

“A STUDY ON CUSTOMER SATISFACTION TOWARDS AJIO ONLINE SHOPPING AT COIMBATORE CITY”

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ABSTRACT

The rapid growth of e-commerce in India has transformed the retail landscape, with online platforms like AJIO becoming increasingly popular among urban consumers. This study aims to evaluate the level of customer satisfaction with AJIO online shopping among residents of Coimbatore city. Utilizing a structured questionnaire and a Likert scale to measure satisfaction, the research identifies key factors such as product quality, delivery efficiency, customer service, and trust as critical determinants of user satisfaction. Results from a sample of respondents in Coimbatore indicate a moderate level of satisfaction, with an average score of 3.33 out of 5. A significant proportion of users highlighted the importance of trust and service quality in shaping their online shopping experience. However, findings also suggest that a notable percentage of users are new to the platform, pointing to potential for market expansion with improved service offerings. This study provides valuable insights for AJIO to enhance its customer-centric strategies in Tier-II cities like Coimbatore.

INTRODUCTION

The evolution of digital technologies has revolutionized the retail industry, giving rise to e-commerce platforms that offer consumers the convenience of shopping from anywhere at any time. In India, the online retail market has witnessed exponential growth over the past decade, driven by increasing internet penetration, smartphone usage, and changing consumer preferences. Among the prominent players in this space, AJIO—an initiative by Reliance Retail—has emerged as a popular fashion and lifestyle e-commerce platform. AJIO offers a wide range of products, including clothing, footwear, accessories, and curated international brands. Its user-friendly interface, competitive pricing, and frequent promotional campaigns have attracted a growing customer base, particularly among younger demographics. Despite its expanding reach, customer satisfaction remains a crucial aspect in determining the success and sustainability of the platform, especially in competitive markets.

REVIEW OF LITRATURE

Deepika, (2024), “very bad experience. I purchased an article which didn’t have any tag attached to it when I received, so I made an exchange request for it and found that the receiver executive were not ready to pick up the order back for exchange as it wasn’t having any tag attached to it. Now, this is really ridiculous and kind of a fraud you people are doing. Though it’s not a very heavy amount but still it somewhere in a bulk affecting the people.

Jagdish, (2023), “Ajio is worst in delivering goods on time among it’s competitors. I ordered a product on 5-09-23 and was intimated that it would be delivered on 12-09-23. But neither i got the product or any related information regarding it's delay. Next day I received a Message that my order's delivery date is extended by two days. When I checked the app regarding update it mentions that due to some reasons the order has been cancelled. Itz almost 10 days since I ordered. .my experience with Ajio has always been very poor. Myntra, amazon even Flipkart are way ahead of Ajio in every department.

Gangadhar, (2022), “Very worst experience shopping on AJIO.COM, Insists and request the people to never shop with Ajio because they never deliver in time. They don't allow us to cancel the delayed shipment. I booked the shoe on 5th Aug but the date of delivery changed 4times but not delivered even after 18 days Even after raising the complaint they ask us to wait for one week time to deliver

OBJECTIVES OF THE STUDY

- To assess the overall level of customer satisfaction with Ajio Online Shopping in Coimbatore.
- To identify the factors that significantly influence customer satisfaction on the Ajio platform.
- To understand the preferences and expectations of Coimbatore customers regarding online shopping.
- To analyse the effectiveness of customer support services in resolving issues and enhancing satisfaction.
- To evaluate the delivery and shipping experience in relation to customer satisfaction.

LIMITATIONS OF THE STUDY:

1. **IMPROVING CUSTOMER EXPERIENCE:** Understanding customer satisfaction helps Ajio identify areas where they excel and areas that need improvement. By addressing customer concerns and preference. Ajio can enhance their overall shopping experience, making customers more likely to return.
2. **BUILDING CUSTOMER LOYALTY:** Satisfied customers are more likely to become loyal customers. By studying customer satisfaction, Ajio can identify loyal customer behaviours and preferences, allowing them to tailor marketing strategies and offers to retain these valuable customers.

Research methodology

DATA COLLECTION:

Both primary and secondary data were used

Primary data:

Primary data is that data which is collected for the first time .it is original data for the purpose of collection of primary data, questionnaire were filled by the respondents. The questionnaire comprises of close ended.

Secondary data:

It is collected from various article, journals, and website.

SAMPLE DESIGN

The sampling technique used in this study is “Convenience sampling”, the population elements for inclusion in the sample based on the case of access and data availability. Hence, the convenience sampling method is used.

TOOLS FOR ANALYSIS

Simple percentage analysis

Chi-square

SOURCE OF DATA

Primary Data

Secondary Data

PRIMARY DATA

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. In this study, the responses have been directly taken from the respondents through a structured questionnaire via google forms.

SECONDARY DATA

Secondary data is research data that has previously been gathered and can be accessed by researchers. The secondary data for this study is gathered from pre-conducted researches and studies.

RESEARCH FINDINGS

SIMPLE PERCENTAGE ANALYSIS

4.1.1 GENDER OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Male	90	60%
2	Female	60	40%
	Total	150	100%

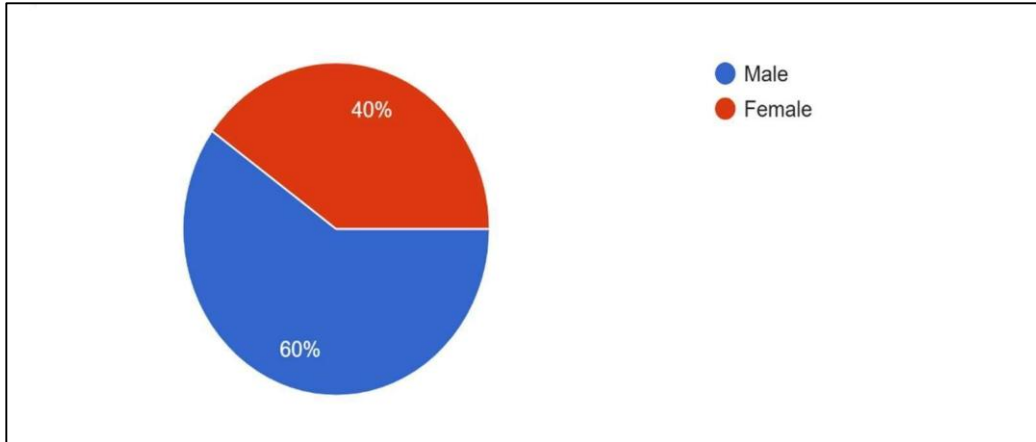
INTERPRETATION

From the above table it is inferred that 40% of the respondents are male and 60% of the respondents are female.

INFERENCE

Hence, majority 90% of the respondents were Male.

CHART:4.1.1
GENDER OF THE RESOPNDENTS



4.2. CHI-SQUARE ANALYSIS

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * brand considered while purchasing	150	100.0%	0	0.0%	150	100.0%

gender * brand considered while purchasing Crosstabulation

		Brand considered while purchasing			Total
		India brands	Foreign brands	Both	
		Count	22	53	
Male	% of Total	14.7%	35.3%	10.0%	60.0%
	Count	12	27	21	60
gender Female	% of Total	8.0%	18.0%	14.0%	40.0%
	Count	34	80	36	150
Total	% of Total	22.7%	53.3%	24.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	6.657 ^a	2	.036
Likelihood Ratio	6.555	2	.038
Linear-by-Linear Association	3.977	1	.046
N of Valid Cases	150		

SUGGESTIONS

IMPROVE PRODUCT QUALITY & DISCRIPTIONS:

- Ensure that product images and description accurately represent the actual items.
- Provide more customer reviews and size guides to help buyers make informed decisions.

ENHANCE DELEVERY & LOGISTICS:

- Reduce delivery time by optimizing supply chain management.
- Provide real-time tracking updates via and app notifications.
- Partner with reliable courier services to ensure on-time and damage free delivery.

STREAMLINE RETURNS & REFUNDS:

- Simplify the return and exchange process with clear policies.
- Ensure quick refund to improve trust.
- Offer doorstep pickup for hassle-free returns.

BETTER CUSTOMER SUPPORT:

- Provide 24/7 customer service via chat, call, and email.
- Reduce response time for queries and complaints.
- Offer AI based chatbots for instant issue resolution.

PERSONALIZED SHOPPING EXPERIENCE:

- Use AI to suggest products based on customers.
- Provide special discounts for loyal Consumers.
- Improve app and websites UI for better navigations and user experience.

IMPROVE PRICING AND DISCOUNTS

- Offer competitive pricing and transparent discount policies.
- Provide exclusive deals for app users and first-time buyers.
- Introduce a loyalty program with rewards and cashback offers.

ENSURE SECURE PAYMENTS

- Offer multiple secure payments options (UPI, Wallets, credit/debit cards)
- Implement a “try & buy” option for premium customers.
- Provide an easy EMI payments facility for high-value products.

Conclusion

In conclusion, customer satisfaction with Ajio online shopping largely depends on factor like product quality, delivery experience, return policy, pricing, and customer support. While many Customer appreciate AJIO's trendy collections, competitive pricing, and frequent discounts, some face challenges related to delayed deliveries, return/refund issues, and inconsistent customer service. To enhance satisfaction, AJIO should focus on improving Delivery speed, return processes, and customer support responsiveness while maintaining product quality and pricing transparency. By addressing these areas, AJIO can build stronger customer trust and loyalty, ensuring a seamless and enjoyable shopping experience.

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