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### Decoding digital desires: Satisfaction and struggles of college students with India's leading online shopping apps

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#### Abstract

This study was conducted in the Parbhani district located in the Marathwada region of Maharashtra state, to examine the online shopping behavior of college students. A total of 150 students, evenly distributed by gender and aged between 20 and over 25 years, participated in the study. Data was collected through structured questionnaires combined with personal interviews and analyzed using statistical methods to identify patterns of user satisfaction and common challenges encountered. The investigation focused on popular online shopping platforms in India, revealing that Flipkart and Amazon emerged as the top performers in terms of consumer satisfaction, achieving mean satisfaction scores of 4.03 and 3.98, respectively. These scores indicate strong approval from the user base. Following them were Myntra, Ajio, and Meesho, while Snapdeal and JioMart were among the least satisfactory platforms, the latter reflecting significant service awareness or accessibility issues, as evidenced by a high proportion of respondents who had not used it.

Key problems faced by consumers in online shopping were also identified: issues related to product quality and size dissatisfaction were reported by 23.97% of respondents, while 21.07% experienced delays in delivery. Additional challenges included receiving damaged goods (18.18%) and discrepancies between the product ordered and the product delivered (15.29%). Payment transaction failures affected 9.92% of users, and difficulties encountered during product returns were reported by 9.50% of respondents. Other problems such as issues with delivery personnel were less common but still significant. These findings underscore critical areas needing improvement within the Indian e-commerce sector. Addressing product quality controls, enhancing delivery reliability, simplifying return processes, and strengthening payment systems are essential to improving consumer satisfaction and fostering customer loyalty. The study highlights the importance of continuous monitoring and upgrading of online retail services to meet growing consumer expectations in a highly competitive environment.

**Keywords:** Online shopping, consumer satisfaction, e-commerce platforms, product quality, delivery issues, payment failure

#### 1. Introduction

The rapid growth of e-commerce in India has led to significant shifts in consumer behavior, with college students constituting a vital segment due to their ease with technology and online environments. These students prioritize online shopping because of the convenience it provides, the wide variety of available products, and the ability to access global brands all of which strongly influence their purchasing decisions (Antony, 2022; Vaidya & Vaidya, 2017; Ganeshkumar, 2019) <sup>[1, 16, 6]</sup>. Mobile applications have become the dominant platform for online retail, enabling consumers to easily compare products, read reviews, and make purchases seamlessly (Arul & Sobhana, 2025) <sup>[2]</sup>. As a result, understanding consumer attitudes and satisfaction with these apps is critical for businesses seeking to enhance user experience, increase customer retention, and remain competitive in the expanding digital marketplace (Regatipally, 2025; Sreekanth, Ilavenil, & Nedumaran, 2024) <sup>[12, 15]</sup>.

This study is significant since it focusses on user impressions of several online shopping apps, emphasising satisfaction levels and challenges encountered when shopping online. The insights obtained are intended to help developers and marketers create more user-friendly applications, improve customer support, and resolve pain spots that impede consumers from having great purchasing experiences. Furthermore, the findings of this study can be used to inform marketing tactics aimed at increasing confidence and trustworthiness in online buying platforms (Khare, 2011) <sup>[9]</sup>. Although online shopping offers substantial convenience, users frequently face challenges such as delayed deliveries, payment failures, data privacy concerns, and insufficient customer support. Such challenges negatively impact overall satisfaction and can decrease long-term engagement with the apps. Therefore, this study aims to explore how satisfaction levels and encountered problems influence consumer attitudes toward different online shopping platforms (Antony, 2022;

Ganeshkumar, 2019)<sup>[1, 6]</sup>. By examining consumer perceptions within a specific demographic and geographic scope, the study investigates critical factors like app usability, functional reliability, quality of service, and post-purchase experiences. The aim is to provide actionable recommendations to e-commerce businesses for refining their apps, increasing customer interaction, and maintaining loyalty amid intense competition (Vaidya & Vaidya, 2017; Regatipally *et.al.*, 2025)<sup>[16, 12]</sup>.

## 2. Materials and Methods

### Location of the Study

The present study was conducted in the Parbhani district, located in the Marathwada region of Maharashtra state.

### Target Group

A purposive random sampling technique was used to select the sample for this research based on the researcher's specific area of interest. The sample comprised 150 college-going students, equally divided between males (75) and females (75), aged between 20 and above 25 years. All participants selected were active users of online shopping applications.

### Data Collection and Analysis

Primary data was collected through personal interviews utilizing a structured questionnaire designed to capture users' satisfaction levels and issues faced during online shopping.

### Attitudes towards different online shopping apps

A purposeful selection of prominent online shopping mobile apps in India that provide a very wide range of product varieties was considered for study. These apps include Amazon, Flipkart, Snapdeal, Myntra, Meesho, AJIO, and

Jiomart. To assess respondents' attitudes towards different online shopping apps. Respondents were asked to rate their satisfaction with each app using a 5-point satisfaction Likert scale ranging from highly satisfied to highly dissatisfied. To make it convenient for the respondents who didn't use any apps, an additional 'not used' option was added to improve the Likert scale.

| Si. No | Category            | Score |
|--------|---------------------|-------|
| 1.     | Highly satisfied    | 5     |
| 2.     | Satisfied           | 4     |
| 3.     | Undescribed         | 3     |
| 4.     | Dissatisfied        | 2     |
| 5.     | Highly dissatisfied | 1     |
| 6.     | Not used            | 0     |

The data was analysed using descriptive statistics to summarise the data for each app and ranking was given to apps based on mean satisfaction level of the respondents for each app.

### Consumer challenges

The data is organization in Excel by arranging each pre-defined challenge in its dedicated column. For each respondent, a score of 1 is given if they selected that challenge, and left blank or 0 was given if they didn't. then the data is statistically analysed using frequencies and percentages. To identify the most commonly faced problems, a ranking is done for the challenges based on their percentages. A bar chart was created showing the percentage of respondents for each challenge to compare the prevalence of different issues.

## 3. Results and Discussion

### 3.1 Personal Characteristics of consumers

**Table 1:** Distribution of Personal Characteristics of the respondents

| Sl. No. | Personal Characteristics                      | Frequency (n) | Percentage (100%) | Mean  | Standard Deviation | Sample Variance |
|---------|-----------------------------------------------|---------------|-------------------|-------|--------------------|-----------------|
| 1.      | Age                                           |               |                   | 22.76 | 2.02               | 4.06            |
|         | 20-22 years                                   | 69            | 46.00%            |       |                    |                 |
|         | 23-25 years                                   | 69            | 46.00%            |       |                    |                 |
|         | Above 25 years                                | 12            | 8.00%             |       |                    |                 |
| 2.      | Gender                                        |               |                   | 1.5   | 0.50               | 0.25            |
|         | Male                                          | 75            | 50%               |       |                    |                 |
|         | Female                                        | 75            | 50%               |       |                    |                 |
| 3.      | Marital status                                |               |                   | 1.09  | 0.29               | 0.09            |
|         | Single                                        | 136           | 90.67%            |       |                    |                 |
|         | Married                                       | 14            | 9.33%             |       |                    |                 |
| 4.      | Family structure                              |               |                   | 1.47  | 0.50               | 0.25            |
|         | Nuclear                                       | 79            | 52.67%            |       |                    |                 |
|         | Joint                                         | 71            | 47.33%            |       |                    |                 |
| 5.      | Educational level                             |               |                   | 1.47  | 0.62               | 0.39            |
|         | Undergraduate                                 | 89            | 59.33%            |       |                    |                 |
|         | Post Graduate                                 | 51            | 34.00%            |       |                    |                 |
|         | Doctorate                                     | 10            | 6.67%             |       |                    |                 |
|         | Other                                         | 0             | 0.00%             |       |                    |                 |
| 6.      | Household monthly Income:                     |               |                   | 2.45  | 1.11               | 1.23            |
|         | Below 10,000                                  | 29            | 19.33%            |       |                    |                 |
|         | 10,000 to 35,000                              | 59            | 39.33%            |       |                    |                 |
|         | 35,000 to 85,000                              | 38            | 25.33%            |       |                    |                 |
|         | 85,000 to 1,00,000                            | 14            | 9.33%             |       |                    |                 |
|         | More than 1 lakh                              | 10            | 6.67%             |       |                    |                 |
| 7.      | Familiarity with computers and mobile systems |               |                   | 0.93  | 0.26               | 0.07            |
|         | Yes                                           | 139           | 92.67%            |       |                    |                 |
|         | No                                            | 11            | 7.33%             |       |                    |                 |

According to Table 1, the study found that 75 (50%) of 150 respondents were male and 75 (50%) were female, guaranteeing a balanced gender representation to reduce potential sex biases in statistical analysis. It was also discovered that 136 (90.67%) respondents were single and 14 (9.33%) were married, which is consistent with the findings of Kapoor *et al.* (2022), who reported a majority of single respondents in their study. In terms of family type, 79 (52.67%) of respondents were from nuclear families, while 71 (47.33%) came from joint families. The distribution of educational qualifications revealed that 89 (59.33%) of respondents were undergraduates, 51 (34%) were postgraduates, and 10 (6.67%) were doctorates, which supports Ganapathi's (2015) findings. In terms of household income, 59 (39.33%) respondents earned between ₹10,000 and ₹35,000 per month, 38 (25.33%) earned between ₹35,000 and ₹85,000, 29 (19.33%) earned below ₹10,000, 14 (9.33%) earned between ₹85,000 and ₹1,00,000, and 10 (6.67%) earned more than ₹1,00,000, which is consistent with the observations of Vidya and Selvamani (2019).

Finally, it was discovered that 139 (92.67%) respondents were familiar with computer and mobile technologies, whereas 11 (7.33%) were not.

### 3.2 Attitude of consumers towards different online shopping apps

The distribution of consumers according to their satisfaction levels with various online shopping applications has been extensively analyzed. Users were categorized based on their reported satisfaction scores, revealing that platforms like Flipkart and Amazon were associated with the highest satisfaction ratings. The data was collected and processed to evaluate user experiences, highlighting significant variations in consumer perceptions across different apps. Satisfaction levels were influenced by factors such as product quality, delivery timelines, payment security, and customer support. These findings were utilized to identify key areas of improvement critical for enhancing the overall consumer experience in the rapidly evolving online retail sector.

**Table 2:** Distribution of consumers based on satisfaction towards different online shopping apps

| Online Shopping Mobile Apps | Frequency (Percentage) |               |              |             |              |                | Mean | Rank |
|-----------------------------|------------------------|---------------|--------------|-------------|--------------|----------------|------|------|
|                             | HS                     | S             | U            | DS          | HD           | NU             |      |      |
| Amazon                      | 48<br>(32.0)           | 71<br>(47.3)  | 21<br>(14.0) | 4<br>(2.67) | 2<br>(1.3)   | 4<br>(2.67)    | 3.98 | II   |
| Flipkart                    | 47<br>(31.3)           | 82<br>(54.67) | 9<br>(6.0)   | 4<br>(2.67) | 6<br>(4.0)   | 2<br>(1.3)     | 4.03 | I    |
| Snapdeal                    | 9<br>(6.0)             | 41<br>(27.3)  | 42<br>(28.0) | 6<br>(4.0)  | 0<br>(0.0)   | 52<br>(34.67)  | 2.31 | VI   |
| Myntra                      | 38<br>(25.3)           | 77<br>(51.3)  | 11<br>(7.3)  | 4<br>(2.67) | 10<br>(6.67) | 10<br>(6.67)   | 3.66 | III  |
| Meshoo                      | 28<br>(18.7)           | 70<br>(46.67) | 24<br>(16.0) | 6<br>(4.0)  | 2<br>(1.3)   | 20<br>(13.3)   | 3.37 | V    |
| Ajio                        | 38<br>(25.3)           | 59<br>(39.3)  | 27<br>(18.0) | 8<br>(5.3)  | 4<br>(2.67)  | 14<br>(9.3)    | 3.51 | IV   |
| Jiomart                     | 1<br>(0.67)            | 5<br>(3.3)    | 10<br>(6.67) | 3<br>(2.0)  | 1<br>(0.67)  | 130<br>(86.67) | 0.41 | VII  |

**Note:** The values in the parenthesis indicate percentages. HS-Highly Satisfied, S-Satisfied, U-Undescribed, DS-Dissatisfied, HD-Highly Dissatisfied, NU-Not Used.

The table 2 showed the attitude of the consumer towards different online shopping apps that they use based on their satisfaction with the apps. Which provided crucial insights into user perception and competitive positioning. Amazon and Flipkart emerge as the clear leaders in terms of user satisfaction. Flipkart records the highest mean satisfaction score of 4.03 (Ranked I), closely followed by Amazon with a mean of 3.98 (Ranked II). Both platforms show a strong majority of users reporting being "Satisfied" or "Highly Satisfied" (Flipkart: 54.67% S, 31.3% HS; Amazon: 47.3% S, 32.0% HS). Myntra secures the third position with a mean satisfaction score of 3.66 (Ranked III). Ajio follows closely with a mean of 3.51 (Ranked IV), slightly lower, satisfaction level with some respondents. Meesho ranks fifth with a mean of 3.37 (Ranked V). In contrast, Snapdeal and Jiomart exhibit significantly lower satisfaction. Snapdeal registers a low mean satisfaction score of 2.31 (Ranked VI). Even more notably, Jiomart records the lowest mean satisfaction score of 0.41 (Ranked VII), This extremely low score, with 86.67% of respondents indicating "Not used,". The high percentage of "Not used" for Jiomart is a critical point, indicating that for most respondents, a satisfaction level could not even be assessed, highlighting a significant

challenge in the availability of service or awareness for this particular platform within the surveyed area and group.

The findings are consistent with those of Antony (2022) <sup>[1]</sup> who observed that Flipkart is the most preferred online shopping portal. Furthermore, these findings also resonate with the earlier works done by Vaidya and Vaidya (2017) <sup>[16]</sup> and Ganeshkumar (2019) <sup>[6]</sup>.

### 3.3 Consumer issues while shopping online

**Table 3:** Distribution of respondents based on issues faced while shopping online.

| Consumer issues                                   | Frequency (n) | Percentage (%) | Rank |
|---------------------------------------------------|---------------|----------------|------|
| Delay delivery                                    | 51            | 21.07          | II   |
| Quality and size of product                       | 58            | 23.97          | I    |
| Product damage                                    | 44            | 18.18          | III  |
| Payment not successful                            | 24            | 9.92           | V    |
| Product vary from displayed and delivered product | 37            | 15.29          | IV   |
| Returning of rejected product                     | 23            | 9.50           | VI   |
| Others: Issues with delivery personnel            | 5             | 2.07           | VII  |

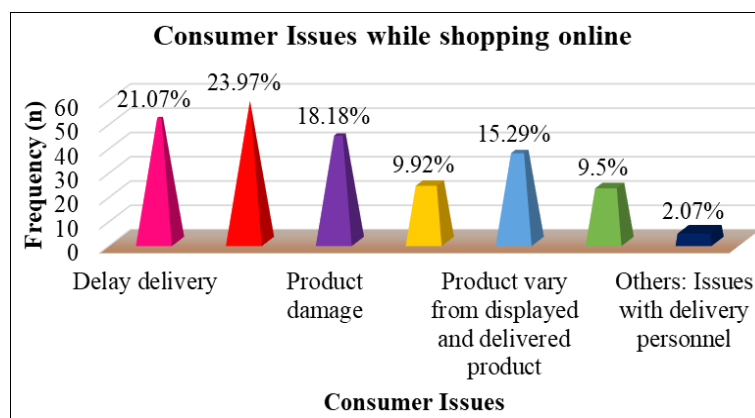


**Fig 1:** Distribution of respondents based on issues faced during online shopping

Studying consumer issues is essential because it helps businesses and policymakers understand customer needs and preferences, leading to better products, increased satisfaction, and informed decision-making. The table 3 and fig 1 results showed that, majority of the respondents (23.97%) claimed that they have faced more problems related to the product quality and size, (21.07%) told that they faced problem of delay in delivery, (18.18%) told that they have faced problem of damaged products. (15.29%) told that they faced problem of delivered product do not match with the product displayed while ordering. (9.92%) told that they faced problem of payment not successful. (9.50%) told that they faced problem while returning of rejected product. (2.07%) experienced other problem of issues with delivery personnel.

#### 4. Conclusion

It has been observed that Flipkart and Amazon are positioned as the leaders in user satisfaction, with Flipkart attaining the highest average satisfaction score of 4.03, followed closely by Amazon with a score of 3.98. A significant majority of users have reported being either satisfied or highly satisfied with these platforms. Lower satisfaction scores have been recorded for platforms like Myntra, Ajio, and Meesho, while Snapdeal and JioMart have been found to have notably lower satisfaction levels. The exceptionally low score for JioMart has been attributed to a high percentage of respondents who have not used the service, indicating a lack of availability or awareness within the target population. Problems related to product quality and sizing were reported by nearly 24% of respondents, and delivery delays were experienced by about 21%. Damaged products and mismatches between ordered and delivered goods were also significant issues, reported by 18.18% and 15.29% of respondents, respectively. Issues related to failed payments and difficulties in returning rejected products have been encountered by approximately 10% of users, while less common problems with delivery personnel constituted a smaller fraction. It is suggested that improvements be made in product quality control, logistic efficiency, and customer service to address these challenges. Enhanced quality checks and transparent product descriptions are recommended to reduce dissatisfaction relating to product mismatches. Payment systems are advised to be made more reliable, and return policies simplified. The integration of advanced technologies such as AI for personalized user

experience and efficient logistics management is encouraged. These measures would be expected to improve customer satisfaction and loyalty in the currently expanding and competitive e-commerce market.

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