

A STUDY ON BRAND LOYALTY WITH REFERENCE TO AMAZON SERVICE IN CHENNAI

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

BY

DHARMESH KUMAR. K

REGISTER NO: - 42410286



DEPARTMENT OF BUSINESS

ADMINISTRATION SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A++” by NAAC I 12B Status by UGC

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SATHYABAMA

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **DHARMESH KUMAR. K 42410286** Who carried out the project training “**A STUDY ON BRAND LOYALTY WITH REFERENCE TO AMAZON SERVICE IN CHENNAI**” Under my supervision from October 2023 to December 2023.

(Dr. T. PRIYANKA)

Internal Guide

External Guide

Dr. BHUVANESWARI.G, MBA., Ph.D.

Dean – School of Management Studies

Submitted for Viva Voce Examination held on_____.

Internal Examiner

External Examiner

DECLARATION

I DHARMESH KUMAR K (42410286) hereby declare that the Project Report entitled “**A STUDY ON BRAND LOYALTY WITH REFERENCE TO AMAZON SERVICE IN CHENNAI**” done by me under the guidance of **Dr. T. PRIYANKA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

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K. DHARMESH KUMAR

LIST OF CONTENT

CHAPTER. NO	PARTICULARS	PAGE.NO
1	INTRODUCTION	1 - 11
2	COMPANY PROFILE	12 - 20
3	A) REVIEW OF LITERATURE	21 - 26
	B) RESEARCH METHODOLOGY	27 - 29
4	ANALYSIS AND INTERPRETATION OF DATA	30 - 50
5	FINDINGS, SUGGESTIONS, CONCLUSION AND HYPOTHESIS	51 - 53
ANNEXURE	BIBLIOGRAPHY	54
	QUESTIONNAIRE	55 - 57

LIST OF TABLES

TABLE NO	TITLE	PAGE NO
4.1	Age group of the respondent	30
4.2	Gender of the respondent	31
4.3	Educational background of the respondent	32
4.4	Occupation/profession of the respondent	33
4.5	Income per month of the respondent	34
4.6	Respondents' usage of amazon	35
4.7	Respondents buying on black Friday	36
4.8	Trust that respondents have on amazon	27
4.9	Happiness of the respondent's while purchasing	38
4.10	Duration of the respondents	39
4.11	Recommendation of amazon to others	40
4.12	Respondent's preference of amazon over its competitors	41
4.13	Respondent's positivity of amazon	42
4.14	Respondent's loyalty on amazon	43
4.15	Respondent's knowledge on amazon ladies courier service	44
4.16	Respondent's emotional connection with amazon	45
4.17	Respondent's frequent purchase of products	46
4.18	Respondent's satisfactory level of customer service	47
4.19	Respondent's pleasure while shopping on Amazon	48
4.20	Respondent's overall satisfaction on amazon	49
4.21	Product return policy of amazon	50

LIST OF CHARTS

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4.1	Age group of the respondent	30
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4.13	Respondent's positivity of amazon	42
4.14	Respondent's loyalty on amazon	43
4.15	Respondent's knowledge on amazon ladies courier service	44
4.16	Respondent's emotional connection with amazon	45
4.17	Respondent's frequent purchase of products	46
4.18	Respondent's satisfactory level of customer service	47
4.19	Respondent's pleasure while shopping on Amazon	48
4.20	Respondent's overall satisfaction on amazon	49
4.21	Product return policy of amazon	50

CHAPTER -1

INTRODUCTION

1.1 INTRODUCTION: -

Brand loyalty is where a person buys products from the same manufacturer repeatedly rather than from other suppliers. When consumers become committed to a brand and make repeat purchases over time. Brand loyalty is a result of consumer behaviour and is affected by a person's preferences. Loyal customers will consistently purchase products from their preferred brands, regardless of convenience or price.

Companies will often use different marketing strategies to cultivate loyal customers, be it through loyalty programs (i.e. rewards programs) or trials and incentives (ex. samples and free gifts). Companies that successfully cultivate loyal customers also develop brand ambassadors—consumers that will market a certain brand and talk positively about it among their friends.

This is free word-of-mouth marketing for the company and is often very effective.

1.1.1 WHY IS BRAND LOYALTY IMPORTANT?

Having a loyal customer base can help a business push past its competitors and give it the competitive advantage it needs to succeed in the marketplace. Companies with strong brand loyalty will see its customers repeatedly buy its products or services, regardless of changes in price or convenience. Frequent purchasers of one company's product are less likely to be swayed by the marketing messages of competitors, thus increasing the chances that those customers will continue to conduct business with the company.

In addition to having higher sales than those without brand loyalty, companies that have successfully established a loyal following can enjoy a growing customer base as well. Loyal customers have the potential to turn into open advocates and brand ambassadors for a company. Satisfaction with a business will drive them to spread brand awareness and refer new customers, effectively providing a company with costless advertising.

A great method for nurturing brand loyalty is having a rewards program. Many companies entice customers to make a purchase by offering points or a similar object to be redeemed for prizes and awards.

1.1.2 BRAND LOYALTY AND INTERNET

Before the internet, the most common way to build brand loyalty was through the interaction of a salesperson and a customer. Today, the internet provides access to thousands of consumer products and services without the salesperson as the intermediary. Consumers, empowered to conduct independent research and compare competitors' offerings, make informed choices and are less committed to specific brands. As a result, firms are challenged with how to distinguish their products from competitors and how those differences add value. Building brand loyalty via the internet is challenging, yet can reap significant rewards. Brands that continue to meet the needs of the consumer will flourish. Incorporating the internet in marketing strategies can increase the base of customers dedicated to a brand.

1.1.3 TYPES

According to Philip Kotler there are 4 types of brand loyalty –

1. Hard-core Loyal - who buy the brand all the time?
2. Split Loyal - loyal to two or three brands.
3. Shifting Loyal - moving from one brand to another.
4. Switchers - with no loyalty (possibly 'deal-prone', constantly looking for bargains or 'Vanity prone', looking for something different). Again, research shows that customer commitment is a more nuanced a fine-grained construct than what was previously thought. Specifically, customer commitment has five dimensions, and some commitment dimensions (forced commitment may even negatively impact customer loyalty).

1.1.4 BUILDING BRAND LOYALTY

❖ Keep quality high.

- Depending on the price of the product there is an expectation of a certain level of quality from the marketplace.
- Stay consistent in the quality of goods or services. Else people will go back to what they know they can count on, don't let them down.

❖ **Engage customers.**

- Keep in touch with your target market on a frequent and consistent basis.
- Let the customers know about the new and exciting developments within the company and what to expect next, build momentum through communication and let them feel involved in the happenings of the company.

❖ **Focus on your best customers**

- Building business around the best customer called Brand Lovers instead of trying to aimlessly drive sales.
- Over time, return on marketing and innovation efforts will rise.
- Apple is masterful at creating products especially for customers who love style, creativity, and simplicity.

❖ **Offering returning customers a discount on services.**

- Everyone loves a good deal. Therefore, when a customer returns to a company, it is a good idea to reward them for coming back.
- It can be a huge discount; or can just be a percentage off of their bill. However, simply acknowledging and to appreciate their business and are thankful they are coming back is a great way to encourage loyalty.

❖ **Giving rewards for references.**

- Giving current customers rewards for referring other customers is yet another way to show current customers to appreciate their business. It also helps build up customer database quickly.

❖ **Offering updates.**

- A company can post updates on Facebook or Twitter page, about their business.
- This will make customers feel like they know the company well.

- They will have the inside scoop, a behind-the-scenes look at what company is dealing with on any given day.
- As a result, business suddenly become more human to them. This is important because appearing as a human in their eyes instead of a big, cold, heartless company is key to relationship building. Consequently, it's crucial to personal branding as well. Updating your social-media accounts or website is a great way to create brand loyalty.

1.1.5. MEASURING BRAND LOYALTY

➤ PURCHASE BEHAVIOUR PATTERNS

- Consumer behaviour captures all the aspect of purchase, utility and disposal of products and services. In groups and organization are considered within the framework of consumer. Failing to understand consumer behaviour is the recipe for disaster as some companies have found it the hard way.
- For example, Wal-Mart launched operations in Latin-America with store design replicating that of US markets. However, Latin America consumer differs to US consumer in every aspect. Wal-Mart suffered consequences and failed to create impact.
- Social, cultural, individual and emotional forces play a big part in defining consumer buying behaviour.
- Consumer buying behaviour is influenced by individual's own personality traits. These personality traits do not remain the same but change with the life cycle.
- The choice of occupation and corresponding income level also play part in determining consumer behaviour.
- A doctor and software engineer both would have different buying pattern in apparel, food automobile etc.

- Consumers from similar background, occupation and income levels may show a different lifestyle pattern.
- An individual buying behaviour is influenced by motivation, perception, learning, beliefs and attitude. These factors affect consumer at a psychological level and determine her overall buying behaviour.
- Maslow's hierarchy, Herzberg Theory and Freud Theory try and explain people different motivational level in undertaking a buying decision. Perception is what consumer understands about a product through their senses.
- The negative costs that a consumer incurs as a result of changing suppliers, brands or products.
- Although most prevalent switching costs are monetary in nature, there are also psychological, effort- and time-based switching costs.
- Switching costs are incremental expenditures, inconveniences, and risks incurred when a customer changes from one supplier to another.
- Sustainable companies usually try to employ strategies that incur some sort of high cost in order to dissuade customers from switching to a competitor's product, brand or services.
- For example, many cellular phone carriers charge very high cancellation fees for cancelling a contract. Cell phone carriers do this in hopes that the costs involved with switching to another carrier will be high enough to prevent their customers from doing so.

➤ **SATISFACTION MEASUREMENT**

- A satisfied customer is one who will continue to buy from you, seldom shop around, refer other customers and in general be a superstar advocate for the business.
- The customer satisfaction can be measured by: Perceived quality, Loyalty, Attributional satisfaction and Intention to repurchase.

1.2 INDUSTRY PROFILE

❖ INTRODUCTION TO E-COMMERCE

The term e-commerce was coined back in the 1960s, with the rise of electronic commerce – the buying and selling of goods through the transmission of data – which was made possible by the introduction of the electronic data interchange. E-commerce has become one of the most popular methods of making money online and an attractive opportunity for investors.



FUNCTIONS OF E-COMMERCE

Though purchasing items online is a major facet, e-commerce is more than that. This type of commerce can be useful at the enterprise level as well. E-commerce is not just on the Web. According to Internet experts, there are at least four different categories of e-commerce that we all should understand before starting this type of service.

1. BUSINESS TO BUSINESS (B2B)

This type supports businesses trading with one another – for example, manufacturers selling to their distributors or wholesalers selling to retailers. This type of service is crucial to the survival of any business; they depend not only on your company providing them with the products they

need but they rely on this service to keep their businesses up and running. They will demand fast delivery times and simplicity when buying online.

2. BUSINESS TO CUSTOMER (B2C)

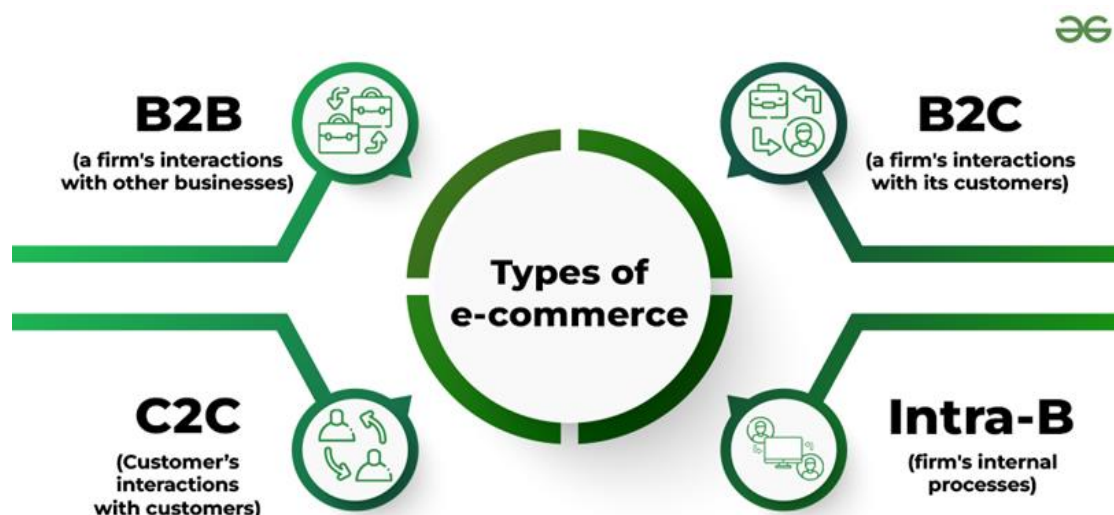
Business to customer is the picture that everyone envisions when they think of e-commerce. This is selling to the general public through electronic shopping carts, without any human interaction. There are some very popular businesses to customer sites that many people use on a regular basis. It was on this platform that e-commerce got its start.

3. CONSUMER TO BUSINESS (C2B)

With consumer to business, the individual can upload a personal project online and companies interested could bid on the job. This is a great platform for many freelance workers who are not associated with any particular business. Artists, writers, musicians, and other forms of creative arts have thrived on this type of service making it very popular in today's business world.

4. CONSUMER TO CONSUMER (C2C)

With this type of e-commerce, consumers use online classifieds for various forums to buy and sell their personal goods. The old-fashioned way of the used car sale or a garage sale has gone electronic with this particular method of electronic trading. Whether you have one item to sell or a garage full of them, you can use e-commerce to inform, make the transaction and even arrange the delivery without ever seeing your customers face-to-face.



❖ WHY DO BUSINESSES SELL ONLINE?

1.Higher Margins: Setup costs and ongoing operational costs such as rent,

heating, electricity, warehousing (if operating a drop-ship model) and inventory

management are often significantly reduced or otherwise eliminated. Further, customer service and other administrative tasks can be automated or outsourced at a relatively low-cost. As such, higher margins can usually be achieved when selling via an Online store compared to operating an offline business.

2. Scalability: With a brick-and-mortar business, the owner is often limited by the amount of people who can physically be in the store at any one time. There is no limit when trading online. Running an e-commerce business means tapping into a truly global market. Furthermore, online platforms enable rapid scaling. With the emergence of social media and content marketing as well as the option of generating traffic and conversions through pay-per-click (PPC), expanding into new regions or markets can happen quickly. A great example of this in practice is Choxi, a business that experienced revenue in just one year.

3. Consumer Insight / Technology: E-commerce businesses typically collate a tremendous amount of customer data. With every element of consumer behaviour being tracked, e-commerce business owners are able to understand, tweak and improve the customer shopping experience for customers – making data-led decisions to increase conversion rates and sales. With technology rapidly evolving, it is important that online retailers use tools such as Google Analytics correctly to understand their customers' buying habits, unlocking insight from this data presents a unique advantage, not available to offline stores. Those who leverage the right systems and technology can see their businesses grow extremely quickly.

CHAPTER – 2

COMPANY PROFILE

GLOBAL OUTLOOK



Amazon (AMZN) is positioned to be the foremost beneficiary of two of the most important secular trends in the global economy, which resumed coverage on the company with a buy rating as the stock hit an all-time high yet again.

The two global trends of Amazon are:

- 1) A shift of consumer spending away from traditional bricks-and-mortar retail and toward e-commerce.
- 2) The ongoing conversion of enterprise software spending away from on premise deployments to cloud deployments. Amazon continues to aggressively invest in content for Prime Instant Video in order to support the Prime ecosystem, which should allow the company to gain share in the U.S. media market, presenting a threat to Netflix. While Amazon has traditionally been an e-commerce giant, the software roots upon which the company was founded allowed Amazon to gain a first-mover position. Between 2008 and 2015, Amazon Web Services revenue grew at an 85% compound annual growth rate, increasing from about \$105 million to \$7.8 billion as of 2015. Amazon competes in the web services market against

Microsoft, Alphabet, IBM and others. Amazon also has an advantage with its Prime membership business, a \$99 annual membership program that includes benefits ranging from free two-day shipping to bundled access to Prime Instant Video to 2-hour shipping on select goods. "Prime has built a better mousetrap for retail in terms of both selection and convenience. Amazon's continued investments in the overall Prime value proposition has supported ongoing growth in online sales of electronics and general merchandise.

Amazon stock closed at 828.72, up 1.6%, in the stock market, and it touched an all-time high of just under 829. Amazon's stock has significantly dropped since December 3. It is now more affordable to own. Amazon is a must-have investment for your 2019 portfolio. Aside from its growing presence in India, Amazon can now cater to online shoppers in more countries. Investors can turn more optimistic on Amazon when the company starts showing better international net sales. Non-U.S. citizens/residents can now shop on Amazon.com and pay using local currencies at Western Union remittance/money transfer partner outlets. Amazon also has another obvious tailwind from its decision to sell its own brand of toys.

The global toy industry's revenue last year was \$83 billion. Investors are turning more bearish on Amazon (AMZN). Since December, AMZN's price has notably dropped from \$1,772.36 to \$1,343.96 (from December 3 to December 24). However, I see this as an opportunity to find cheaper buy-in windows to own more AMZN shares. In spite of the current negative market emotion over AMZN, my fearless 12-month forecast is that it can beat its 52-week high of \$2050.50.

1.3 OBJECTIVES OF THE STUDY

- To measure the level of trust and reliability of the customers.
- To make the customers analyse the market structure of amazon.
- To determine levels of customer satisfaction towards amazon.

1.4 SCOPE OF THE STUDY

The scope of the study is to measure brand loyalty of amazon.in customers pertaining in Chennai area. This project is done to provide an approach for analysing market structure in terms of brand loyalty for the online purchase done through the amazon company. Consumers should be able to identify which product and services Amazon Company offers. They should also be able to identify which benefits are associated with the amazon company. The result of

this study will help the amazon company to rectify its mistakes and to come out with a new plan and strategies if required and it also helps them to recreate their position in the industry again.

1.5 NEED OF THE STUDY

Customer or brand loyalty is considered to be the bread and butter of what keeps business alive. Brand loyalty is a very important component of brand value and it significantly contributes to the meaning of brand as a resource of the firm. The basic idea of this study is to find the brand loyalty or customer loyalty towards Amazon Company. The needs have to be recognised and necessary steps have to be taken to make the changes.

- It helps in the Contribution of Brand loyalty towards Competitive Advantage of a Firm
- Brand loyalty depends on the emotional ties between the buyer and seller.
- Sense of community indicates a specific level of loyalty related to buyer's group. The customer feels a part of a particular group associated with the brand and develops a feeling of social belonging.

1.6. LIMITATION OF THE STUDY

This study is based on data collection. So, all the limitation associated with sampling concept will affect the study.

- The main limitation of the project is time limit.
- The study was conducted on a limited sample of 104 respondents.
- Consumer did not reveal the accurate information.
- Several providers of the same product can result a price battle.
- Amazon- a potential competitor.

INTRODUCTION ABOUT AMAZON

Name	Amazon.com, Inc.
Founded	July 5, 1994
Logo	 The Amazon logo features the word "amazon" in a bold, lowercase, sans-serif font. Below the letters "a" and "z" is a curved orange arrow that starts under the "a" and points towards the "z", resembling a smile. Below the logo, there is a small, faint text string: "shutterstock.com - 2316007723".
Industries Served	Internet, Retail Consumer, Electronics
Geographic areas served	Worldwide (Amazon Marketplace in 14 countries)
Headquarters	Seattle, Washington, United states.
Current CEO	Jeffrey P. Bezos
Revenue (US\$)	280.522 billion (2019) 30.8% increase over 247.866 billion (2018)
Profit (US\$)	4.033 billion (2019) 30.9% increase over 3.317 billion (2018)
Employees	798,000 (2019)
Main Competitors	Alibaba Group, Apple Inc., eBay, Inc., Facebook Inc., Alphabet (Google Inc.) Inc., International Business Machines Corporation, Microsoft Corporation, Netflix Inc., Walmart, Inc. and many other Internet and retail companies.

HISTORY

In 1994, Bezos incorporated Amazon. In May 1997, the organization went public. The company began selling music and videos in 1998, at which time it began operations internationally by acquiring online sellers of books in United Kingdom and Germany. The following year, the organization also sold video games, consumer electronics, home improvement items, software, games and toys in addition to other items.

In 2002, the corporation started Amazon Web Services (AWS), which provided data on Website popularity, Internet traffic patterns and other statistics for marketers and developers. In 2006, the organization grew its AWS portfolio when Elastic Compute Cloud (EC2), which rents computer processing power as well as Simple Storage Service (S3), that rents data storage via the Internet, were made available. That same year, the company started Fulfilment by Amazon which managed the inventory of individuals and small companies selling their belongings through the company internet site. In 2012, Amazon bought Kiva Systems to automate its inventory-management business, purchasing Whole Foods Market supermarket chain five years later in 2017.

BOARD OF DIRECTORS

As of November 2019, the board of directors is

- Jeff Bezos, President, CEO, and Chairman.
- Rosalind Brewer, Group President, and COO, Starbucks.
- Jamie Gorelick, partner, Wilmer Cutler Pickering Hale, and Dorr.
- Daniel P. Huttenlocher, Dean of the Schwarzman College of Computing at the Massachusetts Institute of Technology.
- Judy McGrath, former CEO, MTV Networks.
- Indra Nooyi, former CEO, PepsiCo.
- Jon Rubinstein, former Chairman, and CEO, Palm, Inc.
- Thomas O. Ryder, former Chairman, and CEO, Reader's Digest Association.
- Patty Stonesifer, President, and CEO, Martha's Table
- Wendell P. Weeks, Chairman, President, and CEO, Corning Inc.

“AMAZON CAN BE ONE OF THE MOST SUCCESSFUL COMPANIES ALLOVER THEWORLD. RISKS ARE BIG, BUT PROFITABILITY CAN BE ALSO BIG”-

The company was started by Jeff Bezos in July 1995 in Washington USA. The company's aim is to become the top spot to purchase, locate and discover any merchandise or service accessible online. Amazon.com aims to go on to improve and widen its brand, buyer base and electronic trade proficiency with the objective of creating customers' ideal online shopping place, in the United States and across the globe. Amazon in Determining Its Stakeholders At present times, stakeholders are gradually more apprehensive about accountability and administration of a specific business. In the Amazon.com, there are a several stakeholders in the corporation. Amazon has acknowledged its main stakeholder group (its customers). As an Outcome, the company places consumer service as its leading priority.

In other word, the company is enthusiastic to stick to its viewpoint and showing significant importance to their number one stakeholder which are the customers.

Second are the shareholders of Amazon as it is a publicly apprehended company. These Stakeholders are more concerned on the return of their investments. Finally, Amazon's Stakeholders consist of the employees as they are a main factor in delivering Amazon's success. The Amazon Company views the employees as their backbone in operations. Every day operations rely on these stakeholders who work in numerous diverse areas with the goal to grant customers with the point of service they anticipate when interacting on the internet or discussing to a member of staff on the phone.

How Amazon. In's marketing strategy impacts on levels of customer acquisition, retention, and loyalty. “To become a customer-oriented company is the mission of Amazon.com”



The company has adopted marketing strategies that will enable Amazon to achieve and attract customer and gain their loyalty. To boost the marketing aspect of Amazon, the company adapted the CRM or Customer Relationship Management approach. CRM is a mixture of hardware, software, procedure, relevance and administration assurance to develop client service, maintain clients and present methodical capabilities. The vibrant practice of running a customer-company connection makes the purchasers prolong mutually advantageous profit-making exchanges and discourage from involving in exchanges that are unbeneficial to the business. As the competition in market gets tighter, the customer loyalty has become one of the target marketing objectives of CRM. Customer loyalty suits to be the determinant component that manipulates the Amazon's long-term earnings.

As a symbol of the market share, customer's devotion to company is more significant than that to consumer considered market share is an outcome. Excellent service is also a significant point of magnetizing clients to prefer Amazon.com. Knowing online shopping as unusual, sellers and buyers cannot converse to each other straightforwardly. Furthermore, clients do not have the opportunity to see the actual products before they buy. Thus, the Amazon.com thinks that both customers and sellers necessitate constructing a good connection, and they must have to serve their clients carefully to build assurance and trust. The embedded marketing system that Amazon uses for the customer's convenience is perhaps the best model of the Amazon.in general approach to online marketing. Customer tracking is an Amazon.com stronghold. Furthermore, delivery is a significant component of online shopping. To Amazon.com, it has

provided advertising to assist its clients to set aside the high price shipment. It frequently promotes free of charge shipment at usual period or giving various discount on the delivery.

- Customer Loyalty of Amazon.com helps to build a long-lasting relationship- Based on a survey performed by the Temkin Group. Amazon.com is one of the companies reaching the top rates of customer loyalty in America.
- First is the customers' uncertainty to shift to other company. Thus, customers of Amazon.com has become satisfied with its services, they could no longer risk to spend time in trying other companies.
- Second is the customers' readiness to purchase more goods from Amazon.com. Hence, the impact of their quality service has built loyalty to their customers. And lastly is the customers' willingness to suggest it to others.
- Therefore, the impact to customer acquisition is increasing. As a whole, the marketing strategies of Amazon.com such as the use of CRM and embedded marketing system, the company was able to attract customers, gain their loyalty and maintain the relationship with these key stakeholders.
- The promos on their delivery Services somehow gain the customers' loyalty.
- Thus, the objective of project brand loyalty has been attained in the company

Amazon.com. The impact on customers resulted to customer loyalty, preservation and acquisition of more customers.

❖SWOT ANALYSIS

Strengths in the SWOT analysis of Amazon

1. Strong background and deep pockets – Built on its early successes with books, Amazon now has product categories that include electronics, toys, games, home and kitchen, white goods, brown goods and much more. Amazon has evolved as a global E- commerce giant in the last 2 decades.

2. Customer centric: Company's robust CRM has created customer centric processes in order to carefully record data on customer's buying behaviour. This enables them to offer

individual items, related items or bundle them as an offer, based upon preferences demonstrated through purchases or items visited. Also, the company claims that 55% of their customers are repeat buyers resulting in low cost of acquisition of new buyers.

3. Cost leadership: In order to differentiate itself, company has created several strategic alliances with other companies to offer superior customer service. The most important strategic tie ups are with logistics providers who control costs. This contributes in a strong Value chain. Because of playing on economies of scale, Amazon is able to lower the inventory replenishment time.

4. Efficient delivery network: With its strategic partners & due to its Amazon fulfilment centres, Amazon has created a deep & structured distribution network in order to make the product available even at remote locations. It also has free of cost delivery charges in certain geographies.

5. GLOCAL strategy: By using the strategy of “Go global & act local”, Amazon is able to fight with domestic E-commerce companies through absorbing & by forming /partnering with supply chain companies. The branding too is done as per local taste. For example – In India, Amazon is currently using the “Aur Dikhaao” campaign to encourage users to browse more of their products.

6. Acquisitions: Acquiring companies like Zappos.com, Junglee.com, IMBD.com, woot.com etc. has proven to be a successful and revenue generating step for the E commerce giant.

Weaknesses in the SWOT analysis of Amazon

1. Shrinking margins: Due to extensive delivery network& price wars Amazons margins are shrinking, which is resulting in even losses. In India, Amazon had a loss of \$359 crs in the year 2013-14.

2. Tax Avoidance issue: Amazon has attracted negative publicity on account of Tax Avoidance in countries like U.S & UK. Most of its revenue is generated from these well-established markets.

3. High Debt: In many developing nations Amazon is still struggling to make the business profitable thereby affecting the overall profitability of the group resulting into High debt.

4. Product flops – Amazon launched the fire phone in the US which was a big flop. At the same time, Kindle fire did not pick up as strongly as Kindle did. Thus, there were several product flops which caused a dent in Amazon's deep pockets.

Opportunities in the SWOT analysis of Amazon

1. Backward Integration: Amazon can come up with its In-house brands in different product categories. They can also differentiate their offering. This will help them make profits in highly competitive E-commerce market.

2. Global Expansion: Expansion mainly in Asian & developing economies will help Amazon because those are the markets with low competition in E-commerce industries & are not saturated like developed economies.

3. Acquisitions: By acquiring E-commerce companies it can decrease the competition level & also can use the specialized capacity of the other company.

4. Opening physical stores outside U.S: By doing this Amazon can help the customers to engage with the brand, resulting in increase in repeat purchases & increase in loyal customer base.

Threats in the SWOT analysis of Amazon

1. Low entry barriers of the industry: Low entry barriers affect the current player's business as more & more company means tough competition, price wars, shrinking margins & losses resulting into questioning the sustainability of the players.

2. Government regulations: Not having clarity on the issues related to FDI in multi brand retail, has been a big hurdle in the success of the E-commerce players in many developing nations.

3. Local competition – India has snap deal and Flipkart who are local E commerce retailers and are taking away majority of the market. Similarly, there are many local players who take bites from the market share thereby making it hard for a big player like Amazon to make profits.

❖MAIN COMPETITORS OF AMAZON

Amazon Inc. is an online retailer. It is the largest e-commerce company by revenue in the United States, as of 2019. The company's website faced issues on July 16, 2018, the first day of Amazon's 36-hour major promotion "Prime Day". Amazon.com operates in three general segments: media, electronics, and other merchandise.

Here are its main competitors:

- In the media segment, Amazon competes with auction site eBay, Netflix, Time

Warner Cable, Apple with iTunes and Google with its Play Store.

- Amazon has several competitors in the electronics and general merchandise segment, many of which are brick and mortar retailers, including Best Buy, Family

Dollar, Staples, Target, Walmart Inc., Big Lots, and Syste Macs. Its online competition in the electronics and general merchandise segment includes Alibaba Group, Light in The Box Holding Co., Overstock.com, PCM, Inc., and Vipshop Holdings Ltd., JD.com, Wayfair Inc. and Zulily.

- In the third operating segment, Amazon competes with several of the world's largest companies including CDW, PC Connection, Inc., Insight Enterprises, Inc., Oracle, and salesforce.com, Accenture and Citrix Systems, Inc., among others.

Walmart.

Walmart is another global giant. This big-box department store generates \$514.41

billion in net sales per year. That's more than double Amazon, although a large percentage of Walmart's sales obviously come from brick-and-mortar purchases.

There are more than 11,000 Walmart physical store locations across 27 countries.

While Walmart is best-known for its physical department stores, this retail giant also has a significant presence online. Behind Amazon, Walmart is the second most popular online store in the United States in terms of ecommerce revenue.

Alibaba / AliExpress.

Alibaba is a China-based online retailer. This international giant specializes in wholesale selling online, which is a differentiation factor compared to Amazon.

Another unique difference between Alibaba and Amazon is its overall business model. While Amazon is run entirely under one roof, Alibaba is split into separate businesses:

- ☐ Alibaba.

- ☐ Taobao.

- ☐ Tmall.

Alibaba is the B2B focus of the company, while the other branches focus on B2C and multinational brands, respectively. As of June 2019, there are 755 million Alibaba users worldwide. The company is responsible for 58% of all online retail sales in China. Alibaba sold \$30.8 billion of products on November 13, 2018, the Chinese version of Black Friday known as “Singles Day.” With an international presence, a dominant market share in China, and B2B sales in addition to B2C focus, Alibaba is a force to be reckoned with. Plus, any website that can do \$30 billion in one day can definitely win against Amazon.

CHAPTER -3

A) REVIEW OF LITERATURE

B) RESEARCH METHODOLOGY

Pepper's & Rogers (2000) to gain customers and increase profit are the major goals of a typical business. But to have a continuous success, a company should maintain their customer's loyalty to their products. Research conducted by Pepper's & Rogers (2000) has shown that the cost for an enterprise to develop a new customer is 10 times as much as the cost for maintaining an existing customer. Pepper's & Rogers (2000) also reveal that if a company put 5% of its marketing cost on customer, the company's effectiveness can be increased by 60% to 100%. This therefore shows that customers are very important to all business and for a company to attain the goal of gaining customers and increasing profit; the business should present quality products and services as well as marketing to customers. As for the Amazon.com, the transactions take place over the internet thus utilizing the modern technology.

According to Nelson (2002, 2004), search goods are those for which consumers have the ability to obtain information on product quality prior to purchase, while experience goods are products that require sampling or purchase in order to evaluate product quality. Examples of search goods include cameras (Nelson 2002) and natural supplement pills (Weathers et al. 2007), and examples of experience goods include music (Bhattacharjee Nelson 2004) and wine (Klein 2005). Although many products involve a mix of search and experience attributes, the categorization of search and experience goods continues to be relevant and widely accepted (Huang et al. 2009). Products can be described as existing along a continuum from pure search goods to pure experience goods.

Cunningham (2006) identified three definitions of brand loyalty comprising; customers lost and gained over specific time periods; time sequences of individual purchases and share of the market (Smith). Olsen and Jacoby (1971) used factor analysis to conceptualised brand loyalty and found that brand loyalty is related to; percentage of purchase devoted to the most purchased brand, number of different brands purchased over the past two years, number of times the favourite brand was purchased out of the last five purchases, three consecutive purchases out of the last five purchases and the actual number of consecutive purchases of favourite brand out of the last five purchases (Smith). Based on the summary by Smith brand loyalty as defined by Cunningham (1956), Day (1969) Buford, Eni's and Paul (1971), Olson and Jacoby (1971) behavioural loyalty is expressed in the form of 'repeated purchase' of the brand (Smith, 2003).

David A. Aaker (2008) defines brand loyalty as the measure of attachment that a consumer has towards a brand. Brand loyalty according to him reflects how likely a consumer will be to switched brands when that brand makes a product change either in price or product features. Aaker states that the core of a brand's equity is based on customer loyalty. Therefore, if customers buy with respect to features, price and convenience with little concern to the brand name, there is perhaps little equity (Aaker, 1991). Aaker conceptualises brand loyalty as a pyramid with five tiers. The bottom represents the non-loyal consumers who are indifferent to the brand and who perceived any brand as being adequate whereby the brand name has little influence over buying decisions. The second level are those who are satisfied with the product or are at least not dissatisfied. The next level are the satisfied buyers with switching costs, those who do not want to risk changing product and may be termed habitual buyer. The next level are loyal buyers who considers the brand as a friend. The fifth level is the committed buyer or those who are extremely loyal to the brand. They comprise those who are proud users and will recommend the product to others (Aaker, 1991).

Sheth and Park (2001) suggested that Brand Loyalty is multi-dimensional and comprise three dimensions namely, the emotive tendency towards the brand; the evaluative tendency towards the brand and third the behavioural tendency towards the brand. They theorised that all three dimensions are present in every situation where brand loyalty prevails (Sheth and Park, 1974).

Harris & Goode (2004) tested the relationship between satisfaction and loyalty on two different samples, one which consisted of book buyers while the other consisted of plane ticket buyers. The relationship was only found significant in the sample of book buyers. The authors try to explain this by arguing that the context in the flights sector is different, because the flights market is dominated by loyalty schemes, like reward points for purchasing flights, where consumers are more likely to exhibit loyalty even though the levels of satisfaction are lower than other markets. Jiang & Rosenbloom (2005) tested three different types of satisfaction, namely customer's at-checkout satisfaction, after-delivery satisfaction and overall satisfaction with transaction, and only the after-delivery satisfaction variable was found to be significant.

Jagdish N. Sheth (2004), in the paper, "A Factor Analytical Model of Brand Loyalty", With factor analysis as a method of estimating parameters, an empirical model of measuring brand loyalty for individual consumers based on frequency and pattern of purchases is presented. Since we are more accustomed to probability notions, an interesting extension of

this research would be to establish isomorphic transformation of brand loyalty scores into probability measures. The resulting probabilities would then be functions of both frequency and pattern (history) of purchases because brand loyalty scores are themselves based on both frequency and pattern of purchases. Despite some limitations, the method seems superior to stochastic models for generating robust measures at the individual level. Reviews in brand loyalty are restricted though it is an exhaustive area to explore complete reviews and it may deviate from the title.

Kevin Lane Keller (2004), has contributed a paper in the topic, “Conceptualizing, Measuring, and Managing Customer-Based Brand Equity”. The author presents a conceptual model of brand equity from the perspective of the individual consumer. Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favourable, strong, and unique brand associations in memory. The article also explores some specific aspects of this conceptualization by considering how customer-based brand equity is built, measured, and managed. Building brand equity requires creating a familiar brand name and a positive brand image-that is, favourable, strong, and unique brand associations. Strategies to build customer-based brand equity are discussed in terms of both the initial choice of the brand identities (brand name, logo, and symbol) and how the brand identities are supported by and integrated into the marketing program. Two basic approaches to measuring customer- based brand equity are outlined. The indirect approach measures brand knowledge (brand awareness and image) to assess the potential sources of brand equity. The direct approach measures the effects of the brand knowledge on consumer response to elements of the marketing mix. This article provides the base for this research study. Chan Su Park and V.

Srinivasan (1994) their study on “A Survey-Based Method for Measuring and Understanding Brand Equity and Its Extendibility” the authors develop a new survey-based method for measuring and understanding a brand's equity in a product category and evaluating the equity of the brand's extension into a different but related product category. It uses a customer-based definition of brand equity as the added value endowed by the brand to the product as perceived by a consumer. It measures brand equity as the difference between an individual consumer's overall brand preference and his or her brand preference on the basis of objectively measured product attribute levels. To understand the sources of brand equity, the approach divides brand equity into attribute-based and non-attribute-based components.

Deepak and Agarwal (2003), in their research study, “Effect of Brand Loyalty on Advertising and Trade Promotions: A Game Theoretic Analysis with Empirical Evidence”, In this paper the authors examined the issue of balancing media advertising (pull strategy) and trade promotions (push strategy) for manufacturers of consumer-packaged goods. The analysis indicates that, if one brand is sufficiently stronger than the other and if advertising is cost effective, then the stronger brand loyalty requires less advertising than weaker brand loyalty, but a larger loyal segment requires more advertising than a smaller loyal segment. The analysis indicates that the retailer promotes the stronger loyalty brand more often but provides a smaller price discount for it compared to the weaker loyalty brand. In this sense, the stronger brand plays "offensive" by using more trade promotions, and the weaker brand Plays "defensive" by emphasizing advertising. The results show that, the retailer promotes stronger loyalty brands more often but provides a smaller price discount on average for them compared to weaker loyalty brands.

Arjun Chaudhuri and Morris B. Holbrook (2001), conducted a study in the topic, “The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty”. The authors examine two aspects of brand loyalty, purchase loyalty and attitudinal loyalty, as linking variables in the chain of effects from brand trust and brand affect to brand performance (market share and relative price). The results indicate that when the product- and brand-level variables are controlled for, brand trust and brand affect combine to determine purchase loyalty by high market share and attitudinal loyalty by high relative price.

Peter J. Danaher, Isaac W. Wilson and Robert A. Davis (2003), in their paper, A Comparison of Online and Offline Consumer Brand Loyalty, the authors’ compared consumer brand loyalty in online and traditional shopping environments for over 100 brands in 19 grocery product categories. They compared the observed loyalty with a baseline model, a new segmented Dirichlet model, which has latent classes for brand choice and provides a very accurate model for purchase behaviour. The results show that observed brand loyalty for high market share brands bought online is significantly greater than expected, with the reverse result for small share brands. In contrast, in the traditional shopping environment, the difference between observed and predicted brand loyalty is not related to brand share.

Woo Gon Kim and Hong-Bumm Kim (2004) in their study, *Measuring Customer-based Restaurant Brand Equity: Investigating the Relationship between Brand Equity and Firms' Performance* stated that Strong brand equity is significantly correlated with revenues for quick-service restaurants. The study tested four elements of brand equity, namely, brand awareness, brand image, brand loyalty, and perceived quality. Of those attributes, brand awareness had the strongest direct effect on revenues, while loyalty had the least effect. One of the contrary findings was that, awareness showed the smallest effect on brand equity, far eclipsed by image, loyalty, and product quality.

Arthur W. Allaway, Patricia Huddleston, Judith Whipple and Alexander E. Ellinger (2011) in their paper, *Customer-based brand equity, equity drivers, and customer loyalty in the supermarket industry* stated that the purpose of the paper is to measure consumer-based brand equity in the supermarket industry and to identify the strategy drivers associated with levels of brand equity for consumers' typically patronized supermarkets. This paper is the first to link consumer-based brand equity and the supermarket branding efforts that drive it for specific retail brands. In an industry with numerous choices in nearly all market areas and low switching costs, successful branding can translate into emotional commitment, shopping loyalty, and even person-to-person promotion of the brand to others.

Oyeniya, Omotayo Joseph - Abiodun, A Bolaji Joachim (2010) emphasis on customer loyalty and customer switching cost. Switching cost is one of the most discussed contemporary issues in marketing in attempt to explain consumer behaviour. The present research studied switching cost and its relationships with customer retention, loyalty and satisfaction in the Nigerian telecommunication market. The study finds that customer satisfaction positively affects customer retention and that switching cost affects significantly the level of customer retention.

Sany Sanuri Mohd. Mokhtar; Ahmed Audu Miyake; Norzaini bt Mohd Noor (2011) explores the relationship between service quality and customer satisfaction on customer loyalty with regards to mobile phone usage among the postgraduate students of a university in Northern Malaysia. The results show that both service quality and customer satisfaction significantly affect the level of customer loyalty of mobile phone users in Malaysia. It was therefore, recommended that mobile service providers should pay special attention to their service quality and the factors that drive customer satisfaction.

Ramakrishnan Venkatesa kumar, D. Ramkumar and P. Thillai Rajan, (2008), confirms that Brand loyalty and brand switching behaviour of the consumers are evergreen issues of research and strategic importance to the marketers and academic researchers. The current research aims to address the significance of product attributes in brand switching behaviour through multi-dimensional scaling and results suggest that a set of product attributes trigger the intention to switch the current brand.

Kurt Matzler, Sonja Bidmon, Sonja Grabner-Kräuter, (2006) explore the relationship among two personality traits (extraversion and openness), hedonic value, brand affect and loyalty. It argues that individual differences account for differences in the values sought by the consumer and in the formation of brand affect and loyalty. It was found that extraversion and openness are positively related to hedonic product value and that the personality traits directly (openness) and indirectly (extraversion, via hedonic value) influence brand affect which in turn drives attitudinal and purchase loyalty.

Jonathan, Lee, Janghyuk, Lee and Lawrence, Feick, (2001) analysed that moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and to retain them. Thus, the purposes of this paper are: to examine the moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and then analyse the heterogeneity in the satisfaction-loyalty link among the different segments. An empirical example based on the mobile phone service market in France indicates support for the moderating role of switching costs. Managerial implications of the results are discussed.

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.

3.1. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem, it not only takes the research methods but also consider the logic behind the methods. The study of research methodology for developing the project gives us the necessary training in gathering materials and arranging them, participation in the field work when required, and provides training in techniques for the collection of data appropriate to particular problems.

3.2. SOURCE OF INFORMATION

The sources of information to be tapped depend upon the type of the study. In general, the source of data can be classified into two.

➤ DATA COLLECTION

Data collection is the method of gathering information. There are various methods of data collection such as personal interviewing, telephone, e-mail and the Internet. Depending on the questionnaire, these methods can be used separately or combined (data). According to the research is doing on an e-commerce company; the customers' feeling is the most important thing. So, the questionnaires were sent to consumers who had experiences on Amazon or knew something about Amazon before and the loyalty of the customer's' towards Amazon.

➤ PRIMARY DATA

Primary data is data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources.

QUESTIONNAIRE DESIGN

To ensure the data collection is suitable for the research purpose, the first step of the primary data collection is designing the questionnaire. According to the research questions and theoretical, there are 21 questions of questionnaire that have been produced.

➤ **SECONDARY DATA:**

The term is used in contrast with the term secondary data. Secondary data is data gathered from studies, surveys, or experiments that have been run by other people or for another research. Typically, the auxiliary data is from electronic sources (online services, such as the Internet). The internet is a general resource for research related to the theoretical support. The Internet is very useful for data collection, in particular, some professional websites. The secondary data collected from textbooks, magazines and the Internet, we used secondary data to support the background of our Research Company, literature review and case studies.

3.3. SAMPLING

Sampling is a statistical procedure that is concerned with the selection of the individual observation.

Random Sampling:

In data collection, every individual observation has equal probability to be selected into a sample. In random sampling, there should be no pattern when drawing a sample.

➤ **SAMPLE METHODS**

Sampling method refers to the way that observations are selected from a population to be in the sample for a sample survey.

➤ **SAMPLE DATA**

The questionnaires were only distributed among the college students, friends and relatives. Questionnaires were all given to the respondents who are using amazon as a platform for online shopping. It was ensured that the sample would cover adequately all the considered response in the study.

➤ **SAMPLE SIZE**

Sample size is a term used in market research for defining the number of subjects included in sample. By sample, we understand a group of subjects that is selected from the general

population and is considered a representative of the true population for that specific study. 104 responses taken from friend's relatives and others as sample.

3.4. TOOLS FOR ANALYSIS AND INTERPRETION

1. Questionnaire

2. pie chart

Percentage analysis

Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

$$\begin{array}{lcl} \text{Percentage of} & = & \frac{\text{No of respondents}}{\text{Total respondents}} \times 100 \\ \text{Respondents'} & & \end{array}$$

CHAPTER -4

ANALYSIS AND INTERPRETATION OF DATA

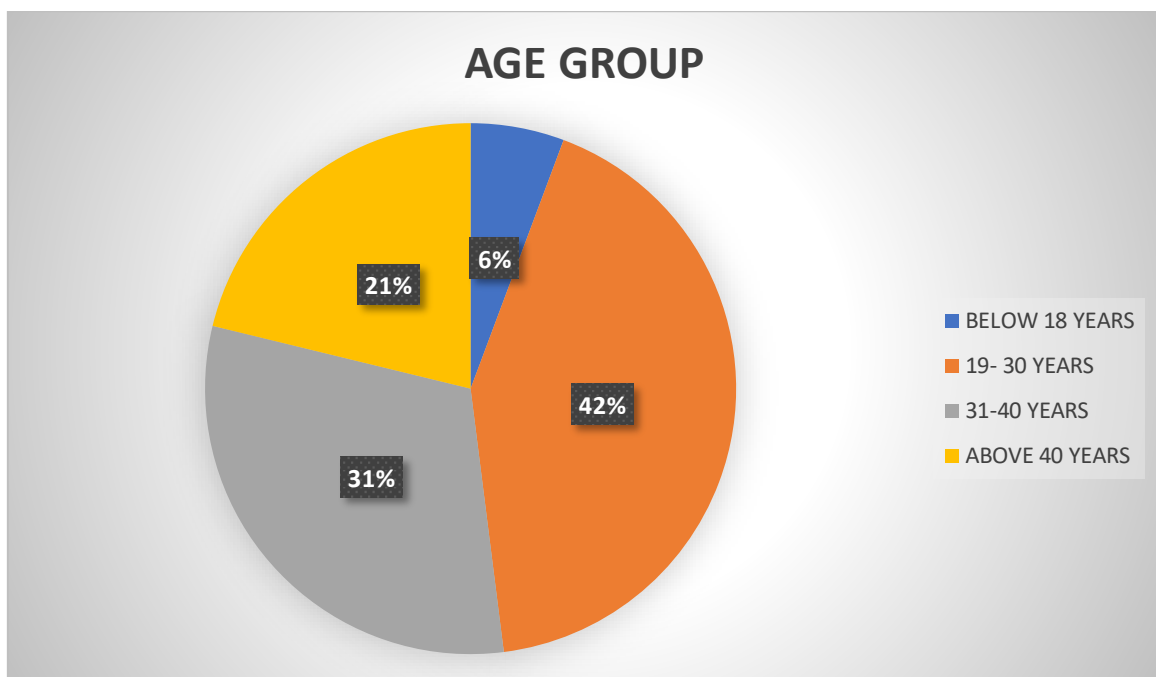
TABLE NO: - 4.1

The following table represents the age group of the respondents

AGE GROUP	NO OF RESPONDENTS	PERCENTAGE
Below 18 years	6	5.7%
19-30 years	43	42.3%
31-40 years	32	30.8%
Above 40 years	23	21.2%
TOTAL	104	100 %

CHART NO: - 4.1

The following chart represents the percentage of the age group



INTERPRETATION: - From the above chart it can be inferred that 6% of the respondents are aged below 18years, 42% are in the category of 19-30 years ,31% are in the category of 31-40 years, and 21% are in the category of above 40 years, Hence the majority of the amazon respondents age category lies between 19-30 years.

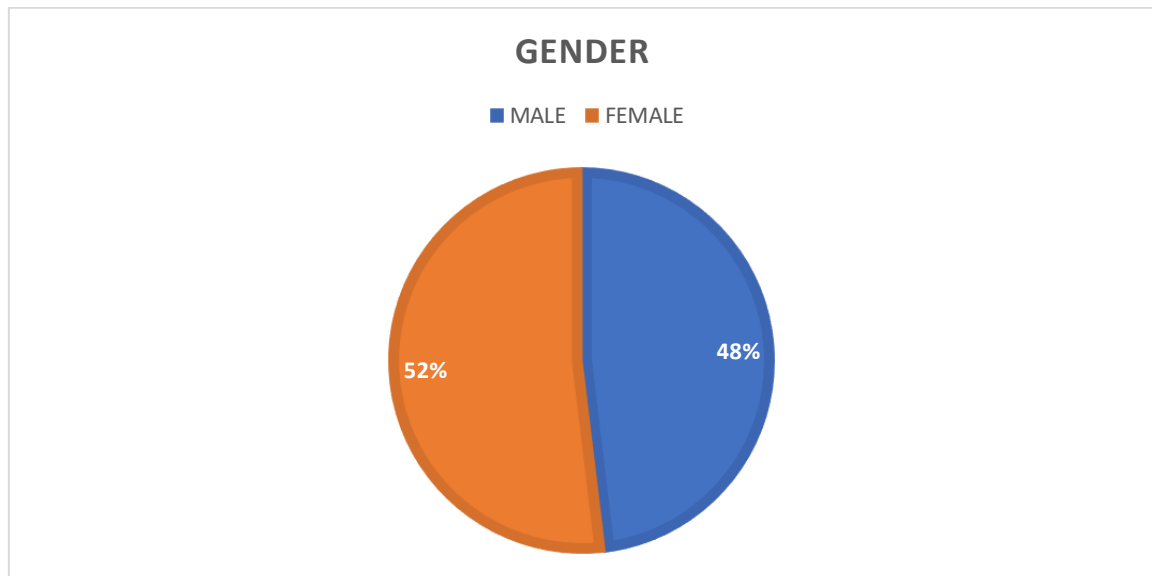
TABLE NO: - 4.2

The following table represents the gender of the respondents

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	51	48.1%
FEMALE	53	51.9%
TOTAL	104	100%

CHART NO :4.2

The following chart represents the percentage of the gender



INTERPRETATION: - From the above chart it can be inferred that respondents who are using amazon, where 48.1% are male, and 51.9% are female, Hence the majority of the amazon users are female when compared to male.

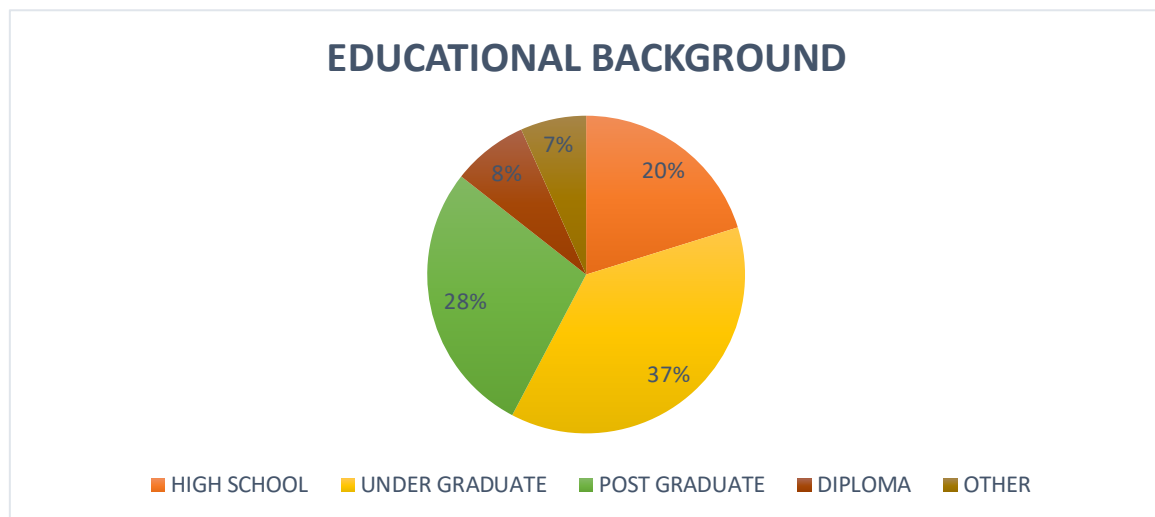
TABLE NO: 4.3

The following table represents the educational background of the respondents

EDUCATIONAL BACKGROUND	NO OF RESPONDENTS	PERCENTAGE
High school	21	20%
Under graduate	39	37%
Post graduate	29	28%
Diploma	8	8%
other	7	7%
TOTAL	104	100%

CHART NO: 4.3

The following chart represents the percentage of the educational background of the respondents



INTERPRETATION: - From the above chart shows the educational background of the respondents who are using amazon where 20% are in high school, 37% are in under graduate ,28% are in post graduate,8% are in diploma,7%are in other category, Hence the majority of the respondents educational background are under graduate.

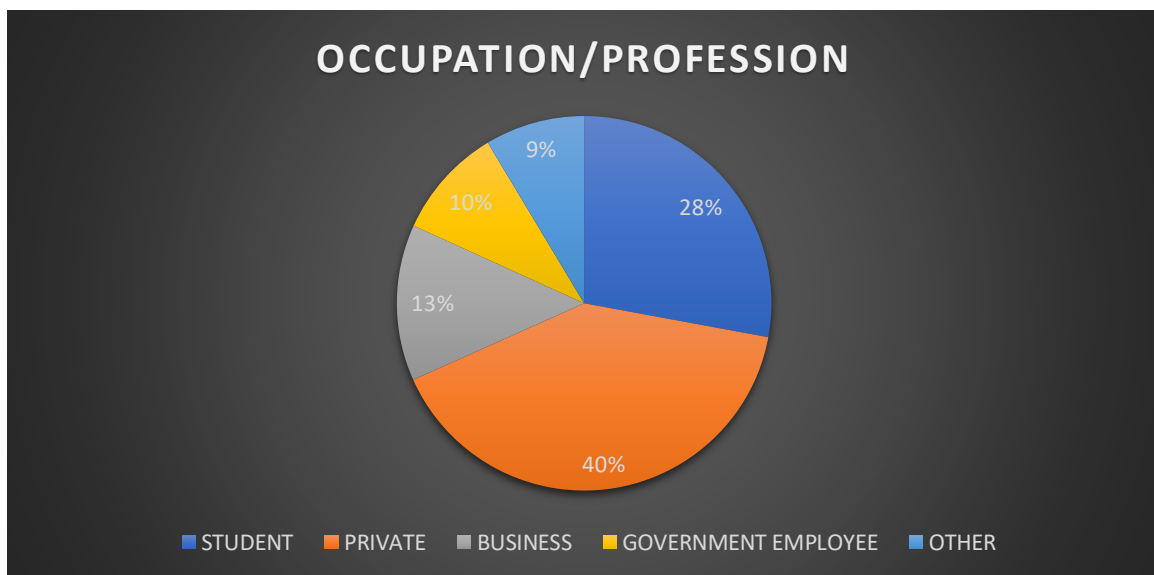
TABLE NO: -4.4

The following table represents the occupation /profession of the respondents

OCCUPATION / PROFESSION	NO OF RESPONDENTS	PERCENTAGE
Student	30	28%
Private	42	40%
Business	14	13%
Government employee	10	10%
other	8	9%
TOTAL	104	100%

CHART NO: - 4.4

The following chart represents the percentage of the respondent's occupation /profession



INTERPRETATION: - The above chart shows the occupation/profession of the respondents who are using amazon where 28% occupation is student, 40% occupation is private, 13% occupation is business, and 9% occupation is other ,10% are government employee, Hence the majority of the amazon respondents have their occupation as private.

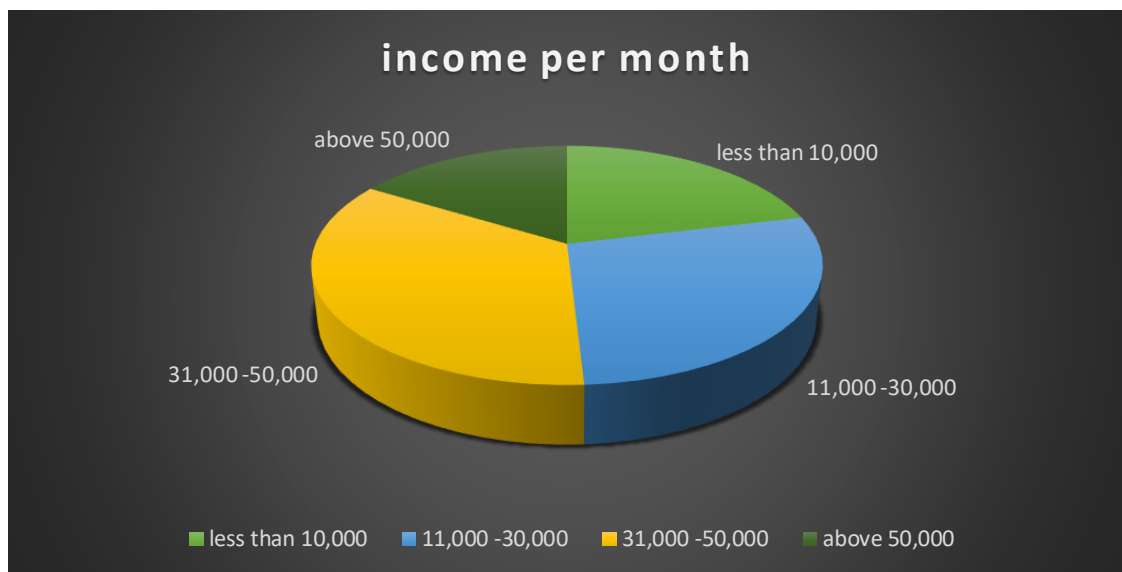
TABLE NO: - 4.5

The following table represents the income per month of the respondents

INCOME PER MONTH	NO OF RESPONDENTS	PERCENTAGE
Less than 10,000	22	21.2%
11,000 – 30,000	30	27.9%
31000 – 50,000	36	34.6%
Above 50,000	16	16.3%
TOTAL	104	100%

CHART NO: -4.5

The following chart represents the percentage of the respondent's income per month



INTERPRETATION: - The above chart shows the annual income per month of the respondents who are using amazon where 21.2% have their income less than 10000, 27.9% income per month is 11000-30000, 34.6% income per month is 31000 50000, and16.3% income per month is above 50000. Hence the majority of the amazon respondent's income per month lies between 31000-50000.

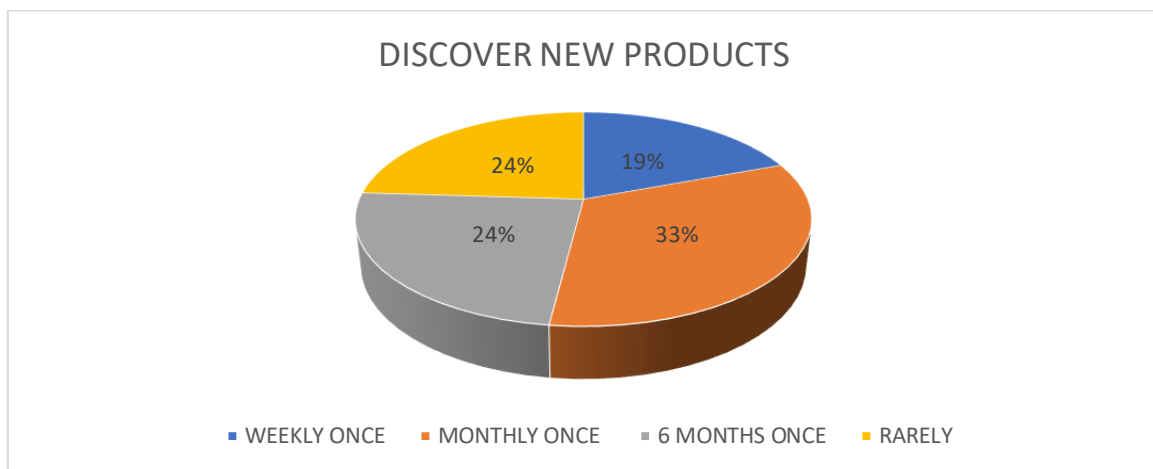
TABLE NO: -4.6

The following table represents the respondent's usage of amazon to discover new products

DISCOVER NEW PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
WEEEEKLY ONCE	20	19%
MONTHLY ONCE	34	33%
6 MONTHS ONCE	25	24%
RARELY	25	24%
TOTAL	104	100%

CHART NO: - 4.6

The following chart represents the percentage of the respondent's usage of amazon to discover new products



INTERPRETATION: - The above chart shows the respondents often usage of amazon to discover new products or brands where 24% discover the products in amazon weekly once, 33% discover the products in amazon monthly once, 24% discover the products 6 months once, and 19% discover the products rarely. Hence the majority of the amazon respondents discover the products or brands monthly once

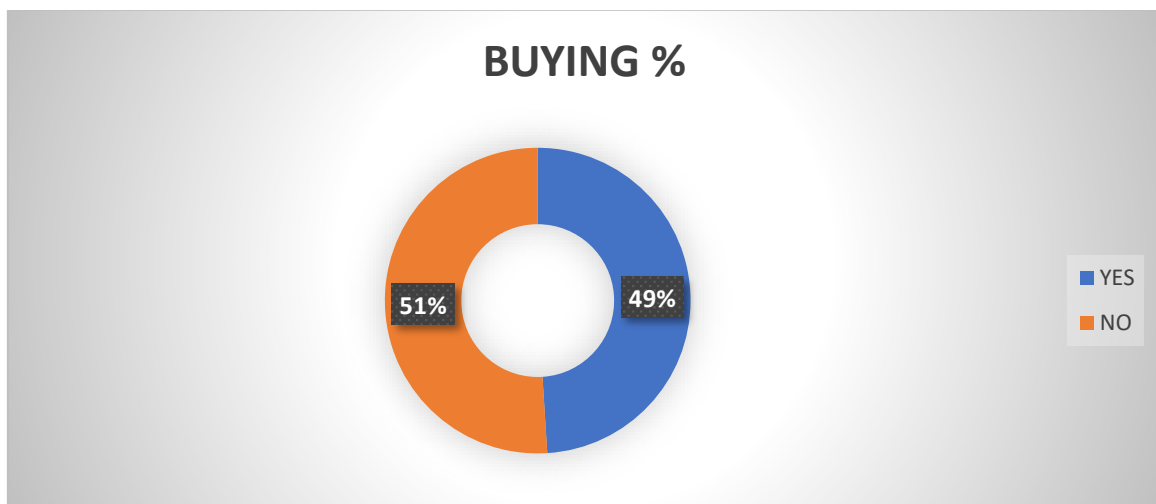
TABLE NO: - 4.7

The following table represents the respondents buying on Black Friday weekend

BUYING %	NO OF RESPONDENTS	PERCENTAGE
YES	51	49%
NO	53	51%
TOTAL	104	100%

CHART NO: - 4.7

The following chart represents the percentage of the respondents buying on Black Friday weekend



INTERPRETATION: - The above chart shows the buying percentage of the respondents for the black Friday event where 51% respondents bought on that day and 49% respondents don't buy on that particular day. Hence the majority of buyers have purchase on the black Friday sale.

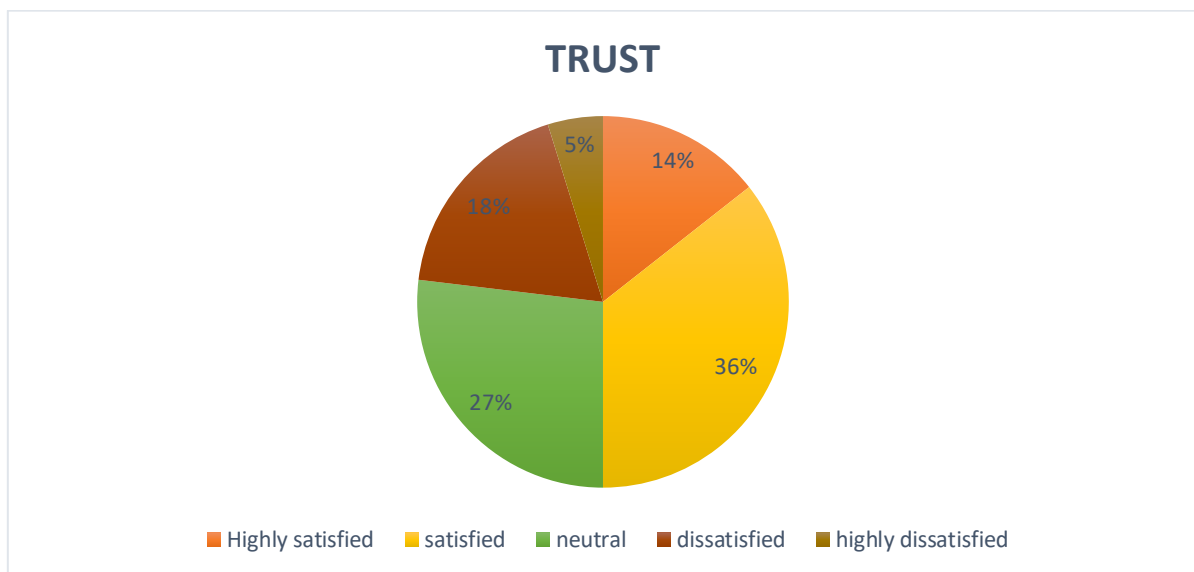
TABLE NO: - 4.8

The following table represents the trust that respondents have on amazon

TRUST	NO OF RESPONDENTS	PERCENTAGE
Highly satisfied	14	14%
Satisfied	38	36%
Neutral	28	27%
Dissatisfied	19	18%
Highly dissatisfied	5	5%
TOTAL	104	100%

CHART NO: - 4.8

The following chart represents percentage of trust that respondents have on amazon



INTERPRETATION: - The above chart shows the trust the consumers have on the brand amazon where 14% of the respondents are highly satisfied with the trust they have on the brand, 36% of respondents are satisfied with the brand, 27% respondents are neutral, 5% is highly dissatisfied and 18% of the respondents are dissatisfied. Hence the majority of the respondents are satisfied with the brand.

TABLE NO: - 4.9

The following table represents the happiness of the respondent's while purchasing on amazon

SATISFACTION LEVEL	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	16	15.4%
Agree	35	33.7%
Neutral	28	26.9%
Disagree	10	14.4%
Strongly disagree	15	9.6%
TOTAL	104	100%

CHART NO: - 4.9

The following chart represents the percentage of the happiness of the respondent's while purchasing on amazon



INTERPRETATION: - The above chart shows the happiness the consumers feel while purchasing the product from the brand amazon where 15.4% strongly agree to the satisfaction they feel while purchasing the products, 33.7% are agree, 26.9% are neutral, 14.4% are disagree, 9.6% are strongly disagree. Hence the majority of the respondents agree to the fact that they feel happy while purchasing a product from amazon.

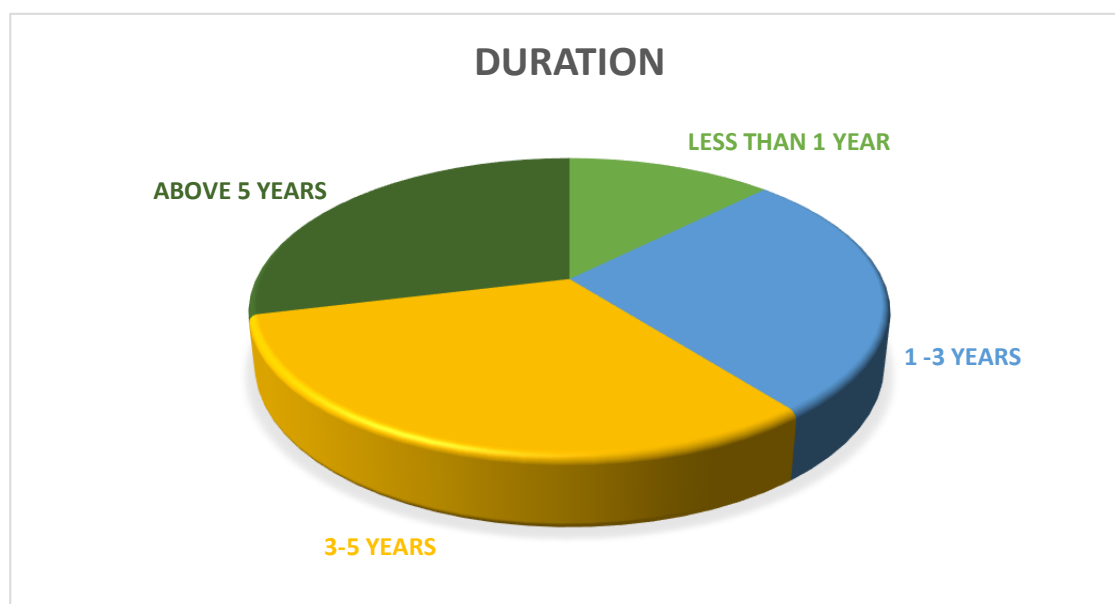
TABLE NO: - 4.10

The following table represents the duration of the respondents

DURATION	NO OF RESPONDENTS	PERCENTAGE
Less than 1 year	13	12.5%
1 – 3 years	28	26.9%
3 – 5 years	33	31.7%
Above 5 years	30	28.8%
TOTAL	104	100%

CHART NO: - 4.10

The following chart represents the duration of the respondents



INTERPRETATION: - The above chart shows the duration of being a customer on amazon where 12.5% have been a customer for less than 1 year, 26.9% have been a customer between 1- 3 years, 31.7% have been customer between 3-5 years, and 28.8% have been a consumer on amazon for more than 5 years. Hence the majority of the members have been a consumer on amazon for more than 3 years.

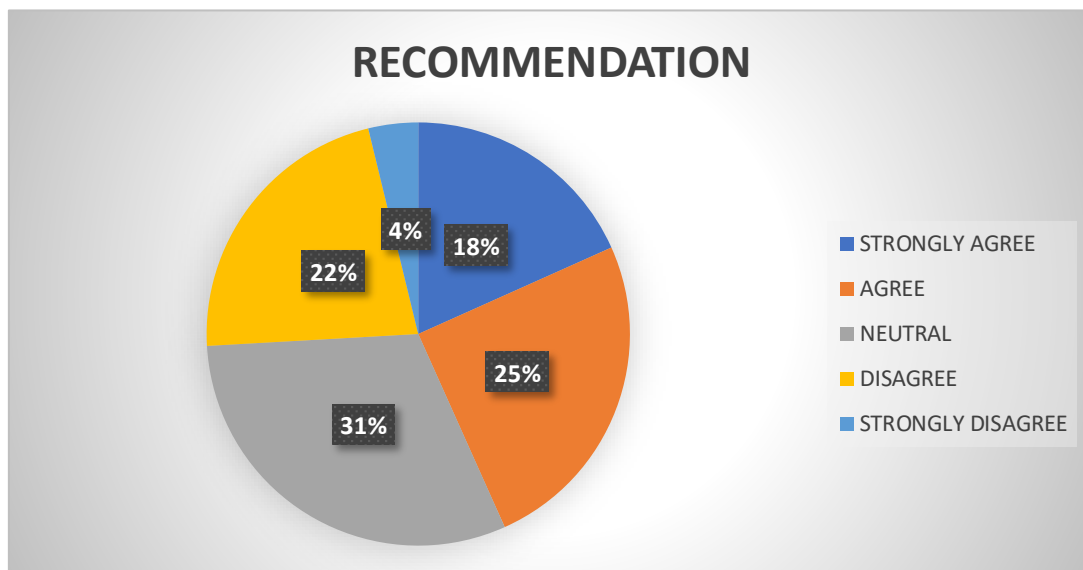
TABLE NO: - 4.11

The following table represents the recommendation of amazon to others by the respondents

RECOMMENDATION	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	19	18%
Agree	26	25%
Neutral	32	31%
Disagree	23	22%
Strongly disagree	4	4%
TOTAL	104	100%

CHART NO: - 4.11

The following chart represents the recommendation of amazon to others by the respondents



INTERPRETATION: - The above chart shows the frequent recommendations done by the respondents of the brand amazon to their family and friends where, 18% of the respondents strongly agree, 25% respondents agree, 31% are neutral, and 22% are disagree, 4% are strongly disagree. Hence the majority of the respondents are neutral to the fact of recommending the brand amazon to their family and friends.

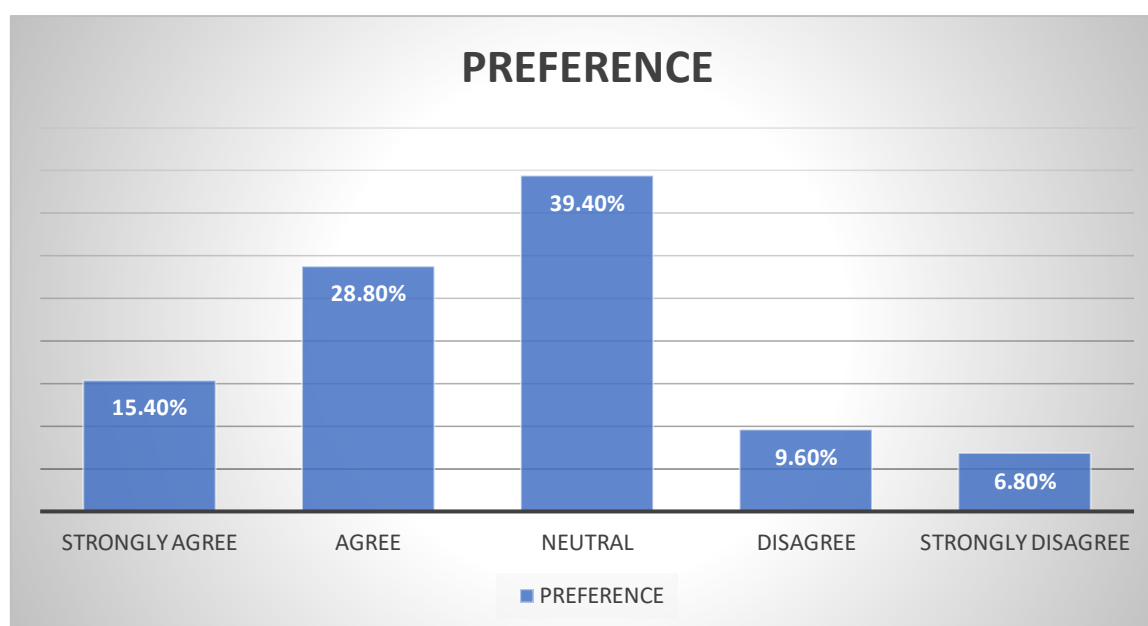
TABLE NO: - 4.12

The following table represents the respondent's preference of amazon over its competitors

PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	16	15.4%
Agree	31	28.8%
Neutral	40	39.4%
Disagree	10	9.6%
Strongly disagree	7	6.8%
TOTAL	104	100%

CHART NO: - 4.12

The following chart represents the respondent's preference of amazon over its competitors



INTERPRETATION: - The above chart shows the respondents preference of amazon over their competitors where 15.4% of the respondents strongly agree to the point, 28.8% are agree, 39.4% are neutral, 9.6% of the respondents disagree, 6.8% are strongly disagree. Hence the majority of the respondents neutral that they will prefer amazon over their competitors.

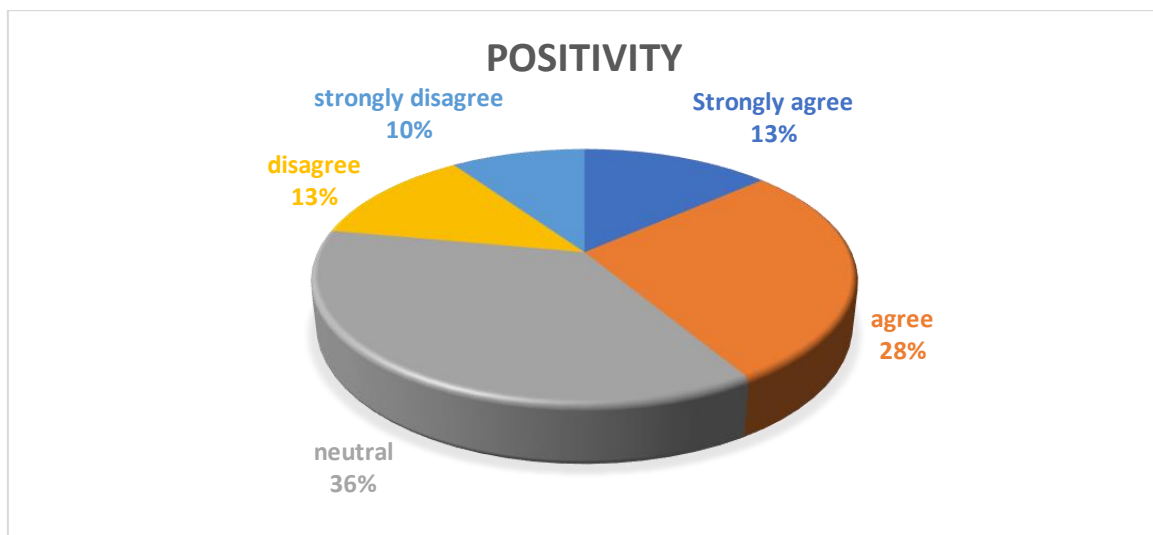
TABLE NO: - 4.13

The following table represents the respondent's positivity of amazon

POSITIVITY	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	14	13%
Agree	30	28%
Neutral	37	36%
Disagree	13	13%
Strongly disagree	10	10%
TOTAL	104	100%

CHART NO: - 4.13

The following chart represents the respondent's positivity of amazon



INTERPRETATION: - The above chart shows the respondents feel while thinking of amazon where 13% of the respondents strongly agree that they feel positive while thinking of amazon, 28% are agree, 36% of the respondents are neutral, 13% of the respondents disagree and 10% of the respondents strongly disagree. Hence the majority of the members are neutral to the positivity they feel when they think of amazon with 36%.

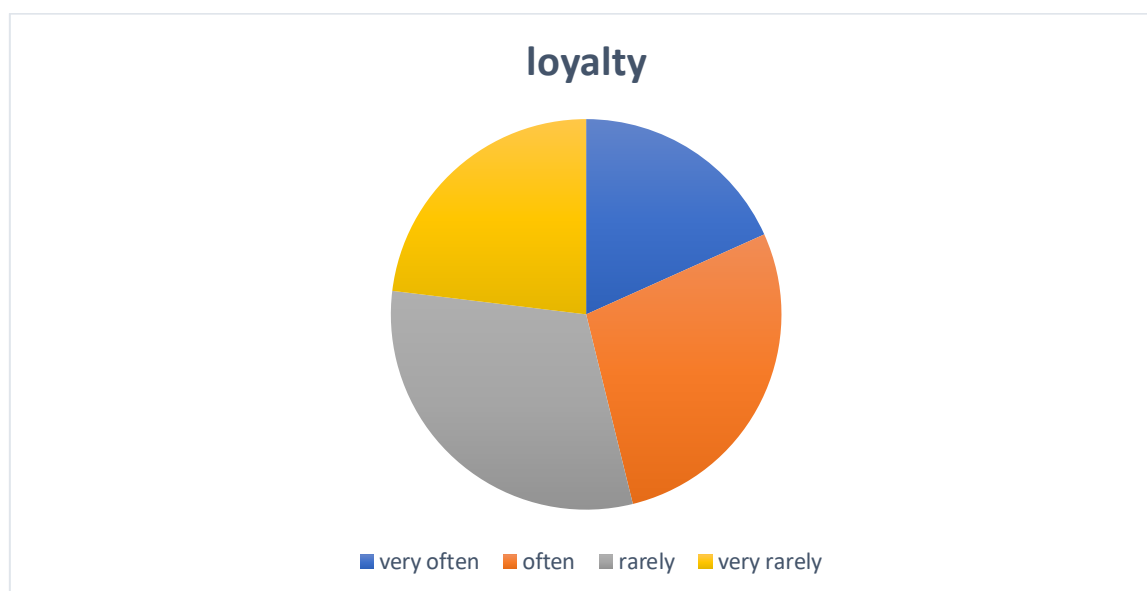
TABLE NO: - 4.14

The following table represents the respondent's loyalty on amazon

LOYALTY	NO OF RSPONDENTS	PERCENTAGE
Very often	19	18.3%
Often	29	27.9%
Rarely	32	30.8%
Very rarely	24	23.1%
TOTAL	104	100%

CHART NO: - 4.14

The chart represents the respondent's loyalty on amazon



INTERPRETATION: - The above chart shows the respondents loyalty on amazon where 18.3 very often of the respondents switch to another website if the products are cheap, 27.9% of the respondents switch often, 30.8% of the respondents switch rarely and 23.1% of the respondents switch very rarely. Hence the majority of the respondents switch rarely with 30.8%.

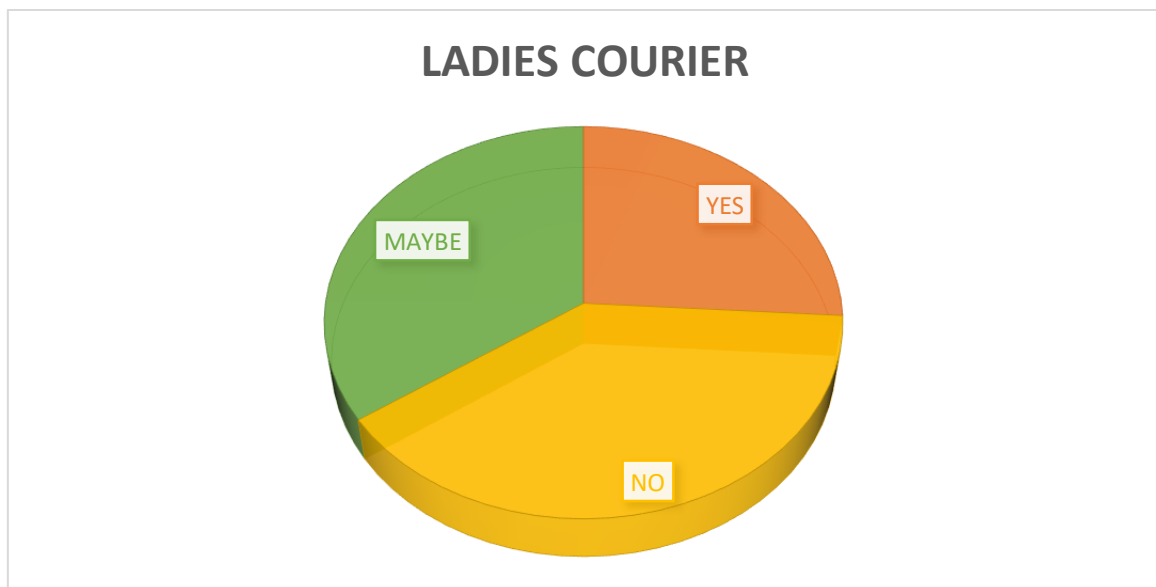
TABLE NO: - 4.15

The following table represents the respondent's knowledge on amazon ladies courier service

LADIES COURIER	NO OF RESPONDENTS	PERCENTAGE
Yes	27	26%
No	41	39.4%
Maybe	36	34.6%
TOTAL	104	100%

CHART NO: - 4.15

The following chart represents the respondent's knowledge on amazon ladies courier service



INTERPRETATION: - The above table shows the respondents knowledge on amazon ladies' courier service where 26% of the respondents know that amazon provides ladies courier service and 39.4% of the respondents doesn't know that amazon provides ladies courier service, 34.6% of the maybe known about the ladies' courier. Hence the majority of the respondents don't have the knowledge on that.

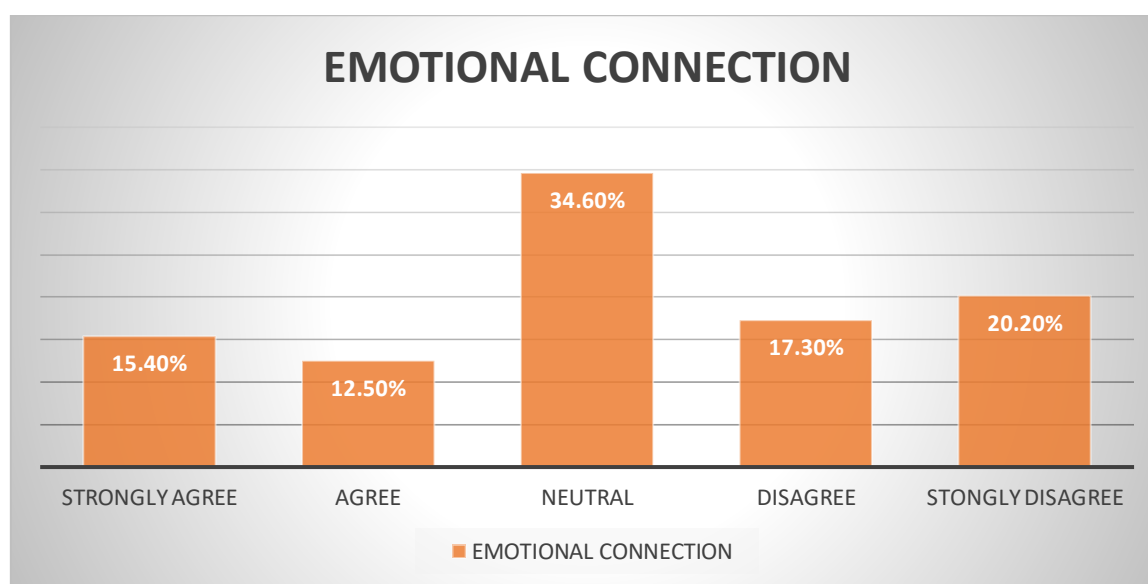
TABLE NO: - 4.16

**The following table represents the respondent's emotional connection with
amazon**

EMOTIONAL CONNECTION	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	16	15.4%
Agree	13	12.5%
Neutral	36	34.6%
Disagree	18	17.3%
Strongly disagree	21	20.2%
TOTAL	104	100%

CHART NO: - 4.16

**The following chart represents the respondent's emotional connection with
amazon**



INTERPRETATION: - The above chart shows the respondents emotional drift towards amazon where 15.4% of the respondent's strongly agree, 12.5% agree, 34.6% are neutral, 20.2% disagree and 17.3% strongly disagree. Hence the majority of the respondents are neutral with their emotional drift towards amazon with 34.6%.

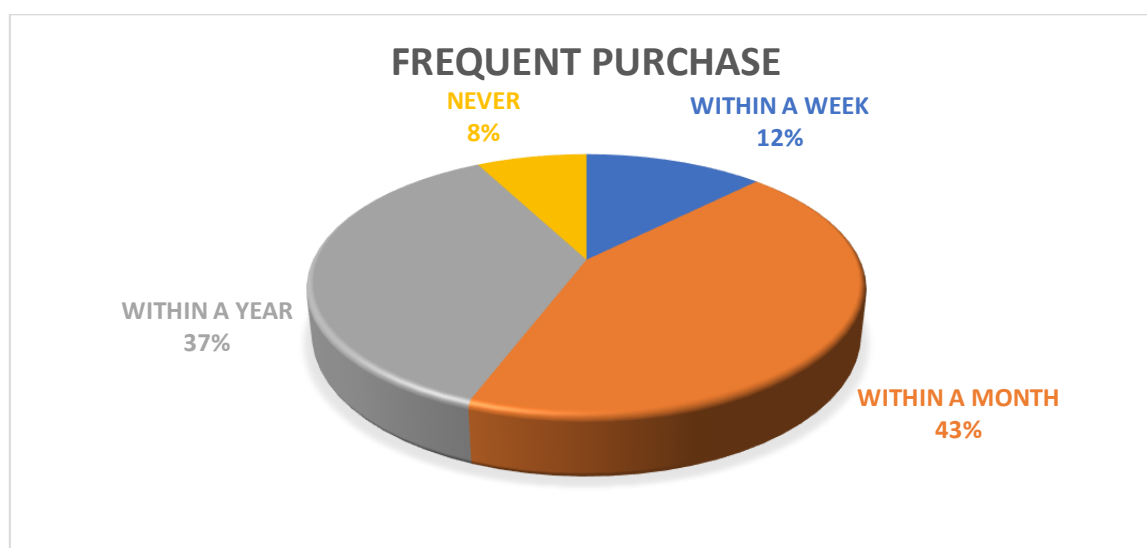
TABLE NO: - 4.17

The following table represents the respondent's frequent purchase of products from amazon

FREQUENT PURCHASE	NO OF RESPONDENTS	PERCENTAGE
Within a week	13	12%
Within a month	45	43%
Within a year	38	37%
Never	8	8%
TOTAL	104	100%

CHART NO: - 4.17

The following chart represents the respondent's frequent purchase of products from amazon



INTERPRETATION: - The above chart shows the respondents frequent purchase of the products from amazon where 12% of the respondents purchase their products within a week, 43% of the respondents purchase within a month, 37% of the respondents purchase within a year and 8% of the respondents never purchase. Hence the majority of the members purchase their products from amazon within a month with 43%.

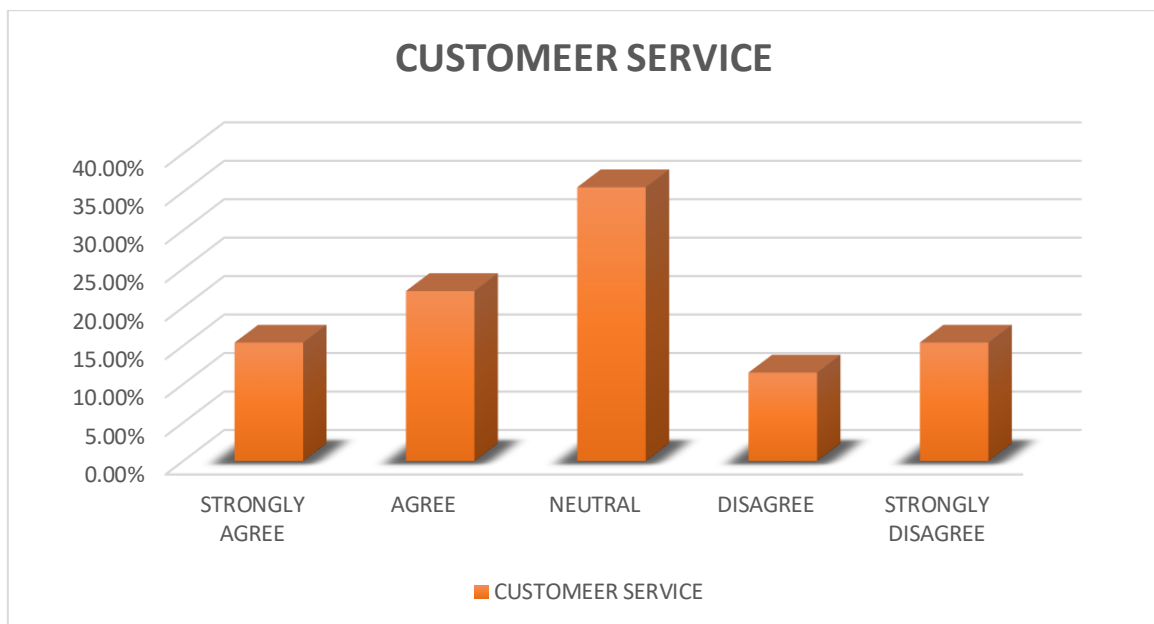
TABLE NO: - 4.18

The table represents the respondent's satisfactory level of customer service

CUSTOMER SERVICE	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	16	15.4%
Agree	23	22.1%
Neutral	37	35.6%
Disagree	12	11.5%
Strongly disagree	16	15.4%
TOTAL	104	100%

CHART NO: - 4.18

The chart represents the respondent's satisfactory level of customer service



INTERPRETATION: - The above chart represents the satisfactory level of the consumers in amazon customer service where 15.4% strongly agree with their satisfactory level, 22.1% agree, 35.6% are neutral, and 11.5% disagree, 15.4% are strongly disagree with the customer service provided by amazon. Hence the majority of the respondents are neutral with the customer service with 35.6%.

TABLE NO: - 4.19

**The following table represents the respondent's pleasure while shopping on
Amazon**

PLEASURE WHILE SHOPPING	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	19	18%
Agree	24	23%
Neutral	31	30%
Disagree	13	13%
Strongly disagree	17	16%
TOTAL	104	100%

CHART NO: -4.19

**The following chart represents the respondent's pleasure while shopping on
Amazon**



INTERPRETATION: - The above chart represents respondent's pleasure while shopping with amazon where 18% of the respondents strongly agree as well as 30%are neutral while shopping on amazon and 23% agree with the fact while shopping on amazon,16% are disagree,13% are strongly disagree. Hence the majority of the respondents are neutral with 30%.

TABLE NO: -4.20

**The following table represents the respondent's overall satisfaction on
amazon**

OVERALL SATISFACTION	NO OF RESPONDENTS	PERCENTAGE
Highly satisfied	17	16.3%
Satisfied	30	28.8%
Neutral	30	28.8%
Dissatisfied	22	21.2%
Highly dissatisfied	5	4.9%
TOTAL	104	100%

CHART NO: - 4.20

**The following chart represents the respondent's overall satisfaction on
amazon**



INTERPRETATION: - The above chart represents the overall satisfaction received from the consumers of amazon where 16.3% are highly satisfied, 28.8% are satisfied, 28.8% are neutral, 21.2% are dissatisfied and 4.8% are highly dissatisfied. Hence the majority of the respondents satisfied as well as neutral with 28.8%.

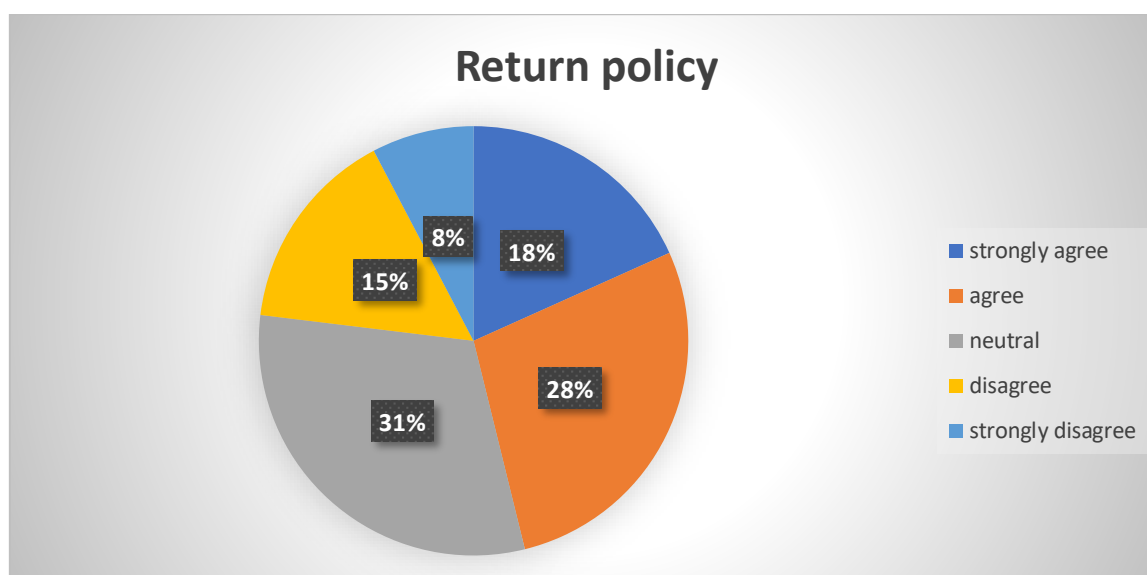
TABLE NO: - 4.21

The following table represents the product return policy of amazon

RETURN POLICY	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	19	18%
Agree	29	28%
Neutral	32	31%
Disagree	16	15%
Strongly disagree	8	8%
TOTAL	104	100%

CHART NO: - 4.21

The following chart represents the product return policy of amazon



INTERPRETATION: - The above chart represents the satisfactory level of the product return policy by amazon where 18% of the respondents are strongly agree with this policy, 28% are agree, 31% are neutral and 15% are disagree, 8% are strongly disagree with the product return policy. Hence the majority of the respondents are neutral with the product return policy with 31%.

CHAPTER – 5

FINDINGS, SUGGESTIONS, CONCLUSION AND HYPOTHESIS

5.1 FINDINGS

- Majority of the amazon respondents age category lies between 19-30 years.
- Majority of the amazon users are female when compared to that male.
- The majority of the respondents educational background are under graduate.
- The majority of the amazon respondents have their occupation as private.
- Majority of the amazon respondent's income per month lies between 31000-50000.
- Majority of the amazon respondents discover the products or brands monthly once
- The majority of buyers have purchase on the black Friday sale.
- The majority of the respondents are satisfied with the brand.
- Majority of the respondents agree to the fact that they feel happy while purchasing a product from amazon.
- Majority of the members have been a consumer on amazon for more than 3 years.
- Majority of the respondents neutral to the fact of recommending the brand amazon to their family and friends.
- The majority of the respondents neutral that they will prefer amazon over their competitors
- Majority of the members are neutral to the positivity they feel when they think of amazon with 36%.
- The majority of the respondents switch rarely with 30.8%.
- Majority of the respondents don't have the knowledge on that.

- Majority of the respondents are neutral with their emotional drift towards amazon with 34.6%.
- Majority of the members purchase their products from amazon within a month with 43.%.
- Majority of the respondents are neutral with the customer service with 35.6%.
- The majority of the respondents are neutral with 30%.
- The majority of the respondents satisfied as well as neutral with 28.8%.
- The majority of the respondents are neutral with the product return policy with 31%.

5.2. SUGGESTIONS:

- Increase customer traffic to our website.
- Product return policy could be improvised.
- Product photos must be improved.
- Offers should be easily known by the customers.

5.3. CONCLUSION:

Amazon is a revolutionary e-marketplace that is both world-renowned and extremely efficient. Amazon has gone from a small company run out of a garage, to a Fortune 100 company run all over the world. Amazon fulfils their mission statement every day by being a customer-centric company that offers over 200 million products at the lowest prices possible. Amazon is a very innovative company that creates and manufactures many products. They are always expanding and trying to create new ways to make their company and the lives of their customers better. Amazon currently leads this market by having a more organized, effective, professional, and easy to use website. Furthermore, Amazon's brand personality is that they are a fast, friendly, innovative company that can be trusted. All of these traits make Amazon the website where most customers choose to do their shopping. Also, Amazon makes their customers their top priority and successfully appeals to their values, knowledge, and interests. Overall, Amazon has developed into one of the most important and successful companies in the world today. From the study on brand loyalty towards Amazon Company, it is concluded that most of the consumers are being loyal towards the brand amazon in accordance with the pricing, quality of the products, ratings & reviews and the other specifications provided by amazon.

5.4 HYPOTHESIS FOR THE STUDY

Hypothesis for a study on brand loyalty with reference to amazon service in Chennai.

Null hypothesis (H₀): -There is no significant difference in brand loyalty towards amazon service between customer in Chennai and customers in other regions in India.

Alternative hypothesis(H₁): -Customers in Chennai exhibit higher brand loyalty towards amazon service compared to customers in other regions of India.

This hypothesis focuses on assessing whether there is a unique level of brand loyalty specific to the Chennai market when compared to the broader Indian market. To test this hypothesis, you would need to collect data from customers in both Chennai and other regions and analyze their brand loyalty towards amazon service.

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WEBSITE: www.google.com

WWW.AMAZON.IN

Questionnaire

1. Age:

a) Below 18 b) 19-30 c) 31-40 d) 41above

2. Gender:

a) Female b) male

3. Educational background:

a) High School b) Under graduate c) Post graduate d) diploma e) other

4. occupation/profession:

a) Student b) Private c) Business d) Government-employee e) other

5. income per month:

a) Less than 10000 b) 11000-30000 c) 31000-50000 d) above 50000

6. How often do you use Amazon to discover new products or brands?

a) Weekly once b) Monthly once c) 6 months once d) Rarely

7. Did you buy something on amazon over Black Friday weekend?

a) Yes b) No

8. How well do you trust our brand?

a) Highly Satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly Dissatisfied

9. I feel happy when I purchase my products through amazon

a) Strongly agree b) Agree c) Neutral d) Strongly Disagree e) Disagree

10. How long have you been a customer on amazon?

a) Less than 1 year b) 1-3 years c) 3-5 years d) more than 5 years

11. I highly recommend amazon to family and friends?

a) Strongly agree b) Agree c) Neutral d) Strongly Disagree e) Disagree

12. I prefer amazon over its competitors

a) Strongly agree b) Agree c) Neutral d) Strongly Disagree e) Disagree

13. I feel highly positive when I think of amazon.in

a) Strongly agree b) Agree c) Neutral d) Strongly Disagree e) Disagree

14. How likely are you to switch to another shopping website if the same product is available at a cheaper rate?

a) Very often b) Often c) Rarely d) Very rarely

15. Do you know about the ladies' courier service provided by amazon?

a) Yes b) no c) maybe

16. I am emotionally driven towards amazon.in

a) Strongly agree b) Agree c) Neutral d) Strongly Disagree e) Disagree

17. How likely will you get back for another purchase?

a) Within a week b) Within a month c) Within a year d) never

18. I am satisfied with the customer service

a) Strongly agree b) Agree c) Neutral d) Strongly Disagree e) Disagree

19. I feel it as a pleasure shopping with Amazon.in

a) Strongly agree b) Agree c) Neutral d) Strongly Disagree e) Disagree

20. How would you rate the overall satisfaction of amazon?

a) Highly satisfied b) Satisfied c) neutral d) Dissatisfied e) Highly dissatisfied

21. I am satisfied with the product return policy

a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree