A Study on Customer Satisfaction in Online Shopping Among Satara City

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Abstract

This research paper explores the customer satisfaction with online shopping among students in Satara city, focusing on preferences, spending behavior and overall satisfaction level. The rapid growth of e-commerce has revolutionized shopping habits, especially among students who are increasingly turning to online platforms. The first objective of the study is to identify the more preferred platforms for online shopping among students. The second objective explores the amount of time and money students spend on online shopping. Finally, the research examines the level of satisfaction of students after purchase, highlighting factors such as product quality, delivery time and customer satisfaction on various e-commerce stands. Data was collected through a structured questionnaire and the findings provide valuable understanding in students' choice and their overall online shopping experiences. The aim of the study is to provide recommendations to improve the engagement of e-commerce platforms with student shoppers, especially in small cities like Satara.

Keywords: Customer Satisfaction, Online Shopping, Student, Favorite Satara City, Shopping Habits, Satisfaction Levels, Platform etc.

Introduction

Online shopping is now a big part of modern shopping allowing customers to buy products or services directly from sellers over the internet using a web browser or mobile app there are two main types of online shopping business-to-consumer b2c where businesses sell to individual customers and business-to-business b2b where businesses sell to other businesses online stores show details about products including information pictures prices and features they offer the advantage of being open 247 unlike physical stores in India websites like amazon flipkart and myntra have become very popular especially among people with busy lives online shopping is convenient provides a wide range of products and makes it easy to compare prices customers can shop on different devices like computers tablets or phones and pay using methods like credit cards debit cards or pay pal however there are risks such as fraud since shoppers cant physically check the products before buying.

Objectives of the Study-

1. To study of which is the favorite website of college students in online shopping platform.
2. To study of how much amount and time college students spend on online shopping.

3. To study of satisfaction level of college students after online shopping.

Scope of the study
The present study confined to analysis of which is the favorite online shopping platform in different college students in satara city.

Research Methodology
A descriptive research methodology is used to conduct the study.

Data Collection
The present study is mainly based on primary data which is collected through structured questionnaire prepared on Google Form. Close ended question were asked in the questionnaire to get the answer of those questions, which is related to the objectives of the study and was personally sent to college students to their mobile numbers. The respondents within duration of one week filled and submitted those to the researcher.

Area of the Study
The research is conducted in satara city.

Sampling Method
The sampling technique followed was convenient sampling method and judgmental sampling method.

Sample Size
Total number of responds 50 were selected for the collection of information related to online shopping platform.

Table No-1

Sr.No	Name of the College	Female	Male
1.	Dhananjayrao Gadgil collage of Commerce satara.	10	5
2.	Yashwantrao Chavan Institute of Science, Satara.	5	5
3.	Chh.Shivaji College of Arts, Satara.	5	5
4.	Savitribai Phule Mahila Mahavidyalaya, Satara.	5	-
5.	Karamveer Bhaurao Patil College of Engineering, Satara.	5	5
Total No of Sample -50		25	25

Table Explanation-
Table No-1 and Figure-1 present data on the gender distribution across five colleges in Satara. The table shows the number of female and male students sampled from each college, with a total sample size of 50, equally divided between genders (25 females and 25 males). The bar graph visually represents this data, with each college having two bars, one for females and one for male.

Table No-2

Sr.No	Favorite Online Shopping Platforms	No. of Sample	No. of Sample in Percentage
1	Meesho	15	30%
2	Amazon	16	32%
3	Myntra	2	4%
4	Flipkart	15	30%
5	Ajio	1	2%
6	Snapdeal	1	1%

Table Explanation-

In the table no. 2 table shows the distribution of student's preferences among online shopping platforms. Amazon is the most favored platform with 32% of the sample, followed by Meesho and Flipkart, both at 30%. Myntra accounts for 4%, while Ajio and Snapdeal have the lowest preference at 2% and 1% respectively.

Figure-1
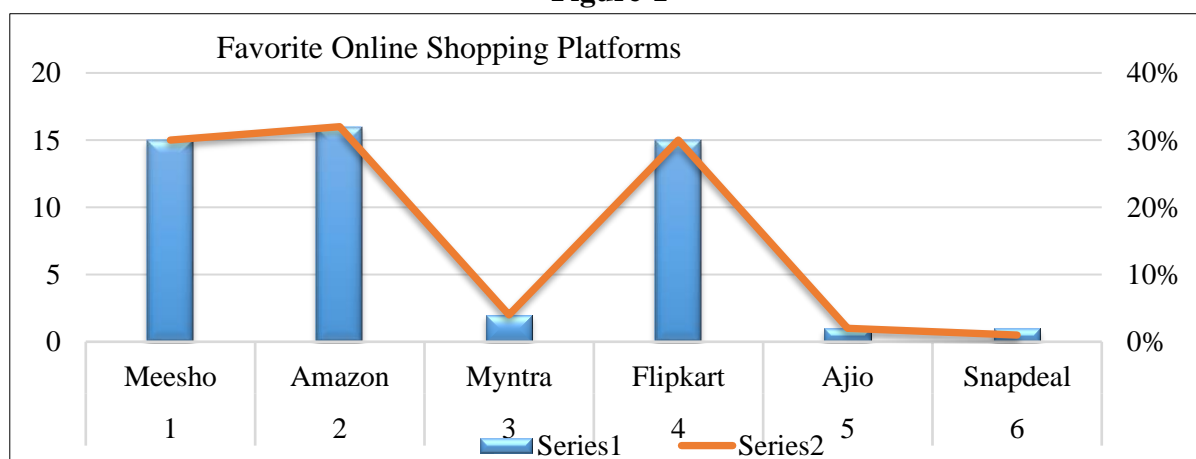
Graph Explanation-

In the graph the x-axis lists the online shopping platforms (Meesho, Amazon, Myntra, Flipkart, Ajio, Snapdeal). The left y-axis shows the "No. of Sample" ranging from 0 to 20, while the right y-axis displays the "No. of Sample in Percentage" from 0% to 35%. In the graph bars represent the "No. of Sample" for each platform. The height of each bar corresponds to the number of respondents who chose that platform as their favorite. In the graph line represents the "No. of Sample in Percentage." It illustrates the percentage distribution across the platforms, providing a clear view of the relative popularity of each one. Both the table no-2 and the graph no-2 convey that Amazon, Meesho, and Flipkart are the most popular online shopping platforms among the surveyed sample. Myntra has moderate popularity, while Ajio and Snapdeal are the least favored. The graph provides a visual representation of these preferences, making it easier to compare the popularity of different platforms at a glance.

Table No-3

Sr.No	Students Amount Spend on Online Shopping.	No. of Sample	No. of Sample in Percentage
1	Less than 1000	38	78%
2	1000 to 5000	8	14%
3	5000 to 10000	2	4%
4	Above 10000	2	4%

Table Explanation-

It categorizes students into four groups based on their spending amount: Less than 1000, 1000 to 5000, 5000 to 10000, and Above 10000. The table shows the number of students (sample size) in each category and their corresponding percentage. An important portion of students (78%) spends less than 1000 on online shopping.

Figure -2
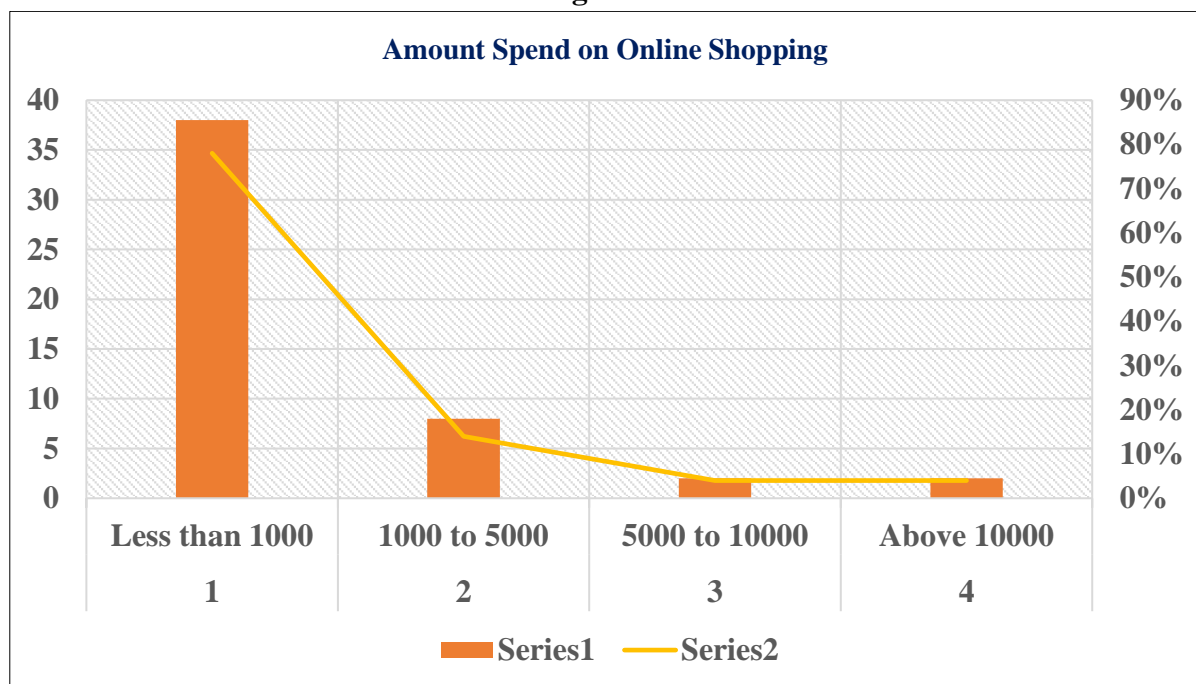
Graph Explanation-

In the graph the bar chart (Series 1) represents the number of students in each spending category, aligning with the table data and the line graph (Series 2) plots the percentage of students in each category, also corresponding to the table data. The graph reinforces the trend that most students spend less, with a decreasing number of students in higher spending categories. The data indicates that a large majority of students are cautious spenders when it comes to online shopping. Only a small percentage of students spend more than 5000. The combined table and graph offer a clear and concise overview of student spending money on online platforms

Table No-4

Sr.No	Students Time Spend on Online Shopping.	No. of Sample	No. of Sample in Percentage
1	Less than 1 hour	31	62%
2	Less than 2 hour	10	20%
3	3 to 5 hour	5	10%
4	6 to 10 hour	2	4%
5	More than 10	2	4%

Table Explanation-

The provided table presents data on students' time spent on online shopping, showing the distribution of a sample of students across different time intervals and their corresponding percentages.

Figure -3
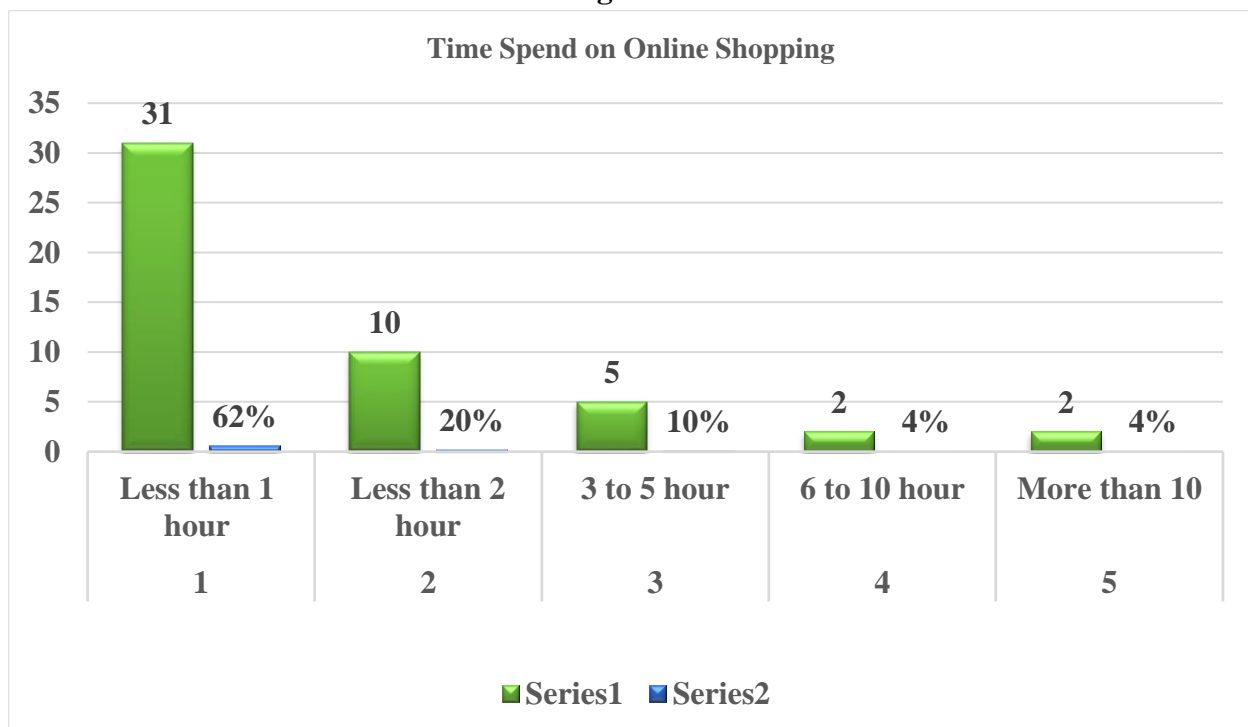
Graph Explanation-

The bar graph visually represents the same data, with the x-axis showing the time spent on online shopping and the y-axis showing the number of students. Each bar corresponds to a time category, and its height represents the number of students in that category. The percentages are also displayed above each bar. A majority of students (62%) spend less than 1 hour on online shopping. 20% of students spend less than 2 hours. Smaller percentages of students spend more time, with 10% spending 3-5 hours and 4% each spending 6-10 hours or more than 10 hours. The graph offer a clear and consistent representation of the data, highlighting the distribution of time students spend on online shopping.
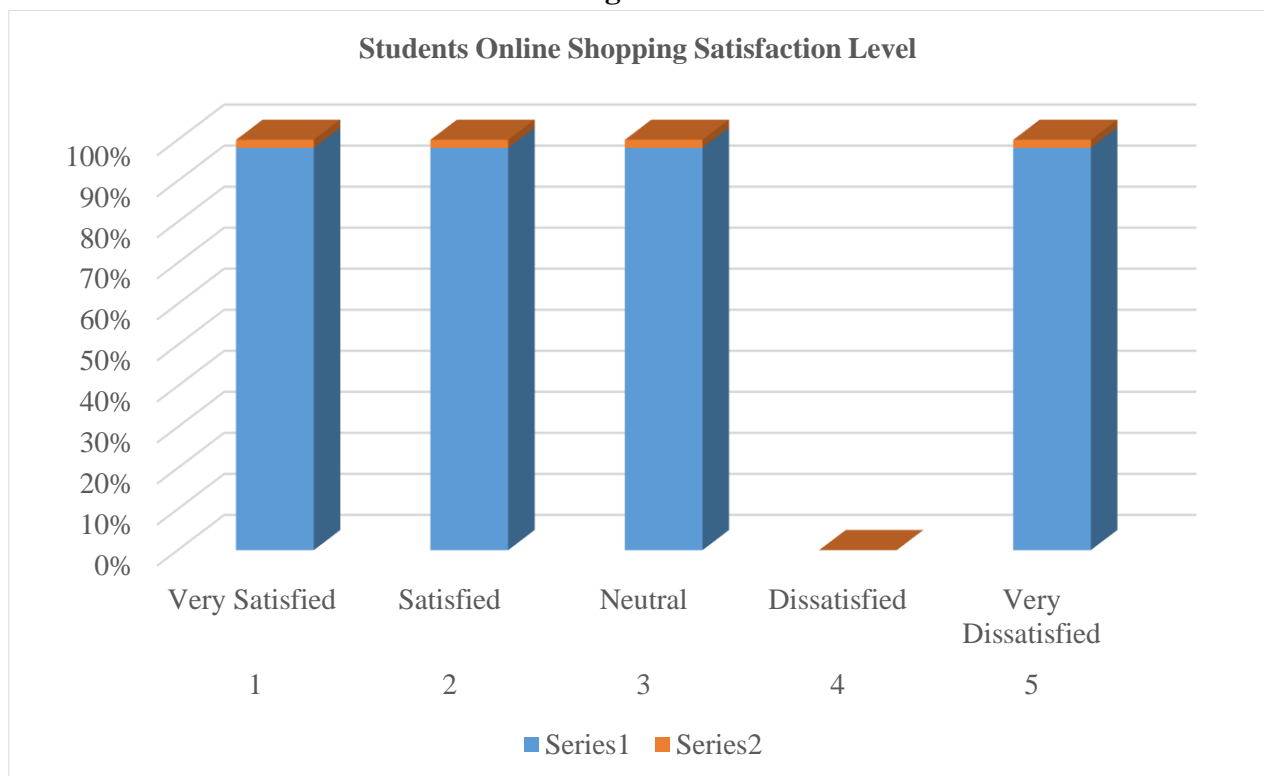
Table No-5

Sr.No	Students Online Shopping Satisfaction Level	No. of Sample	No. of Sample in Percentage
1	Very Satisfied	6	12%
2	Satisfied	26	52%
3	Neutral	16	32%
4	Dissatisfied	-	-
5	Very Dissatisfied	2	4%

Table Explanation-

In the table no -5 table show the student satisfaction levels with online shopping. It presents data collected from a sample of students, categorizing their satisfaction into five levels: very satisfied, satisfied, neutral, dissatisfied, and very dissatisfied. The table displays the number of students in each category and their corresponding percentage of the total sample. Notably, no students reported being dissatisfied in this survey.

Figure -4

Graph Explanation-

In the graph show students online shopping satisfaction levels. The data indicates that 52% of students are "Satisfied," 32% are "Neutral," 12% are "Very Satisfied," 4% are "Dissatisfied," and 0% are "Very Dissatisfied." Graph show the over half of the students have a positive experience with online shopping, while a significant portion remains neutral. A small percentage express dissatisfaction.

How much would you rating your favorite online shopping platform according your satisfaction level?

Table No-6

Sr.No	Students Online Shopping Satisfaction Level in Rating	Rating	No. of Sample	No. of Sample in Percentage
1	Very Satisfied	5	13	26%
2	Satisfied	4	16	32%
3	Neutral	3	14	28%
4	Dissatisfied	2	3	6%
5	Very Dissatisfied	1	4	8%

Table Explanation-

In the table data show students online shopping satisfaction levels, both in a table format. The data represents responses categorized into five levels: Very Satisfied, Satisfied, Neutral, Dissatisfied, and Very Dissatisfied. Each level is associated with a rating (from 5 to 1), the number of samples, and the percentage of samples.

Figure -5
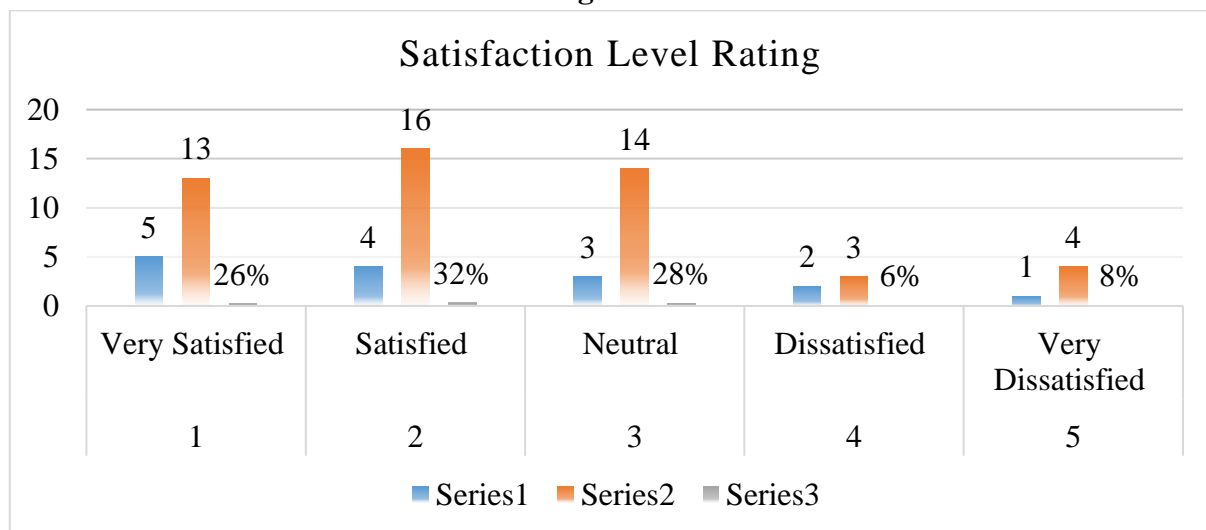
Graph Explanation-

The bar graph clearly represents the same data. The x-axis shows the satisfaction levels, and the y-axis shows the number of samples. The data indicates that the majority of respondents are either satisfied (32%) or very satisfied (26%). A significant portion is neutral (28%), while a smaller percentage is dissatisfied (6%) or very dissatisfied (8%). This suggests an overall positive to neutral sentiment, with room for improvement in addressing the concerns of dissatisfied individuals.

Findings –

1. To find out the above study Maximum student's favorite online shopping platform is meesho, amazon and flipkart.
2. To find out the above study a significant majority (78%) of the surveyed students spend less than ₹1000 on online shopping.

3. To find out the above study Online shopping spending is heavily concentrated in the lower range, indicating that most students are either budget-conscious or do not frequently engage in high-value online purchases.

4. To find out the above study The Satisfied category has the highest number of samples (16), while the dissatisfied category has the lowest (3).

5. To find out the above study a smaller percentage of respondents expressed dissatisfaction, with 6% being dissatisfied and 8% very dissatisfied.

Suggestion

1. Promote time management by encouraging students to set limits on online shopping and raise awareness through workshops about its potential impact on academic performance and well-being.

2. Investigate dissatisfaction by understanding the concerns of the 4% who are very dissatisfied, as addressing their issues can offer valuable insights for improvement.

3. Focus on the 14% of dissatisfied respondents by investigating the root causes of their dissatisfaction and implementing targeted improvements to enhance their experience.

4. Regularly monitor satisfaction levels to track changes, identify emerging issues, and take proactive measures to maintain or enhance customer satisfaction.

5. Conduct surveys or interviews to gather more in-depth feedback. This will provide a better understanding of the specific issues and areas for improvement.

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Conclusion

It is concluded that the study highlights the the customer favorite online shopping platform and customer satisfaction among students in Satara City. Meesho, Amazon, and Flipkart emerge as the top shopping platforms, with most students spending less than ₹1000 per transaction, reflecting their budget-conscious nature. While overall satisfaction is high, there remains a small segment of dissatisfied students, which warrants attention to better understand and address their concerns. The research suggests that regular monitoring of satisfaction levels, promoting time management for online shopping, and raising awareness about the potential impact on academic performance and well-being are crucial for enhancing the online

shopping experience for students. By gathering more in-depth feedback and focusing on targeted improvements, e-commerce platforms can better cater to the needs and preferences of students in Satara.