

CUSTOMER SATISFACTION WITH ONLINE SHOPPING AMONG STUDENTS OF ST. JOSEPH'S COLLEGE (AUTONOMOUS), IRINJALAKUDA

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ABSTRACT

Customer satisfaction in this context encompasses various dimensions, including website usability, product quality, pricing, delivery efficiency and customer service. With the rapid growth of online shopping, understanding and addressing customer needs and expectations is more important than ever to build trust, foster loyalty and maintain a competitive edge in the market.

KEYWORDS: *Customer satisfaction, Online shopping*

INTRODUCTION

In today's digital age, online shopping has revolutionized the way consumers purchase goods and services. It offers convenience, diverse product choices, and competitive pricing, making it an essential part of modern consumer behavior. Customer satisfaction is a key factor in the success of online shopping businesses. Companies can maintain customer satisfaction by seeking feedback from customers and analysing online comments. Customer satisfaction is a result of the association between a Consumer's expectations and their experiences

STATEMENT OF THE PROBLEM

This study seeks to investigate the factors influencing customer satisfaction in online shopping, including service quality, product quality, delivery efficiency, website usability, and customer support. It aims to identify gaps in the customer's expectations and experiences.

OBJECTIVES OF THE STUDY

1. To study the customers' awareness about online shopping.
2. To understand the factors affecting buying behaviour.
3. To analyze customer satisfaction with online shopping

SCOPE AND SIGNIFICANCE OF THE STUDY

The study focuses on understanding factors that influence customer experiences, preferences, and loyalty in digital marketplaces. It covers key factors such as product quality, delivery efficiency, customer service, payment method and overall shopping experience. The study is crucial for businesses looking to improve the online shopping

RESEARCH METHODOLOGY

Research Design: A descriptive research design is followed for conducting the study.

Source of Data: Both primary and secondary sources have been used for the study.

Secondary Data: Secondary data has been collected from books, journals, reports, and websites.

Primary Data: Primary data is collected by using structured questionnaires.

Population of the Study: The study was conducted among the students of St. Joseph's College (Autonomous), Irinjalakuda.

Sampling Design: The sampling design used for this study is convenience sampling. Size of the sample is 60.

Tools of Data Collection: Structured questionnaire has been used as a tool for data collection.

Statistical Tools used: Simple percentage analysis is used for analysing the data collected

DATA ANALYSIS AND INTERPRETATION

Table 1
Awareness about online shopping

Particulars	Number of respondents	Percentage of respondents
Yes	59	98
No	1	2
Total	60	100

Interpretation

From the above figure, it is clear that 98 percentage of respondents are aware about online shopping and 2 percentage of respondents are not aware about it.

Table 2
Factors influencing online shopping

Particulars	Number of respondents	Percentage of respondents
Discounts	18	30
Product reviews & ratings	29	48
Brand reputation	6	10
Website/ease of use	4	7
Delivery speed	3	5
Total	60	100

Interpretation

The above figure shows that 48 percentage of respondents seem to be influenced by product reviews & ratings while 5 percentage of them are influenced by delivery speed.

Table 3
Concerns about security of personal and payment information

Particulars	Number of respondents	Percentage of respondents
Not at all concerned	7	12
Slightly concerned	19	32
Somewhat concerned	0	0
Moderately concerned	26	43
Very concerned	8	13
Total	60	100

Interpretation

The above figure shows that 43 percentage of respondents are moderately concerned about security of personal and payment information while 12 percentage of them are not at all concerned.

Table 4
Difficulties in returning or exchanging products

Particulars	Number of respondents	Percentage of respondents
Yes	23	38
No	37	62
Total	60	100

Interpretation

From the above figure it is clear that 62 percentage of respondents do not have any difficulties in returning or exchanging products. The remaining 38 percentage have faced such difficulties.

Table 5
Satisfaction with online shopping

Particulars	Number of respondents	Percentage of respondents
Highly dissatisfied	3	5
Dissatisfied	2	3
Neutral	19	32
Satisfied	30	50
Highly satisfied	6	10
Total	60	100

Interpretation

From the above figure it is clear that about 50 percentage of respondents are Satisfied with Online Shopping and 3 percentage of respondents are dissatisfied with Online Shopping

FINDINGS

- 1.98 percentage of respondents are aware about Online Shopping.
- 2.48 percentage of respondents seem to be influenced by product reviews & ratings.
- 3.62 percentage of respondents have not experienced any difficulties in returning or exchanging products.
- 4.43 percentage of respondents are moderately concerned about security of personal and payment information.
- 5.60 percentage of respondents are Satisfied with Online Shopping.

CONCLUSION

The study is mainly focused on customer satisfaction with online shopping among students. In the context of awareness, the majority of respondent's buy products from Flipkart which is thus one of the leading online shopping sites in India. The study also highlights the factors effecting customers' buying behaviour, that the majority of the people who shop online buy clothing and they are attracted by Buy one get one offers and also they seem to be influenced by product reviews & ratings. The study concludes with an analysis that most of the respondents are satisfied with online shopping

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