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A Study on Customer Perception and Satisfaction Towards Digital Tracking Systems in Amazon and Flipkart Parcel Services in Coimbatore City

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Abstract: ***The rapid expansion of e-commerce has increased the importance of digital tracking systems in parcel services. This study examines customer perception and satisfaction towards digital tracking systems used by Amazon and Flipkart in Coimbatore city. A descriptive research design was adopted, and primary data were collected from 110 respondents using a structured questionnaire. The study evaluates factors such as tracking accuracy, real-time updates, ease of access, transparency, and reliability. Statistical tools such as percentage analysis and ranking methods were applied. Findings reveal that 42.7% of respondents use both platforms equally, 39.1% are satisfied with digital tracking, and accuracy and timely updates significantly influence customer satisfaction. The study concludes that effective digital tracking enhances customer trust, reduces uncertainty, and strengthens loyalty. Recommendations include improving update frequency, enhancing interface clarity, and integrating predictive delivery features.***

I. INTRODUCTION

Digital transformation in logistics has significantly changed parcel delivery services. E-commerce platforms such as Amazon and Flipkart provide real-time parcel tracking features that enhance transparency and customer experience. In growing commercial cities like Coimbatore, customers rely heavily on accurate digital tracking to monitor shipments. Despite technological advancements, challenges such as delayed updates, inaccurate estimated delivery times, and unclear tracking interfaces affect satisfaction. Therefore, this study analyzes customer perception and satisfaction toward digital tracking systems provided by Amazon and Flipkart.

II. REVIEW OF LITERATURE

Previous studies highlight the importance of tracking transparency in improving customer satisfaction. Research indicates that real-time tracking reduces anxiety and strengthens customer trust. Studies on IoT and logistics visibility confirm that digital tracking improves service reliability and operational efficiency. Scholars emphasize that accurate and timely information is a key determinant of satisfaction in online shopping environments.

III. RESEARCH METHODOLOGY

1) Research Design: Descriptive research
2) Sample Size: 110 respondents
3) Sampling Technique: Convenience sampling
4) Data Collection: Primary (Questionnaire), Secondary (Books, Journals, Websites)
5) Tools Used: Percentage analysis, Ranking analysis

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Gender Distribution

Gender	Frequency	Percentage
Male	50	45.5%
Female	60	54.5%
Total	110	100%

Interpretation: Female respondents slightly dominate the sample (54.5%).

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Table 2: Platform Preference

Platform Used Most Often	Percentage	Rank
Both Equally	42.7%	1
Flipkart	40.9%	2
Amazon	16.4%	3

Interpretation: 42.7% of respondents use both platforms equally, indicating balanced competition.

Table 3: Satisfaction Level with Digital Tracking

Satisfaction Level	Percentage	Rank
Satisfied	39.1%	1
Neutral	24.5%	2
Highly Satisfied	15.5%	3
Dissatisfied	14.5%	4
Highly Dissatisfied	6.4%	5

Interpretation: Majority (39.1%) are satisfied with tracking systems, but a notable percentage (20.9%) express dissatisfaction.

V. FINDINGS

1) Most respondents (42.7%) are between 21–30 years.
2) More females (54.5%) participated in the study.
3) Many respondents are employees (34.5%).
4) Most families earn between ₹30,000–₹50,000 per month.
5) 49.1% shop online occasionally.
6) Most respondents track their parcel sometimes or often.
7) 54.6% feel real-time tracking is useful.
8) Some users feel confident, but some feel confused while tracking.
9) 47.3% agree that tracking improves their shopping experience.
10) 48.2% are satisfied with location updates.
11) Many respondents feel tracking systems are not very easy to access.
12) 44.6% are satisfied with the tracking interface.
13) Mobile app is the most preferred tracking method.
14) Delay in tracking updates and app loading problems are common issues.
15) Most confusion happens at the “Out for Delivery” stage.

VI. SUGGESTIONS

Parcel service providers should enhance tracking accuracy and reduce update delays. Introducing map- based live tracking, AI-based delivery predictions, and proactive delay notifications can significantly improve satisfaction. Simplifying the user interface and providing multilingual support would make tracking more accessible. Strengthening cybersecurity measures will also build long-term trust. Continuous technological innovation is essential to meet growing customer expectations.

VII. CONCLUSION

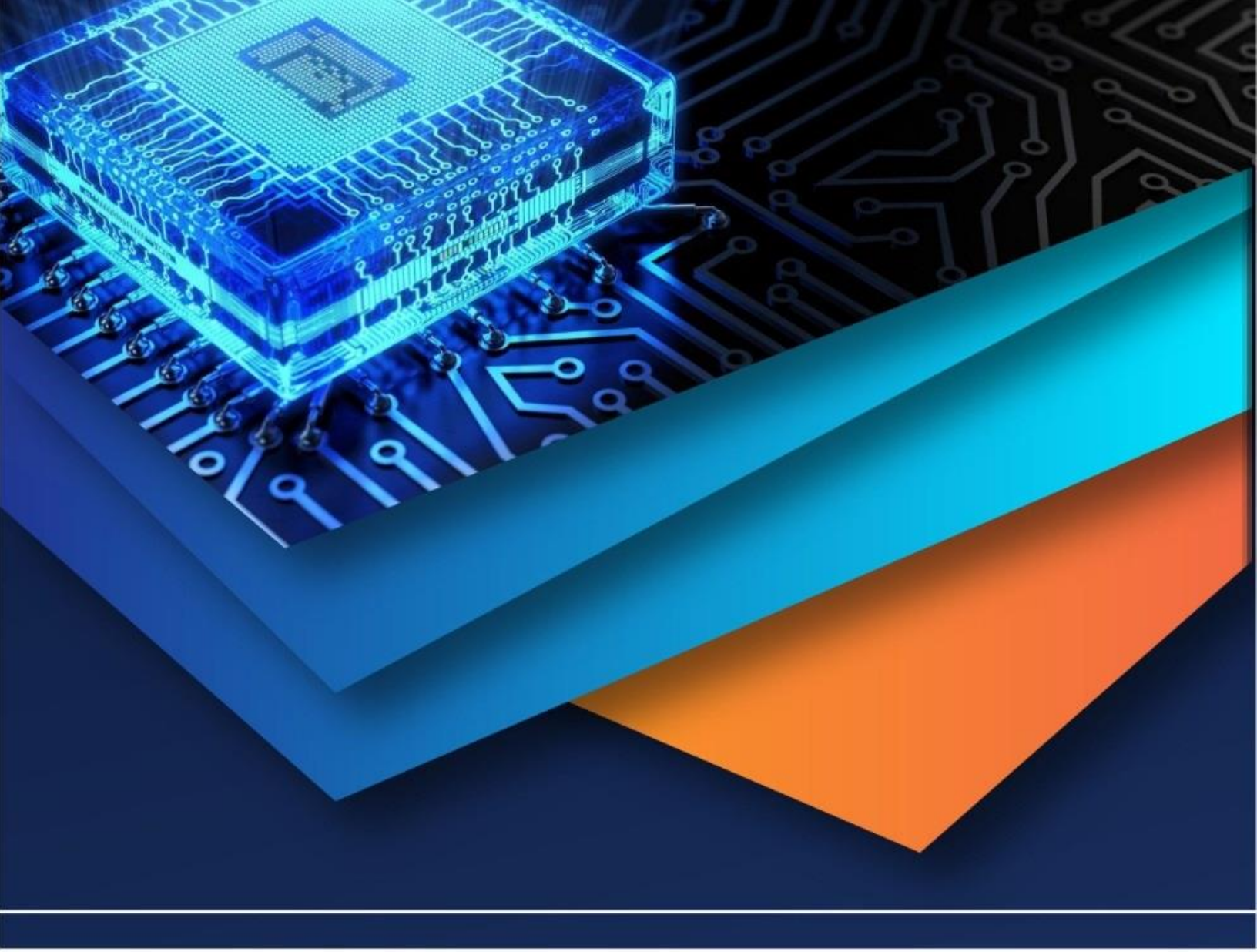
Digital tracking systems play a crucial role in improving customer satisfaction in e-commerce logistics. The study confirms that customers in Coimbatore value transparency, real-time updates, and reliability in parcel tracking systems. While Amazon and Flipkart provide efficient tracking services, improvements in accuracy and communication can further enhance customer experience. Effective digital tracking strengthens trust, loyalty, and competitive advantage in the e-commerce market.

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