
Title: Customer Satisfaction towards Online Shopping

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Abstract

Customers purchase items or services openly from a seller through the Internet in real time, without the need of an intermediate provider, in the process known as online shopping. Online purchase has a noteworthy influence on customer attractiveness and satisfaction. Most companies in today's technological world depend on online purchases to satisfy customers while also attracting new ones. People may buy almost everything from firms who sell their goods online. Hundreds of items, such as books, clothes, household appliances, toys, hardware, software, and health insurance, may be purchased via an online store. This study looks at the influence of internet shopping on increasing customer satisfaction in a retail setting. The goal of this study was to determine the influence of internet purchasing on the retail industry. According to the findings of the research, internet purchasing helps firms grow their economic potential while also enhancing consumer satisfaction at work. The study's future scope is largely determined by the research project's larger environment. The world is changing at breakneck speed, and technology is growing at breakneck speed as well. Because technology progresses, firms will be able to express their positive encouragement in the market, internet purchases have a greater effect on customer buying behavior.

Keywords: Consumer, Customer Satisfaction, Internet, Online Shopping, Online Store, Shopping.

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1. Introduction

E-shopping, often known as online shopping, is a kind of electronic commerce that allows consumers to buy things or services directly from a vendor via the internet using a computer browser. Online shopping is a kind of e-commerce in which a customer may make a purchase immediately over the internet. E-web-store, e-store, online shop, web-shop, web-store, as well as virtual store are all terms used to describe online purchasing. M-commerce, or mobile commerce, refers to purchases made using a mobile-friendly website or app from an online shop[1], [2]. The method is referred to as business to consumer internet purchasing, and it is similar to buying products or services in a physical store or shopping mall. The process of a company buying from another company is known as business to business internet purchasing. Alibaba, Amazon, as well as eBay are the three largest online retail companies. More favourable attitudes about internet buying are associated with higher levels of education and personal income. It is critical to grow the sector's consumer base.

If a company's brand value increases as a consequence of attracting more industry customers, the company's brand value increases as well (Figure 1). Customer acquisition as well as satisfaction have been found to be significantly influenced by digital technologies. Customer attractiveness and happiness are significantly influenced by online purchases. In today's technology age, most businesses rely on internet transactions to keep consumers happy while also recruiting new ones. Customer happiness is significantly influenced by online buying[3].



Figure 1: The Above Figure Shows the Major Benefits of Online Shopping[4].

Consumers can establish a direct relationship with the store by purchasing online and visiting the company's website and other alternative applications. The use of electronic commerce has altered the way people shop. Nowadays, most people have access to popular online buying equipment including such smart phones, laptops, computers, tablets, as well as other similar devices, making internet shopping a reasonably straightforward means of acquiring any things from merchants on a regular basis. Customers are pleased when they purchase things from online stores since the approach of online shopping provides them with several advantages[5], [6]. When commodities are sold to target consumers for personal use rather than resale, and the buyer consumes the things, this is referred to as e-tailing. For E-commerce to be successful, it is critical to have great branding.

In order to meet evolving customer needs, the company's website must engage in creative data, be often updated, and be simple to browse. However, it is vital for the company to maintain the things affordable

so that more customers are attracted and satisfied. If the firm is able to attract and satisfy more consumers through the process of online purchasing, it will be a formidable competitor in the business sector[7], [8]. Customers will not have to wait extended amounts of time to get their ordered items since e-tailers require the efficiency of strong distribution. Customers must express loyalty and confidence in the organization by maintaining openness in its business procedures. According to this study paper, the online purchase method in retail enterprises increases customer happiness. The study looked at how satisfied people are with online shopping. Customer satisfaction approaches are also mentioned in this research report[9], [10].

1.1. Online stores

An online store is a website that enables users to buy and pay for goods and services. A successful store must attract qualified customers, aid them in understanding and addressing their issues, and make it easy for them to receive the solution. Shops, shopping carts, payment processing, and order fulfilment systems are all common features of online storefronts. There are a variety of shop hosting alternatives that can impact the efficacy of a user experience, as well as web analytics that can be utilised to determine the most effective web pages, content selections, and products.

Promoting, qualifying, growing interest, persuasion, and order processing are the main steps in establishing an internet business. Online malls, e-commerce hosts, including bespoke software are all examples of online stores. On the online storefront, visitors may discover information about the company, items, product types, detailed product pages, shop policies, as well as contact information. Customers may choose and temporarily store things they wish to purchase using a shopping cart. Payment is a system which allows a user to choose a payment method, collect payment data, and then process or record that data. The act of choosing or getting the products a client has purchased, sending the item, and keeping track of delivery information is known as fulfilment.

1.2. Customer satisfaction is important and necessary.

Customer satisfaction is a marketing word that refers to how well a company's products or services meet or exceed its consumers' expectations. Customer satisfaction is significant since it gives a statistic for marketers and company owners to utilize in managing and growing their companies. Customer happiness is critical since without it, revenues will be lower and more difficult to achieve. According to statistics, a firm with a high customer satisfaction rate can earn up to 18 times more income than one with a poor customer satisfaction rate. A pleased client is more likely to send additional business back to the firm, but an unsatisfied consumer is more likely to hinder growth. Negative customer evaluations might have a bigger influence on a company than its owners realise. While customers aren't always correct, they must be gratified to the best of a company's capacity. When it comes to marketing, word of mouth is often the most effective. Companies spend a lot of money on advertising, and excellent customer service ensures free advertising. When a client is pleased with a product or service, they are more likely to tell others about it, resulting in increased revenues for the firm.

The purpose of this study is to look at the influence of internet purchasing on the retail industry. The study also looked at how internet purchasing affects consumer satisfaction in physical businesses. The present empirical study is divided into many stages, the first of which includes a review of prior work on the suggested issue as well as the research hypothesis to be evaluated. After that, the research technique used for the study is discussed, and the next section deals with the analysis of the obtained data. Finally, a brief discussion and conclusion are formed, and the results are compared to the available data.

2. Literature Review

Rashed Al Karim discussed the Customer Consumption in Online Shopping[11]. In order to better understand customer satisfaction with online purchases, this study examines the main factors that influence consumers' decision-making processes as well as online purchasing hurdles. The study's framework was the Kotler and Killers Five Stage Buying Process Model, which was used to describe consumer satisfaction based on their reasons to purchase things online. The current literature was analyzed to find variables that may have a good or negative impact on customers' perceptions of online purchasing. To collect data for this study, surveys were done by distributing questionnaires around the

Wrexham area. According to the findings, respondents use the internet to purchase goods because it is more convenient for them, with convenience encompassing elements such as time savings, information availability, and opening time, as well as ease of use, website navigation, fewer shopping stress, less expensive, and shopping fun. Internet banking security, personal privacy and trust, confusing warranties and returns processes, and a lack of human customer service are the most significant impediments to online buying, according to respondents' opinions.

Rachna Jain and Shikha Sharma explained the Determinants of Customer Satisfaction in Online Shopping[12,13-17]. The determination of the studies is to look at the many elements that effect consumer satisfaction among internet buyers. The research will aid in the development of numerous ways to improve the online purchasing experience and, as a result, consumer happiness. The influence of different variables on consumer satisfaction in online purchasing was investigated using an elf-administered questionnaire. Security, information quality, payment mode, customer service, quality, and assortment all have a substantial beneficial impact on consumer happiness, according to the survey. The study's findings shed light on the factors that influence consumer satisfaction among online buyers.

Dr. Pratima Merugu and Dr. Vaddadi Krishna Mohan discussed about the Customers Satisfaction towards Online Shop[4]. With firms replacing conventional retail locations with online interfaces, a fundamental knowledge of variables affecting customer happiness in online purchasing has become more prominent. By providing greater consumer value, online shopping enables merchants to service their clients more swiftly and efficiently. In this context, a fundamental understanding of the elements that influence customer happiness in online purchasing has become more important. The determination of this study is to apply the modified SERVQUAL model to online purchasing in order to characterise how customers perceive the quality of online shopping. The respondents were chosen using a simple sampling approach. The data was examined using statistical processes such as principal component analysis, cross tabulation, and frequency tables. An objective dependability test was used to accomplish this. All dimensions are trustworthy, according to the reliability analysis. First, the survey revealed that ease of use, service dependability, responsiveness, assurance, as well as security are the most important factors of customer satisfaction while shopping online. The study's main goal is to figure out what elements impact online buyers' happiness.

Reviewing and synthesising the literature relevant to the research objectives provided sufficient insight into the many aspects of the online shopping research topics. The number of researchers studying customer happiness and online purchasing is large, indicating that there is plenty of information available in this sector. There are enough disparities in terms of geography and demographics. As a result, the research is required. With the use of analysis and statistics, as well as graphical depiction, this study analysed and described the key topic of consumer satisfactions with online shopping.

Research Question:

- What are the effects of internet purchasing on a company's operations?
- How pleased are the company's consumers with its goods and services?
- What influence does internet purchasing have on increasing consumer satisfaction in retail stores?
- What future recommendations do you have for retailers who want to adopt online shopping?

3. Methodology

3.1. Design:

The three basic research design techniques found in the research onions are explanatory, as well as descriptive research design approaches. The descriptive research design technique assists in recognizing the basic difficulties that have evolved throughout the research activity. The exploratory research approach assists in identifying and emphasizing the most essential topics and background information. Descriptive design extrapolates general laws from individual situations. In terms of the chosen online shopping idea, it connects to the premises and results in a customer satisfaction conclusion. For this research, the primary data collecting technique, survey, and interview methodology were used. Secondary data was gathered through resources such as an online library, academic publications, websites, and news stories.

3.2. Sample:

The word "sample size" refers to a strategy for determining and selecting the repetitions and numbers from the observations used in statistical sample work. A total of 150 people were chosen for the study project, with 100 of them taking part in the survey. In order to decrease the variance in the replies, the researcher used non-probability sampling approaches for the interview. This sample approach was utilised by the researcher to pick two employees from retail businesses to conduct the interview and collect qualitative data on the study subject. All of the respondents gave their replies at the same time since they were all given the same set of questionnaires when the poll was conducted.

3.3. Instruments:

The researcher utilised a variety of techniques to perform the study. The research questionnaire was used to collect primary information on the study subject. Other programmes, such as MS Excel, were also utilised for obtaining and editing main data gathered through the survey. The qualitative data from the interview procedure, on the other hand, was collected using MS Word.

3.4. Data Collection:

The interpretative approach is a form of qualitative technique that analyzes data via logical reasoning. This inquiry is primarily concerned with the actions of the participants. The material offered in the topic is significantly relied upon by the researchers. The data collection methodology for a mixed method thesis is a combination of quantitative and qualitative data collection techniques.

3.4.1. Data collection based on Age Group:

The Figure 2 shows collection of data basis of Age Groups of the respondents. The respondents were questioned about their age groups by the researcher. Four choices were presented to the responders. 26 to 35 years, 36 to 50 years, 18 to 25 years, as well as above 50 years were the possibilities.

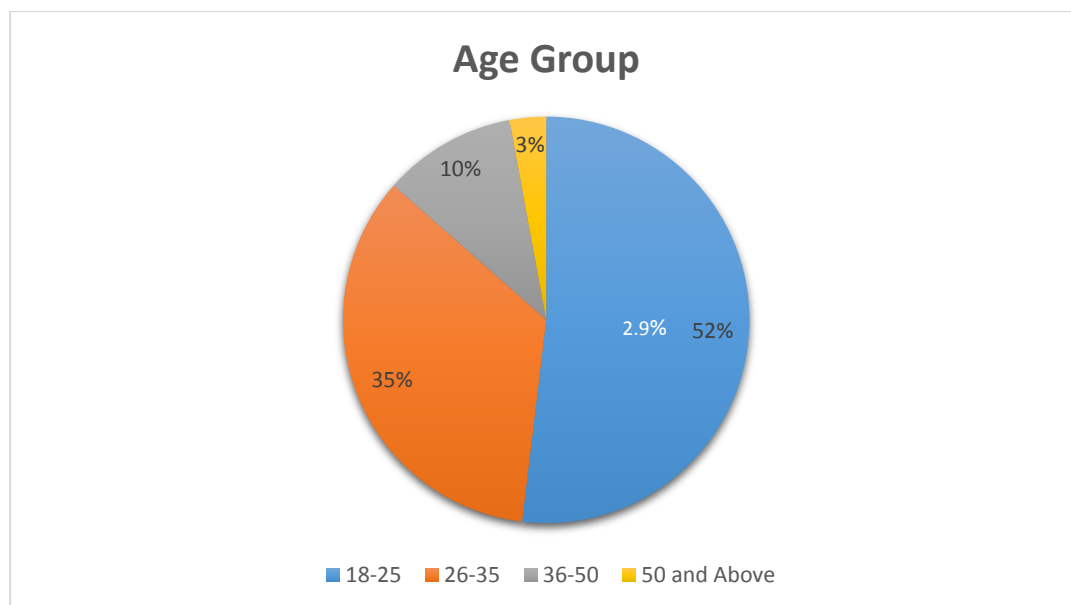


Figure 2: The Above Pie Shows the Data on Based Age Group of the Respondents.

3.4.2. Respondents based on Gender:

Figure 3 represent the collection of data based on Gender of the respondents. The respondents wished to know the gender of the chosen participants based on their age group. Male and female were the two choices. Majority of the male respondents are more than the majority of Female respondent.

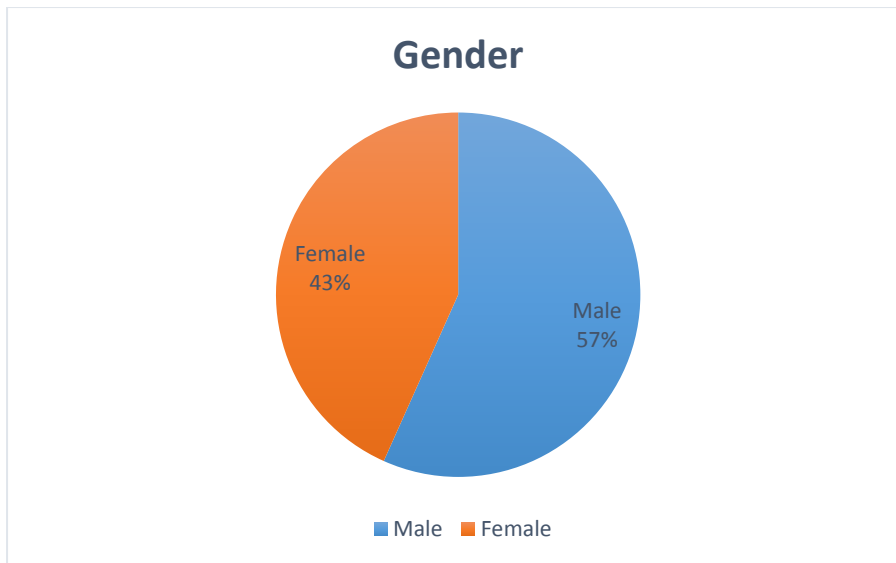


Figure 3: The Above Pie Graph Illustrations the Gender Group of the Respondent.

3.4.3. Online shopping can provide more facilities:

Figure 4 shows the data based on the online shopping can provide more facilities than conventional shopping method. After obtaining basic demographic information such as respondents' age and gender, the respondents were questioned if internet buying had the potential to give more benefits and conveniences than traditional shopping.



Figure 4: Illustrates whether or not online shopping provides better facilities than conventional shopping.

3.4.4. Using of the Online shopping facility while purchasing any products:

Figure 5 represent the data based on online using the online shopping facility while purchasing any products. When asked if they use online shopping to purchase things, the respondents said yes some of the respondents says they are use sometimes while some of the respondents use the online shopping app always while small number of respondents not using online apps for shopping.



Figure 5: Illustrates the Frequency of Using Online Shopping Facility while Purchasing Products.

3.4.5. Online shopping enables you to get more information about products:

Figure 6 represent the data based on can online shopping enables you to get more information about products. The participants were asked if the online shopping facility helps buyers in understanding every element of the finished product, from its maker to its parts. This time, too, a strong result was in support of the online facility.



Figure 6: Illustrates Whether Online Shopping More Information about Products than Traditional Shopping.

3.5. Data Analysis:

The researcher used both qualitative as well as quantitative data analysis methodologies in this study to analyse the data gathered throughout the study and come up with a solid conclusion. In this research project, a quantitative research analysis was adopted with the assistance of a questionnaire survey approach. The researcher uses a qualitative data analysis approach to examine the data collected from the interviews. The data is evaluated thematically and linked with the responses gained from the

interview. The closed-ended questions aid in in-depth analysis and the establishment of successful communication. The interview technique was chosen for the study project because it is high-quality and provides trustworthy data.

3.5.1. Analysis of Quantitative Data:

Figure 2 shows the options: 18 to 25 years, 26 to 35 years, 36 to 50 years, or above and 50 years. 51.9 percentage of the respondents were between the ages of 18 and 25, according to the data gathered. Between the ages of 26 and 35, 34.6 percent of those questioned were. 10.6 percent of those polled were between the ages of 36 and 50, while 2.9 percent said they were older than 50. The male category accounted for 56.7 percent of the 104 responders, or 59 people. Females accounted for 43.3 percent of the remaining 45 respondents as shown in Figure 3. Figure 4 the response was very positive, with 63.5 percent of those that were chosen expressing satisfaction. Respondents agreed that there are numerous advantages to internet purchasing, such as efficiency that are lacking in traditional shopping. 16.3 percent of respondents disagree, believing that the purchasing environment has not altered as a result of the internet service. The remaining 20.2 percent of those polled remained mute in response to this question. Of the 104 respondents, 56.7 percent, or 59, were male.

Females accounted for 43.3 percent of the remaining 45 respondents. Figure 5: 21.2 percent of those polled said they always use the internet to buy a variety of things. 39.4 percent of respondents stated that they favor traditional purchasing methods since they had never purchased a goods using an internet method. The remaining 38.5 percent of respondents acknowledged that they occasionally prefer to buy things from well-known e-commerce companies' online portals. Figure 6: The findings revealed that 58.7% of the participants strongly believe that online shopping facilities or e commerce websites provide more information and details about products than traditional shops and retailers. 21.2 percent of respondents believe that online shopping facilities occasionally provide more information about the products that customers want to buy. 1% of respondents did not respond at all because they chose the neutral option for this question. 19.2 percent of those polled disagreed, claiming that online purchasing does not provide more product information.

3.5.2. Qualitative Data Analysis:

The process of making sense of the ideas and opinions of research participants depending on the given situation is known as qualitative data analysis. Themes, associated patterns, situations, and recurring commonalities are examined using this data analysis method. Qualitative data analysis is a continuously iterative process that involves data processing, gathering, reporting, and analysis on a series of intricately connected activities. Two employees from various retail firms were chosen for the qualitative study in order to obtain more detailed information on the subject.

4. RESULTS AND DISCUSSION

The fundamental research subject focuses mostly on internet purchasing and its influence on the retail industry. A detailed analysis of internet purchasing and its influence on the corporate sector has uncovered some realities previously concealed behind layers of market strategy. The study looked into online buying from a variety of views, which helped researchers understand the perspectives of consumers, marketers, and businesses. The research focused on customers, and it was determined that they are the ones who have benefited the most from the online purchasing method. The quantitative data analysis inquiry revealed some astonishing facts and figures, leading to the conclusion that internet shopping has been planned to develop to significant proportions in the future. The survey included a limited handful of general public respondents, and it was found that the majority of the respondents truly belongs to the adult as well as matured groups, who may be in their own service life, uncovering that the definition of online shoppers is not just a game for teenagers or children, but that it is also a useful tool in their daily lives for the matured. Females responded in higher numbers.

Though some customers seem to be bewildered by this concept, this uncertainty may be due to their lack of online shopping expertise. When the majority prefers or agrees on the benefits of online buying, it might be argued that businesses have been unable to give excellent customer service via traditional purchasing, resulting in lower customer satisfaction. The significant number of persons who replied to

the poll demonstrates that consumers have been utilizing online shopping technology to purchase things on a regular basis, indicating that customer happiness is high. Customer satisfaction is the most crucial requirement, or rather aim, of vendors, which may be fulfilled by giving more and accurate information about the goods. The buyer and seller both benefit from the opportunity to expand their company while also receiving and giving complete service. The company's deals and discounts may be credited with the popularity of online shopping, as well as the high level of customer satisfaction achieved via this approach.

5. Conclusion

Customer happiness is critical to every company's success. Customers who are satisfied are more inclined to make repeat purchases. According to the findings of this survey, internet customers are happy. The current situation also suggests that internet marketers should place a greater emphasis on the price and after-sale factors. In this competitive period, all internet marketers must focus on customer satisfaction in order to keep existing consumers and must provide fresh schemes on a daily basis in order to attract new customers. Customer satisfactions is one of the most crucial parts of any organization, as it contributes in the promotion of a company's favorable image in the marketplace as well as the providing of extra financial rewards in the workplace, as shown by this research. From the perspective of customer satisfaction, it can be concluded that companies are demonstrating their commitment to providing the highest quality service to their existing customers, as well as providing new offers and discounts on their products, in order to attract more new customers and enable more satisfactory performance of the organization's employees.

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