



# A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING PRODUCTS WITH REFERENCE TO COIMBATORE CITY

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## ABSTRACT:

This study investigates customer satisfaction towards online shopping products in Coimbatore City, aiming to provide insights into the dynamics of the local online retail market. Through demographic analysis and examination of purchasing habits, the study explores factors influencing satisfaction levels among consumers. Findings reveal the dominance of smartphones for shopping and the popularity of platforms like Amazon and Flipkart. Demographic profiles highlight diverse consumer backgrounds, shaping preferences and behaviours. Key factors impacting satisfaction include product variety, pricing, delivery speed, payment options, website usability, and customer service. While certain aspects receive positive feedback, areas for improvement such as delivery speed and customer service are identified. The study offers suggestions for enhancing the online shopping experience, including optimizing delivery speed and payment options. These findings provide valuable insights for businesses and policymakers seeking to improve customer satisfaction and drive growth in the digital marketplace of Coimbatore City.

**Key words:** Customer Satisfaction, Online Shopping, Coimbatore City, Demographic Analysis, Purchasing Habits, Smartphones, Pricing, Delivery Speed, Customer Service, Website, Improvement Suggestions, Digital Marketplace.

## INTRODUCTION:

Online shopping has become a vital component of Coimbatore City's consumer culture. This study investigates the dynamics of customer satisfaction, demographic profiles, and purchasing habits in the local online retail market. As the city experiences an increase in digital commerce, knowing the particular characteristics driving customer behaviour becomes critical. This short study seeks to find insights that will not only increase academic understanding but also have practical consequences for businesses and governments navigating the changing landscape of online purchasing in Coimbatore City.

## REVIEW OF LITERATURE:

1. Know and Lee (2003) investigated how consumers' worries about payment security related to their attitudes toward and actual purchases made from online retailers. They found a negative correlation between worries regarding online payment security and attitudes toward online commerce. Positively inclined customers appear to be less worried about payment security.

2. Rajamma, Paswan, and Ganesh (2007) conducted research into the role of customer service in affecting consumer happiness in the Indian e-commerce sector, providing insights into the market's specific difficulties and potential.
3. According to Kolter and Keller (2009), a customer goes through certain stages when purchasing items. These steps are explained while purchasing expensive things such as a television or a smartphone, for example. However, they look at the reviews left by previous consumers before making a purchase.
4. In Rashant Singh's (2014) study, Consumers' buying behaviour towards Online Shopping, the primary goal was to investigate and assess the patterns of consumer behaviour in Lucknow with regard to online shopping.
5. Chandra and Srivastava (2015) investigated the impact of website usability on consumer satisfaction in the Indian e-commerce context, emphasizing the necessity for user-friendly interfaces to improve the online purchasing experience.
6. R. Parvathy Nair (2019), Explain in his survey that the majority of clients were satisfied with the service they had while shopping for products online. He also mentioned that prompt grievance processing and security create greater consumer satisfaction. In his research, he discovered that product variety is a major aspect that draws customers to shop online. He discovered that there should be a chance.

### STATEMENT OF THE PROBLEM:

With the increasing popularity of online shopping in Coimbatore City, there is a need to thoroughly investigate the dynamics of customer satisfaction, demographic profiles, and purchase habits. As the online retail market changes, recognising the local context's specific challenges and possibilities becomes more essential for both customers and e-commerce platforms. The purpose of this study is to look into the factors that influence customer satisfaction with online shopping products in Coimbatore City, as well as to explore consumer demographics and analyse their preferences and experiences in order to provide useful insights for improving the online shopping experience in this specific geographical area.

### OBJECTIVES OF THE STUDY:

- To study the demographic profile of the respondents.
- To examine the frequent online purchase product and customer satisfaction on it.
- To study the customer satisfaction of online shopping products.

### RESEARCH METHODOLOGY:

- 1. Research Design:** This study will employ a quantitative research design to analyse customer satisfaction towards online shopping products in Coimbatore City.
- 2. Participants or Sample:** The participants will be online shoppers residing in Coimbatore City. A convenience sampling method will be used to recruit participants for the study.
- 3. Sample Size:** The sample size for this study comprised 125 respondents from Coimbatore city. This sample size was determined to be adequate for achieving a representative understanding of consumer satisfaction towards online shopping products in the local context. The selection of this sample size was based on the principle of statistical significance and practical feasibility, ensuring that the study could yield meaningful insights without being overly burdensome in terms of data collection and analysis.

- 4. Data Collection Methods:** Primary data will be collected through a structured questionnaire administered to online shoppers in Coimbatore City. The questionnaire will include items related to demographic information, online shopping habits, preferred online shopping platforms, factors influencing purchase decisions, and satisfaction with various aspects of the online shopping experience.
- 5. Variables and Measures:** The main variables of interest include demographic characteristics (gender, age, occupation, income, education level, marital status, family size), online shopping habits (frequency, preferred devices, preferred apps, preferred product categories), factors influencing purchase decisions (price, product variety, reviews, website usability, promotions), and satisfaction with various aspects of the online shopping experience (customer care services, speed of product deliveries, payment options, security measures, return and refund policy, features in online shopping apps, etc.).
- 6. Data Analysis:** The collected data will be analysed using descriptive statistics (such as frequencies, percentages) to summarize the demographic profiles, online shopping habits, and satisfaction levels of participants. Chi-square tests will be conducted to examine associations between demographic variables and satisfaction levels, as well as between income levels and satisfaction with offers/discounts.
- 7. Limitations:** Limitations of the study may include potential biases associated with convenience sampling, self-reporting in the questionnaire, and generalizability of findings beyond the specific context of Coimbatore City.

## PERCENTAGE ANALYSIS:

### GENDER:

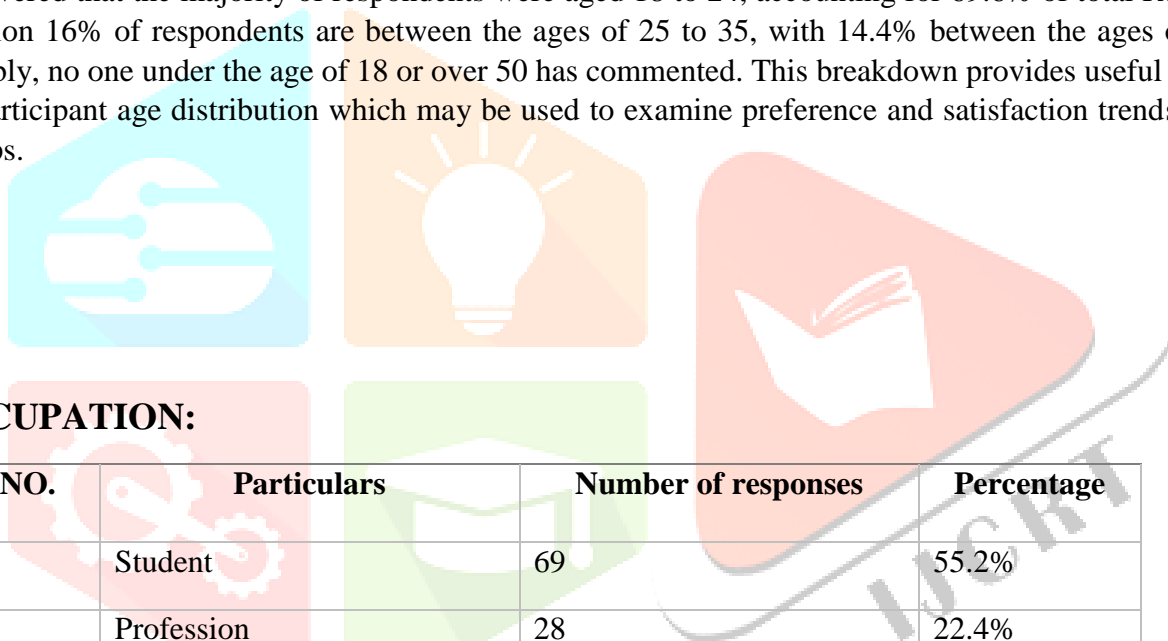
S.NO.	Particulars	Number of responses	Percentage
1	Male	87	69.6%
2	Female	38	30.4%
	<b>Total</b>	<b>125</b>	<b>100%</b>

In terms of gender demographics, the survey on customer satisfaction with online shopping in Coimbatore discovered that 69.6% of respondents identified as male (87 individuals) and 30.4% as female (38 individuals). This gender distribution establishes a baseline understanding of the respondent, mix for further inquiry.

**AGE:**

S.NO.	Particulars	Number of responses	Percentage
1	Below 18	0	0%
2	18-24	87	69.6%
3	25-35	20	16%
4	36-50	18	14.4%
5	Above 50	0	0%
	<b>Total</b>	<b>125</b>	<b>100%</b>

In terms of age demographics, the survey on customer satisfaction with online shopping in Coimbatore discovered that the majority of respondents were aged 18 to 24, accounting for 69.6% of total Responses. In addition 16% of respondents are between the ages of 25 to 35, with 14.4% between the ages of 36 to 50. Notably, no one under the age of 18 or over 50 has commented. This breakdown provides useful information on participant age distribution which may be used to examine preference and satisfaction trends across age groups.

**OCCUPATION:**

S.NO.	Particulars	Number of responses	Percentage
1	Student	69	55.2%
2	Profession	28	22.4%
3	Employee	18	14.4%
4	Self employed	6	4.8%
5	Others	4	3.2%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Examining the occupation data within the study on customer satisfaction towards online shopping in Coimbatore, it is evident that a significant portion of respondents, accounting for 55.2%, identify as students. Professionals make up 22.4% of the responses, employees constitute 14.4%, self-employed individuals represent 4.8%, and 3.2% fall into the "Others" category. This breakdown sheds light on the diverse occupational backgrounds of participants, providing valuable context for understanding how satisfaction levels may vary across different occupational groups.

**ANNUAL INCOME:**

S.NO.	Particulars	Number of responses	Percentage
1	Less than 1,20,000	53	42.4%
2	1,20,000 – 2,20,000	40	32%
3	2,20,000 – 5,00,000	17	13.6%
4	Above 5,00,000	15	12%
	<b>Total</b>	<b>125</b>	<b>100%</b>

According to the annual income distribution in the survey on consumer satisfaction with online shopping in Coimbatore, 42.4% of respondents have an annual income of less than 1,20,000. The salary category of 1,20,000 - 2,20,000 accounts for 32% of all responses, while the range of 2,20,000 - 5,00,000 accounts for 13.6%. Respondents with an annual income of more than 5,00,000 account for 12% of the total. This split sheds light on the economic diversity of participants, allowing us to better understand how satisfaction levels may correspond with different income levels.

**EDUCATION QUALIFICATION:**

S.NO.	Particulars	Number of responses	Percentage
1	Sslc	1	0.8%
2	Higher secondary	9	7.2%
3	Ug	59	47.2%
4	Pg	56	44.8%
5	Others	0	0%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Analysing the education qualification data from the study on consumer satisfaction with online shopping in Coimbatore, it is clear that 47.2% of respondents had an undergraduate (UG) qualification and 44.8% have a postgraduate (PG) level. Higher secondary education accounts for 7.2% of respondents, with a single response (0.8%) holding an SSLC qualification. Notably, no responders are categorised as "Others." This breakdown provides insights into the educational backgrounds of participants, allowing for a better understanding of potential links between education levels and satisfaction with online purchasing experiences.

**MARITAL STATUS:**

S.NO.	Particulars	Number of responses	Percentage
1	Married	43	34.4%
2	Unmarried	82	65.6%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Examining the marital status data from the study on consumer satisfaction with online shopping in Coimbatore, it is found that 34.4% of respondents are married, while a considerable majority of 65.6% identify as unmarried. This data gives a snapshot of the marital status distribution among participants, which helps to contextualise potential variances in satisfaction levels due to this demographic component.

**MEMBERS IN A FAMILY:**

S.NO.	Particulars	Number of responses	Percentage
1	2 – 4	80	64%
2	5 – 10	26	20.8%
3	Above 10	19	15.2%
	<b>Total</b>	<b>125</b>	<b>100%</b>

According to the statistics from the survey on consumer satisfaction with online shopping in Coimbatore, 64% of respondents have two or more family members. 20.8% of responses are from families with 5 to 10 people, while 15.2% come from households with more than 10 members. This breakdown provides insights into the distribution of family sizes among participants, as well as contextual information that may influence satisfaction levels when purchasing online.

**EXPLOITING ONLINE SHOPPING HABITS IN COIMBATORE:**

S.NO.	Particulars	Number of responses	Percentage
1	Daily	2	1.6%
2	Weekly	31	24.8%
3	Monthly	51	40.8%
4	Rarely	41	32.8%
	<b>Total</b>	<b>125</b>	<b>100%</b>

According to the comments regarding online buying habits in Coimbatore, 24.8% of respondents engage in online shopping on a weekly basis, while 40.8% do so monthly. 32.8% of people rarely purchase online, and only 1.6% do so on a daily basis. This breakdown provides insights into participants' online shopping behaviours, allowing for a better understanding of the patterns that may influence customer satisfaction in the context of the study.

## CHI SQUARE TEST:

There is a significant relationship between age and online shopping habits in Coimbatore.

Chi-Square Test Result	Chi-Square static	Degree of freedom	Significance level	Critical Chi-square Value (df=6)	Conclusion
Value	28.151	6	0.05	12.592	Significant (Reject Null Hypothesis)

The chi-square test revealed a significant association between the variables, with a chi-square statistic of 28.151. This indicates a strong relationship between the factors under the study.

## PREFERRED DEVICE FOR ONLINE SHOPPING:

S.NO.	Particulars	Number of responses	Percentage
1	Smartphone	106	84.8%
2	Laptop	14	11.2%
3	Desktop	4	3.2%
4	Tablet	1	0.8%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Examining the data on preferred devices for online shopping in Coimbatore, it is evident that a significant majority, 84.8%, prefer using smartphones for their online shopping activities. Laptops are the choice for 11.2% of respondents, desktops for 3.2%, and tablets for 0.8%. This breakdown provides valuable insights into the preferred devices for online shopping among participants, which can be crucial in understanding the user experience and potential factors influencing customer satisfaction.



**TOP CHOICE APPS FOR ONLINE SHOPPING:**

S.NO.	Particulars	Number of responses	Percentage
1	Amazon	90	72%
2	Flipkart	97	77.6%
3	Meesho	61	48.8%
4	Snapdeal	41	32.8%
5	Others	2	1.6%

Analysing the data on the top-choice applications for online shopping in Coimbatore reveals that respondents had a wide range of interests. Amazon is the top pick for 72%, closely followed by Flipkart at 77.6%. Meesho is preferred by 48.8% of participants, whereas Snapdeal by 32.8%. A small percentage, 1.6%, use other online shopping apps. This breakdown provides significant insights on the popularity of certain platforms, which helps to understand market dynamics and potential variables influencing customer satisfaction with online shopping apps.

**CHI SQUARE TEST:**

There is a significant relationship between annual income and top choice apps for online shopping:

Chi-Square Test Result	Chi-Square static	Degree of freedom	Significance level	Critical Chi-square Value (df=22)	Conclusion
Value	54.489	22	0.05	36.415	Significant (Reject Null Hypothesis)

The chi-square test was conducted to examine the association between age groups and online shopping frequency in Coimbatore. This calculated chi-square statistic (54.489) significantly exceeds the critical chi-square value (36.415) at significance level of 0.05, with 22 degrees of freedom.



**KEY CONSIDERING IN SELECTING AN ONLINE SHOPPING:**

S.NO.	Particulars	Number of responses	Percentage
1	Convenience Price	42	33.6%
2	Product Variety	41	32.8%
3	Reviews and ratings	36	28.8%
4	Website usability	3	2.4%
5	Promotions and discounts	3	2.4%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Respondents highlight a number of variables when picking an online shopping platform in Coimbatore. Convenience and pricing are the most important factors, according to 33.6% of participants. Product diversity is close behind at 32.8%, with reviews and ratings being important considerations for 28.8% of respondents. Website usability and promotions/discounts each account for 2.4% of the responses. This breakdown provides insights into the aspects that influence online shoppers' decision-making processes, which is useful information for organisations wanting to improve customer happiness.

**STRATEGIES FOR DISCOVERING NEW PRODUCTS:**

S.NO.	Particulars	Number of responses	Percentage
1	Advertisement	29	23.2%
2	Social media	57	45.6%
3	Search engines	20	16%
4	Email newsletters	1	0.8%
5	Recommendations from friends/family	18	14.4%
	<b>Total</b>	<b>125</b>	<b>100%</b>

According to the research on ways to discover new items in Coimbatore, respondents use a variety of outlets. Social media appears to be a popular option, with 45.6% of respondents relying on it. Advertisements are used by 23.2%, search engines by 16%, and personal recommendations by 14.4%. Email newsletters receive a mere 0.8% of responses. This breakdown provides insights into the many channels through which respondents find new items, which is useful information for firms looking for effective marketing and product promotion tactics.

**PREFERED PRODUCT CATEGORIES:**

S.NO.	Particulars	Number of responses	Percentage
1	Electronics	82	65.6%
2	Clothing and Fashion	99	79.2%
3	Home and Kitchen	58	46.4%
4	Beauty and Personal Care	49	39.2%
5	Groceries	48	38.4%
6	Others	1	0.8%

Respondents in Coimbatore have a wide range of preferences when it comes to product categories. Clothing and fashion are the most popular, accounting for 79.2%, followed by electronics (65.6%). Home and kitchen products are preferred by 46.4% of participants, followed by beauty & personal care and groceries at 39.2% and 38.4%, respectively. A small percentage, 0.8%, chooses other product categories. This breakdown provides valuable information into the most popular product categories among participants, which can help identify consumer preferences and potential areas for development in online shopping platforms.

**INFLUENTIAL FACTORS IN EXPLORING NEW ONLINE PRODUCT CATEGORIES:**

S.NO.	Particulars	Number of responses	Percentage
1	Discounts or promotions	71	56.8%
2	Recommendations from the platform	9	7.2%
3	Trendiness or popularity	17	13.6%
4	Need for the product	28	22.4%
	<b>Total</b>	<b>125</b>	<b>100%</b>

When analysing data on relevant factors in exploring new online product categories in Coimbatore, respondents evaluate a variety of aspects. Discounts or promotions are particularly noticeable, influencing exploration for 56.8% of participants. Need for the product is a significant factor (22.4%), whereas trendiness or popularity and platform recommendations each contribute 13.6% and 7.2%, respectively. This breakdown provides insight into the motivational elements that lead individuals to research new product categories online.

**RATING THE ONLINE SHOPPING EXPERIENCE IN COIMBATORE:****CUSTOMER CARE SERVICES:**

S.NO.	Particulars	Number of responses	Percentage
1	Very satisfied	18	14.4%
2	Satisfied	26	20.8%
3	Neutral	41	32.8%
4	Dissatisfied	4	3.2%
5	Very dissatisfied	36	28.8%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Rating the online purchasing experience in Coimbatore, particularly the customer service, indicates a mixed attitude. While 14.4% state that they are "very satisfied," 20.8% say they are "satisfied." A sizable proportion, 32.8%, remain "neutral," with 3.2% expressing discontent and 28.8% indicating "very dissatisfied." This wide range of replies emphasizes the significance of further investigation.

**SPEED OF PRODUCT DELIVERIES:**

S.NO.	Particulars	Number of responses	Percentage
1	Very satisfied	13	10.4%
2	Satisfied	31	24.8%
3	Neutral	35	28%
4	Dissatisfied	34	27.2%
5	Very dissatisfied	12	9.6%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Opinions differ when it comes to the speed of product delivery in Coimbatore. While 10.4% state that they are "very satisfied," 24.8% say they are "satisfied." A significant portion, 28%, remain "neutral," with 27.2% expressing discontent and 9.6% indicating "very dissatisfied." This wide range of replies indicates the need for a better analysis of the elements impacting delivery speed in order to improve overall customer satisfaction in this regard.

**PAYMENT OPTION:**

S.NO.	Particulars	Number of responses	Percentage
1	Very satisfied	30	24%
2	Satisfied	55	44%
3	Neutral	33	26.4%
4	Dissatisfied	2	1.6%
5	Very dissatisfied	5	3.2%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Regarding payment alternatives, the majority of replies are positive. "Very satisfied" accounts for 24%, while "satisfied" accounts for 44% of participants. A significant 26.4% remain "neutral," with only a small fraction, 1.6%, expressing discontent and 3.2% being "very dissatisfied." This indicates a generally positive opinion of the various payment alternatives, implying a satisfactory experience for the majority of participants.

**SECURITY MEASURES:**

S.NO.	Particulars	Number of responses	Percentage
1	Very satisfied	18	14.4%
2	Satisfied	48	38.4%
3	Neutral	39	31.2%
4	Dissatisfied	8	6.4%
5	Very dissatisfied	12	9.6%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Perceptions of security measures in Coimbatore vary among individuals. While 14.4% state that they are "very satisfied," 38.4% say they are "satisfied." A sizable proportion, 31.2%, remain "neutral," with 6.4% expressing discontent and 9.6% indicating "very dissatisfied." This varied range of replies emphasizes the significance of ongoing research into security methods to resolve concerns and improve overall consumer satisfaction in this regard.

**RETURN AND REFUND POLICY:**

S.NO.	Particulars	Number of responses	Percentage
1	Very satisfied	19	15.2%
2	Satisfied	23	18.4%
3	Neutral	58	46.4%
4	Dissatisfied	18	14.4%
5	Very dissatisfied	7	5.6%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Regarding the return and refund policy, there are varying levels of satisfaction. "Very satisfied" accounts for 15.2%, while "satisfied" accounts for 18.4%. A sizable proportion, 46.4%, remains "neutral," while 14.4% express displeasure and 5.6% are "very dissatisfied." This reflects a mixed opinion of the return and refund policy, indicating potential areas for improvement to better meet customer expectations.

**FEATURES IN ONLINE SHOPPING APPS:**

S.NO.	Particulars	Number of responses	Percentage
1	Very satisfied	12	9.6%
2	Satisfied	73	58.4%
3	Neutral	26	20.8%
4	Dissatisfied	9	7.2%
5	Very dissatisfied	5	4%
	<b>Total</b>	<b>125</b>	<b>100%</b>

When analysing answers to features in online shopping apps in Coimbatore, the majority of users expressed positive views. "Very satisfied" accounts for 9.6%, while "satisfied" accounts for 58.4% of respondents. A significant 20.8% remain "neutral," while 7.2% express discontent and 4% indicate "very dissatisfied." This indicates that most users had a positive experience using online purchasing applications.

**PRICE:**

S.NO.	Particulars	Number of responses	Percentage
1	Very satisfied	17	13.6%
2	Satisfied	32	25.6%
3	Neutral	55	44%
4	Dissatisfied	17	13.6%
5	Very dissatisfied	4	3.2%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Opinions on price vary. "Very satisfied" accounts for 13.6% of participants, while "satisfied" accounts for 25.6%. A sizable proportion, 44%, remain "neutral," while 13.6% express displeasure and 3.2% are "very dissatisfied." This mixed sentiment emphasizes the relevance of pricing tactics in affecting customer satisfaction and identifies areas for improvement to better align with customer expectations.

**PRODUCT VARIETY:**

S.NO.	Particulars	Number of responses	Percentage
1	Very satisfied	8	6.4%
2	Satisfied	75	60%
3	Neutral	29	23.2%
4	Dissatisfied	7	5.6%
5	Very dissatisfied	6	4.8%
	<b>Total</b>	<b>125</b>	<b>100%</b>

When analysing answers to product diversity in Coimbatore, the majority of participants expressed positive views. "Very satisfied" accounts for 6.4%, with "satisfied" accounting for 60% of respondents. A significant 23.2% remain "neutral," while 5.6% express discontent and 4.8% indicate "very dissatisfied." This shows a generally positive view of the product variety available, indicating a satisfactory experience for a sizable proportion of participants.

**QUALITY OF PRODUCT:**

S.NO.	Particulars	Number of responses	Percentage
1	Very satisfied	22	17.6%
2	Satisfied	19	15.2%
3	Neutral	54	43.2%
4	Dissatisfied	19	15.2%
5	Very dissatisfied	11	8.8%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Participants' judgments on product quality vary. "Very satisfied" accounts for 17.6%, while "satisfied" accounts for 15.2%. A sizable percentage, 43.2%, remains "neutral," while 15.2% express displeasure and 8.8% are "very dissatisfied." This mixed emotion emphasizes the significance of maintaining and increasing product quality in order to increase total consumer happiness.

**OFFERS AND DISCOUNTS:**

S.NO.	Particulars	Number of responses	Percentage
1	Very satisfied	39	31.2%
2	Satisfied	29	23.2%
3	Neutral	42	33.6%
4	Dissatisfied	9	7.2%
5	Very dissatisfied	6	4.8%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Analysing the responses to offers and discounts in Coimbatore, it is clear that perceptions vary. "Very satisfied" accounted for 31.2% of answers, followed by "satisfied" at 23.2%. A sizable proportion, 33.6%, remain "neutral," while 7.2% express displeasure and 4.8% report being "very dissatisfied." This mixed sentiment emphasizes the importance of offers and discounts in determining total consumer happiness, indicating potential areas for improvement.



## CHI SQUARE TEST:

There is a significant relationship between annual income and offers and discounts:

Chi-Square Test Result	Chi-Square static	Degree of freedom	Significance level	Critical Chi-square Value (df=12)	Conclusion
Value	35.321	12	0.05	21.026	Significant (Reject Null Hypothesis)

The chi-square test results demonstrate a clear and statistically significant connection between annual income levels and satisfaction with offer/discounts. This suggests that an individual's income levels influence their perceptions of offers/discounts satisfaction, indicating a meaningful association between these variables.

## IDENTIFYING CRITICAL ASPECTS OF ONLINE SHOPPING:

S.NO.	Particulars	Number of responses	Percentage
1	Delivery delays	21	16.8%
2	Product quality issues	51	40.8%
3	Website glitches	40	32%
4	Customer service problems	10	8%
5	Others	3	2.4%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Respondents raise a variety of issues when identifying essential characteristics of internet shopping. Delivery delays are cited by 16.8%, product quality concerns by 40.8%, website malfunctions by 32%, and customer service issues by 8%. A minor percentage, 2.4%, mentions other difficulties. This analysis provides insights into the crucial components that can greatly impact the online buying experience, helping organizations target key areas for development.

**CONSUMER WISHLIST FOR FEATURES AND IMPROVEMENTS:**

S.NO.	Particulars	Number of responses	Percentage
1	Faster delivery options	64	51.2%
2	Enhanced website features	9	7.2%
3	Exclusive discounts or loyalty programs	38	30.4%
4	Improved customer service	13	10.4%
5	Others	1	0.8%
	<b>Total</b>	<b>125</b>	<b>100%</b>

When analysing the consumer wishlist for features and enhancements in Coimbatore, respondents indicate a wide range of wishes. 51.2% of participants want faster delivery choices, while 30.4% want exclusive discounts or loyalty programs. Improved customer service is cited by 10.4%, while enhanced online features are sought by 7.2%. A minor percentage, 0.8%, mentions more improvements. This analysis provides significant insights into the features and enhancements that may improve client happiness and loyalty.

**LIKELIHOOD TO RECOMMEND ONLINE SHOPPING:**

S.NO.	Particulars	Number of responses	Percentage
1	Very likely	26	20.8%
2	Likely	51	40.8%
3	Neutral	42	33.6%
4	Unlikely	3	2.4%
5	Very unlikely	3	2.4%
	<b>Total</b>	<b>125</b>	<b>100%</b>

Respondents' opinions on the likelihood of recommending internet shopping vary. "Very likely" accounts for 20.8%, while "likely" accounts for 40.8% of respondents. A sizable proportion, 33.6%, stays "neutral," while 2.4% express "likely," and 2.4% express "very unlikely." This mixed sentiment indicates that, while a significant number of participants are likely to recommend online shopping, there are factors that influence a neutral or hesitant stance, emphasizing the importance of addressing key concerns and improving overall satisfaction in order to encourage positive recommendations.

## FINDINGS OF THE STUDY:

### 1. Demographic Profile:

- The majority of respondents were male (69.6%), aged between 18 to 24 years (69.6%), and students (55.2%).
- A significant proportion of respondents had an annual income of less than 1,20,000 (42.4%) and held undergraduate (UG) qualifications (47.2%).

### 2. Online Shopping Habits:

- The most common online shopping frequency was monthly (40.8%), followed by weekly (24.8%).
- Smartphones were the preferred device for online shopping (84.8%), with Amazon (72%) and Flipkart (77.6%) being the top-choice apps.

### 3. Factors Influencing Purchase Decisions:

- The top considerations for selecting an online shopping platform were convenience and price (33.6%) and product variety (32.8%).
- Discounts or promotions (56.8%) and the need for the product (22.4%) were the most influential factors in exploring new online product categories.

### 4. Satisfaction Levels:

- Satisfaction with customer care services was mixed, with 35.2% expressing satisfaction (14.4% very satisfied, 20.8% satisfied), and 32.0% remaining neutral.
- Satisfaction with the speed of product deliveries was similarly mixed, with 35.2% expressing satisfaction (10.4% very satisfied, 24.8% satisfied), and 28.0% remaining neutral.
- Satisfaction with payment options was generally positive, with 68% expressing satisfaction (24% very satisfied, 44% satisfied).
- Satisfaction with security measures varied, with 52.8% expressing satisfaction (14.4% very satisfied, 38.4% satisfied), and 31.2% remaining neutral.
- Satisfaction with the return and refund policy was mixed, with 33.6% expressing satisfaction (15.2% very satisfied, 18.4% satisfied), and 46.4% remaining neutral.
- Satisfaction with features in online shopping apps was generally positive, with 67.2% expressing satisfaction (9.6% very satisfied, 58.4% satisfied).

### 5. Identified Issues:

- Critical aspects identified by respondents included product quality issues (40.8%), delivery delays (16.8%), and website glitches (32%).

### 6. Consumer Wishlist for Improvements:

- The top consumer wishlist items were faster delivery options (51.2%) and exclusive discounts or loyalty programs (30.4%).

### 7. Likelihood to Recommend Online Shopping:

- The majority of respondents were likely to recommend online shopping (61.6%), with 20.8% very likely and 40.8% likely.

These findings provide valuable insights into the demographic profiles, online shopping habits, satisfaction levels, and areas for improvement in the online shopping experience in Coimbatore City. They can inform strategies for enhancing customer satisfaction, loyalty, and overall shopping experience in the local online retail market.

## **SUGGESTIONS OF THE STUDY:**

### **1. Enhance Customer Care Services:**

- Address issues raised by customers regarding customer care services to improve overall satisfaction.
- Provide timely and helpful responses to customer inquiries and complaints.

### **2. Improve Delivery Speed:**

- Streamline delivery processes to reduce delivery times and minimize delays.
- Invest in efficient logistics and shipping methods to ensure timely delivery of products.

### **3. Offer Diverse Payment Options:**

- Continue offering a variety of payment options to cater to different customer preferences.
- Ensure that payment processes are secure and user-friendly to enhance the overall shopping experience.

### **4. Enhance Website Security:**

- Implement robust security measures to protect customer data and ensure secure online transactions.
- Regularly update security protocols to stay ahead of emerging threats and reassure customers of the safety of their information.

### **5. Revise Return and Refund Policies:**

- Review and revise return and refund policies based on customer feedback to make them more customer-friendly.
- Clearly communicate return and refund procedures to customers to avoid confusion and dissatisfaction.

### **6. Introduce Faster Delivery Options:**

- Introduce faster delivery options such as expedited shipping for customers who require quicker delivery.
- Clearly communicate delivery timelines and options to customers during the checkout process.

### **7. Offer Exclusive Discounts and Loyalty Programs:**

- Implement exclusive discounts and loyalty programs to reward repeat customers and incentivize future purchases.
- Personalize offers and discounts based on customer preferences and purchase history to enhance customer engagement and loyalty.

### **8. Focus on Product Quality:**

- Ensure consistent product quality by sourcing products from reputable suppliers and conducting quality checks.
- Address any product quality issues promptly and offer satisfactory resolutions to affected customers.

## 9. Optimize Online Shopping Apps:

- Continuously update and optimize online shopping apps to improve user experience and functionality.
- Incorporate user feedback and suggestions to enhance app features and usability.

## 10. Engage Customers through Social Media:

- Utilize social media platforms to engage with customers, provide updates, and address queries and concerns.
- Leverage social media channels for targeted marketing campaigns and promotions to attract new customers and retain existing ones.

## CONCLUSION:

In conclusion, the study on customer satisfaction towards online shopping in Coimbatore City reveals crucial insights into the local online retail market. The dominance of smartphones for shopping and the popularity of platforms like Amazon and Flipkart underscore the significance of digital commerce in the region. Demographic analysis highlights diverse consumer profiles, influencing preferences and behaviours. Key factors impacting satisfaction include product variety, pricing, delivery speed, payment options, website usability, and customer service. While certain aspects receive positive feedback, others like delivery speed and customer service require attention. Suggestions for improvement include enhancing delivery speed, optimizing payment options, and improving customer service. These findings offer valuable guidance for businesses and policymakers aiming to enhance the online shopping experience and drive growth in the digital marketplace.

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