

A Study on Customer Satisfaction Towards Amazon Services in Coimbatore District

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Abstract- *E-commerce has fundamentally altered consumer purchasing behaviour in India, with Amazon emerging as a dominant online retail platform. While existing research has concentrated on metropolitan markets, consumer satisfaction in Tier-2 cities such as Coimbatore remains understudied. This study investigates customer satisfaction towards Amazon services in Coimbatore District, Tamil Nadu, across eight service quality dimensions. A descriptive research design was adopted, with primary data collected from 100 respondents via a structured questionnaire in April 2026. Weighted mean analysis revealed that App/Website Usability (WM = 3.84) and Price Reasonableness (WM = 3.55) were the strongest service dimensions. Delivery Timeliness recorded a critically low mean of 2.23, driven primarily by rural and semi-urban respondents, indicating structural last-mile logistics deficiencies. Overall, 74% of respondents reported high satisfaction and 94% indicated willingness to recommend Amazon. One-Way ANOVA confirmed that age significantly moderates satisfaction ($F = 4.38, p = 0.006$); gender did not ($\chi^2 p = 0.179$). Pearson Correlation revealed no significant relationship between delivery satisfaction and overall satisfaction ($r = -0.125, p = 0.214$), confirming that platform-level factors outweigh logistics in overall satisfaction formation.*

Keywords: *Customer Satisfaction, E-Commerce, Amazon India, Coimbatore District, Service Quality, Delivery, Weighted Mean, ANOVA*

I. INTRODUCTION

The twenty-first century has ushered in an era of unprecedented digital transformation, fundamentally altering the way individuals access goods and services. E-commerce platforms have dismantled geographic barriers, enabled round-the-clock shopping, and introduced vast product assortments that brick-and-mortar retailers cannot match. India's

internet user base crossed 800 million in 2024, making it the second-largest internet population in the world.

Amazon entered the Indian market in June 2013 with the launch of Amazon.in and rapidly gained market share through aggressive investment in logistics infrastructure, seller onboarding, and customer experience. By 2024, Amazon India hosted over 8 lakh sellers, offering more than 170 million products. Understanding customer satisfaction — the extent to which Amazon's services meet or exceed customer expectations — is critically important for Amazon's continued growth, especially in Tier-2 cities like Coimbatore.

Coimbatore, often called the 'Manchester of South India,' is the second-largest city in Tamil Nadu. The district encompasses urban, semi-urban, and extensive rural belts, creating a diverse and nuanced context for studying e-commerce customer satisfaction. Despite Amazon's growing presence, region-specific empirical data on customer satisfaction in Coimbatore remains limited.

II. STATEMENT OF THE PROBLEM

Despite Amazon's rapid growth and substantial investment in India, customer satisfaction levels in non-metropolitan markets like Coimbatore District remain inadequately studied. Service quality perceptions in Tier-2 cities may differ significantly from those in metropolitan centres due to structural differences in logistics infrastructure, digital literacy, consumer expectations, and competitive alternatives. The lack of region-specific empirical data makes it difficult for the company to diagnose service gaps,

prioritise improvement efforts, and tailor strategies to local needs.

III. OBJECTIVES OF THE STUDY

Primary Objective: To study the level of customer satisfaction towards Amazon services among customers in Coimbatore District and identify key service gaps.

Specific Objectives:

1. To analyse the demographic profile of Amazon customers in Coimbatore District.
2. To examine Amazon usage patterns including duration, purchase frequency, product categories, and device preference.
3. To measure customer satisfaction across eight service quality dimensions using weighted mean analysis.
4. To test hypotheses regarding the relationship between demographic variables and satisfaction levels.
5. To offer data-driven suggestions for improving customer satisfaction in Coimbatore.

IV. RESEARCH METHODOLOGY

Research Design: Descriptive research design. Data was collected cross-sectionally in April 2026.

Data Sources: Primary data via structured questionnaire (Google Forms). Secondary data from academic journals, textbooks, and industry reports.

Sample Size and Technique: 100 respondents selected through non-probability convenience sampling from urban, semi-urban, and rural areas of Coimbatore District.

Statistical Tools: Frequency analysis, percentage analysis, weighted mean, Chi-Square test (χ^2), One-Way ANOVA, Pearson Correlation, and cross-tabulation. Significance level $\alpha = 0.05$.

Reliability: Cronbach's Alpha for the eight Likert scale items = 0.74, indicating acceptable internal consistency.

V. DATA ANALYSIS AND INTERPRETATION

Demographic Profile of Respondents

Category	Group	Frequency	Percentage (%)
Age	Below 20 years	44	44.0
Age	21 – 30 years	26	26.0
Age	31 – 40 years	16	16.0
Age	41 – 50 years	14	14.0
Gender	Female	55	55.0
Gender	Male	45	45.0
Occupation	Student	36	36.0
Occupation	Business	28	28.0
Occupation	Employee	21	21.0
Occupation	Homemaker	15	15.0
Area of Residence	Rural	45	45.0
Area of Residence	Semi-Urban	33	33.0
Area of Residence	Urban	22	22.0

Table 1: Demographic Profile of Respondents

The majority of respondents are below 20 years (44%), female (55%), students (36%), and rural residents (45%). Rural residents constitute the largest geographical segment, outnumbering semi-urban (33%) and urban (22%) respondents. This geographically diverse composition directly shapes the delivery satisfaction findings reported in subsequent sections.

Amazon Usage Patterns

Usage Parameter	Category	Frequency	Percentage (%)
Duration of Use	More than 5 years	46	46.0
Duration of Use	1 – 3 years	31	31.0
Duration of Use	3 – 5 years	21	21.0

Usage Parameter	Category	Frequency	Percentage (%)
Use			
Purchase Frequency	Occasionally	40	40.0
Purchase Frequency	Monthly	34	34.0
Purchase Frequency	Weekly	11	11.0
Top Product Category	Clothing	44	44.0
Top Product Category	Groceries	16	16.0
Top Product Category	Books	14	14.0
Device Used	Mobile App	81	81.0
Device Used	Website	17	17.0

Table 2: Amazon Usage Patterns

46% of respondents have used Amazon for more than five years, indicating deep platform loyalty. Clothing is the most purchased category (44%), and 81% of respondents exclusively use the Amazon mobile app — confirming a strongly mobile-first user base in Coimbatore.

Service Quality Satisfaction — Weighted Mean Analysis

Rank	Service Dimension	Weighted Mean	Status
1	App / Website Usability	3.84	Satisfactory
2	Price Reasonableness	3.55	Satisfactory
3	Packaging	3.53	Satisfactory
4	Return & Refund Process	3.47	Moderate
5	Product Quality	3.24	Moderate

Rank	Service Dimension	Weighted Mean	Status
6	Product Variety	3.20	Moderate
7	Customer Service	3.16	Moderate
8 (LOWEST)	Delivery Timeliness	2.23	UNSATISFACTORY
—	CCSI (Average)	3.28	65.6%

Table 3: Weighted Mean Summary — All Service Dimensions

App/Website Usability is the highest-scoring dimension (WM = 3.84), with 72% of respondents expressing satisfaction. Delivery Timeliness records the critically lowest mean of 2.23 — the only dimension below the 2.5 unsatisfactory threshold. A striking 69% disagree or strongly disagree that Amazon delivers within the promised time. Cross-tabulation confirms this is predominantly a rural challenge, with 89% of rural respondents dissatisfied with delivery timeliness. The Consolidated Customer Satisfaction Index (CCSI) stands at 3.28/5.00 (65.6%).

Overall Satisfaction and Recommendation Intent

Measure	Response	Frequency	Percentage (%)
Overall Satisfaction	Highly Satisfied	43	43.0
Overall Satisfaction	Satisfied	31	31.0
Overall Satisfaction	Neutral	11	11.0
Overall Satisfaction	Dissatisfied	8	8.0
Overall Satisfaction	Highly Dissatisfied	7	7.0
Recommendation Intent	Yes	94	94.0
Recommendation Intent	No	6	6.0

Table 4: Overall Satisfaction and Recommendation Intent

A combined 74% of respondents are satisfied or highly satisfied. An exceptional 94% would recommend Amazon — reflecting strong brand equity despite delivery shortcomings. Despite critically poor delivery satisfaction (WM = 2.23), overall satisfaction remains high because superior app usability, competitive pricing, and reliable returns compensate — reflecting a multi-attribute trade-off in consumer evaluation.

VI. HYPOTHESIS TESTING

Test	Hypothesis	Result	Decision
Chi-Square	Ho: Gender has no significant association with overall satisfaction	$\chi^2 = 6.280$, $p = 0.179$	Accept Ho — Gender does NOT significantly influence satisfaction
One-Way ANOVA	Ho: No significant difference in satisfaction across age groups	$F = 4.380$, $p = 0.006$	Reject Ho — Age SIGNIFICANTLY influences satisfaction
Pearson Correlation	Ho: No significant correlation between delivery and overall satisfaction	$r = -0.125$, $p = 0.214$	Accept Ho — Delivery does NOT significantly predict overall satisfaction

Table 5: Summary of Hypothesis Testing Results

One-Way ANOVA confirms that age significantly influences overall satisfaction ($F = 4.380$, $p = 0.006$), with mean satisfaction declining with age: Below 20 (4.11) > 21–30 (3.92) > 31–40 (3.56) > 41–50 (3.21). Gender does not significantly affect satisfaction ($p = 0.179$). Pearson Correlation reveals no significant linear relationship between delivery satisfaction and overall satisfaction ($r = -0.125$, $p = 0.214$), confirming that usability and pricing are the primary satisfaction drivers.

VII. FINDINGS OF THE STUDY

Demographic Findings

- The majority of Amazon users surveyed (44%) are below 20 years of age, establishing youth as the dominant consumer segment.
- Female respondents (55%) constitute the majority, consistent with clothing being the top purchase category.
- Rural residents (45%) form the largest geographic segment, outnumbering semi-urban (33%) and urban (22%) respondents.
- Students (36%) and business owners (28%) together constitute nearly two-thirds of the sample.

Usage Pattern Findings

- 46% of respondents have used Amazon for more than five years, confirming deep and mature platform loyalty.
- Clothing (44%) is the most purchased category, followed by Groceries (16%) and Books (14%).
- 81% of respondents use the Amazon Mobile App, confirming an entrenched mobile-first shopping culture.

Service Satisfaction Findings

- App/Website Usability (WM = 3.84) is the highest-rated dimension; 72% rate the app as user-friendly.
- Delivery Timeliness (WM = 2.23) is the critically lowest dimension — 69% disagree that Amazon delivers on time. 89% of rural respondents are dissatisfied with delivery.
- Customer Service Responsiveness (WM = 3.16) is the second-lowest dimension, indicating inadequate support possibly due to language barriers.
- 74% overall satisfaction and 94% recommendation intent reflect strong brand equity despite delivery shortcomings.
- CCSI = 3.28/5.00 (65.6%) — moderate overall service quality satisfaction.

Statistical Findings

- Chi-Square: Gender does not significantly influence satisfaction ($\chi^2 = 6.280$, $p = 0.179$).

- ANOVA: Age significantly influences satisfaction ($F = 4.380$, $p = 0.006$). Younger consumers are significantly more satisfied.
- Pearson Correlation: Delivery satisfaction does not significantly predict overall satisfaction ($r = -0.125$, $p = 0.214$), confirming usability and pricing as the primary drivers.

VIII. SUGGESTIONS

- Amazon should establish dedicated delivery stations in rural taluks of Coimbatore District (Pollachi, Annur, Kinathukadavu, Sulur, Mettupalayam) and aggressively scale the 'I Have Space' (IHS) programme with local kirana stores as last-mile delivery agents.
- Promised delivery dates on product pages must be accurate for each Coimbatore pincode. Over-promising and under-delivering damages satisfaction more than a longer but honestly communicated window.
- Deploy dedicated Tamil-language customer service representatives available via phone, chat, and email to overcome the language barrier for Coimbatore's predominantly Tamil-speaking consumers.
- Develop a simplified 'Classic Mode' in the Amazon app with larger fonts and simplified navigation for the 41–50 age group, which records the lowest satisfaction mean (3.21).
- Expand the 'Fulfilled by Amazon' (FBA) badge visibility to help consumers identify quality-verified products and reduce dissatisfaction from third-party seller inconsistency.
- Expand Amazon Fresh / Quick Commerce in Coimbatore's urban and semi-urban areas with same-day delivery to capture the growing 16% grocery segment.
- Strengthen the Tamil-language book catalogue with partnerships with regional publishers to serve the large student population purchasing academic materials.

IX. CONCLUSION

This study systematically investigated customer satisfaction towards Amazon services among 100 respondents in Coimbatore District, Tamil Nadu. The most significant finding is the stark contrast between

Amazon's digital strengths and its physical logistics limitations. On the digital front, Amazon excels — its mobile app is user-friendly ($WM = 3.84$), pricing is competitive ($WM = 3.55$), and return and packaging services are well-regarded. These strengths, combined with a 74% overall satisfaction rate and 94% recommendation intent, confirm that Amazon has established itself as the dominant e-commerce platform in Coimbatore.

However, Delivery Timeliness ($WM = 2.23$) represents a critical vulnerability — 69% of respondents are dissatisfied with delivery, and 89% of rural respondents report timely delivery failures. Despite this, overall satisfaction remains high because platform-level strengths compensate, reflecting a multi-attribute trade-off in consumer evaluation. ANOVA confirms that age significantly moderates satisfaction ($F = 4.380$, $p = 0.006$), requiring age-differentiated service strategies. The absence of a gender effect simplifies targeting.

Amazon's future growth in Coimbatore depends critically on bridging the last-mile delivery gap, enhancing Tamil-language customer support, and maintaining digital service excellence. This study uniquely contributes original evidence on rural delivery challenges as the dominant dissatisfaction driver in Tier-2 districts — an area where limited published research currently exists.

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