

# Exploring the Factors Influencing Consumer Satisfaction in Online Shopping: A Consumer Insights

K. Hindja Priyaa<sup>1\*</sup> and G. Yogeswaran<sup>2</sup>

<sup>1</sup>Ph.D. Research Scholar (Full Time), PG and Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi Affiliated to Madurai Kamaraj University, Madurai, Tamil Nadu

<sup>2</sup>Assistant Professor, PG and Research Department of Commerce, Ayya Nadar Janaki Ammal College, Affiliated to Madurai Kamaraj University, Madurai, Tamil Nadu

\* Corresponding Author Email: [hindjapriyaa@gmail.com](mailto:hindjapriyaa@gmail.com)

## **Abstract**

*Shopping has moved from traditional brick-and-mortar establishments to online platforms in the current online era, providing customers with more convenience, variety, and flexibility. The retail scene has changed as a result of the explosive rise of e-commerce, which is driven by technological advancements, widespread internet access, and the proliferation of smartphones. E-Commerce is becoming increasingly popular for variety of reasons. E-Commerce refers to buying of goods and services over the internet without moving from one place to another place. E-Commerce also known as online shopping or online shopping, which is basically done because of 24/7 availability of products and services, price range, quality of the products, offers and discounts and so. Consumers can get full information about the product with its reviews being passed by the existing users. Nowadays, most of the people choose online shopping to buy the goods and services. Therefore, the purpose of the paper is to explore the factors influencing consumer satisfaction towards online shopping and analyze the most important factor which influence the consumer satisfaction level towards online shopping. The findings of the study revealed that the factor which influence the consumer satisfaction in online shopping platform is "Quality of the Product" with the Garrett mean score of 2363. The Chi-Square test results reveals that the most of the consumers are satisfied with the online shopping platforms. All the mentioned factors influences the consumers to involve in online shopping which leads to be satisfied level.*

*Keywords: E-Commerce, Factors, Satisfaction level, Consumer Insights*

## **Introduction**

According to recent data, online shopping usage in India is rapidly growing, with an estimated 250 million annual online shoppers in 2023, and is expected to reach around 425 million by 2027, which is driven by factors like increasing internet penetration, smartphone usage, and convenience. Shopping has moved from traditional brick-and-mortar establishments to online platforms in the current online era, providing customers with more convenience, variety, and flexibility. Online shopping, sometimes referred to as online shopping or e-commerce, has revolutionized how customers buy products and services.

The introduction of the internet and its extensive usage have completely changed how consumers purchase goods and services. Online shopping is the practice of purchasing goods and services using the internet. It is a form of online shopping that enables consumers to purchase and sell goods from companies and individuals without physically visiting a store. Customers can choose from a variety of things offered by online shops, such as clothing, gadgets, toys, books, groceries, and home décor, the capacity to find the greatest deals by comparing pricing. Due to its affordability, ease of use, and accessibility, online shopping has grown in popularity in recent years.

Due to the internet's and mobile devices' quick development, traditional physical businesses have given way to online platforms for shopping, which provide accessibility, convenience, and variety. Nowadays, consumers may use websites and mobile applications to browse, compare, and buy things at any time and from any location. Since consumers can evaluate, and buy goods from the convenience of their homes, online shopping has become a daily necessity. Notwithstanding its many benefits, a number of factors, including cost, product quality, usability, payment security, delivery time, and customer support, affect consumer preferences and purchase decisions when it comes to online shopping.

Numerous factors, such as the growing popularity of smartphones, safe online payment methods, quick delivery services, and customized shopping experiences, are propelling the expansion of online shopping. Companies' use Chabot's, recommendation

engines, and artificial intelligence (AI) to expand their client base, improve consumer interaction, and offer smooth buying experiences through online platforms.

Because of its accessibility, ease, and large selection of products, it has emerged as one of the retail industry's fastest-growing trends. Instead of going to a physical store, customers may explore thousands of products, compare prices, read reviews, and make purchases using just a computer or smartphone. Benefits of online shopping include home delivery, personalized product recommendations, secure online payment methods, and availability around-the-clock. Effective marketing techniques require a thorough understanding of consumer behavior. It entails identifying problems, obtaining data, weighing options, making a purchase, and evaluating the experience.

## Review of Literature

**Vineeta Ahuja, Richa (2024)** highlights that the price sensitivity, online literacy and trust issues play a crucial determinants of the online shopping behaviour. Other than that the product variety also influences the consumer to involve in online shopping. However, convenience of door step delivery and time saving contribute to the popularity of online shopping for female people in urban area. **Jeyanthi J (2023)** revealed that the needs and desires of women consumers are different because the economic condition and the environment surrounds them are also different. By applying exploratory research type, she finds that the most of the consumers make the purchase after the personal observation of the environment, followed by discussion with the relatives, and thereby they refer the media for further reference of the product. Most of the consumers face the problem in delay of delivering the product. **Abbas N. Albarq (2021)** indicated that web atmosphere influences customer and thereby affecting their buying behaviour. Moreover consumer intervenes in connection in between web atmospheric indicators and consumer online purchasing intentions. **Arasu Raman (2021)** concluded that by applying the exploratory factor analysis, it generates five factors, viz., and awareness, low price with discount offers, easy to use the website interface, security and privacy, availability of product attributes. The consumer chooses the product attributes as a 1<sup>st</sup> factor which motivates the consumer to engage in the online shopping behaviour. **Kartika Sari, DwinitaLaksmidewi (2021)** found that the architectural quality of the website, promotion campaign, and enjoyment are the stimulating

factors which have a significant effect on positive affect of the organism. Moreover, positive affect has a positive and significant impact on response of impulsive buying behaviour. Positive affect has a complementary mediation effect in the correlation between the architectural quality of the website and enjoyment of impulsive buying behaviour.

### **Statement of the Problem**

In the digitalized scenario, most of the consumers prefer to visit e-commerce website especially the women consumers due to her busy schedule. Most of the women are working people. They don't have time to purchase the product directly in the market. At that time, they mostly prefer online shopping because of offering many services like 24/7 availability of services, variety of brands and products, discounts and offers, convenience to use, easy access, time saving and so on. And mainly they like online shopping where one can make purchase without moving from one place to another place for purchasing the products. Hence the researcher tries to analyse the foremost factor which influence the consumer satisfaction level in online shopping platforms.

### **Objectives of the Study**

- To study the demographic profile of the respondents.
- To explore the factors influencing consumer satisfaction in online shopping.
- To analyse the satisfaction level of consumers towards online shopping.
- To provide findings for the study.
- 

### **Hypothesis**

H0: There is no association between age of the respondents and the consumer satisfaction level towards online shopping.

### **Research Methodology**

In this study, the researcher tries to explore the factors influencing consumer satisfaction in online shopping. For this analysis, the researcher has taken the respondents from Sivakasi people with the sample size of 90 under the convenient sampling techniques. The primary data and secondary data are applied in this research study. The primary data is

used for the collection of data and analysis to find out the result by using the structured questionnaire. The secondary data is used to identify the variables, writing the review of literature, and interpretation with the help of books, articles, and websites.

## Analysis & Interpretation

### I) Demographic Profile:

**Table 1: Demographic Profile of the respondents**

S. No	Demographic Profile	Frequency	Percentage
1.	Gender		
	Male	33	36.7
	Female	57	<b>63.3</b>
	<b>Total</b>	<b>90</b>	<b>100.0</b>
2.	Age		
	Below 25 years	19	21.1
	26-35 years	20	22.2
	36-45 years	20	22.2
	46-55 years	26	<b>28.9</b>
	Above 55 years	5	5.6
	<b>Total</b>	<b>90</b>	<b>100.0</b>
3.	Educational Qualification		
	Higher Secondary	26	28.9
	UG	28	31.1
	PG	36	<b>40.0</b>
	<b>Total</b>	<b>90</b>	<b>100.0</b>
4.	Monthly Family Income (Rupees)		
	Below 10,000	18	20.0
	10,001-20,000	23	25.6
	20,001-30,000	27	<b>30.0</b>
	Above 30,000	22	24.4
	<b>Total</b>	<b>90</b>	<b>100.0</b>

5.	Marital Status		
	Married	59	<b>65.6</b>
	Unmarried	31	34.4
	<b>Total</b>	<b>90</b>	<b>100.0</b>
6.	Family Type		
	Joint family	50	<b>55.6</b>
	Nuclear family	40	44.4
	<b>Total</b>	<b>90</b>	<b>100.0</b>
7.	Size of the family		
	Below 3 members	20	22.3
	3-5 members	39	<b>43.3</b>
	Above 5 members	31	34.4
	<b>Total</b>	<b>90</b>	<b>100.0</b>

Source: Primary Data

Table 1 reveals that more than half of the respondents are under female category, 26 respondents are in the age group of 46-55 years, 40 percent of the respondents have Post Graduate as an Educational Qualification, 30 percentage of the respondents have Rs 20,001-30,000 as their monthly family income, 65.6 percent of the respondents are married, 50 respondents comes under nuclear family, and 39 respondents are between 3-5 members in their family.

## II) Factors Influencing Consumer Satisfaction:

**Table 2: Factors Influencing Consumer Satisfaction**

S. No	Factors	Ranks given by the respondents								
		1	2	3	4	5	6	7	8	Total
1.	Price	17	8	14	10	4	6	14	17	90
2.	Flash Sales	15	21	9	8	9	11	6	11	90
3.	Ratings and Reviews	14	16	13	15	6	10	2	14	90
4.	Quality	13	9	14	13	20	7	6	8	90

5.	Variety of Products	6	12	10	8	13	15	16	10	90
6.	Privacy and Secure	7	6	9	6	13	15	17	17	90
7.	Discounts and Offers	10	13	8	14	12	16	14	3	90
8.	Payment offers	8	5	13	16	13	10	15	10	90
	<b>Total</b>	90	90	90	90	90	90	90	90	

Source: Primary data

$$\text{Garrett Score} = 100 * (R - 0.5) / N$$

- R = Rank given for the factor by the respondents
- N = Total number of ranks

**Table 3: Estimation of Garrett value**

Rank	$100(R-0.5)/N$	Calculated value	Garrett Score
1	$100(1-0.5)/8$	6.25	82
2	$100(2-0.5)/8$	18.75	70
3	$100(3-0.5)/8$	31.25	63
4	$100(4-0.5)/8$	43.75	57
5	$100(5-0.5)/8$	56.25	50
6	$100(6-0.5)/8$	68.75	44
7	$100(7-0.5)/8$	81.25	37
8	$100(8-0.5)/8$	93.75	25

Source: Computed data

**Table 4: Factors influencing Consumer Satisfaction**

S. No	Factors	1	2	3	4	5	6	7	8	Total
1.	Price	1394	560	882	570	200	264	518	425	4813
2.	Flash Sales	1230	1470	567	456	450	484	222	275	5154
3.	Ratings and Reviews	1148	1120	819	855	300	440	74	350	5106

4.	Quality	14924	630	882	741	1000	308	222	200	18907
5.	Variety of Products	492	840	630	456	650	660	592	250	4570
6.	Privacy and Secure	574	420	567	342	650	660	629	425	4267
7.	Discounts and Offers	820	910	504	798	600	704	518	75	4929
8.	Payment offers	656	350	819	912	650	440	555	250	4632

Source: Computed data

The following table represents the results obtained from above calculations.

**Table 5: Garrett Mean Score**

S. No	Factors	Garrett Mean Score	Rank
1.	Price	602	V
2.	Flash Sales	644	II
3.	Ratings and Reviews	638	III
4.	<b>Quality</b>	<b>2363</b>	<b>I</b>
5.	Variety of Products	571	VII
6.	Privacy and Secure	533	VIII
7.	Discounts and Offers	616	IV
8.	Payment offers	579	V1

Source: Computed data

On the basis of ranks assigned by the respondents, the factors influencing consumer satisfaction towards online shopping is analyzed using Garrett ranking method. It is clearly exhibited from table 5 that “Quality of the product” got the first rank with the mean score of 2363, followed by “Flash Sales” got the second rank, “Ratings and Reviews” got the third rank, continued by “Discounts and Offers” got the fourth rank, “Price” got the fifth rank, followed by “Payment Offers” got the sixth rank, “Variety of products” got the seventh rank and lastly, “Privacy and Secure” got eighth rank.

Hence, it is concluded that the Factor “Quality of the product” secured 1<sup>st</sup> rank and this is the foremost factor which influence the consumer satisfaction level towards online shopping.

### III) Chi-Square

H<sub>0</sub>: There is no association between age of the respondents and the consumer satisfaction level towards online shopping.

**Table 6: Cross Tabulation**

Age * Level of Satisfaction	Level of Satisfaction			Total
	Dissatisfied	Moderate	Satisfied	
Below 25 years	1	9	9	<b>19</b>
26-35 years	2	8	10	<b>20</b>
36-45 years	3	8	9	<b>20</b>
46-55 years	3	7	16	<b>26</b>
Above 55 years	0	3	2	<b>5</b>
<b>Total</b>	<b>9</b>	<b>35</b>	<b>46</b>	<b>90</b>

Source: SPSS Output

**Table 7: Chi- Square Test**

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.259 <sup>a</sup>	8	<b>.833</b>
Likelihood Ratio	4.773	8	.781
Linear-by-Linear Association	.068	1	.794
N of Valid Cases	90		

Source: SPSS Output

The Chi-Square test table reveals that the Pearson Chi-Square Value is 4.259. P Value is 0.833 which is greater than the threshold value of 0.05 (5% significance level). Hence, the null hypothesis is accepted. It is concluded that there is no association between the age of the respondents and the consumer satisfaction level towards online shopping.

## Conclusion

Due to its ease, variety, and time-saving advantages, online shopping has become a crucial component of contemporary consumer behavior. Customers may shop from anywhere at any time, compare items, and get better discounts thanks to it. However, issues like lack of physical inspection, product quality problems, and security concerns continue to affect customer happiness and confidence. Overall, the retail industry is still changing due to the rise of internet shopping, and increasing customer satisfaction and loyalty will require better service, transparency, and customer assistance.

## References

- 1) Kartika Sari and DwinitaLaksmidewi., “Factors Affecting Impulsive Buying in Mobile Commerce with Stimulus-Organism-Response (S-O-R) Perspective”, *Journal of Business Studies and Management Review (JBSMR)*, Vol.5 No.1, December 2021.
- 2) Vineeta Ahuja, Richa.,” Women Buying Behavior towards Online Shopping among Rural and Urban Customers”, *Agpe the Royal Gondwana Research Journal of History, Science, Economic, Political and Social Science*, Volume 05, Issue 03, March 2024, pp. 17-23.
- 3) Jeyanthi J., “A Study on Shopping Behaviour of Women – A Special Reference to Palani”, *International Journal of Creative Research Thoughts*, Volume 11, Issue 3, March 2023, pp. c570 to c 578.
- 4) Arasu Raman., “An Empirical Study on Consumer Buying Behaviour towards Online Shopping with special reference to Women Apparels in Malaysia”, *Turkish Journal of Computer and Mathematics Education*. Vol.12, No.13, 2021, pp 779-795.
- 5) Abbas N. Albarq., “Effect of Web atmospherics and satisfaction on purchase behavior: stimulus–organism–response model”, *Future Business Journal*, 7(1), 62, pp 1-8.