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Factors Influencing Customer Preference And Satisfaction In Online Shopping-A Study With Special Reference To Kalaburagi City

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Abstract

In recent days E-commerce market is expanding rapidly in India. Online surveys are coordinated and self-regulated for online shoppers in Kalaburagi, Karnataka, India. The study included a total of 86 online shoppers. The findings show that more Females below the age 18 and less than 20,000 incomes do more online shopping. Online shoppers do shop more Clothing and Apparel followed by Electronic items and use cell phones to do the online shopping. Prefer Flip kart, Meesho followed by Amazo, Myntra and the least used platform is Big basket. The Government of India has taken lot of initiations for the development of E-Commerce Industry. And lot of recent developments happened in the online websites and their working models. The findings of this study are limited to the customers in Kalaburagi, Karnataka, India. Future research can extend the geographical area of respondents.

Key words: Online Shopping, preference, satisfaction, Investments, Developments.

Introduction

In recent years India has experienced a boom in internet and smart phone penetration. As of June 2023, the number of internet connections in India significantly increased to 895 million, driven by the 'Digital India' program. Out of the total internet connections, ~55% of connections were in urban areas, of which 97% of connections were wireless. The smartphone base has also increased significantly and is expected to reach 1.1 billion by 2025. This has helped India's digital sector, and it is expected to reach US\$ 1 trillion by 2030. (E-commerce industry report, Nov 2024).

Investments/Developments

Some of the major developments in the Indian e-commerce sector are as follows:

- The indigenous e-commerce giant Flipkart is poised to raise US\$ 1 billion in a new funding round, with its parent company Walmart anticipated to contribute US\$ 600 million.
- In 2023, Amazon India achieved significant milestones, including surpassing a seller base of 14 lakh with three lakh new additions, digitizing 6.2 million small businesses, facilitating US\$ 8 billion in exports, and generating 1.3 million jobs. Additionally, they committed to further digitizing 10 million businesses, enabling US\$ 20 billion in exports, and create two million jobs by 2025, while also signing an MoU with DGFT for MSME capacity-building initiatives.
- On February 6, 2024, Flipkart inaugurated its fourth grocery fulfilment centre in Malda, West Bengal, fostering over 700 local jobs and facilitating nationwide market access for local sellers, MSMEs, and farmers. The 1.13 lakh square feet center processes over 7,000 orders daily, affirming Flipkart's commitment to prompt delivery and enhancing regional economic prospects.
- Amazon CEO Mr. Andy Jassy announced that the company is committed to investing US\$ 26 billion in India by 2030, out of which US\$ 11 billion has already been invested.
- In June 2023, Amazon India launched its new and affordable Amazon Prime Lite membership plan for shoppers in the country.
- In June 2022, Amazon India signed an MoU with Manipur Handloom & Handicrafts Development Corporation Limited (MHHDCL), a Government of Manipur Enterprise to support the growth of artisans and weavers across the state.
- In February 2022, Amazon India launched the One District One product (ODOP) bazaar on its platform to support MSMEs.
- In February 2022, Flipkart launched the "sell back program" to enable trade in smartphones.
- In January 2022, Flipkart has announced expansion in its grocery services and will offer services to 1,800 Indian cities (E-commerce industry report, Nov 2024).

Government Initiatives

Since 2014, the Government of India has announced various initiatives, namely Digital India, Make in India, Start-up India, Skill India, and Innovation Fund. The timely and effective implementation of such programs will likely support the growth of E-commerce in the country. Some of the major initiatives taken by the Government to promote E-commerce in India are as follows:

- **The Government e-Marketplace (GeM) platform's Gross Merchandise Value (GMV)** doubled in FY24 to cross the Rs. 4 Lakh Crore (US\$ 47.96 billion) mark, driven by a 205% surge in the procurement of services, which accounted for nearly 50% of the total GMV.
- **National Retail Policy:** The government had identified five areas in its proposed national retail policy—ease of doing business, rationalisation of the licence process, digitisation of retail, focus on reforms and an open network for digital commerce—stating that offline retail and e-commerce need to be administered in an integral manner.
- **The Consumer Protection (e-commerce) Rules 2020** notified by the Consumer Affairs Ministry in July directed e-commerce companies to display the country of origin alongside the product listings. In addition, the companies will also have to reveal parameters that go behind determining product listings on their platforms.
- In October 2020, amending the **equalisation levy rules of 2016**, the government mandated foreign companies operating e-commerce platforms in India to have Permanent Account Numbers (PAN). It imposed a 2% tax in the FY21 budget on the sale of goods or delivery of services through a non-resident e-commerce operator.
- In order to increase the participation of foreign players in E-commerce, the Indian Government hiked the limit of FDI in the E-commerce marketplace model to up to 100% (in B2B models).
- Heavy investment made by the Government in rolling out a fibre network for 5G will help boost E-commerce in India.

Objectives of the Study

- To discover the Shopping Preferences & Satisfaction of the customers of Kalaburagi city.
- To identify the preferred product categories of online shoppers.
- To examine the impact of demographics (Age, Gender, Income, Occupation, Education, etc.) of customers to online shopping and their product preference in online shopping.
- To understand the government initiations the e-commerce industry.
- To understand the advancements happened in the Online shopping websites in recent days

Literature Review

Gender significantly affects online purchasing behavior, with men more likely to buy smart phones online than women. Additionally, while there are no significant differences in the maximum price each gender is willing to pay, brand preferences, particularly a slight tendency for women to prefer Apple, were observed. Understanding these consumer behaviors can help companies develop effective marketing strategies and optimize their e-commerce approaches. (Ovidiu-Aurel Ghiut & Nistor, Analysis of Consumer Behavioral Factors Between Online Shopping and Physical Store Experience in the M-Commerce Era, 2025). Website design, product information, security, privacy, and perceived usefulness positively and significantly affect customer satisfaction, while perceived interactivity showed an insignificant relationship in online shopping. (Almugari, Khaled*, Alsyani, Al-Homaidi, & Qaid, 2022). E-marketing is well-received, with customers appreciating product quality, price comparison, and home delivery services. (T & B, 2018). Online Shopping needs Changes in customer behavior, the need for investments in technology and innovation, and the importance of adaptability, especially in marketing. There is a statistically significant relationship between income levels and spending on clothing, with higher incomes leading to increased expenditure. The pandemic amplified the role of online channels, particularly among higher-income groups. Promotional campaigns significantly impact purchase decisions, especially for lower-income consumers, serving as both purchase drivers and tools for customer retention. The shift toward online shopping, accelerated by the pandemic, highlights substantial growth potential for e-commerce in the fashion sector. Consumers favor platforms offering convenience, product diversity, and personalized experiences. (Demyen, 2024). Brand preferences, purchase patterns, product selection criteria, and the influence of socioeconomic factors on the purchase decision, identifying the determinants of online versus physical store purchase decisions among young consumers. (Ovidiu-Aurel Ghiut & Nistor, Analysis of Consumer Behavioral Factors Between Online Shopping and Physical Store Experience in the M-Commerce Era, 2025). Performance expectancy and social influence have a strong positive impact on users' purchase intention on new e-commerce platforms, whereas perceived risk negatively influences purchase intention. Perceived trust mediates the relationship between performance expectancy and purchase intention, social influence and purchase intention, and perceived risk and purchase intention. Furthermore, product quality perception moderates the connection between perceived trust and purchase intentions. (Farhat, Yang, Ahmed, & Hasan, 2025).

Research Methodology

Researchers have spent time with subjects to understand research problem. And also used both Primary & secondary data for the analysis of the research paper. For primary data questionnaire has been made & collected the responses from around 86 Online Shoppers of Kalaburagi city for this random sampling method has been adopted. The researchers reviewed journal papers, books, book chapters, government websites, reports, Indian Shodhganga Databases, internet, and government official records for identification of issues and challenges in the Tourism industry.

Results & Discussion

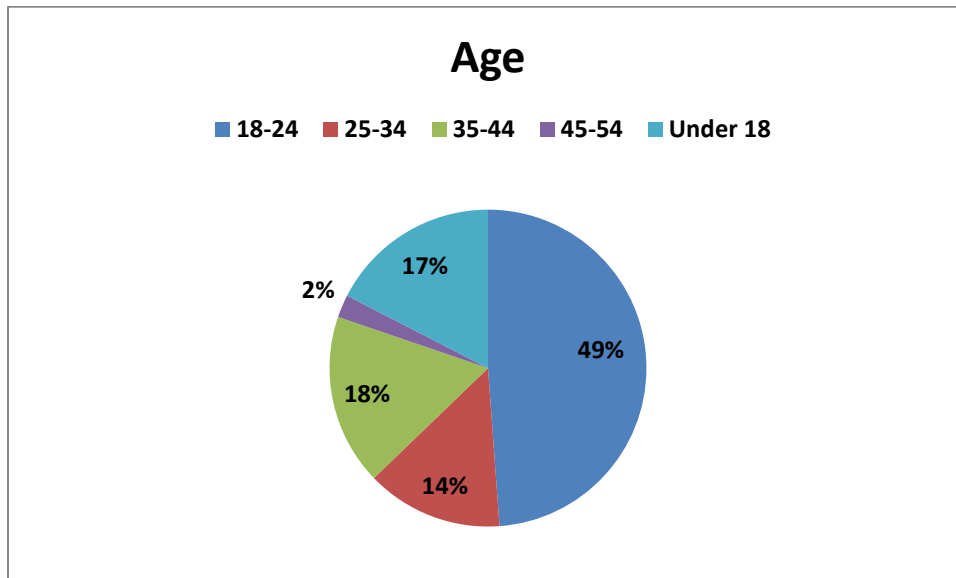


Chart no: 01 Age group of the respondents

Above pie chart explains that 49% of online shoppers (respondents) are under below 18 age followed by 18-24 of age group.

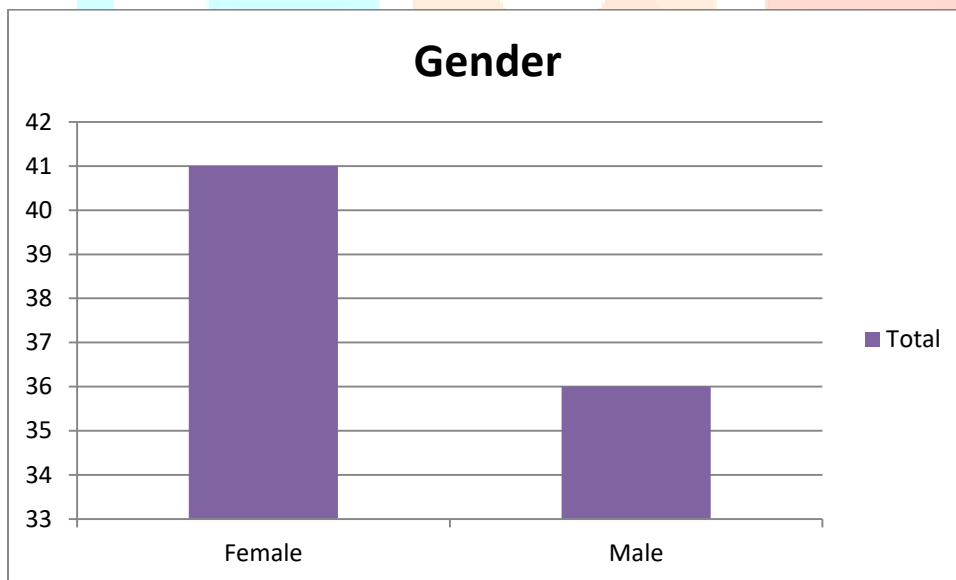


Chart no: 02 Gender groups of the respondents (Online Shoppers).

Above Column chart explains that Kalaburagi city has more number of Female online shoppers compare to Male online Shoppers.

Occupation

Employee Homemaker Self Employee Student

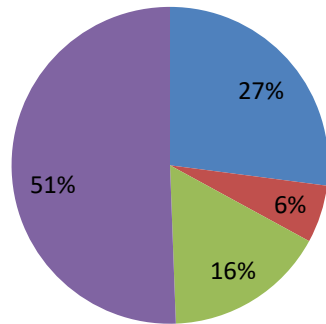


Chart no: 03 Occupation groups of the respondents (Online Shoppers).

Above pie chart explains that Kalaburagi city has more number of Students as online shoppers compare to Employees, Self employers and Home Makers.

Household Income

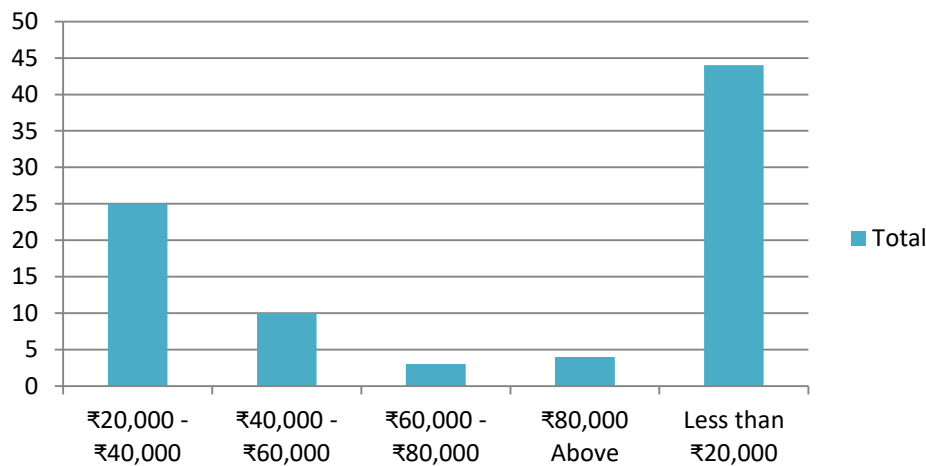


Chart no: 04 Household income groups of the respondents (Online Shoppers).

Above Column chart explains that in Kalaburagi city more number of online shoppers has less than 20,000 income.

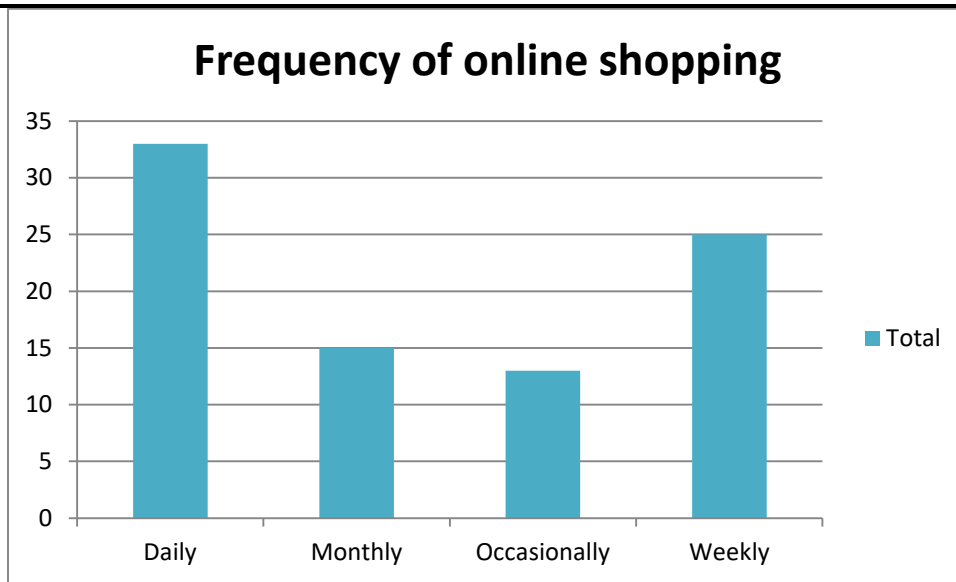


Chart no: 05 Frequency of the online shopping of the respondents (Online Shoppers).

Above Column chart explains that in Kalaburagi city more number of online shoppers do shop daily and weekly.



Chart no: 06 Online Products purchased by the respondents (Online Shoppers).

Above Column chart explains that in Kalaburagi city more number of online shoppers do shop more Clothing and Apparel followed by Electronic items.

Online Shopping Platform

■ Amazon ■ Bigbasket ■ Flipkart ■ Meesho ■ Myntra

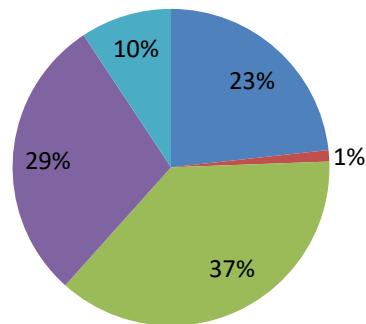


Chart no: 07 Online Shopping Platforms used by the respondents (Online Shoppers).

Above pie chart explains that Kalaburagi most of the respondents (Online Shoppers) prefer Flip kart, Meesho followed by Amazo, Myntra and the least used platform is Bigbasket.

Primary access for online shopping

■ Laptop ■ Other ■ Smartphone

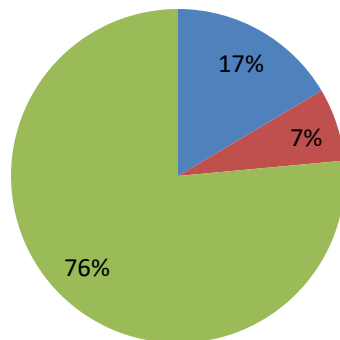


Chart no: 08 Online Shopping Platforms used by the respondents (Online Shoppers).

Above pie chart explains that in Kalaburagi most of the respondents (Online Shoppers) use Smart phones for onlinen shopping.

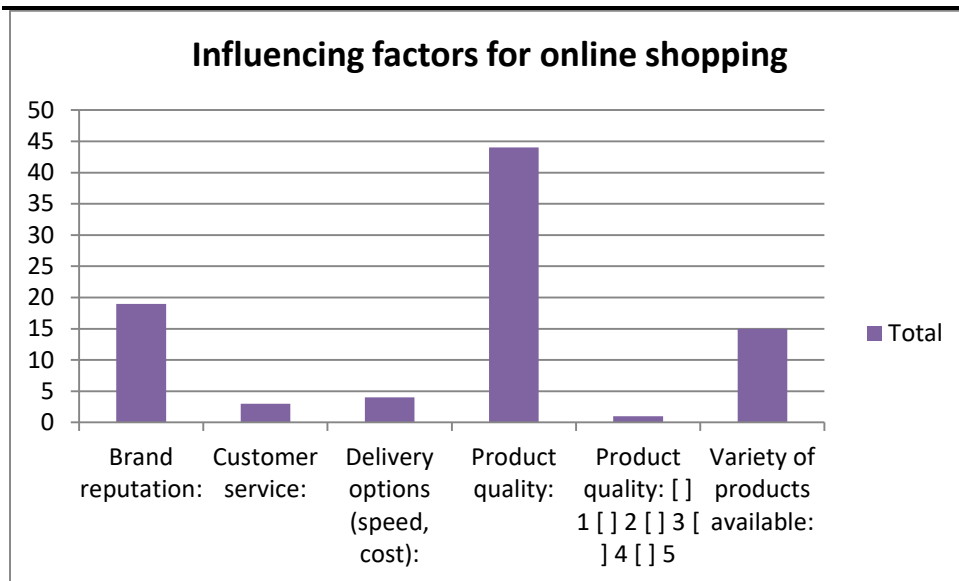


Chart no: 09 Influencing factors for online shopping to the respondents (Online Shoppers).

Above Column chart explains that in Kalaburagi city most of the online shoppers are influenced by Product quality followed by the brand.

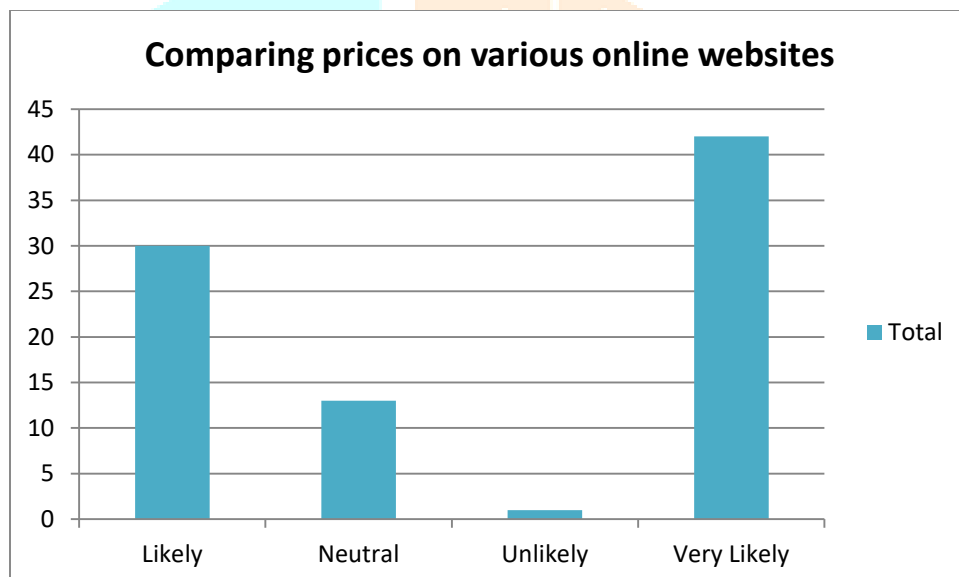


Chart no: 10 Comparing prices on various online websites by the respondents (Online Shoppers).

Above Column chart explains that in Kalaburagi city most of the online shoppers Compare the prices on various online websites before making buying decisions.



Chart no: 11 Satisfaction level of shopping online by the respondents (Online Shoppers).

Above Column chart explains that in Kalaburagi city Most of the online shoppers are satisfied by the services.

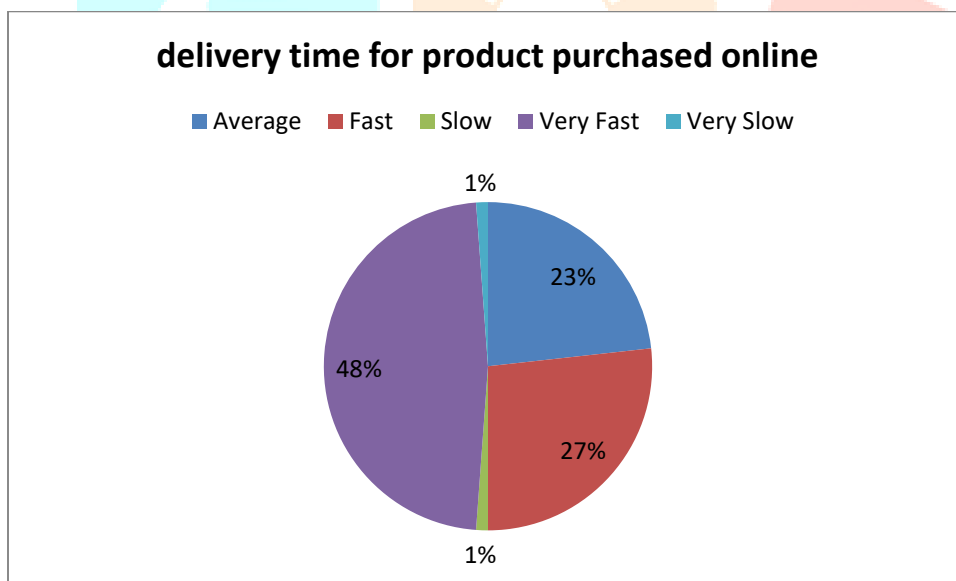


Chart no:12 delivery time for product purchased online.

Above Column chart explains that in Kalaburagi city most of the online shoppers says delivery time is very fast followed by fast.

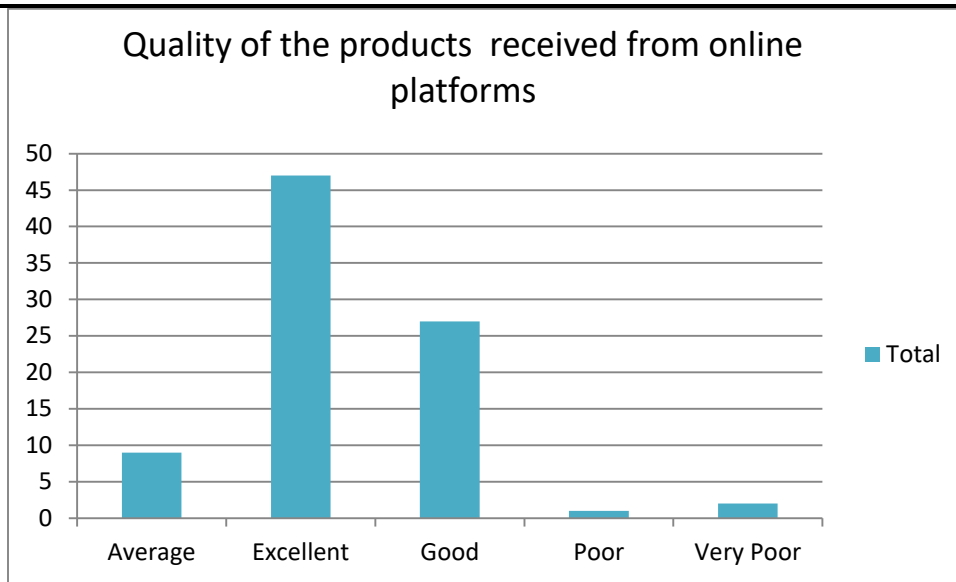


Chart no: 13 Quality of the products received from online platforms

Above Column chart explains that in Kalaburagi city most of the online shoppers received excellent quality products.

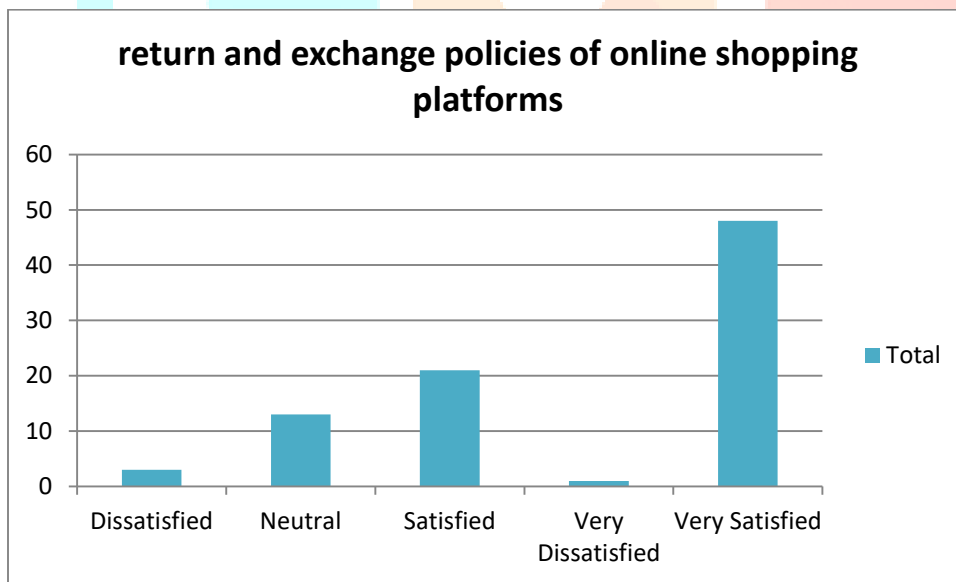


Chart no: 14 return and exchange policies of online shopping platforms

Above Column chart explains that in Kalaburagi city online shoppers are satisfied by the returned and exchange policies of the online websites.

online shopping is safe in terms of payment security

■ Neutral ■ No, Somewhat Secure ■ Yes, Somewhat Secure ■ Yes, Very Secure

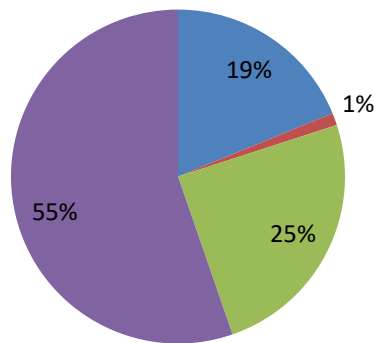


Chart no: 15 online shopping is safe in terms of payment security

Above Pie chart explains that in Kalaburagi city online shoppers believes online payment is safe while doing online shopping.

choosing an online shopping platform

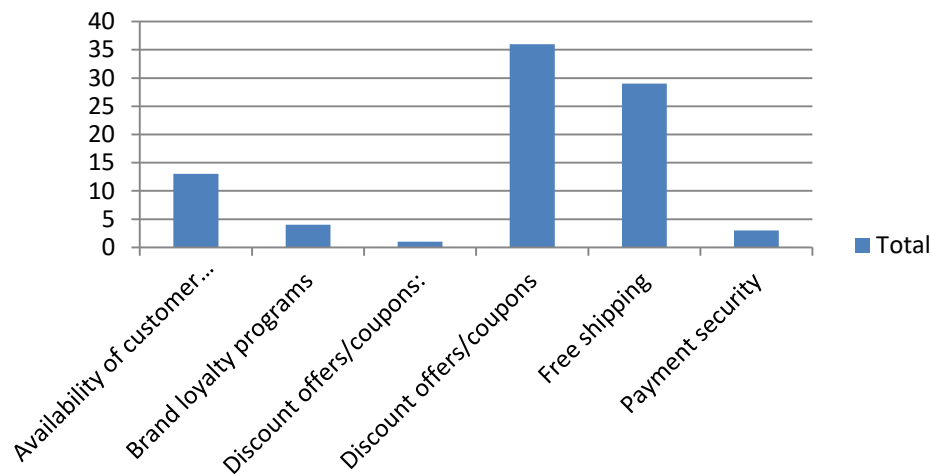


Chart no: 16 choosing an online shopping platform

Above Column chart explains that in Kalaburagi city online shoppers choose Discounts coupons followed by Free Shipping.

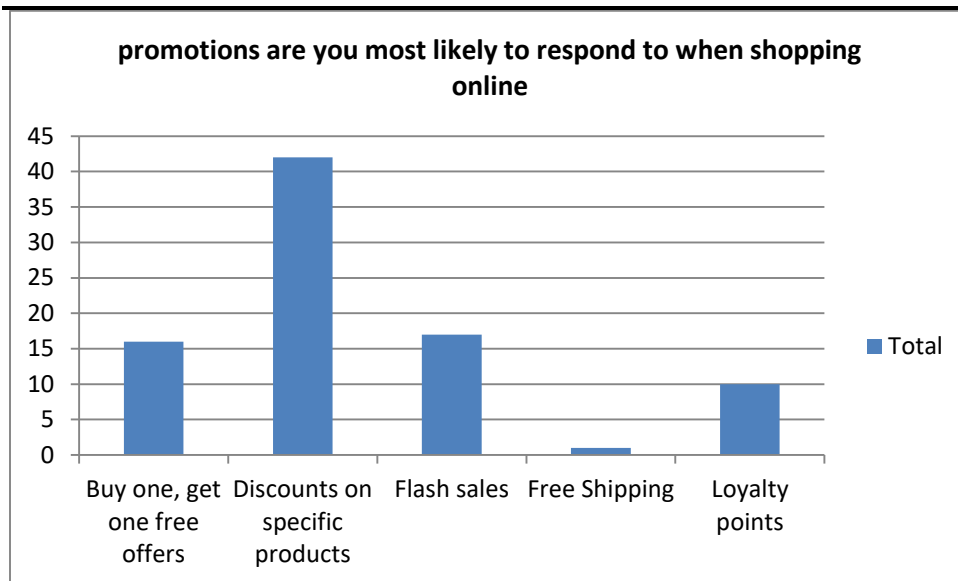


Chart no: 17 Promotions to respond to when shopping online

Above Column chart explains that in Kalaburagi city online shoppers respond to online websites during the discounts on specific products.

Conclusion

The purpose of this paper was to discover the Shopping Preferences & Satisfaction of the customers of Kalaburagi city. And also to identify the preferred product categories of online shoppers followed by examine the impact of demographics (Age, Gender, Income, Occupation, Education, etc.) of customers to online shopping and their product preference in online shopping.

This study highlights from the above discussion, it is clear that more and more customers showing interests on online Shopping. The reasons for the same are qualitative products at economic prices with on time home delivery. Of course, online shopping is suitable for clothing and electronic items. Now due to the services provided by online websites, majority of the customers of young aged are interested towards online shopping rather than purchasing at local market. As discussed above, almost all the customers are satisfied with the products, which they were purchased online. Prefer Flip kart, Meesho followed by Amazo, Myntra and the least used platform is Bigbasket, as they deliver on-time and payment mode is secured. Government of India has announced various initiatives, namely Digital India, Make in India, Start-up India, Skill India, and Innovation Fund for the development of e-commerce industry. So, this research will be beneficial for e-commerce inventors, marketers, and online e-commerce developers of this region in guiding them to have better strategies to advertise on online platforms.

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