



## A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING: A CASE STUDY OF AMAZON IN RAIGAD DISTRICT

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### Abstract

*The rapid growth of e-commerce has transformed the way consumers purchase goods and services. This study focuses on analysing customer satisfaction towards online shopping with special reference to amazon in Raigad district. The research aims to evaluate consumer behaviour, satisfaction levels, and factors influencing purchasing decisions on online platforms. A descriptive research design was adopted, and primary data was collected from 100 respondents through a structured questionnaire.*

*The findings indicate that customers prefer online shopping due to convenience, product variety, and competitive pricing. Product quality, discounts, and fast delivery are key factors influencing satisfaction. The study also reveals that word-of-mouth and family recommendations significantly impact purchasing decisions. Despite several advantages, concerns such as delivery delays, product mismatch, and security risks still exist.*

*The research concludes that customer satisfaction plays a crucial role in building loyalty and repeat purchases. Online platforms must focus on improving service quality, delivery efficiency, and customer trust to sustain growth in competitive markets.*

**Keywords:** Customer Satisfaction, Online Shopping, E-Commerce, Consumer Behavior, Amazon, Digital Marketing, Raigad

### Introduction

Online shopping has emerged as one of the most significant developments in the modern business environment. It allows consumers to purchase products and services directly from sellers through the internet without visiting physical stores. Over the years, e-commerce

platforms such as amazon have revolutionized retail by offering convenience, variety, and competitive pricing.

Consumers today prefer online shopping because it saves time, provides access to a wide range of products, and allows easy comparison of prices. The availability of multiple payment options such as cash on delivery, debit cards, and digital wallets further enhances the shopping experience. However, customer satisfaction in online shopping depends on several factors, including product quality, delivery services, return policies, and website usability.

Customer satisfaction refers to the overall evaluation of a product or service based on the comparison between expectations and actual performance. If the experience meets or exceeds expectations, customers are satisfied; otherwise, dissatisfaction occurs. In the context of online shopping, satisfaction is influenced by factors such as accurate product descriptions, timely delivery, secure payment systems, and efficient customer service.

In districts like Raigad, where digital adoption is increasing but traditional retail still exists, studying customer satisfaction becomes important. This research aims to understand how consumers perceive online shopping platforms and what factors influence their satisfaction and loyalty.

### **Research Methodology**

The research methodology provides a structured approach to conducting the study and ensures reliability and validity of results.

This study is based on a descriptive research design, as it aims to analyse customer satisfaction levels without manipulating variables. The focus is on understanding consumer perceptions and behaviour in online shopping.

### **Data Collection**

The study uses both primary and secondary data:

#### **Primary Data:**

Data was collected through a structured questionnaire distributed to 100 respondents who have used online shopping platforms. The questionnaire included questions related to purchasing behaviour, satisfaction levels, and influencing factors.

#### **Secondary Data:**

Secondary data was collected from journals, articles, websites, and previous research studies related to e-commerce and customer satisfaction.

### **Sampling Design**

Sample Size: 100 Respondents

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Sampling Technique: convenience sampling method was used due to accessibility and time constraints

Population: consumers using online shopping platforms in Raigad district

### Research Area

The study is confined to Raigad district, which includes urban and semi-urban consumers with growing access to smartphones and internet facilities.

### Objectives Of The Study

1. To analyse customer satisfaction towards online shopping
2. To identify factors influencing purchasing decisions
3. To study customer preferences and usage patterns
4. To evaluate service quality and delivery performance

### Limitations

The study is limited to a sample size of 100 respondents and may not fully represent the entire population. Responses are based on personal perceptions, which may introduce bias.

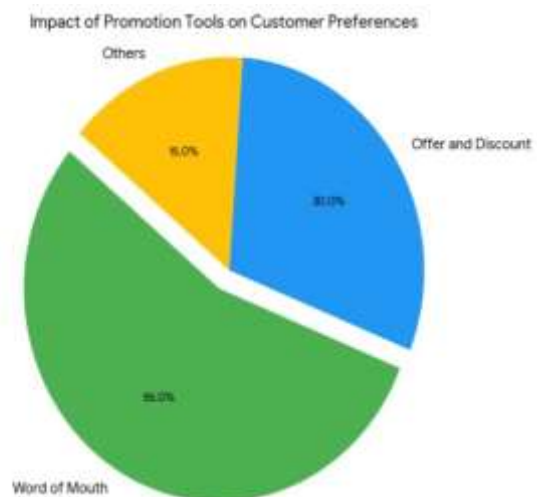
### Result and Discussion

The analysis of the collected data provides valuable insights into customer behaviour and satisfaction levels.

One of the key findings is that product quality is the most important factor influencing purchasing decisions, followed by discounts and offers. Approximately 30% of respondents preferred online shopping based on product quality, while a significant number were influenced by discounts.

Cash on delivery (cod) is the most preferred payment method among consumers, indicating a lack of complete trust in digital payment systems. This reflects the importance of security and reliability in online transactions.

The study also reveals that family and friends play a major role in influencing purchase decisions, highlighting the importance of word-of-mouth promotion. Customers tend to rely on recommendations rather than solely on advertisements.



Another important finding is that most users access online shopping platforms on a weekly basis, indicating regular engagement with e-commerce services.

Customer satisfaction is largely driven by:

1. Fast and reliable delivery
2. Availability of products
3. Easy return and refund policies
4. Competitive pricing

However, some challenges were identified, including:

1. Delay in delivery
2. Risk of receiving damaged or incorrect products
3. Security concerns related to online payments

The study also shows that a majority of respondents are satisfied with the services provided and are willing to recommend the platform to others, indicating positive customer loyalty.

Overall, the results suggest that while customers are generally satisfied, continuous improvement in service quality is necessary to maintain competitiveness.

### **Conclusion**

The study concludes that online shopping has become an integral part of consumer lifestyle, especially in developing regions like Raigad. Customer satisfaction plays a critical role in determining the success of e-commerce platforms.

Factors such as product quality, pricing, delivery efficiency, and customer service significantly influence satisfaction levels. Among these, product quality and discounts are the most impactful. Additionally, trust and security remain key concerns that need to be addressed by online platforms.

The research highlights that satisfied customers are more likely to make repeat purchases and recommend the platform to others, contributing to long-term business growth. Therefore, companies must focus on enhancing customer experience, improving logistics, and building trust to sustain their competitive Advantage.

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