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A Study of Customer Satisfaction towards Online Shopping

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Abstract

Online shopping, also called e-commerce, refers to buying and selling goods or services over the internet using computers or mobile devices. It is based on the idea of digital convenience, allowing consumers to browse, select, and purchase products without visiting physical stores. The growth of online shopping is supported by theories of consumer behaviour, which suggest that people prefer convenience, time-saving, and wider product choices when making purchases. Factors like trust, website usability, secure payment options, and product reviews play a key role in influencing buying decisions. Technology adoption theories, such as the Technology Acceptance Model (TAM), explain why users embrace online shopping: perceived ease of use and usefulness encourage consumers to shop online. Online shopping in India has grown rapidly due to increasing internet penetration, smartphone usage, and digital payment systems. Indian consumers are drawn to e-commerce for its convenience, wide product choices, and competitive pricing.

Keywords

Online Shopping, Websites, Costumer, Satisfaction, internet technology

Introduction

Online shopping means buying goods or services over the internet using a computer, smartphone, or tablet. Customers can browse products, compare prices, place orders, and make payments online without visiting a physical store. Online shopping has become an important part of modern life due to the rapid growth of the internet and digital technology. It allows people to shop anytime and from anywhere with ease. The central concept of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores the server site. Online shopping has become an essential part of modern consumer behaviour, offering convenience, variety, and accessibility. With just a few clicks, customers can browse and purchase products from anywhere at any time. As the popularity of e-commerce continues to rise, customer satisfaction has become a critical factor for online retailers. Satisfied consumers are more likely to return, leave positive reviews, and recommend the platform to others. Therefore, understanding and improving customer satisfaction is vital for the long-term success. This introduction highlights the importance of customer satisfaction in the online shopping experience and sets the stage for exploring the factors that influence it. The rapid growth of internet technology has transformed the way people shop, leading to the widespread adoption of online shopping. Customers now have the ability wide range of products and services anytime and anywhere, without the limitations of physical store hours or locations. This shift has significantly changed the retail landscape, pushing businesses to adopt digital platforms to meet evolving consumer demands.This study aims to explore the various dimensions of customer satisfaction in online shopping and highlight strategies that businesses can use to improve their service quality and customer experience.

Objectives

1. To find out the customer satisfaction level for product provided through the online shopping.
2. To know the specific reasons for which the customers prefer online shopping.
3. To find out the type of goods purchased more through online shopping
4. To identify the age group among which the online shopping is more popular.

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Research Methodology

The study is explorative as well as comparative in nature. It intends to explore the customer's perception on online shopping. A direct survey in the form of Google Form was used to collect the data for this study.

Population Size

A research population is a well-designed collection of individuals or objects known to have similar characteristics. In the present study of population was users of online shopping? There were 50 respondents who live in Vita. The respondents are selected based on convenient sampling.

Online Shopping:

Online shopping, also called e-commerce, refers to buying and selling goods or services over the internet using computers or mobile devices. It is based on the idea of digital convenience, allowing consumers to browse, select, and purchase products without visiting physical stores. The growth of online shopping is supported by theories of consumer behaviour, which suggest that people prefer convenience, time-saving, and wider product choices when making purchases. Factors like trust, website usability, secure payment options, and product reviews play a key role in influencing buying decisions. Technology adoption theories, such as the Technology Acceptance Model (TAM), explain why users embrace online shopping: perceived ease of use and usefulness encourage consumers to shop online. Similarly, e- commerce marketing theories emphasize personalization, customer engagement, and digital loyalty programs to retain customers. Overall, online shopping combines technology, marketing, and consumer psychology to create a seamless shopping experience that continues to evolve with innovations like AI, mobile apps, and personalized recommendations.

Growth of Online Shopping:

The growth of online shopping has been rapid over the past two decades, driven by the spread of internet access, smartphones, and digital payment systems. Consumers are attracted to the convenience, variety of products, and competitive pricing offered by e-commerce platforms. Companies like Amazon, Flipkart, and Alibaba have expanded globally, while innovations like mobile apps, fast delivery, and personalized recommendations continue to boost online sales. Today, online shopping is a major part of retail worldwide and continues to grow every year.

Customer Buying Behaviour in Digital World:

Customer buying behaviour in a digital environment refers to how people make decisions to purchase products or services online. Unlike traditional shopping, digital shopping allows consumers to browse, compare, and buy products from anywhere using websites, mobile. . Customer buying behaviour in the digital environment refers to the way consumers make decisions to purchase products or services online through websites, mobile apps, or social media platforms. Unlike traditional shopping, digital shopping allows customers to browse a wide range of products anytime and anywhere, making convenience a major factor in online purchases. Customers often rely on detailed product information, images, videos, and specifications to make informed decisions, while reviews and ratings from other buyers play an important role in building trust and influencing choices. Price comparisons, discounts, offers, and promotions also strongly affect buying decisions in the online space. The process usually involves several stages, starting from need recognition, searching for information, evaluating alternatives, making the purchase, and finally post-purchase behaviour such as giving reviews or deciding on future purchases. Technology has a significant impact on digital buying behaviour, with tools like AI-based recommendations, chatbots, secure payment gateways, and mobile applications making the shopping experience faster, easier, and more personalized. Understanding customer buying behaviour in the digital environment is crucial for e-commerce businesses because it helps them design better strategies, meet consumer expectations, improve satisfaction, and encourage loyalty, ultimately driving higher sales and long-term growth.

Customer Buying Behaviour and Prefrances:

1. The population of the study area is heterogeneous and includes students, employed individuals, homemakers, and retired people. Online purchasing patterns differ according to age, income level, and familiarity with digital technology.
2. Students and younger consumers mainly prefer purchasing fashion items, electronic goods, and technological devices online.
3. Working individuals focus on saving time and convenience and therefore often buy groceries, household essentials, and clothing through online platforms.
4. Homemakers and senior citizens give more importance to reliability, product quality, and a simple, user-friendly shopping process while shopping online.

Consumer preferences are influenced by several factors, such as:

- Comparison of prices across different websites
- Availability of a wide range of products

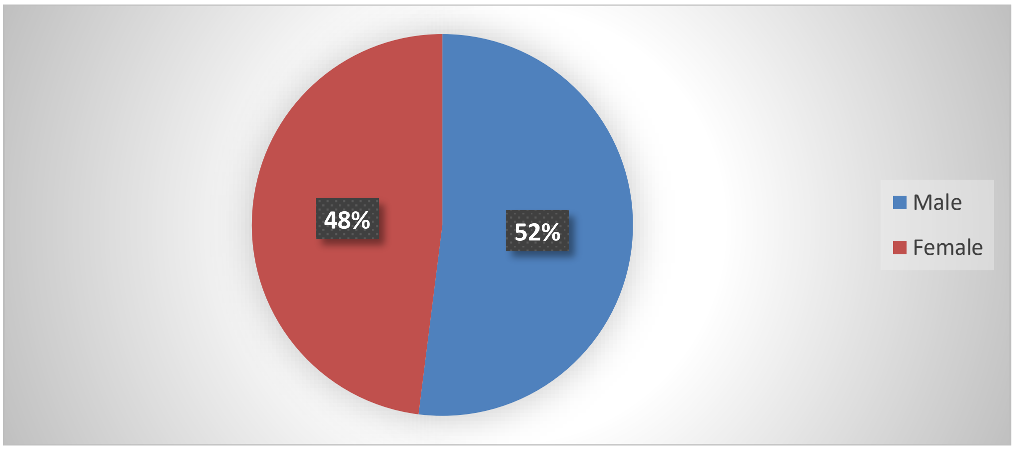
- Easy return and refund facilities
- Timely and dependable delivery services
- Reviews and ratings shared by other customers

Data Analysis and Interpretation

Gender	Frequency	Ratio in percentage
Male	26	52%
Female	24	48%
Total	50	100%

(source :Primary Data)

Figure 1

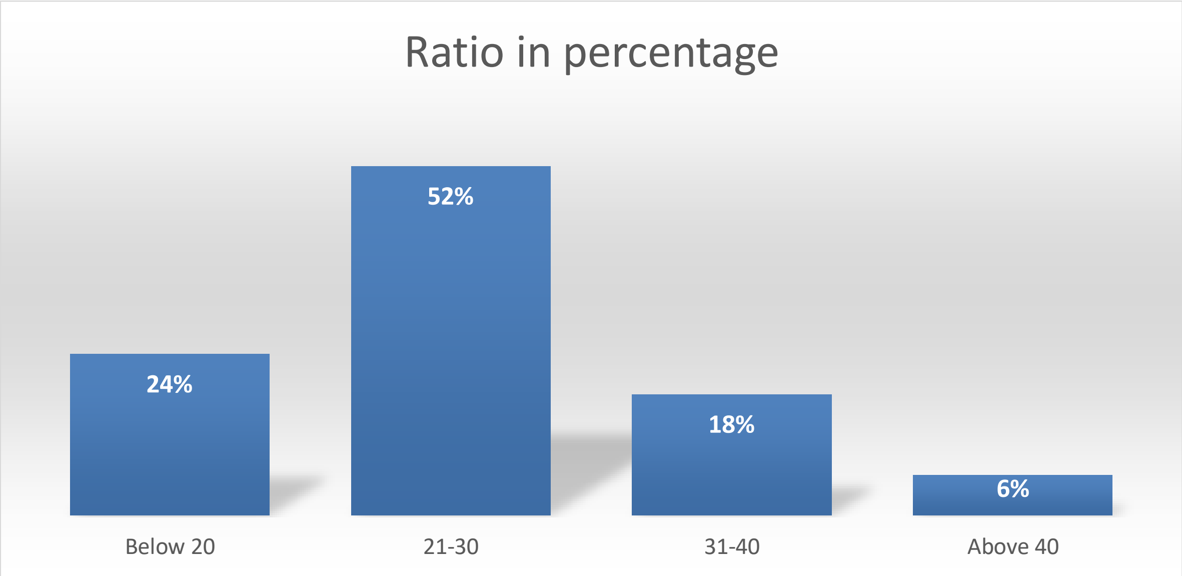


From the above figure it is clear that, 52% respondent were male while 48% respondent s were female. By analyzing above data it can be seen that majority respondent s are male.

2. Age Group

Age	Ratio in percentage	Frequency
Below 20	24%	12
21-30	52%	26
31-40	18%	9
Above 40	6%	3
Total	100	50

(Primary Data)

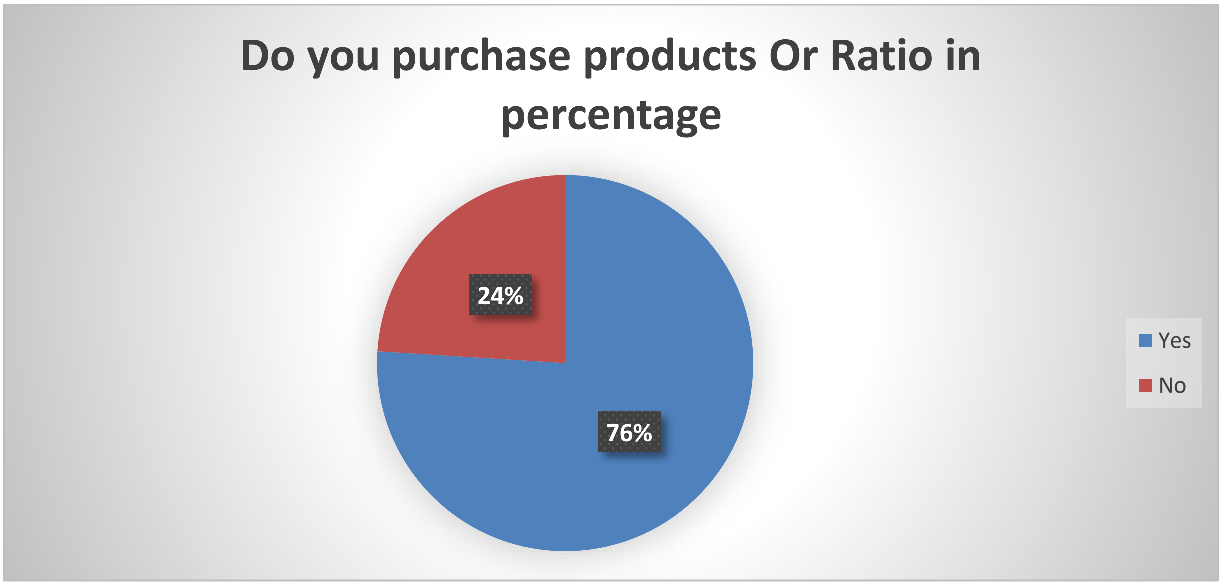


From the above table it is shows that, 52% of the person belongs to 21 to 30 age group and 24% person belongs to below 20 age who prefer online shopping.

Purchase Product or Service Online

Do you purchase products Or services through Online shopping platforms?	Ratio in percentage	Frequency
Yes	76%	38
No	24%	12
Total	100	50

(Source : Primary Data)

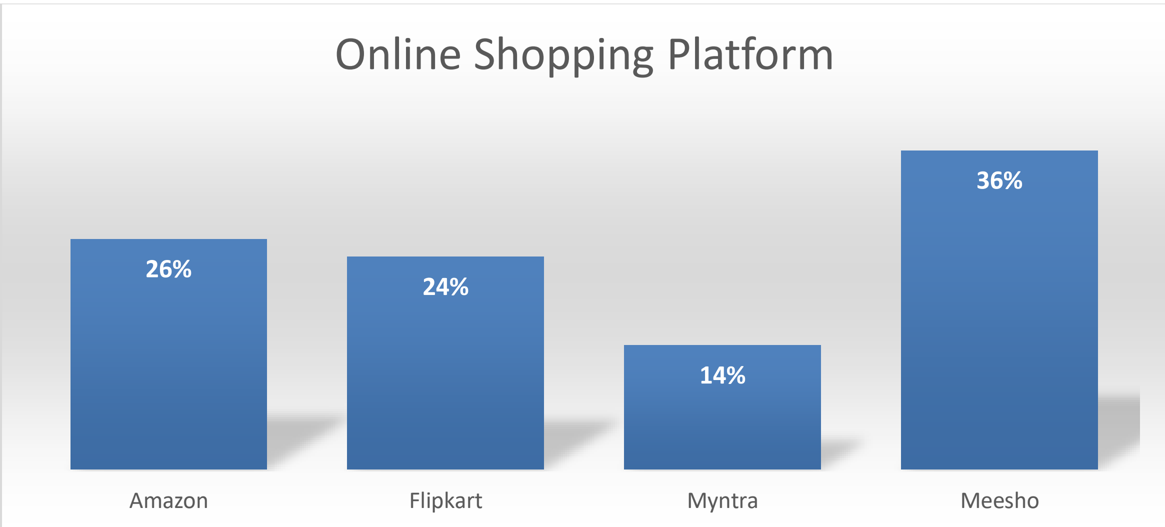


From the above table it is shows that total 76% of the population purchase product online via various apps and websites, only 24% people prefer offline shopping.

Preferred online shopping platform

Preferred online shopping platform	**Ratio in percentage**	**Frequency**
Amazon	26%	13
Flipkart	24%	12
Myntra	14%	7
Meesho	36%	18
Total	100	50

(Source : Primary Data)

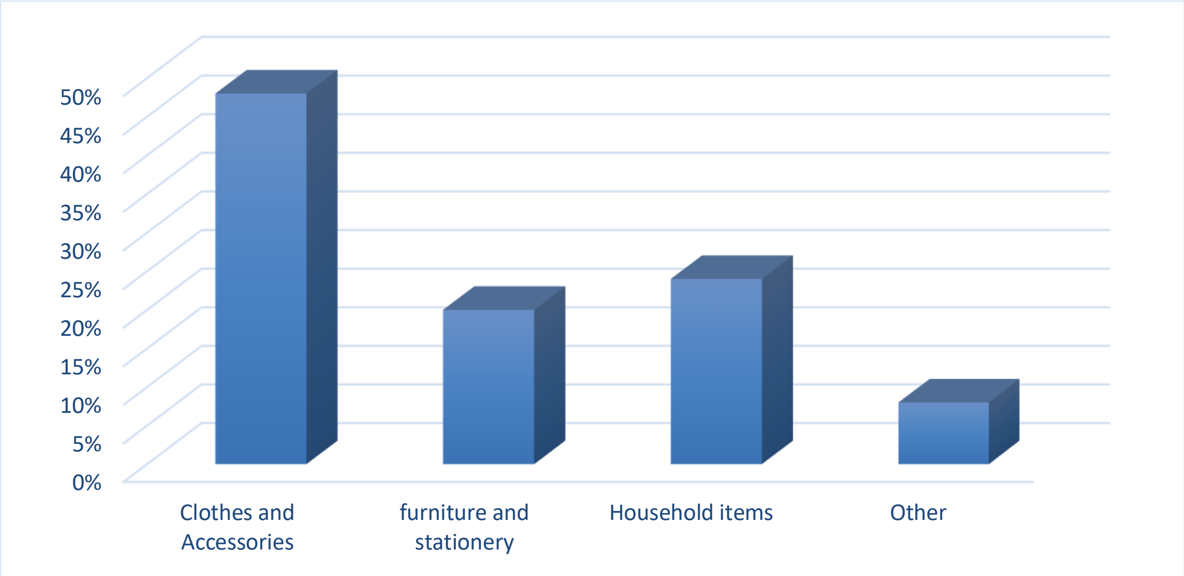


From the above graph it is shows that, 36% people use meesho plateform for online shopping and 26% use amazon for online shopping. This difference occure due to price change and quality of the goods.

What type of product do you buy most?

What type of product do you buy most?	Ratio in percentage	Frequency
Clothes and Accessories	48%	24
furniture and stationery	20%	10
Household items	24%	12
Other	8%	4
Total	100	50

(Source : Primary Data)



Above graph shows that, most of the population buys clothes and accessories which is 48% and 24% purchase household items.

Do you read customer reviews before buying?

Do you read customer reviews before buying?	Ratio in percentage	Frequency
Always	38%	19
Sometimes	34%	17
Rarely	18%	9
Never	10%	5
Total	100	50

(Source: Primary Data)

From the above table it is shows that, 38% population read customer reviews before buying which is highest percentage while only 10% people never read other customer reviews before buying.

Findings of the study:

1. The study reveals that 52% are males and 48% are females.
2. Most of the respondents are using meesho &amazon for online shopping.
3. From the study, it is seen that majority portion of respondents are satisfied with online shopping.
4. Most of the respondents belongs to 21 to 30 age group prefer online shopping
5. The study shows that most of the respondent purchase clothe and accessories from online platform.
6. 38% respondent reads other customers review before buying.
7. The study shows that it is convenient to purchase daily use products through online shopping.

Conclusion:

Online shopping has reshaped modern retail practices by offering convenience, variety, and competitive pricing. Customer satisfaction is a critical determinant of repeat purchase intention and brand loyalty.

This study concludes that convenience, pricing, security, delivery efficiency, and customer service are the primary

factors influencing customer satisfaction. E-commerce companies must continuously innovate and prioritize customer-centric strategies to remain competitive in the digital marketplace.

Acknowledgment

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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