A Study on Customer Satisfaction Towards Online Shopping

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Abstract—**This project talks about how people in Ballari City feel about online shopping. Many people shop online sometimes, mostly to buy clothes, electronics, and beauty products. They like it because it is easy, saves time, gives good prices, and lets them read product reviews. Young people, especially between 18 and 25 years, shop online the most. They want a fast, safe, and smooth experience. To make things better, companies should improve their websites, offer quick support, and make the return process easy. A new idea called Digi Pin can also help delivery people find homes easily in rural areas.**

Index Terms—**Customer Satisfaction Online Shopping Product and Services E-Commerce**

I. INTRODUCTION

The rapid growth of technology, especially with the advent of the internet and mobile devices, has completely transformed how we engage with the marketplace. A significant result of this digital transmission is the rise of internet shopping, which has greatly influenced consumer behavior and retail practices worldwide. Online shopping, or e-commerce, is all about buying goods or services through internet-based platforms. This shopping method lets consumers explore, compare, and purchase a vast array of products from different vendors without ever stepping foot in a physical store. Over the past decade, online shopping has surged in popularity, thanks to its many perks, like convenience, time savings, a wider selection of products, and competitive prices. Shoppers can make purchases anytime and from anywhere, which is particularly beneficial for those who may not have easy access to traditional retail stores, like individuals living in rural or remote areas. Plus, the addition of secure payment options and user-friendly designs has boosted consumer confidence and made online transactions smoother and more trustworthy.

II. REVIEW OF LITERATURE

Noura Said Al-Jahwari, Firdouse Rahman Khan, Ghanya Khamis Al Kalbani and Shima Al Kanzuri (2018) research the elements that affect online customer satisfaction in Oman, mainly among the youth. The main focus was to check the function of four important aspects: Product excellence, Application Security, Assurance of delivery and Promotional Offers in determining how satisfied online shoppers are

Dr. Pratima Merugu and Dr. Vaddadi Krishna Mohan (2020) studied in their work "Customer Satisfaction Towards Online Shopping with Reference to Jalandhar City" published in the International Journal of Management, what influences customer satisfaction with online shopping in Jalandhar, Punjab. With the aid of a modified version of the SERVQUAL model, the research revealed that the factors of ease of use, steady service, quick answers, a trusting relationship and online security are big influences on customer satisfaction

Shian-Yang Tzeng, Myriam Ertz and Emine Sarigöllü (2021) looked at what customers thought of their purchases during Singles' Day in China which is the world's biggest online shopping day. Through 594 participant surveys, before and after the event, they noticed that higher-quality information, products and discounts made customers happier, while greater difficulty returning products had the opposite effect.

Fatehi Almugari, Amgad S.D. Khaled, Majed Kassem Alsyani, Eissa A. AlHomaidi and Moatasem M. Qaid (2022) explored what influences the contentment of Indian people when using online shopping. The research centered on 497 online shoppers from Aligarh, Uttar Pradesh, looking at website design, information about the products, security, privacy, how useful the website is seen and how interactive it seems

Deyalage P.A. and Kulathunga D (2020) performed a literature review to examine the factors that affect customer satisfaction in shopping online. It was clear to them that earlier research focused on not many factors and took place in different settings which led to results that were difficult to link together.

Urvashi Tandon, Ravi Kiran and Ash Sha (2017) identified the main reasons that shape customer satisfaction within online shopping in India. They looked into how website performance, how easy users think it is to use and its helpfulness affect people's perception.

Dr. A. B. Shanthi (2017) carried out research by conducting a study called "A Study on Customer Satisfaction towards Online Shopping in Tirupati Town" to see what factors affect customer choices in online shopping and how these elements contribute to their satisfaction.

Mrs. Vadivu T. Shenbaga (2015) carried out a research project to understand consumer attitudes to online purchases and discover what elements affect what individuals buy. Because of globalization and fast technological growth, online marketing has made a big difference in business operations.

Marwan Mohamed Abdeldayem (2010) did a research study to determine the level of customer satisfaction when shopping online using the model from Lee and Joshi (2006). It was discovered that how simple a website is to use, in addition to its usefulness and how enjoyable it is for customers, greatly affect their shopping decisions and their level of satisfaction with the service, but other features and traits contribute too

M. Rajeshwari (2015) carried out a study named "A Study on Customer Satisfaction towards Online Shopping in Chennai City" to assess what influences people to buy and how it affects their happiness.

III. OBJECTIVES OF THE STUDY

To pinpoint the primary elements that influence customer satisfaction when shopping online in Ballari City.
To explore how website usability, product quality, delivery service, payment security, and overall customer satisfaction are interconnected.

IV. RESEARCH METHODOLOGY

Research Design
A descriptive study was conducted. Primary and secondary sources of data were used in the study. A structured questionnaire was administered adopted random sampling method. Contacted 100 Customers to collect the first-hand information required for the study.
The questioner included close ended and five-point likert scale. Tables, Pie charts, Percentage and hypothesis were used to analyse the data to arrive at conclusion.
Sampling Technique
Judgmental Sampling (Non-probability sampling):
Participants were chosen based on their previous experiences with online shopping, ensuring that they were relevant to the study.
Sample Size
We surveyed a total of 107 respondents from Ballari City who have participated in online shopping.
Source of Data
The data is collected from the primary data and data collection is the term used to describe a process of data collecting.
Primary Data
This was collected through a structured questionnaire that included multiple-choice, Likert scale, and ranking questions.
Secondary Data:
We gathered information from journals, previous studies, articles, and online databases to bolster our literature review and theoretical framework.

V. STATEMENT OF THE PROBLEM

As internet services and smartphone usage continue to rise, online shopping has become a popular trend in urban areas across India, including Tier-2 cities like Ballari. Consumers are swiftly relocating away from

traditional retail and embracing digital platforms, drawn in by the convenience, variety of products, and enticing offers that e-commerce companies provide. But this quick expansion also presents a unique set of difficulties related to customer satisfaction, such as delays in product delivery, discrepancies between what customers expect and what they receive, clunky website functionality, concerns about payment security, and subpar customer service.

## VI. DATA ANALYSIS AND INTERPRETATION

Table 1 Gender of Respondents

SL NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Male	55	52%
2	Female	51	48%
	TOTAL	106	100%

GENDER OF RESPONDENTS
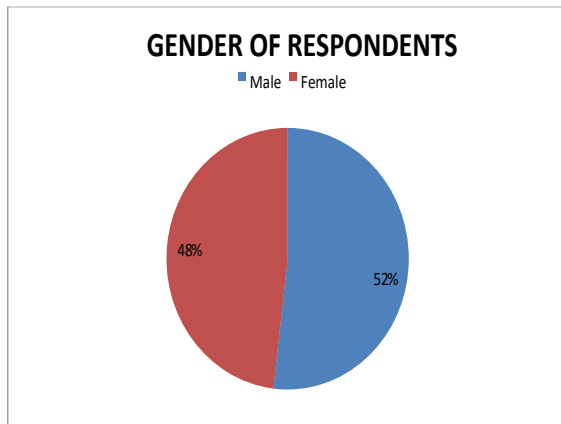
Interpretation: From the above analysis 52% of respondents are male and 48% of the respondents are female.

Table 2 Age Of Respondents

| SLNO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Under 18	8	7.4%
2	18-25	67	62.6%
3	26-35	31	29%
4	35 and above	1	1%
	TOTAL	107	100%
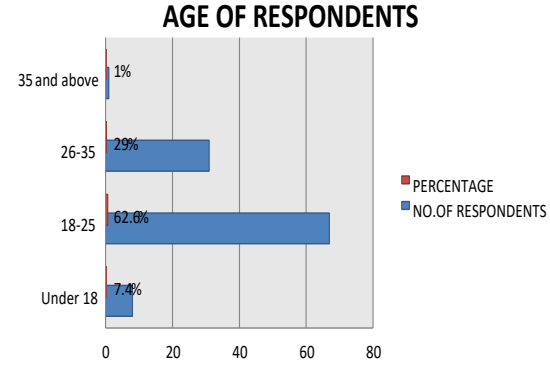
AGE OF RESPONDENTS

Interpretation: From the above analysis 7.4% of respondents are a part of the age group under 18, because younger teens don't shop online as much or need permission from parents. 62.6% of respondents belongs to the 18-25 years age, because this group grew up with the internet and feels comfortable shopping online. 29% of respondents belong to 26-35 years these people often shop online for work, home needs, or growing families. Finally, 1% of respondents are aged 35 years and above, these people still may prefer in-store shopping.

Table 3 How Often Do You Shop Online

SLNO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Daily	2	1.8%
2	2-3 times weekly	16	14.6%
3	Weekly	21	19.2%
4	2-3 times monthly	26	23.8%
5	Monthly or less	44	40.3%
	TOTAL	109	100%

SHOPPING IN ONLINE
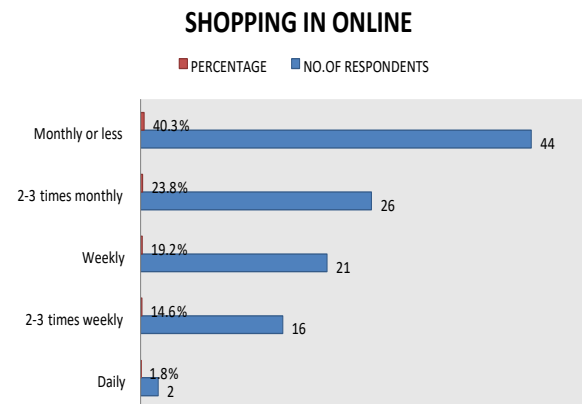
Interpretation: From the above analysis 1.8% of respondents shop online daily, because they need things. 14.6% of respondents shop online 2-3 times weekly, maybe these people looking for deals or quick buy. 19.2% of respondents shop online weekly, showing a regular habit. 23.8% of respondents shop 2-3 times monthly, when they require something, they buy. Finally, 40.3% of respondents shop online monthly or less, usually when they need important, they buy in online.

VII. FINDINGS

- Majority of the population does online shopping not more than once on a monthly basis and that is why they regard the process of online shopping as an exceptional experience and not a daily affair.
- Online purchases are most popular in the clothing and fashion category and this is the most preferred category among the customers.
- The main reason why shoppers remain loyal to some online shops is due to good pricing, fast delivery and trustworthy customer care.
- Easy filtering options and saved forms of payment are some of the features that contribute to a lot of convenience in regards to online shopping.
- Meanwhile, layered and long checkout processes, slow webpage loading time, and insufficient payment options make people irritated.
- Most clients prefer to get their orders fast particularly in a span of 2-3 days and this affects where they make online purchases.
- There was an average score on the returns process implying that offering a smoother process of making returns and refunds would instil trust and loyalty.

VIII. SUGGESTIONS

- Simplify the checkout process by avoiding the unnecessary steps, providing the guest checkout feature, and auto-filling the customer information.
- Make sure the websites and the apps are mobile compatible and with quick loading and easy navigation mainly to younger customers.
- Make customer experience more personal by using personalized recommendations to guide

them to find products they are interested in or bought before.
- Provide customer services like chat, phone and email support daily so that questions and problems are solved fast and satisfactorily.
- Describes the product: Reduce the complexity of the policy on returns where they are simple to grasp, where free labels can be provided and where returns are refunded quickly.

IX. CONCLUSION

This study shows that online shopping is becoming a big part of life even in places like Ballari City. What shoppers really like are convenience, a wide range of products, low prices, and fast delivery. It's also helpful when sites are easy to use on phones, recommend things based on what you like, and let you pay smoothly. But problems like long checkout lines, delivery delays, unclear return rules, and privacy worries hurt customers' happiness.

Younger buyers (ages 18–25) are especially active online and expect a smooth experience. They want simple shopping steps, good data protection, and fast, reliable delivery. To meet these needs, especially in areas where addresses are hard to find retailers might try ideas like "Digi Pins" or better rural mapping so packages arrive accurately.

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