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An Analytical Study on Customer Satisfaction Towards Online Grocery Platforms in Coimbatore City

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Abstract: ***The rapid growth of digital technology has transformed the retail sector, especially the grocery market. Online grocery platforms provide convenience, time savings, and a wide range of products to customers. This study analyzes customer satisfaction towards online grocery platforms in Coimbatore city. The research focuses on factors such as product quality, delivery service, pricing, and ease of use of the applications. Primary data were collected through structured questionnaires from customers using online grocery platforms. The study found that convenience, quick delivery, and product availability are the major factors influencing customer satisfaction. The findings help online grocery companies improve their services and enhance customer experience.***

Keywords: Customer Satisfaction, Online Grocery Platforms, Digital Shopping, Consumer Behaviour, E-commerce

I. INTRODUCTION

The development of internet technology and smartphones has significantly changed consumer purchasing behaviour. Online grocery platforms have become an important part of modern retailing. Customers prefer online grocery shopping due to convenience, time-saving, and easy price comparison. Platforms such as BigBasket, Blinkit, Zepto, and Amazon Fresh provide doorstep delivery of groceries.In urban areas like Coimbatore, the adoption of online grocery shopping is increasing rapidly. Consumers expect quality products, timely delivery, secure payment options, and user-friendly applications. Customer satisfaction plays a vital role in the success of online grocery platforms. Understanding customer expectations and satisfaction levels helps businesses improve their services and maintain customer loyalty.

II. REVIEW OF LITERATURE

Several researchers have studied customer satisfaction in online shopping platforms.Ramanathan (2017) stated that convenience and time-saving are the primary reasons customers prefer online grocery shopping.Gupta and Kim (2018) found that website usability and delivery efficiency significantly influence customer satisfaction in online retailing.Sharma (2020) concluded that product quality and competitive pricing are important factors affecting customer loyalty in online grocery platforms.Kumar and Reddy (2022) highlighted that mobile application design and customer service play a major role in improving user experience and satisfaction.These studies indicate that service quality, product availability, pricing, and delivery performance influence customer satisfaction in online grocery platforms.

III. OBJECTIVES OF THE STUDY

1) To study the level of customer satisfaction towards online grocery platforms.
2) To identify the factors influencing customer preference for online grocery shopping.
3) To analyse customer perception towards service quality and delivery systems.
4) To provide suggestions for improving online grocery services.

IV. RESEARCH METHODOLOGY

1) Research Design: Descriptive research design.
2) Area of Study: Coimbatore City.
3) Source of Data:

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- Primary Data – Collected through questionnaire.
- Secondary Data – Books, journals, websites, and previous research studies.

4) Sample Size: 100 respondents.

5) Sampling Method: Convenience sampling.

6) Tools Used for Analysis:

- Percentage Analysis
- Tabulation Method

V. RESULT OF ANALYSIS

Table1

AgegroupoftheRespondents

Age Group	Frequency	Percentage(%)
Below20	24	14.5
21-30	66	40
31-40	58	35.2
41-50	10	6.1
Above50	7	4.2
Total	165	100

INTERPRETATION

Thetableshowstheagedistributionoftherespondents.Outof165respondents,66respondents (40%) belong to the 21–30 age group, which forms the majority. This is followed by 31–40 yearswith58respondents(35.2%),below20yearswith24respondents(14.5%),41–50years with10respondents(6.1%),andabove50yearswith7respondents(4.2%).Thisindicatesthatmostusersofonlinegroceryplatformsareyounga dults,particularlythose between 21and30 years.

Table2

FactorsInfluencingCustomerSatisfaction

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
ProductQuality	57	15	48	20	25
Price	44	33	50	17	21
DeliveryTime	35	33	29	35	33
Packaging	47	43	49	5	21
Availability	52	19	46	31	17

INTERPRETATION

The table shows respondents'satisfaction with different factors of online grocery platforms. Mostrespondentsarehighlysatisfiedwithproductquality(57)andavailability(52).Forprice andpackaging,manyrespondentsshowneutralorsatisfiedresponses.However,deliverytime has mixed responses, with some respondents being dissatisfied. Overall, product quality and availability have higher satisfaction compared to other factors.

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VI. FINDINGS

Most respondents belong to the 21–30 age group, indicating high usage among young consumers. Convenience and time-saving are the main reasons for using online grocery platforms.Customers are mostly satisfied with delivery speed and product availability.Pricing and discounts influence customer purchase decisions.Some customers face issues such as delayed delivery and product quality variations.

VII. SUGGESTIONS

1) Online grocery platforms should improve delivery efficiency to reduce delays.
2) Companies should ensure consistent product quality and freshness.
3) Attractive discounts and promotional offers can increase customer retention.
4) Improving customer support services will enhance user satisfaction.
5) Mobile applications should be made more user-friendly for easy navigation.

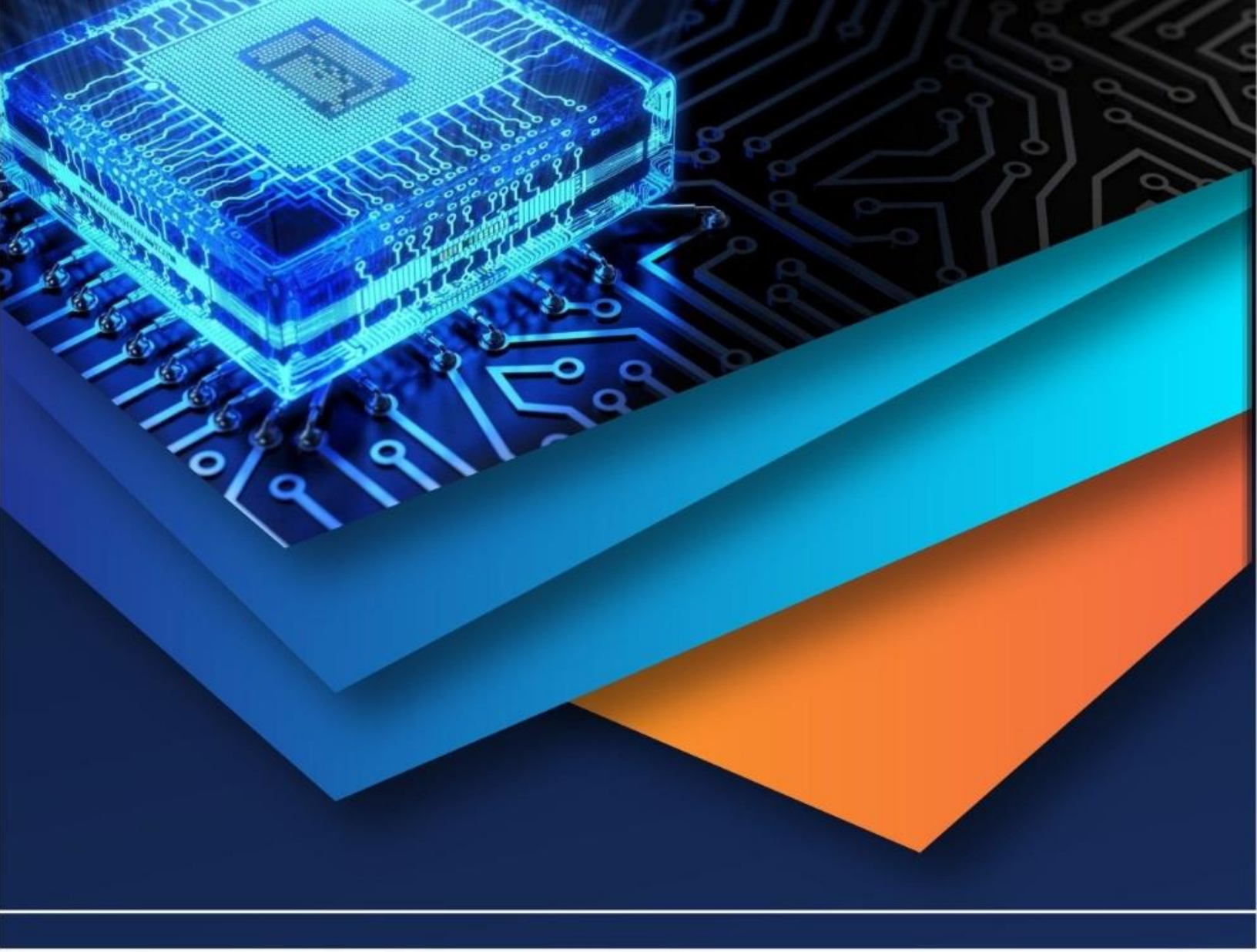
VIII. CONCLUSION

Online grocery platforms have become an essential part of modern retailing, especially in urban areas like Coimbatore. The study shows that customers prefer online grocery shopping due to convenience, time-saving, and better accessibility. Although most customers are satisfied with the services provided by online platforms, improvements in delivery speed, product quality, and customer service can further enhance customer satisfaction. Online grocery companies must focus on service quality and technological improvements to remain competitive in the growing e-commerce market.

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