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Customer Satisfaction towards Amazon with Special Reference to Coimbatore City

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ABSTRACT:

Customer satisfaction is a critical factor in the success of e-commerce platforms like Amazon. This study examines customer satisfaction levels towards Amazon's services in Coimbatore city, focusing on delivery speed, product quality, customer service, and user experience. A structured questionnaire was used to collect data from Amazon customers in Coimbatore, and statistical tools were applied to analyze the responses. The findings reveal key factors influencing customer satisfaction and provide insights for Amazon to enhance its services in Tier-2 cities like Coimbatore.

INTRODUCTION:

The rapid growth of e-commerce in India has transformed consumer shopping behaviour, with Amazon being one of the leading players. Coimbatore, a major Tier-2 city in Tamil Nadu, has witnessed a surge in online shopping due to increasing internet penetration and digital literacy. Understanding customer satisfaction levels helps businesses refine their strategies. This study evaluates Amazon's performance in Coimbatore, identifying strengths and areas for improvement.

OBJECTIVES OF THE STUDY:

- To assess customer satisfaction levels with Amazon's services in Coimbatore.
- To analyse factors influencing customer satisfaction, such as delivery speed, product quality, pricing, and customer support.
- To identify challenges faced by customers while using Amazon in Coimbatore.
- To provide recommendations for Amazon to enhance customer satisfaction in Tier-2 cities.

SCOPE OF THE STUDY:

- The study focuses on Amazon customers residing in Coimbatore city.
- It covers key aspects like delivery efficiency, return policies, product variety, and website/app usability.
- The research is based on primary data collected through surveys and secondary data from reports and articles.

STATEMENT OF THE PROBLEM:

Despite Amazon's dominance in the Indian e-commerce market, customer satisfaction varies across regions due to logistical challenges, competition, and local preferences. Coimbatore, being an emerging market, may face issues like delayed deliveries, product availability, and customer service responsiveness. This study aims to evaluate these concerns and suggest improvements.

AMAZON:

Amazon, founded by Jeff Bezos in 1994, is a global e-commerce giant offering a wide range of products, including electronics, fashion, groceries, and digital services. In India, Amazon.in was launched in 2013 and has since expanded rapidly, leveraging strong logistics, competitive pricing, and Prime membership benefits. Amazon's key services in India include:

Amazon Prime – Fast deliveries, OTT streaming, and exclusive deals.

Amazon Pay – Digital payment solutions.

Amazon Fresh – Grocery delivery service.

Easy Returns & Refunds – Customer-friendly policies.

Amazon's success in India is driven by its customer-centric approach, but regional challenges persist, necessitating localized strategies.

REVIEW OF LITERATURE:

Parasuraman et al. (2005) introduced the E-S-QUAL model, which measures e-service quality based on efficiency, fulfillment, system availability, and privacy. Their study emphasized that fast delivery and reliable service significantly impact customer satisfaction.

Zeithaml et al. (2002) highlighted that perceived value, trust, and convenience are key determinants of online shopping satisfaction. Their research suggested that seamless user experience and post-purchase support enhance customer loyalty.

Kumar & Kashyap (2018) studied Amazon's customer satisfaction in metropolitan cities and found that delivery speed, product variety, and return policies were the most influential factors. However, they noted that Tier-2 cities faced logistical delays.

Gupta & Singh (2020) analyzed Amazon's performance in semi-urban areas and reported that while customers appreciated competitive pricing, issues like late deliveries and lack of cash-on-delivery options reduced satisfaction levels.

CONCLUSION:

The study highlights that while Amazon enjoys high customer satisfaction in Coimbatore, areas like delivery speed in remote areas, product authenticity, and customer support responsiveness need improvement. By addressing these concerns, Amazon can strengthen its market position in Tier-2 cities. The findings provide actionable insights for e-commerce businesses targeting semi-urban markets in India.