar, Kamaraj College (Autonomous), Thoothukudi, Tamil Nadu, India*

**Corresponding Author Email: chrissweetlin@gmail.com*

Abstract

The study entitled "A Study on Customer Satisfaction Towards Online Shopping" aims to examine the level of customer satisfaction and identify the major reasons influencing online purchases. The study is based on primary data collected from 120 respondents using a structured questionnaire and convenience sampling method. The findings reveal that delivery has the highest mean score (3.06), while the overall customer satisfaction score is 2.76, indicating a moderate level of satisfaction. The correlation analysis shows a positive relationship between time-saving and convenience (r = 0.410). The study suggests that online shopping companies should improve delivery services, product quality, payment facilities, product variety, and customer service to enhance customer satisfaction.

Keywords: Online Shopping, Convenience, Time-Saving, Delivery Service, Product Quality

1. Introduction

Online shopping is the practice of customers making direct, interactive, real-time purchases of goods, services, etc. from sellers via the internet without the use of a middleman service. Purchasing products and services from online retailers is known as online shopping. Since the World Wide Web first appeared, businesses have tried to market their goods to Internet users. Customers can browse online retailers while seated in front of a computer from the comfort of their homes. Online retailers sell a wide range of goods to customers. In actuality, consumers may buy almost anything from businesses that sell their goods online. Customers can purchase hundreds of items from an online store, including books, apparel, toys, hardware, software, home appliances, and health insurance. Because it's convenient, a lot of individuals choose to shop online. You may browse through countless options when you shop online, and you can even find products that aren't available in physical locations.

2. Objectives

1. To determine how satisfied customers are with their online purchases.
2. To know the specific reasons for which customers purchase online shopping.

3. Statement of the Problem

The rapid growth of Internet technology has made online shopping a convenient and popular method of purchasing products and services. Customers can easily compare products, prices, brands and reviews and purchase products from the comfort of their homes. However, factors such as product quality, delivery service, payment options, return and refund policies may influence customer satisfaction. Therefore, the present study is undertaken to determine the level of customer satisfaction towards online shopping and to identify the specific reasons that influence customers to purchase products through online shopping platforms.

4. Scope of the Study

The present study focuses on understanding customer satisfaction towards online shopping. It covers customers' satisfaction with online purchases and identifies the major reasons that influence customers to purchase products through online shopping platforms. The study considers factors such as convenience, product variety, price, delivery, payment facilities, product quality, and return and refund services. The study is limited to customers who have experience in purchasing products through online shopping platforms.

5. Review of Literature

1.t Widyawati (2024) The Influencing Factors on Coffee Shop Customers' Revisit Intention. This study investigates the influence of the service marketing mix (7Ps) on customer satisfaction and the role of trust and satisfaction in determining revisit intention specifically in Jakarta's coffee shop sector. It tested 11 hypotheses with 332 questionnaires and employed PLS-SEM for analysis. Results indicate that price, place, promotion, people, and process positively impact satisfaction, which in turn positively affects trust and revisit intentions. Additionally, trust enhances commitment. Conversely, product and physical evidence do not influence satisfaction, and commitment does not directly affect revisit intention.

2.Muthupriya (2019) A Study on Customer Satisfaction Towards Online Shopping in Sivaganga District. The purpose of this study, "A Study on Customer Satisfaction toward

Online Shopping in Sivaganga District," is to determine what influences consumers' decisions to purchase online. The internet's explosive growth has had a significant impact on the global marketing landscape. It is currently one of the most widely used methods for businesses and consumers to conduct online transactions. Companies have been coming up with innovative techniques to advertize their products online. As a result, it explains how conventional marketplaces are being replaced by modern ones. The purpose of this study is to determine the variables that could affect consumers' happiness with their online purchases. In general, client pleasure throughout a purchase is a key factor in the success of online purchasing.

3.Sikander Ali Qalati (2019) Impact of Price on Customer Satisfaction; mediating role of Consumer Buying Behaviour in Telecom Sector. The study has a number of ground truths. Even if the price has been identified for a long time in the literature, it still has a big impact on a lot of different sectors and industries. According to the first study, pricing is a significant factor in consumers' decisions to switch services. Second, telecom providers should provide inexpensive bundles and call rates. According to the third results, 68.5% of the population is young; therefore, businesses should provide them with packages based on their insights. Companies should provide social packages because 47% of people use WhatsApp as a communication tool. Sixth, mobile phone providers ought to employ incorporated social applications.

4.ALOTAIBI KHALID (2018) THE EFFECTS OF CUSTOMER SATISFACTION WITH E COMMERCE SYSTEM. The study makes its own contributions. By providing empirical evidence and emphasising the connection between customer satisfaction with those aspects, this research provides a conceptual framework for understanding customer satisfaction with e-commerce systems from the three primary aspects of customer expectations, e-commerce service quality, and perceived value of e-commerce systems. Additionally, practitioners can benefit from the study findings, especially by knowing which aspects to focus on to guarantee client pleasure. The practitioner can use these findings as a roadmap to improve and develop their e-commerce strategy.

5.Lopo L. (2013) Re-examining the Market Share Customer Satisfaction Relationship. The majority of managers and a large portion of the literature make the assumption that customer satisfaction and market share are positively correlated measures of marketing

success. Market share and customer happiness are significantly, consistently, and robustly negatively correlated, according to our thorough analysis of a large time series of data. We demonstrate that this is the outcome of both a generally negligible impact of customer satisfaction on future market share and a considerable negative influence of market share on future customer satisfaction. Additionally, we discover that taking into account the switching costs of the company's clients as well as measuring it against its closest competitor strengthens the impact of a company's customer happiness on its future market share.

6. Research Methodology

6.1. Research Design

The present study adopts a Descriptive Research Design. The study is designed to describe the level of customer satisfaction towards online shopping and to identify the major reasons influencing customers to purchase products through online platforms. Primary data are collected from online shoppers using a structured questionnaire with a five-point Likert scale.

6.2. Sampling Design

6.2.1sampling Size

The sample size of this study consists of 120 respondents.

6.2.2. Sampling Method

The study uses the convenience sampling method.

6.3. Data Collection

Both the primary and secondary data is used to collect the details from the respondents.

6.3.1. Primary Data

Primary data are collected from 120 sample respondents with the help of well-structured questionnaire, which is pre-tested.

6.3.2. Secondary Data

The primary data are supplemented by spat of secondary sources of data. The secondary sources being the published research and articles collected from various journals, books and internet etc.

7. Results & Discussion

Table - 7.1: Demographic Profile of Respondents

Demographic	Options	Respondance	percentage
AGE	Below 20 Years	20	16.67%
	21–30 Years	50	41.66%
	31–40 Years	30	25%
	Above 40 Years	20	16.67%
	Total	**120**	**100%**
GENDER	Male	70	58%
	Female	50	42%
	Total	**120**	**100%**
EDUCATION	School	25	21%
	UG	35	29%
	PG	30	25%
	others	30	25%
	Total	**120**	**100%**
OCCUPATION	Gvrt employee	25	21%
	Pvt employee	36	30%
	Business	24	20%
	Others	35	29%
	Total	**120**	**100%**
MONTHLY INCOME	Below ₹20,000	20	17%
	₹20,001 – ₹40,000	30	25%
	₹40,001 – ₹60,000	30	25%
	above ₹60,000	40	33%
	Total	**120**	**100%**

Interpretation

The table shows that the majority of respondents are 21–30 years (41.66%), followed by 31–40 years (25%). In terms of gender, 58% are male and 42% are female. Regarding education, 29% are UG qualified, while 25% each are PG and others. In occupation, 30% are private employees, followed by 29% in other occupations. Regarding monthly income, 33%

earn above ₹60,000, followed by 25% earning ₹20,001–₹40,000 and ₹40,001–₹60,000. Thus, the majority of respondents are young, male, UG educated, private employees, and have a monthly income above ₹60,000.

Table – 7.2: Descriptive Statistics of Customer Satisfaction towards Online Shopping

Factors	N	Minimum	Maximum	Maximum	Std. Deviation
Satisfied with online shopping	120	1	5	2.76	1.237
satisfied with product quality	120	1	5	2.98	1.177
Satisfied with delivery	120	1	33	3.06	3.002
Satisfied with price	120	1	5	2.91	1.160
Satisfied with payment options	120	1	5	2.95	1.194
Satisfied with product variety	120	1	5	2.85	1.157
Satisfied with customer service	120	1	5	2.85	1.158

Interpretation

The above table indicates that among the seven satisfaction factors, delivery has the highest mean score of 3.06, followed by product quality (2.98) and payment options (2.95). Satisfaction with price (2.91), product variety (2.85), and customer service (2.85) shows moderate levels. The overall satisfaction with online shopping has a mean score of 2.76. Therefore, the respondents show a moderate level of satisfaction towards online shopping, with delivery receiving comparatively higher satisfaction.

Table – 7.3: Correlations Between Factors Influencing Online Shopping Purchase

Particular	Online shopping saves time	Online shopping is convenient	Discounts attract me to buy online	Wide product choice attracts me	Home delivery encourages online purchase	Easy payment encourages online purchase	Easy product comparison encourages online purchase
Online shopping saves time Pearson Correlation	1						

Online shopping is convenient Pearson Correlation	.410	1					
Discounts attract me to buy online Pearson Correlation	.003	.000	1				
Wide product choice attracts me Pearson Correlation	.019	.057	.002	1			
Home delivery encourages online purchase Pearson Correlation	.264	.165	.003	.055	1		
Easy payment encourages online purchase Pearson Correlation	.040	.069	.001	.022	.209	1	
Easy product comparison encourages online purchase Pearson Correlation	.006	.484	.003	.153	.000	.000	1

Interpretation

The above table presents the Pearson Correlation analysis between the various reasons influencing customers to purchase through online shopping. The results show that saving time and convenience have a positive relationship with a correlation value of 0.410, indicating a moderate positive association between these two factors. The relationship between discounts and convenience is also statistically significant, while discounts and wide product choice show

a positive and significant relationship. Similarly, home delivery and easy payment options are positively associated with several other purchase-related factors. The findings indicate that customers consider multiple factors such as time saving, convenience, discounts, product variety, home delivery, and easy payment facilities when making online purchases. Overall, the correlation results suggest that these factors are positively associated with customers' reasons for choosing online shopping, although the strength of the relationships varies across the factors.

8. Findings

1. The study found that the majority of respondents are 21–30 years old (41.66%), and 58% of the respondents are male.
2. The study found that 30% of respondents are private employees, while 33% have a monthly income above ₹60,000.
3. The study found that delivery has the highest mean score (3.06), indicating that respondents are comparatively more satisfied with the delivery service.
4. The overall satisfaction with online shopping has a mean score of 2.76, showing a moderate level of customer satisfaction.
5. The study found that time-saving and convenience are positively related, with a correlation value of 0.410, indicating that convenience is an important reason for customers choosing online shopping.
6. The study also found significant positive relationships between discounts, wide product choice, home delivery, and easy payment options, showing that these factors influence customers' reasons for purchasing through online shopping.

9. Suggestions

1. Online shopping companies should provide attractive offers, easy payment options, and convenient delivery services to attract different groups of customers.
2. Companies should focus on improving product quality and customer service to increase customer satisfaction and encourage repeat purchases.
3. Online shopping companies should improve customer service and product variety to enhance the overall satisfaction of customers.
4. Companies should focus on providing better product quality, reasonable prices, and convenient payment options to improve customer satisfaction.

5. Online shopping companies should provide attractive discounts, a wide range of products, and easy product comparison facilities to encourage customers to purchase online.
6. Companies should focus on faster home delivery and convenient payment options, as these facilities can improve the overall online shopping experience and encourage customers to continue purchasing online.

10. Conclusion

The present study concludes that online shopping has become an important purchasing channel among customers because of its convenience, time-saving nature, product variety, discounts, easy payment facilities, and home delivery services. Based on the responses of 120 customers, the demographic findings indicate that the major proportion of respondents belongs to the 21–30 years age group, with male respondents forming the larger share. The descriptive statistics reveal that customers have a moderate level of satisfaction towards online shopping, with an overall mean score of 2.76. Among the satisfaction factors, delivery recorded the highest mean score of 3.06, followed by product quality and payment options, indicating that these aspects contribute considerably to the online shopping experience. The correlation analysis also shows positive relationships among different reasons for online purchase, particularly between time-saving and convenience. The study therefore highlights that customers consider several factors together when choosing online shopping platforms. To improve customer satisfaction, online shopping companies should continuously enhance delivery services, maintain product quality, provide competitive prices and attractive discounts, offer convenient payment methods, increase product variety, and strengthen customer service. Overall, providing a convenient, reliable, and customer-oriented shopping experience can help online shopping platforms meet customer expectations and encourage continued online purchasing.

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