A Study On Online Shopping And Customer Satisfaction In Thiruvarur Town

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Abstract: In recent years, online shopping has transformed the global retail landscape offering consumers a convenient and time-saving alternative to traditional brick- and-mortar stores. With the rapid growth of internet penetration, mobile usage, and digital payment systems, online shopping has become a preferred choice for many customers seeking variety, competitive pricing and easy access to products and services. E – Commerce platforms like Amzon, Flipkart and local market players have capitalized on this digital shift, creating highly competitive and customer-centric marketplaces. Customer satisfaction plays a vital role in the success of online business. In virtual environment, where physical interaction is absent, factors such as website usability, product quality, delivery speed. Return polices, customer services and data security significantly impact consumer trust and loyalty. This study explores the relationship between online shopping and customer satisfaction, with a focus on understanding the key factors influencing buyer behavior.

Keywords: Online Shopping, Customer Satisfaction, Digital Payment System, Consumer, Market.

I. INTRODUCTION

The growth of digital technology and increased internet accessibility have significantly changed how consumers shop. Online shopping provides convenience a wide range of product choices, time savings and competitive pricing. These benefits have led a shift from traditional in-store purchases to digital transactions. However, the absence of physical interaction has raised concerns regarding trust, quality, and customer satisfaction This paper aims to customer Satisfaction in online shopping, especially in area like Thiruvarur town.

II. OBJECTIVES OF THE STUDY

✓ To analyze the level of customer satisfaction in online shopping
✓ To identify key factors that influences online consumer satisfaction
✓ To study the platform, prefer the online shopping
✓ To provide recommendations for improving the online shopping experience.

III. REVIEW OF LITERATURE

✓ Kotler & Keller (2012) define customer satisfaction as the individual's perception of the performance of a product or service in relation to their expectations. In the context of online shopping. The satisfaction is shaped by convenience, speed, and service quality.
✓ Zeithaml, Parasuraman & Malhotra (2000) This study introduced key dimensions of service quality applicable to e-commerce, such as reliability, responsiveness, assurance, empathy, and tangibles. These factors through initially applied to offline services. Were adapted for online platforms to measure user satisfaction
✓ Anderson & Srinivasan (2003) This researcher proposed framework linking e-satisfaction with e- loyalty, emphasizing that customer satisfaction in online shopping

leads to repeat purchases only when there is s sense of trust, perceived value and minimal transaction risk.

✓ Santons explored the concept of e-service quality and concluded that dimensions like website appearance, usability, responsiveness, and personalization are crucial to customer satisfaction.

✓ Liu et al., (2008)This study found that product information quality, delivery time, and after-sales services significantly influence customer satisfaction in the e-commerce environment. Accurate product descriptions and fast delivery boost consumer trust and loyalty.

✓ Bhatti (2020)In recent study focuses on South Asian e-commerce, Bhatti highlighted that customer satisfaction is heavily influenced by mobile optimization, cash-on-delivery options, and social media reviews, particularly in developing regions.

IV. SCOPE OF THE STUDY

This study focuses on understanding the relationship between online shopping experiences and customer satisfaction, particularly among consumers in Thiruvarur town. The study limited to individuals who have made online purchases through platforms like Amazon, Flipkart, Myntra, etc. it also emphasizes the behavior and expectations of customer, where access to technology and digital literacy may vary. By analyzing these factors. The study aims to provide valuable insights to e-commerce business, policymakers, and marketing professionals to enhance customer satisfaction and loyalty in online retail.

V. RESEARCH METHODOLOGY

The research work adopted descriptive research methodology by using survey method of collecting information through structured questionnaire, 150 respondents selected for the purpose of study. The sources of secondary data include published data such as data from books, journals, periodicals report etc.

AREA OF THE STUDY

This study was undertaken in Thiruvarur town.

TOOLS FOR ANALYSIS

Percentage analysis applied for the purpose of study.

Particulars	Classification	No of Respondents	%
Age	Below 30 yrs	40	26.7
	31-40 yrs	55	36.7
	41-50 yrs	35	23.3
	Above 50 yrs	20	13.3
Gender	Male	60	40.0
	Female	90	60.0
Education level	School level	60	40.0
	Graduate	40	26.7
	Post Graduate	30	20.0
	Others	20	13.3
Occupation	Business	45	30.0
	Employed	60	40.0
	Professional	15	10.0
	Students	10	6.67
	Others	20	13.33

Source: Primary data
Table 1: General Profile of the Respondents

The general profile of the respondents in given in the table 1. Out of the 150-respondent taken for the study, 36.7 percent belonged to the age group of 31-40 years, 60 percent are female for the gender, Regarding the educational, majority of the 60 respondents are school level. 40 percent occupation level are employed respondent and 46.67 percent have a monthly income of Rs.5001 – 10000 respectively.

Period Purchase	No of Respondents	Percentage
Daily	10	6.67
Weekly	30	20
Monthly	65	43.3
Occasional	25	16.67
Rarely	20	13.33
Total	**150**	**100**

Source: Primary data
Table 2: Respondents Opinion for Period Purchase of online shopping

The above table reveals the respondent's opinion for period purchase of online shopping. Majority of respondent's 43.3 percent of the people purchase monthly basis. 30 respondents purchase weekly wise. 6.67 percent of the respondent's daily basis.

Platform	No of Respondents	Percentage
Amazon	65	43.33
Flipkart	30	20
Meesho	23	15.33
Myntra	20	13.33
Others	12	8
Total	150	100

Source: Primary data
Table 3: Platform Prefer the Online Shopping

Table 3 refers the customer to choose the preference of online shopping platform. Amazon platform is the majority respondent's preference to purchase online shopping. Flipkart 20 percentage, 30 respondents buying the products and 23 respondents choosing Meesho platform and 13.33 percentage, 8 percentage is Mytra, others platform respectively.

Factors	No of Respondents	Percentage
Product Quality and Accuracy	30	20
Delivery Speed and Reliability	25	16
Website Usability and Design	20	13.33

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Service and Grievances, Redressal	15	10
Returned and Refund Polices	5	3.33
Time Saving	45	30
Payment Security and Trust	10	6.67
Total	150	100

Source: Primary data

Table 4: Factors Influencing Customer Satisfaction of Online Shopping

From the above table explain the factors influencing customer satisfaction of online shopping. Most of the respondents suggest that time saving factor (30%) prefer to online purchase. Product quality and accuracy factor to represents the 30 respondents. The lowest level 3.33 percentage of respondents suggest that returned and refund polices factor.

Type of Product Purchase	No of Respondents	Percentage
Clothing	40	26.7
Electronics	20	13.3
Groceries	35	23.3
Books	30	20
Personal Care	15	10
Others	10	6.7

Source: Primary data

Table 5: Type of Product Purchase

26.7 percent of the respondents are purchasing cloth from online shop. 35 respondents' groceries product, 20 percent of the respondent purchase goods books. Only 10 respondents purchase product other categories. Personal care product Purchase 10 percent.

Level of Satisfaction	No of Respondents	Percentage
Satisfied	50	33.33
Highly Satisfied	60	40
Dissatisfied	20	13.33
Strongly Dissatisfied	15	10
Netural	5	3.33
Total	150	100

Source: Primary data

Table 6: Level of Customer Satisfaction for Online Shopping

Table 6 reveals the level of satisfaction regarding online shopping. Most of the 40 percent are feel that highly satisfied, 33.33 percent of respondent feel satisfied and 13.33 percent respondents are dissatisfied, 10 percent of respondents says strongly dissatisfied and 3.33 percent of respondent level of satisfaction is no opinion.

Mode of Payment	No of Respondents	Percentage
Cash on Delivery	30	20
Debit/Credit Cards	45	30
UPI Mobile Wallets	40	26.7
Net Banking	35	23.3
Total	150	100

Source: Primary data

Table 7: Mode of Payment Purchase

From the above table shows the mode of payment purchase. Most of the respondents (30 percent) mode of payment by way of debit/credit cards. 26.7 percent of the respondent mode of payment UPI mobile wallets. 23.7 percent of the respondent mode of purchase in net banking, 20 percent of the respondent by cash on delivery.

VI. FINDINGS

- ✓ Majority of 60 % respondent are female.
- ✓ Majority of 36.6 respondents are between the age group of 31-40 yeas purchase online shopping.
- ✓ Majority of 43.3 % are purchase on monthly basis.
- ✓ Majority of respondents 43.33 % purchase product from Amzon Platform.
- ✓ Majority of respondent 30% factor influence of time saving.
- ✓ Majority of 26.6 % respondents prefer to purchase clothing.
- ✓ Majority of 40 % respondents' level of satisfaction is highly satisfied.
- ✓ Majority 30% of respondents are mode of payment is debit/credit cards.

VII. SUGGESTIONS

ENHANCE WEBSITE USER EXPERIENCE

E-commerce platforms should focus on easy navigation, mobile responsiveness, fast loading, and attractive layout to improve satisfaction.

IMPROVE CUSTOMER SERVICE

Providing 24/7 support, timely order updates, and efficient redressal mechanism will boost customer

ENSURE PRODUCT QUALITY AND ACCURATE DESCRIPTIONS

Sellers must offer genuine product and maintain consistency between product images and actual items to reduce dissatisfaction

SECURE PAYMENT AND PRIVACY ASSURANCE

Providing multiple secure payment options and data privacy assurances will build confidence among rural and semi-urban shoppers.

FOCUS ON FAST AND SALE DELIVERY

Collaborating with reliable logistics partners to ensure on-time delivery and safe packaging can improve customer experience.

VIII. CONCLUSION

The study concludes that online shopping is gaining momentum in Thiruvarur town. Particularly among the younger and tech savvy population. Customers show a high level of satisfaction when platforms provide good quality products, timely delivery easy returns and efficient customer support. However, challenges such as lack of trust in online payments, product mismatches, and delivery delays remain prevalent in the region. To enhance customer satisfaction further, e-commerce companies need to tailor their services to the needs and preferences of local customer by offering better localization, language support, and trust-building mechanisms. Strengthening these areas will not only improve satisfaction but also boost the growth of online shopping in semi-Urban and rural India.

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