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CUSTOMER SATISFACTION TOWARDS SERVICES PROVIDED BY AMAZON IN COIMBATORE CITY

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ABSTRACT

Customer satisfaction plays an important role in the success of online shopping platforms in today's digital world. With the rapid growth of internet usage, many consumers prefer online shopping because it is convenient, time-saving, and offers a wide variety of products. Amazon is one of the leading e-commerce platforms that provides various products and services to customers across different regions. The company focuses on providing fast delivery, competitive pricing, and reliable customer service to improve customer experience. The level of satisfaction among customers depends on several factors such as product quality, delivery time, return policies, payment options, and website usability. This study focuses on analyzing the customer satisfaction towards the services provided by Amazon in Coimbatore city. The research aims to understand customers' opinions, expectations, and experiences while using Amazon's services. Primary data for the study is collected from respondents through a structured questionnaire. The collected data is analyzed using statistical tools such as percentage analysis and chi-square analysis. These tools help in identifying the relationship between different variables related to customer satisfaction. The study also examines the factors that influence customers' purchasing decisions on Amazon. Understanding customer satisfaction helps companies improve their services and maintain long-term relationships with customers. The findings of the study provide insights into the strengths and weaknesses of Amazon's services. It also helps in identifying areas where improvements can be made. Overall, the study highlights the importance of customer satisfaction in the growth and success of online shopping platforms.

INTRODUCTION

Amazon, founded by Jeff Bezos in 1994 in the United States, began as an online bookstore and gradually expanded into a global e-commerce giant. Its entry into India in 2013 marked a significant milestone, as it quickly became a leading platform due to its wide product range, competitive pricing, fast delivery, and customer-focused services. The company's emphasis on service quality, convenience, and customer experience has made it a preferred choice for consumers in cities like Coimbatore.

Customer satisfaction has become a critical factor for business success and brand loyalty in the ecommerce sector. With the rapid growth of digital technology, consumers now prioritize convenience, quick delivery, easy returns, and responsive customer support. These service-related factors directly influence purchasing decisions, repeat purchases, and overall brand perception, making it essential for Amazon to maintain high standards of service quality.

Amazon's strategic combination of extensive product offerings, innovative services, and efficient operations has not only fueled its remarkable growth but also set high standards for customer satisfaction in the e-commerce industry. By examining the level of satisfaction among consumers in Coimbatore, this study provides valuable insights into how effectively Amazon meets customer expectations, identifies areas for improvement, and highlights opportunities to enhance service quality. Understanding these factors is crucial for sustaining customer loyalty, maintaining a competitive edge, and ensuring long-term success in the rapidly evolving online retail market.

STATEMENT OF THE PROBLEM

Even though Amazon offers fast delivery, wide product range, competitive pricing, and easy return & refund policies, still some customers face issues like late delivery, damaged products, wrong orders, and delays in refunds. Many customers are not fully aware of all the services and policies provided by Amazon. So it is important to study how satisfied the customers in Coimbatore are with Amazon services and identify areas for improvement.

Despite Amazon's strong market presence, there is limited specific research focusing on the satisfaction level of customers in Coimbatore. Customer expectations may differ based on location, service experience, and awareness of company policies. Without proper analysis, it is difficult to understand the key factors influencing customer satisfaction and the challenges faced by users.

Therefore, this study aims to evaluate the satisfaction level of Amazon customers in Coimbatore and identify the major issues that require improvement to enhance overall service quality.

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REVIEW OF LITERATIRE

Year	Title	Author	Research Methodology	Findings
2015	Website Usability and Customer Satisfaction	Chandra & Srivastava.	Descriptive study	The research concluded that easy navigation, clear information and user-friendly website design positively impact customer satisfaction
2019	Factors Influencing Customer Satisfaction in Online Shopping	R. Parvathy Nair	Survey method	Service quality, grievance handling, product variety and timely delivery were identified as major determinants of customer satisfaction.
2021	Customer Trust in Amazon's Digital Payment Services	Sridharan et al.	Utilization focused	The study found that secure digital payment systems and customer trust significantly enhance customer satisfaction and repeat purchase intention
2021	Consumer Perception Towards Amazon Services	S. Sharma	Descriptive research	The research revealed that fast delivery, reliable return policy, andproduct availability significantly influence customer satisfaction on Amazon.

OBJECTIVE OF THE STUDY

The following are the objectives of the study

1.To study the customer satisfaction level towards Amazon services in Coimbatore.
2. To identify the problems faced by customers regarding delivery, product quality, pricing, Return and refund policy.
3. To suggest measures for improving customer satisfaction based on the findings of the study
4. To analyze the factors influencing customers preference for Amazon over other e-commerce platforms in Coimbatore.

METHODOLOGY OF THE STUDY

- **Area of Study:** COIMBATORE CITY
- **Sampling Technique:**SPS,Word,Excel.
- **Sample Size:**156
- **Period of Study:**3 months

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

AGE OF THE RESPONDENT

S.NO	AGE GROUP	NO OF RESPONDENTS	PERCENTAGE
1	Below 20 years	60	38.5%
2	21-20	95	60.9%
3	31-40	1	0.6%
4	41-50	0	0%
5	Above 50 years	0	0%
	TOTAL	156	100%

SOURCE: Primary data

INTERPRETATION

The table shows the age distribution of the respondents. A majority of the respondents (60.9%) belong to the 21–30 years age group. Around 38.5% of the respondents are below 20 years. Only 0.6% fall under the 31–40 years category, while there are no respondents in the 41–50 years and above 50 years age groups.

INFERENCE

The majority 60.9% of the respondents belong to the 21–30 years age group.

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GENDER OF THE RESPONDENTS

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Male	62	39.7%
2	Female	94	60.3%
3	Transgender	0	0%
	TOTAL	156	100%

SOURCE :Primary data

INTERPRETATION

The table shows that out of 156 respondents, 94 respondents (60.3%) are female, while 62 respondents (39.7%) are male. This indicates that the majority of respondents are female, as it has a higher percentage compared to male respondents.

INFERENCE

The majority (60.3%) of the respondents are female.

PRODUCTS BUY FROM AMAZON

S.NO	PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
1	Electronics	8	5.1%
2	Fashion &clothing	92	59.0%
3	Groceries	13	8.3%
4	Books&stationary	32	20.5%
5	Household items	11	7.1%
	TOTAL	156	100%

SOURCE :Primary data

INTERPRETATION

The table shows that out of 156 respondents, 8 respondents (5.1%) usually buy electronics, 92 respondents (59.0%) buy fashion and clothing, 13 respondents (8.3%) buy groceries, 32 respondents (20.5%) buy books and stationery, and 11 respondents (7.1%) buy household items. This indicates that the majority of respondents usually purchase fashion and clothing from Amazon, as it has the highest percentage compared to the other product categories.

INFERENCE

The majority 59.0% of the respondents prefer purchasing fashion and clothing.

HOW MANY DAYS COMPLAINTS /ISSUES TO BE RESOLVED

S.NO	COMPLAINTS/ISSUES	NO OF RESPONDENTS	PERCENTAGE
1	1 day	6	3.8%
2	2-3 days	30	19.2%
3	3-5 days	54	34.6%
4	More than 7 days	48	30.8%
5	Issues not resolved	18	11.5%
	TOTAL	156	100%

SOURCE: Primary data

INTERPRETATION

The table shows that out of 156 respondents, 6 respondents (3.8%) reported that complaints are resolved in 1 day, 30 respondents (19.2%) in 2–3 days, 54 respondents (34.6%) in 4–7 days, 48 respondents (30.8%) in more than 7 days, and 18 respondents (11.5%) stated that their issues were not resolved. This indicates that the majority of respondents' complaints are resolved within 4–7 days, as it has the highest percentage compared to the other resolution time categories.

INFERENCE

The majority 34.6%of the respondents report that complaints or issues are resolved within 3–5 days.

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WILL YOU CONTINUE USING AMAZON IN THE FUTURE

S.NO	CONTINUE AMAZON IN THE FUTURE	NO OF RESPONDENTS	PERCENTAGE
1	Yes	113	72.4%
2	No	43	27.6%
	TOTAL	156	100%

SOURCE: Primary data

INTERPRETATION

The table shows that out of 156 respondents, 113 respondents (72.4%) intend to continue using Amazon in the future, while 43 respondents (27.6%) do not. This indicates that the majority of respondents are willing to continue using Amazon, as it has the highest percentage compared to those who do not plan to use it.

INFERENCE

The majority (72.4%) of respondents intend to continue using Amazon in the future.

FINDINGS

- The majority 60.9% of the respondents belong to the 21–30 years age group.
- The majority 60.9% of the respondents belong to the 21–30 years age group.
- The majority 59.0% of the respondents prefer purchasing fashion and clothing.
- The majority 34.6%of the respondents report that complaints or issues are resolved within 3–5 days.
- The majority 72.4% of respondents intend to continue using Amazon in the future.

SUGGESTIONS

- Measure delivery performance properly on-time delivery, damaged products, wrong items delivered. Don't assume satisfaction, prove it with numbers.
- Analyze customer support quality response time, issue resolution speed, politeness, and refund handling. This is where most dissatisfaction usually hides.
- Compare satisfaction across age groups and income levels in Coimbatore don't treat all customers as the same. Segment the data and show differences.
- Identify repeat purchase behavior how many customers order regularly and why. Loyalty tells you more than one-time satisfaction.
- Study return and refund experience in detail pickup speed, refund credit time, ease of process. This directly affects trust.

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