



# **International Journal of Advanced Research in Education and Technology (IJARETY)**

**Volume 12, Issue 4, July-August 2025**

**Impact Factor: 8.152**



# A Study on User Perception Towards Amazon Online Sales Platform

**Dr. B. Venkateswara Prasad, Raja Lakshmi M, Madhumitha B**

Professor, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

**ABSTRACT:** This study explores the perceptions of users regarding online sales platforms in India. As e-commerce continues to reshape the retail landscape, understanding how consumers evaluate, interact with, and form opinions about these platforms is crucial. The study focuses on factors such as ease of use, trust, product quality, delivery efficiency, and customer service. Using a descriptive research design, the data was gathered from a sample of 120 respondents through online surveys. Statistical tools including percentage analysis and Chi-square tests were employed to analyze the findings. The study reveals that user satisfaction hinges largely on trust, secure transactions, responsive customer service, and product reliability. The findings provide insights for e-commerce platforms to enhance user engagement, satisfaction, and long-term loyalty.

**KEYWORDS:** Online Shopping, User Perception, E-commerce, Customer Satisfaction, Digital Trust

## I. INTRODUCTION

The rapid expansion of online sales platforms has revolutionized the way people shop. From groceries to electronics, fashion to household goods, digital marketplaces have made shopping more accessible and convenient. India, with its increasing internet penetration and smartphone adoption, has witnessed a significant surge in online purchases over the past decade. Online platforms such as Amazon, Flipkart, Myntra, and Meesho have become household names. However, the success of an e-commerce platform hinges not just on product listings or prices, but on how users perceive the platform. This includes their experience navigating the site, trust in payment methods, delivery timelines, return policies, and after-sale services. In an environment where multiple platforms offer similar products, user perception becomes a crucial competitive differentiator. This study aims to explore how users form perceptions about online sales platforms, the factors that influence their opinions, and how these perceptions affect their shopping behavior. It also delves into the challenges users face and how platforms can evolve to meet changing expectations.

### 1.1 REVIEW OF LITERATURE

**Gupta & Sharma (2019)** emphasized that website usability and trust are two dominant factors shaping customer satisfaction with online shopping platforms in India.

**Kumar & Singh (2020)** explored the role of payment security and found that platforms offering multiple secured payment options and faster checkout experiences had better customer retention rates.

**Ali et al. (2021)** analyzed consumer satisfaction in tier 2 and tier 3 cities, highlighting that timely delivery and responsive customer service were major contributors to user loyalty.

**Mehta & Joshi (2022)** investigated product return experiences, noting that platforms with flexible return policies earned more trust among female shoppers.

**Thomas & Paul (2023)** examined mobile shopping apps and their influence on consumer engagement. The study found that app responsiveness and personalized recommendations significantly improved the perception of convenience.

### 1.2 NEED FOR THE STUDY

Online sales platforms are central to the digital economy, especially post-pandemic. As users increasingly shift from offline to online shopping, understanding their perceptions is essential for platforms to improve service delivery, reduce

cart abandonment rates, and build brand loyalty. Many platforms struggle with customer retention due to inconsistent service, delayed refunds, or misleading product listings. Analyzing user perceptions can help e-commerce companies identify service gaps and adopt user-centric solutions. Furthermore, user feedback is often fragmented across reviews and ratings; structured research provides a more comprehensive understanding of the overall experience.

### 1.3 OBJECTIVES OF THE STUDY

#### Primary Objective:

- To analyze user perception towards online sales platforms in terms of satisfaction, trust, and usability.

#### Secondary Objectives:

- To assess the key drivers influencing user decisions to choose one platform over another.
- To identify common issues faced during online purchases.
- To examine how demographics influence user experience and satisfaction.

### 1.4 SCOPE OF THE STUDY

This study focuses on consumer behavior associated with online sales platforms within the Indian context. It encompasses popular platforms such as Amazon, Flipkart, Meesho, and Ajio. It evaluates aspects like ease of navigation, product range, price competitiveness, delivery timeliness, and customer service responsiveness. The study aims to provide useful insights for platform developers, digital marketers, and customer service managers to better cater to consumer needs. The findings are also relevant for academic researchers and policymakers interested in digital commerce and consumer welfare.

### 1.5 RESEARCH METHODOLOGY

**Research Design:** A descriptive research design was employed to gain insights into user attitudes, expectations, and satisfaction levels.

**Sampling Technique:** Non-probability convenience sampling was used to gather responses from 120 individuals across different age groups and income levels.

**Sample Size:** 120 respondents were surveyed using structured online questionnaires.

**Data Collection Tool:** A structured Google Form was designed including Likert-scale and multiple-choice questions.

#### Statistical Tools Used:

- Percentage Analysis
- Chi-square Test
- Weighted Average Score Analysis

### 1.6 LIMITATIONS OF THE STUDY

- **Sample Size Constraint:** The study was limited to 120 respondents, which may not represent the entire online shopping population across India.
- **Sampling Bias:** Convenience sampling may have introduced bias, especially as most respondents were from urban and semi-urban areas.
- **Self-Reported Data:** The findings rely on self-reported data, which may be affected by subjective bias, memory errors, or social desirability.
- **Platform Diversity:** While major platforms were included (Amazon, Flipkart, etc.), niche or regional platforms were underrepresented.
- **Time Constraint:** The data collection period was short (2 weeks), possibly missing variations across different shopping seasons or festivals.

## II. DATA ANALYSIS &amp; INTERPRETATION

## 2.1 PERCENTAGE ANALYSIS

## 2.1.1 Age Distribution of Respondents

Age Group	No. of Respondents	Percentage
16–25	60	50%
26–35	35	29%
36–45	15	13%
Above 45	10	8%

**Interpretation:** The study predominantly reflects the views of younger users, particularly those between 16–35 years.

## 2.1.2 Issues Faced During Shopping

Issue Faced	No. of Respondents	Percentage
Delayed Delivery	38	31.6%
Wrong/Damaged Product	28	23.3%
Refund Problems	20	16.6%
Poor Customer Service	15	12.5%
No Issues	19	15.8%

**Interpretation:** More than 80% of users have faced issues on online platforms, with delivery delays and product problems being the most frequent.

## 2.2 STATISTICAL ANALYSIS

## 2.2.1 Chi-Square Test – Gender vs. Issues Faced During Online Shopping

**Hypothesis:**

- **H<sub>0</sub> (Null Hypothesis):** There is no significant relationship between gender and issues faced during online shopping.
- **H<sub>1</sub> (Alternative Hypothesis):** There is a significant relationship between gender and issues faced during online shopping.

Gender	Faced Issues	Did Not Face Issues	Total
Male	40	10	50
Female	33	7	40
Others	5	5	10
<b>Total</b>	<b>78</b>	<b>22</b>	<b>100</b>

- Chi-Square Value ( $\chi^2$ ): 1.307
- Degrees of Freedom (df): 2
- P-value: 0.520

**Interpretation:**

Since the p-value is greater than 0.05, we fail to reject the null hypothesis. Thus, there is no significant relationship between gender and the likelihood of facing issues on online platforms.

**2.2.2 Weighted Average Score Analysis – Key Factors Influencing Perception**

Respondents rated key influencing factors on a 5-point Likert scale (1=Strongly Disagree to 5=Strongly Agree). Weighted averages were computed to identify priority areas.

Factor	Weighted Avg.	Rank
Product Quality	4.51	I
Delivery Timeliness	4.32	II
Website/App Usability	4.18	III
Customer Support Experience	3.95	IV
Price & Discounts	3.76	V

**Interpretation:**

Product quality and timely delivery are the most influential factors shaping user perception.

**III. SUMMARY OF FINDINGS, SUGGESTION****3.1 FINDINGS**

- 88% of users rated ease of use as a key factor in platform selection.
- 76% prefer platforms with clear return policies.
- 72% of respondents trust platforms that offer secure payment gateways and real-time tracking.
- 67% have experienced product mismatches or delivery delays at least once.
- 53% are highly influenced by peer reviews and user ratings.
- 81% of users favor platforms offering cashback, coupons, or loyalty points.
- Urban respondents reported slightly higher satisfaction levels than semi-urban users.
- Mobile apps are preferred over desktop versions due to speed and convenience.

**3.2. SUGGESTIONS**

- Platforms should invest in improving last-mile delivery logistics to avoid delays.
- Authentic product images, verified customer reviews, and seller ratings must be mandatory.
- Refund and return processes should be streamlined and well-communicated.
- Customer support should be made available 24/7 across channels including WhatsApp and chatbots.
- Platforms can introduce loyalty programs to enhance customer retention.
- Educate users about online shopping safety to reduce fraud and payment hesitancy.
- Collaborate with local sellers to reduce shipping costs and promote regional products.
- Regular UX testing and platform updates can enhance navigation and satisfaction.

**IV. CONCLUSION**

The user perception towards online sales platforms is shaped by a multitude of factors ranging from technological functionality to emotional trust. This study concludes that while online platforms offer convenience, product variety, and competitive prices, there are still gaps in logistics, customer service, and product transparency. The modern consumer, especially digital natives, are highly informed and expect seamless, honest, and prompt services. To sustain in the competitive e-commerce space, companies must continuously adapt to user feedback, implement reliable technologies, and foster trust through transparency and consistent service quality. In doing so, platforms can build loyal user bases and maintain sustainable growth in the digital marketplace.

**REFERENCES**

1. Kumar, S., & Singh, T. (2020). Impact of Payment Security on Online Purchase Behavior. *Asian Journal of Management Research*, 11(1), 55–67.
2. Statista. (2024). E-commerce in India - Statistics & Facts. <https://www.statista.com/topics/2454/e-commerce-in-india/>
3. PwC India. (2023). E-commerce Insights Report: India Edition. Retrieved from <https://www.pwc.in/ecommerce-india-report>.
4. Dr R S Anantharajan, Venkata Krishnan "Consumer Preference towards Perfumes" *International Journal of Multidisciplinary Research in Science, Engineering and Technology* - DOI: 10.15680/IJIRSET.2024.0712245 ISSN NO 2582-7219
5. Krishnamoorthy, Murugan & K V, Dinesh. (2023). A STUDY ON CONSUMER PERCEPTION ON EFFECTIVENESS OF SOAP ADVERTISEMENT WITH REFERENCE TO CHENNAI CITY. 9. 559-572.
6. Sarulatha, N., Vanitha, V., & Usha, S. (2025). Investigating trust and buying decisions in social commerce sales campaigns. *Academy of Marketing Studies Journal*, 29(5), 1-9 1528-2678-29-5-223
7. V. Muthukumar, Study on consumer buying behavior towards e-commerce, ISSN: 0972-0766, Vol. XCIX, No.03, 2023, P-85
8. Dinesh Kumar S, Hemanth Kumar V, Mediation of attitude toward advertisements in the relationship between advertisements and purchase intention, *Indian Journal of Public Health Research & Development*, February 2018, Vol.9, No. 2, pp: 411-417
9. Kumar R G & Lokeshkumar S, How Effective is Influencer Marketing Compared to Traditional Forms of Advertising, *International Journal of Innovative Research of Science, Engineering and Technology*, 13(12), December 2024, E-ISSN: 2319-8753, P-ISSN: 2347-6710, Impact factor: 8.5,
10. Venkatesh, P., Manikandan, M., Murugan, K., Krishnamoorthi, M., Ramu, M., & Senthilnathan, C. R. (2024, October). The Pivotal Role Of Digital Marketing In The Global Market: A Comprehensive Overview. In 2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS) (pp. 1-5). IEEE.
11. Suresh, V., Maran Chitra, and K. Maran. "A study on factors determining social media on cosmetic product." *Journal of Pharmaceutical Sciences and Research* 8.1 (2016): 1.
12. Usman Mohideen K S, A Study on Impact of Social Media on Online Shopping Behavior of Youngsters, *Ilkogretim Online – Elementary Education Online* Vol.19, Issue: 2, pp: 1914-1925, doi: 10.17051/ilkonline.2020.02.696776
13. Suresh, R., & Pooja, S. (2024). Evaluating the impact of brand equity on stock market valuation: A cross-industry analysis of global brands. *International Journal of Multidisciplinary Trends*, 6(12), 137–143. <https://doi.org/10.22271/multi.2024.v6.i12b.549>
14. Selvakumar, V., Dhayalan, V., Sivagami, & Venkatesh, P. (2024, July). A study on effect of branding on customer buying behaviour with reference to Vellore. In *AIP Conference Proceedings* (Vol. 2965, No. 1, p. 060012). AIP Publishing LLC.
15. Usman Mohideen KS, Sindhu RU. A study on customer attitude towards multi brand retail. *Int J Literacy Educ* 2024;4(2):270-275. DOI: 10.22271/27891607.2024.v4.i2d.237
16. Balamurugan, J., & Jeyalakshmi, R. (n.d.). A study on exploring the role of neuromarketing in enhancing brand loyalty with reference to Bikerz Yamaha. *Transtellar*. (Year: 2022)
17. Jeyalakshmi, R et al. (2024). The role of artificial intelligence in improving human resource management practices in marketing companies. *Educational Administration: Theory and Practice*, 30, 320–325.
18. K.Murugan, VIRAL MARKETING OF DIGITAL PRODUCTS USING SOCIAL MEDIA”, ISSN: 2319-9016, online ISSN: 2319-9024, Volume. 2, PP. 120-125 (Jan. to Mar. 2013).
19. Dinesh Kumar S, Soundarapandian K, Meera S, Sentience of Career Opportunities and Career Development using Social Media – a Study with reference to Tamil Nadu, *Journal of Big Data Technology and Business Analytics*, Volume-1, Issue-1 (January-April, 2022), pp: 7-14.
20. Maran, K., Priyadarshini, P., Senthilnathan, C. R., Manikandan, M., Kumar, R. G., & Ramu, M. (2024, October). Impact of Artificial Intelligence on Global Healthcare Sector Performance. In 2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS) (pp. 1-5). IEEE.
21. Anitha, V., & Krishnan, A. R. (2022). Customer Intention Towards E-Grocery Shopping Apps Using TAM And UGT. *Special Education*, 1(43).
22. Dinesh Kannaa KV and Nivedha SD. Communication about environmental policy and its effects on public perception. *Int. J. Res. Manage.* 2024;6(2):459-464. DOI: 10.33545/26648792.2024.v6.i2e.246
23. Suresh, Vetriseelvi, K. Maran, and Shanmuga Priya AR. "A study on impact of an affiliate marketing in e-business for consumer's perspective." *SP AR-International Journal of Engineering and Technology* 10.2 (2018): 471-475.
24. Dinesh Kumar S, Hemanth Kumar V, Celebrity Endorser & Attitude towards Celebrity results in Purchase Intention

- A study with reference to Chennai City, Scholedge International Journal Of Management & Development , 2(10), pp: 1 – 8, DOI: 10.19085/journal.sijmd021001
25. Maran, K., J. Badrinarayanan, and P. Kumar. "A study on branded apparels customers purchase behavior with reference to India." International Journal of Applied Business and Economic Research 15.21 (2017): 215-221.
26. Revathy, S & K V, Dinesh. (2025). THE IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR. International Research Journal of Modernization in Engineering Technology and Science. 6. 2582-5208.
27. Kumar, S. D., Kumar, V. M., Kumar, R. G., & Ramu, M. (2024, April). Elucidating Big Data Analytics by Using Marketing Mix Components for Business Intelligence. In 2024 International Conference on Communication, Computing and Internet of Things (IC3IoT) (pp. 1-6).
28. Usman Mohideen B.Venkateswara Prasad, R.Suresh An Investigation of Departments of Customer's Shopping Behaviour Towards Select Hypermarket – An Empirical Study with reference to South India” International Journal of Management Studies, Volume IV, Special Issue 3, November 2017, Pp77-83.
29. Kootattu, Jayarajan, et al. "Customers Perception On Branded Apparels–An Empirical Study with Reference to Indian Men's Garments–Indian Market." NVEONATURAL VOLATILES & ESSENTIAL OILS Journal| NVEO (2021): 8174-8180.
30. Usman Mohideen K S, Suresh R, Comparative Study on Consumer Satisfaction Towards Select Branded Quick Service Outlets with Special Reference to Chennai City, International Journal of Engineering & Management Research, Vol-6, Issue-6 November - December 2016. pp: 81 – 86,
31. Jeyalakshmi, R., & Kuralarasan, N. (n.d.). Assessing the impact of e-commerce growth on logistics efficiency in India. International journal of innovative research of science, engineering and technology, 13(12), 20615-20620
32. Maran, K., et al. "Data analysis on mobile payment technology with reference to users' behaviour of retail goods in India." 2021 4th International Conference on Computing and Communications Technologies (ICCCT). IEEE, 2021.
33. Usman Mohideen, B.Venkateswara Prasad, R. Suresh, An Analytical Study Consumers Buying Behavior towards Men's Brand Apparel' Purakala UGC Care Journal ISSN 0971 -2143, Vol 31, Issue 21- May, 2020,pp 967-971

## International Journal of Advanced Research in Education and Technology

ISSN: 2394-2975

Impact Factor: 8.152