A STUDY ON CUSTOMER SATISFACTION IN ONLINE SHOPPING WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr Geetha R[1], Mr. Abhilash M.N[2]

1. Associate Professor & Head, Department of B.Com CA, Sri RamaKrishna College of Arts & Science, Coimbatore.
2 . III B.Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

ABSTRACT

The rapid growth of the internet and digital technology has increased the popularity of online shopping among consumers. Customer satisfaction plays a vital role in the success of e-commerce businesses. This study aims to analyse the level of customer satisfaction towards online shopping and to identify the factors influencing their purchasing decisions. Primary data were collected through a structured questionnaire from selected respondents. The study focuses on aspects such as convenience, price, product quality, delivery service, and payment methods. The findings reveal that most customers are satisfied with online shopping due to time savings and easy access to products, though issues like delayed delivery and security concerns still exist. The expansion of e-commerce has significantly changed consumer buying behaviour. This study focuses on analysing customer satisfaction towards online shopping by identifying the factors that influence consumers' purchase decisions. Primary data were gathered using questionnaires, and descriptive analysis was applied. The study reveals that convenience, product variety, competitive pricing, and easy payment options positively influence customer satisfaction. However, issues such as lack of trust, delayed delivery, and product quality discrepancies affect customer confidence. The findings provide useful insights for e-commerce businesses to improve customer satisfaction.

Keywords: *Customer-Satisfaction, Online-Shopping, E-commerce, ConsumerBehaviour, Purchase Decision, Service Quality, Product Quality, Price Sensitivity*.

INTRODUCTION

Online shopping has significantly transformed the traditional buying process by offering consumers convenience, variety, and accessibility. With the rapid growth of internet technology and digital platforms, consumers today can compare products, prices, and reviews before making purchase decisions. E-commerce has eliminated geographical barriers, allowing customers to shop anytime and anywhere through websites and mobile applications. The growth of online shopping platforms such as Amazon, Flipkart, Myntra, and eBay has been driven by increased smartphone usage, improved internet connectivity, and the availability of multiple digital payment options. Customers are attracted to online shopping due to time savings, competitive pricing, product variety, and doorstep delivery. However, despite these advantages, customers still face challenges such as delayed delivery, poor product quality, security concerns, and a lack of trust. Customer satisfaction plays a vital role in the success of online shopping platforms. Satisfied customers are more likely to make repeat purchases, recommend platforms to others, and develop long-term loyalty. Hence, understanding the factors influencing customer satisfaction.

STATEMENT OF THE PROBLEM

The rapid growth of online shopping has transformed consumer purchasing behaviour, offering convenience, variety, and competitive pricing. However, customer satisfaction remains a critical challenge for e-commerce platforms due to issues such as product quality discrepancies, delayed delivery, payment security concerns, and inefficient customer service. In a highly competitive digital marketplace, dissatisfied customers can easily switch to alternative platforms, affecting business sustainability. Hence, it is essential to identify and analyse the key factors influencing customer satisfaction in online shopping. This study addresses the need for a systematic statistical evaluation of consumer perceptions and experiences to understand satisfaction

levels and support improved e-commerce strategies. Online shopping has become increasingly popular. Many customers remain dissatisfied with the company despite its rapid expansion due to issues like inaccurate product information, a lack of physical inspection, delivery delays, complicated return policies, and concerns about payment security and privacy. Online retailers' long-term success and the likelihood of repeat purchases are heavily influenced by customer satisfaction. However, customers' levels of contentment vary according to their experiences, expectations, and level of trust in online platforms. It is essential to comprehend the difficulties faced by online shoppers and the factors that influence customer satisfaction. As a result, the goals of this study are to look at how satisfied customers are with online shopping and what influences consumers' buying decisions.

OBJECTIVES OF THE STUDY

- To examine the impact of product quality on customer satisfaction in online shopping in Coimbatore city
- To evaluate the role of delivery efficiency and logistics in shaping online shopping satisfaction.
- To analyse the level of customer satisfaction with various aspects of online shopping, such as website design, ease of navigation, and information availability.
- To study the relationship between consumer satisfaction and repeat purchase intention in online shopping.
- To suggest suitable strategies and recommendations to e-commerce businesses for improving the overall online shopping experience and sustaining customer loyalty.

RESEARCH METHODOLOGY

Design of the Study: The purpose of this study is to investigate how satisfied customers are with online shopping using a descriptive research methodology. Because it aids in systematically describing the characteristics, opinions, and experiences of consumers regarding online purchasing, descriptive research is appropriate for this study. The researcher is able to gather comprehensive data on a variety of factors that influence customer satisfaction using this design, including convenience, pricing, product quality, delivery services, and payment methods. Without manipulating any variables, the descriptive approach focuses on analysing existing conditions to provide a realistic picture of customer perceptions and interpret the collection. Additionally, it makes using quantitative methods to summarise and interpret the collected data easier.

DATA COLLECTION

Primary Data: Primary data for the study were collected directly from online shopping customers using a structured questionnaire. Multiple-choice and closed-ended questions about demographic information, shopping habits, and levels of satisfaction were included in the survey. It focused on key aspects such as convenience, pricing, product quality, delivery, payment options, security, and after-sales service. Online surveys were used to collect reliable and relevant customer responses efficiently. And the Google Form

SAMPLING METHOD

Sampling Technique: Random sampling. The study adopted a random sampling technique to select respondents for data collection. This method was chosen to ensure that every individual in the population had an equal chance of being selected, thereby reducing sampling bias. Random sampling helped in obtaining unbiased and reliable responses from online shoppers with varied backgrounds and experiences. It also enhanced the representativeness of the sample, allowing the findings to reflect general customer satisfaction

trends in online shopping more accurately within the scope of the study

Sample Size: The study was conducted using a sample size of 100 respondents, selected through a random sampling technique. The respondents included individuals from different age groups, genders, income levels, and educational backgrounds to ensure diverse opinions. Data were collected through a structured questionnaire focusing on online shopping behaviour, frequency of purchase, preferred payment methods, delivery experience, and overall satisfaction. The sample size, though limited, provided valuable insights into customer perception.

STATISTICAL TOOLS USED

- **Simple Percentage Analysis:** This technique was used to present and summarise the demographic profile of the respondents, such as age, gender, income level, and educational qualification, in percentage form. It helped in understanding the overall customer satisfaction level, usage patterns, and preferences of consumers towards online shopping platforms in Coimbatore City.
- **Chi-Square Test:** The chi-square test was applied to examine the relationship between selected demographic factors and customer satisfaction in online shopping. This tool helped to identify whether variables such as age, income, and education have a significant influence on customers' satisfaction levels while shopping online in Coimbatore City.

LIMITATIONS OF STUDY

- The study is based on a small number of respondents, which may not accurately represent the population as a whole.
- Because the collected data is limited to a specific region, the findings cannot be broadly applied.
- The study relies on primary data gathered through questionnaires, which may be affected by bias or incorrect responses from respondents.
- The number of variables analysed and the depth of the analysis were constrained by time constraints.
- The study may overlook other significant aspects because it focuses solely on a select number of factors that influence customer satisfaction.

AREA OF THE STUDY

The study examines customer satisfaction towards online shopping in Coimbatore City by analysing shoppers' demographic profile, shopping preferences, and frequency of online purchases. It also focuses on factors influencing satisfaction, such as product quality, price, delivery service, payment security, and customer service, along with problems faced by customers and suggestions for improvement.

REVIEW OF LITERATURE

Customer Satisfaction Towards Online Shopping with Special Reference to Indian Cities (2025)

Patel & Patel (2025)[1] examined customer satisfaction towards online shopping in an Indian city context. The study found that convenience, competitive pricing, and platform usability were the main factors behind high satisfaction levels among respondents. Respondents preferred purchasing through major e-commerce sites due to ease of use and assurance of product choices. However, issues such as delayed delivery and product availability remained key concerns, dampening satisfaction for some users. The authors concluded that e-commerce platforms should prioritise delivery efficiency and consumer protection measures to further enhance satisfaction. The study also observed that increasing trust in digital payment systems and transparent return policies positively influenced repeat purchase behaviour. It emphasised that urban customers

anticipate standard services like faster delivery and real-time order track **A Systematic Analysis of Customer Satisfaction Towards Online Purchase (2025) Punithamalar&Sasikala (2025)[2]** carried out a systematic analysis of customer satisfaction in online purchasing. Their research emphasised that trust, pricing, convenience, website design, and service quality play significant roles in shaping customer satisfaction. The study noted that psychological drivers and trust have a strong positive influence on users' perception of online shopping experiences. It highlighted that online platforms catering to customer expectations in these areas tend to secure higher satisfaction levels, suggesting that businesses must address both technological and service aspects to improve consumer contentment. The study also pointed out that clear product descriptions and reliable customer reviews help reduce uncertainty in online purchases. It emphasised that efficient delivery systems and responsive after-sales service further strengthen customer confidence.

Factors Affecting Customer Satisfaction in Online Shopping (2024)
Sharma, Rawat & Rawat (2024)[3] investigated key determinants of online shopping satisfaction. The study identified convenience, trust, service quality, privacy, and security as major influences on satisfaction levels. According to the research, customers place high importance on secure payment processes and the protection of personal data. A positive correlation was found between perceived service quality and overall satisfaction. The authors concluded that strengthening these factors can significantly improve customer experience and encourage loyalty toward online retailers. In addition, the study revealed that effective customer service and prompt delivery mediate customer satisfaction. The study also emphasised that accurate product information and open return policies further increase customer trust and reduce perceived risk when shopping online.

The Impact of E-Service Quality on Customer Satisfaction (2024)
Subramanian, Yang &Talaei-Khoei (2024)[4] applied structural equation modelling to study how e-service quality affects customer satisfaction and repurchase intention. The research showed that dimensions such as website responsiveness, fulfilment, privacy, and trust were positively related to customer satisfaction. Higher satisfaction also led to a greater likelihood of repeat purchases. The study recommended that online retailers emphasise e-service quality — particularly in areas like responsiveness and trust signals — to foster stronger customer satisfaction and loyalty. The research showed that dimensions such as website responsiveness, fulfilment, privacy, and trust were positively related to customer satisfaction.

DESCRIPTIVE ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Percentage analysis was used to study demographic variables such as gender, age, qualification, occupation, residence, and income. With regard to age, 40 per cent of respondents are between the ages of 18 and 24, followed by 32 per cent between the ages of 25 and 29. The remaining 28% are between the ages of 30 and 39, indicating that young adults make up the majority of online shopping

PERSONAL PROFILE OF THE RESPONDENTS

TABLE NO:1.1

Personal Profile	Particulars	No. of Respondents	Percentage
Gender	Male Female	54 46	54% 46%

Age	18-24	40	40%
	25-29	32	32%
	30-39	28	28%
Education Qualification	School level	30	30%
	Under graduate	40	40%
	Professional	30	30%
Occupation	Student	55	55%
	Service	34	34%
	Others	11	11%
Monthly Income	Less than Rs. 15,000	15	15%
	Rs15,000-30,000	34	34%
	Rs30,000-40,000	25	25%
	Above 40,000	26	26%

Interpretation

The demographics of the study's respondents are shown in the percentage analysis. Male and female respondents are evenly distributed, indicating balanced participation. The age-based analysis reveals that the majority (60%) are between the ages of 18 and 24, indicating that younger customers are more engaged with online shopping. The majority of respondents (55 per cent) are undergraduates, followed by professionals (25 per cent), indicating a higher adoption rate among educated individuals. According to occupational analysis, respondents from a variety of backgrounds frequently make use of online shopping platforms. In terms of income, a significant portionearns less than Rs. 15,000 per month, indicating that consumers of all income levels enjoy online shopping.

AVERAGE SCORE ANALYSIS ON FACTORS INFLUENCING ONLINE SHOPPING DECISIONS

TABLE NO:1.2

S.No	Factors	Average Percentage	Rank
1)	Website provides Sufficient information	3.90	III

2)	Online Shopping is secure	3.75	V
3)	Price comparison convenience	4.10	I
4)	Product availability	3.95	II
5)	Quality of products	4.05	IV

Interpretation

With mean scores above 3.75, the table shows that all of the factors that affect online shopping are viewed positively. The most important factor in price comparison is convenience, followed by product quality and availability. The information on the website is also rated highly.
However, the lowest score wasgiven to online shopping security, indicating that it requires improvement. Online shopping is viewed favourably by respondents.

SIMPLE PERCENTAGE ANALYSIS ON PREFERRED ONLINE SHOPPING WEBSITES TABLE: N O:1.3

S.No	Online Shopping Websites	Number	Percentage
1)	Amazon	85	42.5%
2)	Flipkart	60	30%
3)	Myntra	35	17.5%
4)	Official websites	15	7.5%
5)	Others	5	2.5%

	Total	**200**	**100%**

Interpretation

According to the table above, Amazon is preferred by 42.5% of respondents, followed by Flipkart (30%). The majority of respondents would rather shop online at Amazon.

CHI-SQUARE ANALYSIS

The Chi-Square test was applied to examine whether there is a significant association between the demographic factors of the respondents (such as gender, age, educational qualification, occupation, and monthly income) and their level of customer satisfaction towards online shopping in Coimbatore City.

Null Hypothesis (H_0)
There is no significant association between the demographic variables of the respondents and their level of customer satisfaction towards online shopping.

Alternative Hypothesis (H_1)
There is a significant association between the demographic variables of the respondents and their level of customer satisfaction towards online shopping.

TABLE. NO: 1.4

SNO	Variable	Chi-square value	Significant value	S/NS
1	Gender	2.361	0.67	Ns
2	Age	14.444	0.273	Ns
3	Occupation	7.778	0.455	Ns
4	Education	10.556	0.228	Ns
5	Monthly Income	17.639	0.127	Ns

Interpretation

The results of the Chi-square test that looked at the connection between demographic variables and customer satisfaction with online shopping are shown in the table above. The Chi-square value for gender is 2.361 with a significance value of 0.670, which is greater than 0.05. As a result, customer satisfaction is not significantly influenced by gender.

FINDINGS

1)The majority of respondents in the study were between the ages of 18 and 24, indicating a higher adoption of e-commerce among young people in Coimbatore City. The study also found that online shopping is popular among young consumers.

2)The majority of respondents are undergraduates, indicating a preference for online shopping platforms among educated and tech-savvy individuals

3)Male and female respondents are almost equally represented, showing that online shopping is widely accepted by both genders.

4)According to the average score analysis, product quality and availability, followed by price comparison convenience, are the most significant influences on online shopping decisions

5)Respondents generally perceive online shopping positively, as all influencing factors recorded mean scores above 3.75, reflecting a high level of acceptance.

6)The income analysis shows that customers from all income groups participate in online shopping, indicating that online purchasing is not limited to high-income consumers

SUGGESTIONS

1. Product descriptions should be accurate,e and product quality should be improved on online shopping platforms.
2. To guarantee prompt and dependable service, the delivery and logistics systems should be strengthened.
3. To safeguard customer data, payment systems need to be made more reliable and secure.
4. To build trust, return and refund policies should be made clear and transparent.
5. To assist in making informed purchasing decisions, genuine customer reviews and feedback should be encouraged.

CONCLUSION

The study concludes that customer satisfaction in online shopping is influenced by multiple factors such as price, quality, delivery, and service. Statistical analysis confirms that while demographic factors like gender and age do not significantly affect satisfaction, income level does. Online shopping platforms must focus on improving reliability, delivery speed, and customer service to enhance satisfaction. The study concludes that convenience, competitive pricing, product variety, and ease of payment all have a significant impact on customer satisfaction when shopping online. Due to time savings and appealing deals, the majority of customers prefer to shop online. Customers are generally pleased with online shopping services, according to the findings. However, security concerns, product quality mismatches, and delays in delivery remain. Customer satisfaction can be significantly increased by making the website more user-friendly, ensuring timely delivery, maintaining product quality, and offering efficient customer support.

REFERENCE

- Customer Satisfaction Towards Online Shopping with Special Reference to India Cities(2025) Patel & Patel(2025) https://journalair.com/index.php/AIR/article/view/1418

- A Systematic Analysis of Customer Satisfaction Towards Online Purchase (2025)Punithamalar&Sashikala https://mswmanagementj.com/index.php/home/article/view/175

- Factors Affecting Customer Satisfaction in Online Shopping (2024) – Sharma, Rawat & Rawat (2024) https://www.kuey.net/index.php/kuey/article/view/6842

- The Impact of E-Service Quality on Customer Satisfaction (2024) - Subramanian, Yang &Talaei-Khoei (2024) https://aisel.aisnet.org/amcis2024/incl_sustain/incl_sustain/4

- Consumer Behaviour in Online Retailing: Trends Influencing Satisfaction (2025) - Parihar (2025) https://rsisinternational.org/journals/ijrsi/articles/consumer-behavior-in-onlineretailing-factors-trends-and-implications-in-india/