

A Study on customer perception towards online shopping, a special reference to Amazon.

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by

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INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

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ABSTRACT

In the current era, shopping has become a trend. People do not just prefer retail shopping but also are switching to online shopping. Online shopping has become a key platform for purchasing the items. As a large amount of variety are available at just a click away. It has become convenient for the customer to examine as per their criteria and has become competitive for e-commerce sites to sustain the loyalty of customers. With the fast growing pace of technology, new inventions to comfort customers are keeping coming in market. Customer perception towards these products decides the future of the product. As market has turned virtual these days, a customer analyses his needs, desire to purchase latest updated products on these online sites. These online sites provide description, specification, price, picture and reviews of the customer who have already purchased it. In this research an attempt is made to understand the perception of the customer while choosing Amazon shopping application. Comparison has been done based on the experience of the customer with these e-commerce giants in terms of their shopping experience; value added services, offers, customer satisfaction. This have created an impact in India with every update in technology, but who is the ultimate winner in satisfying customer in such a volatile environment. This study of Amazon gives us the idea about their business strategy used in e-commerce market and influence customers perception to avail the opportunities. Further the research findings would also help us to understand the parameter which are important for the customer while purchasing the product.

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CHAPTER – 1

1.1 INTRODUCTION

The role of e-commerce has brought a revolution in recent times. The internet era largely contributes to the development of commerce, as now a day thousands of companies are selling goods and services over the internet. Earlier people did shopping when there was a necessity, some function or when they were outing. But in recent times, online shopping has made place in the life of people. Shopping which was earlier need based is now mood based. Market experts predict that e-commerce is showing the growth pie of all the commerce pie and is also expected to increase in near future. As shopping is so handy that just an application away purchase of product is done. As things are turning so convenient, it becomes important to understand the perception of the customer while he is making a purchase online. Customer perception and customer behavior helps us to understand the challenges faced by the marketers in comprehending the consumer mind. What exactly goes in the mind of the customer and what are the processes in the mind of consumer that influences him or her in buying different products or services. Different studies about the behavior of consumer do not distinguish on a specific category. Along with the development of e-commerce, there is an extreme increase in the competition between different e-commerce sites to attract customers and become the market leader. In order to become the market leader, it is important Amazon to know how consumers make their choice decision and therefore, try to gather insights about the inner psychology and various factors that influence this process.

1.2 INDUSTRY PROFILE

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores.

Many people choose to conduct shopping online because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that unavailable in stores. The central concept of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores on the server side (store). The Server process the customers and the items are shipped to the address submitted by them. The application was designed into two modules first is for the customers who wish to buy the articles. Second is for the storekeepers who maintains and updates the information pertaining to the articles and those of the customers. The end user of this product is departmental store where the application is hosted on the web and the administrator maintains the database. The application which is deployed at the customer database, the details of the items are brought forward from the database for the customer view based on the selection through the menu and the database of all the products are updated at the end of each transaction. Data entry into the application can be done through various screens designed for various levels of users. Once the authorized personnel feed the relevant data into the system, several reports could be generated as per the security.

1.3 COMPANY PROFILE

Amazon.com, Inc. is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is one of the Big Five companies in the U.S. information technology industry, along with Google (Alphabet), Apple, Meta (Facebook), and Microsoft. The company has been referred to as "one of the most influential economic and cultural forces in the world", as well as the world's most valuable brand.

Jeff Bezos founded Amazon from his garage in Bellevue, Washington, on July 5, 1994. It started as an online marketplace for books but expanded to sell electronics, software, video games, apparel, furniture, food, toys, and jewelry. In 2015, Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization. In August 2017, Amazon acquired Whole Foods Market for US\$13.4 billion, which substantially increased its footprint as a physical retailer. In 2018, its two-day delivery service, Amazon Prime, surpassed 100 million subscribers worldwide.

Amazon is known for its disruption of well-established industries through technological innovation and mass scale. It is the world's largest online marketplace, AI assistant provider, live-streaming platform and cloud computing platform as measured by revenue and market capitalization. Amazon is the largest Internet company by revenue in the world. It is the second-largest private employer in the United States and one of the world's most valuable companies. As of 2020, Amazon has the highest global brand valuation.

Amazon distributes a variety of downloadable and streaming content through its Amazon Prime Video, Amazon Music, Twitch, and Audible subsidiaries. Amazon also has a publishing arm, Amazon Publishing, film and television

studio Amazon Studios, and a cloud computing subsidiary, Amazon Web Services. It produces consumer electronics including Kindle e-readers, Fire tablets, Fire TV, and Echo devices. Its acquisitions over the years include Zoox, Ring, Twitch, Whole Foods Market, and IMDb. Amazon is currently in the process of purchasing film and television studio, Metro-Goldwyn-Mayer.

Amazon has been criticized for practices including technological surveillance overreach, a hyper-competitive and demanding work culture, tax avoidance, and anti-competitive behavior.

1.4 Product profile

In fact people can purchase just about anything from companies that provide their products online/ books, clothing. Household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store. Shopping via the internet eliminates the need to sift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm. Online shopping also eliminates the catchy, yet irritating music, as well as the hundreds, if not thousands, of other like-minded individuals who seem to have decided to shop on the same day. Shopping via the internet eliminates the need to sift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm.

CHAPTER – 2

REVIEW OF LITERATURE

Weber, K. and Roehl, W. S. (1999), conducted a study on those who search for or purchase travel products through on-line with the age group of 26 to 55 years. Results on the basis of the study concerns about credit card security, evaluation of product quality, and privacy issues are the main problems faced while on-line purchase of travel products, were made.

Vellido et al. (2000), pointed out in his research, that there are nine factors associated with user's perception of online shopping. Among those factors the risk perception of users was demonstrated to be the main discriminator between people buying online and people not buying online. Other discriminating factors were control over, and convenience of, the shopping process, affordability of merchandise, customer service and ease of use of the shopping site.

Goldman Sachs (2001), found in his study price, quality of service and information, speed and reliability of delivery, ease of on-line ordering, and trust towards vendors are important factors for consumers considering online purchases that will increasingly determine their propensity to engage in ecommerce.

Athiyaman (2002), also highlighted the importance of such word of mouth recommendations, finding that social influences have been found to be important determinant of internet users' intention to purchase air travel online, second only to the attitude towards online purchasing.

Corbitt, Thanasankit, and Yi (2003), argue that information to make the purchase and to be able to make comparisons with alternative offers, plays an important

role in the absence of sales staff and the inability to see and try the product. The cost of accessing the Internet is also a decisive factor for engaging in Internet activities. While low prices do not guarantee high penetration, they are an important factor for more widespread development of the Internet and consequently, of electronic commerce.

Lillian Clark and Peter Wright (2004), in their study reviewed the research into the various issues that may differentiate online consumer behavior and whether they are able to produce the understanding needed to construct behavioral models that can help realize the full potential of ecommerce. The study concluded that a more comprehensive approach to modeling online consumer behavior is needed in order to coherently describe the online consumer experience.

Nik Kamariah Nik Mat (2005), studied that the higher website trust will create higher intention for online shopping. The study provides the consumers do not trust the website during online shopping. Maybe another factors are very important than trust like types of products. This result however is in contradiction with the result depicted in other research which shows trust level may affect consumers' willingness to purchase and propensity to return to the site.

Venkoba Rao (2006), carried out in his study consumers' attitude towards online shopping is a prominent factor affecting actual buying behavior. The results of study of perceptions of 200 online purchasers in Hyderabad reveal trust, security, Internet speed, and responsiveness significantly affect online purchasers' behavior. In addition, on examination of demographic variables like gender, age and education are used; the study reveals that might help organizations develop effective strategies eventually leading to customer satisfaction.

Erden Tulin (2007), in his research report helped the business owners again, by posting some comprehensive status about online consumer behaviour. For this purpose, the study has broken out the industry, into particular field. The study revealed that 80% of internet users go online to find health related information, 85% of Google users have made an online purchase in the past six months, approximately 20 million people are browsing new home listing each month and more than 70% of Google users have shown some interest in a financial service product.

Venkatesh (2008), in his article analyzed the new trends in marketing and observed that several developments in technology have completely transformed the world and made life easier for people on the transactions of business and work. Notable among these is called “Internet and Online Marketing”. In essence, this activity enables buyers and sellers of goods and services to get their task accomplished without the necessity to travel. In internet marketing, the users access the products of their choice but it is not possible to trace and test all aspects of the marketing campaign.

Chih-Chien Wang (2009), analyzed that knowledge is one important factor influencing the level of trust. The results revealed that knowledge is positively associated with trust and online shopping activities. In other words, people who know more about online shopping will trust and go shopping more online.

A study has conducted by Feng Zhu (2010), indicates that how product and consumer characteristics moderate the influence of online consumer reviews on product sales using data from the video game industry. The findings reveal that online reviews are more influential for less popular games and games whose players have greater Internet experience.

According to Monsuwe, Delleart and Ruyter (2004), there are five external factors to understand consumer's intention to purchase in the internet which is the consumer personality, situational factors, product characteristics, previous online shopping experiences and the trust in online shopping. Consumer's trait includes their demographic factors such as age, income, gender and educational level will lead them to have the intention to shop online. For age factor, consumers that are aged under 25 has more potential to shop in online because of their interest in using new technologies to search for product information and compare and evaluate alternatives (Wood, 2002). For educational level, higher educated consumers are more likely to use the internet for their shopping medium because they are more computer literate (Burke, 2002).

Situational factors will also lead a consumer to have the intention to shop in the internet such as time pressure, lack of mobility, geographical distance, need for special items and attractiveness of alternatives (Monsuwe, Delleart and Ruyter, 2004). Time pressure can be the insufficient time for consumers to shop in traditional stores because of their hectic lifestyle. Consumers are able to shop any time of the day or night in the comfort of their home; especially for consumers who have little amount of free time because of extended working hours (Wolfenbarger, et, al., 2001). For consumers that lack of mobility might be caused by their inability to reach the traditional store. Geographical distance is referred to as the far distance between the consumer's residential area and the shopping mall. Need to special items could be the consumer's needs of customized products to suit their demand (Monsuwe, Delleart and Ruyter, 2004).

Product characteristic is also another factor that will influence the consumer's intention to purchase in the internet. Product characteristic can be tangible or intangible; standardized or customized. In an online context, lower tangibility of a product is caused by the lack of physical contact and assistance in the shopping process; consumer's intention to shop on the internet will be low when there is a need to seek advice from a salesperson regarding the considered product

(Monsuwe, et. al., 2004). Products such as car, computers, perfume, perfume or lotion has the lower potential to be purchased by the consumer because it requires more personal knowledge and experience (Elliot, et. al., 2000).

Another factor that influences the consumer's intention to purchase in online is the previous online shopping experiences. Consumers will continue to shop in the internet in the future is because they are satisfied with the online shopping experience and it was evaluated positively (Shim, Eastlick, Lotz and Warrington, 2001). Consumer's perceived risk will tend to reduce when they are satisfied from the shopping experiences (Monsuwe, Delleart and Ruyter, 2004).

The last factor that will influence consumer's intention purchase in online is the trust in online shopping. According to Lee and Turban (2001), reasons that consumers choose not to shop online is because consumers lack of trust in online shopping. Attitude towards security transaction such as payment security, consumer information privacy, return policy, and product shipping guarantee predicts online purchasing intentions for apparels product (Kim, et. al., 2003). Similarly, consumer's trust towards online shopping is based on the level of security and privacy.

According to Xia and Monroe (2009), their study resulted that consumers with a shopping goal are more responsive towards promotional messages such as "pay less" and "discount" while consumers without shopping goal are responsive towards promotional messages such as "save more" and "free gift". Xia and Monroe (2009, p.691) cited from (Monroe, 2003) that price promotion have several benefits such as to increase demand, adjust fluctuations in supply and demand, and increasing consumers' purchasing over time.

According to Parasuraman, Zeithaml and Berry (1988), perceived quality and price are thought if as a cue to assume a product's value. Xia and Monroe (2009) viewed that at a certain point, perception of lower quality of the product will evoked when there is a price reduction or there will be questions on the retailer's

intention to reduce the price. Price will be a primary factor when consumers search product in a web and this would show that customer behavioral intention are related to the price cues that are more readily accessible from memory (Jiang and Rosenbloom, 2009).

According to Liu, He, Gao and Xie (2008), it is important for e-tailers to provide varied types of merchandise and preferential price because customer satisfaction is still based on product price and product variety; to create competitive advantage, small e-tailers should offer more product choices for the consumers and offer competitive prices.. In online shopping, consumers are able to compare prices on the internet in different web sites and they will have the material benefit because they can analyze and compare prices based to enhance their decision to purchase (Liu, He, Gao and Xie, 2008). According to Jin and Kim (2003), diverse consumer groups with various motivations and economic conditions can be satisfied through discount stores that are available in Korea.

Online shopping indicates electronic commerce to buy products or services directly from the seller through the Internet. Internet-based or Click and Order business model has replaced the traditional Brick and Mortar business model. More people than before are using the web to shop for a wide variety of items, from house to shoes to airplane tickets. Now people have multiple options to choose their products and services while they are shopping through an online platform.

Online shopping has unique characteristics. Huseynov and Yıldırım (2014) emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the Internet. Demangeot and Broderick (2010) also revealed that perceived ease of use does not affect the behavioral pattern in this case rather influenced by security and privacy issues. No relationship is built between the customer and the online shop in the presence of

perceived online risk even if a customer spent hours on the Internet (Zuroni & Goh, [2012](#)).

Day-by-day taste, preference and choices are varying regarding different factors such as the Internet emergence. However, this development needs some more understanding related to the consumer's behavior. Consumer behavior research identifies a general model of buying behavior that depicts the processes used by consumers in making a purchase decision (Vrender, [2016](#)). Those designs are paramount to the marketer as they can explain and predict consumer purchase behavior.

Jarvenpaa, Todd, Jarvenpaa, and Todd ([1997a](#)) proposed a model of attitude, behavior, and shopping intention towards Internet shopping in general. The design includes several indicators classified into four broad categories like product value, quality services offered through the website, the shopping experience, and the risk perception of the online shopping. Chang, Cheung, and Lai ([2005](#)) studied categories of variables, which drive online shopping activity. In their study, they divided the features into three broad categories. Perceived characteristics of the web sale channel are the first one which includes risk, online shopping experiences, advantage, service quality, trust. The second category is a website and product features which are risk reduction measures, site features, and product characteristics; and the last group is consumer characteristics. Various types of features, demographic variables, consumer shopping orientations, consumer innovativeness and psychological variables, computer, Internet knowledge, and usages drives consumer characteristics.

Consumer attitudes toward online shopping usually been determined by two factors; one is trust, and another is perceived benefits (Hoque, Ali, & Mahfuz, 2015). Therefore, trust and perceived benefits seem to be the critical conjectures of consumer behavior toward online shopping (Al-Debei, Akroush, & Ashouri, 2015; Hajli, 2014). Moreover, information quality, merchandise attribute,

website design, transaction capability, payment, security/privacy, delivery, self-consciousness, state of mind, the consumer's time sense and customer service are strongly predictive of online shopping satisfaction (Katawetawaraks & Wang, 2011; Liu, He, Gao, & Xie, 2008; Mudambi & Schuff, 2010; Novak, Hoffman, & Yung, 2000; Shergill & Chen, 2005; Sorce, Perotti, & Widrick, 2005).

In Malaysia, information quality and purchase quality linked with the post-purchase quality are statistically significant in the case of customer satisfaction (Vegiayan, Ming, & Harun, 2013). However, brand image and quality of products, goodwill of country of origin also influence significantly on purchase intention of online products (Haque et al., 2015). Moreover, online data extraction about the products, services along with the historical data for individual customers is ingredient element to choose an online store or make re-purchase decision (Liao, Chu, Chen, & Chang, 2012).

Koufaris (2002) identified that both shopping enjoyment and perceived usefulness (website) strongly predict the intention to re-purchase over online. On the contrary, Lee and Lin (2005) found shopping enjoyment can increase the intent of new customers but does not influence customers to return. In fact, the web store which utilizes value-added mechanisms in the search engine and providing customers a challenging experience may increase customers' shopping enjoyment. Furthermore, if there are more often customers back to the web store, their shopping enjoyment then be determined by their involvement with the product (Marios Koufaris, Kambil, & LaBarbera, 2001).

According to Nazir et al. (2012), some factors which play an important role on buyer's decision making about shopping something online include price, trust, and privacy etc. The key factors which affect a Pakistani consumer attitude towards shopping something online are privacy and security. According to the researchers, online purchase provides comfort, convenience or ease which are identified as having significant influence on buyer's attitude in Pakistan. Moreover,

recommendation to shop something online by others are also important in driving a buyer's attitude towards purchasing online. In Pakistan, the reason for a consumer to be hesitant to shop online is insecure online payment method as the research mentions. Thus it seems that trust and privacy of their financial and other information is one of the most vital issues for a consumer in Pakistan when buying a product or a service online. Ashraf, Thongpapanl, and Auh (2014) found that perceived usefulness and ease of use are some of the major elements influencing consumers' attitude in Pakistan towards purchase online. Moreover trust and perceived ease of use impact the perceived usefulness of online shopping. Trust was found to be an essential element of perceived ease of use.

As Bellman et al. (1999) mention, demographics are not so important in determining online purchasing potential. Whether the consumer has a wired lifestyle and the time constraints the person has are much more influential. Risk taking propensity is also a powerful factor. E-shoppers have higher risk taking tendencies. Consumers with high levels of privacy and security concerns have lower purchasing rates in online markets but they balance this characteristic with their quest for making use of the information advantage of the environment (Kwak et al., 2002; Miyazaki and Fernandez, 2001). These educated individuals, as more confident decision makers, are much more demanding and have greater control over the purchasing process from initiation to completion (Rao et al., 1998).

Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behavior consists of studies that handle the variables influencing these intentions. A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price

considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online shopping experience, and perceived product quality. (Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003).

The lists of factors having a positive or negative impact on consumers' propensity to shop do not seem to be very different from the considerations encountered in offline environments. However, the sensitivities individuals display for each variable might be very different in online marketplaces. Factors like price sensitivity, importance attributed to brands or the choice sets considered in online and offline environments can be significantly different from each other (Andrews and Currim, 2004). Uncertainties about products and shopping processes, trustworthiness of the online seller, or the convenience and economic utility they wish to derive from electronic shopping determine the costs versus the benefits of this environment for consumers (Teo et al., 2004). Further studies aiming to complete the full set of factors influencing consumers' prepurchase intentions are still much awaited.

Research summarized by Emarketer(2005) showed that the Internet applied a bigger influence than for offline media for electronics compared to that clothing, beauty or home improvement as would be expected. Internet Marketing has changed the way people buy and sell good and service. It has added lot of convenience and easy to the whole process of buying. Internet buying prevalence is highest in the United States, where 93% of Internet users have bought on-line (Business Software Association, 2002), and it is growing rapidly in India as well (www.ebay.com).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

- The main importance to this study is to avoid some uncertainty fact that customer face in online shopping.
- When the research will be completed it will give an insight into a practical situation.
- It will also indicate, how to conquered and overcome the problem while dealing with the customer.
- It is also intend to facilitate the efforts of Amazon to come out with good quality service customer satisfaction strategies.

3.2SCOPE OF THE STUDY

This research work will covered Amazon and also deals with the customers which are regulars used to shopping from Amazon. The study also covered the quality of the service and how they impact on the customer complacency and for instant it come across with what factor that are accommodate and enhance the satisfaction feeling of the customer on Amazon.

- To know there brand loyalty admire in their product
- To know about which purchase type people prefer most
- To find out the reason for buying products
- To find out the price range that people prefer most
- To know which features they admire in their product

3.3 OBJECTIVES OF THE STUDY

- To Study the factors influencing of satisfaction level of customers for online purchase
- To know the specific reasons for which customers purchase online shopping

3.4 STATEMENT OF THE PROBLEM

We face many millions of problems when we entered into the world of online shopping. Amazon also one of the online shopping applications site that nowadays reached to millions of people everywhere. There are some problems that customer are deals with like:

- Defected in product that leads to the customer peace of mind decreases
- Delay in delivery of goods and products is also one of the problems that affect the serenity of the customer.
- The product which customers are choosing might be delivered wrong like,different is color or design etc.
- Some goods or product, which customer needs may not be available sometimes.
- Or occasionally the product will not be currently available to the address of the customer.

3.5 RESEARCH METHODOLOGY:

Research is the process of systematic and in-depth study or search for any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data.

RESEARCH PROCESS

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages-primary stages, secondary stage, and the tertiary stage.

The primary stage includes

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

The secondary stage includes

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation.

TYPE OF RESEARCH DESCRIPTIVE RESEARCH

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research is the descriptive of state of affairs, as it exists at present.

PROJECT PLANNING

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of a researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

DATA COLLECTION:

Data collection is one of the most important aspects of research. The information through research methodology must be accurate and relevant. The data collection method can be classified into two methods.

PRIMARY DATA

Questionnaire methods have been used as a tool for a data collection in this research.

SECONDARY DATA

Secondary data means data that are already available i.e., they refer to data which has already been collected and analysed by someone else. The secondary data for the study was collected from book, company websites, magazines and other sources. Sample size :100

QUESTIONNAIRE PREPARATION

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire it is easy to determine the involvement level of so many employees in the organization.

PILOT SURVEY

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studied. Hence, a pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

TYPE OF QUESTIONS

Linker's scaling question

Rank question

Satisfaction scale

Agreeability scale.

HYPOTHESIS TESTING

H₀ – Null hypothesis (there is no significant relationship between the variables).

H_a – Alternative hypothesis (there is significant relationship between the variables) . After analyzing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

INFERENCE

After telling the hypothesis, the researcher comes out with his conclusion. The explanation of theory can also be considered as inference.

PREPATION OF REPORT AND PRESENTATION OF REPORT

Finally, the researcher has to prepare a final report along with conclusion and suggestion

3.6 LIMITATION

- The study is based upon the consumer behavior of Amazon online shopping.
- The data collected for the research is fully on primary data given by the respondents.
- Questionnaires method is used only for date collection and the limitation of the questionnaire method is applicable to the study.
- The sample size limited to 100.

CHAPTER 4

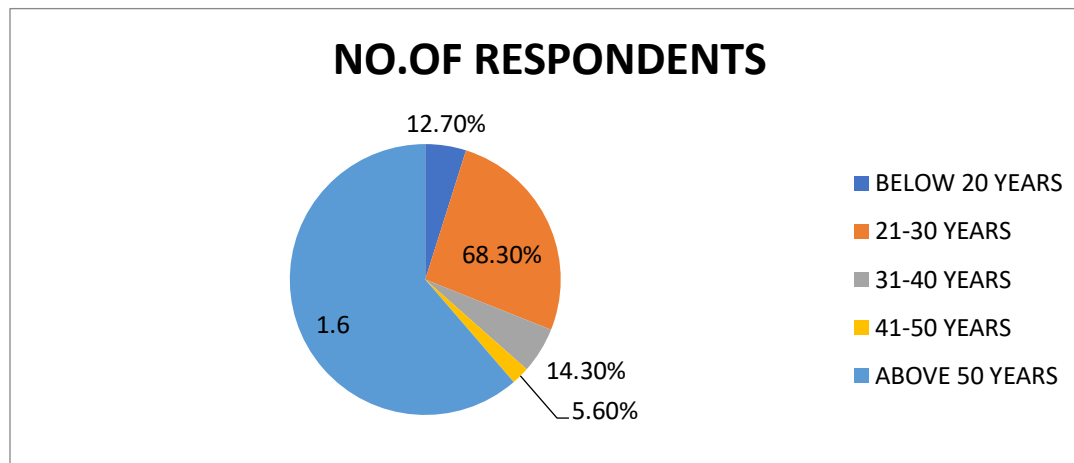
DATA ANALYSIS AND INTERPRETATION

Percentage Analysis

Table 1: Age of the response

Particular	No. of Respondent	Percentage of Respondent
Below 20 years	16	12.7
21-30 years	86	68.3
31-40 years	18	14.3
41-50 years	7	5.6
Above 50 years	2	1.6
Total	126	100

Chart No.1: Age wise classification of respondents



INTERPRETATION

From the above table it is interpreted that 12.70% of respondents are in the age category of below 20 years, 68.30% respondents are in 21-30 years , 14.30% respondents are in the age category of 31-40 years and 5,60% of the respondents are 41-50 years, 1.6% respondents are in the age category of above 50 years

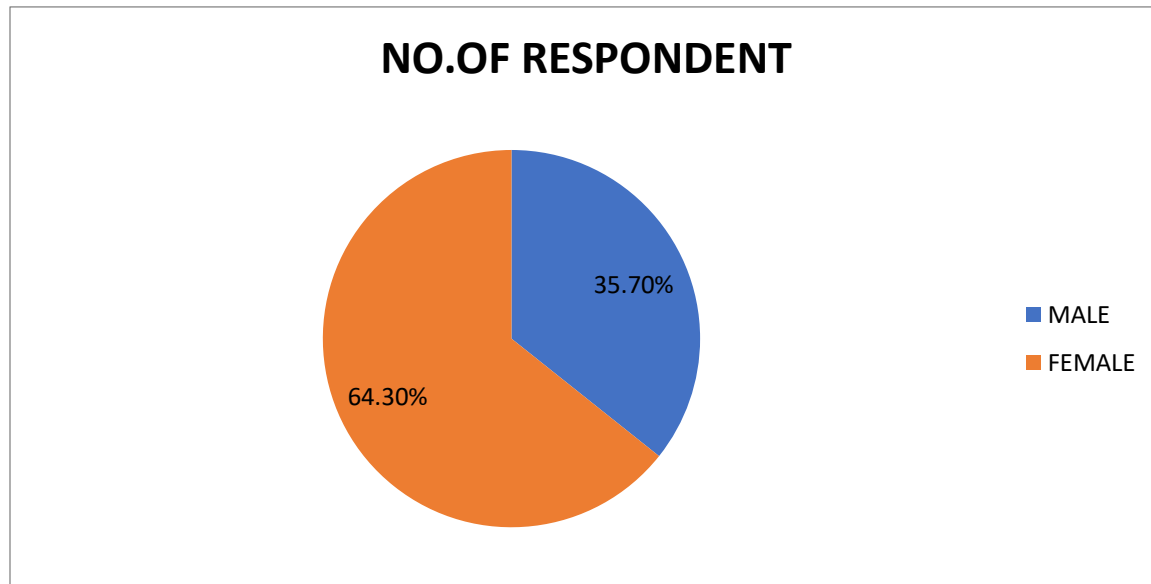
INFERENCE

68.30% of the respondents in the age category of 21-30 years are majority.

Table No:2 Gender wise classification of respondent

Gender	No of respondent	Percentage
Male	45	35.7%
Female	81	64.3%
Total	126	100

Chart No: 2 Gender wise classification of respondent



Interpretation

From the above table shows that the gender of the response, 35.70% of male and remaining 64.30% of female respondent.

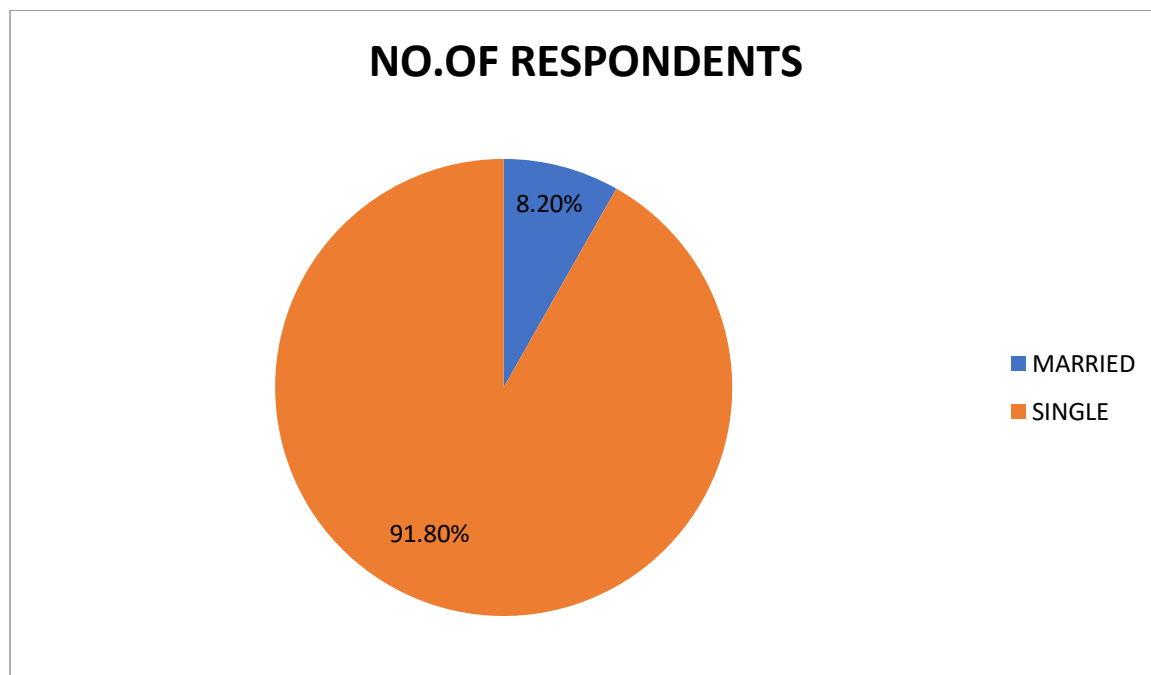
Inference

64.30% of the respondents in the Gender category is Female are majority

Table No: 3 Marital status of the respondent

Particular	No. of Respondent	Percentage
Married	56	8.2%
Single	5	91.8%
Total	61	100

Chart No: 3 Marital status of the respondent



Interpretation

From the above table shows that the marital status of the respondent, 91.80% of Single and 8.20% of married respondent.

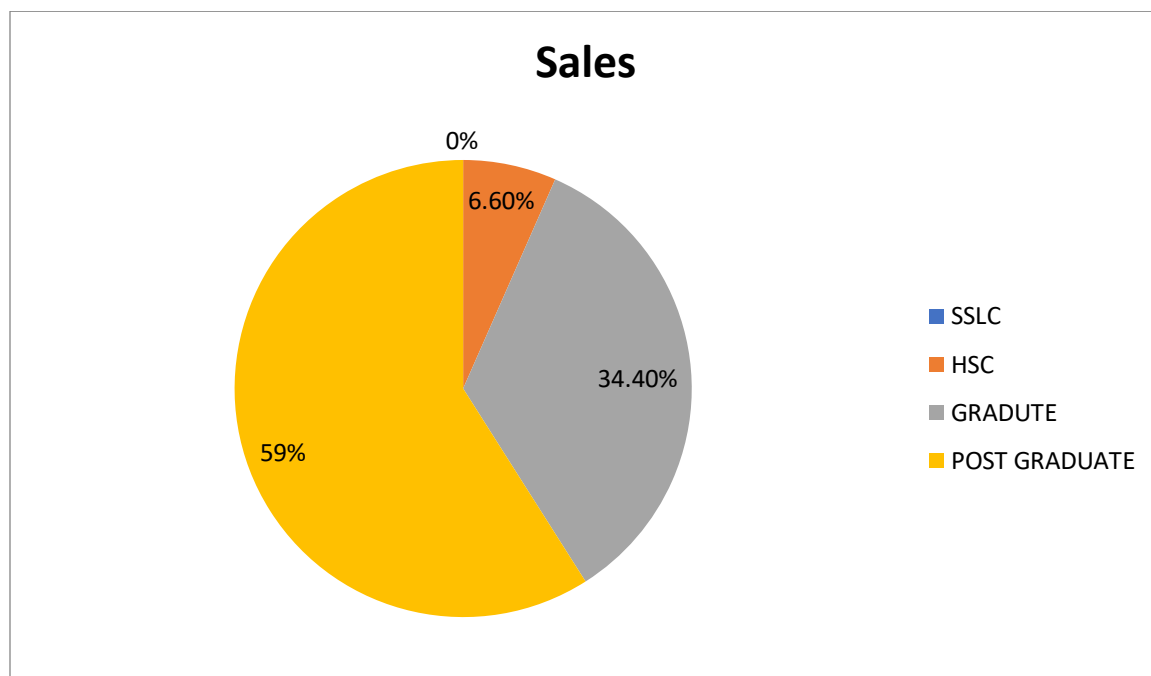
Inference

91.80% of the respondent have Single marital status of the response is majority

Table No: 4 Education of the respondent

Particular	No. of Respondent	Percentage
SSLC	0	0%
HSC	4	6.6%
Graduate	21	34.4%
Post graduate	36	59%
Total	61	100

Chart No: 4 Education of the respondent



Interpretation

From the above table shows that the qualification of the response, 0% of SSLC, 6.60% of HSC, 34.40% OF Graduate, and 59% of Post graduate.

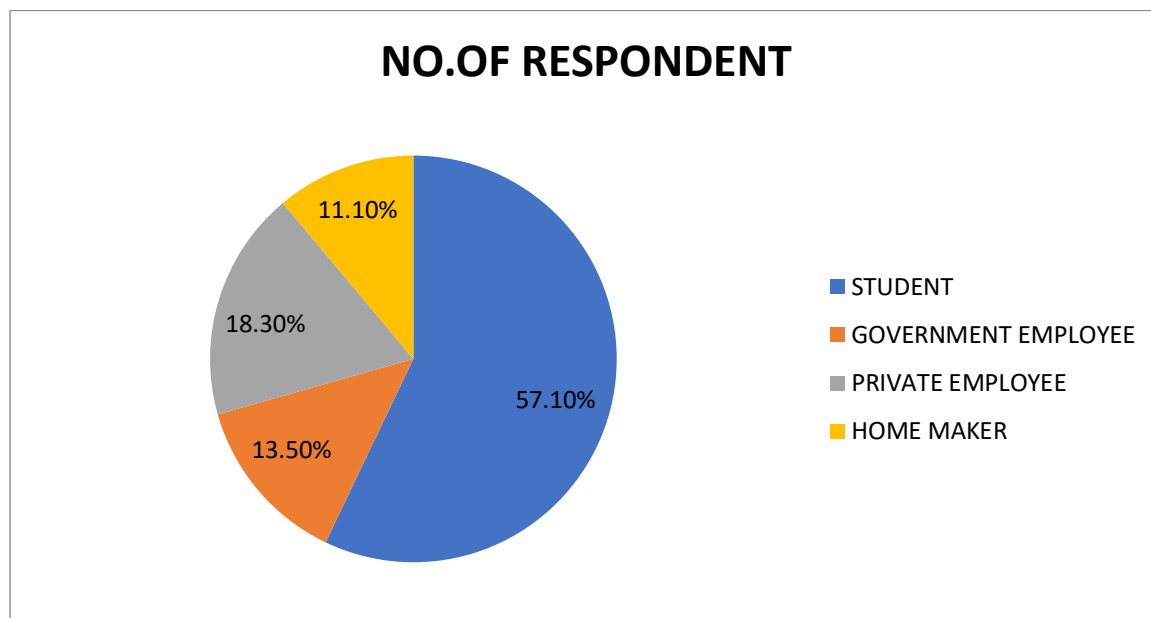
Inference

59% of the respondent have Post graduate of the response is majority

Table No:5 Occupation of the respondent

Particular	No. of Respondent	Percentage
Student	72	57.1%
Government employee	17	13.5%
Private employee	23	18.3%
Home maker	14	11.1%
Total	126	100

Chart No: 5 Occupation of the respondent



Interpretation

From the above table shows that the Occupation of the respondent, 57.1% is student, 13.5% is government employee, 18.30% is private employee, 11.10% is home maker.

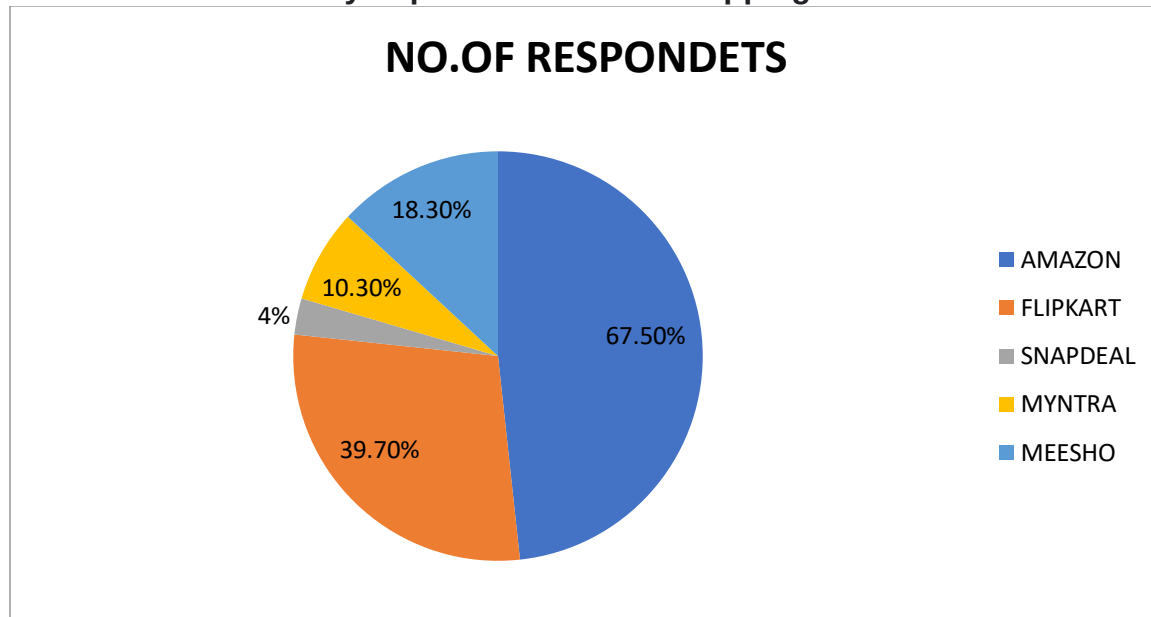
Inference

57.1% of the respondent have student of the response is majority.

Table No.6 : Websites you prefer for online shopping

Particular	No.of respondents	Percentage
Amazon	85	67.5%
Flipkart	50	39.7%
Snapdeal	5	4%
Myntra	13	10.3%
Meesho	61	18.3%
Total	126	100

Chart No.6 : Websites you prefer for online shopping



Interpretation

From the above table shows that the Websites you prefer for online shopping, 67.5% is amazon, 39.7% is flipkart, 4% is snapdeal, 10.3% is myntra, 18.3% is meesho.

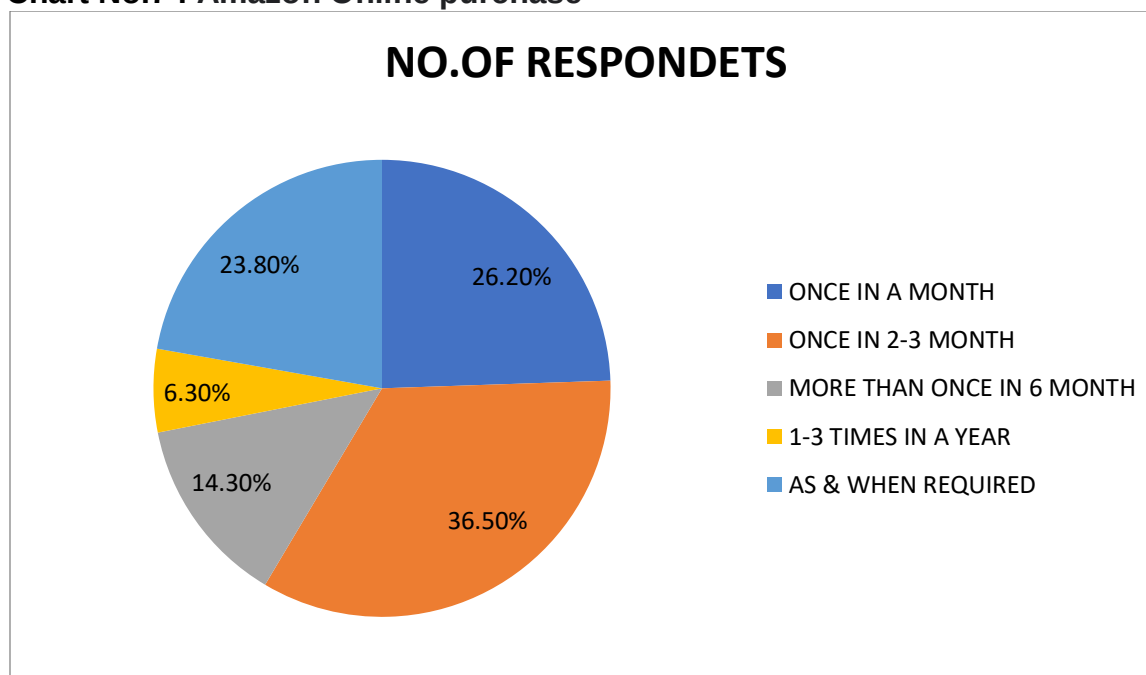
Inference

67.50% of the respondent have amazon websites preferred for online shopping of the response is majority.

Table No.7 : Amazon Online purchase

Particular	No.of respondents	Percentage
Once in a month	33	26.2%
Once in 2-3 month	46	36.5%
More than once in 6 month	18	14.3%
1 – 3 times in a year	8	6.3%
As & when required	30	23.8%
Total	126	100

Chart No.7 : Amazon Online purchase



Interpretation

From the above table shows that the 26.2% is once in a month, 36.5% is once 2-3 month, 14.3% is more than once in 6 month, 6.3% is 1-3 times in a year, 23.8% is as & when required.

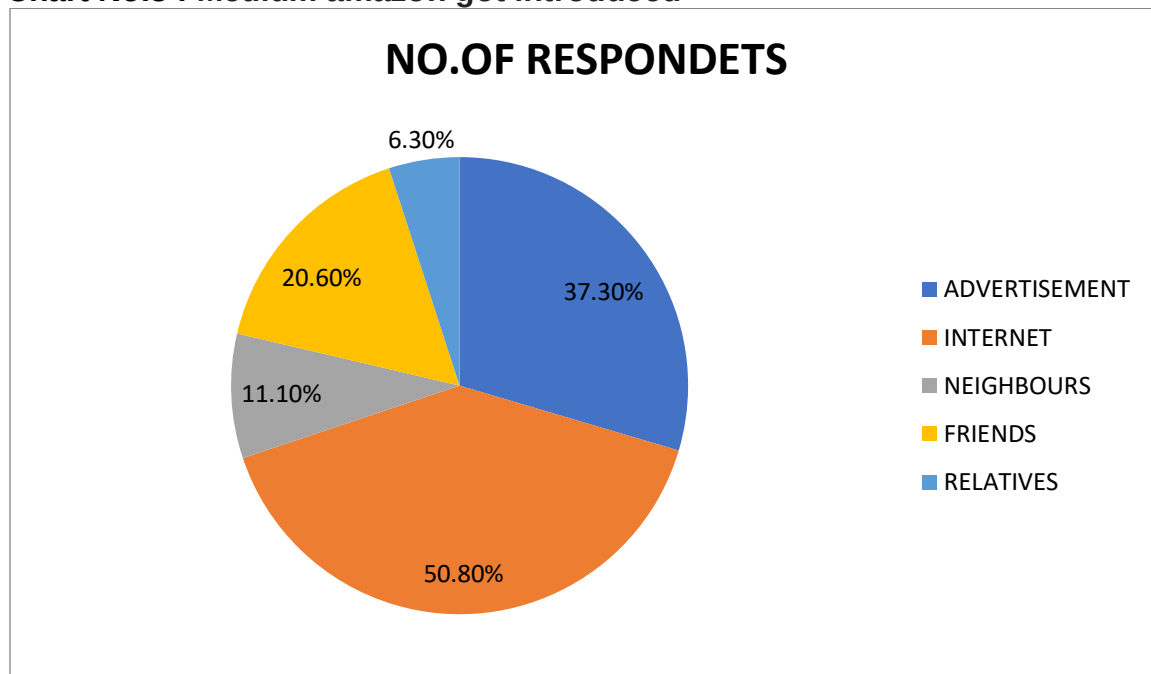
Inference

36.5% of the respondent have once in 2-3 month of the response is majority.

Table No.8 : Medium amazon got introduced

Particular	No.of respondents	Percentage
Advertisement	47	37.3%
Internet	64	50.8%
Neighbours	14	11.1%
Friends	26	20.6%
Relatives	8	6.3%
Total	126	100

Chart No.8 : Medium amazon got introduced



Interpretation

From the above table shows that the 37.3% is advertisement, 50.8% is internet, 11.1% is neighbours, 20.6% is friends, 6.3% is relatives.

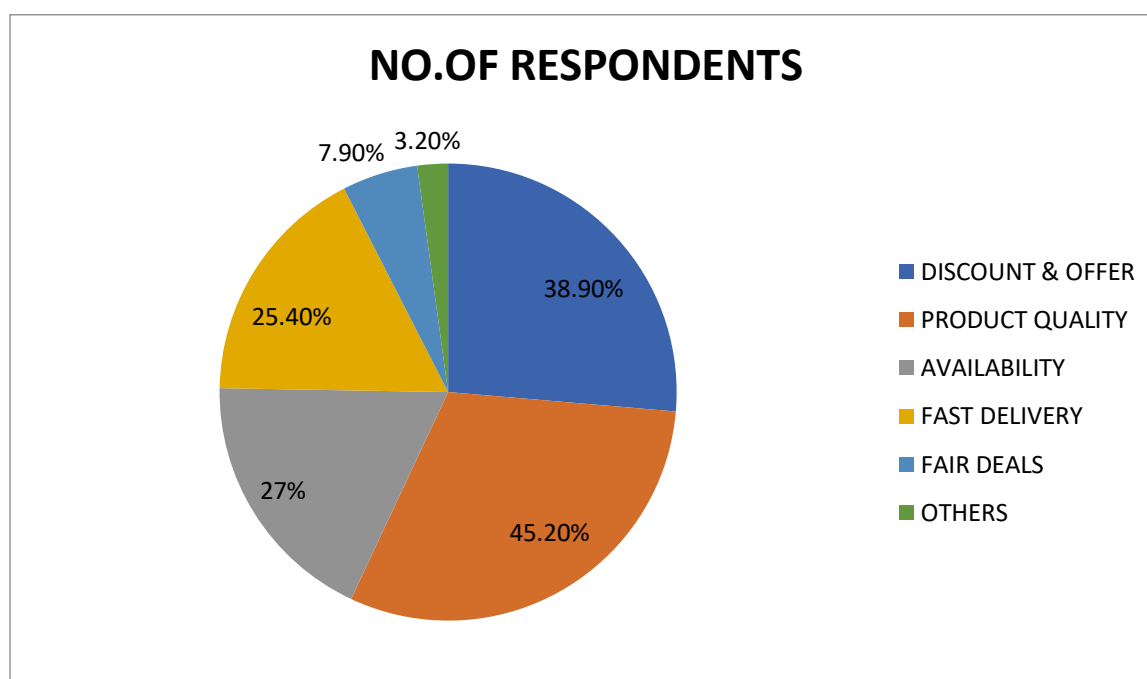
Inference

50.8% of the respondent have internet of the response is majority.

Table No.9 : Amazon shopping based on

Particular	No.of respondents	Percentage
Discount & offers	49	38.9%
Product quality	57	45.2%
Availability	34	27%
Fast delivery	32	25.4%
Fair deals	10	7.9%
Others	4	3.2%
Total	126	100

Chart No.9 : Amazon shopping based on



Interpretation

From the above table shows that the Amazon shopping based on, 38.9% is discount & offer, 45.2% is product quality, 27% is availability, 25.4% is fast delivery, 7.9% is fair delivery, 3.2% is others.

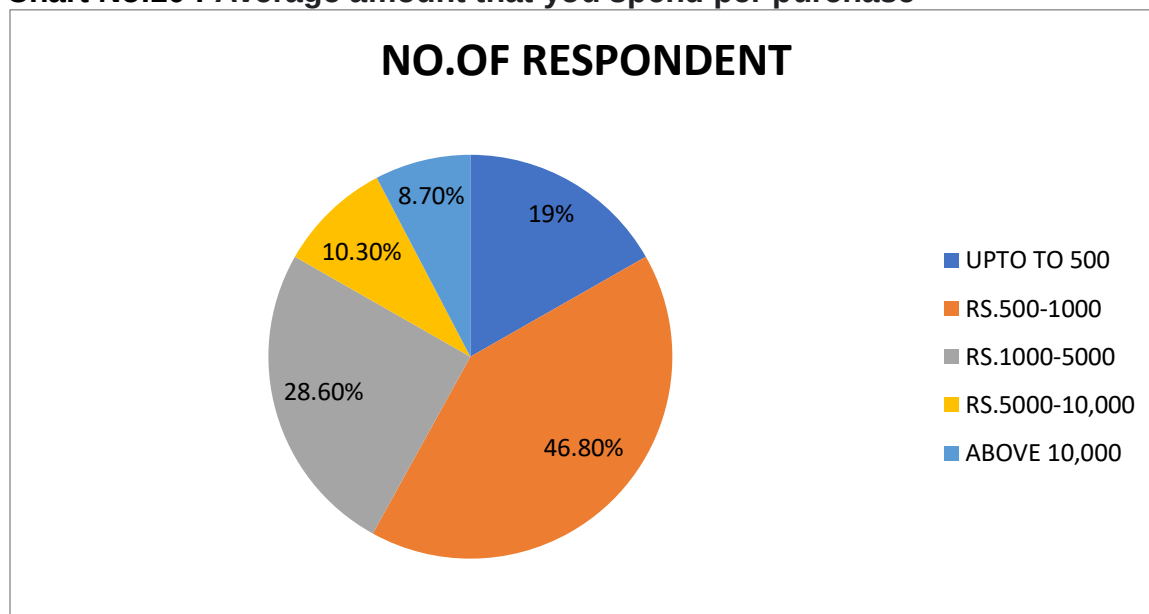
Inference

45.2 % of the respondent have product quality of the response is majority.

Table No.10 : Average amount that you spend per purchase

Particular	No.of respondents	Percentage
Upto to 500	24	19%
Rs.500-1000	59	46.8%
Rs.1000-5000	36	28.6%
Rs.5000-10,000	13	10.3%
Above 10,000	11	8.7%
Total	126	100

Chart No.10 : Average amount that you spend per purchase



Interpretation

From the above table shows that the 19% is upto 500, 46.8% is Rs.500-1000, 28.6% is Rs.1000-5000, 10.30% is Rs.5000-10,000, 8.7% is Rs.above 10,000

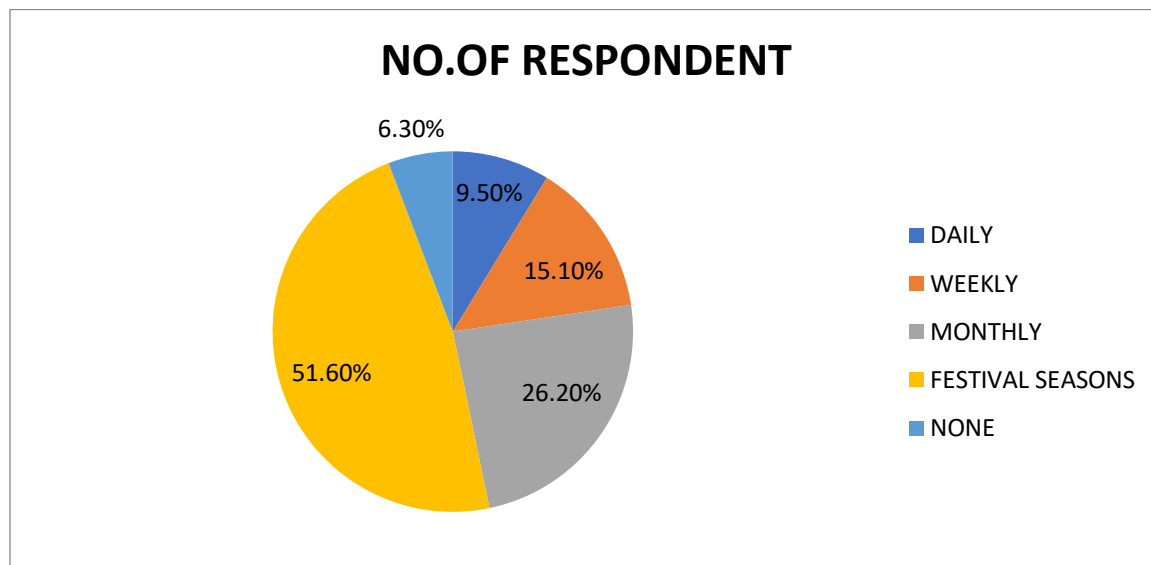
Inference

46.8% of the respondent have Rs.500-1000 of the response is majority

Table No.11 : Making payments mostly when online shopping

Particular	No.of respondents	Percentage
Debit card	28	22.2%
Credit card	23	18.3%
Cash on delivery	80	63.5%
Third party	19	15.1%
Total	126	100

Chart No.11 : Making payments mostly when online shopping



Interpretation

From the above table shows that the Making payments mostly when online shopping, 22.2% is debit card, 18.3% is credit card, 63.5% is cash on delivery, 15.1% is third party.

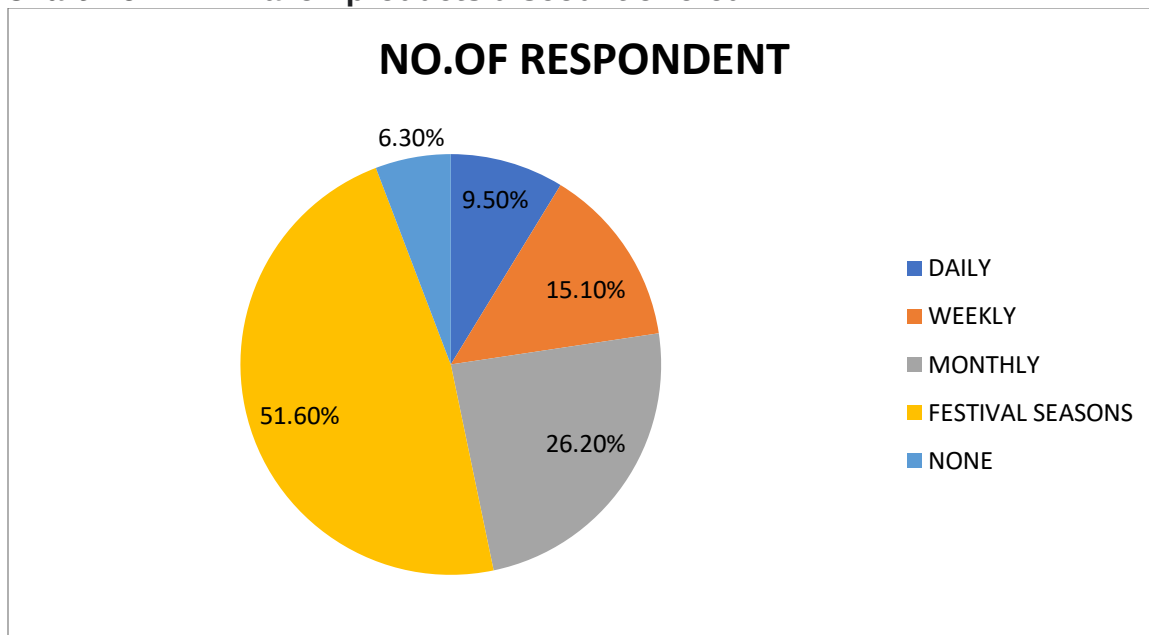
Inference

63.5% of the respondent have cash on delivery of the response is majority

Table No.12 : Amazon products discount offered

Particular	No.of respondents	Percentage
Daily	12	9.5%
Weekly	19	15.1%
Monthly	33	26.2%
Festival seasons	65	51.6%
None	8	6.3%
Total	126	100

Chart No.12 : Amazon products discount offered



Interpretation

From the above table shows that the 9.5% is daily, 15.1% is weekly, 26.2% is monthly, 51.6% is festival seasons, 6.3% is none.

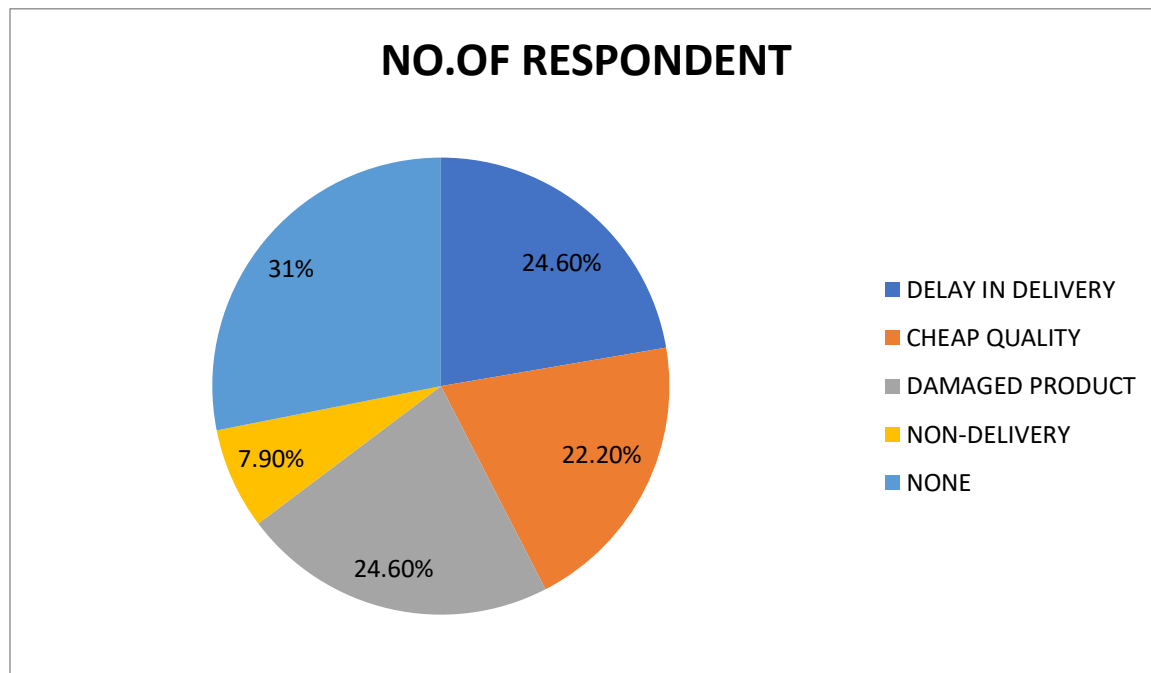
Inference

51.6% of the respondent have festival seasons of the response is majority

Table No.13 : Problems in amazon

Particular	No.of respondents	Percentage
Delay in delivery	31	24.6%
Cheap quality	28	22.2%
Damaged product	31	24.6%
Non-delivery	10	7.9%
None	39	31%
Total	126	100

Chart No.13 : Problems in amazon



Interpretation

From the above table shows that the Problems in amazon, 24.6% is delay in delivery, 22.2% is cheap quality, 24.6% is damaged product, 7.9% is non-delivery, 31% is none.

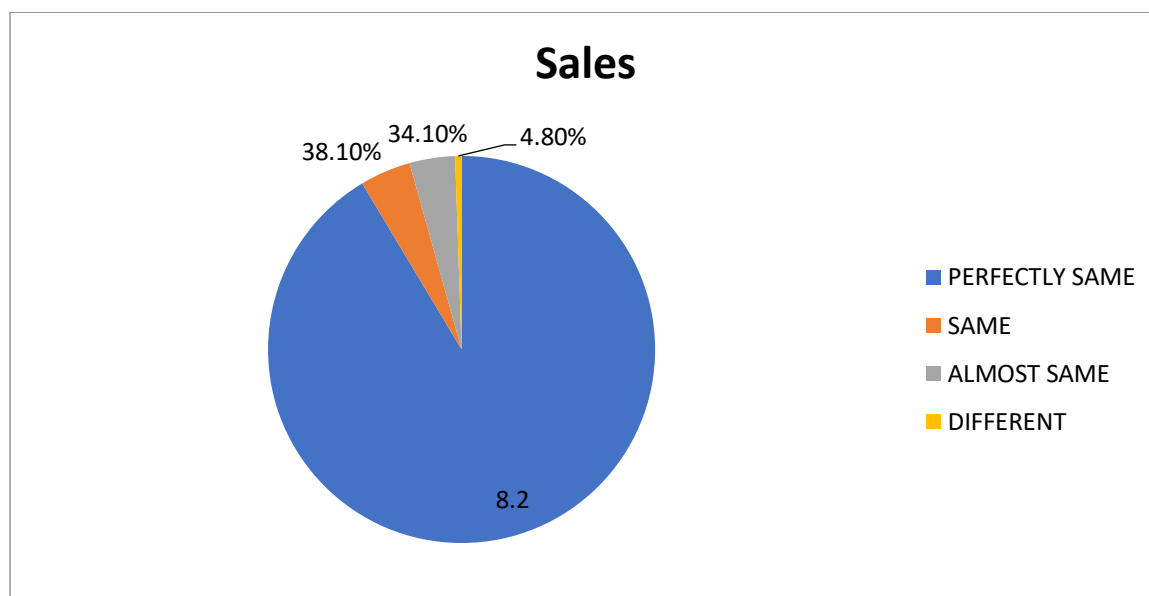
Inference

31% of the respondent have none of the response is majority

Table No.14 : Amazon products delivery on mentioned date

Particular	No.of respondents	Percentage
Perfectly same	32	25.4%
Same	48	38.1%
Almost same	43	34.1%
Different	6	4.8%
Total	126	100

Chart No.14 : Amazon products delivery on mentioned date



Interpretation

From the above table shows that the Amazon products delivery on mentioned date, 25.4% is perfectly same, 38.1 is same, 34.1% is almost same, 4.8% is different.

Inference

38.1% of the respondent have same of the response is majority

CHI-SQUARE

HYPOTHESIS

Null hypothesis (H0): There is no significant association between how many times do you visit SBI bank and from where have you got information about SBI bank.

Alternative hypothesis (H1): There is a significant association between how many times do you visit SBI bank and from where have you got information about SBI bank

Crosstabs

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Amazon_shopping_based_on	126	92.6%	10	7.4%	136	100.0%

Age * Amazon_shopping_based_onCrosstabulation

			Amazon_shopping_based_on				
			Discount and Offer	Product quality	Avaliability	Fast delivery	fair de
Age	Below 20 years	Count	16	0	0	0	
		Expected Count	6.2	5.3	1.8	1.4	
	21-30 years	Count	33	42	11	0	
		Expected Count	33.4	28.7	9.6	7.5	
	31-40 years	Count	0	0	3	11	
		Expected Count	5.8	5.0	1.7	1.3	
	41-50 years	Count	0	0	0	0	
		Expected Count	2.7	2.3	.8	.6	
	Above 50 years	Count	0	0	0	0	
		Expected Count	.8	.7	.2	.2	
Total	Count		49	42	14	11	
	Expected Count		49.0	42.0	14.0	11.0	

Chi-Square Tests

		Asymptotic Significance (2-sided)
Value	df	

Pearson Chi-Square	303.473 ^a	20	.000
Likelihood Ratio	166.601	20	.000
Linear-by-Linear Association	93.224	1	.000
N of Valid Cases	126		

a. 22 cells (73.3%) have expected count less than 5. The minimum expected count is .05.

INTERPRETATION

Since p value is .001 less than 0.05 then null hypothesis is rejected, alternate is accepted. Hence, there is significant difference between age of the customers and amazon shopping based on.

ANOVA

ANNOVA

Oneway

Descriptives

Problem_in_amozan

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
once in a month	29	1.38	.494	.092	1.19	1.57
once in 2-3 months	17	2.47	.514	.125	2.21	2.74
more than once in 6 months	28	4.32	.819	.155	4.00	4.64
1-3 times in a years	21	5.00	.000	.000	5.00	5.00
As & when required	31	5.00	.000	.000	5.00	5.00
Total	126	3.67	1.574	.140	3.40	3.95

ANOVA

Problem_in_amozan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	280.489	4	70.122	290.873	.000
Within Groups	29.170	121	.241		
Total	309.659	125			

Post Hoc Tests

Homogeneous Subsets

Problem_in_amozan

Duncan^{a,b}

		Subset for alpha = 0.05			
Amazon_online_purchase	N	1	2	3	4
once in a month	29	1.38			
once in 2-3 months	17		2.47		
more than once in 6 months	28			4.32	
1-3 times in a years	21				5.00
As & when required	31				5.00
Sig.		1.000	1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 23.935.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

INTERPRETATION

Since p value is less than 0.05 then null hypothesis is rejected, alternate is accepted. Hence, there is significant difference between Problems in amazon and amazon online purchase.

CHAPTER 5

SUMMARY OF FINDINGS, SUGGESTIONS & CONCLUSION

FINDINGS

- 68.30% of the respondents in the age category of 21-30 years are majority
- 64.30% of the respondents in the Gender category is Female are majority
- 91.80% of the respondent have Single marital status of the response is majority
- 59% of the respondent have Post graduate of the response is majority
- 57.1% of the respondent have student of the response is majority.
- 67.50% of the respondent have amazon websites preferred for online shopping of the response is majority.
- 36.5% of the respondent have once in 2-3 month of the response is majority.
- 50.8% of the respondent have internet of the response is majority
- 45.2 % of the respondent have product quality of the response is majority.
- 46.8% of the respondent have Rs.500-1000 of the response is majority
- 63.5% of the respondent have cash on delivery of the response is majority
- 51.6% of the respondent have festival seasons of the response is majority
- 31% of the respondent have none of the response is majority
- 38.1% of the respondent have same of the response is majority

SUGGESTIONS

- Even though consumers are educated they are not interested to purchase products through online because of infrastructure shortage, they do not know how to order the product online and they have lack of confidence on payments. So the vendor
 - In most of the websites the given information, features about the product on the website and product received from the online vendor are different. This will create lack of customer satisfaction. So the online vendor should take necessary steps before dispatching the products to the consumer site. It creates good opinion about the online vendor and creates repurchasing power of the respondents.
 - Internet environment has to be improved in the areas of art, dynamic and interactive techniques. This improvement will give more visual appeal.
 - Web based technologies upgrades creative conceptualization that would improve the response from technology savvy consumers. So the firms have to invest in such new technologies.
 - As there are no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning the respondents. So the website developers and service providers should take necessary steps to overcome this problem.
- companies and online service providers have to create awareness to consumers as how to order the product online

CONCLUSION:

In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today there is radical change in the entire scenario. Everything in today's world is Internet oriented like Electronic Data Interchange, E-Mail, E-Business and E-Commerce. E-Commerce is exchange of information using network-based technologies. In the present high cost situation, e-Commerce can be used as a competitive strategy. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment. 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. In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

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QUESTIONNAIRE

1. Name *

2. Age *

Tick all that apply.

- ☐ Below 20
- ☐ 21 - 30 years
- ☐ 31 - 40 years
- ☐ 41 - 50 years
- ☐ 50 & above

3. Gender *

Tick all that apply.

- ☐ Male
- ☐ Female

4. Marital status *

Tick all that apply.

- ☐ Single
- ☐ Married

5. Education *

Tick all that apply.

- ☐ 10th
- ☐ 12th
- ☐ UG
- ☐ PG

6. Occupation *

Mark only one oval.

- ☐ Student
- ☐ Government employee
- ☐ Private employee
- ☐ Home maker

7. Websites you prefer for online shopping *

Tick all that apply.

- ☐ Amazon
- ☐ Flipkart
- ☐ Snapdeal
- ☐ Myntra
- ☐ Meesho

8. Amazon Online purchase *

Tick all that apply.

- ☐ Once in a month
- ☐ Once in 2 - 3 months
- ☐ More than once in 6 months
- ☐ 1 - 3 times in a year
- ☐ As & when required

9. Medium amazon got introduced *

Tick all that apply.

- ☐ Advertisement
- ☐ Internet
- ☐ Neighbors
- ☐ Friends
- ☐ Relatives

10. Amazon shopping based on *

Tick all that apply.

- ☐ Discount & offers
- ☐ Product quality
- ☐ Availability
- ☐ Fast delivery
- ☐ Fair deals
- ☐ Others

11. Average amount that you spend per purchase *

Tick all that apply.

- ☐ Up to 500
- ☐ Rs.500 - 1000
- ☐ Rs.1000 - 5000
- ☐ Rs.5000 - 10,000
- ☐ Above 10,000

12. Making payments mostly when online shopping *

Tick all that apply.

- ☐ Debit card
- ☐ Credit card
- ☐ Cash on delivery
- ☐ Third party [e.g : Paypal, Paytm wallet etc..]

13. Amazon products discount offered *

Tick all that apply.

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Festival seasons
- ☐ None

14. Purchase in amazon online shopping *

Mark only one oval per row.

	Most likely	Likely	Neutral	Not likely	Most not likely
Apparels	☐	☐	☐	☐	☐
Electronic goods	☐	☐	☐	☐	☐
Accessories	☐	☐	☐	☐	☐
Footwear	☐	☐	☐	☐	☐
Booking Tickets	☐	☐	☐	☐	☐
Luggage / Bags	☐	☐	☐	☐	☐

15. Problems in amazon *

Tick all that apply.

- ☐ Delay in delivery
- ☐ Cheap quality
- ☐ Damaged product
- ☐ Non-delivery (address problem)
- ☐ None

19. Do you have any other comments, questions, or concerns Amazon online shopping *

ANNEXURE-2

Study of problem related to loan granting and recovery on sbi banks

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Abstract: In the current era, shopping has become a trend. People do not just prefer retail shopping but also are switching to online shopping. Online shopping has become a key platform for purchasing the items. As a large amount of variety are available at just a click away. It has become convenient for the customer to examine as per their criteria and has become competitive for e-commerce sites to sustain the loyalty of customers. With the fast growing pace of technology, new inventions to comfort customers are keeping coming in market. Customer perception towards these products decides the future of the product. As market has turned virtual these days, a customer analyses his needs, desire to purchase latest updated products on these online sites. These online sites provide description, specification, price, picture and reviews of the customer who have already purchased it. In this research an attempt is made to understand the perception of the customer while choosing Amazon shopping application. Comparison has been done based on the experience of the customer with these e-commerce giants in terms of their shopping experience; value added services, offers, customer satisfaction.

1.Introduction

The role of e-commerce has bought a revolution in recent times. The internet era largely contributes to the development of commerce, as now a day thousands of companies are selling goods and services over the internet. Earlier people did shopping when there was a necessity, some function or when they were outing. But in recent times, online shopping has made place in the life of people. Shopping which was earlier need based is now mood based. Market experts predict that e-commerce is showing the growth pie of all the commerce pie and is also expected to increase in near future. As shopping is so handy that just an application away purchase of product is done. As things are turning so convenient, it becomes important to understand the perception of the customer while he is making a purchase online. Customer perception and customer behavior helps us to understand the challenges faced by the marketers in comprehending the consumer mind. What exactly goes in the mind of the customer and what are the processes in the mind of consumer that influences him or her in buying different products or services.

2.Review of Literature

Weber, K. and Roehl, W. S. (1999), conducted a study on those who search for or purchase travel products through on-line with the age group of 26 to 55 years. Results on the basis of the study concerns about credit card security, evaluation of product quality, and privacy issues are the main problems faced while on-line purchase of travel products, were made.

Vellido et al. (2000), pointed out in his research, that there are nine factors associated with user's perception of online shopping. Among those factors the risk perception of users was demonstrated to be the main discriminator between people buying online and people not buying online. Other discriminating factors were control over, and convenience of, the shopping process, affordability of merchandise, customer service and ease of use of the shopping site.

Goldman Sachs (2001), found in his study price, quality of service and information, speed and reliability of delivery, ease of on-line ordering, and trust towards vendors are important factors for consumers considering online purchases that will increasingly determine their propensity to engage in ecommerce.

Athiyaman (2002), also highlighted the importance of such word of mouth recommendations, finding that social influences have been found to be important determinant of internet users' intention to purchase air travel online, second only to the attitude towards online purchasing.

Corbitt, Thanasankit, and Yi (2003), argue that information to make the purchase and to be able to make comparisons with alternative offers, plays an important role in the absence of sales staff and the inability to see and try the product. The cost of accessing the Internet is also a decisive factor for engaging in Internet activities. While low prices do not guarantee high penetration, they are an important factor for more widespread development of the Internet and consequently, of electronic commerce.

3.Need for Study

- The main importance to this study is to avoid some uncertainty fact that customer face in online shopping.
- When the research will be completed it will give an insight into a practical situation.
- It will also indicate, how to conquered and overcome the problem while dealing with the customer.
- It is also intend to facilitate the efforts of Amazon to come out with good quality service customer satisfaction strategies.

4.Statement of the problem

We face many millions of problems when we entered into the world of online shopping. Amazon also one of the online shopping applications site that nowadays reached to millions of people everywhere. There are some problems that customer are deals with like:

- Defected in product that leads to the customer peace of mind decreases
- Delay in delivery of goods and products is also one of the problems that affect the serenity of the customer.
- The product which customers are choosing might be delivered wrong like,different is color or design etc.
- Some goods or product, which customer needs may not be available sometimes.
- Or occasionally the product will not be currently available to the address of the customer.

5.Objective of the Study

- To Study the factors influencing of satisfaction level of customers for online purchase
- To know the specific reasons for which customers purchase online shopping

6.Research methodology

Research is the process of systematic and in-depth study or search for any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data.

7.Research process:

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages-primary stages, secondary stage, and the tertiary stage.

8.Data collection

- SAMPLE SIZE: 126
- POPULATION: 1000
- LOCATION: Cuddalore
- TARGET PEOPLE: Customers perception
- TYPE OF INDUSTRY: Advertising Industry

9. Data Analysis and Interpretation

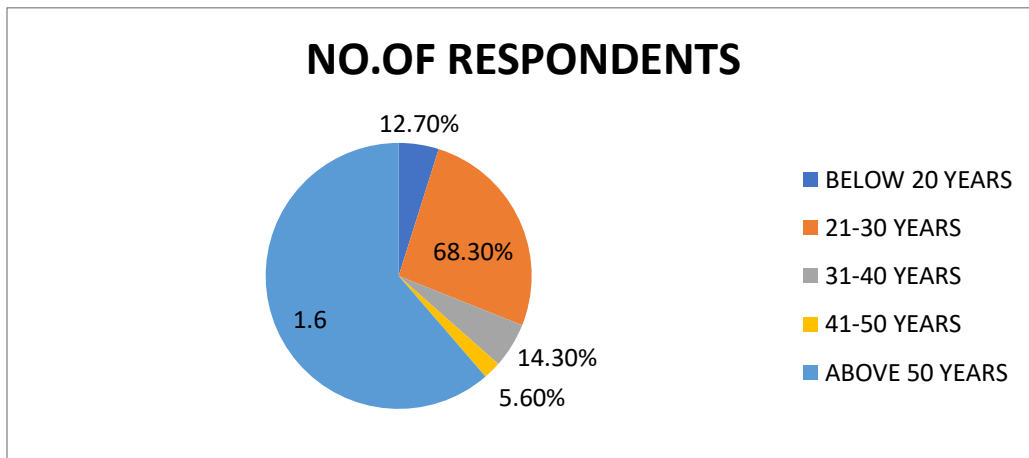
1) Chi-square

Table showing the significant difference between Fastest mode of E-recruitment and Designation.

1. **Null Hypothesis (H0)** – There is no significant difference between Fastest mode of E-recruitment and Designation
2. **Alternative Hypothesis (H1)** - There is significant difference between Fastest mode of E-recruitment and Designation.

Table i: Age of the response

Particular	No. of Respondent	Percentage of Respondent
Below 20 years	16	12.7
21-30 years	86	68.3
31-40 years	18	14.3
41-50 years	7	5.6
Above 50 years	2	1.6
Total	126	100

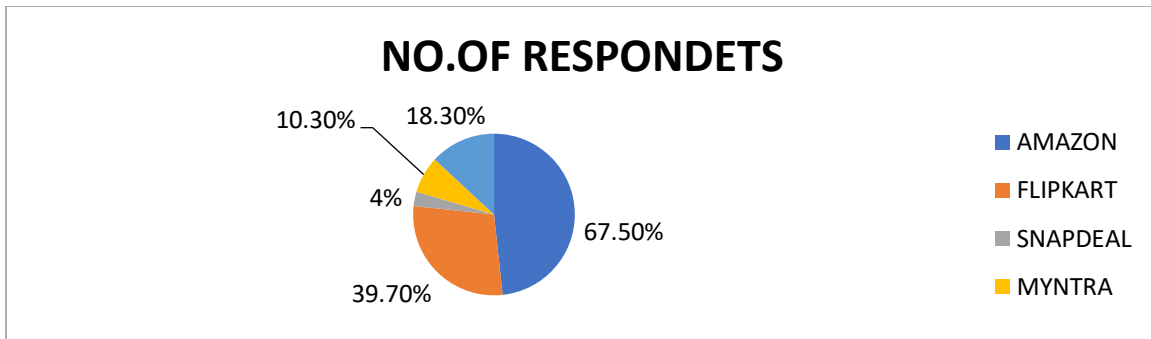


INFERENCE

68.30% of the respondents in the age category of 21-30 years are majority

Table No.ii : Websites you prefer for online shopping

Particular	No.of respondents	Percentage
Amazon	85	67.5%
Flipkart	50	39.7%
Snapdeal	5	4%
Myntra	13	10.3%
Meesho	61	18.3%
Total	126	100

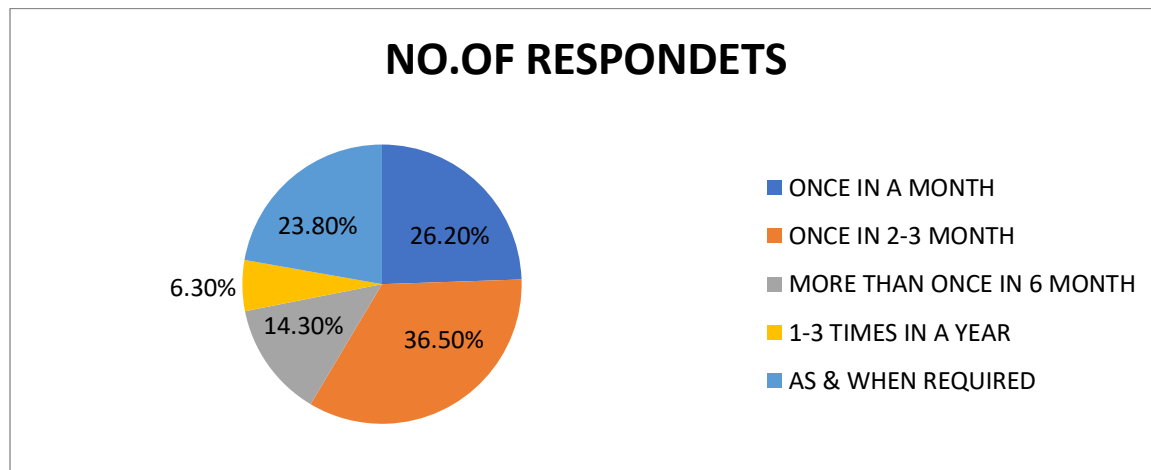


INFERENCE

67.50% of the respondent have amazon websites preferred for online shopping of the response is majority.

Table No. iii: Amazon Online purchase

Particular	No.of respondents	Percentage
Once in a month	33	26.2%
Once in 2-3 month	46	36.5%
More than once in 6 month	18	14.3%
1 – 3 times in a year	8	6.3%
As & when required	30	23.8%
Total	126	100



INFERENCE

36.5% of the respondent have once in 2-3 month of the response is majority

Table No. iv: Problems in amazon

Particular	No.of respondents	Percentage
Delay in delivery	31	24.6%
Cheap quality	28	22.2%
Damaged product	31	24.6%
Non-delivery	10	7.9%
None	39	31%
Total	126	100

NO.OF RESPONDENT



INFERENCE

31% of the respondent have none of the response is majority.

10.Statstical tool calculation from the study

1) Aim: To test the relationship between Amazon_shopping_based_

Null Hypothesis (H0) – There is no significant difference between marital status and channel of recruitment to know the job vacancy.

Alternative Hypothesis (H1) - There is significant difference between marital status and channel of recruitment to know the job vacancy.

Crosstabs

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Amazon_shopping_based_on	126	92.6%	10	7.4%	136	100.0%

Age * Amazon_shopping_based_onCrosstabulation

			Amazon_shopping_based_on				
			Discount and Offer	Product quality	Avaliability	Fast delivery	fair de
Age	Below 20 years	Count	16	0	0	0	
		Expected Count	6.2	5.3	1.8	1.4	
	21-30 years	Count	33	42	11	0	

	31-40 years	Expected Count	33.4	28.7	9.6	7.5	
		Count	0	0	3	11	
	41-50 years	Expected Count	5.8	5.0	1.7	1.3	
		Count	0	0	0	0	
	Above 50 years	Expected Count	2.7	2.3	.8	.6	
		Count	0	0	0	0	
	Total	Expected Count	.8	.7	.2	.2	
		Count	49	42	14	11	
		Expected Count	49.0	42.0	14.0	11.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	303.473 ^a	20	.000
Likelihood Ratio	166.601	20	.000
Linear-by-Linear Association	93.224	1	.000
N of Valid Cases	126		

a. 22 cells (73.3%) have expected count less than 5. The minimum expected count is .05.

RESULTS:

Since p value is .001 less than 0.05 then null hypothesis is rejected, alternate is accepted. Hence, there is significant difference between age of the customers and amazon shopping based on.

ANOVA

Oneway

Descriptives

Problem_in_amozan

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
once in a month	29	1.38	.494	.092	1.19	1.57
once in 2-3 months	17	2.47	.514	.125	2.21	2.74
more than once in 6 months	28	4.32	.819	.155	4.00	4.64
1-3 times in a years	21	5.00	.000	.000	5.00	5.00
As & when required	31	5.00	.000	.000	5.00	5.00
Total	126	3.67	1.574	.140	3.40	3.95

ANOVA

Problem_in_amozan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	280.489	4	70.122	290.873	.000
Within Groups	29.170	121	.241		
Total	309.659	125			

Post Hoc Tests

Homogeneous Subsets

Problem_in_amozan

Duncan^{a,b}

		Subset for alpha = 0.05			
Amazon_online_purchase	N	1	2	3	4
once in a month	29	1.38			
once in 2-3 months	17		2.47		
more than once in 6 months	28			4.32	
1-3 times in a years	21				5.00
As & when required	31				5.00
Sig.		1.000	1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 23.935.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

RESULTS:

Since p value is less than 0.05 then null hypothesis is rejected, alternate is accepted. Hence, there is significant difference between Problems in amazon and amazon online purchase.

11. Suggestion

- Even though consumers are educated they are not interested to purchase products through online because of infrastructure shortage, they do not know how to order the product online and they have lack of confidence on payments. So the vendor
- In most of the websites the given information, features about the product on the website and product received from the online vendor are different. This will create lack of customer satisfaction. So the online vendor should take necessary steps before dispatching the products to the consumer site. It creates good opinion about the online vendor and creates repurchasing power of the respondents. ⌘

- Internet environment has to be improved in the areas of art, dynamic and interactive techniques. This improvement will give more visual appeal. Web based technologies upgrades creative conceptualization that would improve the response from technology savvy consumers. So the firms have to invest in such new technologies.

12. Conclusion

In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today there is radical change in the entire scenario. Everything in today's world is Internet oriented like Electronic Data Interchange, E-Mail, E-Business and E- Commerce. E-Commerce is exchange of information using network-based technologies. In the present high cost situation, e-Commerce can be used as a competitive strategy. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment.

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