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## CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS ONLINE SHOPPING IN COIMBATORE CITY

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### ABSTRACT :

The rapid growth of e-commerce has significantly transformed the shopping landscape, influencing consumer behaviour and satisfaction patterns, especially in urban regions like Coimbatore. This study aims to analyze the key factors that drive consumer behaviour towards online shopping and assess the level of customer satisfaction in Coimbatore city. The research focuses on aspects such as ease of use, product variety, pricing, convenience, trust, and post-purchase service. Using primary data collected through structured questionnaires and supported by secondary data from credible sources, the study evaluates consumer preferences, shopping frequency, and satisfaction levels. The findings reveal that while factors like time-saving and variety attract consumers, concerns regarding product quality and return policies persist. The study provides valuable insights for e-commerce platforms to tailor their services to meet consumer expectations and enhance overall satisfaction. The results also contribute to a better understanding of the evolving online shopping trends in tier-II cities like Coimbatore.

### INTRODUCTION

Electronic Commerce segment has recognized a tremendous growth and progress through information technology with high speed internet services and pioneering thoughts of business people. Traditionally, the barter system had initiated the trading process and it created the extensive business activities in the globe. The online shopping services and teleshopping are also considered as E-Commerce activities through the internet and broadband services in the world. The online shopping services are alternatively called like as e-shopping, Internet shopping, online store, web-shop, and virtual store<sup>1</sup>. The consumer's are playing a very significant role in online shopping of products.

### LITERATURE REVIEW

Kadop and Yansen (2023) examined the impact of trust and consumer happiness on social media commerce adoption in rural Papua, revealing logistical challenges yet strong reliance on trust. Katoch (2022) emphasized the importance of customer satisfaction for repeat purchases and business growth. Similarly, Al Asheq et al. (2022) found that perceived trust, convenience, website quality, and subjective norms significantly influence online buying behaviour among students.

### RESEARCH AND METHODOLOGY

#### 1. Research Design

A descriptive research design will be used to analyze consumer behavior and satisfaction with online shopping in Coimbatore.

#### 2. Data Collection Method

Both primary and secondary data will be collected. Primary data will be gathered through surveys and questionnaires, while secondary data will be obtained from research papers, articles, and reports.

#### 3. Sampling Technique

A convenient sampling method will be used to select respondents, ensuring a diverse representation of online shoppers in Coimbatore.

#### 4. Sample Size

The study will include a selected number of respondents, typically ranging from 150 to 300, to ensure reliable and meaningful insights.

#### 5. Data Analysis Tools

Statistical tools such as percentage analysis, chi-square tests, and correlation analysis will be used to interpret the findings and assess consumer

satisfaction levels.

## DATA ANALYSIS

**TABLE 1**  
**AGE OF THE RESPONDENTS**

Age	No. of. Respondents	Percentage
Below 20	40	35.7
21-30	48	42.9
31-40	13	11.6
41-50	8	7.1
Above 50	3	2.7
<b>Total</b>	<b>112</b>	<b>100</b>

(Source : Primary data)

### INTERPRETATION

The majority of respondents are young, with 42.9% aged 21-30 and 35.7% below 20. Older age groups have lower representation, with only 2.7% above 50.

**TABLE 2**  
**GENDER OF THE RESPONDENTS**

Gender	No. of. Respondents	Percentage
Male	75	67
Female	37	33
<b>TOTAL</b>	<b>112</b>	<b>100</b>

(Source : Primary data)

### INTERPRETATION

The table shows that 67% of respondents are male and 33% are female, indicating that the study has a higher male participation.

**TABLE 3**  
**EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

Educational qualification	No. of. Respondents	Percentage
HIGH SCHOOL	35	31.3
UNDERGRADUATE	40	35.7
POSTGRADUATE	36	31.2
OTHERS	1	0.9
<b>TOTAL</b>	<b>112</b>	<b>100</b>

(Source : Primary data)

### INTERPRETATION

The majority of respondents are undergraduates (35.7%), followed by high school (31.3%) and postgraduates (31.2%), with only 0.9% in other categories.

## FINDINGS

1. The majority of respondents (42.9%) are aged 21-30, followed by 35.7% below 20.
2. Male respondents (67%) outnumber female respondents (33%).
3. Most respondents have an undergraduate degree (35.7%), followed closely by high school (31.3%) and postgraduates (31.2%).
4. Students (34.8%) form the largest occupation group, followed by business professionals (32.1%) and homemakers (31.3%).
5. The highest percentage of respondents earn between Rs 30,001 - Rs 1,00,000 (66%), while none earn above Rs 1,00,000.

## SUGGESTIONS

To improve the e-commerce experience and address consumer behavior influences, companies should focus on enhancing product quality, offering competitive pricing, and providing attractive discounts and offers. Ensuring a seamless and user-friendly online shopping interface, along with secure payment gateways, will also contribute to a positive shopping experience.

Customer satisfaction can be improved by streamlining delivery services, reducing delays, and offering real-time tracking for better transparency. Strengthening return and refund policies by making them hassle-free and reducing processing times will enhance trust among shoppers. Providing 24/7 customer support, AI-driven chat assistance, and efficient complaint resolution can also lead to greater satisfaction.

Understanding the impact of demographics on shopping preferences is crucial. Personalized recommendations, region-specific offers, and vernacular language support will help businesses cater to diverse consumer segments effectively. E-commerce platforms should analyze customer data to identify trends and tailor their services accordingly.

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## CONCLUSIONS

The study on consumer behavior and satisfaction towards online shopping in Coimbatore City reveals key insights into the preferences, challenges, and overall satisfaction of consumers. The findings indicate that factors such as price, convenience, product variety, and discounts play a crucial role in influencing purchasing decisions. Additionally, consumers in Coimbatore are increasingly adapting to digital shopping due to the ease of access, time-saving benefits, and availability of multiple payment options.

However, concerns regarding product quality, delayed delivery, and cybersecurity threats continue to impact consumer trust. Despite these challenges, the overall satisfaction level remains high, particularly among younger consumers who are more tech-savvy and accustomed to e-commerce platforms.

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## REFERENCES

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