A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING

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ABSTRACT

This study investigates customer satisfaction in online shopping, exploring factors such as convenience, product quality, delivery speed, and customer service. By analyzing survey data and consumer feedback, the research identifies key drivers of satisfaction and areas needing improvement. The findings aim to provide insights for online retailers to enhance the overall shopping experience and boost customer loyalty.

Keywords: Customer satisfaction, online shopping, e-commerce, convenience.

INTRODUCTION

The advent of e-commerce has transformed the shopping experience, allowing consumers to purchase goods and services from the comfort of their homes. As online shopping becomes increasingly popular, understanding customer satisfaction has become crucial for businesses to stay competitive. This study aims to delve into the various factors that influence customer satisfaction in online shopping, including convenience, product quality, delivery speed, and customer service.

STATEMENT OF THE PROBLEM

Despite the growing popularity of online shopping, many consumers still encounter issues that negatively impact their satisfaction. Problems such as incorrect items, late deliveries, and inadequate customer service contribute to a less-than-optimal shopping experience. This study aims to identify and analyse the key factors that lead to customer dissatisfaction, providing a comprehensive understanding of the challenges faced by consumers.

OBJECTIVES OF THE STUDY

- Identify key factors influencing customer satisfaction in online shopping.
- Evaluate customer feedback on various aspects of the online shopping experience.
- Assess the effectiveness of customer service mechanisms.

DATA SOURCES AND METHODOLOGY

1. **Nature of the Data:** This study will be based on both primary data and secondary data

2. **Data source:** The data sources for this study on customer satisfaction towards online shopping include surveys, consumer feedback, online reviews, and e-commerce transaction records.

3. **Tools of Analysis:** Some of the statistical tools of analysis like simple percentage and chi-Square were used.

4. **Sample Size of the Study:** Based on simple random sampling method, 100 samples were collected for the analysis.

REVIEW OF THE LITERATURE

1) **Urvashi Tandon, Ravi Kiran, Ash Sah,** (2017), Emerald Publishing Limited, This study aims to identify and analyze the key determinants influencing customer satisfaction towards online shopping in India. The research reveals that perceived usefulness and website functionality positively impact customer satisfaction, while perceived usability has a significant but negative effect.

2) **P.A. Deyalage, D. Kulathunga,** (2020), Journal of Business Research and Insights, This research performs a comprehensive study on literature related to online customer satisfaction, analyzing factors identified by previous scholars. The study identifies 51 different factors affecting online customer satisfaction, providing a rigorous analysis under different criteria.

3) **Ruchi Sharma, Raghav Singh Rawat, Surya Rashmi Rawat,** (2024), Educational Administration: Theory and Practice, This study examines various factors influencing customer satisfaction in online shopping, including convenience, privacy, security, service quality, and trust. Findings reveal that all these factors significantly impact online customer satisfaction, with varying degrees of correlation.

4) **Ammar Muhtadi,** (2024), Eastasouth Proceeding of Interdisciplinary Research, This study explores the impact of online shopping on consumer satisfaction and identifies factors contributing to satisfaction in online shopping experiences. The findings highlight the significant influence of convenience and efficiency in online shopping on consumer satisfaction.

THEORETICAL OVERVIEW

Expectancy-Disconfirmation Theory: This theory posits that customer satisfaction is influenced by the gap between expectations and the actual performance of the product or service. If the online shopping experience meets or exceeds customer expectations, satisfaction is achieved. Conversely, if the experience falls short, it leads to dissatisfaction.

Technology Acceptance Model (TAM): TAM suggests that customer acceptance and satisfaction with online shopping are driven by perceived ease of use and perceived usefulness. The more user-friendly and beneficial the online shopping platform is perceived to be, the higher the likelihood of customer satisfaction.

Service Quality (SERVQUAL) Model: This model identifies five key dimensions of service quality that impact customer satisfaction: tangibles, reliability, responsiveness, assurance, and empathy. In the context of online shopping, these dimensions translate into website design, accuracy of product information, promptness of delivery, security of transactions, and customer support.

ANALYSIS AND INTERPRETATION OF PERCENTAGE ANALYSIS

TABLE 1.1 DEVICE DO YOU PRIMARILY USE FOR ONLINE SHOPPING

DEVICE DO YOU PRIMARILY USE FOR ONLINE SHOPPING		
Particulars	**No. of respondents**	**Percent**
Smartphone	30	30.0
Tablet	19	19.0
Laptop	28	28.0
Desktop	23	23.0
Total	100	100.0

Source: Primary data

Smartphones are the most preferred device for online shopping (30%), indicating a significant trend towards mobile convenience. Laptops and desktops follow with 28% and 23% respectively, showing a continued preference for larger screens. Tablets are the least favored (19%), suggesting they're less commonly used for this purpose.

CHART 1.1

DEVICE DO YOU PRIMARILY USE FOR ONLINE SHOPPING
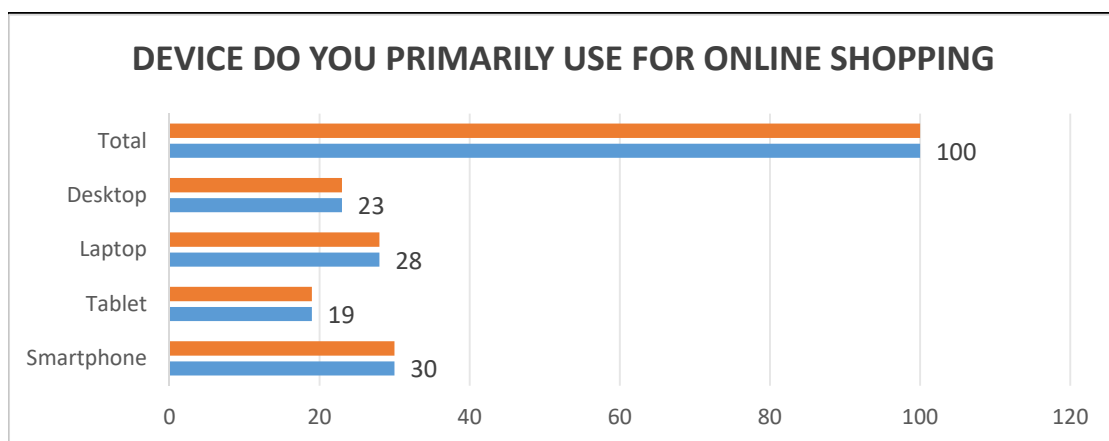
TABLE 1.2 SATISFIED ARE YOU WITH THE PRODUCT VARIETY AVAILABLE ONLINE

SATISFIED ARE YOU WITH THE PRODUCT VARIETY AVAILABLE ONLINE		
Particulars	No. of respondents	Percent
Very satisfied	49	49.0
Neutral	37	37.0
Very dissatisfied	14	14.0
Total	100	100.0

Source: Primary data

The data indicates that nearly half of the respondents are very satisfied with the product variety available online, accounting for 49%. Meanwhile, 37% of respondents feel neutral about the variety, and 14% are very dissatisfied.
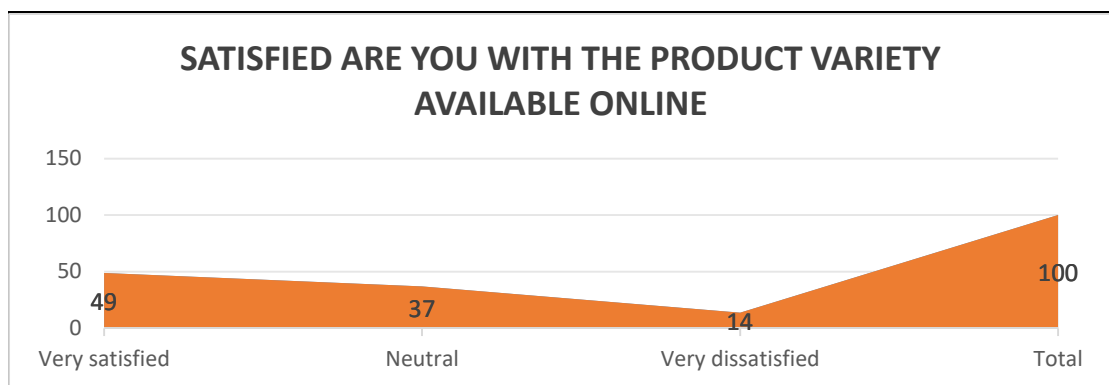
CHART 1.2

SATISFIED ARE YOU WITH THE PRODUCT VARIETY AVAILABLE ONLINE

TABLE 1.3 RATE THE USER-FRIENDLINESS OF MOST ONLINE SHOPPING WEBSITES/APPS

RATE THE USER-FRIENDLINESS OF MOST ONLINE SHOPPING WEBSITES/APPS		
Particulars	**No. of respondents**	**Percent**
Excellent	30	30.0
Good	28	28.0
Average	31	31.0
Poor	11	11.0
Total	100	100.0

Source: Primary data

The data reveals a mixed sentiment about the user-friendliness of online shopping websites/apps. About 30% of respondents rate them as excellent, while 28% consider them good. A significant portion, 31%, finds them average, and 11% rate them as poor.

CHART 1.3

RATE THE USER-FRIENDLINESS OF MOST ONLINE SHOPPING WEBSITES/APPS
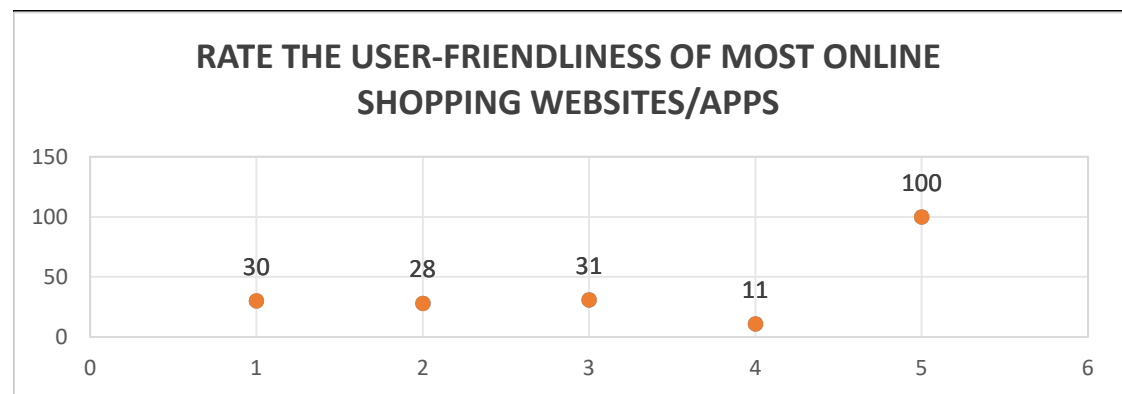
TABLE 1.4 IMPORTANT IS FAST DELIVERY TO YOU

IMPORTANT IS FAST DELIVERY TO YOU		
Particulars	**No. of respondents**	**Percent**
Very important	26	26.0
Neutral	38	38.0
Not important	36	36.0
Total	100	100.0

Source: Primary data

The data suggests that opinions on the importance of fast delivery are quite varied among respondents. While 26% consider it very important, a larger segment, 38%, feels neutral about it, and 36% find it not important at all.
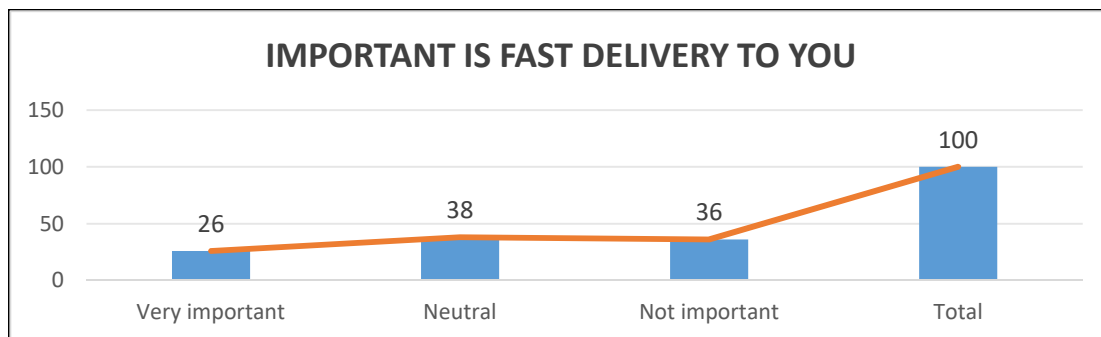
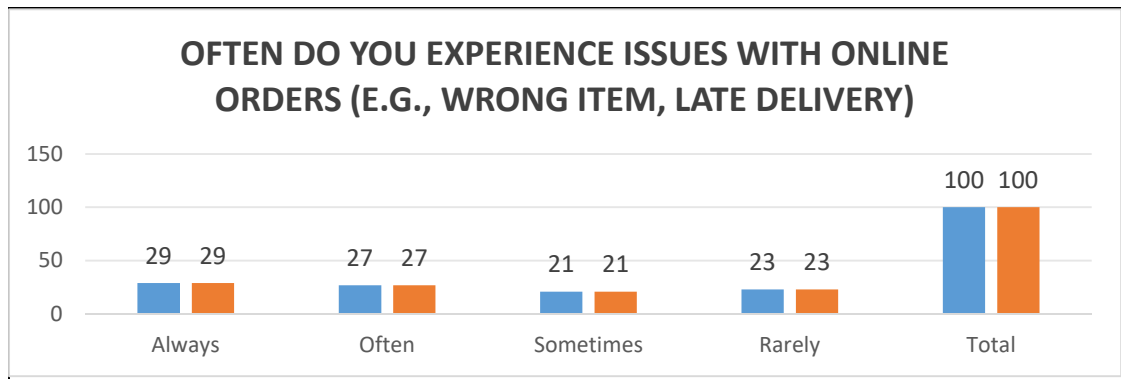### CHART 4.2.7

IMPORTANT IS FAST DELIVERY TO YOU

TABLE 1.5 OFTEN DO YOU EXPERIENCE ISSUES WITH ONLINE ORDERS (E.G., WRONG ITEM, LATE DELIVERY)

OFTEN DO YOU EXPERIENCE ISSUES WITH ONLINE ORDERS (E.G., WRONG ITEM, LATE DELIVERY)		
Particulars	**No. of respondents**	**Percent**
Always	29	29.0
Often	27	27.0
Sometimes	21	21.0
Rarely	23	23.0
Total	100	100.0

Source: Primary data

More than half of respondents (56%) frequently experience issues with their online orders, indicating a notable prevalence of problems. The remaining 44% have fewer issues, with 23% rarely encountering problems.

CHART 4.2.8

OFTEN DO YOU EXPERIENCE ISSUES WITH ONLINE ORDERS (E.G., WRONG ITEM, LATE DELIVERY)

	Always	Often	Sometimes	Rarely	Total
	29 29	27 27	21 21	23 23	100 100

FINDING

➢ Smartphones are the most preferred device for online shopping (30%), followed closely by laptops (28%). Tablets (19%) and desktops (23%) are less popular choices.

➢ The data shows that 49% of respondents are very satisfied with the product variety available online, 37% are neutral, and 14% are very dissatisfied.

➢ The data shows that 30% of respondents rate the user-friendliness of most online shopping websites/apps as excellent, 28% as good, 31% as average, and 11% as poor.

➢ The data shows that 26% of respondents consider fast delivery very important, 38% are neutral, and 36% find it not important.

➢ Over half of respondents (56%) frequently encounter issues with online orders, including wrong items and late deliveries.

SUGGESTIONS

➢ Customer preferences for online shopping are highly influenced by the convenience and variety of products available.

➢ User-friendly website interfaces significantly enhance the overall shopping experience.

➢ Efficient and timely delivery services are critical to customer satisfaction.

CONCLUSION

Through our study on customer satisfaction towards online shopping, we found that consumers greatly value convenience, product variety, and a seamless user interface. However, pain points such as delayed deliveries, complex return processes,

and lack of personalized recommendations remain significant. To address these, we suggest online retailers invest in advanced logistics systems to ensure timely deliveries, streamline their return policies for better customer experience, and leverage AI tools to offer personalized shopping experiences.

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3. **Ruchi Sharma, Raghav Singh Rawat, Surya Rashmi Rawat,** (2024), Factors Influencing Customer Satisfaction in Online Shopping: An Empirical Study, Educational Administration: Theory and Practice, Vol. No:12, Issue. No: 2

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