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A study on customers satisfaction towards online shopping with special reference to Gobi Arts and science college (Autonomous) UG students in Gobi

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Abstract

E-commerce has developed vastly in India. FMCG products, grocery items, soft drinks, clothing, mobile phones, computers, and electronic items are now sold through online shopping platforms. Manufacturers produce the goods and sell them directly to ultimate consumers via online shopping. In 1995, e-commerce entered India and began capturing the market. Not only towns but also villages are now supplied by platforms such as Amazon.in and Flipkart.com. Jewellery, the latest models of mobile phones, laptops, and desktop computers are all sold through online shopping. New film releases are available on streaming services like Netflix, Amazon Prime, Jio, and Sun Direct, accessible through online platforms. Theatre tickets, railway tickets, government and private bus tickets, and medicines are also sold online. The variety of products and reduced waiting time are advantages that are not possible through offline shopping. Book companies also sell their products through online platforms.

Keywords: E-commerce, consumers, new models, variety of products, book companies

Introduction

India has become one of the largest marketplaces, where people from high-income to low-income groups purchase products online. Their satisfaction leads them to continue buying products. Online shopping companies approved by the Government of India sell quality products. Compared to offline shopping, ISI and ISO-certified products are widely available online. These companies sell directly to ultimate consumers and earn profits, facing minimal risks. Quality, quantity, price, offers, and prompt delivery are important factors in the market. India, with its diverse, culture-based states, is one of the biggest marketplaces compared to other countries globally. In the future, groceries, medicines, cars, bikes, and jewellery will be sold increasingly through online shopping, capturing more customers. A variety of food items from brands like KFC, Swiggy, and Zomato are also delivered to ultimate consumers. Price comparisons show online shopping is competitive with offline prices. In the future, industries like iron and steel, paper, and cement will likely sell products online. Insurance companies are also beginning to sell policies through online platforms.

Review of Literature

Mohanapriya and Anusuya (2014) ^[1] carried out a research on, 'A study on Customer Preferences and Satisfaction towards Selected Online Websites with Special Reference to Coimbatore city', to find out the most preferred website among the selected websites, preference and level of satisfaction on online shopping. The study reveals that majority of the respondents prefer Flipkart followed by Amazon, eBay, Snapdeal, Jabong, Mytra. The customer prefers online purchase as it saves time, less price and due to convenience. Most of the respondents are satisfied with the service of online shopping such as timely delivery, discount offers, guarantee, warranty, and security.

Van *et al.* (2014) ^[2] study entitled 'Evaluating Factors Influencing Consumer Satisfaction towards Online Shopping in Vietnam identified the factors that influence online shopping. The findings of the study reveal that the various factors that influence online shopping are merchandise attribute, payment method, security, privacy and customer service.

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Muruganantham (2017) ^[3], Examined the satisfaction towards online shopping. Online shopping is the process whereby consumers directly buy goods, services etc., from a seller interactively in real time without an intermediary service over the internet. The main objective of the study is to identify the problem in the online shopping. The customer face major problems on theft of credit card information and lack of security on online payments. Implementing precautionary step to solve these problems shall create consumers confidently on online shopping. They can conclude a study consumers are looking for trust, security and wider choice throughout online shopping.

Dr. A. B Santhi (2017) ^[4] “A study on the customer satisfaction towards online shopping in Tirupati town”. This research was undertaken to know the factors influencing customer satisfaction. The objective of this study is to understand the demographic factor affecting customer satisfaction with respect to online shopping in India and also descriptive research used in this research, in findings they come out with result that the respondents are internet savvy every day and also they are ready to purchase the high quality product as well.

Research Methodology

I. Area of the study

The area of the study is UG Students in Gobi Arts and Science College (Autonomous) Gobi.

II. Sample Size

A sample of 100 respondents selected at Gobi Arts and Science College UG Students. The respondents have been interviewed at various disciplines using convenient sampling method.

III. Data Collection

Primary data have been collected from the respondents by through structured questionnaire. Secondary data have been collected from the various records, journals, books and websites.

Objectives of the Study

The main objectives of the study are to study the consumer's satisfaction of Online shopping with reference to Gobi Arts and Science College identifying the reasons underlying in UG Students.

1. To identify the demographic variables of the Gobi Arts and Science College UG Students
2. To identify the satisfaction of the students in Gobi Arts and Science UG Students
3. To find suggestions of the UG students

Scope of the Study

The sales volume of the Online shopping is increased year by year. To demand and supply known and sells their online shopping by manufacturers. To influencing the buying decision of the consumers. Willing to buy the products so, Consumers are satisfaction purchase the products.

Limitations of the Study

- 1) As the time is limited, convenient sampling technique is used to select the respondents.
- 2) Since the sample size is very small the conclusions may not reflect the opinions of the consumers in the universe.

- 3) The present research may not be always valid as the consumers' preference may change according to time, fashion, technology, development etc.,

Tools Used: Simple Percentage Analysis

Simple Percentage Analysis is the method to represent raw streams of data as a percentage (a part in 100-percent) for better understanding of collected data.

Mean, Standard Deviation are the statistical tools used and identify the Students satisfaction.

Primary Data Source

Using Questionnaire, which is a set of printed or written questions with a choice of answers, devised for the purpose of a survey or statistical study, We Collected the Data.

Secondary Data Source

The data that was originally collected for other research are called Secondary Data Sources. We Referred Articles, Journals & Magazines as mentioned in the Bibliography.

Formulae

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Analysis and Interpretation

Table A: Age of the respondents

S. No	Age	No. of Respondents	%
1	18 yrs - 20 yrs	75	75
2	21 yrs - 23 yrs	25	25
Total		100	100

Source: Survey Data

The above table A shows that out of 100 respondents, 75% of respondents are 18 yrs - 20 yrs, 25% of respondents are 21yrs - 23 yrs. Most of the 75% of respondents are 18 yrs - 20 yrs.

Mean	Standard Deviation σ
50	25

Out of the total respondents taken for study, it is understood from the table that age of the respondents, Mean is 50.

Table B: Gender of the respondents

S. No	Gender	No. of Respondents	%
1	Male	55	55
2	Female	45	45
Total		100	100

Source: Survey Data

The above table B shows that out of 100 respondents, 55% of the respondents are Male, 45% of the respondents are Female. Most of the 55% of the respondents are Male.

Mean	Standard Deviation σ
50	7.07

Out of the total respondents taken for study, it is understood from the table that gender of the respondents, Mean is 50.

Table C: Area of Residence of the respondents

S. No	Area of Residence	No. of Respondents	%
1	Urban	40	40
2	Rural	60	60
Total		100	100

Source: Survey Data

The above Table C shows that out of 100 respondents, 40% of respondents are Urban, 60% of respondents are Rural. Most of the 60% of respondents are Rural.

Mean	Standard Deviation σ
50	7.07

Out of the total respondents taken for study, it is understood from the table that area of residence of the respondents, Mean is 50.

Table D: Monthly Income of the Family (Rs.)

S. No	Monthly Income of the Family (Rs.)	No. of Respondents	%
1	Up to 10,000	24	24
2	10,001 to 20,000	25	25
3	20,001 to 30,000	20	20
4	30,001 to 40,000	17	17
5	Above 40,001	14	14
Total		100	100

Source: Survey Data

The above table D shows that out of 100 respondents, 24% of respondents are Rs. Up to 10,000, 25% of respondents are Rs. 10,001 to 20,000, 20 respondents are Rs. 20,001 to 30,000, 17% of the respondents are Rs.30,001 to 40,000, 14% of the respondents are Rs. 40,001. Most of the 25% of respondents are Rs. 10,001 to 20,000.

Mean	Standard Deviation σ
20	4.63

Out of the total respondents taken for study, it is understood from the table that monthly income of the family (Rs.) Mean is 20.

Table E: Family Size of the respondents

S. No	Family Size	No. of Respondents	%
1	Up to 3	46	46
2	4 -5	44	44
3	Above 5	10	10
Total		100	100

Source: Survey Data

The above table E shows that out of 100 respondents, 46% of respondents are Upto 3, 44% of respondents are 4-5, 10% of the respondents are Above 5. Most of the 46% of respondents are Upto 3.

Mean	Standard Deviation σ
33.33	20.23

Out of the total respondents taken for study, it is understood from the table that family size Mean is 33.33.

Table F: Satisfaction of Branded products by respondents

S. No	Brand	No. of Respondents	%
1	Highly Satisfied	35	35
2	Satisfied	58	58
3	Neutral	5	5
4	Dissatisfied	6	6
5	Highly Dissatisfied	2	2
Total		100	100

Source: Survey Data

The above table F shows that out of 100 respondents, 35% of the respondents are Highly Satisfied, 58% of the respondents are Satisfied, 5% of the respondents are Neutral, 6% of the respondents are Dissatisfied, 2% of the respondents are Highly Dissatisfied. Most of the 58% of the respondents are Satisfied.

Mean	Standard Deviation σ
21.2	21.94

Out of the total respondents taken for study, it is understood from the table that satisfaction of branded products Mean is 21.2.

Table G: Price of the Products purchased by the respondents

S. No	Price of the Products	No. of Respondents	%
1	Highly Satisfied	30	30
2	Satisfied	35	35
3	Neutral	10	10
4	Dissatisfied	20	20
5	Highly Dissatisfied	15	15
Total		100	100

Source: Survey Data

The above table G shows that out of 100 respondents, 35% of the respondents are Satisfied. 30% of the respondents are Highly Satisfied, 20% of the respondents are Dissatisfied. 15% of the respondents are Highly Dissatisfied. 10% of the respondents are Neutral. Most of the 35% of the respondents are Satisfied.

Mean	Standard Deviation σ
21.2	21.94

Out of the total respondents taken for study, it is understood from the table that price of the products Mean is 21.2.

Table H: Mode of payment

S. No	Mode of payment	No. of Respondents	%
1	Cash on delivery	60	60
2	Debit Card	18	18
3	Credit Card	5	5
4	Net banking	17	17
Total		100	100

Source: Survey Data

The above table H shows that out of 100 respondents, 60% of the respondents are Cash on delivery, 18% of the respondents are purchased thru Debit Card and 5% of the respondents are purchasing thru Credit Card, 17% of the respondents are Netbanking. Most of the 60% of the respondents are Cash on delivery.

Mean	Standard Deviation σ
25	20.84

Out of the total respondents taken for study, it is understood from the table that Mode of payment Mean is 25.

Table I: Inducements for Purchased by the respondents

S. No	Inducements for Purchase	No. of Respondents	%
1	Advertisements	5	5
2	Friends	19	19
3	Prestige	15	15
4	Self-decision	61	61
	Total	100	100

Source: Survey Data

The above Table I shows that out of 100 respondents, 5% of the respondents are induced by advertisements, 19% of the respondents are induced by purchase friends, 15% of the respondents are induced by prestigious thoughts and 61% of the respondents are induced by self-decision. Most of the 61% of the respondents are induced by self-decision.

Mean	Standard Deviation σ
25	21.40

Out of the total respondents taken for study, it is understood from the table that inducements for purchase Mean is 25.

Table J: Price of the products satisfaction by the respondents

S. No	Price	No. of Respondents	%
1	Highly Satisfied	20	20
2	Satisfied	60	60
3	Neutral	8	8
4	Dissatisfied	6	6
5	Highly Dissatisfied	6	6
	Total	100	100

Source: Survey Data

The above table J shows that 100 respondents, 20% of the respondents are Highly satisfied, 60% of the respondents are Satisfied, 8% of the respondents are Neutral, 6% of the respondents are Dissatisfied and 6% of the respondents are Highly Dissatisfied. Most of the 60% of the respondents are Satisfied.

Mean	Standard Deviation σ
20	20.67

Out of the total respondents taken for study, it is understood from the table that price of the products Mean is 20.

Table K: New Models products purchased by the respondents

S.No	New Models	No. of Respondents	%
1	Highly Satisfied	18	18
2	Satisfied	54	54
3	Neutral	14	14
4	Dissatisfied	10	10
5	Highly Dissatisfied	4	4
	Total	100	100

Source: Survey Data

The above Table K shows that 100 respondents, 18% of the respondents are Highly Satisfied, 54% of the respondents are Satisfied, 14% of the respondents are Neutral, 10% of the respondents are Dissatisfied, 4% of the respondents are Highly Dissatisfied. Most of the 54% of the respondents are Satisfied.

Mean	Standard Deviation σ
50	7.07

Out of the total respondents taken for study, it is understood from the table that new models products purchased Mean is 50.

Table L: Overall Performance of your Online shopping website

S. No	Overall Performance of your Online shopping website	No. of Respondents	%
1	Highly Satisfied	12	12
2	Satisfied	60	60
3	Neutral	8	8
4	Dissatisfied	12	12
5	Highly Dissatisfied	8	8
	Total	100	100

Source: Survey Data

The above table L shows that 100 respondents, 12% of the respondents are Highly Satisfied, 60% of the respondents are Satisfied, 8% of the respondents are Neutral, 12% of the respondents are Dissatisfied, 8% of the respondents are Highly Dissatisfied. Most of the 60% of the respondents are Satisfied.

Mean	Standard Deviation σ
20	20.08

Out of the total respondents taken for study, it is understood from the table that overall performance of your online shopping website Mean is 20.

Table M: Warranty facilities offered by Manufacturers

S. No	Warranty facilities offered	No. of Respondents	%
1	Highly Satisfied	24	24
2	Satisfied	48	48
3	Neutral	5	5
4	Dissatisfied	13	13
5	Highly Dissatisfied	10	10
	Total	100	100

Source: Survey Data

The above table M shows that 100 respondents, 24% of the respondents are Highly Satisfied, 48% of the respondents are Satisfied, 5% of the respondents are Neutral, 13% of the respondents are Dissatisfied, 10% of the respondents are Highly Dissatisfied. Most of the 48% of the respondents are Satisfied.

Mean	Standard Deviation σ
20	15.32

Out of the total respondents taken for study, it is understood from the table that warranty facilities offered by manufacturers Mean is 20.

Table N: Satisfaction of features of respondents products

S. No	Features of yours products	No. of Respondents	%
1	Highly Satisfied	48	48
2	Satisfied	35	35
3	Neutral	4	4
4	Dissatisfied	11	11
5	Highly Dissatisfied	12	12
	Total	100	100

Source: Survey Data

The above table N shows that 100 respondents, 48% of the respondents are Highly Satisfied, 35% of the respondents are Satisfied, 4% of the respondents are Neutral, 11% of the respondents are Dissatisfied, 12% of the respondents are Highly Dissatisfied. Most of the 48% of the respondents are Highly Satisfied.

Mean	Standard Deviation σ
22	16.67

Out of the total respondents taken for study, it is understood from the table that satisfaction of features of respondents products Mean is 22.

Table O: Respondents recommended to friends or relatives

Sl. No.	Recommended to friends or relatives	No. of respondents	%
1	Yes	75	75
2	No	25	25
	Total	100	100

The above table O shows that 100 respondents, 75% of the respondents are recommended to friends or relatives, 25% of the respondents are not recommended to friends or relatives. Most of the 75% of the respondents are recommended to friends or relatives.

Findings, Suggestions

1. 75% of respondents are 18 yrs - 20 yrs of the Age
2. 55% of the respondents are Male
3. 60% of respondents are Rural
4. 25% of respondents are Rs. 10,001 to 20,000
5. 46% of respondents Upto 3 are Family size
6. 58% of the respondents are Satisfied in Branded products
7. 35% of the respondents are Satisfied in Price of the Products purchased
8. 60% of the respondents are Cash on delivery in Mode of payment
9. 61% of the respondents are induced by self decision in Inducements for Purchased by the respondents
10. 60% of the respondents are satisfied in price of the products satisfaction by the respondents
11. 54% of the respondents are satisfied in New Models products purchased by the respondents
12. 60% of the respondents are satisfied in overall performance of your online shopping website
13. 48% of the respondents are satisfied in warranty facilities offered by manufacturers
14. 48% of the respondents are Highly Satisfied in features of respondents products
15. 75% of the respondents are recommended to friends or relatives

Conclusion

In India, Online Shopping introduced in 1995. Till date online shopping is very successfully developed. Every products can purchase through Online Shopping. Amazon.in, Flipkart.com. Online shopping companies sold huge products to ultimate consumers. All products purchased through Online shopping. Prompt delivery to customers. This research is a novel attempt to the researcher during the research. Today people purchase behaviour increase in India. Various Online shopping companies sales

and introduced various models of products. Various models introduced, consumers purchase the products. India is good market for Online shopping companies.

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