



# **A Study on Online Consumer Behavior and Satisfaction: Evidence from Amazon**

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**Abstract-** This study examines customer satisfaction in relation to the services provided by Amazon as a leading e-commerce platform. The research focuses on understanding consumer purchasing behavior, service quality, and the factors influencing overall satisfaction levels. With the rapid growth of online shopping, customers increasingly depend on convenience, wide product availability, competitive pricing, and reliable delivery services. A descriptive research design is adopted, and data is collected from users to evaluate their experiences and expectations. Key dimensions such as website usability, product quality, delivery performance, payment security, and customer support are analyzed to assess their impact on satisfaction and customer loyalty. The findings indicate that a positive shopping experience plays a significant role in encouraging repeat purchases and building long-term trust.

**Keywords:** Customer Satisfaction, E-commerce, Amazon, Consumer Behavior, Service Quality, Customer Loyalty, Online Shopping, Delivery Performance

## **I. Introduction of the Study**

E-commerce has transformed the way consumers purchase goods and services in the digital age. Amazon is a leading platform that provides a wide variety of products with convenience and competitive pricing. The increase in internet usage has made online shopping more popular among customers. Customer satisfaction is a key factor influencing the success of e-commerce businesses. It depends on aspects such as product quality, delivery speed, website usability, and secure payment options. Satisfied customers tend to make repeat purchases and remain loyal to the platform. This study focuses on analyzing customer satisfaction with Amazon's services. It highlights the importance of improving service quality to meet customer expectations.

### **Objective of the Study**

- To Study Customer Satisfaction of Amazon Shopping Site.
- To know the specific reasons for which customers purchase online shopping.
- To find out whether the customers prefer amazon or offline shopping.

## **II. Statement of the Study**

Customer satisfaction has become a critical factor in determining the success of e-commerce platforms in the digital marketplace. Amazon, being a leading online retailer, faces increasing competition and rising customer expectations. Despite offering a wide range of products and services, customers may experience issues related to delivery delays, product quality, and service efficiency. Understanding customer perceptions is essential to identify gaps between expectations and actual performance. This study aims to examine the level of customer satisfaction with Amazon's services. The research also



seeks to analyze how these factors influence customer loyalty and repeat purchases. Identifying customer concerns will help in improving service quality and enhancing user experience. The study provides insights that can support better decision-making and strengthen customer relationships.

### III. Research Methodology

#### 1. Data Source

- **Primary Data:** The primary data are those which are collected afresh and for the first time, and thus happen to be original in character.
- **Secondary Data:** The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process.

#### 2. Research Design

This study adopts a descriptive research design to analyze customer satisfaction with Amazon. Data is collected through questionnaires and analyzed using simple statistical tools like percentage analysis.

#### 3. Sampling Method

Stratified random sampling is used to include respondents from different age groups, occupations, and income levels.

#### 4. Sample Size

90 respondents from various parts of Coimbatore district.

#### 5. Tools for Analysis

Simple percentage analysis.

### IV. Review of Literature

**Dr. A.B. Santhi (2017):** Conducted a study on customer satisfaction towards online shopping in Tirupati town. The research aimed to identify the factors affecting customer satisfaction and to understand the role of demographic variables in shaping online shopping behavior in India. The study adopted a descriptive research approach and found that most respondents were familiar with internet usage and showed a strong preference for purchasing high-quality products through online platforms.

**Vikash and Vinod Kumar (2017):** Examined customer perception towards online shopping. Their findings revealed that customers generally have a positive attitude towards online purchasing due to its convenience, availability of products, and time-saving benefits. The study concluded that online shopping reduces the effort required to visit physical stores and enhances overall customer satisfaction.

**Ashish Bhatt (2014):** Studied customer attitudes towards online shopping using both descriptive and exploratory research methods. The study focused on consumer behavior, preferences, and opinions related to e-commerce. It was observed that factors



such as income level influence the choice of payment methods, indicating a strong relationship between economic background and online purchasing behavior.

## V. Analysis and Interpretation

Table 1 Showing the Preferred Amazon for Shopping

Reasons	Respondents	Percentage
Less Price	32	35.6%
Good Quality	25	27.8%
Fast Delivery	20	22.2%
Standard	13	14.4%
Total	90	100%

### Interpretation

The table shows that lower price (35.6%) is the most important reason customers prefer Amazon, indicating strong price sensitivity among users. Good quality (27.8%) is the next key factor, reflecting trust in the products offered. Fast delivery (22.2%) also plays a significant role in influencing customer choice. A smaller portion of respondents (14.4%) prefer Amazon for maintaining standard services. Overall, affordability and quality are the main drivers of customer preference.

Table 2 Showing the Preferred Of Payment On Amazon

Mode of Payment	Respondents	Percentage
Credit/Debit Card	25	27.8%
Cash on Delivery (COD)	20	22.2%
Net Banking	15	16.7%
Online Payment (UPI/Apps)	30	33.3%
Total	90	100%

### Interpretation

Online payments (33.3%) are the most commonly used method, showing a growing preference for quick and digital transactions. Credit/debit cards (27.8%) and cash on delivery (22.2%) are also widely used, while net banking (16.7%) is the least preferred option among customers.

Table 3 Showing the Satisfaction Level with Customer Support

Time Spent	Respondents	Percentage
Everyday	20	22.2%
Weekly Once	30	33.3%
Once a Month	18	20%
Twice a Month	22	24.5%
Total	90	100%

### Interpretation

Weekly usage (33.3%) is the most common, indicating that customers regularly visit Amazon for their shopping needs. Daily users (31.1%) also form a significant portion,



while fewer respondents shop once (20%) or twice (15.6%) a month, showing that usage varies based on individual demand.

### Findings

- Most respondents (35.6%) prefer Amazon due to lower prices, making cost the main influencing factor.
- Good quality (27.8%) is the second key reason, showing customers value reliable products.
- Fast delivery (22.2%) also influences decisions, highlighting the importance of quick service.
- Only 14.4% consider standard features, making it the least important factor.
- Online payments (33.3%) are the most preferred method, indicating a shift toward digital transactions.
- Credit/debit cards and cash on delivery are still widely used, while net banking is least preferred.
- Most users contact customer support weekly (33.3%), showing moderate dependence on support services.

### Suggestions

- Enhance Seller Verification: Implement stricter quality checks for third-party sellers to improve overall product trust and reduce return rates.
- Improve Support Response: Integrate more advanced AI-driven chat support for instant resolution of common refund and delivery issues.
- Expand Rural Reach: Offer more localized language options and offline pickup points to attract customers in semi-urban and rural areas.
- Sustainability Initiatives: Promote eco-friendly packaging options to appeal to environmentally conscious younger consumers.

## VI. Conclusion

The study reveals that Amazon remains the dominant e-commerce platform due to its competitive pricing and robust Prime delivery network. While there is a strong preference for the mobile app, concerns regarding product authenticity and data security still persist among a segment of users. As the digital market evolves, Amazon's ability to maintain transparency in reviews and efficiency in customer service will be the key to sustaining high satisfaction levels. To encourage wider adoption, focusing on hyper-local delivery and secure payment transitions will be essential for future growth.

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