



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

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON CUSTOMER SATISFACTION TOWARDS KITCHEN ACCESSORIES WITH SPECIAL REFERENCE TO AMAZON IN MADURAI CITY

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Abstract

Customer satisfaction is a crucial factor influencing the success of online retail businesses in the digital economy. With the rapid growth of e-commerce in India, consumers increasingly prefer online platforms for purchasing household products due to convenience, variety, and time-saving benefits. This study examines customer satisfaction toward kitchen accessories purchased through Amazon in Madurai city. The study aims to identify factors influencing satisfaction, including product quality, pricing, delivery performance, packaging, and customer service. Primary data were collected from 80

respondents using a structured questionnaire, and the results were analyzed using percentage methods and charts. The findings reveal that most customers are satisfied with product variety and delivery services, while pricing and packaging quality influence purchase decisions. The study concludes with suggestions to improve service efficiency and strengthen customer loyalty.

Keywords: Customer Satisfaction, E-commerce, Kitchen Accessories, Consumer Behaviour, Service Quality, Amazon.



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Introduction

Customer satisfaction has become a key factor for business success in the modern digital economy. With the rapid growth of e-commerce in India, online shopping platforms provide consumers with convenience, wider product choices, and time-saving benefits. Online retail companies focus on meeting customer expectations through quality products, competitive pricing, reliable delivery, and effective customer service.

Among various e-commerce platforms, Amazon has gained popularity due to its customer-centric approach, extensive product range, and efficient logistics network. Kitchen accessories such as cookware, storage containers, and utensils are essential household items, and consumers carefully evaluate their quality, durability, and affordability before purchase.

In tier-2 cities like Madurai, the adoption of online shopping is increasing steadily due to improved internet access and digital payment systems. Therefore, understanding customer satisfaction towards kitchen accessories purchased online is important for evaluating service quality and improving business strategies.

Objectives of Study

- To assess the level of customer satisfaction with kitchen accessories purchased on Amazon.
- To identify the key factors affecting customer satisfaction such as product

quality, pricing, packaging, and delivery.

- To evaluate the effectiveness of Amazon's customer service and return policy regarding kitchen accessories.
- To understand customer expectations and preferences in online kitchen accessory purchases.
- To suggest recommendations for improving customer satisfaction on Amazon.

Research Methodology

2.1 Research Design

The study adopts a descriptive research design to measure customer satisfaction levels and understand consumer perceptions toward online purchase of kitchen accessories.

2.2 Sources of Data

Primary Data:

Collected through structured questionnaires from online shoppers who purchased kitchen accessories within the last year.

Secondary Data:

Collected from journals, books, e-commerce reports, websites, and previous research studies related to customer satisfaction and online shopping.



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2.3 Sample Size

The study is based on 80 respondents selected from consumers in urban and semi-urban areas.

2.4 Sampling Technique

Convenience sampling method was used due to ease of access and availability of respondents.

2.5 Tools Used for Analysis

- **Percentage Analysis:** Used to classify and interpret responses clearly.
- **Charts and Tables:** Used to present data visually for easy understanding and comparison.

Data Analysis

The collected data was analyzed using percentage analysis to understand customer responses regarding product quality, pricing, delivery experience, packaging, and customer service.

The Analysis Helps to Identify

- Customer Preferences
- Satisfaction Levels
- Purchase Behavior
- Major Influencing Factors

Charts and tables were used to present the results clearly and systematically.

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Table 1: Type of kitchen accessories purchased from Amazon

Type of Accessories	No. of Respondents	Percentage
Cookware (Pans, Pots, etc.)	17	24.3
Utensils & Tools	17	24.3
Storage Containers	25	35.7
Small Appliances (Mixer, Blender, etc.)	14	20
Other (Specify)	17	24.3
Total	70	100

followed by cookware and utensils/tools (24.3% each). About 20% of respondents buy small appliances, while 24.3% mentioned other items. This indicates that storage containers are the most preferred category among buyers.

Table 2: Determinants of Preferring Amazon Products

Elements	No. of Respondents	Percentage
Price	16	22.9
Quality	26	37.1
Fast Delivery	7	10
Product Varieties	16	22.9
Brand Reputation	5	7.1
TOTAL	70	100

Source: Primary data

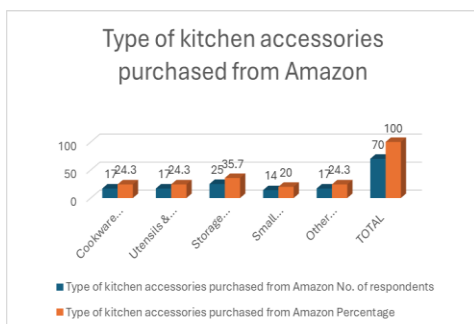


Fig 1: Type of Kitchen Accessories Purchased from Amazon

Interpretation:

It is evident from the above table that most of the kitchen accessories purchased from Amazon are storage containers (35.7%),

Source: Primary data

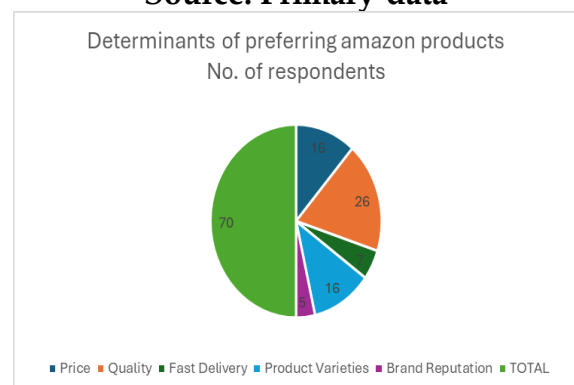


Fig 2: Determinates of Preferring Amazon Products No.of Respondents

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Interpretation:

The above table shows that quality (37.1%) is the main reason customers prefer buying from Amazon, followed by price (22.9%) and variety of products (22.9%). Only 10% value fast delivery and 7.1% consider brand reputation as the key factor. This indicates that product quality is the top driver of customer preference for Amazon.



Fig 3: Factors Available to Select Amazon Kitchen Accessories

Table 3: Factors Available to Select Amazon Kitchen Accessories

Factors	No. of respondents	Percentage
Brand Name	19	27.1%
Product Category	17	24.3%
Customer Ratings	25	35.7%
Price Filters	7	10%
Amazon Recommendations	2	2.9%
Total	70	100%

Source: Primary data

Interpretation:

The above data reveals that the majority of customers (35.7%) rely on customer ratings while searching for kitchen accessories on Amazon. This is followed by brand name (27.1%) and product category (24.3%), showing that reputation and category browsing are also important. Only 10% use price filters and a very small portion (2.9%) depend on Amazon recommendations.

Table 4: Frequency of Reviews and Ratings before Purchase

Response	No. of Respondents	Percentage
Always	37	52.9
Often	10	14.3
Sometimes	16	22.9
Rarely	4	5.7
Never	3	4.2

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TOTAL	70	100
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- Most customers prefer online shopping for convenience and time-saving benefits.

Source: Primary Data

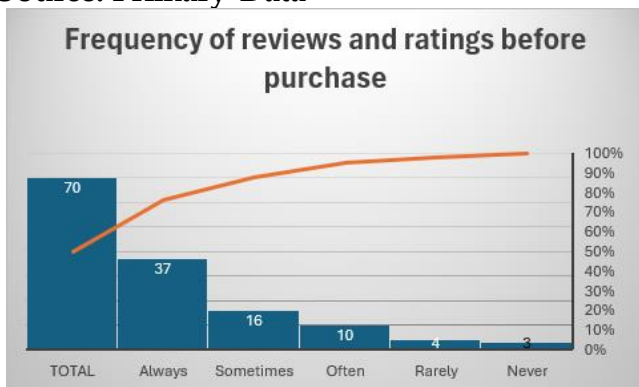


Fig 4: Frequency of Reviews and Ratings before Purchase

Interpretation:

It is observed from the above table that majority of respondents (52.9%) always check reviews and ratings before purchasing kitchen accessories on Amazon. About 14.3% check often and 22.9% check sometimes, while only a small fraction rarely (5.7%) or never (4.2%) consider reviews.

Findings

- Product quality is the most important factor influencing customer satisfaction.
- Reasonable pricing and discount offer encourage online purchases.
- Timely delivery significantly affects customer experience.
- Easy return and replacement policies improve customer trust.

Suggestions

- Customer satisfaction can be improved by enhancing packaging quality to reduce product damage during delivery.
- Faster and more accurate delivery services should be ensured to increase customer trust and convenience.
- Customer support responsiveness should be strengthened to resolve complaints efficiently.
- More discounts and price offers on kitchen accessories can attract price-sensitive customers.
- Strict quality checks for sellers should be implemented to ensure reliable and durable products.

Conclusion

The study concludes that customer satisfaction plays a crucial role in the success of online shopping platforms. Amazon has established a strong position in the market by offering a wide product range, reliable delivery and customer-friendly policies. However, improving packaging quality, delivery consistency, and customer support services can further enhance customer satisfaction.



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The growth of e-commerce in tier-2 cities like Madurai provides significant opportunities for businesses to expand their market reach. Understanding customer expectations and improving service quality will help online platforms build long-term customer relationships and competitive advantage in the digital marketplace.

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