

A STUDY ON CONSUMER SATISFACTION TOWARDS E-COMMERCE PACKAGING IN THRISSUR, KERALA

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ABSTRACT

E-commerce has emerged as a crucial platform for improving consumer happiness. The development of technology has completely changed how businesses engage with the consumers. Consumers view E-commerce platforms more convenient as it resolves a lot of conventional problems, such as product availability, cost, door step delivery etc. Even though E-commerce resolves many conventional issues, the packaging quality plays a significant role in improving customer satisfaction. In addition to providing customers with a sense of security and protecting the goods from harm, e-commerce packaging also improves the unboxing experience, which may increase customer happiness and loyalty. Additionally, efficient packaging can reduce returns, guarantee regulatory compliance, and provide businesses a competitive edge. This paper provides an overview of the satisfaction level of consumers on E-commerce packaging. It examines the key factors contributing to customer satisfaction in E-commerce packaging including protection of the product, sustainability of packaging, packaging information and disposal of packaging materials. A structured questionnaire was employed to gather data from randomly selected hundred consumers in the area of Thrissur district. Spearman's rank correlation and logistic regression were used for the analysis. The analysis shows that the package protection and package information have statistically significant effect on the level of consumer satisfaction on E-commerce packaging.

Keywords: *E-commerce, Packaging, Consumers satisfaction, Package protection, Package information.*

INTRODUCTION

E-commerce refers to the purchase and sale of goods and services through online platforms. The concept of E-commerce emerged in the modern world following the development of telecommunication and information technologies. The major problems with traditional shopping are limited choices and working hours; geographical restrictions; comparatively higher cost etc. E-commerce is a solution to these problems to an extent and there exist an increasing competition in the E-commerce market wherein packaging plays a significant role. Protection is the primary function of packaging, while there are many other benefits as well. Opening a package marks the initial interaction with the product. There are several exploratory studies on various aspects of packaging and the consumer behaviors.

REVIEW OF LITERATURE

Jayakumar (2021) mentioned that online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

Kyberneetes (2022) emphasized the need to analyze the connections between the level of satisfaction of E-commerce users and various factors of influence is justified by the fact that E-commerce is an area which has grown significantly in the last decade. Moreover, the beneficiaries of E-commerce are different in terms of behavior from one country to another, as well as in terms of profile. Statistics show that the number of E-commerce users is constantly growing in both Romania and Moldova, which means that marketing managers must be very attentive to the individual and group needs of consumers and to specific stimuli that can improve overall satisfaction of customers.

The study by Aditi Sharma and Mamta (2025) shows that service quality, website usability, product quality, pricing, trust, and post-purchase services are the major drivers of customer satisfaction. Efficient logistics and responsive customer support must be enhanced to improve service quality in the E-commerce platform.

SIGNIFICANCE OF STUDY

The rapid expansion of e-commerce platforms has led packaging to evolve beyond a mere protective covering, becoming a key factor in shaping the consumer's overall shopping experience. This study helps to assess consumer expectations regarding packaging quality, sustainability, design, convenience, and safety of delivered products. The findings will provide valuable insights for E-commerce companies, logistics providers, and packaging designers to improve packaging practices that enhance customer satisfaction and brand loyalty. Moreover, it will also highlight local consumer preferences and concerns—such as eco-friendliness and waste management—thereby helping businesses in adopt more sustainable and customer-centric packaging strategies.

SCOPE OF THE STUDY

The study focuses on analyzing the perceptions and satisfaction levels of customers regarding the packaging of products purchased through various E-commerce platforms. The study is limited to the geographical area of Thrissur district and considers a sample size of 100 randomly selected consumers. It aims to evaluate key factors such as packaging quality, safety, design, eco-friendliness, ease of handling, and information labeling.

OBJECTIVES OF THE STUDY

- To identify the key factors influencing consumer satisfaction on E-commerce packaging.
- To examine the relationship between packaging quality and consumers repurchase intentions in online shopping.
- To understand the package disposing practices of consumers

MATERIALES AND METHODS

Sample of 100 consumers who use E-commerce apps were selected using a random sampling method. Data were collected using primary and secondary sources. Primary data were collected using the questionnaire mode. Secondary sources include published journals, magazines, books and from various websites. The data collected were suitably classified and analysed keeping in view the objectives of the study. The analysis has been done with statistical tools like percentages and

logistic regression, Spearman's rank correlation were used.

RESULTS AND DISCUSSION

Demographic profile of the respondents

Table 1: Gender of the respondents.

Gender	Freq.	Percent
Female	52	52.00
Male	48	48.00
Total	100	100.00

Source: Primary data

The above table shows the gender composition of the sample. 52% of the sample comprises of female respondents and 48% are men.

Table 2: Age of the respondents

Age	Freq.	Percent
0-20	14	14.00
20-30	27	27.00
30-40	32	32.00
40-50	22	22.00
Above 50	5	5.00
Total	100	100.00

Source: Primary data

The above table depicts that 32% of the respondents fall between the age group of 30-40 years ,27% falls under 20-30 age group and 22% falls under 40-50.

DATA ANALYSIS

The relationship between consumer satisfaction and repurchase decision.

H0 :There is no significant relationship between consumer satisfaction level with the overall packaging of E-commerce products and repurchasing decision from the same platform

H1 :There is significant relationship between consumer satisfaction level with the overall packaging of E-commerce products and repurchasing decision from the same platform

Table 3: Showing relationship between customer satisfaction and repurchase decision

Satisfaction Level	Repurchase decision					Total
	Agree	Disagree	Neutral	Strongly Disagree	Strongly agree	
ExtremelyDissatisfied	0	0	0	0	0	0
Dissatisfied	1	1	0	0	0	2
Neutral	4	2	14	0	1	21
Satisfied	35	1	17	2	14	69
Very satisfied	3	0	1	0	4	8
Total	43	4	32	2	19	100

Respondents were asked to indicate their level of satisfaction on e-commerce packaging and their decision to repurchase the product using a five-point Likert scale. The Spearman's rank-order correlation was conducted to examine the relationship between the satisfaction level and repurchase decision. The results show a moderate positive, and statistically significant association between satisfaction level and repurchasing decision with $\rho = 0.4176$, and $p < 0.001$ which indicates that participants who reported higher satisfaction with packaging quality were more likely to indicate a willingness to repurchase. Thus, the null hypothesis is rejected.

The factors influencing the level of consumer satisfaction on E-commerce packaging.

Hypothesis testing

H0: There is no statistically significant relationship between package protection, Package information and Eco-friendly packaging and the consumer satisfaction on E-commerce packaging

H1: There is a statistically significant relationship between package protection, Package information and Eco-friendly packaging and the consumer satisfaction on E-commerce packaging

Table 4: Showing relationship between package protection, Package information and Eco-friendly packaging and the consumer satisfaction on E-commerce packaging

Variable		Coefficient (Std. err)
Dependent Variable		
Package Protection (Variable A)	Disagree	33.79 (10.15)
	Neutral	52.18*** (11.48)
	Agree	53.14*** (11.49)
	Strongly agree	54.37*** (11.52)
Package Information (Variable B)	Neutral	1.725 (1.44)
	Satisfied	3.37** (1.46)
	Very satisfied	4.40** (1.87)
Eco Friendly packaging (Variable C)	Neutral	7.60 (11.39)
	Important	6.36 (11.30)
	Very Important	6.64 (11.30)
Control Variable		
Age		.006
Gender	Male	-88.52
R ² = 0.303		

Note: *** $P > |z|$ is less than 0.01 ** $P > |z|$ is less than 0.05 * $P > |z|$ is less than 0.1

The results shows that package protection is one of key factors that influence the level of consumer satisfaction of E- commerce packaging. The people who opine the packaging provides adequate protection of the product are highly satisfies with the packaging showing a positive and statistically significant coefficient($p < 0.001$). This indicates that as consumers perceive packaging to be more protective the likelihood of reporting a higher satisfaction level increase. Package information show statistically significant positive effects ($p < 0.05$), suggesting that more detailed, clear and useful information on the packaging enhances consumer satisfaction. The third factor considered was the eco-friendly packaging which does not show a statistically significant relationship($p > 0.05$). Therefore, the hypothesis is partially supported. The Eco friendliness of the packaging has no effect on level of satisfaction indicates consumers among the sample are least bothered about the environment.

Table 5: Disposal of E-commerce package

Dispose methods	Freq.	Percent	Cum.
Recycle	16	16.00	16.00
Reuse	20	20.00	36.00
Throwaway	64	64.00	100.00
Total	100	100.00	

Source: Primary data

The above table shows that majority of the respondents 64% throwaway the package materials, 20% of respondents reuse it and 16% of consumers recycle it. The major share of the sample throws away the packaging indicate that people are not bothered about the sustainable and eco-friendly packaging practices.

52% of the respondents in the study were female and 48% were males. 32% of the respondents fall between the age group of 30-40 years, 27% of respondents fall between 20-30 and 22% of respondents fall between 0-20 years. The study reveals that that majority of the respondents 64% throwaway the package materials, 20% of respondents reuse it and 16% of consumers recycle it.

The level of consumer satisfaction and repurchase decision shows a moderate correlation with rho of 0.4176 with statistically strong significance. While considering the factors influencing the level of satisfaction of E-commerce packaging, the major factors identified were the package protection and package information. The insignificant relation between the sustainable packaging and level of satisfaction shows an alarming situation where policy makers should immediately initiate steps to make people aware about the need of sustainable packaging.

CONCLUSION

The study was conducted to know the factors influencing and consumer satisfaction level of consumers regarding E-commerce packaging. The study reveals that consumers who reported higher satisfaction with package quality were also more likely to indicate a willingness to repurchase. Package protection and package information is the important factor for customer satisfaction. There should be policy level intervention to inculcate the use of sustainable packaging products. The E- commerce companies can also provide a special discount for sending the packaging back for re using and can induce people to reuse and recycle the packaging.

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