



# A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING

SENDURASAKTHI S<sup>1</sup>

III B COM P.A

Department of B.Com PA

Sri Ramakrishna College of Arts and Science  
Coimbatore.

Mr. M. Vadivel<sup>2</sup>

Assistant Professor

Department of B. Com with Professional Accounting

Sri Ramakrishna College of Arts and Science  
Coimbatore.

## ABSTRACT

This project aims to investigate the factors influencing customer satisfaction in the context of online shopping. With the rapid growth of e-commerce, understanding the drivers of customer satisfaction is crucial for businesses to thrive in the digital marketplace. This employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather data from online shoppers. The research explores various factors, including website usability, product quality, delivery efficiency, customer service, and trust, to gauge their impact on customer satisfaction. Additionally, the project delves into the role of demographic variables and previous online shopping experience in shaping satisfaction levels.

**Keywords:** Customer satisfaction, online shopping, E-commerce, Factors, Influence, Mixed-methods, Quantitative surveys

**JEL Classification Code:** M31, M37

## INTRODUCTION OF THE STUDY

In an era marked by rapid technological advancement, the way consumers shop has undergone a profound transformation. Online shopping, once a novelty has become an integral part of our daily lives. The convenience, verity, and accessibility offered by online shopping platforms have revolutionized the retail industry. As a result, understanding and analyzing customer satisfaction towards online shopping have never been more critical for business seeking to thrive in the digital age

The convenience of browsing and purchasing products from the comfort of one's home, occupied with an expensive array of choice, has revolutionized consumer behavior. As online shopping continues to shape the way we acquire goods and services, it becomes increasingly vital to understand and evaluate customer satisfaction within this burgeoning realm.

The evolution of online shopping has been driven by a convergence of factors: technological advancement, changing consumer preference, and the global connectivity offered by the internet. As a result, online shopping has not only become a convenient alternative but also thriving and comprehensive study aimed at understanding customersatisfaction towards online shopping.

## REVIEWS OF LITERATURE

**Zeithaml, Parasuraman, Berry (1996)<sup>1</sup>:** "The Nature and Determinants of Customer Delight" delves into the multifaceted concept of customer delight, emphasizing its role in surpassing customer expectations and fostering heightened satisfaction and loyalty. The study meticulously analyzes various factors that contribute to customer delight within the realm of online shopping experiences.

**Wolfenbarger, Gilly (2000)<sup>2</sup>:** "E-tail: How technologies enable new forms of value creation in the retail industry" delves into the transformative role of emerging technologies, particularly e-commerce platforms, in reshaping value creation within the retail sector. By examining features such as personalization, product comparisons, and online communities, the study elucidates their profound impact on enhancing value perception and satisfaction for both retailers and consumers.

**Verhoef et al. (2002)<sup>3</sup>:** "Service Quality and E-commerce Success: A Multi-country Study" explores the intricate interplay between service quality and e-commerce outcomes within diverse cultural settings. By examining how cultural factors shape consumer expectations and evaluations of service quality in online shopping environments, the study uncovers pivotal insights. It scrutinizes varying cultural dimensions such as collectivism, individualism, power distance, and uncertainty avoidance to elucidate how these factors influence customer perceptions.

**Zwass, Brooks, Wadhwa (2002)<sup>4</sup>:** This study delves into the dynamics of interfirm information exchange within the e-commerce ecosystem, examining how such collaboration can lead to value creation for both businesses and consumers. Through a network perspective, the research investigates the intricate mechanisms through which collaboration, information sharing, and network effects contribute to enhancing e-commerce efficiency and fostering customer satisfaction.

## STATEMENT OF THE PROBLEM

The study aims to investigate consumer satisfaction in the realm of online shopping, delving into multifaceted challenges and opportunities that shape the online retail landscape. One central problem to be addressed is the prevalence of perceived risks, such as concerns about the security of online transactions, product quality, and reliability of delivery services. Additionally, the study seeks to explore the impact of user experience on satisfaction, scrutinizing website navigation, ease of use, and the responsiveness of customer support.

The evolving nature of online shopping platforms poses another critical challenge, as consumers may face difficulties in adapting to technological advancements, affecting their overall satisfaction. Furthermore, the study addresses issues related to trust and credibility, examining how factors like online reviews, brand reputation, and the transparency of information influence consumer satisfaction. The global marketplace introduces cultural and geographical variations in consumer expectations, and this research aims to discern the nuances in satisfaction levels across diverse demographics. By identifying these problems, the study aims to contribute valuable insights that can inform businesses and policymakers about the key areas that require attention and improvement to enhance consumer satisfaction in the online shopping domain.

## OBJECTIVES OF THE STUDY

1. To know the impact of website design, product selection, pricing, customer service and customer satisfaction.
2. To study the factors influencing towards online shopping

## RESEARCH METHODOLOGY:

The process of gathering, analyzing, and interpreting data in a study is called research methodology. Its five main parts—introduction, feasibility analysis, projection and planning for the completion date as well as the scheduled preparation for doing each part of this potentially lengthy project—provide a detailed and efficient way to succeed in any endeavor,

**Sampling Technique:**

Sampling is the process of selecting a small sample of an individual or a group of individuals from a large population for a particular study or analysis. Sampling ensures that the selected sample represents the entire population and allows researchers to draw meaningful conclusions.

**Sample Size:**

Sampling statistics is a fundamental tool and technique employed in quality control. In other words, it involves the systematic selection of a subset of the population for thorough examination. The chosen samples are then subjected to testing in alignment with the quality control strategy. In order to analyze and interpret the gathered data, the researcher utilized a diverse range of statistical techniques such as ANOVA testing, Chi-square testing.

**Data Collection Method:**

Data is collected through a structured questionnaire distributed online. This method enables efficient data collection from a large and diverse population.

**Data Analysis:**

The study employs both percentage analysis and chi-square analysis for data interpretation. Percentage analysis is used to analyze demographic characteristics and preferences of respondents. Chi-square analysis is utilized to determine associations between demographic factors and influencing factors or barriers.

**LIMITATIONS OF THE STUDY:**

The study is limited to Coimbatore with 100 respondents. The respondent's response may have bias, which may not give a true picture about the chosen research topic. The sampling unit chosen is the respondent who are in Coimbatore, the survey result may vary in other locations, based on their preference.

**SIGNIFICANCE OF THE STUDY:**

This study's scope includes a thorough investigation of customer satisfaction in the broad context of online buying. It entails a thorough examination of all the variables that affect customer happiness, such as transaction security, product quality, delivery dependability, and customer service timeliness, among others, including but not limited to website usability. To find areas for improvement, the study will look at how online retail is changing while taking into account technology improvements and how they affect user experience.

Since the goal of the study is to comprehend how consumer choices and satisfaction levels vary across regions and demographics, geographic and cultural variety will be fundamental to its breadth. The study will also examine how consumer trust and credibility are affected by information transparency, brand reputation, and internet reviews. The range includes assessing the problems

brought on by the alleged hazards of internet buying and seeing how these worries affect contentment in general. The study will also take into account how new trends—like augmented reality and mobile shopping—are influencing customer happiness.

## ANALYSIS AND INTERPRETATION

### PERCENTAGE ANALYSIS

**TABLE 1**  
**AGE OF THE RESPONDENTS**

| AGE          | NO OF RESPONDENTS | PERCENTAGE  |
|--------------|-------------------|-------------|
| 15-30        | 69                | 69%         |
| 30-45        | 15                | 15%         |
| 45-50        | 10                | 10%         |
| ABOVE 50     | 6                 | 6%          |
| <b>TOTAL</b> | <b>100</b>        | <b>100%</b> |

SOURCE: PRIMARY DATA

#### INTERPRETATION:

The above table shows that 69% of the respondents belong to the age group of 15 to 30, 15% of the respondents belong to the age group of 30-45, 10% of the respondents belong to the age group of 45-60 and 6% of the respondents belong to the age group of above 60. Hence the majority (69%) of the respondents belong to the age group of 15-30.

**TABLE 2**  
**GENDER OF THE RESPONDENTS**

| GENDER       | NO OF RESPONDENCE | PERCENTAGE  |
|--------------|-------------------|-------------|
| MALE         | 52                | 52%         |
| FEMAL        | 48                | 48%         |
| <b>TOTAL</b> | <b>100</b>        | <b>100%</b> |

SOURCE: PRIMARY DATA

#### INTERPRETATION:

The above table shows that 52% of the respondents are male and 48% of the respondents are Female. Hence the majority (52%) of the respondents are Male.

**TABLE 3**  
**EDUCATIONAL BACKGROUND**

| <b>EDUCATION QUALIFICATION</b> | <b>NO OF RESPONDENTS</b> | <b>PERCENTAGE</b> |
|--------------------------------|--------------------------|-------------------|
| <b>SCHOOL LEVEL</b>            | 8                        | 8%                |
| <b>UNDER GRADUATE</b>          | 66                       | 66%               |
| <b>POST GRADUATE</b>           | 14                       | 14%               |
| <b>HIGHER LEVEL</b>            | 12                       | 12%               |
| <b>TOTAL</b>                   | <b>100</b>               | <b>100%</b>       |

**SOURCE: PRIMARY DATA**

**INTERPRETATION:**

The above table shows that 8% of the respondents are of School level qualification, 66% of the respondents are Under Graduates, 14% of the respondents are Post graduates and 12% are Higher Level. Hence the majority (66%) of the respondents are Under Graduates.

**TABLE 4**  
**EMPLOYMENT STATUS**

| <b>OCCUPATION</b>    | <b>NO OF RESPONDENTS</b> | <b>PERCENTAGE</b> |
|----------------------|--------------------------|-------------------|
| <b>STUDENT</b>       | 58                       | 58%               |
| <b>SELF EMPLOYED</b> | 7                        | 7%                |
| <b>EMPLOYED</b>      | 19                       | 19%               |
| <b>PROFESSIONAL</b>  | 11                       | 11%               |
| <b>OTHER</b>         | 5                        | 5%                |

**SOURCE: PRIMARY DATA**

**INTERPRETATION:**

The above table shows that 58% of the respondents are Student, 7% of the respondents are Self Employed people, 19% of the respondents are Employees and 11% of the respondents are Professionals 5% of respondents are others . Hence the majority (58%) of the respondents are Student

**TABLE 5**  
**MONTHLY INCOME**

| <b>MONTHLY</b>       | <b>NO OF RESPONDENTS</b> | <b>PERCENTAGE</b> |
|----------------------|--------------------------|-------------------|
| <b>BELOW 30000</b>   | 60                       | 60%               |
| <b>30,000-40,000</b> | 20                       | 20%               |
| <b>40,000-50,000</b> | 13                       | 13%               |
| <b>ABOVE 50,000</b>  | 7                        | 7%                |
| <b>TOTAL</b>         | <b>100</b>               | <b>100%</b>       |

**SOURCE: PRIMARY DATA INTERPRETATION:**

The above table shows that 60% of the respondents belong to the income group of Below 30,000, 20% of the respondents belong to the income group of 30,000-40,000, 13% of the respondents belong to the income group of 40,000-50,000 and 7% of the respondents belong to the income group of Above 50,000. Hence the majority (60%) of the respondents belong to the monthly income group of Below 30,000.

**TABLE 6**  
**FACTOR CONTRIBUTE TO SATISFACTION WITH ONLINE SHOPPING**

| <b>FACTOR</b>  | <b>NO OF RESPONDENTS</b> | <b>PERCENTAGE</b> |
|--|--------------------------|-------------------|
| <b>CONTRIBUTE TO SATISFACTION WITH ONLINE SHOPPING</b> |                          |                   |
| <b>wide range of Products</b>                          | 59                       | 59%               |
| <b>Competitive Prices</b>                              | 50                       | 50%               |
| <b>Convenient Payment options</b>                      | 41                       | 41%               |
| <b>Secure Transactions</b>                             | 32                       | 32%               |
| <b>Timely Delivery</b>                                 | 37                       | 37%               |
| <b>Product Quality</b>                                 | 40                       | 40%               |
| <b>Customer Support</b>                                | 26                       | 26%               |
| <b>User resource and ratings</b>                       | 23                       | 23%               |
| <b>others</b>  | 10                       | 10%               |

**SOURCE: PRIMARY DATA INTERPRETATION**

The above table interprets based on the respondents all the factors contribute to the satisfaction of online shopping

**TABLE 7**  
**CUSTOMER SUPPORT**

| <b>CUSTOMER SUPPORT</b> | <b>NO OF RESPONDENTS</b> | <b>PERCENTAGE</b> |
|-------------------------|--------------------------|-------------------|
| <b>EXCELLENT</b>        | 30                       | 30%               |
| <b>GOOD</b>             | 62                       | 62%               |
| <b>AVERAGE</b>          | 4                        | 4%                |
| <b>POOR</b>             | 4                        | 4%                |
| <b>TOTAL</b>            | <b>100</b>               | <b>100%</b>       |

**SOURCE: PRIMARY DATA**

### **INTERPRETATION**

The above table interprets customer support in their online shopping are where 30% of respondents has experienced excellent customer support, 62% of respondents has experienced good customer support, 4% respondents experienced average customer support and 4% respondent experienced poor customer support. Hence majority 62% of respondents has good customer support,

**TABLE 8**  
**READ AND RELY ON CUSTOMER SERVICES AND RATINGS**

| <b>READ AND RELY ON CUSTOMER SERVICES AND RATINGS</b> | <b>NO OF RESPONDENTS</b> | <b>PERCENTAGE</b> |
|---|--------------------------|-------------------|
| <b>ALWAYS</b>   | 22                       | 22%               |
| <b>MOST OF THE TIME</b>                               | 31                       | 31%               |
| <b>SOMETIMES</b>                                      | 31                       | 31%               |
| <b>RARELY</b>   | 9                        | 9%                |
| <b>NEVER</b>  | 7                        | 7%                |
| <b>TOTAL</b>  | <b>100</b>               | <b>100%</b>       |



**SOURCE: PRIMARY DATAINTERPERTATION**

The above table interprets the read and rely of customer service and rating of products before online shopping where 22% of respondents read and rely in customer and service and ratings, 31% of respondents most of the time read and rely on customer service and rating, 31% of respondents sometimes read and rely on customer service and rating, 9% of respondents rarely read and rely on customer service and rating, 7% of respondents never read and rely on customer service and rating. Hence 31% of people neither most of the time nor sometime read and rely on customer service and ratings,

**TABLE 9**  
**APPEALING OF THE WEBSITE**

| <b>APPEALING OF THE WEBSITE</b> | <b>NO OF RESPONDENTS</b> | <b>PERCENTAGE</b> |
|---------------------------------|--------------------------|-------------------|
| <b>VERY APPEALING</b>           | 20                       | 20%               |
| <b>SOMEWHAT APPEALING</b>       | 32                       | 32%               |
| <b>NEUTRAL</b>                  | 38                       | 32%               |
| <b>NOT VERY APPEALING</b>       | 7                        | 7%                |
| <b>NOT AT ALL APPEALING</b>     | 3                        | 3%                |

**SOURCE: PRIMARY DATAINTERPERTATION**

The above table interprets that appealing of the website in online shopping, where 20% of respondents feels very appealing, 32% of respondents feel somewhat appealing, 38% of respondents feels neutral, 7% of respondents feels not very appealing, 3% of respondents feel not at all appealing. Hence majority of 38% of respondents feels neutral on appealing of website in online shopping

**TABLE 10****FREQUENTLY ENGAGING IN ONLINE SHOPPING**

| <b>FREQUENTLY ENGAGING IN ONLINE SHOPPING</b> | <b>NO OF RESPONDENTS</b> | <b>PERCENTAGE</b> |
|---|--------------------------|-------------------|
| <b>DAILY</b>                                  | 7                        | 7%                |
| <b>WEEKLY</b>                                 | 22                       | 22%               |
| <b>MONTHLY</b>                                | 23                       | 23%               |
| <b>OCCASIONALLY</b>                           | 37                       | 37%               |
| <b>RARELY</b>                                 | 11                       | 11%               |

SOURCE: PRIMARY DATA

**INTERPERTATION**

The above table interprets that how frequently respondents engage in online shopping. Where 7% of respondents are daily engaged in online shopping, 22% of respondents are weekly engaged in online shopping, 23% of respondents are monthly engaged in online shopping, 37% of respondents are occasionally engaged in online shopping, 11% of respondents are rarely engaged in online shopping. Hence majority 37% of respondents are occasionally engaged in online shopping

**TABLE 11****OVERALL SATISFACTION IN ONLINE SHOPPING**

| <b>OVERALL SATISFACTION</b> | <b>NO OF RESPONDENTS</b> | <b>PERCENTAGE</b> |
|-----------------------------|--------------------------|-------------------|
| <b>VERY SATISFIED</b>       | 17                       | 17%               |
| <b>SATISFIED</b>            | 2                        | 2%                |
| <b>NEUTRAL</b>              | 35                       | 35%               |
| <b>DISSATISFIED</b>         | 5                        | 5%                |
| <b>VERY DISSATISFIED</b>    | 5                        | 5%                |
| <b>TOTAL</b>                | <b>100</b>               | <b>100%</b>       |

SOURCE: PRIMARY DATA INTERPERTATION

The above table interprets that overall satisfaction in online shopping ,where 17% of respondents are very satisfied in online shopping, 2% of respondents are satisfied in online shopping, 35% of respondents are neutral in online shopping, 5% of respondents are dissatisfied in online shopping, 5% of respondents are very dissatisfied in online shopping. Hence majority 35% of respondents are neutrally satisfied in online shopping

**TABLE 12****NAVIGATION OF WEBSITES IN ONLINE SHOPPING**

| <b>NAVIGATION OF WEBSITES</b> | <b>NO OF RESPONDENTS</b> | <b>PERCENTAGE</b> |
|-------------------------------|--------------------------|-------------------|
| <b>VERY EASY</b>              | 26                       | 26%               |
| <b>SOMEWHAT EASY</b>          | 45                       | 45%               |
| <b>NEUTRAL</b>                | 20                       | 20%               |
| <b>NOT VERY EASY</b>          | 4                        | 4%                |
| <b>NOT AT ALL EASY</b>        | 5                        | 5%                |

**SOURCE: PRIMARY DATA INTERPERTATION**

The above table interprets that navigation of website in online shopping, where 26% of respondents feels very easy to navigate in online shopping, 45% of respondents feels somewhat easy to navigate in online shopping, 20% of respondents feels neutral to navigate in online shopping, 4% of respondents feels not very easy to navigate in online shopping, 5% of respondents feels not at all easy to navigate in online shopping. Hence majority 45% of respondents feels somewhat easy to navigate in online shopping

**TABLE 13****SATISFACTION IN THE VARIETY OF PRODUCTS THAT WEBSITES OFFER**

| <b>SATISFACTION IN THE VARIETY OF PRODUCTS</b> | <b>NO OF RESPONDENTS</b> | <b>PERCENTAGE</b> |
|--|--------------------------|-------------------|
| <b>VERY SATISFIED</b>                          | 26                       | 26%               |
| <b>SOMEWHAT SATISFIED</b>                      | 37                       | 37%               |
| <b>NEUTRAL</b>                                 | 32                       | 32%               |
| <b>NOT VERY SATISFIED</b>                      | 2                        | 2%                |
| <b>NOT AT ALL SATISFIED</b>                    | 3                        | 3%                |
| <b>TOTAL</b>                                   | <b>100</b>               | <b>100%</b>       |

**SOURCE: PRIMARY DATA****INTERPERTATION**

The above table interprets that satisfaction in the variety of products that website offer. Where 26% of respondents are very satisfied with the products that website offer, 37% of respondents are somewhat satisfied with the products that website offer, 32% of respondents are neutally saisfied with the products that website offer, 2% of respondents are not very satisfied

with the product that website offer, 3% of respondents are not at all satisfied with the product that website offer. Hence majority 37% of respondents are somewhat satisfied with the product that website offer.

**TABLE 14**  
**PRODUCTS RANGE OF THE WEBSITES REACHES THE CUSTOMER'S NEEDS AND PREFERENCE**

| <b>PRODUCT RANGE OF THE WEBSITE REACHES THE CUSTOMER'S NEEDS AND PREFERENCE</b> | <b>NO OF RESPONDENTS</b> | <b>PERCENTAGE</b> |
|---|--------------------------|-------------------|
| <b>COMPLETELY</b>   | 22                       | 22%               |
| <b>SOMEWHAT</b>   | 44                       | 44%               |
| <b>NEUTRAL</b>  | 23                       | 23%               |
| <b>NOT REALLY</b>   | 7                        | 7%                |
| <b>NOT AT ALL</b>   | 4                        | 4%                |
| <b>TOTAL</b>  | <b>100</b>               | <b>100%</b>       |

**SOURCE: PRIMARY DATA INTERPERTATION**

The above table interprets that Product range of the website reaches the customer's needs and preference. Where 22% of respondents feels completely the product range of the website reaches the customer needs and preference, 44% of respondents feels that somewhat the product range of the website reaches the customer needs and preference, 23% of respondents feels that neutral the product range of the website reaches the customer needs and preference, 7% of respondents feels that not really the product range of the website reaches the customer needs and preference, 4% of respondents feels that not at all the product range of the website reaches the customer needs and preference. Hence majority of 44% respondents feel somewhat the product range of the website reaches the customer needs and preference.

TABLE 15

## REASONABLE PRICE IN WEBSITES FOR THE PRODUCTS AND SERVICE

| REASONABLE PRICE IN WEBSITE FOR THE PRODUCTS AND SERVICE | NO OF RESPONDENTS | PERCENTAGE  |
|--|-------------------|-------------|
| VERY REASONABLE  | 27                | 27%         |
| SOMEWHAT REASONABLE                                      | 37                | 37%         |
| NEUTRAL  | 25                | 25%         |
| SOMEWHAT EXPENSIVE                                       | 6                 | 6%          |
| VERY EXPENSIVE   | 5                 | 5%          |
| <b>TOTAL</b>   | <b>100</b>        | <b>100%</b> |

SOURCE: PRIMARY DATA INTERPERTATION

The above table interprets that there is reasonable price in website for the products and service. Where 27% of respondents feels very reasonable, 37% of respondents feels somewhat reasonable, 25% of respondents feels neutral, 6% of respondents feels somewhat expensive, 5% respondents feels very expensive. Hence majority of 37% of respondents feels somewhat reasonable in the price in website for the products and service

## CHI-SQUARE ANALYSIS

## GENDER AND DIFFERENCE IN THE SATISFACTION IN ONLINE SHOPPING

| GENDER              | GENDER AND CUSTOMER IN THE SATISFACTION IN ONLINE SHOPPING |           |           |              |                   |             |
|---------------------|--|-----------|-----------|--------------|-------------------|-------------|
|                     | VERY SATISFIED   | SATISFIED | NEUTRAL   | DISSATISFIED | VERY DISSATISFIED | GRAND TOTAL |
| MALE                | 9  | 20        | 19        | 3            | 1                 | 52          |
| FEMAL               | 8  | 18        | 15        | 3            | 4                 | 45          |
| <b>COLUMN TOTAL</b> | <b>17</b>  | <b>30</b> | <b>34</b> | <b>6</b>     | <b>5</b>          | <b>100</b>  |

SOURCE: COMPUTED DATA INTERPRETATION:

The above table 4.2.1 indicate that out of 100 respondents 37% of respondents are very satisfied in online shopping, 30% of respondents are satisfied with the respondents, 34% are neutrally satisfied in online shopping, 6% of respondents are dissatisfied with the online shopping, 5% of respondents are very dissatisfied with the online shopping

There is a significant association ( $X^2$  2.2783 ,  $p > .684719$ ) between gender and customer satisfaction in online shopping as the chi-square significance value  $p > .684719$  is less than 0.05 indicates that there is an association between gender and customer satisfaction in online shopping. Hence it is null hypothesis at 5% level of significance.

|                            | VALUE  | DF | ASYMP.SIG<br>(2-SIDED) |
|----------------------------|--------|----|------------------------|
| <b>PERSONAL CHI-SQUARE</b> | 2.2783 | 5  | .684719                |
| <b>NO OF VALID CASES</b>   | 100    |    |                        |

SOURCE: COMPUTED DATA

#### INTERPRETATION:

The calculated  $X^2$  value is 2.2783 , the p value (.684719) is greater than 0.05, so it is null hypothesis. Hence, it can be concluded that there is no association between the gender and customer satisfaction in online shopping.

#### GENDER AND CUSTOMER ENGAGEING IN ONLINE SHOPPING

| GENDER        | CUSTOMER ENGAGING IN ONLINE SHOPPING |           |           |              |           |            |
|---------------|--------------------------------------|-----------|-----------|--------------|-----------|------------|
|               | DAILY                                | WEEKLY    | MONTHLY   | OCCASIONALLY | RARELY    | TOTAL      |
| <b>MALE</b>   | 6                                    | 13        | 15        | 15           | 3         | 52         |
| <b>FEMALE</b> | 1                                    | 9         | 8         | 22           | 8         | 48         |
| <b>TOTAL</b>  | <b>7</b>                             | <b>22</b> | <b>23</b> | <b>37</b>    | <b>11</b> | <b>100</b> |

SOURCE: COMPUTED DATA

#### INTERPRETATION:

The above table 4.2.2 indicates that 7% of respondents are daily engaging in online shopping, 22% respondents are weekly engaging in online shopping, 23% of respondents are monthly engaging in online shopping, 37% of respondents are occasionally engaged in online shopping, 11% of respondents are rarely engaged in online shopping.

There is significant association ( $X^2$  9.882 ,  $p < .042463$ ) between gender and customer engaging in online shopping as the chi-square significance value  $p < .042463$  is less than 0.05 indicates that there is an association between gender and customer engaging in online shopping . Hence the null hypothesis is rejected at 5% level of significance.

|                     | VALUE | DF | ASYMP.SIG<br>(2-SIDED) |
|---------------------|-------|----|------------------------|
| Personal chi-square | 9.882 | 5  | .042463                |
| No of valid cases   | 100   |    |                        |

SOURCE: COMPUTED DATA

### INTERPRETATION:

The calculated X<sup>2</sup> value is 9.882, the p value (.042463) is less than 0.05, so the null hypothesis is rejected. Hence, it can be concluded that there is an association between gender and customer engaging in online shopping

## FINDINGS, SUGGESTIONS AND CONCLUSION

### FINDINGS

The following are the important findings from the study, “A Study on Consumer satisfaction towards online shopping”

### SIMPLE PERCENTAGE ANALYSIS

- 68 percentage of the respondents are belong to the age group of 15 to 30
- 52 percentage of the respondents are male
- 65 percentage of respondents are graduated
- 57 percentage of respondents are student
- 59 percentage of respondents monthly income is below 30000
- 59 percentage of respondents feels that wide range of products contribute in the satisfaction in online shopping
- 62 percentage of respondents feels that there is good customer support and online shopping experience
- 32 percentage of respondents mostly of the time read and rely on customer service and ratings before online shopping
- 38 percentage of respondents feels neutral in the appealing of the website
- 38 percentage of respondents occasionally engage in online shopping
- 37 percentage of respondents are satisfied in consumer satisfaction
- 44 percentage of respondents feels that the websites are some what easy to navigate
- 38 percentage of respondents are some what satisfied with the variety of product with the product offer

## SUGGESTIONS

- Ensure that website is easy to navigate with intuitive menus, search functionality, and clear categorization of products to help customers find what they need quickly.
- Provide detailed product descriptions, high-quality images, and possibly even videos to give customers a better understanding of the products they are purchasing, reducing the likelihood of dissatisfaction due to incorrect expectations.
- Implement algorithms that suggest products based on customers' browsing and purchasing history, enhancing their shopping experience and increasing the likelihood of finding items they'll be satisfied with.
- Simplify the checkout process by minimizing the number of steps required and offering multiple payment options to accommodate different preferences, reducing frustration and abandoned carts.
- Offer various channels for customer support, including live chat, email, and phone support, with quick response times to address any concerns or issues customers may encounter during their shopping experience.
- Clearly display pricing, shipping costs, return policies, and any additional fees upfront to build trust and manage customer expectations, minimizing surprises and potential dissatisfaction.

## CONCLUSION

In conclusion, this study “a study on consumer satisfaction towards online shopping” highlights the multifaceted nature of consumer satisfaction in online shopping where most people are satisfied in the online shopping, emphasizing the significance of factors such as website usability, product quality, customer service, and delivery efficiency. Most of the consumer feel that the website are being appealing to them which help more in the online shopping and this online shopping websites has variety of products and this help the buyers to buy what they prefer. Understanding and addressing these aspects are crucial for businesses to cultivate positive consumer experiences and foster long-term relationships with their online shoppers. Further research could delve deeper into specific demographic segments or emerging trends to continually enhance the online shopping experience and meet evolving consumer expectations.

## REFERENCE



**Zeithaml, Parasuraman, Berry (1996)<sup>1</sup>:** "The Nature and Determinants of Customer Delight" delves into the multifaceted concept of customer delight, emphasizing its role in surpassing customer expectations and fostering heightened satisfaction and loyalty.

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**Verhoef et al. (2002)<sup>3</sup>:** "Service Quality and E-commerce Success: A Multi-country Study" explores the intricate interplay between service quality and e-commerce outcomes within diverse cultural settings.

**Zwass, Brooks, Wadhwa (2002)<sup>4</sup>:** This study delves into the dynamics of interfirm information exchange within the e-commerce ecosystem, examining how such collaboration can lead to value creation for both businesses and consumers.

**XIA LIU, MENGQIAO HE, FANG GAO, PEIHONG XIE(2008)<sup>5</sup> :** The factors shaping the satisfaction of Chinese consumers with their online shopping experiences, specifically focusing on aspects that have been overlooked in previous research.

**Ye (2009)<sup>6</sup>:** "Customer relationship management for ecommerce success"Ye proposes a comprehensive CRM framework tailored for e-commerce, emphasizing the cultivation of long-term customer relationships.

**MARWAN MOHAMED ABDELDAYEM(2010)<sup>7</sup>:** This study aims to empirically test an integrated model of customer satisfaction with online shopping proposed by Lee and Joshi (2006), addressing a gap in the fragmented literature on this topic

**Rashed Al Karim (2013)<sup>8</sup>:** This study investigates customer satisfaction in online shopping, focusing on factors influencing consumers' decisions and the barriers they encounter.