

# Customer Satisfaction towards Online Shopping in Kalaiyar Koil Town

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## Abstract

*Online shopping has become a significant aspect of consumer buying habits in India, expanding notably into semi-urban regions like Kalaiyarkoil town in Sivagangai District of Tamil Nadu. This study aims to measure customers' satisfaction levels towards online shopping in Kalaiyarkoil and identify the major factors influencing consumers' perceptions. Primary data was collected from online shoppers using a structured Questionnaire, focusing on product quality, delivery services, pricing, the convenience, payment security, and customer service. The findings reveal that consumers are largely satisfied with convenience and variety offered by online platforms, while delivery delays return hassles, and product mismatches remain major challenges. The study suggests improving logistics operations, ensuring product authenticity, and strengthening customer support services to further enhance customer satisfaction. The results can help e-commerce companies and local sellers refine strategies to meet the expectations of small-town consumers.*

**Keywords:** Online Shopping, Customer Satisfaction, E-commerce, Consumer Behavior, Delivery Services.

## Introduction

In recent years, online shopping has emerged as a significant mode of retailing due to rapid advancements in digital technology, increased internet penetration, and the widespread use of smartphones. Consumers today prefer online platforms for their convenience, variety of products, competitive pricing, and doorstep delivery. Even small towns like Kalaiyarkoil are witnessing a steady shift from traditional brick-and-mortar stores to online shopping platforms.

Customer satisfaction plays a vital role in the success and sustainability of online shopping services. Factors such as website usability, product quality, pricing, payment security, delivery efficiency, and after-sales service greatly influence customers' satisfaction levels. Understanding customer satisfaction towards online shopping in Kalaiyarkoil Town is essential to identify consumer expectations, preferences, and challenges faced while purchasing online. This study aims to analyse the level of satisfaction among customers and provide insights that can help online retailers improve their services and enhance customer experience in semi-urban and rural markets.

### **Statement of the Problem**

The rapid growth of online shopping has transformed the traditional buying behaviour of consumers by offering convenience, variety, and competitive pricing. While online shopping platforms are widely used in urban areas, their adoption and effectiveness in semi-urban and rural towns like Kalaiyarkoil require closer examination. Customers in such towns may face issues related to internet accessibility, digital literacy, trust, delivery services, payment security, and product quality. Despite the increasing use of online shopping, the level of customer satisfaction and the factors influencing it remain unclear. In order to assist online merchants and policymakers in improving services and customer experience, the study's problem is to assess the degree of customer satisfaction with online shopping as well as the difficulties faced by customers in Kalaiyarkoil town.

### **Objectives of the Study**

The main objectives of the study are:

1. To study the socio-economic profile of online shoppers in Kalaiyarkoil town.
2. To analyze the level of customer satisfaction with online shopping.
3. To identify the factors influencing customer satisfaction such as price, quality, convenience, delivery, and payment methods.
4. To examine the problems faced by customers while shopping online.
5. To offer suitable suggestions to improve customer satisfaction with online shopping.

### **Scope of the Study**

The scope of the study is confined to customers residing in Kalaiyarkoil town who engage in online shopping. The study focuses on:

- The level of customer satisfaction with online shopping platforms
- Factors influencing satisfaction such as price, convenience, product quality, delivery, payment methods, and customer service
- Problems and challenges faced by online shoppers
- Consumer preferences and frequency of online purchases

Online retailers, marketers, and service providers will find the study's conclusions helpful in improving customer happiness and comprehending semi-urban consumers' online purchasing habits.

### **Limitations of the Study**

- The study is restricted only to Kalaiyarkoil town, and the results may not be applicable to other regions
- The data is based on primary information collected from respondents, which may be subject to personal bias
- Time constraints limited the sample size
- The study considers only selected factors influencing customer satisfaction, while other factors may also affect online shopping behaviour

### **Research Methodology**

The study adopts a descriptive research design. The researcher collected the data through questionnaires from online shoppers in kalaiyarkoil town. Journals, articles, e-commerce reports, and websites. The researcher conducted with a sample size of 120 respondents using the convenience sampling technique. Percentage analysis was employed to understand the distribution of responses. The Likert scale was used to measure the attitudes and perceptions of the respondents

### Hypotheses of the Study

The following hypotheses are formulated for the study:

H<sub>1</sub>: There is no significant difference between frequency of online shopping and the level of customer satisfaction.

### Review of Literature

Kotler (2019) states that technological advancements have changed the way of people shop, shifting from traditional physical stores to online platforms. Online shopping behavior depends on convenience, product information, price, and trust.

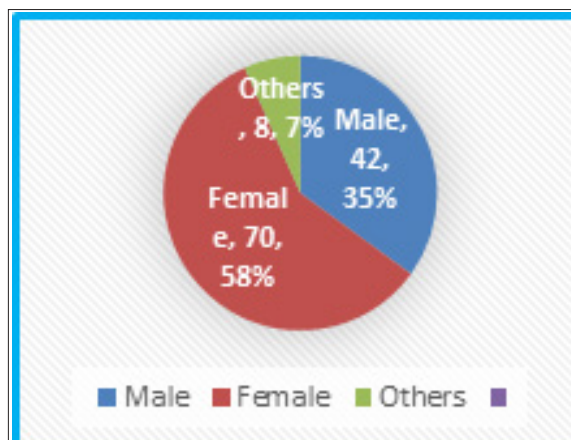
Studies Gupta (2020) reveal that internet penetration in rural and semi-urban regions has significantly boosted e-commerce usage. However, issues with logistics and delivery networks still affect satisfaction.

Several researchers highlight key determinants such as website quality, product reliability, return policies, delivery accuracy, and price Competitiveness (Rao & Prasad, 2021).

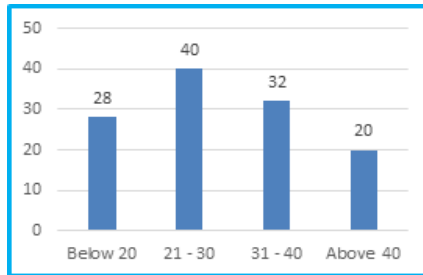
### Data Analysis and Interpretation

#### Part A: Socio-Economic Profile

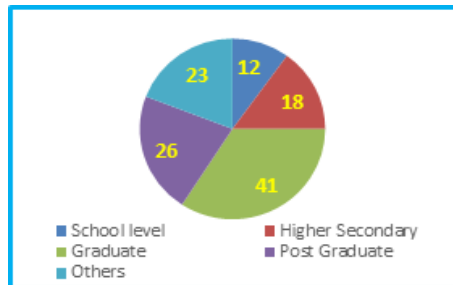
The gender-wise distribution of respondents reveals that female respondents (70%) constitute the majority, followed by male respondents (42%), while others account for a smaller proportion (8%). This indicates that female consumers are more actively involved in online shopping in Kalaiyar Koil town. The comparatively lower representation of the “others” category shows limited participation from this group. Overall, the data suggests that gender plays an important role in online shopping behaviour, with women showing a higher level of engagement in online purchasing activities.



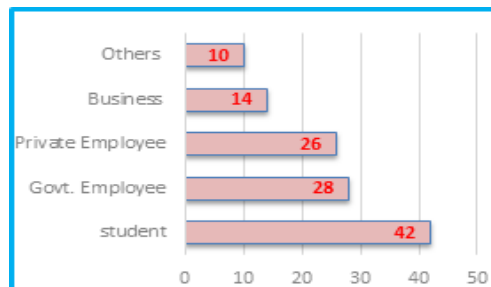
According to the age-wise research, young adults make up the majority of respondents (40), who are between the ages of 21 and 30. The age group of 31 to 40 years old (32 responders) comes next, indicating a high level of middle-aged engagement. Twenty-eight respondents are under the age of twenty, indicating a moderate presence of younger individuals. The above 40 years group has the least number of respondents (20), suggesting lower participation from older age groups. Overall, the findings indicate that the study is largely influenced by the perceptions and experiences of young and middle-aged respondents.



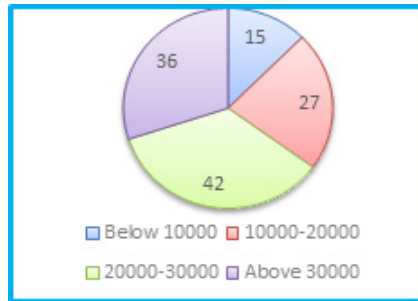
The analysis of educational qualifications shows that the majority of respondents are Graduates (41), indicating a higher level of educational attainment among the participants. This is followed by Post Graduates (26), reflecting significant representation of respondents with advanced education. A sizable component of the sample is also made up of people in the Higher Secondary level (18) and others (23) categories. Respondents with School-level education (12) constitute the smallest group. Overall, the data suggest that the study predominantly reflects the views of well-educated respondents.



The occupational distribution indicates that students (42) constitute the largest group of respondents, showing strong participation. This is followed by government employees (28) and private employees (26), reflecting from salaried professionals. Respondents engaged in business (14) and other occupations (10) form smaller segments. Overall, the findings suggest that the study is largely influenced by the perspectives of students and employed individuals, which may reflect higher exposure to information, technology, and contemporary practices relevant to the study.



The income-wise analysis shows that the highest number of respondents fall in the ₹20,000–₹30,000 income group (42), indicating a strong representation of middle-income earners. This is followed by respondents earning above ₹30,000 (36), reflecting a considerable presence of higher-income individuals. The ₹10,000–₹20,000 group accounts for 27 respondents, while those earning below ₹10,000 form the smallest segment (15). Overall, the distribution suggests that the study is predominantly influenced by middle- and upper-income respondents, which may impact spending patterns, preferences, and satisfaction levels related to the study topic.



### Case Processing Summary

		N	%
Cases	Valid	120	90.9
	Excluded	12	9.1
	Total	132	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha <sup>a</sup>	Cronbach's Alpha Based on Standardized Items <sup>a</sup>	N of Items
.000	-.36204	6

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item coding.

### Item Statistics

	Mean	Std. Deviation	N
Q1	19.78	5.566	120
Q2	19.63	5.041	120
Q3	20.09	6.270	120
Q4	19.74	4.061	120
Q5	20.96	4.433	120
Q6	19.79	4.676	120

The questionnaire items are inconsistent with one another, as indicated by the reliability test's negative Cronbach's Alpha. This typically occurs when a question is coded incorrectly or is asked in reverse. As a result, the scale cannot be regarded as trustworthy in its current configuration.

The mean values of all questions are moderately high, showing respondents generally gave positive responses. The standard deviation values indicate moderate variation in opinions. Overall, the questions need recoding or correction before using them for further analysis.

### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	20.000	19.633	20.958	1.325	1.067	.244	6
Item Variances	25.619	16.496	39.311	22.815	2.383	69.830	6

The item means are very close to each other, showing uniform responses across all six items. The small range and low maximum–minimum ratio indicate no major difference between items. Item variances show moderate variation in responses. Overall, the items appear similar in average scoring but vary in response spread.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q1	100.22	30.978	-1.000	1.000	-3.703 <sup>a</sup>
Q2	100.37	25.411	-1.000	1.000	-5.061 <sup>a</sup>
Q3	99.91	39.311	-1.000	1.000	-2.388 <sup>a</sup>
Q4	100.26	16.496	-1.000	1.000	-9.148 <sup>a</sup>
Q5	99.04	19.654	-1.000	1.000	-7.276 <sup>a</sup>
Q6	100.21	21.864	-1.000	1.000	-6.288 <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item coding.

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
120.00	.000	.000	6

All items show negative item–total correlations, indicating that the questions are not aligned with the overall scale. The negative Cronbach's Alpha values suggest serious coding or measurement errors. Deleting any item does not improve reliability of the scale. The scale shows zero variance, which is statistically incorrect. Overall, the questionnaire must be recoded or redesigned before use.

### Conclusion

The study on Customer Satisfaction towards Online Shopping in Kalaiyar Koil Town reveals that online shopping has gained significant acceptance among consumers due to its convenience, time-saving nature, wider product availability, and attractive pricing. Most respondents expressed a moderate to high level of satisfaction, particularly with respect to ease of use, product variety, and delivery services. However, concerns related to product quality, delayed delivery, and online payment security still affect complete satisfaction among some customers. Overall, the study concludes that while online shopping is positively perceived in Kalaiyar Koil Town, improving trust, service reliability, and after-sales support can further enhance customer satisfaction and encourage continued usage.

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