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A Study on Customer Satisfaction towards Online Shopping in Amazon

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ABSTRACT: The rapid expansion of e-commerce has fundamentally transformed consumer shopping behaviour, making online platforms an integral part of daily commerce. Amazon, one of the world's leading e-commerce platforms, has garnered a vast customer base in India. This study investigates the level of customer satisfaction towards online shopping in Amazon, with a focus on key factors such as product quality, delivery service, pricing, payment methods, return policies, and overall shopping experience. Primary data was collected using a structured questionnaire from 107 respondents through convenience sampling in Coimbatore, Tamil Nadu. The data was analysed using percentage analysis and ANOVA. The findings reveal that product quality and fast delivery are the primary drivers of satisfaction. Most respondents are female (54.2%), belong to the 38–48 age group (27.1%), and prefer credit/debit card payments (37.5%). Beauty and personal care products are the most purchased category (26.2%). ANOVA confirms no significant gender-based difference in satisfaction with product pricing ($F=0.989 < F_{crit}=3.93$). The study provides actionable recommendations for Amazon to improve delivery reliability, simplify returns, and strengthen customer engagement.

KEYWORDS: Customer satisfaction, Amazon, online shopping, e-commerce, delivery service, product quality, return policy, consumer behaviour, ANOVA, percentage analysis.

I. INTRODUCTION

Online shopping has revolutionised the way consumers purchase goods and services. The growth of internet connectivity, mobile penetration, and digital payment infrastructure has made e-commerce an indispensable part of modern life. Amazon, founded by Jeff Bezos on July 5, 1994, in Seattle, Washington, began as an online bookstore and has since grown into the world's largest internet retailer by revenue and market capitalisation. Operating across more than fourteen countries with dedicated retail websites, Amazon offers millions of products spanning electronics, clothing, books, home appliances, and beauty products.

Online shopping is the process whereby consumers directly buy goods and services from a seller interactively in real-time without an intermediary service over the internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the internet. Shoppers can visit web stores from the comfort of their homes. The central concept is to allow the customer to shop virtually and buy the items of their desire from the store. An online shopping platform like Amazon brings a wide range of products to the customers along with detailed product information.

Customer satisfaction is a critical determinant of business success in the competitive e-commerce landscape. It refers to the degree of happiness or contentment experienced by customers after purchasing products online. In the context of Amazon, satisfaction is influenced by multiple dimensions including product quality and authenticity, accuracy of product descriptions, delivery speed and reliability, payment security, and the ease of returning or exchanging products. As customer expectations continue to rise, understanding and addressing the factors that shape satisfaction becomes increasingly important.



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In India, Amazon has established itself as one of the top e-commerce platforms, competing intensely with Flipkart and other players. The Indian e-commerce market is one of the fastest growing in the world, fuelled by a young, tech-savvy population and expanding internet access. Despite Amazon's significant investments in logistics infrastructure and customer service, challenges such as delivery delays and complex return procedures continue to affect satisfaction levels. This study systematically examines these issues among consumers in Coimbatore, Tamil Nadu.

The present study is organised as follows: Section II presents a review of related literature; Section III describes the research methodology; Section IV presents data analysis and interpretation; and Section V discusses findings, suggestions, and conclusions.

II. REVIEW OF LITERATURE

A critical assessment of existing research on customer satisfaction in e-commerce and online shopping platforms has been conducted to provide the theoretical foundation for this study. The following table presents a summary of 20 relevant studies examined across different countries and research contexts.

TABLE 2.1: Summary of Literature Review

No.	Author(s) & Year	Purpose of Study	Key Findings	Relevance to Amazon
1	Smith & Clarke (2021)	Analyse factors affecting satisfaction in online retail	Delivery speed, product quality and interface usability are key drivers	Amazon's fast delivery strengthens customer satisfaction
2	Kumar & Singh (2020)	Study website design and satisfaction relationship	Navigation, aesthetics and page load time influence satisfaction	Amazon's UI directly influences repurchase likelihood
3	Lee (2019)	Link trust with customer satisfaction	Trust, security and payment safety are critical factors	Trust in Amazon's payment system increases satisfaction
4	Zhao & Liu (2022)	Effect of customer reviews on purchase choices	Review authenticity and volume drive buying confidence	Amazon's review system motivates confident purchase decisions
5	Ahmad (2018)	Impact of delivery services on satisfaction	Timely delivery and order accuracy are decisive factors	Fast and accurate delivery is a key Amazon satisfaction driver
6	Johnson & Park (2021)	Customer satisfaction model for e-commerce	Service quality and responsiveness determine satisfaction	Amazon's customer service is critical to overall satisfaction
7	Rahman (2019)	Role of price and	Discounts and loyalty benefits	Amazon's frequent deals



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		promotions in satisfaction	enhance perceived value	and promotions boost customer value
8	Gupta & Arora (2018)	Factors influencing repurchase intention	Satisfaction, trust and fulfilment drive repeat purchases	Amazon's fulfilment systems increase customer loyalty
9	Williams (2020)	Evaluate impact of mobile app usage on satisfaction	App usability and features affect user experience	Amazon's mobile app UI positively influences satisfaction
10	Singh & Verma (2021)	Impact of product returns on satisfaction	Easy return policy and seamless process build trust	Amazon's return process enhances customer confidence
11	Brown (2017)	Service quality in online shopping	Responsiveness and assurance are service quality pillars	Amazon's support channels improve overall satisfaction
12	Zhang & Wang (2020)	Customer perception of e-service quality	Interaction quality and reliability elevate satisfaction	Amazon's reliable service contributes to positive ratings
13	Ali & Hussain (2019)	Influence of online reviews on satisfaction	Review trustworthiness shapes buying and satisfaction	Amazon's verified reviews influence purchase satisfaction
14	Patel (2018)	Customer loyalty in e-commerce	Satisfaction, trust and commitment drive loyalty	Amazon's Prime membership benefits strengthen loyalty
15	Srivastava & Tandon (2022)	Consumer satisfaction predictors in e-commerce	Security, design and speed predict satisfaction	Amazon's secure platform increases consumer satisfaction
16	Davis & Nguyen (2020)	Role of expectations in online satisfaction	Expectation confirmation drives positive evaluation	Amazon frequently meets or exceeds buyer expectations
17	Kumar & Jain (2021)	Effect of personalisation on satisfaction	Personalised recommendations raise engagement	Amazon's AI-driven recommendations raise satisfaction
18	Baker (2018)	Role of customer support in	Support quality and resolution time affect	Amazon's customer support improves



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		online retail	retention	retention and trust
19	Sharma (2022)	Relationship between logistics and satisfaction	Delivery accuracy and speed boost satisfaction	Amazon's logistics competence is a major satisfaction driver
20	Peters (2022)	Comparative study of e-commerce platforms	Amazon consistently scores high in cross-platform comparisons	Amazon typically outperforms competitors in satisfaction

III. RESEARCH METHODOLOGY

3.1 Objectives of the Study

- To study the level of customer satisfaction towards online shopping in Amazon.
- To analyse the gratification level of Amazon customers based on respondent responses.
- To identify the specific reasons for which customers prefer purchasing through Amazon.
- To examine the effect of demographic factors on customer satisfaction levels with Amazon.
- To provide practical suggestions for improving Amazon's services and customer experience.

3.2 Statement of Problem

The rapid growth of online shopping has changed consumer buying behaviour, and Amazon has become one of the most preferred e-commerce platforms in India. However, increasing competition and rising customer expectations make it challenging to maintain consistently high levels of satisfaction. Issues related to product quality, delivery delays, payment security, and return policies may influence customer experience and loyalty. Therefore, it is important to study the level of customer satisfaction towards online shopping on Amazon and identify the factors affecting it in order to suggest meaningful improvements.

3.3 Scope of the Study

This study covers customers who are regular users of Amazon for online purchases. It examines the quality of services and their impact on customer satisfaction, identifying factors that enhance the shopping experience. The scope includes analysis of demographic characteristics such as age, gender, marital status, and income level, as well as behavioural factors such as shopping frequency, preferred product categories, payment preferences, and opinions on delivery and return policies.

3.4 Sources of Data

Primary Data: A structured questionnaire was prepared and distributed to 107 respondents who have experience in purchasing products through Amazon. The questionnaire was divided into two parts — the first part captured demographic information, and the second part contained questions about customer satisfaction levels with Amazon's services.

Secondary Data: Secondary data was collected from published research papers, academic journals, reputable e-commerce websites, and industry reports related to online shopping, consumer behaviour, and customer satisfaction.



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3.5 Sample Size and Sampling Technique

The sample size for this study consists of 107 respondents selected from customers who have experience in purchasing products through Amazon. Convenience sampling — a non-probability method where respondents are chosen based on their availability and willingness to participate — was employed. This technique is simple, time-saving, and well-suited for collecting data within a limited timeframe.

3.6 Tools Used for Analysis

Percentage Analysis: Used to interpret data by converting numerical values into percentages, enabling easy comparison of variables and identification of trends in consumer behaviour.

ANOVA (Analysis of Variance): A statistical technique used to determine whether there is a significant difference between the mean values of two or more groups. In this study, ANOVA examines whether customer satisfaction regarding product pricing differs based on gender.

3.7 Hypothesis

Null Hypothesis (H₀): There is no significant difference between male and female respondents regarding satisfaction with reasonable pricing of Amazon products.

Alternative Hypothesis (H₁): There is a significant difference between male and female respondents regarding satisfaction with reasonable pricing of Amazon products.

IV. DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

TABLE 4.1: Age Distribution of the Respondents

S.No	Particulars	No. of Respondents	Percentage (%)
1	Below 18	21	19.6%
2	18–20	14	13.1%
3	20–38	21	19.6%
4	38–48	29	27.1%
5	48 and above	22	20.6%
	TOTAL	107	100%

INTERPRETATION: The above table presents the age-wise distribution of 107 respondents. The majority of respondents (27.1%) belong to the 38–48 years age group. Respondents below 18 years and those between 20–38 years each constitute 19.6%. The 48 years and above group accounts for 20.6%, while the 18–20 group is the lowest at 13.1%. Hence, the study includes respondents from all age groups with higher representation from middle-aged individuals.

TABLE 4.2: Gender Distribution of the Respondents

S.No	Particulars	No. of Respondents	Percentage (%)
1	Male	58	54.2%
2	Female	49	45.8%



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	TOTAL	107	100%
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INTERPRETATION: Female respondents constitute the majority with 54.2% of the total sample, while male respondents account for 45.8%. This indicates slightly higher female participation in online shopping through Amazon, reflecting growing female engagement with e-commerce platforms in the Coimbatore region.

TABLE 4.3: Marital Status of the Respondents

S.No	Particulars	No. of Respondents	Percentage (%)
1	Married	46	43.4%
2	Unmarried	60	56.6%
	TOTAL	106	100%

INTERPRETATION: The majority of respondents are unmarried (56.6%), while 43.4% are married. This indicates that unmarried individuals form a larger portion of the study population and tend to engage more frequently with Amazon's platform, possibly due to greater digital adoption and online shopping habits among single consumers.

TABLE 4.4: Monthly Income of the Respondents

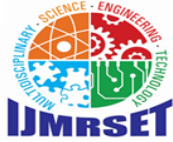
S.No	Particulars	No. of Respondents	Percentage (%)
1	Below ₹25,000	28	26.7%
2	₹25,000–₹50,000	37	35.2%
3	More than ₹50,000	40	38.1%
	TOTAL	105	100%

INTERPRETATION: The majority of respondents (38.1%) earn more than ₹50,000 per month, followed by 35.2% earning between ₹25,000–₹50,000 and 26.7% earning below ₹25,000. This indicates that higher-income groups are more actively engaged in online shopping on Amazon, reflecting the platform's appeal across varied income brackets.

TABLE 4.5: Duration of Shopping with Amazon

S.No	Particulars	No. of Respondents	Percentage (%)
1	1 month	20	19%
2	Less than 1 month	21	20%
3	1 year	26	24.8%
4	Less than 1 year	16	15.2%
5	More than 1 year	22	21%
	TOTAL	105	100%

INTERPRETATION: The majority of respondents (24.8%) have been shopping on Amazon for about one year, while 21% have been doing so for more than one year. About 20% have used Amazon for less than a month. This indicates that a significant proportion have considerable experience with the platform, suggesting reasonable customer retention.



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TABLE 4.6: Frequency of Shopping on Amazon

S.No	Particulars	No. of Respondents	Percentage (%)
1	Everyday	20	19%
2	Weekly once	18	17.1%
3	Once a month	18	17.1%
4	Twice a month	24	22.9%
5	Every 2–3 months	25	23.8%
	TOTAL	105	100%

INTERPRETATION: The highest percentage of respondents (23.8%) visit Amazon every 2–3 months, followed by 22.9% who shop twice a month and 19% who shop daily. This indicates that most respondents shop occasionally rather than on a daily basis, reflecting the event-driven nature of online product purchases.

TABLE 4.7: Main Reasons for Preferring Amazon

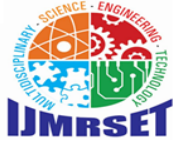
S.No	Particulars	No. of Respondents	Percentage (%)
1	Less price	24	23.1%
2	Good quality	30	28.8%
3	Fast delivery	23	22.1%
4	Standard service	27	26%
	TOTAL	104	100%

INTERPRETATION: The majority of respondents (28.8%) prefer Amazon due to its good product quality. Standard service is valued by 26%, while 23.1% are influenced by lower prices and 22.1% by fast delivery. Product quality is the most significant factor driving preference for Amazon over other platforms.

TABLE 4.8: Key Factors Influencing Shopping on Amazon

S.No	Particulars	No. of Respondents	Percentage (%)
1	Discount & offers	20	19.2%
2	Product quality	21	20.2%
3	Availability	16	15.4%
4	Fast delivery	26	25%
5	Fair deal	21	20.2%
	TOTAL	104	100%

INTERPRETATION: Fast delivery ranks first with 25% of respondents considering it the most important shopping factor on Amazon. Product quality and fair deal each account for 20.2%, followed by discounts at 19.2% and availability at 15.4%. Timely and reliable delivery is the foremost driver of customer shopping behaviour on Amazon.



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TABLE 4.9: Preferred Mode of Payment

S.No	Particulars	No. of Respondents	Percentage (%)
1	Credit or debit card	39	37.5%
2	Cash on delivery	36	34.6%
3	Net banking	29	27.9%
	TOTAL	104	100%

INTERPRETATION: The majority of respondents (37.5%) prefer credit or debit cards. Cash on delivery is preferred by 34.6%, while 27.9% opt for net banking. Digital payment methods are more commonly preferred, though cash on delivery remains popular, indicating that payment security and convenience both matter to Amazon customers.

TABLE 4.10: Monthly Expenditure on Online Shopping

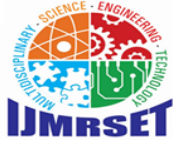
S.No	Particulars	No. of Respondents	Percentage (%)
1	Less than ₹500	25	24%
2	₹500–₹1000	20	19.2%
3	₹1000–₹1500	16	15.4%
4	₹1500–₹2000	21	20.2%
5	Above ₹2000	22	21.2%
	TOTAL	104	100%

INTERPRETATION: The majority of respondents (24%) spend less than ₹500 per session. About 21.2% spend above ₹2000 and 20.2% spend ₹1500–₹2000. This distribution suggests that while many respondents are budget-conscious, a considerable segment makes higher-value purchases, reflecting the diversity of Amazon's customer base.

TABLE 4.11: Reasons for Choosing Online Over In-Store Shopping

S.No	Particulars	No. of Respondents	Percentage (%)
1	Save time	32	30.8%
2	Wide choices	35	33.7%
3	Easy to find product	37	35.6%
	TOTAL	104	100%

INTERPRETATION: The majority of respondents (35.6%) prefer online shopping because it is easy to find products. About 33.7% value wide variety, while 30.8% prefer it for time savings. Convenience and product variety are the dominant motivators for choosing Amazon over traditional retail options.



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TABLE 4.12: Sources Influencing Purchase Decisions on Amazon

S.No	Particulars	No. of Respondents	Percentage (%)
1	Family & friends	32	30.8%
2	Online advertisements	24	23.1%
3	Transaction security	24	23.1%
4	Print advertisement	24	23.1%
	TOTAL	104	100%

INTERPRETATION: The majority of respondents (30.8%) are influenced by recommendations from family and friends. Online advertisements, transaction security, and print advertisements each account for 23.1%. Personal word-of-mouth referrals play the most significant role in driving purchases on Amazon, underscoring the importance of customer advocacy.

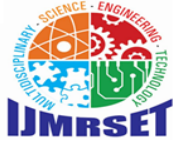
TABLE 4.13: Most Frequently Purchased Product Categories

S.No	Particulars	No. of Respondents	Percentage (%)
1	Home & kitchen	18	17.5%
2	Books	16	15.5%
3	Clothing & shoes	20	19.4%
4	Electronics	22	21.4%
5	Beauty & personal care	27	26.2%
	TOTAL	103	100%

INTERPRETATION: The majority of respondents (26.2%) most frequently purchase beauty and personal care products on Amazon. Electronics account for 21.4%, followed by clothing (19.4%), home and kitchen (17.5%), and books (15.5%). Amazon's strength lies across multiple categories, with beauty and personal care emerging as the top purchase segment in this study.

TABLE 4.14: Customer Loyalty to Amazon Over Other Platforms

S.No	Particulars	No. of Respondents	Percentage (%)
1	Strongly agree	24	23.1%
2	Agree	22	21.2%
3	Neutral	24	23.1%
4	Strongly disagree	10	9.6%
5	Disagree	24	23.1%
	TOTAL	104	100%



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INTERPRETATION: 23.1% strongly agree and 21.2% agree that they would remain regular Amazon customers. An equal 23.1% remain neutral and disagree respectively, while only 9.6% strongly disagree. Opinions are fairly divided, indicating that Amazon must continue strengthening its value proposition to convert neutral and dissatisfied customers into loyal ones.

TABLE 4.15: Duration as an Amazon Customer

S.No	Particulars	No. of Respondents	Percentage (%)
1	Less than 6 months	28	26.9%
2	6 months to a year	18	17.3%
3	1–2 years	28	26.9%
4	3 or more years	30	28.8%
	TOTAL	104	100%

INTERPRETATION: The highest percentage (28.8%) have been Amazon customers for 3 or more years, indicating strong long-term loyalty. Respondents with less than 6 months and 1–2 years each account for 26.9%. About 17.3% have been customers for 6 months to a year. Amazon has successfully retained a substantial portion of its customer base over extended periods.

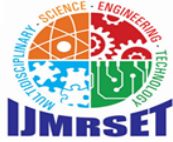
TABLE 4.16: Unique Services of Amazon Compared to Other Platforms

S.No	Particulars	No. of Respondents	Percentage (%)
1	Reasonable exchange policy	19	18.3%
2	Quality product	29	27.9%
3	Fast delivery	20	19.2%
4	Transaction security	14	13.5%
5	Others	22	21.2%
	TOTAL	104	100%

INTERPRETATION: The majority (27.9%) identify product quality as Amazon's most distinctive advantage. Fast delivery is valued by 19.2%, reasonable exchange policy by 18.3%, and transaction security by 13.5%. Product quality remains Amazon's foremost competitive differentiator in the perception of Coimbatore consumers.

TABLE 4.17: Product Delivery at the Estimated Time

S.No	Particulars	No. of Respondents	Percentage (%)
1	Strongly agree	23	22.1%
2	Agree	20	19.2%
3	Neutral	15	14.4%
4	Strongly disagree	22	21.2%
5	Disagree	24	23.1%
	TOTAL	104	100%



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INTERPRETATION: 22.1% strongly agree and 19.2% agree that products are delivered on time. However, 23.1% disagree and 21.2% strongly disagree, indicating that delivery time reliability is a persistent concern. The slight majority of negative responses highlights delivery timeliness as a critical area for improvement for Amazon in this region.

TABLE 4.18: Amazon's Return and Exchange Policy

S.No	Particulars	No. of Respondents	Percentage (%)
1	Strongly agree	27	26%
2	Agree	17	16.3%
3	Neutral	18	17.3%
4	Strongly disagree	25	24%
5	Disagree	17	16.3%
	TOTAL	104	100%

INTERPRETATION: 26% strongly agree and 16.3% agree that Amazon has a reasonable return and exchange policy. However, 24% strongly disagree and 16.3% disagree. The near-equal split between positive and negative perceptions suggests that while Amazon's return policy is valued by many, there is significant scope for improvement in streamlining and communicating the process clearly.

4.2 ANOVA Analysis

Analysis of Variance (ANOVA) was applied to examine whether there is a significant difference in customer satisfaction regarding the reasonable pricing of Amazon products based on gender.

TABLE 4.19: ANOVA Summary — Satisfaction with Pricing by Gender

Groups	Count	Sum	Average	Variance
Male	57	193	3.386	2.51
Female	48	150	3.125	2.43

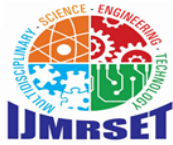
TABLE 4.20: ANOVA Results

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2.379	1	2.379	0.989	0.322	3.93
Within Groups	255.000	103	2.476			
Total	257.379	104				

Calculation: $MSB = 2.379/1 = 2.379$ | $MSW = 255/103 = 2.476$ | $F = MSB/MSW = 2.379/2.476 = 0.989$
Level of Significance (α) = 0.05 | F Critical value at 5% level = 3.93

Decision: Since the calculated F value (0.989) is less than the F critical value (3.93), the Null Hypothesis (H_0) is accepted. There is no significant difference between male and female respondents regarding satisfaction with Amazon's product pricing.

V. FINDINGS, SUGGESTIONS AND CONCLUSION



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5.1 Findings

The study revealed the following key findings based on the data analysis:

- The majority of respondents (27.1%) belong to the 38–48 years age group, while only 13.1% belong to the 18–20 age group, indicating that middle-aged consumers are the dominant Amazon shoppers in this study.
- Female respondents (54.2%) slightly outnumber male respondents (45.8%), suggesting growing female participation in online shopping through Amazon.
- 56.6% of respondents are unmarried, indicating that unmarried individuals tend to engage more frequently with Amazon's platform.
- The majority (38.1%) earn above ₹50,000 per month, reflecting that higher-income groups are more active online shoppers on Amazon.
- 24.8% of respondents have been using Amazon for about one year, while 28.8% have been loyal customers for 3 or more years, indicating strong platform retention.
- Good product quality (28.8%) is the primary reason for preferring Amazon, followed by standard service (26%), lower price (23.1%), and fast delivery (22.1%).
- Fast delivery (25%) is the most important shopping factor, followed by product quality and fair deal (20.2% each).
- Credit/debit cards are the preferred payment method (37.5%), followed by cash on delivery (34.6%) and net banking (27.9%).
- Beauty and personal care products (26.2%) are the most frequently purchased category, followed by electronics (21.4%) and clothing (19.4%).
- Mixed opinions on delivery timeliness: 41.3% agreed while 44.3% disagreed, highlighting a significant service gap that Amazon must address.
- For return and exchange policy, 42.3% agreed while 40.3% disagreed, indicating room for improvement in policy transparency and execution.
- ANOVA confirmed that there is no significant difference between male and female respondents in satisfaction with pricing ($F=0.989 < F_{crit}=3.93$).

5.2 Suggestions

- 1. Improving Delivery Reliability:** Amazon should strengthen its logistics partnerships, expand Prime same-day and next-day delivery networks, and implement real-time shipment tracking with proactive customer notifications to address persistent delivery delay concerns.
- 2. Simplifying Return and Exchange Procedures:** Amazon should reduce bureaucratic steps in the return process, shorten refund timelines, and communicate return eligibility criteria more clearly to build greater customer confidence.
- 3. Maintaining Product Quality Standards:** Since product quality is the primary driver of preference, Amazon should continue investing in seller quality control mechanisms, implement stricter counterfeit detection protocols, and offer authenticity guarantees.
- 4. Expanding Promotional Offers:** Amazon should introduce more frequent, personalised promotional events, cashback programmes, and exclusive deals for Prime members to attract and retain price-sensitive customer segments.
- 5. Strengthening Customer Support:** Amazon should enhance customer service capabilities through AI-powered chatbots, 24/7 live support, dedicated complaint resolution teams, and faster escalation processes.
- 6. Leveraging Referral Programmes:** Since family and friends (30.8%) are the most influential referral source, Amazon should invest in referral reward programmes, loyalty incentives, and community-driven review platforms.
- 7. Enhancing Payment Security Awareness:** Amazon should increase customer awareness about its secure payment infrastructure through in-app messaging and trust badges to encourage adoption of digital payment methods.
- 8. App Personalisation and Experience Enhancement:** Investing further in AI-driven product recommendations, personalised homepages, and intuitive mobile app interfaces will improve shopping experience and encourage more frequent engagement.

5.3 Conclusion

The present study was conducted to analyse the level of customer satisfaction towards online shopping on Amazon among respondents in Coimbatore, Tamil Nadu. The findings confirm that Amazon is widely used by customers of diverse age groups, income levels, and demographic backgrounds, attesting to its broad market appeal and penetration in the region.



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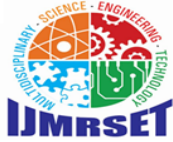
Product quality, fast delivery, and convenience emerge as the principal drivers of customer satisfaction on Amazon. Most respondents prefer Amazon because it saves time, provides a wide variety of products, and offers secure payment options. However, persistent concerns regarding delivery delays and the return and exchange process indicate that meaningful service improvements are needed to elevate satisfaction levels further.

The ANOVA test confirmed that customer satisfaction with product pricing does not differ significantly based on gender, indicating a relatively uniform perception of value across male and female consumers. This finding suggests that Amazon's pricing strategy is perceived equitably, which is a positive indicator for its inclusive market positioning.

Overall, the study concludes that Amazon provides a largely satisfactory shopping experience. By focusing on delivery efficiency, streamlining return policies, strengthening customer support, and leveraging personalisation technologies, Amazon can further enhance customer satisfaction, deepen loyalty, and maintain its leadership position in the Indian e-commerce market.

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