# *A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING*

Questionnaire is conducted for the purpose of project by Group 4 of MBA first year students 2024-2026. Main objective of the study is to examine the factors influencing customer satisfaction with online shopping experiences and assess the level of satisfaction among online shoppers.

1. Gender
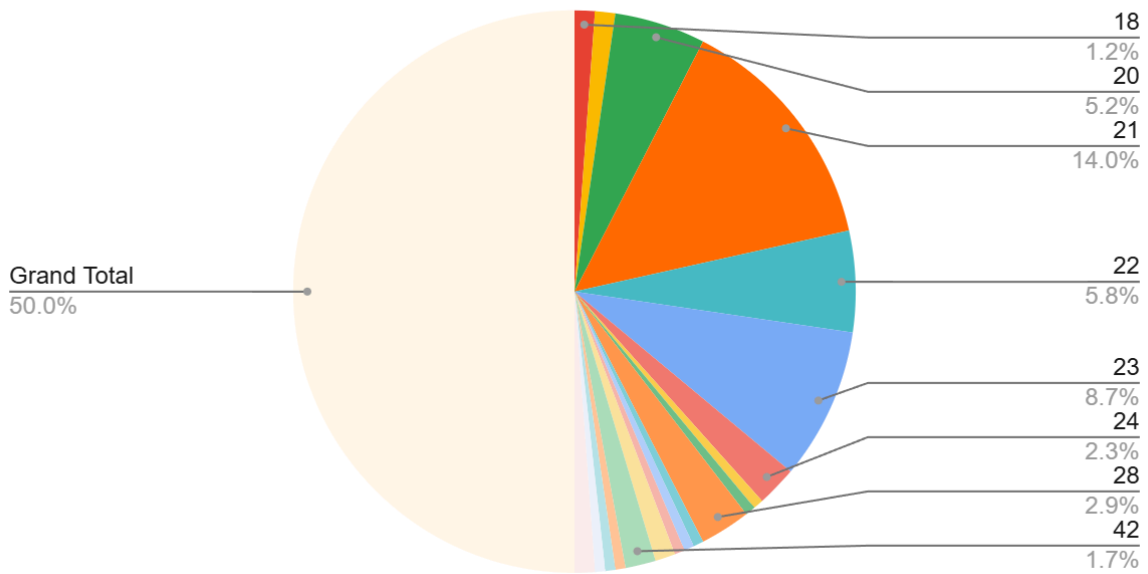
GENDER

Responses based on Gender

31
26.5%

86
73.5%
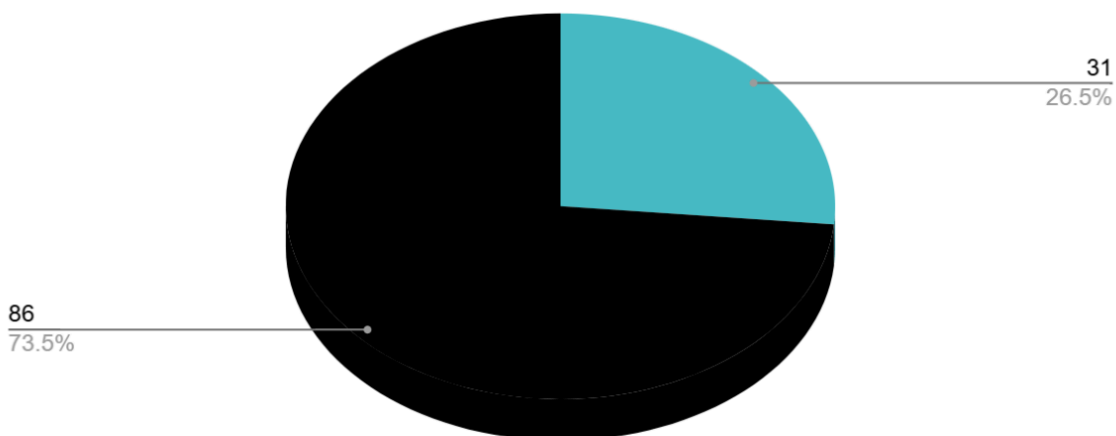
Inference:Most of the customers are female under this study

2. Age

AGE

Responses based on the Age

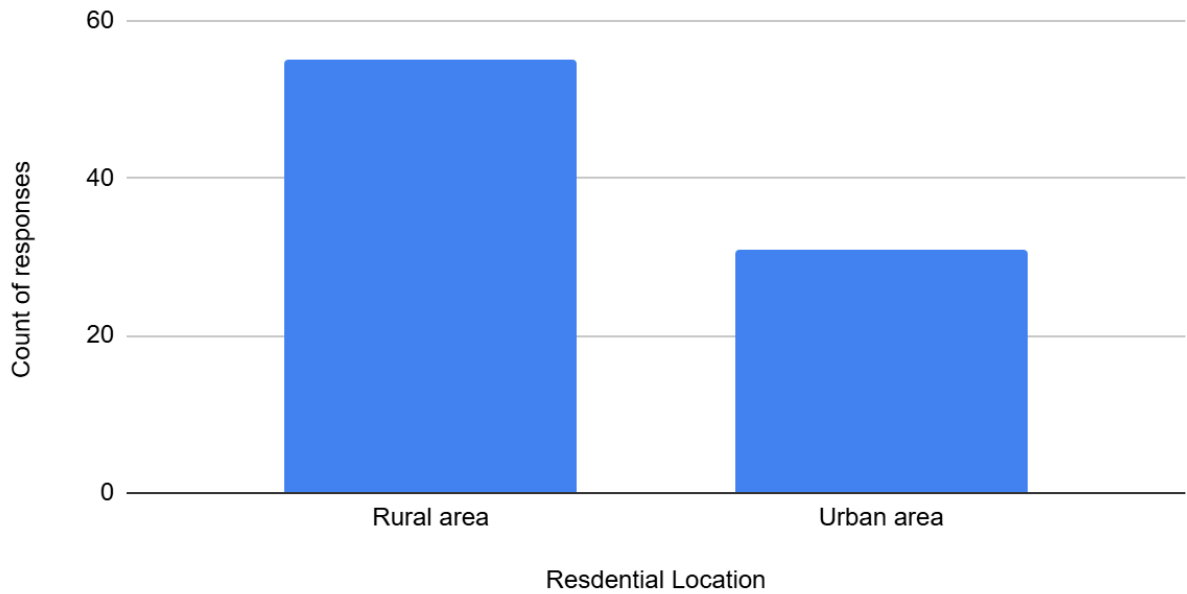| Label	Percentage
18	1.2%
20	5.2%
21	14.0%
22	5.8%
23	8.7%
24	2.3%
28	2.9%
42	1.7%
Grand Total	50.0%

Inference: Most of the customers age is 21.

3. Residential Location
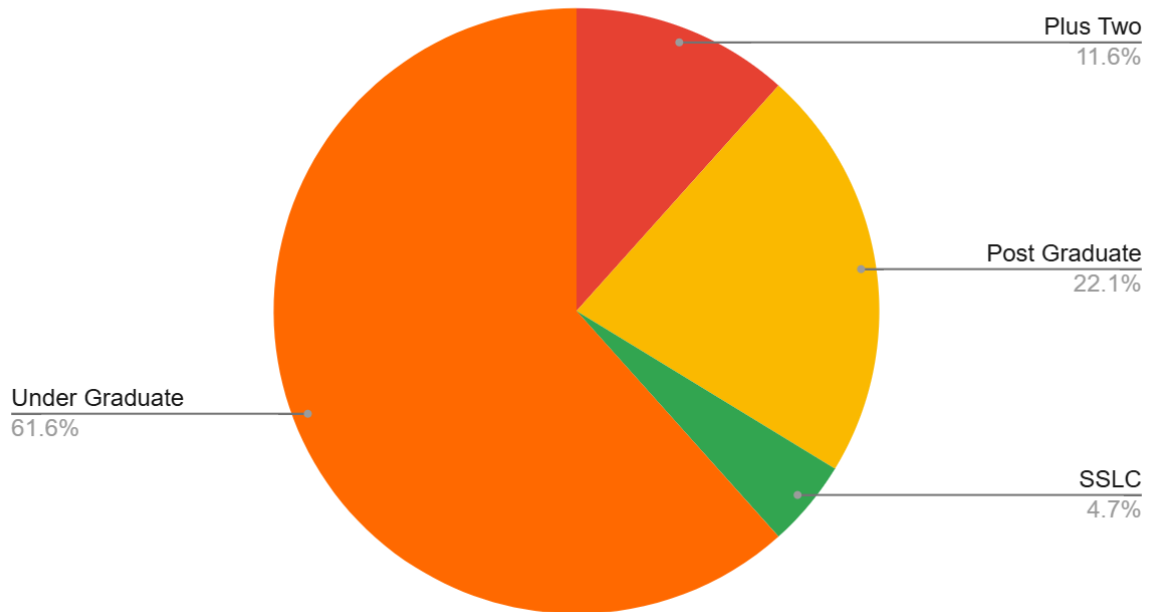
Resdential Location
Responses based on Resident

Inference:Most of the customer are from rural area

4. Highest educational qualification
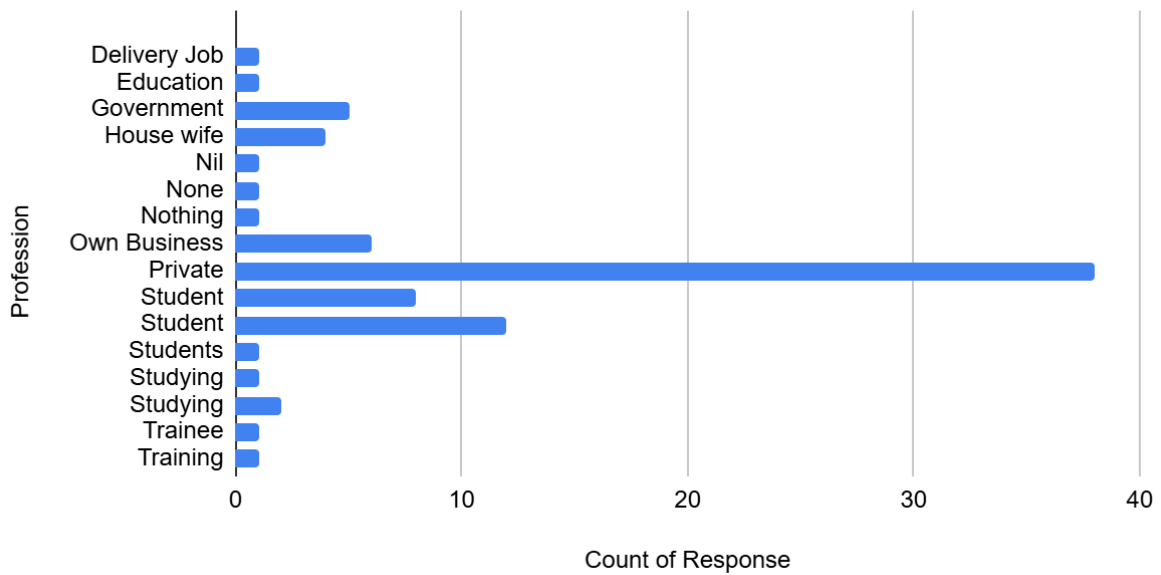
Highest Education qualification

Inference:Most of the customers are Under Graduate

5. Profession

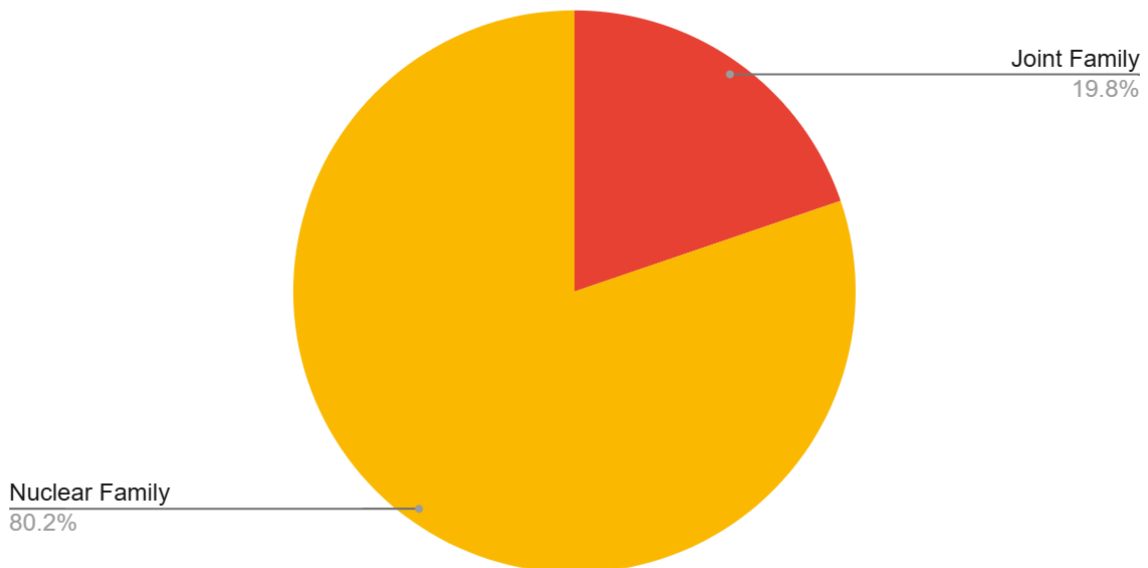## PROFESSION
Responses based on Profession

Most of the customer are working in a private company

6. Family type

Joint Family
19.8%

Nuclear Family
80.2%

Most of the customer belong to nuclear family

7. Monthly family income
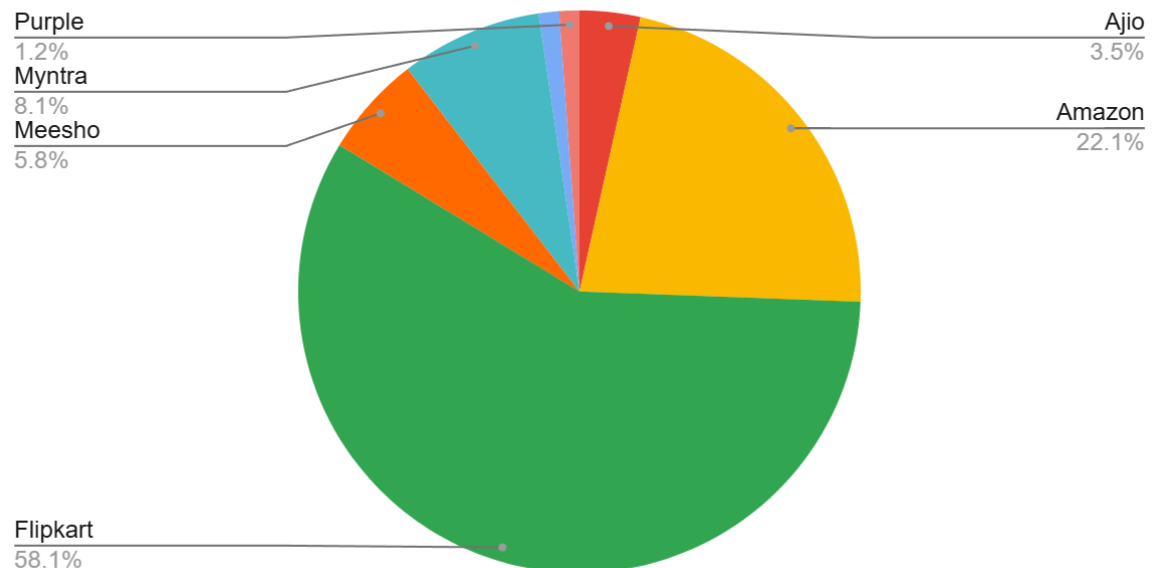
MONTHLY FAMILY INCOME
Responses based on Income

Most of the customers monthly income is below 20000

8.App that people prefer for shopping

APP PREFERED
Responses based on Apps prefered

Purple
1.2%

Myntra
8.1%

Meesho
5.8%

Flipkart
58.1%

Ajio
3.5%

Amazon
22.1%

More than 50% people prefer Flipkart for online shopping

9. The usual number of days to get the product delivered

9. No.of days to get the product
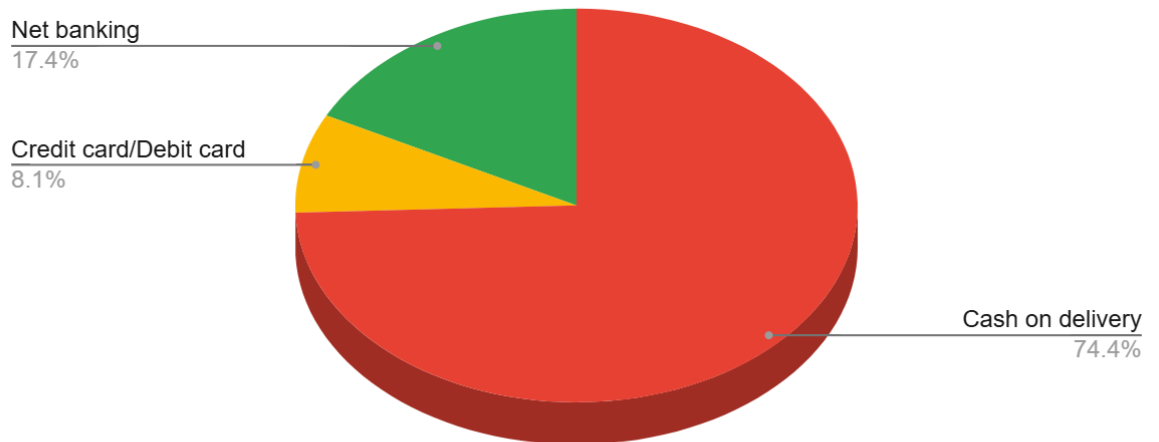

9. No.of days to get the product

Most of the customers get product within 7 days

10. Payment method which customers preferred

PAYMENT METHOD PREFERED
Responses based on Payment Method

Net banking
17.4%

Credit card/Debit card
8.1%

Cash on delivery
74.4%

Most of the Customers prefer Cash on delivery method.