



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Customer Satisfaction towards Amazon: A Study of Online Consumers in Vadodara City

¹Div Patel, ²Fayzan Pathan

¹MBA Student, ²MBA Student

¹Faculty of Management Studies, ² Faculty of Management Studies

¹Parul University, Gujarat, India, ²Parul University, Gujarat, India

Abstract: The rapid expansion of e-commerce platforms has significantly transformed consumer purchasing behavior in India. Among various online marketplaces, Amazon has emerged as one of the most preferred platforms due to its wide product range, competitive pricing, and convenient delivery services. The present study aims to examine customer satisfaction towards Amazon's services among consumers in Vadodara city.

The research adopts a descriptive research design based on primary data collected from 200 respondents through a structured questionnaire using convenience sampling technique. The study evaluates customer satisfaction across multiple dimensions including delivery speed, packaging quality, product authenticity, payment methods, return process, and customer service responsiveness. Percentage analysis and Net Promoter Score (NPS) were applied to interpret customer perception and loyalty levels.

The findings indicate that consumers primarily prefer Amazon due to doorstep convenience and competitive pricing. High satisfaction levels were observed regarding delivery services, packaging quality, and ease of application usage. However, improvements are required in delivery services to suburban areas and enhancement of local language support. The Net Promoter Score reflects moderate customer loyalty among users.

The study concludes that Amazon maintains favorable customer satisfaction levels in Vadodara city; however, strategic improvements in logistics efficiency and customer engagement can further enhance long-term consumer loyalty and competitive advantage.

Keywords: E-commerce, Customer Satisfaction, Amazon, Online Shopping, Consumer Behaviour

1. Introduction

The growth of electronic commerce has revolutionized traditional retail systems by enabling consumers to purchase products and services through digital platforms. Increasing internet penetration, smartphone usage, and digital payment adoption have accelerated the expansion of online shopping in India. E-commerce platforms provide consumers with convenience, wider product availability, competitive pricing, and time-saving purchasing options compared to conventional retail markets.

In recent years, Amazon has established a strong presence in the Indian e-commerce industry by offering efficient logistics services, multiple payment options, easy return policies, and customer centric operations. The platform has significantly influenced consumer buying behaviour by promoting trust through product reviews, fast delivery services, and secure transaction systems.

Customer satisfaction plays a crucial role in determining the success and sustainability of online marketplaces. Satisfied customers are more likely to engage in repeat purchases, provide positive word-of-mouth recommendations, and demonstrate long-term loyalty toward a platform. Therefore, measuring customer satisfaction has become essential for evaluating service performance in the competitive e-commerce environment.

Although several studies have examined customer satisfaction in online shopping at national and global levels, limited research focuses on city-specific consumer perception. Vadodara, being one of Gujarat's rapidly developing urban centres, presents growing adoption of digital commerce platforms. Understanding consumer satisfaction within this regional context helps identify operational strengths and service improvement areas.

Hence, the present study aims to analyze customer satisfaction towards Amazon among online consumers in Vadodara city and identify factors influencing customer preference, loyalty, and service expectations.

2. LITERATURE REVIEW

Customer satisfaction has emerged as one of the most significant determinants of success in the e-commerce industry. Several researchers have examined the relationship between service quality, product quality, and consumer loyalty in online purchasing environments. Zygiar's et al. (2022) emphasized that service quality plays a crucial role in enhancing customer satisfaction and long-term relationship building between organizations and consumers, particularly in digitally driven markets.

Naini et al. (2022) identified that product quality and service efficiency significantly influence customer satisfaction, which further leads to increased customer loyalty and repeat purchase intention. Similarly, Manyanga et al. (2022) highlighted that positive customer experience and effective service delivery contribute to favourable word-of-mouth communication and improved consumer retention.

Research conducted by Lin et al. (2023) examined logistics service quality in online platforms and found that timely delivery and reliable distribution systems positively impact customer satisfaction and reuse intention. Efficient logistics management was identified as a key competitive factor for online marketplaces operating in highly competitive environments.

Ali et al. (2021) reported that responsiveness and service reliability strongly affect customer perception toward digital service platforms. The study concluded that prompt customer support and effective complaint resolution mechanisms enhance overall satisfaction levels among online users.

Furthermore, Singh et al. (2023) provided a comprehensive review indicating that customer satisfaction acts as a mediating factor between service quality and customer loyalty. The findings suggest that organizations focusing on service improvement and customer-centric strategies are more likely to achieve sustainable competitive advantage.

Studies focusing on the Indian e-commerce sector also reveal rapid growth driven by increasing internet penetration and digital payment adoption (Singh, 2019; Kumar, 2018). These studies emphasize that convenience, pricing advantages, and product variety significantly influence consumer preference toward online marketplaces over traditional retail systems. Although extensive research has been conducted on online shopping behaviour at national and global levels, limited studies examine customer satisfaction at city-specific contexts. Therefore, the present study attempts to analyse customer satisfaction towards Amazon users in Vadodara city to bridge this research gap and provide localized insights into consumer perception.

3. RESEARCH METHODOLOGY

The present study adopts a descriptive research design to examine customer satisfaction towards the services of Amazon among online consumers in Vadodara city. The research focuses on understanding consumer perception, purchasing behaviour, and satisfaction levels associated with various service dimensions of the platform.

Both primary and secondary data sources were utilized for the study. Primary data were collected through a structured questionnaire distributed among online shoppers in Vadodara city. Secondary data were obtained from published research articles, journals, industry reports, and credible online sources to support theoretical understanding.

The study employed a convenience sampling method for selecting respondents. A total sample size of 200 respondents was considered for analysis, representing active users of Amazon's online shopping services within the study area.

The questionnaire included both demographic and opinion-based questions covering aspects such as shopping frequency, product categories purchased, delivery experience, payment preferences, return process satisfaction, and customer service responsiveness. Percentage analysis technique was used to interpret respondent responses, while Net Promoter Score (NPS) analysis was applied to measure customer loyalty and recommendation intention toward Amazon services.

The geographical scope of the study was limited to Vadodara city, Gujarat, India.

4. DATA ANALYSIS AND DISCUSSION

The collected data from 200 respondents were analyzed using percentage analysis to evaluate customer satisfaction towards the services of Amazon in Vadodara city. The analysis focuses on consumer purchasing behaviour, service experience, and loyalty perception.

Demographic Profile of Respondents

The gender distribution indicates that a majority of respondents were male consumers, representing a higher participation of male users in online shopping activities. The income distribution shows that most respondents belonged to the middle-income group, suggesting strong adoption of e-commerce platforms among economically active households.

Table 1: Demographic Characteristics of Respondents

Variable	Category	Percentage
Gender	Male	73%
	Female	27%
Income	Below 25,000	16.41%
	25,000–50,000	50.26%
	50,000–1,00,000	13.85%
	Above 1,00,000	19.49%

Shopping Behaviour of Consumers

Analysis of shopping frequency reveals that most consumers prefer shopping occasionally or on a monthly basis rather than daily purchases. This indicates that Amazon is primarily used for need-based and planned purchases rather than routine consumption.

The study further identifies Electronics and Fashion & Beauty products as the most frequently purchased categories. The availability of wider product variety and competitive pricing encourages consumers to prefer online platforms over local retail markets.

How often do you shop on Amazon?

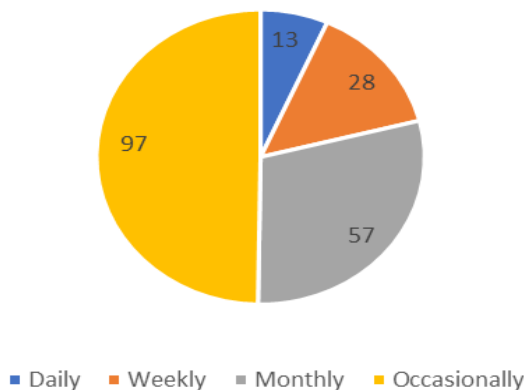


Figure.1 Frequency of Shopping on Amazon

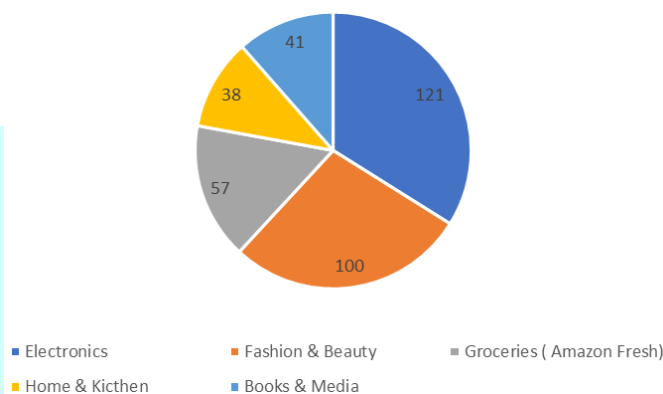


Figure.2 Product Categories Purchased

Customer Satisfaction towards Amazon Services

Customer satisfaction analysis indicates that a significant proportion of respondents expressed satisfaction with Amazon's product variety and overall service quality. Delivery speed and packaging quality received positive responses, reflecting efficient logistics and handling practices.

The ease of use of the mobile application and website interface also contributed positively to customer experience, enhancing convenience in product search and transaction processes. However, a comparatively moderate satisfaction level was observed regarding product authenticity, indicating the need for improved quality assurance mechanisms.

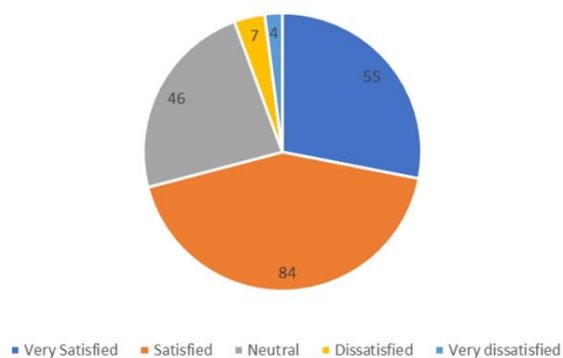


Figure.3 Overall Satisfaction

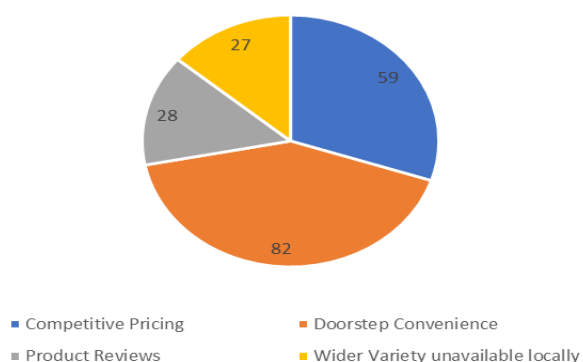


Figure.4 Service Dimension Satisfaction

Return Experience and Customer Service Responsiveness

A large number of respondents reported having returned products previously, mainly due to defective or damaged items and size or fit-related issues. Despite return occurrences, customers expressed satisfaction with Amazon's return handling process, suggesting effective reverse logistics management.

Customer service responsiveness was generally perceived as satisfactory, with most respondents indicating timely resolution of complaints and issues.

Customer Loyalty Analysis (Net Promoter Score)

Net Promoter Score (NPS) analysis categorizes customers into promoters, passives, and detractors based on their likelihood to recommend Amazon to others. The results indicate a higher proportion of passive customers compared to promoters, suggesting moderate loyalty levels with potential scope for improvement.

Table 2: Net Promoter Score Classification

Category	Respondents	Percentage
Promoters	73	37.44%
Passives	94	48.21%
Detractors	28	14.36%

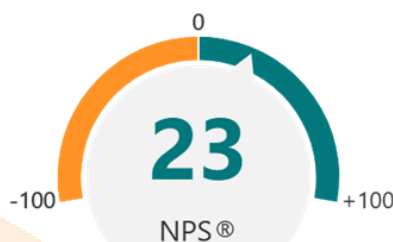


Figure.5 NPS

5. RESULTS AND FINDINGS

Based on the analysis of responses collected from 200 respondents in Vadodara city, several significant findings related to customer satisfaction towards Amazon were identified.

- The majority of respondents using Amazon were male consumers, indicating higher participation of male users in online shopping activities within the study area.
- Most respondents belonged to the middle-income group, demonstrating strong adoption of e-commerce platforms among economically active households.
- Shopping behaviour analysis revealed that consumers primarily shop occasionally or monthly, suggesting that Amazon is mainly used for planned and need-based purchases rather than daily consumption.
- Electronics and Fashion & Beauty products emerged as the most frequently purchased categories due to wider product availability and competitive pricing.
- Customers expressed overall satisfaction with Amazon's product variety, delivery services, packaging quality, and application usability.
- UPI was identified as the most trusted payment method for high-value transactions, reflecting increasing acceptance of digital payment systems.
- A large proportion of respondents had experienced product returns, mainly due to defective or damaged products and size or fit-related issues.
- Despite return occurrences, customers showed satisfaction with Amazon's return handling process, indicating efficient reverse logistics management.
- Customer service responsiveness was perceived as satisfactory by most respondents, contributing positively to overall customer experience.
- Net Promoter Score analysis indicated a higher proportion of passive customers compared to promoters, suggesting moderate customer loyalty with potential scope for service improvement.
- Delivery services in suburban and outskirts areas and availability of local language support were identified as key improvement areas.

6. CONCLUSION AND SUGGESTIONS

6.1 Conclusion

The present study examined customer satisfaction towards online shopping services provided by Amazon in Vadodara city. With the rapid growth of digital commerce and increasing internet penetration, online platforms have significantly transformed consumer purchasing behaviour in India.

The findings of the study indicate that Amazon has successfully established itself as a reliable and convenient e-commerce platform among consumers. Customers highly appreciate the platform for its wide product assortment, competitive pricing, easy-to-use mobile application, secure payment options, and efficient delivery services. These factors collectively contribute to a positive shopping experience and influence customer satisfaction levels.

The study also reveals that digital payment methods, particularly UPI transactions, are widely accepted among consumers, reflecting growing trust in online financial systems. Furthermore, Amazon's return and refund policies play a crucial role in maintaining customer confidence, even when product-related issues arise.

However, the research highlights certain areas requiring improvement. Delivery delays in peripheral areas, product quality inconsistencies from third-party sellers, and limited regional language interaction were identified as challenges affecting customer satisfaction. Addressing these issues can further enhance customer loyalty and long-term retention.

Overall, the research concludes that customer satisfaction towards Amazon remains favorable, but continuous service innovation and operational improvement are essential to sustain competitive advantage in the evolving e-commerce industry.

6.2 Suggestions

Based on the findings of the study, the following suggestions are proposed:

1. Amazon should strengthen quality monitoring mechanisms for third-party sellers to reduce product defects and return rates.
2. Improvement in last-mile delivery services, particularly in suburban and semi-urban locations, can enhance customer satisfaction.
3. The company may introduce enhanced regional language support within the application to improve accessibility for diverse customer groups.
4. Faster grievance redressal systems and proactive customer communication can further improve service perception.
5. Personalized recommendations and loyalty reward programs may help convert passive customers into promoters.
6. Sustainable packaging initiatives can be adopted to attract environmentally conscious consumers.
7. Continuous improvement in logistics infrastructure and warehouse management can minimize delivery delays.

7. LIMITATIONS OF THE STUDY AND FUTURE SCOPE

7.1 Limitations of the Study

Although the study provides meaningful insights into customer satisfaction towards online shopping services offered by Amazon, certain limitations were encountered during the research process:

1. **Limited Sample Size**
The study was conducted using responses from a limited number of participants within Vadodara city. Therefore, the findings may not fully represent customer perceptions across different regions of India.
2. **Geographical Constraint**
Data collection was restricted to a specific urban area, which may not reflect the behaviour and satisfaction levels of rural or semi-urban consumers.
3. **Time Constraint**
The research was carried out within a limited academic timeframe, restricting deeper longitudinal analysis of customer satisfaction trends.
4. **Respondent Bias**
Responses were based on individual perceptions and experiences, which may involve personal bias or subjective judgment.
5. **Platform-Specific Study**
The research focuses only on Amazon and does not compare customer satisfaction with other e-commerce platforms, limiting comparative evaluation.

7.2 Future Scope of the Study

The scope for future research in this area is extensive due to the continuous evolution of the e-commerce sector.

1. Future studies may include comparative analysis between multiple e-commerce platforms to understand competitive positioning.
2. Researchers can expand the study to include rural and semi-urban markets to analyse changing digital adoption patterns.
3. Advanced analytical techniques such as structural equation modelling or predictive analytics may be applied for deeper insights.
4. Future research may examine the impact of artificial intelligence, personalization algorithms, and recommendation systems on customer satisfaction.
5. Long-term studies can be conducted to evaluate customer loyalty and retention behaviour over time.
6. Environmental sustainability and green logistics practices in e-commerce can also be explored as emerging research areas.

REFERENCES

- Singh, R. K. (2019). E-commerce in India: Opportunities and challenges. In *Proceedings of the 10th International Conference on Digital Business* (pp. 423–429). SSRN. <https://papers.ssrn.com/abstract=3352317>
- Tarafdar, M., & Vaidya, S. D. (2006). Challenges in the adoption of e-commerce technologies in India: The role of organizational factors. *International Journal of Information Management*, 26(6), 428–441. <https://doi.org/10.1016/j.ijinfomgt.2006.07.002>
- Keeley, S. (2021). Internet usage in India – Statistics & facts. Statista. <https://www.statista.com/topics/2157/internet-usage-in-india/>
- Goldman Sachs. (2022). *E-commerce's steepening curve*. Goldman Sachs Insights. <https://www.goldmansachs.com/insights/pages/e-commerces-steepening-curve.html>
- Choudhury, S. R. (2020, October 28). India could contribute up to 20% of Amazon's growth in next five years. *CNBC*. <https://www.cnbc.com>
- Kaur, J., & Jhamb, H. V. (2012). E-commerce in India: Opportunities and challenges. *Review of Knowledge Management*, 2(2), 37–42.
- Kumar, N. (2018). E-commerce in India: An analysis of present status, challenges and opportunities. *International Journal of Management Studies*, 5(2), 1–6.
- Kalia, P., Kaur, N., & Singh, T. (2017). E-commerce in India. In *Mobile Commerce: Concepts, Methodologies, Tools, and Applications*.
- PwC. (2014). *Evolution of e-commerce in India*. PricewaterhouseCoopers Report.
- India Brand Equity Foundation (IBEF). (2020). *E-commerce industry in India*. IBEF Report.
- Yuvashree, K. (2022). A study on consumer behaviour towards online shopping. *International Journal of Research Publication*.
- Farooq, M., & Nasir, S. (2024). Digital consumer buying behaviour: A systematic review and call for future research. *Journal of Digital Commerce Research*.
- Sahu, P., Maharana, B., & Meher, R. (2024). Analysing the buying behaviour of consumers of online marketplaces: A study in the context of Western Odisha. *International Journal of Consumer Studies*.