



## A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN AMAZON IN MADURAI CITY

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### ABSTRACT:

The customer satisfaction towards online shopping on Amazon is one of the leading e-commerce platforms. The rapid growth of online shopping has led to an increasing need to understand the factors that influence consumer satisfaction in this digital market place. The research focuses on key aspects such as product quality, delivery time, website usability, customer service, and price competitiveness. A mixed-method approach was adopted, utilizing both quantitative surveys and qualitative interviews to gather insights from Amazon shoppers.

The study found that the primary drivers of customer satisfaction include fast delivery, product availability, and the ease of navigating the website. Customers reported high satisfaction levels with Amazon's wide range of products, efficient customer service and the seamless return process. However, some customers expressed dissatisfaction with occasional product quality issues and delays in delivery during peak seasons. Price competitiveness was also identified as a crucial factor with consumers often comparing prices between Amazon and other online retailers before making purchases.

This research suggests that Amazon's continued success in maintaining customer satisfaction is dependent on its ability to innovate and address customer concerns, especially in areas like delivery speed, product quality, and customer service responsiveness. The findings offer valuable insights for e-commerce businesses aiming to enhance their online shopping experience and improve customer loyalty. Further research could explore the impact of emerging technologies like AI and machine learning on customer satisfaction in e-commerce.

### KEYWORDS:

**CUSTOMER SATISFACTION, AMAZON, ONLINE SHOPPING, E-COMMERCE, DELIVERY TIME, PRODUCT QUALITY, CUSTOMER SERVICE.**

### 1.1 INTRODUCTION

The rapid advancement of technology and the increasing prevalence of the internet have transformed the way consumers shop, with e-commerce platforms such as Amazon becoming dominant players in the global retail market. Amazon, founded in 1994, has evolved from an online bookstore to one of the largest e-commerce giants, offering a wide range of products and services to customers around the world. As a result, understanding customer satisfaction towards online shopping on Amazon is crucial for both the company and other businesses aiming to succeed in the competitive online retail industry.

Customer satisfaction is a critical determinant of the success of any e-commerce platform, influencing customer loyalty, repeat purchases and brand reputation. In the case of Amazon, customer satisfaction is driven by factors such as product availability, delivery speed, website functionality, competitive pricing and overall shopping experience. Despite Amazon's success, challenges such as

product quality, delivery delays, and customer service complaints continue to surface, which can impact consumer perception and satisfaction.

### 1.2 STATEMENT OF THE PROBLEM

With the exponential growth of e-commerce, Amazon has emerged as one of the most influential online shopping platforms globally. Despite its vast reach and a broad customer base, concerns regarding customer satisfaction remain prevalent, impacting consumer loyalty and brand perception. Inadequate product information, insufficient reviews, lack of trust are major issues that determined consumers from online shopping. While Amazon has excelled in providing a wide range of products, competitive pricing and a user-friendly platform, several challenges persist including issues with delivery time, product quality, customer service, and the overall shopping experience.

**1.3 OBJECTIVES OF THE STUDY**

- To know the customer satisfaction on Amazon online shopping.
- To study the gratification level of the Amazon customer based on the respondent responses.
- To know the specific reasons for which customers purchase online shopping.

**1.4 METHODOLOGY**

**1.4.1 RESEARCH DESIGN**

The research design for this study on customer satisfaction towards online shopping on Amazon follows a descriptive approach to explore the factors influencing customer perceptions. A stratified random sampling technique will be employed to select a diverse sample of 100 Amazon customers who have made recent purchases. Data will be collected using a structured questionnaire that combines quantitative questions (such as Likert scale items) and qualitative open-ended questions to assess key satisfaction drivers including product quality, delivery time, website usability, pricing and customer service. The data will be analyzed using descriptive statistics for quantitative responses and thematic analysis for qualitative insights, allowing for a comprehensive understanding of the factors that contribute to customer satisfaction. This approach will help identify strengths and areas for improvement in Amazon's online shopping experience.

**1.4.2 SAMPLING METHOD**

For this study on customer satisfaction towards online shopping on Amazon, a **stratified random sampling** method will be used to ensure diverse representation across various customer demographics. The population of interest consists of Amazon customers who have made at least one purchase within the last three months. The sample will be divided into strata based on factors such as age, gender, frequency of purchases and geographic location, ensuring that each subgroup is adequately represented. From each stratum, a random sample will be selected to ensure that the results are statistically representative of the broader customer base. The total sample size will be approximately 100 respondents, which is deemed sufficient to achieve reliable results and provide a comprehensive understanding of customer satisfaction. This sampling method helps capture a wide range of experiences and ensures that the findings are generalization to different customer segments.

**1.4.3 PRIMARY AND SECONDARY DATA**

In this study on customer satisfaction towards online shopping on Amazon, **primary data** will be collected directly from Amazon customers through structured surveys and in-depth interviews, focusing on aspects such as product quality, delivery time, website usability, customer service and overall satisfaction. The surveys will include both quantitative questions (Like-rt scale) and qualitative open-ended questions to capture a comprehensive view of customer experiences.

Additionally, **secondary data** will be gathered from existing research studies, articles, Amazon's annual reports, and customer feedback analyses. This secondary data will provide context on broader e-commerce trends and Amazon's operational practices, helping to complement and deepen the understanding gained from the primary data. Together, these data sources will offer valuable insights into customer satisfaction and the factors that influence it.

**1.4.4 SAMPLE SIZE**

A sample size of 100 respondents, who online shopping in Amazon in Madurai will be surveyed.

**1.4.5 STUDY OF THE AREA**

The study focuses on Madurai city as the research area to analyze online shopping in amazon Madurai

**1.5 DATA ANALYSIS**

**TABLE 1**

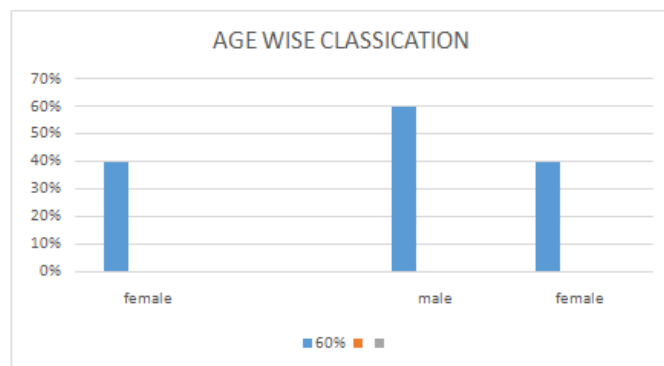
**AGE WISE CLASSIFICATION**

S.NO	PARTICULARS	NO.OFRESPONDENTS	PERCENTAGE
1	Male	60	60%
2	Female	40	40%
	TOTAL	100	100%

Source: Primary Data

The above table shows that 60% of respondents are male and 40% are female indicating a higher proportion of males in the sample. This gender imbalance may be relevant if gender representation is important in the study. The total number of respondents is 100 and the percentages add up to 100%. The skew towards male respondents could suggest a need for increased female participation. Further analysis could be useful to understand if gender affects other variables in the survey.

**CHART 1**



**TABLE 2**

**MAIN REASONS TO PREFERRED AMAZON FOR SHOPPING**

S.NO	PARTICULARS	NO.OFRESPONDENTS	PERCENTAGE
1	Lessprice	17	17%

2	Goodquality	32	32%
3	Fastdelivery	25	25%
4	Standard	26	26%
	TOTAL	100	100%

Source: Primary Data

The above table shows that 32% of respondents prioritize good quality followed by 25% who value fast delivery, 26% prefer standard options, while 17% are driven by lower prices. Quality is the most important factor for the majority of respondents. Price plays a lesser role and fast delivery also holds significant importance in the decision-making process.

**CHART 2**  
**PREFERRED AMAZON FOR SHOPPING**



**1.6 FINDINGS AND SUGGESTIONS**

**1.6.1 FINDINGS:**

**Gender Distribution:** 60% of respondents are male, while 40% are female, indicating a higher proportion of male shoppers in the sample.

**Product Quality:** 32% of respondents choose Amazon primarily for its good quality, making it the most important factor for customer satisfaction.

**1.6.2 SUGGESTIONS**

**Targeted Customer Feedback:** Amazon should gather more specific customer feedback to identify and address pain points in the shopping experience.

**Deliver speed:** Improving delivery speed especially for remote areas can enhance customer satisfaction and loyalty.

**Stronger Quality Control:** Ensuring higher product quality by tightening quality checks on third-party sellers can improve the overall shopping experience.

**Enhanced Customer Service:** Strengthening customer service by providing faster resolutions for issues can significantly improve overall satisfaction.

**1.7 CONCLUSION**

In conclusion, Amazon’s success in customer satisfaction is driven primarily by product quality, delivery speed and a seamless shopping experience. While price sensitivity is relatively low, customers prioritize fast delivery and high-quality products. However, areas for improvement include addressing delivery delays, enhancing product quality checks and improving customer service responsiveness. By focusing on these factors, Amazon can further boost customer satisfaction and maintain its competitive edge in the e-commerce market. Continued innovation and customer-focused strategies will be crucial for sustaining long-term loyalty.

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