



A Study On The Level Of Customer Satisfaction With The Usage Of E-Commerce Services With Reference To Pimpri-Chinchwad City

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ABSTRACT

E-commerce is a great revolution in the globalization era. The technological change has taken place in the last decade for the business. E-commerce is wide-range of business that including various types of application such as E-banking, electronically shopping, finding Job, conducting an auction etc, consume are the king of the Market, nowadays consumer is the using the internet not only for buying the goods and services but also using it for comparing price and the decision-making purpose. The research examines various factors such as product variety, convenience, time saving, low prices, 24×7 availability, availability of detailed product information, transaction security, service quality, and the growth of E-commerce usage. The business is framing the strategies to meet the demand of online shopping. Hence the objective of this research paper to focus on the satisfaction level of consumers in the field for E-Commerce World, and identifying the factors influencing the purchase of various products through online mode.

Introduction:

E-Commerce platform is one of the great opportunities available to expand the business. It is used with the help of technology, computers and the Internet for getting better performance in the market. The Industrial revolution of the Eighteenth century involved changes not only in production but also in financial structures, transport, communication and network. The Internet is one of the major changes that bring the advance technology as well as enhance the communication and networking among the business. The Internet gives a wide range for business activities. E-commerce is changing the way of buying behaviors of consumers. Many companies are changing the marketing strategy to rich the consumer. Companies are using the internet to reduced the cost therefore reducing the price of product and services to stay in the highly competitive market. We have seen that nowadays companies are also using internet for selling the product, communication and share the information, taking feedback, feedback survey, and understanding the needs of the customer etc., E-Commerce business or application began in around 1970 for innovative electronic transfer of funds. But the application was limited to large company and few brave small businesses. Since the commercialization of the internet and the introduction the web in the early 1990s, more industries are participation and process the business through electronic data interchanges (EDI). Now E-Commerce is broad. There are many applications are available the avail the services of buying goods and services such as shopping electronic malls, buying stocks, searching the Job, Banking activities, conduction auction, providing the customer services etc.,

Customer are using internet not only for buying product online but also comparing the prices, feature of the product, after sales services other facilities so on. Customer are getting more option and optimize the various services very easily. The growth of internet is providing the developing prospect for E-Commerce Market. If the E-commerce know the factors affecting the online behaviors of consumer will the better opportunities to the E-Commerce market to fulfill the consumer satisfaction level. Pimpri- Chinchwad City is one of the fasted developing city. It is fifth largest city in Maharashtra. It has developed as the third fastest growing city in the country. It having huge

industrial area which operated and providing the services all over the India. According to above discussion the main objective of this paper is to focus on consumer satisfaction level of E-Commerce Services.

Literature Review

Research by **Chanana and Goele (2012)** Studies indicate that improved digital infrastructure, rising consumer awareness, and cost-effective products have driven significant growth in India's e-commerce sector. Furthermore, the research suggests that the increasing availability of the internet and favorable demographic factors will continue to fuel the growth of retail sales in the future.

The research paper by **Zahoor and Shabir (2018)** "Future Perspectives of E-Commerce: A Conceptual Study" Research highlight that the increasing availability of the internet, advancements in digital payment technology, and the widespread use of smartphones have transformed modern business through e-commerce. Studies also highlight that while the expanding e-commerce market in India offers benefits such as market growth, reduced business costs, consumer convenience, and entrepreneurial opportunities, it also faces significant challenges—specifically regarding cybersecurity, data privacy, product quality, and intense competition. To ensure sustainable growth and future success in e-commerce, it is essential to strengthen digital infrastructure; simultaneously, making improvements to build and maintain consumer trust is equally important.

Gajewska et al. (2020) Their research paper reveals that factors such as service quality, transaction security—particularly delivery reliability—and customer satisfaction play a pivotal role in the e-commerce business. The study concludes that improving services and meeting customer expectations in a timely manner are essential for building trust and fostering long-term customer loyalty.

Akhter and Khan (2026), They identify customer satisfaction as a crucial element in e-commerce. Factors contributing to satisfaction include ease of website usage, product quality, payment security, delivery services, pricing, and customer support. The study also demonstrates a significant positive correlation between payment security and customer satisfaction; furthermore, it highlights that enhancing the quality of delivery and services can significantly improve the online shopping experience.

Objective of the study

1. To study the satisfaction level of consumer of E-Commerce in Pimpri Chinchwad City.
2. To find out the reason of satisfaction level of consumer in Pimpri Chinchwad City.
3. To understand reason for which consumer preference toward online shopping.

Research Methodology

The descriptive research design is used for the research study. The study concerned describing the characteristics of particular group of specific individuals hence this study is descriptive in nature. This study includes the primary and secondary data. The Primary data includes -The total population of the study is indefinite. The sample size of the study is 100 from the population. The convenient sampling is used for obtain the data. It is a definite plan for obtaining a sample from a given population. These techniques used for adopting the sample from the population. Secondary data collected through published Articles, Research paper, Magazines, News Paper etc.

Statistical Tools-

The research data collected through the structured questionnaire. And the data analyzed has been done with help of the simple percentage techniques and ranking analysis with MS-Excel.

Limitation of the study

- The study is only based on the consumer satisfaction of E-Commerce.
- The collected data is fully on primary data given by the respondent.
- The study has been limited to 100 respondents.
- The study is confined to Pimpri-Chinchwad City only.

Consumer - A person who buys products, goods or services for personal use but not for resale. Someone who can be influenced by the marketing and advertisement, and who can make a decision whether purchase or not the goods or services from store.

E-Commerce - E-Commerce is process that customer take decision to purchases a goods or services through internet. Consumer buy the product or services from anywhere and anytime from online store. It is one of the coinvent platform to explore the various types of goods and services, communication, providing the feedback, to compare the price etc.,

Data Analysis

Table showing Number of Respondent - Number of Respondent who response the questionnaire – 100 (100%)

Table No.1 Table showing age wise analysis

Sr.No	Age (In Years)	Number of Respondent	Percentage
1	Below 20 years	12	12%
2	21-30 Year	30	30%
3	31- 40 Year	43	43%
4	41- 50	15	15%

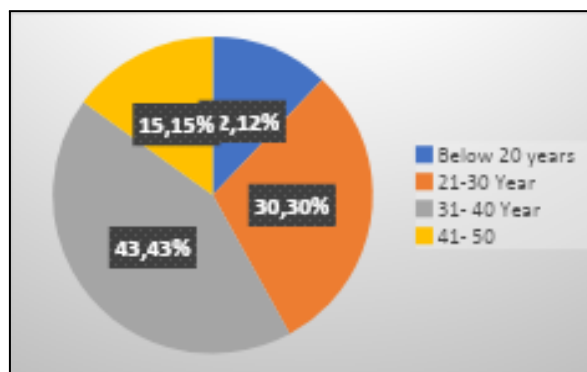


Figure No. 1 age wise analysis

Above table and chart shows that 12% respondent are from age group of below 20, and age group of

21 to 30 year are more than double i.e 30%. 43% respondent are from the age group of 31 to 40 in other hand age group of 41 to 50 are only 15%.

Table No. 2 showing Analysis by Education

Sr.No	Education Qualification	Number of Respondent	Percentage
1	Below HSC	15	15%
2	HSC	18	18%
3	UG	37	37%
4	PG	20	20%
5	Other	10	10%

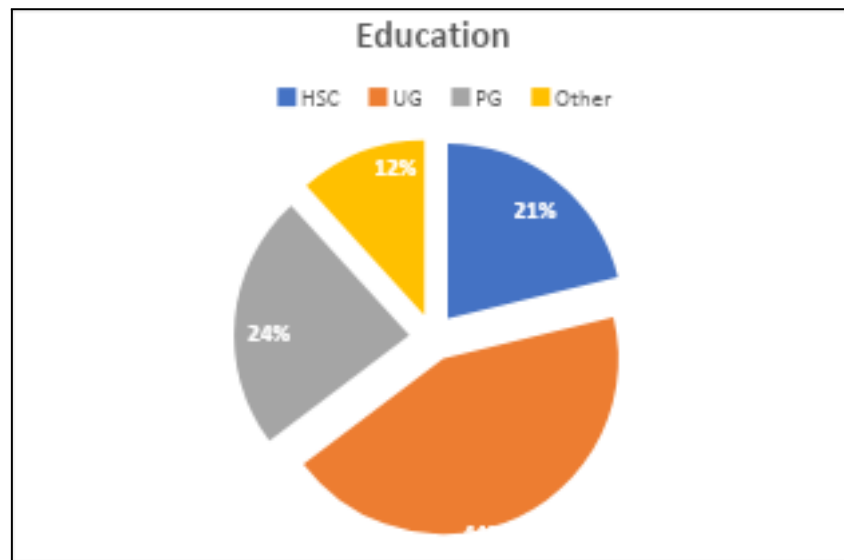


Figure No. 2 Analysis by Education

Table and chart shows that 15% respondent are not completed their HSC, whereas 18% respondent has completed their HSC. 37% respondent completed

their UG and 20% are completed their PG. only 10% respondent done their other educational qualification.

Table No 3 showing analysis by Monthly Income

Sr.No	Monthly Income (In Rs.)	Number of Respondent	Percentage
1	Below 10000	7	7%
2	10000 to 30000	22	22%
3	30000 to 50000	47	47%
4	50000 and above	24	24%

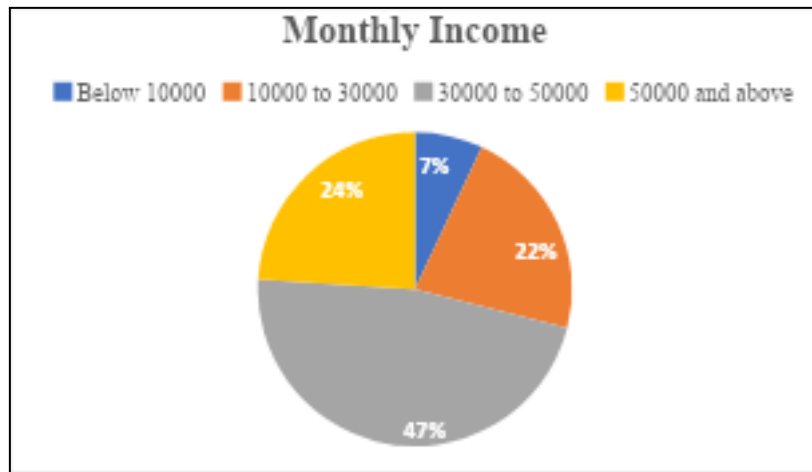


Figure No. 3 Analysis by Monthly Income

Above table and figure shows that 7% respondent having less than Rs.10000 Monthly Income, whereas 22% respondent having income between

Rs.10000 to Rs.30000. 47% respondent earning Rs. 30000 to Rs. 50000 monthly incomes. Only 24% respondent earning more than Rs. 50000.

Table No 4 Showing Statement Analysis Reading to Consumer Satisfaction Level Of E-Commerce Services

Sr. No	Statement	SA	A	N	D	SD	Total with Percentage
1	More options and choice for product in E-Commerce	74 74%	21 21%	3 3%	01 1%	01 1%	100 100%
2	There is more suitable doing activities through online	65 65%	23 23%	5 5%	3 3%	04 4%	100 100%
3	It saves the time	76 76%	21 21%	1 1%	01 1%	01 1%	100 100%
4	The main advantage of buying product online is in low price	70 70%	25 25%	3 3%	01 1%	01 1%	100 100%
5	There is impact of online on Offline	72 72%	25 25%	1 1%	01 1%	01 1%	100 100%
SA- Strongly Agree A- Agree N- Neutral D- Disagree SD- strongly Disagree							



Figure No. 4- Consumer Satisfaction Level Of E-Commerce Services

The above table shows the consumer satisfaction with help of their recondense research get to know that 74% and 21% respondent are strongly agree and agree respectively that there is more options and choice for product in E- Commerce. 7% respondent are Natural whereas only 1% respondent are disagreeing and strongly disagree. 65% and 23% of respondents, respectively, have strongly agreed or expressed agreement that e-commerce initiatives are more suitable. 5% of respondents are neutral, while 3% and 4% disagree and strongly disagree, respectively. 76% and 21% of respondents strongly agree and agree,

respectively, that e-commerce saves time; conversely, the proportion of respondents who are neutral, disagree, or strongly disagree is 1% for each category.

70% and 25% respondent are strongly agreeing and agree buying product online is in low price, in other hand 3% respondent are natural and 1% Disagree and strongly Disagree respectively. 72% and 25% respondent are Strongly Agree and Agree that there is huge impact of online over Offline. And only 1% respondent from each are Neutral, Disagree, strongly Disagree.

Sr. No	Statement	SA	A	N	D	SD	Total with Percentage
1	24 X 7 Availability	80 80%	20 20%	0 0%	0 0%	0 0%	100 100%
2	Getting detail information of product is available	65 65%	22 22%	7 7%	04 4%	02 2%	100 100%
3	It is Safe and Secure transaction	62 62%	30 30%	2 2%	01 1%	05 5%	100 100%
4	E-commerce and Internet is integral part of everyday	89 89%	11 11%	0 0%	0 0%	0 0%	100 100%
5	Service quality is satisfactory	60 60%	20 20%	4 4%	6 6%	10 10%	100 100%
6	There is growth in usage of E-Commerce transaction	88 88%	12 12%	0 0%	0 0%	0 0%	100 100%

SA- Strongly Agree	A- Agree	N- Neutral	D- Disagree	SD- strongly Disagree
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Figure No. 5- Consumer Satisfaction Level Of E-Commerce Services

Out of 100 respondents, 80% strongly agree and 20% agree that E-commerce provides 24×7 availability. No respondent expressed a negative opinion, showing complete satisfaction with continuous online access. Approximately 65% of respondents strongly agree and 22% agree that detailed product information is available online. However, 7% of respondents are neutral, 4% disagree, and 2% strongly disagree; this indicates that some users still face difficulties in obtaining complete information about the products. The data indicate that 62% of respondents firmly believe e-commerce transactions are safe and secure, while 30% agree with this view. Meanwhile, 2% of respondents are neutral, 1% disagree, and 5% strongly disagree; this suggests there is some degree of concern regarding the security of transactions. A vast majority of the survey participants consider e-commerce important in their daily lives; 89% fully agreed with this, while 11% agreed. No negative feedback was recorded in this regard. Regarding service quality, 60% of participants fully agreed and 20% agreed that the quality of service is satisfactory. However, 4% of customers are neutral, 6% disagree, and 10% strongly disagree; this indicates that some

customers are not entirely satisfied with e-commerce services. The study reveals a significant rise in e-commerce usage, as 88% of respondents strongly agree and 12% agree that e-commerce transactions are steadily increasing. No negative opinions were recorded in this regard.

Finding

- Research indicates that approximately 74% of respondents strongly agree—and another 21% simply agree—that e-commerce offers a wide range and greater variety of products; furthermore, product variety is highly value by consumers when shopping online.
- 88% of respondents (65% strongly agree and 23% agree) state that working online is more convenient and appropriate; furthermore, they show a positive response to the growth of digital platforms.
- Studies have shown that 97% of respondents fully agree that the biggest advantage of e-commerce is saving time.
- Studies show that 95% of respondents believe products are available at lower

prices through online shopping; thus, the price advantage appears to have a significant influence on online purchasing decisions.

- Approximately 97% of respondents believe that online business impacts offline business, noting the growing influence of e-commerce on traditional retail markets.
- With 24/7 service availability, 98% of respondents agree that this has a positive impact on shopping, while 20% acknowledge that there can be a negative impact as well.
- 87 respondents have firmly stated that detailed product information is readily available online, which aids in making informed purchasing decisions.
- 92 percent of respondents consider online transactions to be safe; however, a small number of people still express concerns regarding financial security.
- A key finding of the study—based on 100% of the responses—is the conviction that e-services, e-commerce, and the internet have become an integral part of daily life, driving significant changes in the digital landscape; consequently, this shift necessitates substantial implementation and development within the digital sector.
- Regarding services provided via e-commerce, a satisfactory level of service quality is evident; 80% of respondents expressed satisfaction, while 16% reported dissatisfaction or held a neutral stance—indicating scope for improvement in customer service and delivery quality.
- Feedback from all respondents reveals a high volume of e-commerce transactions, underscoring the robust expansion and extensive reach of online trade.

Conclusion

This research clearly indicates that consumers hold a highly positive view of e-commerce. Beyond the convenience and time savings, consumers identify product variety and good quality, lower prices, and 24/7 availability as key benefits. Furthermore, respondents consider e-commerce an integral and

vital part of modern life, noting a steady increase in its usage.

Research indicates that while online transactions generally appear safe and satisfactory, customers still harbor concerns regarding security and service in certain respects. These concerns pose challenges to strengthening customer trust. To bolster this trust, e-commerce companies need to focus on factors such as high-quality service and transaction security. The study reveals that e-commerce has transformed consumer purchasing habits, and this trend is likely to accelerate in the future.

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