



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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## A STUDY ON CONSUMER SATISFACTION SURVEY ON E-COMMERCE PLATFORMS (E.G, AMAZON)

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### Abstract

The rapid growth of e-commerce in India has transformed consumer purchasing behaviour and reshaped the retail industry. Online marketplaces provide convenience, price comparison, and wide product availability, making them increasingly preferred over traditional stores. This study examines customer satisfaction levels on Amazon and Flipkart using survey-based primary data and secondary sources. The research evaluates factors such as website usability, product quality, delivery efficiency, pricing strategies, and customer service. The study identifies key drivers of satisfaction and dissatisfaction and offers recommendations to improve service delivery and customer retention in India's competitive e-commerce sector.

**Keywords:** Customer Satisfaction, E-commerce, Online Shopping, Amazon, Flipkart, Consumer Behaviour, Delivery Efficiency, Pricing Strategy.

### Introduction

The Indian e-commerce sector has experienced remarkable expansion over the past decade due to rising internet accessibility, digital payment adoption, and smartphone penetration. Consumers now expect quick delivery, reliable product quality, easy returns, and competitive pricing. Online platforms have become essential to modern retail systems, especially in urban and semi-urban regions. Among the many online marketplaces, Amazon and Flipkart dominate the Indian e-commerce ecosystem. Both companies continuously innovate through logistics improvements, festival sales campaigns, artificial intelligence



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recommendations, and customer-centric policies. However, as competition intensifies, customer satisfaction has become the most crucial determinant of platform loyalty and long-term profitability. Customer satisfaction refers to the extent to which consumer expectations are fulfilled by a service or product. In the e-commerce environment, satisfaction depends on several factors including ease of navigation, availability of product information, delivery accuracy, secure payment systems, customer support efficiency, and return/refund policies. Understanding these elements is vital for enhancing consumer trust and sustaining competitive advantage. This research attempts to analyze customer satisfaction levels on both platforms and identify the factors influencing consumer preference in India.

## Objectives

- To study consumer buying behaviour and platform preference between Amazon and Flipkart.
- To evaluate the strengths and weaknesses of both platforms from the consumer's perspective.
- To determine the major causes of customer dissatisfaction on the two platforms.
- To examine the relationship between demographic variables (age, gender, shopping frequency) and satisfaction level.

## Research Methodology

### Research Design

The study follows a descriptive research design, as it aims to measure customer satisfaction levels and compare user perceptions across two platforms.

### Sources of Data

**Primary Data:** Collected through structured questionnaires distributed to online shoppers who used either platform in the last year.

**Secondary Data:** Collected from journals, books, e-commerce reports, websites, and previous research studies.

**Sample Size:** The study is based on 50 respondents selected from urban and semi-urban consumers.

**Sampling Technique:** Convenience sampling method was used due to accessibility of respondents.

### Tools Used for Analysis

**Percentage analysis:** Percentage analysis was used to classify and interpret the responses of the respondents, enabling the researcher to understand the distribution of opinions and the relative importance of different factors influencing customer satisfaction.



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Tables and charts for presentation: Tables and charts were used to present the collected data in a clear and systematic manner, facilitating easy understanding, comparison, and interpretation of the results.

### Variables Studied

Customer satisfaction in e-commerce is influenced by several key factors such as product variety, which ensures wider choices for consumers, and pricing perception, which shapes their value judgement while purchasing. Delivery efficiency also plays a crucial role, as timely and safe delivery enhances trust and repeat purchases. In addition, responsive customer support and user-friendly website usability improve the overall shopping experience. Finally, a simple and transparent return and refund process strengthens customer confidence and long-term loyalty toward the platform.

### Key Factors Influencing Customer Satisfaction in E-Commerce

#### Website Usability and Interface Design

Website design plays a major role in customer satisfaction. Easy navigation, clear product categorization, search filters, and fast loading pages improve user experience. Consumers prefer platforms that provide smooth browsing, mobile optimization, and personalized suggestions. Poor interface

design can lead to abandoned carts and reduced customer loyalty.

#### Product Variety and Quality Assurance

Wide product availability increases platform attractiveness. Customers prefer marketplaces that offer multiple brands, price ranges, and seller options. Quality assurance mechanisms such as verified sellers, product ratings, and authentic reviews significantly influence purchase decisions. Reliable product quality leads to repeat purchases and brand trust.

#### Pricing Strategy and Promotional Offers

Competitive pricing remains one of the strongest drivers of customer satisfaction. Discount festivals, bundle offers, cashback schemes, and membership benefits strongly influence platform choice. While consistent pricing builds reliability, aggressive promotional campaigns attract price-sensitive consumers and increase transaction volume.

#### Delivery Performance and Logistics Efficiency

Delivery speed, packaging quality, and order tracking accuracy directly affect satisfaction. Customers increasingly expect same-day or next-day delivery options. Delayed deliveries or damaged packaging often lead to dissatisfaction even when the product itself is satisfactory. Efficient logistics

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networks therefore play a vital role in maintaining platform reputation.

### Customer Support and Return Policies

Effective customer service builds long-term consumer trust. Quick response to complaints, transparent refund processes, and easy return mechanisms improve satisfaction levels. Complicated return policies or delayed refunds reduce customer confidence and increase switching behaviour

20% (10 individuals) who do so "often," showing that a significant number have a frequent or consistent involvement. Meanwhile, 16% (8 individuals) reported "rarely" participating, and no respondents selected "never," suggesting that all participants engage in the activity to some degree. Overall, the data suggests a general trend of occasional to frequent involvement among the majority of respondents.

### Data Analysis

Table 1: Offer Usage Frequency

Usage frequency	Frequency	Percentage
Always	11	22.0%
Often	10	20.0%
Sometimes	21	42.0%
Rarely	8	16.0%
Never	0	0.0%
Total	50	100.0%

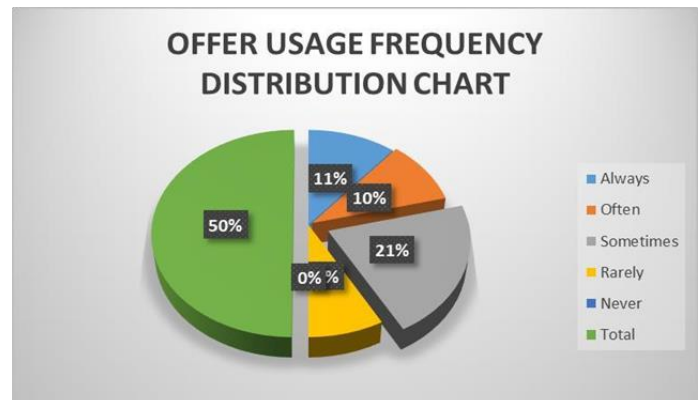


Fig 1: Offer Usage Frequency Distribution Chart

Source: Secondary Data

### Interpretation

The data reflects the frequency of a certain behavior or activity among the 50 respondents. The largest portion, 42% (21 individuals), reported engaging in the activity "sometimes," indicating a moderate level of participation. This is followed by 22% (11 individuals) who "always" engage in it and

### Findings of the Study

- Majority of respondents reported high satisfaction with both platforms.
- Amazon received slightly higher ratings for delivery speed and customer support.
- Flipkart was preferred for pricing discounts and festival sales.
- Product variety and website usability were rated strong on both platforms.



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- Return/refund policies were generally satisfactory, though quicker processing increased satisfaction.
- Younger consumers showed stronger preference for promotional offers, while frequent shoppers valued delivery reliability more.

### Suggestions and Recommendations

- Platforms should improve delivery efficiency in semi-urban areas.
- Customer support response time should be reduced through AI-enabled service systems.
- Transparent seller verification systems must be strengthened to avoid counterfeit complaints.
- Personalized recommendation systems should be enhanced using consumer behavior data.
- Both platforms should improve sustainability practices such as eco-friendly packaging.

### Conclusion

The study concludes that both Amazon and Flipkart maintain strong customer satisfaction levels in India's rapidly expanding e-commerce environment. While both platforms excel in product availability and digital convenience, differences arise in pricing strategies, delivery reliability, and service responsiveness. Customer satisfaction in online retail is shaped by a combination of

logistics efficiency, pricing competitiveness, user experience, and service quality. Continuous monitoring of customer expectations and timely service improvements are essential for maintaining platform loyalty and competitive advantage. As India's e-commerce market continues to evolve, companies that prioritize customer-centric innovation, efficient logistics, and trust-building measures will achieve sustainable growth and long-term market leadership.

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