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# A Study on Satisfaction of Customers in Online Shopping Platforms

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## ABSTRACT

*The rapid growth of online platforms has transformed the way customers purchase goods and services, offering convenience, accessibility, and a wide range of options. This study aims to examine the level of customer satisfaction in online platforms by conducting a structured survey. A total of 45 respondents participated through Google Forms, reflecting diverse age groups, preferences, and experiences. Both primary and secondary data sources were used to frame the study. The research highlights the importance of service quality, ease of use, security, product delivery, and customer support in shaping satisfaction levels. The study concludes that while online platforms provide convenience, more options and good prices, customers often express concerns about timely delivery and after-sales services. The findings contribute to understanding customer perceptions and can help businesses improve customer-centric strategies for sustainable growth.*

**Keywords:** *Customer Satisfaction, Online Platforms, Consumer Behaviour and E-commerce*

## I. INTRODUCTION

In today's digital age, the rise of e-commerce and online platforms has reshaped consumer behavior on a global scale. With increasing internet penetration, affordable smartphones, and digital payment options, online shopping has become a mainstream activity. Customers now have access to thousands of products and services at their fingertips, eliminating geographical and time barriers. Platforms such as Amazon, Flipkart, Myntra, and other e-commerce sites have become central to modern consumption patterns. However, customer satisfaction remains one of the most critical factors determining the success of these platforms.

Unlike traditional shopping experiences where customers can physically examine products and interact with sellers, online platforms require trust in technology and systems. Factors such as website interface, reliability of information, accuracy of product descriptions, delivery efficiency, payment security, and after-sales support directly impact customer satisfaction.

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convenience, customers frequently encounter challenges such as delayed deliveries, damaged goods, lack of proper return policies, hidden costs, and poor customer service. These experiences create dissatisfaction and reduce customer loyalty. On the other hand, seamless digital interfaces, attractive offers, and reliable service quality enhance satisfaction, leading to repeat purchases and positive word-of-mouth.

The Indian online market, in particular, has witnessed exponential growth in the last decade. According to industry reports, the e-commerce sector is projected to grow significantly, supported by government initiatives like “Digital India” and changing lifestyle patterns. Yet, this growth also brings increased competition among platforms, making customer satisfaction the ultimate differentiator. Thus, studying customer satisfaction in online platforms is vital not only to understand consumer expectations but also to identify areas where businesses can innovate and strengthen their services.

In today’s digital era, the rapid growth of e-commerce and online platforms has fundamentally transformed the way consumers interact with products and services. The proliferation of internet connectivity, combined with the widespread availability of affordable smartphones and convenient digital payment options, has made online shopping an integral part of modern life. Unlike traditional brick-and-mortar shopping, which is limited by geography and operating hours, online platforms allow customers to browse, compare, and purchase thousands of products anytime and anywhere. Platforms such as Amazon, Flipkart, Myntra, and other e-commerce marketplaces have become central to contemporary consumption habits, offering a wide range of products, competitive pricing, and unmatched convenience. However, despite these advantages, the ultimate success of these platforms depends heavily on customer satisfaction, which remains a decisive factor influencing loyalty, repeat purchases, and long-term growth.

### **A. Review of Literature**

Study by Parasuraman et al (2005) - This study extended the SERVQUAL model, originally used for offline services, to the context of online platforms. It identified five key dimensions of service quality — tangibility, reliability, responsiveness, assurance, and empathy. Each of these factors was found to significantly influence customer satisfaction and perceived value. Tangibility referred to the appearance and functionality of the website’s interface and design. Reliability involved delivering services accurately and as promised. Responsiveness highlighted timely and helpful customer support. Assurance reflected the trustworthiness and

competence of service providers. Finally, empathy emphasized understanding and addressing individual customer needs effectively.

Paper by Zeithaml, et. al (2013) -This paper provided a comprehensive view of the determinants of customer satisfaction in service settings. It noted that satisfaction is influenced not only by actual service delivery but also by customer expectations. When expectations match or exceed perceived performance, satisfaction increases. However, when service falls short, dissatisfaction emerges, affecting loyalty. The study also recognized the role of prior experiences in shaping future expectations. It highlighted that perceptions evolve with repeated interactions with a brand. Thus, managing both expectations and performance consistency is vital. The authors concluded that satisfaction acts as a mediator between service quality and customer loyalty.

Study by Kim & Stoel (2004) -This research focused on the role of website usability in determining online satisfaction. It showed that a user-friendly interface and visually appealing design enhance positive experiences. Ease of navigation, fast loading times, and clear information layout were key usability factors. The study found that these elements particularly influence younger, tech-savvy consumers. When users can complete tasks efficiently, their satisfaction and trust improve. Poor usability, on the other hand, leads to frustration and site abandonment. The findings emphasized the importance of investing in web design and testing. Overall, the study linked interface quality directly to perceived service excellence.

Research by Mittal & Kamakura (2001) - This study explored how customer dissatisfaction affects online word-of-mouth and brand perception. It found that unhappy customers are far more likely to share their negative experiences. Online platforms amplify these voices, making poor service more damaging to reputation. Negative reviews can deter potential buyers and reduce overall brand trust. The research showed that satisfaction not only retains customers but protects brand image. It also suggested proactive service recovery as a way to mitigate negative feedback. Companies that respond quickly to complaints can reverse dissatisfaction effects. Thus, the study highlighted the critical link between service quality, satisfaction, and brand resilience.

## **B. Research Gap**

A considerable amount of research has been conducted on customer satisfaction in online platforms, mostly from large-scale or global perspectives. However, such studies often overlook micro-level factors that influence satisfaction within specific communities. While many focus on technological aspects like website usability, security, or service quality, fewer

address psychological dimensions such as trust and post-purchase experiences. Moreover, most existing work centers on developed economies, limiting relevance to contexts like India. This study aims to bridge that gap by analyzing feedback from 45 respondents to capture authentic customer sentiments.

### C. Statement of Problem

The problem addressed in this research arises from the widening gap between customer expectations and the services delivered by online platforms. Despite offering convenience, flexibility, and global access, online platforms frequently fail to meet consumer expectations in critical areas. Customers often complain about late deliveries, damaged or incorrect products, hidden costs, unreliable customer service, and complex return/refund policies.

### D. Objectives of the Study

1. To evaluate the overall level of customer satisfaction in online platforms by analyzing responses from 45 participants.
2. To identify the specific factors such as product variety, delivery efficiency, payment security, and customer service, that influence satisfaction and dissatisfaction.

### E. Research Methodology

The study collected primary data from 45 respondents through a Google Forms survey, capturing their satisfaction with online platforms. Secondary data from journals, reports, and credible sources supported the analysis. Responses were analyzed using basic statistics and tables, compared with previous research. The study focuses on general online platforms in India, covering various products, and highlights areas for improving customer satisfaction.

## II. DATA INTERPRETATION

**Table 1 Age of respondents**

S.No	Particulars	No. Of Respondents	Percentages
1.	Below 20 years	29	64.4
2.	21-30 years	4	8.9
3.	31-40 years	0	0
4.	41-50 years	6	13.3
5.	Above 50 years	6	13.3
	Total	45	100

**Source: Primary Data**

Among the age group of consumers, 64.4% of the respondents are belonging to in the age group of below 20 years followed by 13.3% in the age group of 41-50 years and above 50 years.

**Table 2 - Education**

S. No	Particulars	No. Of Respondents	Percentages
1.	School	11	24.4
2.	Undergraduate	24	53.3
3.	Postgraduate	6	13.3
4.	Professional/Doctorate	4	8.9
5.	Others	0	0
	Total	45	100

**Source: Primary Data**

Of the total respondents selected for the study, 53.3 per cent of the respondents are have completed their undergraduate degree, while 24.4% are studying/have completed schooling. It also includes respondents who have done their post-graduation (13.3%) and doctorate. This data reveals that the survey collects the opinions of people from various backgrounds and educational qualification, indicating the diversified nature of the survey. This helps to avoid focusing on one consumer group alone.

**Table 3 - Most used platforms by customers**

S. No	Particulars	No. Of Respondents	Percentages
1.	Amazon	32	71.1
2.	Flipkart	4	8.9
3.	Myntra	2	4.4
4.	Meesho	2	4.4
5.	Snapdeal	1	2.2
6.	Others	4	8.9
	Total	45	100

**Source: Primary Data**

Of the total respondents selected for the study, it is clear that Amazon is the most used platform among customers, with usage from 71.1% of the respondents. This is followed by Flipkart (8.9%), Myntra (4.4%), Meesho (4.4%), Snapdeal (2.2%) and other platforms (8.9%). This

indicates that Amazon is the leading online shopping platform which has a large consumer base and has satisfied customers with its service. Though other competitors exist, it can be concluded that Amazon has outperformed the others with a sweeping majority of customers.

**Table 4 - Average monthly spending on online shopping (in Rs.)**

S. No	Particulars	No. Of Respondents	Percentages
1.	Less than 1,000	32	71.1
2.	1,000-3,000	4	8.9
3.	3,000-5,000	2	4.4
4.	More than 5,000	2	4.4
	Total	45	100

**Source: Primary Data**

Out of the total respondents, 71.1% of them spend less than Rs.1,000 a month for online shopping. Meanwhile, 8.9% of respondents spend Rs.1,000-3,000, and 4.4% of respondents spend Rs.3,000- 5,000 and more than Rs.5,000 each respectively. It can be inferred from the above data that most of the respondents spend only less than Rs.1,000 a month on online shopping. However, a very few people also spend Rs.1,000-5,000 monthly for online shopping.

**Table 5 - Types of products purchased using online shopping**

S. No	Particulars	No. Of Respondents	Percentages
1.	Cosmetics & accessories	10	22.2
2.	Electronics and gadgets	15	33.3
3.	Groceries and essentials	9	20
4.	Home & kitchen items	3	6.7
5.	Others	8	17.8
	Total	45	100

**Source: Primary Data**

From the data, it is evident that the majority of respondents (33.3%) prefer purchasing electronics and gadgets online, indicating a high demand for technology-related products. About 22.2% buy cosmetics and accessories, while 20% shop for groceries and essentials. A smaller portion, 17.8%, fall under others, and only a few respondents buy home and kitchen items. This shows that most customers are inclined towards purchasing electronic items, suggesting that convenience and variety in tech products attract more online buyers.

**Table 6 - Reasons for choosing online shopping**

S. No	Particulars	No. Of Respondents	Percentages
1.	Convenience	24	53.3
2.	Better prices and discounts	13	28.9
3.	Product varieties	7	15.6
4.	Easy returns and exchanges	1	2.2
	Total	45	100

**Source: Primary Data**

The data indicates that the majority of respondents (53.3%) consider convenience and time-saving as the main reason for shopping online. This highlights how ease of access and quick purchasing attract most consumers. Around 28.9% of respondents prefer online shopping for better prices and discounts, showing that cost-effectiveness also plays a major role. Meanwhile, 15.6% value product variety, and only a small percentage choose online platforms for easy returns or exchanges. Overall, it can be inferred that convenience remains the strongest motivator for online shopping among consumers.

**Table 7 - Consumers returning products after online purchase**

S. No	Particulars	No. Of Respondents	Percentages
1.	Always	0	0
2.	Sometimes	11	24.4
3.	Rarely	28	62.2
4.	Never	6	13.3
	Total	45	100

**Source: Primary Data**

The results show that a majority of respondents (62.2%) rarely return products after making an online purchase, indicating a generally satisfactory shopping experience. About 24.4% of respondents stated that they sometimes return products, while 13.3% reported that they never return them. Interestingly, none of the respondents said they always return items. This suggests that most customers are usually content with their purchases, and issues leading to product returns are relatively minimal.

**Table 8 - Frequency of shopping online among consumers**

S. No	Particulars	No. Of Respondents	Percentages
1.	Daily	0	0
2.	Weekly	8	17.8
3.	Monthly	30	66.7
4.	Yearly	6	13.3
5.	Never	1	2.2
	Total	45	100

**Source: Primary Data**

The chart shows that a majority of respondents (66.7%) shop online on a monthly basis, indicating that online shopping is a regular but not frequent habit for most. About 17.8% shop weekly, while 13.3% do so yearly, suggesting occasional use. Only a very small portion of respondents (2.2%) reported never shopping online, and none shop daily. Overall, this reflects moderate but consistent engagement with online shopping platforms.

**Table 9 - Regularity of online shopping among customers**

S. No	Particulars	No. Of Respondents	Percentages
1.	Yes	22	48.9
2.	No	9	20
3.	Maybe	14	31.1
	Total	45	100

**Source: Primary Data**

The chart indicates that nearly half of the respondents (48.9%) regularly shop online, showing a strong inclination toward consistent online purchasing habits. Around 31.1% of respondents were uncertain (“maybe”), suggesting occasional or situational online shopping. Meanwhile, 20% stated that they do not shop online regularly, highlighting a smaller but notable group less engaged in frequent online shopping.

### III. FINDINGS

- Most consumers are satisfied with online shopping due to its convenience, variety, and time efficiency.
- Trust and payment security remain moderate concerns that affect overall confidence.

- Discounts, product range, and timely delivery are key factors driving positive perceptions.
- Some users still face dissatisfaction or regret purchases, showing a lingering preference for physical stores.

#### **IV. LIMITATIONS**

The study is limited to 45 respondents, which may not represent all online consumers in India. Time constraints restricted the number of participants and depth of analysis. Accuracy depends on honest and attentive survey responses. Most respondents were from urban and semi-urban areas, so rural experiences may differ. Additionally, online platforms constantly change, so findings reflect perceptions only at the time of data collection.

#### **V. SUGGESTIONS & RECOMMENDATIONS**

To enhance customer satisfaction, online platforms should strengthen security and privacy measures to build greater trust among users. They must ensure transparent product descriptions and maintain consistent quality control to reduce post-purchase regret. Improving customer service responsiveness and return or refund policies will help address dissatisfaction effectively. Platforms should also offer personalized discounts and loyalty rewards to retain satisfied customers. Continuous investment in user-friendly interfaces and timely delivery systems can further improve the overall experience. Lastly, fostering clear communication and authenticity verification will promote long-term confidence in online shopping.

#### **VI. CONCLUSION**

This study shows that customer satisfaction is one of the most important factors for the success of online platforms. From the survey of 45 people, it was found that most customers like the convenience, variety, and time-saving nature of online shopping. However, some common problems still affect their satisfaction, such as late deliveries, damaged or wrong products, payment issues, and poor customer support.

The research also makes it clear that satisfaction is not based on just one factor. Instead, it depends on a mix of things like easy-to-use websites, safe and secure payments, fast delivery, clear return/refund policies, and helpful customer service.

If online businesses want to keep their customers happy and loyal, they must improve in these areas and pay attention to customer feedback. In the long run, platforms that focus on customer needs will not only keep existing users but also attract more people through positive reviews and word-of-mouth. This study highlights that customer satisfaction is the key to growth and survival in today's competitive digital market.

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