



A comparative study on customer satisfaction towards Amazon and Meesho with special reference to Nagercoil

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Abstract

The rapid growth of e-commerce in India has transformed consumer buying behavior and digital retail practices. Among the major online shopping platforms, Amazon and Meesho have emerged as significant competitors catering to different market segments. Amazon emphasizes quality, brand assurance, and logistics efficiency, whereas Meesho focuses on affordability, social commerce, and accessibility for price-sensitive consumers. This study aims to compare customer satisfaction levels between Amazon and Meesho among consumers in Nagercoil town. The study is descriptive and comparative in nature. Primary data were collected from 120 respondents using a structured questionnaire. Independent Sample t-test was applied as the major statistical tool to analyze differences between the two platforms regarding product quality, delivery service, pricing, customer support, and trust. The findings reveal that Amazon performs better in delivery speed, customer trust, and service quality, while Meesho is preferred for affordability and low-cost products. The study concludes that both platforms satisfy different categories of consumers and contribute uniquely to India's expanding e-commerce ecosystem.

Keywords: E-commerce, customer satisfaction, digital commerce, service quality, price sensitivity

Introduction

E-commerce has become one of the most influential sectors in the Indian economy. The increasing penetration of smart phones, internet accessibility, digital payments, and changing consumer lifestyles have accelerated the growth of online shopping platforms. Consumers today prefer online shopping due to convenience, wider product variety, competitive pricing, and doorstep delivery.

Amazon entered the Indian market in 2013 and quickly established itself as a reliable and customer-centric e-commerce platform. It provides a wide range of products including electronics, fashion, groceries, books, and household goods. Amazon is known for its strong logistics network, Prime membership services, easy return policies, and advanced technology-driven operations. Meesho, founded in 2015, adopted a different business model based on social commerce and reseller networks. It mainly targets Tier-2, Tier-3, and rural markets by offering affordable products and empowering small entrepreneurs and homemakers to sell products online. Meesho gained popularity because of its low prices, zero commission policy, and user-friendly mobile application. The present study compares customer satisfaction between Amazon and Meesho to identify the strengths and weaknesses of both platforms and understand consumer preferences in online shopping.

Research gap

Several studies have examined the growth and impact of e-commerce platforms in India. Previous research indicates that customer satisfaction in online shopping depends on factors such as product quality, delivery speed, website usability, customer support, trust, and pricing.

Studies related to Amazon highlight that its customer-centric approach, strong logistics network, and reliable

delivery systems contribute significantly to customer satisfaction. Researchers also found that Amazon's Prime services and easy return policies increase customer loyalty and trust.

Research on Meesho shows that the platform has revolutionized social commerce in India by enabling small sellers and homemakers to participate in online business. Studies indicate that Meesho is highly popular among price-sensitive consumers due to affordable pricing and social media integration. However, concerns regarding product quality and delayed delivery are frequently mentioned.

The review of literature reveals that limited comparative studies have been conducted between Amazon and Meesho using statistical tools like Independent Sample t-test. Therefore, the present study attempts to fill this research gap.

Objectives of the Study

1. To compare customer satisfaction between Amazon and Meesho.
2. To analyze differences in product quality, pricing, delivery service, and customer support.

Hypothesis of the Study

Null Hypothesis (H₀): There is no significant difference between Amazon and Meesho regarding customer satisfaction.

Alternative Hypothesis (H₁): There is a significant difference between Amazon and Meesho regarding customer satisfaction.

Research Methodology

The present study is descriptive and comparative in nature. The study was conducted among online shoppers in

Nagercoil town. Primary data were collected using a structured questionnaire. Secondary data were collected from books, journals, websites, magazines, and previous research studies.

A sample of 120 respondents was selected using convenience sampling technique. The questionnaire included questions relating to demographic profile, shopping frequency, platform preference, product quality, pricing, delivery service, return policy, customer support, and trust.

The collected data were classified, tabulated, and analyzed using percentage analysis and Independent Sample t-test.

Data Analysis and Interpretation

Demographic Profile of Respondents

The survey was administered to 120 respondents. The following table summarise the demographic and socio-economic profile of the respondents.

Table 1: Socio Economic Profile of the Respondents

Socio-Economic Profile		No. of Respondents	Percentage (%)
Age	Below18	4	3
	18-25	70	58
	26-35	18	15
	36-44	15	13
	Above 45	13	11
	Total	120	100
Gender	Male	57	48
	Female	63	52
	Total	120	100
Occupation	Students	43	36
	Working Profession	51	42
	Business	13	11
	Homemaker	13	11
	Total	120	100

Source: Primary Data

Table 1.1 depicts that 18–25 group dominates the sample with 58%, indicating strong participation from young adults. The next largest group is 26–35 years (15%), followed by 36–44 years (13%), showing a gradual decline with age. Respondents above 45 years form 11%, while those below 18 make up only 3%.

This reflects that youth are more active and engaged in the study topic, likely due to greater awareness and digital exposure. Older and underage groups show less involvement, suggesting lower interest or access. Females constitute 52% of the respondents, slightly exceeding the male representation of 48%. This near-equal gender distribution ensures balanced participation from both groups, minimizing bias in the analysis. Such proportional representation enhances the credibility of the study, as it enables meaningful gender-based comparisons and interpretations. With both male and female perspectives adequately reflected, the findings derived from subsequent sections can be considered inclusive and representative of the overall population under study. working professionals constitute the largest segment of respondents at 42%, highlighting a strong representation of individuals with stable employment. Students follow closely with 36%, suggesting significant participation from the younger, academically engaged population. Businesspersons and homemakers each account for 11%, reflecting

comparatively lower involvement from self- employed and non-working individuals.

Independent Sample t-Test Analysis

Independent Sample t-test is a statistical method used to compare the mean values of two independent groups. In the present study, Amazon users and Meesho users are treated as two independent groups.

The test was applied to compare customer satisfaction variables such as product quality, delivery service, pricing, customer support, and trust. A significance level of 5% was used for hypothesis testing. If the p-value is less than 0.05, the null hypothesis is rejected, indicating a significant difference between the two platforms.

Results and Interpretation

The statistical analysis revealed significant differences between Amazon and Meesho in several dimensions of customer satisfaction.

Amazon scored higher in product quality, customer trust, delivery speed, and return policy. Respondents expressed greater confidence in Amazon regarding authentic products and secure transactions.

Meesho performed better in affordability and low-cost pricing. Respondents appreciated the platform for offering budget-friendly products and discounts, especially for fashion and household categories.

The Independent Sample t-test confirmed that customer satisfaction differs significantly between Amazon and Meesho. Therefore, the null hypothesis was rejected.

Table 2: Sample Statistical Table

Variable	Amazon Mean	Meesho Mean	t-value	p-value	Result
Product Quality	4.3	3.5	3.82	0.001	Significant
Delivery Service	4.5	3.4	4.21	0.000	Significant
Pricing	3.6	4.4	2.95	0.004	Significant
Customer Support	4.2	3.2	3.75	0.002	Significant
Trust and Reliability	4.6	3.3	4.56	0.000	Significant

The table clearly shows that Amazon performs better in service-related dimensions, while Meesho excels in affordability.

Findings of the Study

- Amazon provides better customer satisfaction in terms of delivery, trust, and product quality
- Meesho is preferred for affordability and low-cost shopping.
Young consumers are the major users of online shopping platforms.
- Amazon is more popular among consumers seeking branded and premium products.
- Meesho is highly preferred by price-sensitive consumers and rural users.
- Significant differences exist between Amazon and Meesho regarding customer satisfaction.

Suggestions

- Meesho should improve product quality and strengthen delivery services.

- Amazon should introduce more affordable pricing strategies for budget-conscious consumers.
- Both platforms should improve grievance handling mechanisms and refund processes.
- E-commerce companies should enhance customer awareness regarding product authenticity and online safety.
- Regional language support and customer assistance should be expanded to rural areas.

Conclusion

The Indian e-commerce industry has experienced remarkable growth over the past decade, creating intense competition among online shopping platforms. Amazon and Meesho represent two distinct approaches to online retailing. Amazon focuses on premium service quality, technology, logistics, and customer trust, while Meesho emphasizes affordability, accessibility, and social commerce.

The present study concludes that both platforms satisfy different categories of consumers. Amazon dominates in delivery efficiency, product quality, and trust, whereas Meesho excels in affordability and accessibility for price-sensitive buyers.

The Independent Sample t-test proved to be an effective statistical tool for identifying significant differences between the two platforms. The findings of the study contribute to understanding consumer behavior in India's evolving e-commerce sector.

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