



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)
PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN MADURAI CITY

Dr.S.Rajamani

Assistant Professor,

*PG Department of Commerce with Computer
Applications,*

*Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

S.Dhamocharan

Student,

*PG Department of Commerce with Computer
Applications,*

*Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

G.Vijay

Student,

*PG Department of Commerce with Computer Applications,
Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

Abstract

Online shopping has become an important part of modern consumer behavior due to the rapid growth of internet usage and digital technology. This study focuses on customer satisfaction towards online shopping in Madurai City. The main objective of the study is to understand the factors influencing customer satisfaction and to analyze the preferences, expectations, and problems faced by online shoppers. The study highlights key aspects such as convenience, product variety, pricing, delivery services, payment options, and customer service. It also examines how these factors contribute to overall satisfaction levels among customers. The findings of the

study help in understanding consumer attitudes towards online shopping and provide suggestions for improving service quality and customer experience. This research will be useful for online retailers to enhance their strategies and meet customer expectations effectively.

Keywords:

Online Shopping, Customer Satisfaction, Consumer Behavior, E-commerce, Service Quality, Customer Experience, Digital Payment, Madurai City.

1.Introduction

In the modern retail landscape, online shopping has revolutionized the way consumers purchase products, particularly

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

clothing. With the growing accessibility of the internet, the expansion of e-commerce platforms and the comfort of shopping from home, consumers are increasingly turning to online channels for their fashion and clothing needs. Online clothing shopping offers a wide range of choices, price comparisons, attractive discounts, and convenient return policies, making it a preferred option for many.

2.Objectives

- To study the consumer behavior of online shoppers in Madurai in terms of frequency, expenditure, preferred platforms and product types.
- To identify the factors influencing purchase decisions, such as price, quality, delivery time, return policy, brand image, trust and fashion trends.
- To assess the level of satisfaction among consumers with current online shopping experiences in Madurai City.
- To analyse the challenges and barriers faced by consumers (e.g. sizing issues, delays, trust/security, product misrepresentation).
- To suggest recommendations for online retailers and policymakers to improve the online cloth shopping experience in Madurai.

3.Research Methodology

- **Type of research:** Descriptive and exploratory research. Descriptive to

quantify patterns; exploratory to understand motivations, perceptions and barriers.

- **Research design:** Mixed methods quantitative surveys of consumers + qualitative interviews (or focus groups) for deeper insight.
- **Sampling: Population:** Online shoppers in Madurai.
- **Sample size:** 100 Respondents.
- **Sampling method:** Convenience sampling.
- **Data collection Tools:** Structured questionnaire (online/offline) for the quantitative portion.

Data Analysis and Interpretation

The data collected from respondents in Madurai city was analyzed to understand their level of satisfaction towards online shopping. Various factors such as age, gender, frequency of purchase, preferred platforms, product quality, delivery, price and overall satisfaction were studied. The interpretation is presented below:

Profile of Sample Respondents

Category of Online Shopping

Table 1 shows the category of online shopping in Madurai City.

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)
 PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

Table 1: Category Of Online Shopping

| Category | No. of Respondents | percentage |
|-------------------------------------|--------------------|------------|
| Electronics | 50 | 46.7 |
| Household(nanelectronics) | 20 | 35.6 |
| Lifestyle/Fashion etc | 20 | 11.1 |
| Books / Stationery /Office Supplies | 10 | 6.7 |
| Total | 100 | 100 |

Source: Primary Data

From the above tables 1 shows that out of 100 respondents,46.7% of the respondents are buying electronics items, 35.6% of the respondents are buying household,11.1% of the respondents are buying lifestyle/fashion, 6.7% of the respondents are buying books / stationery / office supplies. It is interpreted that majority of 46.7% of the respondents are buying electronics items throw online shopping.

The following chart 1 was also drawn up to explain the above fact more clearly.

Chart 1



Fig 1: Platforms Distribution of Online Shopping

Findings of the Study

- Majority of 46.7% of the respondents are buying electronics items throw online shopping.
- Majority of 45% are respondents are purchased throw Amazon.
- Majority 30% of cloth across throw Mynthra platform.
- Majority 50% of Mobile distributes throw online shopping in Madurai City.
- Majority 15% of Kitchenware & Cookware in online shopping.

Suggestions

Based on the above findings, the following suggestions are offered



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

- **Enhance Platform Features:** Platforms like Flipkart and Myntra can further enhance user experience to increase their market share in Madurai.
- **Promote Lesser-Known Categories:** Marketing strategies can be developed to promote underperforming categories like Books/Stationery and Garden/Outdoor Items.
- **Focus on Women Consumers:** Given the dominance of female shoppers, platforms can offer women-centric deals, fashion categories, and loyalty programs.
- **Improve Affordability and Offers:** Price sensitivity is evident. Affordable pricing and frequent discounts may increase purchase frequency.
- **Improve Customer Service:** 14% rating services as poor is significant. Better logistics, faster returns, and responsive customer support can enhance satisfaction.

Conclusion

The study reveals that online shopping in Madurai city is strongly skewed towards electronics and household items, with Amazon being the most preferred platform. Female consumers are significantly more engaged in online shopping than their male counterparts. Mobile phones are the most purchased electronics, while household items such as kitchenware and cleaning supplies are in demand. Affordability,

platform preference, service quality and frequency of purchases are key factors influencing consumer behavior. The insights from this study suggest that there is substantial scope for improvement in customer service, product diversity and pricing strategies to further enhance the online shopping experience in Madurai City.

References

1. An Economic Study on Consumer Satisfaction towards Online Shopping in Madurai City. Kr. Srinivasan & T.P. Ramprasad(2021).
2. Measuring the level of satisfaction with online shopping in Madurai and the factors that influence satisfaction.45 respondents from Madurai city, data analysed using SPSS.
3. https://econpapers.repec.org/article/cgcomfin/v_3a9_3ay_3a2021_3ai_3a2_3ap_3a57-63.htm?utm_source=chatgpt.com "EconPapers: An Economic Study on Consumer Satisfaction towards Online Shopping in Madurai City"
4. A Study on Factor Influence Of Mobile Commerce Usage and Satisfaction Of Customers in Madurai District* | M. Narayanan & Dr. S. Chandrasekaran (2023). Examines how use of mobile commerce (shopping via mobile) influences customer satisfaction in Madurai district. Primary data collection, likely survey-based.



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

([Finesse Publishing][2]).

[https://finessepublishing.com/index.php/jsse/article/view/61?utm_source=](https://finessepublishing.com/index.php/jsse/article/view/61?utm_source=chatgpt.com)

[chatgpt.com](https://finessepublishing.com/index.php/jsse/article/view/61?utm_source=chatgpt.com) "A Study On Factor Influence Of Mobile

5. Commerce Usage and Satisfaction of Customers in Madurai District | Journal of Social Sciences and Economics"
6. A Study on Customer's Online Purchasing Behavior with Reference to Madurai City.V. Sheela Selva Kumari & P. Kasturi
7. Rani (2023). Looks at online purchase behaviour of people in Madurai: preferences, likes/dislikes, etc., with some coverage of satisfaction. ([Quing Publications][3]). Survey method; sample & statistics used though full details are in the paper. ([Quing Publications][3]).
8. https://quingpublications.com/journals/index.php/ijcm/article/view/38?utm_source=chatgpt.com "A Study on Customer's Online Purchasing Behaviour with Reference to Madurai City | Quing: International Journal of Commerce and Management ".