IMPACT OF CONSUMER SATISFACTION ON AMAZON COMPANY AT COIMBATORE CITY

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ABSTRACT

This study explores the influence of consumer satisfaction on the performance of Amazon in Coimbatore city. Consumer satisfaction is a crucial factor that contributes to customer retention, loyalty, and longterm business success. The objective of this research is to evaluate how various elements—such as product quality, delivery speed, return policy, pricing, and customer service—affect satisfaction levels among Amazon users. Data was collected from 100 respondents through a structured questionnaire to assess these key factors and their impact.

INTRODUCTION

In the rapidly growing e-commerce sector, consumer satisfaction has become a key differentiator for companies. Amazon, being one of the leading online retail platforms, continually aims to improve user experience and service quality. Understanding what drives customer satisfaction is essential to maintain a competitive edge, especially in a region like Coimbatore where online shopping is expanding. This article analyzes the core components influencing consumer satisfaction and how they shape the purchasing decisions and loyalty of Amazon users in Coimbatore.

STATEMENT OF PROBLEM

The rapid growth of e-commerce has fundamentally transformed consumer behavior, with Amazon at the forefront of this shift. Amazon's diverse and innovative marketing strategies ranging from personalized recommendations, pricing algorithms, and subscription services like Amazon Prime, to extensive use of customer reviews and targeted advertising have significantly influenced how consumers make purchasing. This study seeks to investigate how Amazon's marketing Strategies affect various aspects of consumer behavior, such as purchase intention, brand loyalty, and shopping frequency.. Despite Amazon's widespread popularity, consumer expectations continue to evolve, making it important to understand what factors influence customer satisfaction.

OBJECTIVES

- To evaluate service efficiency

- To identify gaps and areas for improvement

- To provide suggestions for enhancing customer satisfaction based on the findings

- To assess the level of satisfaction among Amazon users in Coimbatore city.

- To evaluate the role of product quality, delivery speed, return policy, pricing, and customer service.

SCOPE OF THE STUDY

The scope of this study centers on analyzing the impact of Amazon's marketing strategies on consumer behavior, particularly within the U.S. market. The study is limited to Amazon users residing in Coimbatore city. It focuses on evaluating consumer satisfaction in terms of key service factors. The findings are applicable to the region under study and may not represent the overall customer base across different cities or states. Using a mix of qualitative and quantitative methods, the research will gather data from a diverse sample of Amazon customers. The study will cover developments in Amazon's marketing over the past five years, offering insights not only into Amazon's influence but also its broader implications for the e-commerce industry.

RESEARCH METHODOLOGY

DESCRIPTIVE RESEARCH

The project describes and analyzes consumer satisfaction levels with Amazon in Coimbatore and how various factors such as product quality, delivery service, pricing, and customer support contribute to that satisfaction. It focuses on a specific geographic area (Coimbatore city). It identifies patterns and trends in consumer satisfaction. It does not involve experiments but rather observes and analyzes existing conditions

STUDY PERIOD

The study was conducted over a period of three months. During this time, primary data was collected through structured questionnaires distributed to Amazon customers residing in Coimbatore city.

SAMPLE SIZE

The sample size for the study was 100 respondents

DATA COLLECTION

The data for this study was collected using primary and secondary sources. Primary data was gathered through a structured questionnaire distributed to Amazon users residing in Coimbatore. A total of 100 responses were collected using the convenience sampling method. Secondary data was obtained from journals, research articles, company reports, and online sources to support the analysis and provide background information on Amazon's operations and customer service strategies.

LIMITATION OF THE STUDY

- The study is confined to Coimbatore city and may not reflect consumer behavior in other regions.

- Responses are based on consumer perceptions, which may vary over time.

- The study does not cover competitors or other e-commerce platforms for comparison.

- The sample size is limited to 100 respondents, which may affect the generalizability of the results.

- The respondent opinion may vary according to area of study. It's not constraint For long period.

REVIEW OF LITERATURE

Research by Parasuraman et al. (1988) introduced the SERVQUAL model, which identifies key dimensions of service quality that influence satisfaction. In the context of online shopping, studies suggest that a seamless return process and competitive pricing also play a crucial role in shaping consumer opinions.

- Kumar & Ramesh (2020) :Studied how Amazon's customer service influences buyer satisfaction in Coimbatore, finding that timely delivery and easy returns play a key role.

- Sridharan et al. (2021) - Analyzed consumer trust in Amazon's digital payment services, revealing a preference for Amazon Pay over other wallets.

- Priya & Suresh (2019) - Explored the role of discounts and offers in attracting Coimbatore customers to Amazon, highlighting seasonal sales' impact.

- Meena (2022) - Compared Amazon with Flipkart in Coimbatore, showing that Amazon Scores higher in product variety b discounts and offers in attracting Coimbatore customers to Amazon, highlighting seasonal sales' impact but slightly lags in COD services.

- Anand & Divya (2018) - Found that first-time online buyers in Coimbatore trust Amazon due to its well-known brand reputation

- Venkat (2020) - Researched Amazon's last-mile delivery challenges in Coimbatore, Nothing that traffic congestion af fects timely deliveries.

- Rajesh et al. (2021) - Examined the efficiency of Amazon's third-party courier partners, suggesting that improved tracking features could boost consumer confidence.

- Harini & Karthik (2019) - Studied Amazon's warehousing strategy and recommended setting up a fulfillment center in Tamil Nadu to improve delivery speed.

- Kannan (2022) - Found that customers in rural areas near Coimbatore face delays due to fewer local delivery hubs.

- Gowtham & Shalini (2023) - Analyzed the impact of Al-driven logistics on Amazon's delivery performance, noting improvements in package routing.

- Manikandan & Keerthi (2022) - Found that Amazon's EMI and buy-now-pay-later options increased consumer purchases in Coimbatore.

- Varun & priyanka(2020) - Highlighted the impact of UPI-based transactions on Amazon's growth in South India.

- Shankar (2019) - Studied the psychological impact of one-day delivery promises, nothing That it increases impulse purchases.

- Sindhu & Mohan (2020) - Evaluated Amazon's festive season sales, revealing that Customers wait for discounts to make bulk purchases.

- Madhavan & Krishnan (2022) - Researched the effectiveness of Amazon's regional Language ads, finding that Tamil-language marketing improved

- Sindhu & Mohan (2020) - Evaluated Amazon's festive season sales, revealing that Customers wait for discounts to make bulk purchases.

- Sathya et al. (2023) - Researched fraud cases in digital payments, concluding that Amazon's security measures are stronger than competitors.

- Deepika & Aravind (2018) - Explored the influence of Amazon's personalized recommendations on consumer buying decisions in Coimbatore.

• Vishnu & Preethi (2021) - Found that Amazon's customer reviews significantly affect purchasing decisions for electronics and home

Strategic Importance: AWS's contribution to Amazon's profitability is frequently discussed, with research noting that it subsidizes the company's low-margin retail operations (Stone, 2020)

ANALYSIS AND INTERPRETATION

FORMULA

SIMPLE PERCENTAGE= NO. OF PERCENTAGE / TOTAL NO.OF RESPONDENTS *100 SAMPLE SIZE

TABLE 4.1.7

Table showing do you prefer amazon online shopping over other online shopping forums?

no	9	9%
Total	100	100%
sometimes	47	47%

Interpretation: : 44% (44) of the respondents are yes. 47% (47) of the respondents are sometimes. 9% (9) of the respondents are no.

This table prefer Amazon online shopping over other online shopping forums. While Amazon offers a wide range of products, timely delivery, and reliable customer service, I also explore other platforms like Flipkart or Myntra depending on the deals, product availability, or exclusive offers. So, my choice varies based on the situation, but Amazon remains one of my top options for convenience and trust

CHART 4.1.7

Chart showing the do you prefer amazon online shopping over other online shopping forums of the respondents
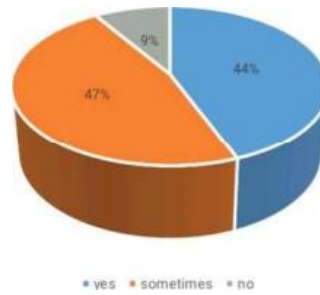
• yes • sometimes • no

TABLE 4.1.10

Table showing what are the sources which make you to purchase products from amazon?

Factors	Frequency	Percentage
Friends & family	44	44%
Social media	41	41%
Advertisement	15	15%
Total	100	100%

Interpretation: 44% (44) of the respondents are Friends & family. 41% (41) of the respondents are social media and 15% (15) of the respondents are advertisement.

The main sources that influence me to purchase products from Amazon are friends and family, social media, and advertisements. These sources collectively play a big role in shaping my buying decisions

CHART 4.1.10

Chart showing what are the sources which make you to purchase products from amazon
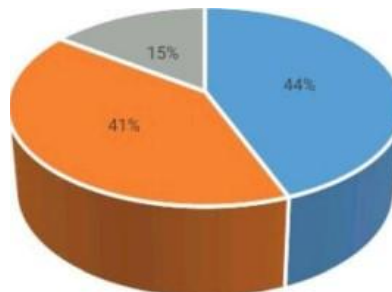
• Friends far-nib' • social media • advertisement

TABLE 4.1.11

Table showing what is the reason to choose online shopping rather than offline shopping
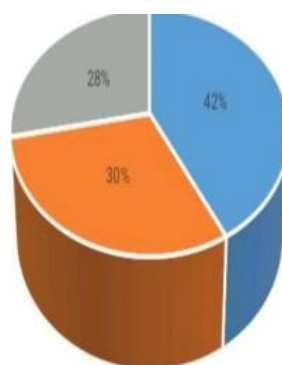
Factors	Frequency	Percentage
Saves time	42	42%
Wide choice	30	30%
Easy to find the products	28	28%
Total	100	100%

Interpretation: 42% (42) of the respondents are saves times. 30% (30) of the respondents are wide choice and 28% (28) of the respondents are easy to find the products.

This table shows we can browse a large variety of items from the comfort of my home. Online platforms like Amazon allow me to compare prices, read reviews, and find exactly what I'm looking for quickly and conveniently. This makes the entire shopping experience faster, easier, and more efficient than traditional offline shopping

CHART 4.1.11

Chart showing what is the reason to choose online shopping rather than offline shopping

• sa•æstines •widechoice •easytofindtheprcducts

TABLE 4.1.12

Table showing what kind of problem did you faced while doing amazon online shopping

| Factors	Frequency	Percentage
Delay in delivery	49	49%
Cheap quality of product	36	36%
Product damage	15	15%
Total	100	100%

Interpretation : 42% (42) of the respondents are saves times. 30% (30) of the respondents are wide choice and 28% (28) of the respondents are easy to find the products.

This table shows drawbacks highlight why some people still prefer offline shopping for a more immediate and reliable experience.

CHART 4.1.12

Chart showing what kind of problem did you faced while doing amazon online shopping
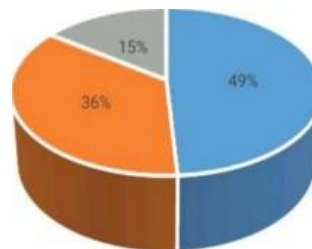
• delay delivery • cheap quality of product • product damage

FINDINGS , SUGGESTION AND CONCLUSION

FINDINGS

- Majority 47% Response of sometimes

- Majority 44% Response of Friends & Family

- Majority 42% Response of saves times

- Majority 49% Response of delay delivery

- Majority 61% Response of less than 1000

SUGGESTION

- This study focuses on Amazon should focus on minimizing delivery delays by improving logistics and local warehouse support in Coimbatore.

- It Ensuring better product quality control and accurate product descriptions can help reduce customer complaints related to damaged or low-quality items

- It Strengthening customer support services and making the return/refund process even smoother can also boost consumer trust

- Additionally, offering region-specific deals and personalized recommendations may increase engagement and satisfaction among local users.

- Implementing stricter quality control measures can reduce counterfeit products and enhance trust among consumers.

- Providing region-specific offers and festival discounts can attract more customers and increase engagement.

CONCLUSION

Consumer satisfaction is a vital component in the success of e-commerce businesses like Amazon. The findings suggest that focusing on improving product quality and delivery services can lead to higher customer loyalty and retention. Companies must continuously adapt to consumer expectations in order to remain competitive in the dynamic online marketplace. Overall, maintaining high levels of customer satisfaction is essential for Amazon to sustain its competitive position and continue expanding its customer base in Coimbatore

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