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Consumer Satisfaction Towards Online Shopping

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INTRODUCTION

Online shopping is the practice of customers purchasing products, services, etc. directly from a vendor via an interactive, real-time online platform without the use of a middleman. The act of purchasing goods and services from online retailers is known as online shopping. Businesses have tried to sell their goods to internet users ever since the World Wide Web was created. Customers can browse online stores while lounging in front of a computer in the comfort of their own homes. Online retailers sell a wide range of goods to consumers.

Simply put, online shopping is a type of electronic commerce that enables customers to purchase products or services directly from a vendor via the internet by utilising a web browser or a mobile application.

Customers can use a shopping search engine to look for a product they are interested in, which shows the availability and price of the same product at various online retailers, or they can visit the retailer's website directly. By 2020, consumers will be able to shop online on a variety of computers and gadgets, such as smartphones, tablets, laptops, and desktops.

In actuality, consumers can buy anything from businesses that sell their goods online. Consumers can purchase hundreds of products from an online store, including books, apparel, toys, hardware, software, and health insurance.

Because it's convenient, a lot of people decide to shop online. You can peruse countless options when you shop online, and you can even find products that aren't available in physical stores.

Online shopping removes the need to carry around potential purchases like belts, shoes, shirts and pants while perusing a store's inventory. Online shopping also removes the annoying but catchy music and the hundreds or even thousands of other people who share your interests and appear to have chosen the same day to shop.

SCOPE OF THE STUDY

The purpose of this study is to determine the band loyalty of consumers and online shoppers. It contains concepts like determining the most popular way to make a purchase. This study also aids in determining the rationale behind online purchases.

Through this study, we aimed to determine the price range that people most prefer as well as the features that they value when making purchases online.

OBJECTIVES OF THE STUDY

• To determine the degree of customer satisfaction with an online purchase.

• To understand the precise factors that influence consumers' preference for online purchasing.

• To determine how satisfied customers are with the services they receive when they shop online.

• To determine the range of prices for the products bought online

Table showing age of respondents

Age	Count	Percentage
18-25	103	85.8%
25-35	7	5.8%
35-45	6	5%
45 and above	4	3.3%
Total	120	100%

SOURCE :Primary data

Interpretation:

This table shows the distribution of respondents based on age in a sample of 120 people. The majority of the respondents (85.8%) are aged between 18-25, while only a small percentage are aged between 25-35 (5.8%), 35-45 (5%), and 45 and above (3.3%). The total number of respondents is 120.

Majority of the respondents are under the Age of 18-25(85.8%)

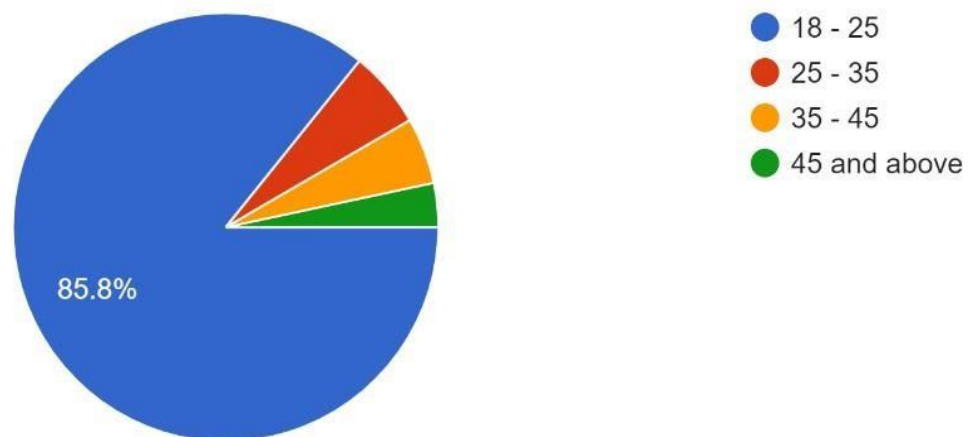**Figure showing age of respondents**

AGE

120 responses

Table showing occupation of respondents

| Occupation	Count	Percentage
Student	98	81.7%
Employee	9	7.5%
Teacher	4	3.3%
Others	9	7.5%
total	120	100%

SOURCE: Primary data

Interpretation:

This table shows the distribution of respondents based on their occupation in a sample of 120 people. The majority of the respondents (81.7%) are students, while a small percentage are employees (7.5%), teachers (3.3%), and others (7.5%). The total number of respondents is 120.

Majority of the respondents are under the category of student (81.7%)

Figure showing occupation of respondents

OCCUPATION
120 responses

- Student
- Employee
- Teacher
- Others

7.5%

81.7%
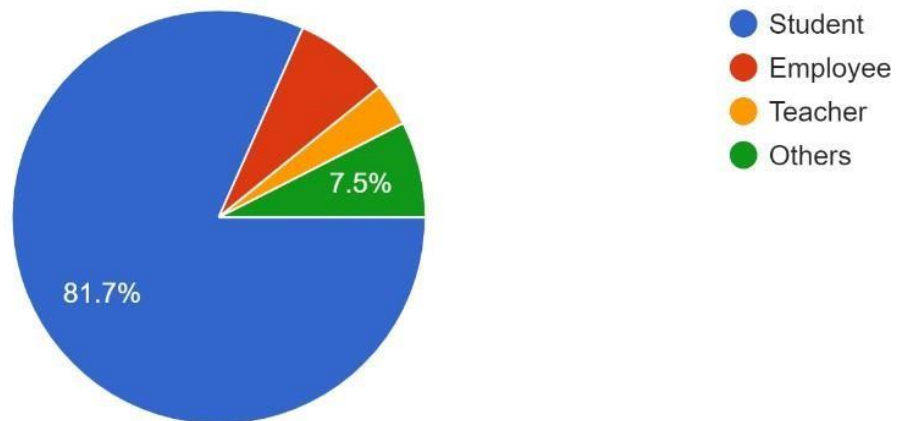
SUGGESTIONS OF THE STUDY

Following an analysis of the information gathered from different online shoppers, the following recommendations and ideas are offered to help them improve: To make online shopping easier for customers, websites should load faster. Click response times should be shortened.

• The goods and services that customers want should be made available to them.

• The reviews ought to be truthful and genuine.

• The shipping and additional fees ought to be lowered.

• Online shopping facilities ought to offer shop assistant services.

• Images ought to be presented without any edits or filters.

• Sellers should give accurate and comprehensive information about their goods and services.

• More individualized/customized goods ought to be offered.

• Out-of-box media should be used for shopping. It ought to be accessible on social media and in other places.

CONCLUSION

Consumer satisfaction with online shopping varies from person to person, and perceptions are somewhat constrained by exposure to online shopping and the availability of adequate connectivity. Additionally, there are similarities and differences in customer satisfaction depending on individual characteristics.

According to the study, older people use online shopping less frequently than younger people because younger people are more accustomed to it. The study emphasises that the majority of young people interested in online shopping are between the ages of 18 and 25. Additionally, the majority of online shoppers purchase items on a daily basis because they are less expensive than retail prices thanks to a variety of discounts and promotions. The study also shows that the most important factor influencing online purchases is product price.

According to the study, Amazon India is one of the most popular online retailers in India, with the majority of respondents purchasing goods from it. Additionally, the majority of consumers find online shopping to be cost-effective.

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