

A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN THOOTHUKUDI DISTRICT

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Abstract: His convenience and advantages provided by e-commerce platforms have made online buying an indispensable part of consumers' everyday lives. In this survey, 140 respondents in Thoothukudi District were asked about their satisfaction with internet purchasing. The study concentrated on customer satisfaction with different online purchasing services, factors impacting online shopping, and demographics. The results show that discounts and special offers, product diversity, user feedback, quick delivery, and convenient shopping facilities all have an impact on consumers. Customers are very happy with the return and refund process, according to the weighted ranking study; however payment methods still need to be improved. According to the correlation research, customers' online buying behaviour is significantly influenced by elements like reduced pricing, promotions, user reviews, and product variety.

Keywords: Online Shopping, E-Commerce, Purchase Decision, Online Services.

1. INTRODUCTION

Electronic commerce becomes one of the essential physiognomies of the internet area. Increasing use of the internet in India makes motivation towards online shopping quite easy. Online Shopping is a significant growth in the field of e-commerce and will undoubtedly be the upcoming buzz word of shopping across the world. In the present era, all business houses are managing their business online and initiate the necessary steps to sell their products or services online. The rising utilisation of the internet by the younger generation in India offers plenty of opportunities for online retailers. People's shopping preferences have begun to shift to online shopping (Shanthi & Kannaiah, 2015). Ease of use is the basis in choosing to shop online (Mauldin & Arunachalam, 2002). Consumers will only become loyal when they are satisfied (Lubis et al., 2017). From all aspects of change in the internet age, online shopping behaviour change is the most popular and well-accepted change by the marketing community today (Bourlakis et al., 2008).

2. OBJECTIVES

1. To study the demographic profile of online shopping customers in Thoothukudi District.
2. To identify the factors influencing customers to shop online in Thoothukudi District.
3. To assess the level of customer satisfaction towards online shopping in Thoothukudi.



3. STATEMENT OF THE PROBLEM

The expansion of the internet and e-commerce has altered consumers' buying habits. Easy access, time savings, a large selection of products, and handy services are just a few benefits of online shopping. However, a number of variables, including product quality, cost, delivery schedule, payment options, and return and refund policies, affect consumer satisfaction. Understanding consumer demands and satisfaction levels is crucial for e-commerce companies to succeed in the cutthroat world of online buying. Thus, the purpose of this study is to determine what motivates consumers to shop online and to assess how satisfied they are with online shopping services in the Thoothukudi District.

4. REVIEW OF LITERATURE

1. **Muthupriya (2019)** in this article entitled, **A Study On Customer Satisfaction Towards Online Shopping In Sivaganga District**. The purpose of this study is to determine what influences consumers' decisions to shop online. The internet's explosive growth has had a significant impact on the global marketing landscape. It is currently one of the most widely used methods for businesses and consumers to conduct online transactions. Companies have been coming up with innovative strategies to advertise their products online. As a result, it explains how conventional marketplaces are being replaced by modern ones. The purpose of this study is to determine the variables that could affect consumers' happiness with their online purchases. In general, client pleasure throughout a purchase is a key factor in the success of online purchasing.

2.X. **JUDE CHRISTO CEDRIC (2020)** in this article entitled, **A Study on Consumer Preference Regarding Online Shopping in Thoothukudi District of Tamilnadu State**. This study looks into the factors that influence consumers' decisions about which online shopping portals to use while making purchases. Additionally, the study was advanced using the findings from the empirical survey and creating the innovations required for the online shopping portals. With simple and secure payment options, customers can shop at anytime, anywhere. Customers can compare products and shop online. The expansion of internet shopping in the Thoothukudi area is justified in this essay. The aggregate findings demonstrate that respondents had a favourable opinion of internet shopping.

3. **Syed Shah Alam (2020)** in this article entitled, **Customer Satisfaction in Online Shopping in Growing Markets: An Empirical Study**. More precisely, there is a strong correlation between consumer satisfaction in online buying and customer service, information quality, response time, transaction capacity, delivery, goods qualities, security/privacy, convenient payment method, and price. The analytical findings align with earlier research. When it comes to aspects influencing customer happiness in online buying, privacy and security have always gotten the most support. Marketers must acknowledge that the internet marketing environment influences how customers perceive and build relationships. The most significant determinant in the online shopping environment is privacy and security. Additionally, it was discovered that, in comparison to other variables, response time is thought to be the strongest predictor for online purchases.

4. **Shoaib Ansari & Md Javed (2022)** in this article entitled, **Customer Satisfaction and Consumer Behavior in Online Shopping: A Research Study**. ICT infrastructure growth, online payment transactions, websites, internet penetration, etc. are all having an increasing impact on online shopping. Online buying is influenced by the products and purchase patterns of consumers. When making purchases online, customers can shop on multiple platforms. By utilising this service, customers can save money and time. Online businesses may achieve a high level of customer satisfaction by lowering online fraud. Customers are drawn to online shopping because they can purchase an increasing number of items in less time and because there is a large selection of goods accessible at reasonable costs. It has a significant impact on people's thoughts.

5. **Fatehi Almugari (2022)** in this article entitled, **Factors influencing consumer satisfaction toward online shopping: a special reference to India context**. In the context of online purchasing and customer satisfaction, the current study makes both theoretical and practical contributions. The study addressed important calls that motivate research on the crucial aspects of online shopping and customers, particularly in emerging countries like India, from a theoretical and academic standpoint. As a result, this study will significantly advance and broaden our understanding of how perceived utility, perceived interactivity, website design, security and privacy, and product information contribute to increased customer satisfaction in online environments.

5. RESEARCH METHODOLOGY

5.1. Data collection

Primary data is used in the study. It is original data for the purpose of collection of primary data, questionnaire were filled by the respondents. The questionnaire comprises of close ended.

5.2. Research Design

Sample technique

A convenient sampling technique tool was adopted for data collection.

5.3. Sample size

Sample size taken in this is 140 customers.

5.4. Area of study

The area of the research will be confined to thoothukudi city.

5.5. Tools for analysis

The various tools use for the data analysis is

Percentage analysis

Rank

Correlation

6. RESULTS& DISCUSSION:

TABLE 6.1-DEMOGRAPHIC PROFILE OF RESPONDENTS

Demographic	Options	Respondance	percentage
gender	male	55	39
	female	60	43
	Others	25	18
	Total	140	100
age	Below 20	40	28.5
	21-30	30	21.5
	31-40	40	28.5
	above 40	30	21.5
	Total	140	100.0
education	school	45	32
	UG	37	27
	PG	27	19
	Others	31	22
	Total	140	100.0
occupation	business	20	14
	pvt employee	40	29
	gvrt employee	35	25
	other	45	32
	Total	140	100.0
Monthly income	Below 20000	28	20
	20001-40000	38	27

	40001-60000	35	25
	Above 60000	39	28
	Total	140	100

Interpretation

The demographic profile of the 140 respondents shows that 60 respondents (43%) were female, 55 respondents (39%) were male, and 25 respondents (18%) fell into the other gender category, according to the demographic profile of the 140 respondents. In terms of age, 40 respondents (28.5%) were under 20, 40 respondents (28.5%) were between 31 and 40, 30 respondents (21.5%) were between 21 and 30, and 30 respondents (21.5%) were over 40. In terms of educational background, 45 respondents (32%) had completed school, 37 respondents (27%) were undergraduates (UG), 31 respondents (22%) fell into other educational categories, and 27 respondents (19%) were postgraduates (PG). In terms of occupation, 45 respondents (32%) worked in various fields, 40 respondents (29%) worked for private companies, 35 respondents (25%) worked for the government, and 20 respondents (14%) were in business.

Table -6.2 Weighted Ranking Analysis of Customer Satisfaction towards Online Shopping

Factors	1	2	3	4	5	Total scour	Final rank
I am satisfied with the quality of products purchased online.	250	240	60	16	2	568	III
I am satisfied with the pricing of online products.	240	156	135	14	1	546	VI
I am satisfied with the discounts and offers provided.	300	180	84	14	0	578	II
I am satisfied with the delivery time.	225	220	96	10	3	554	V
I am satisfied with the packaging of products.	290	164	84	30	3	561	IV
I am satisfied with the payment options available.	195	176	96	36	7	510	VII
I am satisfied with the return and refund process.	300	240	45	10	0	595	I

Interpretation

Based on the weighted ranking analysis, the above table displays the respondents' degree of satisfaction with different aspects of online purchasing. With a total score of 595, "I am satisfied with the return and refund process" ranked top among all the factors, suggesting that it is the respondents' favourite part of online purchasing. With a score of 578, the factor "I am satisfied with the discounts and offers provided" came in second. With a score of 568, "I am satisfied with the quality of products purchased online" took third place. With a total score of 561, "I am satisfied with the packaging of products" came in fourth, and "I am satisfied with the delivery time" came in fifth with a score of 554. Additionally, "I am satisfied with the pricing of online products" ranked sixth with a score of 546, while "I am satisfied with the payment options available" ranked seventh with the lowest score of 510. Overall, the data shows that respondents are most satisfied with the return and refund procedure, while the available payment alternatives earned the lowest level of satisfaction out of all the aspects taken into account.

Table -6.3. Pearson Correlation Analysis Of Factors Influencing Customers' Online Shopping Behaviour

Particular	Online shopping saves my time	Lower prices attract me to shop online	Discounts and special offers influence my purchase	A wide variety of products encourages me to shop online	Easy payment options motivate me to shop online.	Customer reviews influence my purchase decision.	Fast delivery encourages me to shop online	Easy return and refund policies influence my online shopping.
Online shopping saves my time	1							
Lower prices attract me to shop online	.450	1						
Discounts and special offers influence my purchase.	-.146	-.200	1					
A wide variety of products encourages me to shop online	-.413	.186	.204	1				
Easy payment options motivate me to shop online	-.158	.092	.308	-.121	1			
Customer reviews influence my purchase decision	.188	.173	.401	.363	-.100	1		
Fast delivery encourages me to shop online	-.146	-.200	1.000	.204	.308	.401	1	
Easy return and refund policies influence my online shopping.	-.413	.186	.204	1.000	-.121	.363	.204	1

Interpretation

The correlation study of the elements impacting online shopping is shown in the above table. The findings show that the factors have both positive and negative associations. There is a substantial positive link ($r = 1.000$) between a large selection of products and simple return and refund procedures, as well as between discounts and special offers and quick delivery. Customer reviews indicate that a wide range of products ($r = 0.363$) and discounts and special offers ($r = 0.401$) have a moderately positive association with customers' buying decisions. Additionally, time-saving online shopping has a moderately favourable link with cheaper pricing ($r = 0.450$), but it has a negative correlation with easy return and refund policies ($r = -0.413$) and a wide range of products ($r = -0.413$). Easy payment methods have a negative link ($r = -0.121$) with simple return and refund policies, but a positive correlation ($r = 0.308$) with discounts and special offers. Overall, the correlation study reveals that the majority of the parameters are positively correlated, indicating that customers' online buying behaviour is influenced by appealing offers, user reviews, product diversity, and convenient services.

7.FINDINGS

1.According to the demographic profile, there were more female respondents (43%) than male respondents (39%) and respondents from other gender groups (18%).

2.In terms of age, 28.5% of respondents were between the ages of 31 and 40 and under 20.

3.According to the respondents' educational background, 32% had completed school-level coursework, followed by UG (27%), others (22%), and PG (19%).

4. With a total score of 595, the weighted ranking analysis reveals that the most satisfactory feature of online buying is the return and refund process.

5. Respondents were relatively less satisfied with this factor, as evidenced by the fact that satisfaction with the available payment choices obtained the lowest overall score of 510 and gained the seventh spot.

6. According to the correlation study, there is a positive association between online shopping and lower prices ($r = 0.450$), suggesting that consumers who believe that online shopping saves time are also drawn to cheaper costs.

7. Customer reviews are favourably correlated with product diversity ($r = 0.363$) and discounts and special offers ($r = 0.401$), indicating that these elements have a beneficial impact on consumers' decisions to shop online.

8. SUGGESTIONS

1. The age, education, occupation, and income characteristics of various customer groups should be taken into account by online retailers when developing marketing strategies.

2. To satisfy consumers from a variety of demographic backgrounds, e-commerce platforms should offer reasonable prices, alluring deals, and appropriate services.

3. To increase consumer happiness, e-commerce businesses should keep up an effective return and refund procedure and keep offering enticing discounts and high-quality goods.

4. To improve the overall buying experience, online retailers should provide more convenient, safe, and user-friendly payment solutions.

5. To improve clients' buying decisions, e-commerce businesses should offer enticing discounts, keep a large selection of products, and promote sincere user reviews.

6. To improve the overall buying experience and customer happiness, online shopping platforms should prioritise quicker delivery, practical payment methods, and a simple return and refund procedure.

9. CONCLUSION

Due to its flexibility and ease of use, online shopping has grown in popularity. In this survey, 140 respondents in Thoothukudi District were asked about their satisfaction with internet purchasing. Customers' online purchasing activity is influenced by a number of elements, including discounts, product diversity, user reviews, delivery services, and convenient shopping options, according to the survey. Customers are quite happy with the return and refund process, according to the data, although payment methods still require work. Online retailers should concentrate on offering safe payment options, high-quality goods, prompt delivery, and improved customer service. E-commerce platforms can boost customer satisfaction and establish enduring relationships with clients by enhancing these services.

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