

A Study on Customer Preference And Satisfaction Towards Online Shopping

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Abstract. Online shopping has emerged as a significant component of modern retail due to rapid technological advancements and increased internet accessibility. This study focuses on analyzing customer preference and satisfaction towards online shopping. It examines the factors influencing customer choices, such as convenience, product variety, pricing, discounts, and user-friendly interfaces. The study also highlights the key determinants of customer satisfaction, including product quality, delivery services, payment security, return policies, and customer support. Furthermore, it explores the relationship between customer preference and satisfaction, emphasizing how meeting customer expectations leads to loyalty and repeated purchases. Despite its advantages, online shopping faces challenges like delivery delays, product mismatches, and security concerns. The study concludes by suggesting measures to improve service quality and enhance customer experience. Overall, understanding customer behavior is essential for the growth and sustainability of online retail businesses.

Keywords: Online Shopping, Customer Preference, Customer Satisfaction, E-commerce, Consumer Behavior.

I Introduction

Online shopping has revolutionized the way consumers purchase goods and services. With the advancement of internet technology and the widespread use of smartphones, people are increasingly shifting from traditional shopping methods to digital platforms. Online shopping refers to the process of buying products or services through websites or mobile applications without physically visiting stores.

In recent years, the growth of e-commerce has been remarkable. Customers now enjoy the flexibility of shopping anytime and anywhere. The availability of multiple online platforms has intensified competition, forcing businesses to focus on customer needs, preferences, and satisfaction. Understanding customer preference and satisfaction is essential for online retailers to retain customers and improve their services.

Customer preference refers to the choices and priorities of consumers when selecting products or services, while customer satisfaction refers to the level of happiness experienced after using the product or service. Both concepts are interrelated and play a significant role in the success of online businesses.

II. Review of Literature

1. **Philip Kotler (2017):** Highlighted that customer satisfaction depends on convenience, price, and product availability. Satisfied customers lead to loyalty.
2. **Laudon and Traver (2019):** Found that website design, ease of use, and payment security influence online shopping satisfaction.
3. **Zeithaml, Bitner and Gremler (2018):** Explained that service quality, delivery speed, and responsiveness improve customer satisfaction.
4. **Parasuraman, Zeithaml and Berry (1988):** Introduced SERVQUAL model to measure service quality and customer satisfaction.
5. **Turban et al. (2020):** Stated that website quality, product details, and reviews influence buying decisions.
6. **Ajzen (1991):** Explained that attitudes, social factors, and ease of use affect online shopping preference.

III. Statement of the Problem

With the rapid growth of online shopping, consumers are increasingly shifting from traditional retail stores to digital platforms. While online shopping offers benefits such as convenience, variety, and competitive pricing, it also presents several challenges, including concerns about product quality, delivery delays, payment security, and difficulties in return and refund processes. These issues directly influence customer preference and satisfaction levels.

In a highly competitive e-commerce environment, businesses face the challenge of understanding customer expectations and delivering services that meet or exceed them. Differences in customer preferences based on factors such as age, income, and technological awareness further complicate this process. If customer expectations are not fulfilled, it may lead to dissatisfaction and loss of customer loyalty. Therefore, the main problem of this study is to analyze the factors influencing customer preference and satisfaction towards online shopping and to identify the gaps between customer expectations and the actual services provided by online platforms. This study aims to provide insights that can help improve customer experience and enhance overall satisfaction.

IV. Scope of the Study

The present study focuses on analyzing customer preference and satisfaction towards online shopping. It covers various factors that influence consumer behavior, such as convenience, product variety, pricing, delivery services, payment methods, and customer support. The study aims to understand how these factors affect customer decisions and overall satisfaction levels.

The scope is limited to consumers who use online shopping platforms and have prior experience with digital purchases. It includes the evaluation of customer opinions, expectations, and experiences related to online shopping services. The study also examines the relationship between customer preference and satisfaction to identify key areas for improvement.

Geographically, the study may be confined to a specific area (such as a city or region), and the findings are based on the responses collected from selected respondents. Therefore, the results may not be universally applicable but provide useful insights into customer behavior within the selected sample. Overall, the study helps businesses understand customer needs and improve their services to enhance satisfaction and build long-term customer relationships.

V. Objectives of the Study

- To study the level of customer preference towards online shopping.
- To identify the factors influencing customers to choose online shopping.
- To analyze the level of customer satisfaction with online shopping services.
- To examine the relationship between customer preference and satisfaction.
- To identify the problems faced by customers while shopping online.
- To provide suggestions to improve customer satisfaction in online shopping.

VI. Research methodology

Research methodology refers to the systematic approach used to collect and analyze data for the study. This study on customer preference and satisfaction towards online shopping is descriptive in nature, as it focuses on understanding customer behavior and opinions. Both primary and secondary data are used for the study. Primary data is collected directly from respondents through a structured questionnaire, while secondary data is gathered from books, journals, and online sources. The study adopts a convenience sampling technique, selecting 100 respondents based on their availability and ease of access.

The area of the study is limited to a specific region and focuses on customers who have experience in online shopping. The collected data is analyzed using simple statistical tools such as percentage method, tables, and charts for easy interpretation. The study is conducted over a limited period, and it may have certain limitations such as small sample size, time constraints, and possible bias in responses.

In addition, the questionnaire is designed in a simple and clear manner to ensure better understanding among respondents. The study also aims to maintain accuracy and reliability of data collected. Proper care is taken during data collection and analysis to avoid errors and ensure meaningful result.

VII. Findings and Analysis

- Most customers prefer online shopping due to convenience, wide product variety, and easy price comparison.
- Discounts, offers, and customer reviews strongly influence purchasing decisions and increase customer preference.
- Majority of customers are satisfied, but issues like delivery delays, damaged products, and return difficulties affect overall satisfaction.

VIII. Conclusion

Online shopping has become an important part of modern consumer behavior due to its convenience, variety, and cost-effectiveness. The study concludes that customer

preference is mainly influenced by factors such as ease of access, attractive offers, and availability of multiple products. Customer satisfaction depends on product quality, timely delivery, secure payment options, and efficient customer service.

Although most customers are satisfied with online shopping, certain issues like delivery delays, product mismatches, and return difficulties still exist. Therefore, online platforms should focus on improving service quality and addressing customer concerns. By meeting customer expectations and providing a better shopping experience, businesses can enhance customer satisfaction and build long-term loyalty.

Reference

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