



## **An Analysis of Consumer Perception and Satisfaction towards E-Shopping**

**<sup>1</sup>Dr. K. Vidhyakala**

Assistant Professor (SG), Department of Commerce,  
Avinashilingam Institute for Home Science and Higher Education for Women,  
Coimbatore-641043, India

**<sup>2</sup>Dr. Farzana Nazera**

Adjunct Professor  
Chartered Institute of Digital Economy, Singapore

**<sup>3</sup>Dr. Sajad Ahmad Mir**

Assistant Professor, Commerce and Management  
Guru Kashi University Punjab, India

**<sup>4</sup>Ms. T. Gokulasri**

M.Com Student, Department of Commerce,  
Avinashilingam Institute for Home Science and Higher Education for Women,  
Coimbatore-641043, India

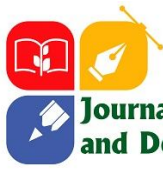
### **ABSTRACT**

Online shopping has emerged as a significant component of electronic commerce, transforming the way consumers purchase goods and services. With the rapid growth of internet usage, smartphone penetration, and digital payment systems, online retailing in India has expanded considerably, supported by initiatives such as Digital India and affordable data services introduced by Reliance Jio. This study focuses on analyzing consumer perception and satisfaction towards online shopping in Coimbatore city. The research examines the relationship between socio-demographic factors such as age, gender, education, occupation, and income, and consumer satisfaction and perception of products purchased online. Primary data were collected and analyzed using statistical tools including Garrett Ranking and mean analysis. The findings reveal that footwear is the most preferred product category for online purchase, while home furnishing and kitchen appliances are the least preferred. The study also indicates that socio-economic variables have no significant relationship with consumer satisfaction and perception towards online shopping, leading to the acceptance of the null hypotheses. The research provides insights for online retailers and marketers to better understand consumer behavior and develop effective strategies to enhance customer satisfaction in the growing Indian e-commerce market.

Keywords: Online Shopping, E-Commerce, Consumer Perception, Consumer Satisfaction

### **INTRODUCTION**

Today, internet has changed the way people buy goods and services. In present day one of the most popular activity on the web is shopping. Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Internet is the rapidest growing media during the past decade. Especially, online shopping us a rapidly growing e-commerce area. So, online shopping has become a trend where consumers are playing a crucial role. The



increasing use of internet by the consumers in India provides an emerging prospect for online merchants. Although consumers continue to purchase from a physical store, consumers feel very convenient to shop online since it frees the customer from personally visiting the store. Internet shopping has its own advantages and it reduces the effort of travelling to a physical store. Decisions can be made at ease looking at various choices and prices can be easily compared with the competitor's products to arrive at a decision. Electronic commerce, commonly known as e-commerce refers to the buying and selling of products or services over electronic systems such as the internet and other computer networks. Alternative names are e-shop, e-store, Internet shop, web-shop, online store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (b2c) online shopping.

### **ONLINE SHOPPING IN INDIA**

Online shopping in India has witnessed significant growth in recent years due to increased internet penetration, widespread smartphone usage, and the development of digital payment systems. The introduction of affordable data services by Reliance Jio and government initiatives like Digital India have accelerated the digital transformation of consumer markets. Leading e-commerce platforms such as Amazon India, Flipkart, and Myntra offer a wide range of products, including fashion, electronics, and household items, providing convenience and variety to consumers. Digital payment options like Paytm and PhonePe have made transactions faster and more secure. Online shopping saves time, enables price comparison, and offers attractive discounts, although challenges such as product quality concerns and delivery issues still exist. Overall, online shopping has transformed consumer buying behavior and continues to expand rapidly in India.

### **STATEMENT OF THE PROBLEM**

The primary issue of a traditional shop is limited choices of products and having a limitation of space, mortar shops directly cannot provide the vast variety of products in the online markets. However, the main advantages are timesaving, purchasing their products at in our home, working place and anywhere else. In the Internet shopping since there is no face-to-face contact, analyzing and identifying factors that influence the consumer is vital. Moreover, consumers have new demands in the Internet medium. Therefore, it becomes more valuable to answer consumer's needs. As a result, this study considers analyzing the consumer behavior through perception, satisfaction and their problems. Additionally, this study would also help the manufacturers and online sellers to formulate strategies for expanding market.

### **OBJECTIVES OF THE STUDY**

1. To understand the consumer perception of the products through the online shopping.
2. To investigate the relationship between demographic profile of the consumers and their satisfaction towards online shopping.

### **HYPOTHESIS**

H<sub>01</sub>: There is no significant relationship between the socio demographic profile of respondents and the satisfaction on products purchased online.



H<sub>02</sub>: There is no significant relationship between the socio demographic profile of respondents and the perception on products purchased online.

### **SCOPE OF THE STUDY**

Internet shopping provides a wide range of goods that are difficult to find offline. No matter how difficult it is to locate a product in a physical store, consumers may find any item on their wish list. A wide range of brands are available for both online and offline purchasing. The study is only focused on Coimbatore online retail industry. The online customers who have used online shopping sites are the target responders. The survey will cover the following topics, including consumer perception, consumer satisfaction, and problems faced by Consumers.

### **REVIEW OF LITERATURE**

The Customers' Perception, Attitude and satisfaction influence the Post Purchase Behavior towards online shopping products. A.Barkathunisa (2018). Large number of people is getting attracted towards online shopping creates a basis for tremendous prospects for marketers of today and tomorrow. Rudresha C.E, Manjunatha, Chandrashekarappa(2018).The 21st century women who are educated and belong to service class are digitally smarter than non-working women in India who did not get exposure to explore themselves. Bhavna Pathak (2018). There are significant differences in the purchasing habits of people who shop online and those who shop offline. Barath M, Judish Raj S M (2022).Most respondents believe that the advantage of online shopping is a time-saving, security and quality process. Ravindea Bokar and Ajay Pethe (2022). Online Shopping Intention is influenced by the Product Attributes, Relevant Information and Trustworthiness.Y.C.Mohan and Dr.J.Vijayadurai (2016).

### **RESEARCH GAP**

The Review of literature stated above were the study conducted using socio economic profile such as age, gender, occupation. Very few studies were conducted on Perception and Satisfaction on Consumers online purchase. So the current study carried out on consumer perception and satisfaction towards online Shopping.

### **RESEARCH METHODOLOGY**

The study adopted a descriptive research design to examine consumer perception and satisfaction towards e-shopping in Coimbatore city. Both primary and secondary data were used, where primary data were collected through a structured questionnaire from 103 respondent's selected using convenient sampling. Secondary data were gathered from journals, books, and relevant websites. The collected data were analyzed using statistical tools such as Garrett Ranking technique, mean, standard deviation, and ANOVA. The study focused on examining the relationship between socio-demographic factors and consumer satisfaction. The findings were derived based on the responses provided by online shoppers during the period of study.

### Consumer perception on Online Shopping

Sl.	Products	Ranks are given by the respondents					Total Garrett score	Average	Rank	
		f*x	1 (x=75)	2 (x=60)	3 (x=50)	4 (x=39)				5 (x=24)
1	Footwear	f	41	21	23	5	14	6016	57.8461	1
		fx	3075	1260	1150	195	336			
2	Apparels & Accessories	f	23	45	12	22	2	5931	57.0288	3
		fx	1725	2700	600	858	48			
3	Electronic Goods	f	18	19	38	18	11	5356	51.5	4
		fx	1350	1140	1900	702	264			
4	Tickets (Railways, Movies, Hotels, Flights)	f	26	27	17	27	7	5641	54.2403	2
		fx	1950	1620	850	1053	168			
5	Home furnishing & Kitchen appliances	f	26	27	17	27	7	5055	48.6057	5
		fx	1575	1140	1200	468	672			

Source: Primary Data

From the above table regarding individual products they purchase online is as follows. Most of the respondents give priority to the Footwear when purchasing online as it gets the maximum average of (57.8). Next, the respondents give importance to the Apparels & Accessories as its average is (57.02). Next, the respondents gave the maximum average to Tickets (Railways, Movies, Hotels and Flights) (54.24). Most of the respondents also choose for electronic goods as it gets average of (51.5). Following that consumers mostly didn't prefer home furnishing & Kitchen appliances as it's gets least average of (48.6).

The table shows the most of the respondents give priority to Footwear because it is the product that is purchased mostly by the consumers. And also, home furnishing & Kitchen appliances get the low average as it is not purchased often through online.

### Relationship between Socio-Demographic Factors and Consumer Satisfaction towards Online Shopping

Factor	Classification	N	Mean	Standard Deviation	Frequency	Significant
Age	15-25	73	18.6438	2.91724	1.54	.208 Insignificant
	25-35	21	18.3810	3.51392		
	35-45	5	16.0000	1.73205		
	45-55	4	20.0000	2.94392		
Education Qualification	Post graduate	14	18.5000	4.12777	0.18	.997 Insignificant
	Graduate	76	18.5263	2.74942		
	Schooling	7	18.2857	4.07080		
	Others	6	18.6667	3.20416		
Occupation	Salaried	42	18.9762	2.87536	.60	.0612 Insignificant
	Professional	28	18.2857	3.02896		
	Business	25	18.2400	3.53883		
	Homemaker	8	17.7500	2.25198		
Annual Income	10,000-30,000	51	18.6667	2.94392	1.15	.333
	30,000-60,000	13	17.8462	3.21056		

Factor	Classification	N	Mean	Standard Deviation	Frequency	Significant
	60,000-1,00,000	24	19.1667	3.10213		Insignificant
	Above 1 lakh	15	17.5333	3.04412		
Gender	Male	37	18.5405	3.27104	1.64	.203 Insignificant
	Female	6	18.5000	2.92075		

Source: Primary Data

Consumer Perception with the purchase made online may likely vary with their socio-economic profile, thus the significant mean difference between consumer satisfaction and socio-economic profile is analyzed. This shows the following results of the hypothesis that indicate the analysis of variables.

From the above analysis it was derived that no socio-economic profile was significant at a 0.5 percent level.

The variables such as Age (.208), Educational qualification (.997), Occupation (0612), and Annual income (.333), Gender (.203) were non-significant association with the consumer satisfaction of online purchase. Finally, we concluded from the analysis that every socioeconomic profile with the consumer satisfaction were resulted non-significant. Hence concluded that the null hypothesis was accepted. The alternate hypothesis was rejected.

## SUGGESTIONS

Choosing the right e-commerce platform your choice of e-commerce platform will determine the functionality and flexibility of your online store. Some popular options include Shopify, WooCommerce, Magento, and Big Commerce. Consider factors such as ease of use, scalability, security, and pricing.

Creating a user-friendly website the website should be visually appealing, easy to navigate, and responsive on all devices. Make sure your products are well-organized and easy to find. Provide clear and detailed product descriptions and high-quality product images.

## CONCLUSION

The study concludes that online shopping has become a significant mode of purchase among consumers in Coimbatore due to increased internet usage and digital initiatives like Digital India and services by Reliance Jio. The findings show that footwear and apparel are the most preferred products for online purchase, while home furnishing items are least preferred. The analysis reveals that socio-demographic factors such as age, gender, education, occupation, and income have no significant relationship with consumer satisfaction and perception. Hence, the null hypotheses were accepted. Consumer satisfaction is mainly influenced by convenience, variety, pricing, and service quality rather than demographic variables. Overall, online shopping continues to grow and offers strong opportunities for marketers and e-retailers.



## REFERENCE

1. Abraheem A., Mohammad S., Khaled A., Al-Tarawneh and Tarawneh K., (2014), The impact of gender on Consumers' purchases online, 2(1), 987–998.
2. Abrar K., Naveed M. and Ramay M., (2017), Impact of perceived risk on online impulse buying tendency: An empirical study in the consumer market of Pakistan, *Journal of Accounting & Marketing*, 6(3), 246.
3. Adnan H., (2014), an analysis of the factors affecting online purchasing behavior of Pakistani consumers, *International Journal of Marketing Studies*, 6(5), 133.
4. Agift A., Rekha V. and Nisha C., (2014a), Consumers attitude towards online shopping, *Research Journal of Family, Community and Consumer Sciences*, 2(8), 4–7.
5. Ahuja M., Gupta B. and Raman P., (2003), An empirical investigation of online consumer purchasing behavior, *Communications of the ACM*, 46(12), 145–151.
6. Al-Alwan M. and Al-Shirawi A. M., (2015), An investigation of factors influencing online shopping: an explanatory study in the Kingdom of Bahrain, *International Journal of Innovation and Knowledge Management in the Middle East and North Africa*, 4(2).
7. Al Karim R., (2013), Customer Satisfaction in Online Shopping: a study into the reasons for motivations and inhibitions, *IOSR Journal of Business and Management*, 11(6), 13–20.
8. Alam S. S., Bakar Z., Ismail H. B., Ahsan M. et al., (2008), Young consumers online shopping: an empirical study., *Journal of Internet Business*, 1(5).
9. Yasin N. M., (2010), An investigation into the antecedents of customer satisfaction of online shopping, *Journal of Marketing Development and Competitiveness*, 5(1), 71–78.
10. Akbar, S., & James, P. T. (2014). Consumers' attitude towards online shopping Factors influencing employees of crazy domains to shop online. *Journal of Management and Marketing Research*, 14, 1.