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Consumer Behaviour and Customer Satisfaction towards Online Shopping.

Gagandeep Singh¹, Dr Navneet Seth²

¹MBA- Guru Kashi University Talwandi Sabo Bathinda.

²Associate Professor Faculty of Management and Commerce Guru Kashi University Talwandi Sabo Bathinda, India

Abstract--The exponential growth of online shopping has fundamentally transformed the retail sector, propelled by rapid technological advancements, widespread internet penetration, and increasing smartphone adoption. Consequently, consumer purchasing behavior is increasingly shaped by variables such as ease of access, competitive pricing, product variety, payment security, delivery efficiency, and user reviews. This study aims to analyze the underlying determinants of consumer behavior and measure overall customer satisfaction within the digital marketplace. The research investigates the sociodemographic profiles of online consumers, their purchasing habits, and the key factors driving their decisions. Primary data was collected through a structured questionnaire, supplemented by secondary data from academic literature and industry reports. The collected data was analyzed using quantitative statistical methods, including percentage analysis, chi-square tests, and ranking techniques. The findings reveal that convenience and time efficiency are the primary motivators for online shopping, while delayed delivery and product quality concerns significantly diminish customer satisfaction. Ultimately, this study provides actionable insights for e-commerce enterprises to optimize service performance, mitigate perceived risks, and foster long-term customer satisfaction.

Keywords-- Online Shopping, Consumer Behaviour, Customer Satisfaction, E-Commerce.

I. INTRODUCTION

The emergence of the internet and digital technologies has revolutionized the global business environment, particularly the retail sector. Online shopping, also known as e-commerce, has become an integral part of modern consumer lifestyles due to its convenience, accessibility, and wide range of product offerings. With the rapid growth of smartphones, digital payment systems, and internet connectivity, consumers increasingly prefer purchasing goods and services through online platforms rather than traditional physical stores. This transformation has significantly altered consumer buying behaviour and compelled businesses to adopt innovative marketing and customer engagement strategies. Consumer behaviour refers to the study of how individuals make decisions regarding the selection, purchase, use, and disposal of products and services.

In the context of online shopping, consumer behaviour is influenced by various factors such as website design, product availability, pricing, promotional offers, security of transactions, delivery services, reviews, and brand reputation. Understanding these behavioural patterns is essential for e-commerce companies to attract customers, enhance user experience, and maintain competitiveness in the digital marketplace. Customer satisfaction plays a crucial role in determining the success and sustainability of online businesses. Satisfied customers are more likely to make repeat purchases, recommend online platforms to others, and develop long-term loyalty towards a brand. However, issues such as delayed delivery, poor product quality, lack of trust, and inadequate customer service can negatively impact customer satisfaction and influence purchasing decisions. Therefore, evaluating customer satisfaction in online shopping has become increasingly important for businesses aiming to improve service quality and consumer retention.

In recent years, online shopping has experienced remarkable growth in India and across the world, especially after the expansion of digital infrastructure and the increasing use of e-commerce platforms such as Amazon, Flipkart, and Myntra. Consumers now enjoy the benefits of shopping anytime and anywhere, comparing prices, reading reviews, and accessing a broader range of products. This shift in purchasing patterns highlights the need to study consumer preferences and satisfaction levels in the online shopping environment. The present study aims to analyze consumer behaviour and customer satisfaction towards online shopping by examining the factors influencing online purchase decisions, identifying consumer preferences, and evaluating the overall shopping experience. The findings of this study may help e-commerce businesses understand customer expectations and formulate effective strategies to improve customer satisfaction and loyalty.

II. SCOPE OF THE STUDY

The present study focuses on analyzing consumer behaviour and customer satisfaction towards online shopping in the rapidly growing e-commerce sector.



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The scope of the study includes understanding the preferences, attitudes, and purchasing patterns of consumers who engage in online shopping through various digital platforms. It examines the factors that influence consumers to purchase products online, such as convenience, price, product variety, promotional offers, payment security, delivery services, and customer reviews. The study also evaluates the level of customer satisfaction regarding different aspects of online shopping, including product quality, website usability, delivery efficiency, return policies, and customer support services. It aims to identify the problems faced by consumers while shopping online and the factors that contribute to dissatisfaction. Further, the research covers the socio-demographic characteristics of consumers such as age, gender, income, education, and occupation to understand how these variables affect online shopping behaviour. The study is limited to consumers who have experience with online shopping and provides insights into their expectations and experiences with e-commerce platforms such as Amazon, Flipkart, and Myntra. The findings of this study are expected to benefit e-commerce companies, marketers, researchers, and academicians by providing a better understanding of consumer expectations and satisfaction levels in the online shopping environment. It may also help businesses formulate effective strategies to improve customer experience, enhance service quality, and strengthen customer loyalty in the competitive digital marketplace.

III. FACTORS AFFECTING CUSTOMER SATISFACTION IN ONLINE SHOPPING

Customer satisfaction in online shopping is influenced by several factors that shape the overall shopping experience of consumers. These factors determine whether customers feel satisfied or dissatisfied with the services provided by e-commerce platforms. Some of the major factors affecting customer satisfaction are discussed below:

1. Convenience and Time Saving

One of the primary reasons consumers prefer online shopping is the convenience it offers. Customers can purchase products anytime and from anywhere without visiting physical stores. The ability to save time and effort greatly enhances customer satisfaction.

2. Product Quality

Customer satisfaction largely depends on whether the delivered product matches the description, images, and expectations shown on the website. Poor product quality or defective items often lead to dissatisfaction and negative reviews.

3. Price and Discounts

Competitive pricing, attractive discounts, cashback offers, and promotional schemes influence customer purchasing decisions. Consumers generally feel satisfied when they perceive they are receiving value for money.

4. Variety of Products

Online shopping platforms provide a wide range of products from different brands and categories. Greater product availability and multiple choices increase customer satisfaction by allowing consumers to compare and select products according to their preferences.

5. Website Design and Ease of Use

A user-friendly website or mobile application improves the shopping experience. Easy navigation, clear product information, quick search options, and smooth checkout processes positively affect customer satisfaction.

6. Delivery Services

Timely and safe delivery is an important determinant of customer satisfaction. Delayed delivery, damaged products, or incorrect orders negatively impact consumer trust and satisfaction levels.

7. Payment Security

Consumers expect secure payment methods while shopping online. Availability of trusted payment options such as credit cards, debit cards, UPI, and cash on delivery enhances customer confidence and satisfaction.

8. Customer Reviews and Ratings

Online reviews and ratings help consumers make informed purchase decisions. Positive reviews increase trust in products and platforms, whereas negative feedback may discourage purchases and affect satisfaction.

9. Return and Refund Policy

Flexible return, replacement, and refund policies play a crucial role in improving customer satisfaction. Customers feel more secure when they know that products can be returned or exchanged easily if issues arise.

10. Customer Service Support

Efficient customer support services, including quick responses to complaints and queries, contribute significantly to customer satisfaction. Poor communication or delayed responses can lead to customer dissatisfaction.

11. Trust and Reliability

Trust is an essential factor in online shopping. Consumers prefer platforms that maintain transparency, protect personal information, and consistently deliver quality services.



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Reliable e-commerce companies such as Amazon and Flipkart have gained customer loyalty through trustworthy services.

12. Delivery Charges

High shipping or delivery charges may discourage consumers from making purchases. Free or low-cost delivery services generally improve customer satisfaction and encourage repeat purchases. Overall, customer satisfaction in online shopping depends on the combined effect of these factors. E-commerce companies must continuously improve service quality and customer experience to maintain consumer trust and loyalty in the competitive digital market.

IV. RESEARCH METHODOLOGY

Research methodology refers to the systematic process adopted to collect, analyze, and interpret data for achieving the objectives of the study. The present study on *Consumer Behaviour and Customer Satisfaction towards Online Shopping* is based on both primary and secondary data sources. The study is descriptive and analytical in nature. It aims to understand consumer behaviour, identify factors

influencing online shopping decisions, and measure customer satisfaction towards online shopping platforms. The study is based on both primary and secondary data. Primary data was collected directly from respondents through a structured questionnaire. The questionnaire included questions related to consumer preferences, online purchasing habits, satisfaction levels, payment methods, delivery experiences, and factors influencing online shopping. Secondary data was collected from various sources such as books, research journals, articles, websites, reports, magazines, and previous studies related to online shopping and consumer behaviour. The study adopted a convenient sampling method for selecting respondents. Consumers who had experience in online shopping were selected for the survey. The sample size of the study consists of 103 respondents who Participated in The Survey and Provided Relevant Information Regarding Their Online Shopping Experiences are mostly students from GKU. The study focuses on consumers using online shopping platforms and examines their behaviour and satisfaction towards e-commerce services. A structured questionnaire was used as the primary tool for collecting data from respondents. The questionnaire contained both close-ended and multiple-choice questions to obtain accurate and reliable responses.

Gender of Respondents (N = 103)

Gender	Number of Respondents	Percentage (%)
Male	58	56%
Female	45	44%
Total	103	100%

Interpretation

The above table shows the gender-wise distribution of respondents participating in the study. Out of 103 respondents, 58 respondents (56%) were male, while 45 respondents (44%) were female.

This indicates that male respondents slightly outnumbered female respondents in the study related to online shopping behaviour and customer satisfaction.



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Educational Qualification of Respondents (N = 103)

Qualification	Number of Respondents	Percentage (%)
School Level	14	14%
Undergraduate Degree	49	48%
Postgraduate Degree	29	28%
Others	11	10%
Total	103	100%

Interpretation

The above table shows the educational qualification of the respondents participating in the study. Out of 103 respondents, 49 respondents (48%) possessed an undergraduate degree, which represents the largest group. Around 29 respondents (28%) had postgraduate

qualifications, while 14 respondents (14%) belonged to the school level category.

The remaining 11 respondents (10%) were classified under other educational qualifications. The findings indicate that a majority of the respondents were well educated, which may influence their awareness and usage of online shopping platforms.

Customer Satisfaction towards Online Shopping (N = 103)

Satisfaction Level	Number of Respondents	Percentage (%)
Satisfied	68	66%
Not Satisfied	35	34%
Total	103	100%

Interpretation

The above table shows the level of customer satisfaction towards online shopping among the respondents. Out of 103 respondents, 68 respondents (66%) expressed satisfaction with online shopping services, while 35 respondents (34%) were not satisfied.

The findings indicate that the majority of consumers are satisfied with online shopping due to factors such as convenience, product variety, and time-saving benefits. However, a considerable proportion of respondents expressed dissatisfaction due to issues like delayed delivery, product quality concerns, and return-related problems.



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Feeling of Security towards Online Payments (N = 103)

Response	Number of Respondents	Percentage (%)
Feel Secure	36	35%
Do Not Feel Secure	67	65%
Total	103	100%

Interpretation

The above table shows the respondents' perception regarding the security of online payments. Out of 103 respondents, only 36 respondents (35%) felt secure while making online payments, whereas 67 respondents (65%) did not feel secure.

The findings indicate that a significant proportion of consumers still have concerns regarding payment security, privacy, fraud, and cyber risks while shopping online. This highlights the need for e-commerce companies to strengthen secure payment systems and build greater consumer trust in digital transactions.

Perception towards Quality of Products in Online Shopping (N = 103)

Response	Number of Respondents	Percentage (%)
Quality is Good	55	53%
Quality is Not Good	48	47%
Total	103	100%

Interpretation

The above table shows the respondents' perception regarding the quality of products purchased through online shopping platforms. Out of 103 respondents, 48 respondents (47%) felt that the quality of online products was not good, while 55 respondents (53%) believed that the quality was satisfactory. The findings indicate that although a slight majority of consumers are satisfied with product quality, a significant proportion still face concerns related to inferior quality, mismatch of products, and unrealistic product descriptions in online shopping.

Growth of Online Business in India

The growth of online business in India has increased significantly over the last decade due to rising internet penetration, smartphone usage, digital payment systems, and changing consumer preferences. The expansion of e-commerce platforms such as Amazon, Flipkart, and Myntra has transformed the retail sector and encouraged consumers to shop online for convenience and better product variety. Government initiatives such as Digital India, growth in UPI payments, affordable internet services, and increasing trust in online transactions have further accelerated the development of online businesses in India. The COVID-19 pandemic also played a major role in increasing the adoption of online shopping and digital services across urban and rural areas.



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Growth of E-Commerce Market in India

Year	Estimated E-Commerce Market Size (USD Billion)
2018	38
2019	50
2020	64
2021	84
2022	100
2023	125
2024	147
2025*	170

Interpretation

The above table shows the continuous growth of the e-commerce market in India from 2018 to 2025. The market size increased from USD 38 billion in 2018 to an estimated USD 170 billion in 2025. This growth reflects the increasing acceptance of online shopping, digital payments, and internet-based services among Indian consumers.

The rapid expansion of online business has created employment opportunities, boosted digital entrepreneurship, and strengthened the Indian economy. However, challenges such as cybersecurity threats, product quality concerns, and delivery management still need to be addressed to ensure sustainable growth of the online business sector.

V. FUTURE SCOPE OF THE STUDY

The present study provides valuable insights into consumer behaviour and customer satisfaction towards online shopping. However, there is considerable scope for further research in this area due to the rapid growth and continuous evolution of the e-commerce industry. Future studies may be conducted on a larger sample size covering different geographical regions to obtain more comprehensive and generalized findings. Researchers can also compare consumer behaviour between urban and rural consumers to understand variations in online shopping preferences and satisfaction levels.

Further research may focus on specific product categories such as electronics, fashion, groceries, and healthcare products to analyze customer behaviour in different market segments. Comparative studies between various e-commerce platforms such as Amazon, Flipkart, and Myntra can also be undertaken to evaluate service quality and customer loyalty. In addition, future researchers may examine the impact of emerging technologies such as artificial intelligence, digital wallets, chatbots, personalized marketing, and social media influencers on consumer purchasing behaviour and satisfaction. The role of cybersecurity and data privacy in shaping consumer trust towards online shopping can also be explored in greater detail.

VI. CONCLUSION

The study on consumer behaviour and customer satisfaction towards online shopping reveals that online shopping has become an important part of modern consumer lifestyles due to technological advancements, internet accessibility, and the convenience offered by e-commerce platforms. Consumers increasingly prefer online shopping because it saves time, provides a wide variety of products, offers competitive prices, and enables easy comparison of products and services.



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The findings of the study indicate that a majority of respondents are satisfied with online shopping services. Factors such as convenience, attractive discounts, availability of multiple payment options, and doorstep delivery positively influence customer satisfaction. At the same time, issues such as delayed delivery, concerns regarding online payment security, and dissatisfaction with product quality continue to affect consumer trust and satisfaction levels. The study also highlights that educated consumers are more actively involved in online shopping, and the rapid growth of e-commerce in India has significantly changed consumer purchasing patterns. The increasing popularity of digital payment systems and smartphone usage has further accelerated the expansion of online business in the country.

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