Customer Preference and Satisfaction Level Towards E-Commerce Platform with Special Reference to Coimbatore City

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Abstract: This study is being conducted to understand and determine consumer preference and satisfaction in E-commerce platform in Coimbatore city. The study's major goal is to learn about consumer opinion about the E-commerce platform. This study focuses on the demographic profiles of the various E-commerce platform consumers which affect the consumer's perception and their buying behaviour. This study employs Descriptive Research. A total of 246 respondents were chosen for this study, which was then evaluated using the simple percentage, Ranking, and Chi-Square analysis. This study shows the consumer's degree of satisfaction under various factors and their expectations.

Keywords: E-commerce platform, customer preference, customer satisfaction.

1. Introduction

E-commerce has transformed the way consumer shop, providing convenience, variety, and competitive pricing. This study focuses on consumer preference and satisfaction level towards E-commerce platforms in Coimbatore City, analysing the key factors such as product pricing, frequency of purchase, nature of products, platform features, purchase motive. Understanding these preferences helps businesses enhance their offerings and improve efficiency. The study also examines how factors like product, customer service, financial factors influence consumer satisfaction. By identifying consumer expectation and preference, this research aims to provide valuable insights for E-commerce platforms to optimize their services and enhance user satisfaction.

2. Objectives

- To understand the demographic profile of the respondents.
- To understand the consumer preference on E-commerce platform.
- To study the satisfaction level of online buyers in E-commerce.

3. Research Methodology

- *Research design*: Descriptive research method is used in this study.

- *Area of the study*: Non-Probability (Convenience Sampling)
- *Data collection*: Primary data.
- *Sample size*: 246
- *Tools used for analysis*: Simple percentage analysis, Chi-Square, Ranking analysis.

4. Review of Literature

1. EH Redda, V Gaikar, BA Tedla (2021) - This study explores the shift from traditional retail to E-commerce, especially during COVID-19, emphasizing online shopping's role in safety. Using the PEBSF model Product, Employee behaviour and service, Finance), it assesses customer satisfaction based on product quality, service efficiency, and financial factors.

2. SAS Alasrani, A Wulandari (2022) – Research highlights key factors influencing consumer preferences in E-marketplaces, including trust, perception, online behaviour, and E-service usability, security, and branding significantly impact purchasing decisions. Studies on platforms like Shopee and Lazada confirm the interconnected nature of these determinants in shaping consumer choices.

3. N Pandey, A Tripathi, D Jain, S Roy (2020) - This study examines price sensitivity in E-commerce, showing that trust and loyalty of out weight satisfaction in influencing price tolerance. Consumer prefer foreign-owned e-retailers for electronics due to perceived quality. Research using the Analytic Hierarchy Process (AHP) suggests competitive pricing and brand trust are crucial for e-retailers.

4. N Abdallah, H Alyafai, A. Ibrahim (2021) - Research emphasizes how website usability, customer attraction and satisfaction in online shopping. Findings from Likert scale surveys show that age and gender influence shopping preferences. Convenience and quality remain critical, highlighting the need for seamless platforms and efficient customer support.

5. NJ Thomas, N Niyas, NM Kuruvilla, P Manoj (2021) - This study discusses hoe E-commerce reduces market costs

and competitiveness. It highlights benefits like price comparison, accessibility, and after-sales service, while also identifying risks such as fraud, privacy concerns, and product quality issues. Regulatory measures are explored to improve trust and security in digital transactions.

5. Data Analysis and Interpretation

A. Simple Percentage Analysis

Table 1
Gender of the respondents

S.No.	Particulars	No.of Respondents	%
1	Male	105	42.7
2	Female	141	57.3
	Total	246	100.0

The data indicates that the majority of the respondent (57.3 %) are Female, while 42.7% are Male.

Table 2
Age of the respondents

S.No.	Particulars	No. of Respondents	%
1	Up to 20 Years	144	46.3
2	20 TO 40 Years	111	45.1
3	40 to 60 Years	18	7.3
4	60 Years and above	3	1.2
	Total	246	100.0

The data shows, that the majority of the respondents (46.3%) are up to 20 Years old.

Followed closely by those aged 20 to 40 years (45.1%).

Table 3
Employment status of the respondents

S.No.	Particulars	No.of Respondents	%
1	Businessmen	58	23.6
2	House Maker	19	7.7
3	Part time worker	59	24.0
4	Professional	21	8.5
5	Student	89	36.2
	Total	246	100.0

The majority of the respondents (36.2%) are students, followed by Part time workers (24 %) and Business men (23.6%).

6. Chi-Square Analysis

Table showing the relationship of price of the Goods in E-Commerce platform compare to retail stores and gender of the respondent.

H0: There is no significant relationship between the price of the goods in E-commerce platform compare to retail stores and gender of the respondents.

H1: There is a significant relationship between, the price of the goods in E-commerce platform compare to retail stores and Gender of the respondents.

The Pearson Chi-Square value (2.177) with the significance level of 0.537 indicates that there is no statistically relationship between the variables at a 5% significance level.

Table showing relationship between frequency of your purchases through online platform and the gender of the respondent.

Table 4
Chi-Square test

Particulars	Value	Df	Asymptotic Significance (2 – Sided)
Pearson Chi-Square	2.177 [a]	3	0.537
Likelihood Ratio	2.209	3	0.530
N of Valid cases	246		

a. 0 cells (0.0%) have expected count less than 5. For minimum expected count is 16.65.

H0: There is no significance relationship between the frequency of your purchases through online platform and the gender of the respondent.

H1: There is significant relationship between the frequency of your purchase through online platform and the gender of the respondent.

Table 5
Chi-Square test

Particulars	Value	Df	Asymptotic Significance (2 – Sided)
Pearson chi-square	1.54 [a]	3	0.764
Likelihood Ratio	1.154	3	0.764
N of Valid cases	246		

a. 0 cells (0.0%) have expected count less than 5. For minimum expected count is 19.2.

The Pearson chi-square value (1.154) with the significance level of 0.764 indicates that there is no statistically relationship between the variables at a 5% significance level.

Table showing relationship between opinion on the priority of the most important factors influencing Customer preference and Gender of the respondents

H0: There is no significance relationship between the opinion on the priority of the most important factors influencing Customer preference and Gender of the respondents

H1: There is significant relationship between opinion on the priority of the most important factors influencing Customer preference and Gender of the respondents

Table 6
Chi-Square test

Particulars	Value	Df	Asymptotic Significance (2 – Sided)
Pearson chi-square	2.177 [a]	3	0.537
Likelihood Ratio	2.209	3	0.530
N of Valid cases	246		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.65.

Pearson Chi-Square value (2.177) is lower than the table value, with significance level of 0.537(>0.05), indicating no significant association between the variables.

7. Ranking Analysis

Brand variety (P5) Ranks highest in Customer satisfaction, followed by new arrivals (P4) and Discounts (p3), while price (P2) and quality(P1) are less prioritized.

The table shows that replacement/return policies (CS4) are the most important customer service factor, followed by Employee knowledge (CS5) and Delivery commitment (CS3)

Polite Employee behaviour (CS2) ranks the lowest.

Table 7
The factors related to Products that are affecting customer satisfaction

Factors	Mean Rank	Rank
P1 [The quality of the product purchased online meets my expectations]	2.62	5
P2 [The price of the product purchased online meets my expectation]	2.81	4
P3 [The discounts given on the products purchased online meets my expectations	3.09	3
P4 [The information on new arrival of products purchased online meets my expectations]	3.21	2
P5 [The variety and availability of brand of the products purchased online meets my expectations]	3.25	1

Table 8
The factors related to customer satisfaction that are affecting customer satisfaction

Factors	Mean Rank	Rank
CS1 [The on-time delivery service provided by the website meets my expectation]	2.95	4
CS2 [The polite behaviour of the employee meets my expectation]	2.74	5
CS3 [The product delivery commitment of the platform meets my expectation]	3.05	3
CS4 [The replacement/return policies provided by the platform meets my expectation]	3.19	1
CS5 [Employees are knowledgeable in all respect]	3.07	2

Table 9
The financial factors affecting customer satisfaction

Factors	Mean Rank	Rank
FF1 [The platform allows for the easy access through payment gateway]	2.37	4
FF2 [The confidentiality in online payment given by the platform meets my expectation]	2.51	2
FF3 [The variety of the options in payment method given by the platform meets my expectations]	2.47	3
FF4 [The refund or Return Goods policy provided by the platform meets my expectations]	2.66	1

The Refund or Return policies (FF4) Rank the highest (2.66), indicating their strong influence on Customer satisfaction in financial aspects.

8. Suggestions

- E-commerce Platforms should priorities tailored marketing, student discounts, loyalty programs and flexible payments alternatives as the majority of the respondents are young women up to 20 years old and students.
- Given that a sizeable percentage of respondents make up to Rs 100000/- annually, platforms ought to include cash back offers, EMI choice and affordable process to increase affordability.
- Businesses should enhance return policies, customer support, product Quality, Accurate descriptions and reviews, since CS4 (customer service) and P1 (Product Quality) of utmost importance.
- Since every hypothesis was accepted, company should keep evaluating Customer preference and Satisfaction level to improve their Goods and strategies.

9. Conclusion

The study on Coimbatore city consumer's preference and satisfaction level with E-Commerce platform identifies important variable affecting their online buying habits. Results show that financial factors, Customer service, Pricing and Product Quality all have a huge influence on Customer Satisfaction. A significant portion of customers are young peoples and students, highlighting the necessity for individualised marketing and reasonably priced product. In order to establish confidence, return procedures and safe payment options are essential.

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