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A STUDY ON CONSUMER SATISFICATION TOWARDS AMAZON

Mrs. GNANAMANI G¹, DHARSHINI S²

¹ M.Com.,MBA.,M.Phil.,DCA Assistant professor DEPARTMENT OF ACCOUNTING AND FINANCE SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE

² III B.COM ACCOUNTING AND FINANCE SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE

ABSTRACT :

This study examines consumer satisfaction towards Amazon by analyzing key factors such as product quality, pricing, delivery speed, customer service, and return policies. Through a review of customer feedback and surveys, the findings indicate that Amazon's strong logistics network, competitive pricing, and efficient customer support contribute significantly to positive consumer experiences. However, concerns related to counterfeit products, fluctuating prices, and third-party seller reliability remain challenges. Overall, Amazon maintains a high level of consumer satisfaction, driven by its customer-centric approach and technological innovations. Understanding these factors can help improve e-commerce strategies and enhance customer loyalty.

Introduction of study

In the rapidly evolving digital age, consumer preferences play a pivotal role in shaping the strategies and success of e-commerce giants. Among these, Amazon stands out as one of the most influential global platforms, revolutionizing the way people shop and interact with online marketplaces. Understanding consumer preferences toward Amazon is essential in grasping why it has managed to maintain dominance over competitors and continually attract new Consumers.

Consumer satisfaction is a crucial aspect of any business, and Amazon, being the world's largest e-commerce platform, is no exception. With millions of Consumers worldwide, Amazon's success can be attributed to its ability to provide a seamless and satisfactory shopping experience. Consumer satisfaction towards Amazon refers to the extent to which Consumers are pleased with their interactions with the company, including their experiences with product quality, pricing, delivery, Consumer service, and returns.

Statement of the Problem:

In the evolving e-commerce industry, customer satisfaction plays a critical role in the success of Amazon. Despite Amazon's strong reputation, concerns related to counterfeit products, delayed deliveries, customer service inefficiencies, and data privacy issues have been reported by some consumers. Amazon faces increasing Consumer expectations for fast and reliable delivery, which can be challenging to meet.

Amazon's logistics and supply chain operations are complex and require significant investments to maintain and improve

Objective of the study

- Identify the Drivers of Satisfaction: Assess the specific attributes of Amazon's platform, such as user interface, product recommendations, and purchase convenience, that significantly enhance Consumer satisfaction.
- Evaluate Service Quality: Investigate the impact of Amazon's services—like Prime membership, same-day delivery, and return policies—on overall consumer satisfaction levels.
- Understand Consumer Expectations: Analyze how well Amazon meets or exceeds consumer expectations in terms of product quality, delivery reliability, and post-purchase support.

Scope of study

The scope of this study focuses on understanding the various aspects that influence consumer satisfaction with Amazon. It examines the range of products available on Amazon and how product variety, pricing and quality contribute to Consumer satisfaction. It evaluates the effectiveness of services like Amazon Prime, subscription models, and personalized recommendations in enhancing the shopping experience

RESEARCH METHODOLOGY

This study is systematic in nature which is based on both primary and secondary data. The previous year's surveys and its outcomes in related area are considered in this study. A questionnaire was built to study consumer preference towards skin care products in market

Percentage analysis formula:

$$\text{Percentage analysis} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} \times 100$$

1.5 LIMITATIONS OF THE STUDY:

Consumer satisfaction is influenced by individual expectations, prior experiences, and personal preferences. This variability can make it difficult to generalize findings across the entire Consumer base. Amazon's continuous innovation and frequent introduction of new services or features can affect consumer satisfaction levels over time. The study might not fully account for these changes if the data collection period is limited, potentially leading to outdated results.

INDUSTRY OVERVIEW

Consumer satisfaction with Amazon is generally high due to its strong focus on convenience, competitive pricing, and Consumer service. However, there are areas where Consumers express dissatisfaction. Here's an overview:

Amazon.com, Inc., operating as Amazon, is an American multinational technology firm that operates in e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. Established in 1994 by Jeff Bezos in Bellevue,

Washington, the company initially began as an online bookstore but eventually developed into a platform selling a variety of product categories, known as "The Everything Store." "Amazon" is now one of the Big Five American technology firms, the others being Alphabet, Apple, Meta, and Microsoft.

Technology and Devices:

Alexa virtual AI assistant that comes installed in Amazon Echo devices.

Kindle: A series of e-readers developed by Amazon, revolutionizing digital reading. Fire TV: A device for streaming, which enables Consumers to access various media platforms.

Amazon Robotics: Employs advanced robotics technology to mechanize warehouse processes.

E-commerce:

Marketplace: Amazon is most famous for its online marketplace, in which Consumers are able to purchase products from books to electronics, clothing, and groceries.

Amazon Prime: A subscription service providing perks such as free two-day shipping, special access to movies, television shows, music streaming, and more. **Amazon Web Services (AWS)** is a cloud computing platform offering a number of services such as computing capacity, storage, and databases to developers and companies. It is one of the largest and most profitable divisions of Amazon.

How satisfied are you with your overall shopping experience on Amazon?

- Very satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied

TABLE SHOWING THE PURCHASE EXPERIENCE ON AMAZON OF THE RESPONDENTS

S.NO	PURCHASING EXPERIENCE	NUMBER OF RESPONDENTS	PERCENTAGE
1	Very satisfied	30	23.4%
2	satisfied	80	62.5%
3	Dissatisfied	14	10.9%
4	Very dissatisfied	4	3.1%
	Table	128	100%

SOURCE: Primary data

INTERPRETATION : The above table indicates that 23.4% of the respondents are very satisfied ,62.5% of the respondents are satisfied ,10.9% of the respondents are dissatisfied , 3.1% of the respondents are very dissatisfied .

How would you rate the quality of the product you have purchased on Amazon

- Excellent
- Good
- Average
- Poor

TABLE THAT SHOWING THE QUALITY OF THE PRODUCT YOU HAVE PURCHASED ON AMAZON

S.NO	QUALITY OF THE PRODUCT	NUMBER OF RESPONDENTS	PERCENTAGE
1	Excellent	38	29.7%
2	Good	70	54.7%
3	Average	19	14.8%
4	Poor	1	0.8%
	TOTAL	128	100%

SOURCE : Primary data

INTERPRETATION: The above table indicates that 29.7% of the respondents quality are excellent ,54.7% of the respondents quality are good ,14.8% of the respondents quality are average , 0.8% of the respondents are poor.

FINDINGS, SUGGESTIONS, AND CONCLUSION

INTRODUCTION:

In this chapter the researcher presents elaborate findings through the application of Percentage analysis, Rank analysis and chi-square analysis. The findings are presented in the order of the electives to enhance the relationship between Gender and Time range of participation in CSR activities .

FINDINGS :

PERCENTAGE ANALYSIS :

- Majority of 62.5% of the respondents are satisfied in purchasing experience
- Majority of 54.7% of the respondents quality are good

SUGGESTION

- The amazon can strengthen the examining process process for third part sellers to ensure product quality as issues related with product quality are common complaint among amazon Consumers.
- To improve Consumers trust, the amazon can develop the speed and accessibility of Amazon's Consumer support system to solve the Consumers who are seeking for quick resolutions for issues like returns, refunds, or damaged products.

CONCLUSION

Amazon has emerged as a market leader in the online shopping segment, mainly because of its extensive product in offerings, competitive pricing, and reliable delivery options. This study mainly highlights the consumers' preference towards the use of Amazon. The key factors which influences consumers purchase on Amazon are product quality, reliable Consumer services, fast and flexible delivery