

# “The Study of Customer Satisfaction Towards Online Retailing Companies in Raipur Region”

**Priyanshu Singh Sisodiya, Ms. Pratiksha Mishra,**

*Priyanshu Singh Sisodiya, B.Com(H), Final Year Student, Amity Business School,  
Amity University Chhattisgarh, Raipur India*

*Assistant Professor Ms. Pratiksha Mishra, Amity Business School*

*Amity University Chhattisgarh, Raipur India*

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**Abstract** - This study investigates the level of customer satisfaction towards online retailing companies in the Raipur region. With the emergence of internet technology, consumer behavior has shifted significantly towards digital platforms. Using a descriptive research design, data was collected from 112 respondents, primarily targeting youth, through stratified and convenience sampling. The study reveals that Amazon and Myntra are the most preferred online shopping platforms. Key reasons for satisfaction include convenience, product variety, and discount offers. However, concerns such as risk of fraud, lack of sensory interaction, and delivery-related issues persist. The findings of the study provide valuable insights for online retailers to improve their services and enhance customer loyalty.

**Key Words:** Customer satisfaction, online retailing, e-commerce, consumer behavior, Raipur.

## 1. INTRODUCTION

Online retailing (e-tailing) is a modern evolution of the retail industry where products are sold through web-based platforms. The convenience, 24/7 availability, and vast range of products have made online shopping increasingly popular. In India, cities like Raipur have witnessed growing engagement with platforms like Amazon, Flipkart, and Myntra. This study focuses on analyzing customer satisfaction, especially in the context of youth, who form a significant part of the online consumer base.

## 2. REVIEW OF LITERATURE

The literature indicates a dual perception of online shopping. Rashed Al Karim (2009) noted that while online shopping is seen as convenient and time-saving, concerns persist over trust, privacy, and payment security. Shenbaga Vadivu emphasized the importance of product quality and changing consumer attitudes. Santhi's study in Tirupati showed convenience and pricing as strong motivators, while Muruganatham et al. found city-based exposure correlates with shopping frequency. Zia Ul Haq highlighted demographic influences like age and gender in market segmentation. Collectively, these studies show that while customer satisfaction is high, it is moderated by platform reliability and consumer trust.

## 3. RESEARCH METHODOLOGY

- Research Design: Descriptive
- Data Type: Primary data collected using a structured questionnaire
- Sample Size: 112 respondents
- Sampling Techniques: Stratified Sampling (for gender-based distribution), Convenience Sampling (due to COVID-19 movement restrictions)
- Target Population: Youth and regular online shoppers in Raipur
- Data Collection Tool: Questionnaire with multiple choice and Likert-scale questions
- Analysis Tools: Percentage analysis and visual charts

### Objectives of the Study:

1. To identify the preferred online shopping websites.
2. To assess frequency and motivation of online shopping.
3. To analyze consumer satisfaction with products and services.
4. To suggest improvements for online retailers based on user feedback.

## 4.DATA ANALYSIS AND INTERPRETATION

### Key Highlights from the Sample of 112 Respondents:

- Gender: 58% Male, 42% Female
- Age Group: 79% are 17–21 years old
- Occupation: 80.4% are students
- Internet Use: Most users spend 1–3 hours daily
- Purpose of Internet Use: 81.3% for social media, 59.8% for personal use, 38.4% for shopping
- Online Shopping Behavior:
  - 93% have done online shopping
  - Most shop every 2–3 months (41.3%) or monthly (33.7%)
- Preferred Platforms: Amazon (47.1%), Myntra (32.7%), Flipkart (12.5%)
- Satisfaction with Delivery: 48.1% satisfied, 23.1% highly satisfied
- Concerns for Non-Shoppers: 37.5% cited risk of fraud, 12.5% internet illiteracy

## 5. FINDINGS

- Youth are the most active demographic for online shopping in Raipur.
- Amazon and Myntra dominate due to ease of use, deals, and brand trust.
- Users are generally satisfied but seek improvements in delivery speed and return policies.
- A small percentage avoid online shopping due to trust and literacy issues.

## 6. CONCLUSIONS

The study confirms that online shopping is widely accepted and preferred, especially among the younger population. Platforms like Amazon and Myntra have gained consumer loyalty due to better UI/UX and service. However, e-retailers must address issues related to fraud, customer service, and business growth.

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Sample Charts from Survey Data

