A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN AMAZON

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

By

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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **KEERTHANA T (39280062)** who carried out the project entitled **"A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN AMAZON"** student of Sathyabama Institute Of Science and Technology under my supervision from January 2022 to March 2022.

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DECLARATION

I **KEERTHANA T (39280062)** hereby declare that the project report entitled " **A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN AMAZON**" done by me under guidance **of Dr.Kumar.N, MA., M.Phil.,MBA.,Ph.D., Assistant Professor** of the department at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration.

DATE: **SIGNATURE OF THE CANDIDATE**

PLACE: CHENNAI

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KEERTHANA T

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ABSTRACT

The study focused on the purchasing pattern of the consumers, to evaluate the satisfaction level of services provided by Amazon online shopping, Customer loyalty is usually viewed as the power force of the relationship between the attitude of individual's relative and repeat patronage. Customer can buy anything from online such as books, household's product, toys, hardware and software etc. Moreover, in just few decade the internet has become more popular to Adult and young shopper because the internet offers significant advantages. Customer loyalty is one of the most over used phrases in business today. For fulfilling these objectives descriptive research design has been used. The data from 102 respondents have been collected for the research. Shoppers can visit web site and shop just sitting in form of computer. Ability of the internet contains wide range of collecting information, supplying a service or purchasing a product Amazon should work towards them so that it can increase its customers and finally profit.

KEYWORDS:-

- ➢ Customer Satisfaction
- ➢ Amazon online shopping
- ➢ Purchaser loyalty
- ➢ Purchasing patter

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CHAPTER – 1   <u>INTRODUCTION</u>

1.1 INTRODUCTION

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. 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. 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's unavailable in stores. Shopping via the internet eliminates the need to shift 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.

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.

1.2 INDUSTRY PROFILE

Online shopping (AMAZON) is a form of E- Commerce which allows consumers to directly buy goods and services from a seller over the internet using a web browser. Consumers finds a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different E- retailers. As of 2021, customers can shop online using a range of different computers and the devices including smart phones etc…

An online shopping (AMAZON) brings the physical analog of buying products or services at a regular retailer or a shopping center, this process is called as business to consumer (B2C) online shopping. When an online store is an set up to enable business to buy from another business, this process is called as business to business (B2B) online shopping. An online store brings wide range of products to the customers along with the product information in online shopping.

In online shopping consumers can "search" an specific or different types of products according to their needs and they can buy any types of products at anytime. They can also do their payment through on online with valid method of payment in order to complete the transaction such as debit card, credit card and consumers do their payment on COD also. Amazon.com is one of the online retailing corporation.

1.3 COMPANY PROFILE

Amazon.com, Inc., doing business is an American electronic commerce and cloud computing based in Seattle, Washington, that was founded by Jeff Bezos on July 5, 1994. The tech giant is the largest internet retailer in the word as measured by revenue and market capitalization and second largest after Alibaba group in terms of total sales. The Amazon.com website started as a online bookstore and later diversified to sell video downloads and streaming. Amazon also sells certain low-end products under its house brand Amazon Basics.

Amazon has separate retail websites for the United states, the United Kingdom, France, Canada, Germany, Italy, Spain, Australia, Brazil, Japan, China, India and Mexico. In 2016, Dutch, Polish and Turkish language versions of the German Amazon website were also launched. Amazon also offers international shipping of some of its products to certain other countries.

In 2015, Amazon surpassed Wal-Mart as the most valuable retailer in the United states by market capitalization. Amazon is the 4th most valuable public company in the world (behind Apple, alphabet and Microsoft), the largest internet company by revenue in the world and after Wal-Mart the second largest employer in the United states. The acquisition was interpreted by some as a direct attempt to challenge Walmart's traditional retail stores. In 2018, for the first time, Jeff Bezos released in Amazon's shareholder letter the number of Amazon Prime subscribers, which at 100 million, is approximately 64% of households in the United states.

CHAPTER- 2   REVIEW OF LITERATURE

2.1 INTRODUCTION

In this chapter, the researcher has made an attempt to study and understands about the customer satisfaction towards online shopping (AMAZON). This attempt includes basic concepts of online shopping . For this, researcher has used various books, research journals and websites. The detailed list is further elaborated in Bibliography. Through this literature survey researcher wants to find out which are the important parameters of Customer Satisfaction in Amazon online shopping.

2.2 LIST OF REVIEWS

DR. A.B SANTHI (2017) " A study on the customer satisfaction towards online shopping in Tirupati town". This research was undertaken to know the factors influencing customer satisfaction. The objective of this study is to understand the demographic factor affecting customer satisfaction with respect to online shopping in India and also descriptive research used in this research, in findings they come out with result that the respondents are internets savvy every day and also they are ready to purchase the high quality product as well.

VIKASH AND VINOD KUMAR (2017) " A study on customer perception towards online shopping". In this research they found out that customer perceived online shopping with positive frame of mind and another fact they find out that customers pertain to convenience, satisfaction and product availability all these factors shows the online shopping provides convenience to the customer and online shopper prefer because these revealed from the effort of going to the market and purchase the product and finally concluded that there is a positive perception towards online shopping.

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ASHISH BHATT (2014) "Customer attitude towards online shopping" this research is purely adopted descriptive research and exploratory and the objective they set is to study the attitude of the customers towards E- shopping based on consumer behavior, belief preferences and opinions and the result of this study shows that mode of payment is depend upon income of the respondents.

DR.M.RAFIYA MEERA AND OTHER (2017) " Preference of customers towards online shopping application in the market and the objective of this research study is to study the factors influencing the users to buy through online shopping application and they used primary as well as secondary method for collecting data and they found out that customer are satisfied by the Amazon shopping application and most of the respondent prefer online shopping for the wide choices of goods.

ORBIT-BIZ-DICTUM (2016) " A study of behavior of consumer towards online shopping" the author found out that the most motivating factor that influenced the online shopping was convenience followed by time saving and price, and according to the study Amazon is the most favorite online shopping site of the respondent and majority of the respondent are willing to spend Rs.1000-3000 on a single online purchase. The suggestion orbit made in this research for the customer awareness that one of the safety aspect of using credit cards online is quite not safe in case of disputed credit card payment for online transactions.

WILSON, ZEITHAML, BITNER & GREMLER'S (2008)view, the marketing is not like the traditional marketing anymore. It has turned into relationship marketing now which means customers also involve the whole business process. Who should take their customers into consideration and know what customers really needs.

OLIVIA, OLIVER & MACMILLAN (1992), primarily proposed the theory of "expectation inconformity", that is, when the goods' practical situation is beyond their expectation the customers will feel satisfied. However, contemporarily come up with that the products and service quality will also directly affect the Customer Satisfaction.

LEE & LIN (2005) identified the main factors influencing the customer perception of the e-service quality online shopping: website design (degree of users friendliness), reliability (reliability and security), responsiveness (responsiveness and helpfulness), trust (trust and mechanisms provided by a website), and personalization (differentiating services to satisfy specific individual needs).

MURUGANANTHAM (2017), Examined the satisfaction towards online shopping. 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. The main objective of the study is to identify the problem in the online shopping. The customer face major problems on theft of credit card information and lack of security on online payments. Implementing precautionary step to solve these problems shall create consumers confidently on online shopping. They can conclude a study consumers are looking for trust, security and wider choice throughout online shopping.

AMINUL ISLAM (2011), Consumer satisfaction on online shopping in Malaysia justified that, the factors that are affecting consumers intention and satisfaction to stop online. To stop on internet becomes an alternative for consumers since it is more comfortable than conventional shopping which usually attributed with anxious, crowded, traffic jam, limited time, parking space and etc.,

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SHANTHI AND DESTIKANNAIAH (2015), This study establishes the internet marketing is conceptually different from other marketing channels. Today business internet marketing is the fastest growing segment of online commerce the objectives of the study is to know the type of product purchased by consumers through online shopping. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study also reveals that majority of the respondent buys clothes from Flipkart.com which is thus one of the leading online shopping websites in India.

BELLMAN, LOHSE AND JOHNSON (1999) examine the relationship among demographics, personal, characteristics and attitude towards online shopping. These authors find that folks who have a more varied life style and the consumers who are more time constrained tend to shop online more frequently. People who use online as a 5outine tool and people who are more time starved prefer shopping on net.

CRAWFORD (1997) said that traditional consumer behavior online shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last post purchase behavior.

SOLOMON (1998) studied the online shopping and said that it is the study of the processes involved when an individual selects, purchases, uses of products, services, ides, or experiences to satisfy needs and desires. In view for the internet to spread out as a retail channel, it is imperative to realize the consumer's mind-set, intention and conduct in light of the online buying practice.

CHEUNG AND LEE (2005) proposed a research frame work and suggested the key dimensions for customer satisfaction with respect to internet shopping which were information quality(accuracy, content, format and timelines)system quality(navigation, ease of use, response time and security)and service quality(responsiveness, assurance and empathy).

HSUEHEN (2006) has also explained about their investigations of the relationship among website quality, customer value and customer that in defining the sub attributes of each main factor. Web customer satisfaction can be classified into two distinctive attributes which are web information quality.

GUO et al., (2012) identified that eight determinants had positive relation with consumer satisfaction viz., website design, security, information quality, payment method, e-service quality, product quality, and product variety and delivery service.

AJITABH DASH (2012) identified the key factors influencing customer's satisfaction through online shopping. These factors are privacy, trust, 5 complexity, product variety, risk, time utility and reliability multiple regressions were used to know impact of these factors online shopping.

HAMED GOLROKHSARI (2012) found out that time efficiency, convenience of purchasing any time and place, direct access to information and customer service are the factors which build convenience.

NIKHASHEMI et al., (2013) found out that customer perceived quality, perceived ease of use, perceived security and online payment process have significant positive effect on increasing customer satisfaction towards internet shopping.

ASHISH PANT (2014) concluded in his research article that a successful web store is not the just a good looking website with dynamic technical features but it also emphasis on building the relationship with customers with customers with making money. Firstly understanding the customer's needs and wants is very essential for building a relation with the customers keeping companies promises gives a customer a reason to come back and meeting the expectations gives them a reason to stay.

AISHAMYLEH et al., (2015) examined the following dimensions of e-services to know its impact on satisfaction level of consumers: website design, reliability, efficiency, and responsiveness, ease of use, availability and privacy. The outcomes of the study suggested that all the dimensions except ease of use had an impact on satisfaction of customers.

MOHAMMAD JAMAL UDDIN (2015) " Consumer satisfaction on online shopping" he developed to measure the attitude of the Bangladeshi people towards online shopping, he found out from extensive survey that there is overall positive reaction towards online shopping and this positive reaction mainly arises due to convenience in terms of less time consuming and hassle free shopping, and also Age, gender, professional, occupation, family structure and ICT familiarity are found as the critical factor for preferring online shopping.

CHAPTER - 3   <u>RESEARCH METHODOLOGHY</u>

3.1 STATEMENT OF THE PROBLEM

online shopping plays an important role in the modernization. Most of the educated people are using these websites for shop online. The attitude and preference of customers on purchasing products through online are affected by various factors. In the current scenario Amazon is also one of the online shopping websites. This study is conducted to know the attitude towards online shopping in Amazon.

3.2 NEED FOR THE STUDY

- Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to the used for the project purpose.

- This time research methodology is framed for the purpose of finding the level of customer satisfaction towards online shopping in AMAZON.

3.3 OBJECTIVES OF THE STUDY

- To know the customer satisfaction on Amazon online shopping.
- To study the gratification level of the Amazon customer based on the respondent responses.
- To know the specific reasons for which customers purchase online shopping.

3.4 SCOPE OF THE STUDY

- This research work covered Amazon and also deals with the customers who are the regular users of Amazon.

- The study also covered the quality of the services 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 find out the price range that people prefer most.

3.5 LIMITATIONS OF THE STUDY

- This study conducted relating to the Amazon online shopping application, so the result which is gather is only applicable for the Amazon customers.

- The responses from the sample may be biased or may contain cooked up from the respondents.

- The data collected for the study has been limited 102 respondents only.

- Questionnaires method is used only for the data collection and the limitation of the questionnaire method is applicable to the study.

3.6 RESEARCH DESIGN

3.6.1 Descriptive research design

The study is purely descriptive research as it sought to identify the Customer Satisfaction level based on the respondent responses. Descriptive research is involves data in order to answer research questions concerning the current status of the study.

3.7 SOURCE OF DATA

The data are collected from the primary data and data collection is the term used to describe a process of data collecting.

Primary Data – Questionnaire was prepared and given to 102 respondents

Secondary Data – online journals and websites & review of literature from published articles.

3.8 STRUCTURE OF QUESTIONNAIRE

The questionnaire was divided into two parts. The first part was prepared to know the basic general information of the respondents. The second part contained the questions about the customer satisfaction of online shopping to the respondents.

3.9 SAMPLING TECHNIQUE

3.9.1 convenience sampling method

Convenience sampling is a type of sampling where the first available primary data source will be used for the research without additional requirements. It is also an easy sampling method to collect data from the people without any hurdles.

3.10 PERIOD OF STUDY

The duration of this study is from January 2022 to March 2022 which is three months of study.

3.11 ANALYTICAL TOOLS

PERCENTAGE ANALYSIS – It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

BAR GRAPHS – It is a chart or graph that represents categorical data with rectangular bars with heights or lengths proportional to the values that they represents. The bars can be plotted vertically or horizontally.

CHAPTER - 4   DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1 AGE OF RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Below 18	1	0.9%
2	18-20	27	26.4%
3	20-38	61	59%
4	38- 48	11	10.7%
5	48 and above	2	1.9%
	TOTAL	102	100%

SOURCE :- Primary Data
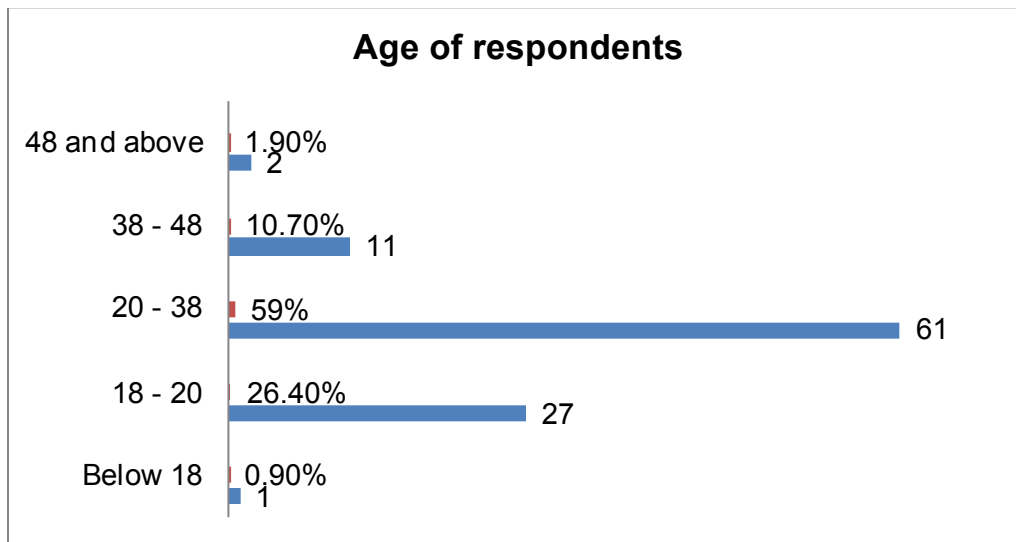
(Fig:4.1.1)

INTERPRETATION: From the above analysis (0.9%) of respondents belongs to age of below 18, (26.4%) respondents to the age (18-20 yrs) , 59% of respondents belongs to 20-38 yrs, (10.7%) belongs to 38-48 yrs and (1.9%) of respondents belongs to 48 and above years of age

INFERENCE :- Majority (59%) respondents are age between 20-38.

TABLE 4.1.2 GENDER OF RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Male	78	76%
2	Female	24	23.5%
	TOTAL	102	100%

SOURCE:-Primary Data
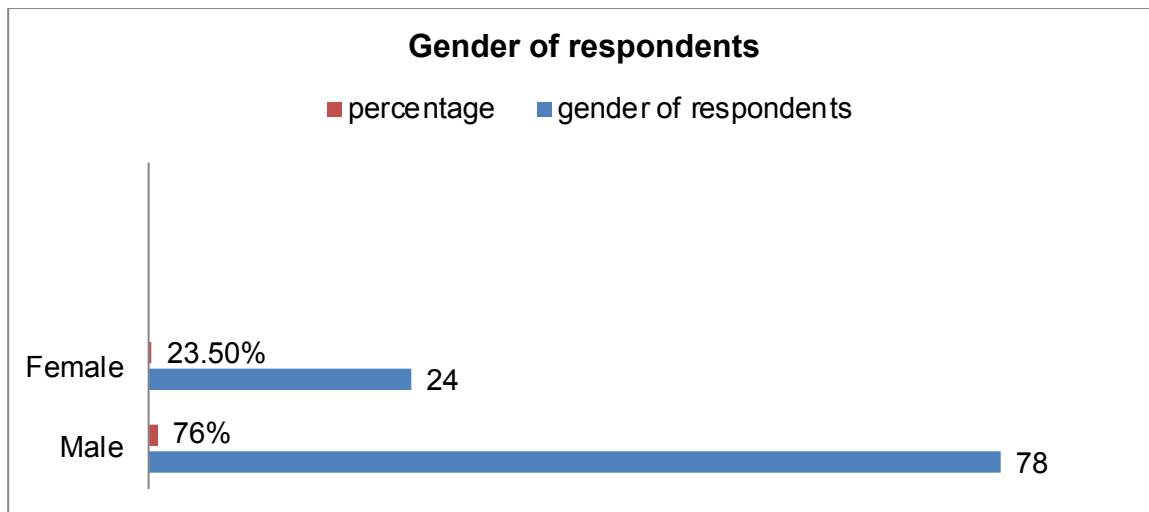
(Fig 4.1.2)

INTERPRETATION:-From the above analysis (76%) of respondents are male and (23.5%) of the respondents are Female.

INFERENCE :-Majority (76%) of the respondents are Male.

TABLE 4.1.3 MARITAL STATUS OF RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Married	23	22.5%
2	Unmarried	79	77.4%
	TOTAL	102	100%

SOURCE:-Primary Data
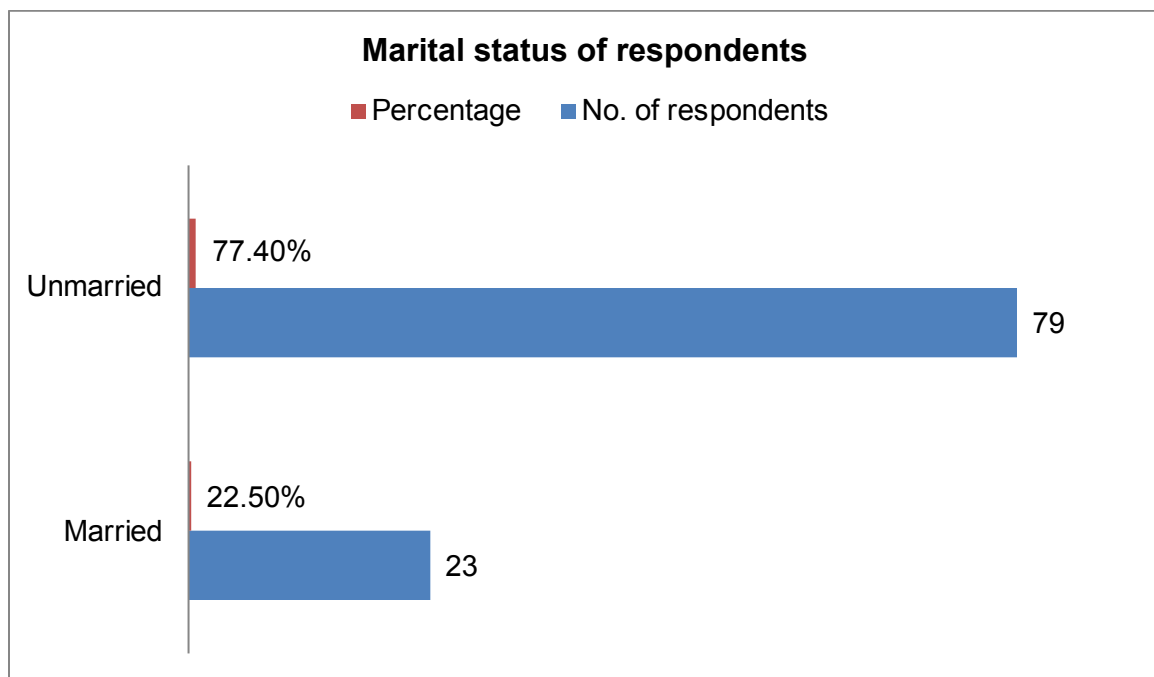
(FIG 4.1.3)

INTERPRETATION:-From the above analysis (77.4%) of respondents are Unmarried and(22.5%) of the respondents are Married.

INFERENCE:-Majority (77.4%) of respondents are Unmarried.

TABLE 4.1.4 MONTHLY INCOME OF RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONENTS	PERCENTAGE
1	Below 25,000	52	50.9%
2	25,000-50,000	39	38.2%
3	More than 50,000	11	10%
	TOTAL	102	100%

SOURCE:-Primary Data
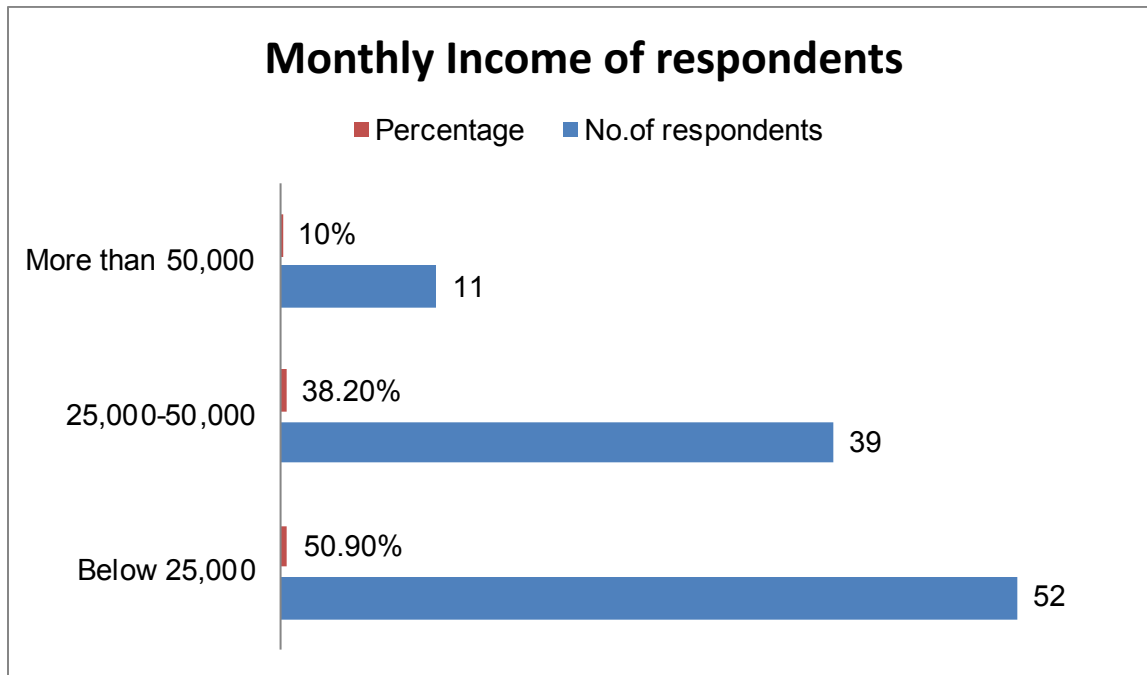
(FIG 4.1.4)

INTERPRETATION:-From the above analysis (50.9%) of respondents have monthly income below 25,000 , (38.2%) of respondents monthly income is 25,000 – 50,000 and (10%) of respondents monthly income is more than 50,000.

INFERENCE:-Majority (50.9%) respondents monthly income is below 25,000.

TABLE 4.1.5 HOW LONG YOU ARE SHOPPING WITH AMAZON

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	1 month	13	12.7%
2	Less than 1 month	15	14.7%
3	1 year	14	13.7%
4	Less than 1 year	17	16%
5	More than 1 year	43	42%
	TOTAL	102	100%

SOURCE:-Primary Data

Shopping with Amazon

- percentage
- No. of respondents

Category	percentage	No. of respondents
More than 1 year	42%	43
Less than 1 year	16%	17
1 year	13.70%	14
Less than 1 month	14.70%	15
1 month	12.70%	13
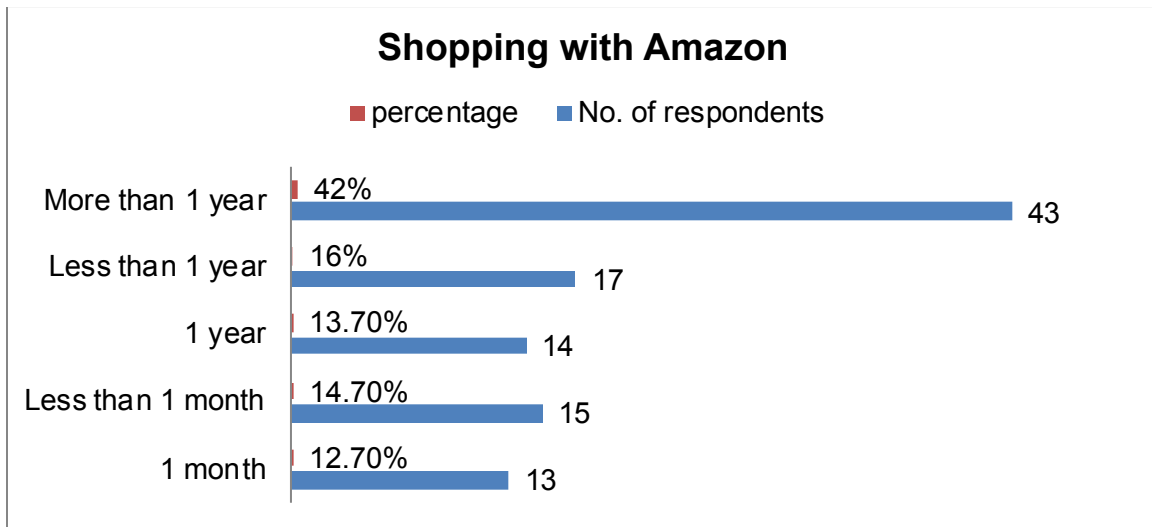
(FIG 4.1.5)

INTERPRETATION:-From the above analysis (12.7%) of respondents shopping with Amazon for 1 month, (14.7%) of respondents shopping less than 1 month, (13.7%) of respondents shopping for 1 year , (16%) of respondents shopping less than 1 year and (42%) of respondents shopping more than 1 year.

INFERENCE:-Majority (42%) of respondents shopping with Amazon more than 1 year.

TABLE 4.1.6 HOW MUCH TIME YOU SPEND ON AMAZON

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Everyday	18	17.6%
2	Weekly once	28	27.4%
3	Once a month	24	23.4%
4	Twice a month	14	13.7%
5	Every 2 or 3 months	18	17.6%
	TOTAL	102	100%

SOURCE:-Primary Data
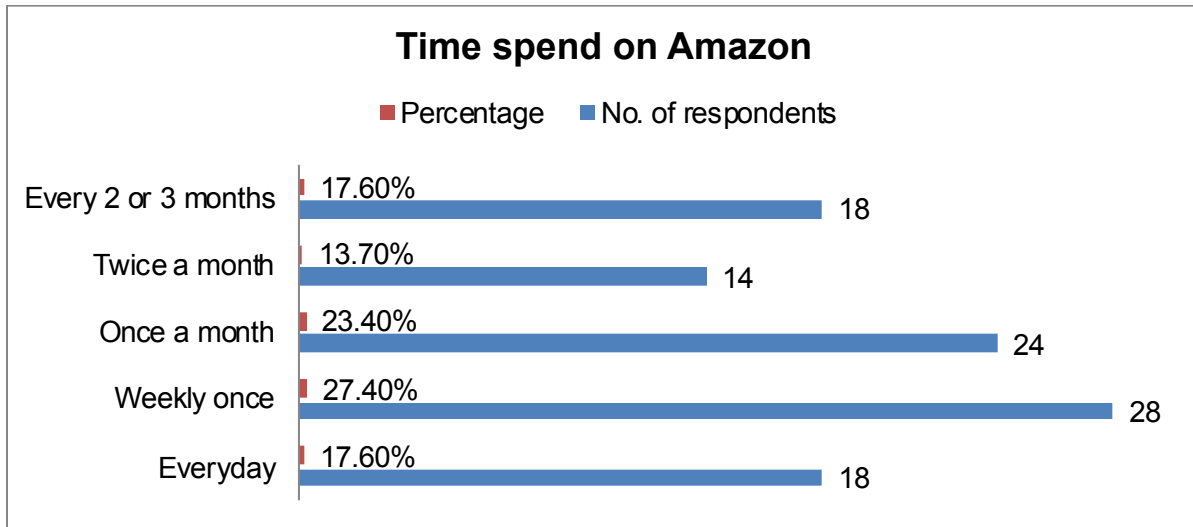
(FIG 4.1.6)

INTERPRETATION:- From the above analysis (17.6%) of respondents spending time on Amazon every day, (27.4%) of respondents spending weekly once, (23.4%) of respondents spending once a month, (13.7%) of respondents spending twice a month and (17.6%) of respondents are spending time on Amazon every 2 or 3 months.

INFERENCE:- Majority (27.4%) of respondents are spending time on Amazon once a week.

TABLE 4.1.7 THE MAIN REASONS YOU PREFERRED AMAZON FOR SHOPPING

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Less price	17	16.6%
2	Good quality	32	31.3%
3	Fast delivery	27	26.4%
4	Standard	26	25.4%
	TOTAL	102	100%

SOURCE:-Primary Data
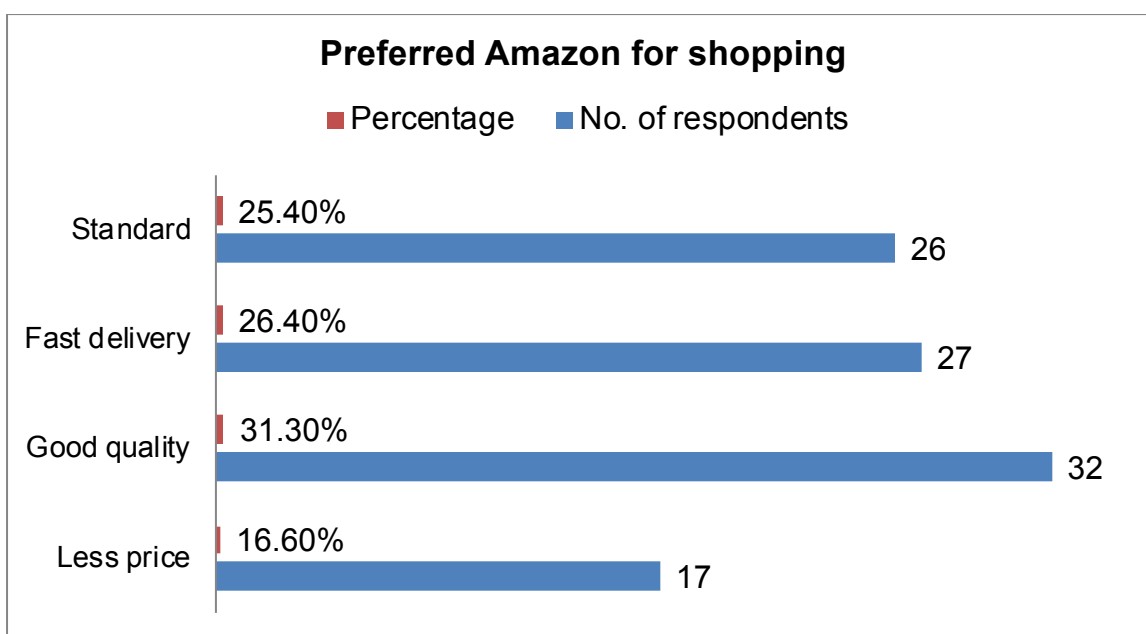
(FIG 4.1.7)

INTERPRETATION:-From the above analysis (16.6%) of respondents preferred Amazon for less price, (31.3%) preferred for good quality, (26.4%) preferred for fast delivery and (25.4%) of respondents preferred Amazon for the standards.

INFERENCE:-Majority (31.3%) of respondents preferred Amazon for their good quality.

TABLE 4.1.8 SHOPPING IN AMAZON BASED ON

S.NO	PARTICULARS	NO.OF RESPONDENTS	PARTICULARS
1	Discount & offers	32	31.3%
2	Product quality	34	33.3%
3	Availability	23	22.5%
4	Fast delivery	15	14.7%
5	Fair deal	8	7.8%
	TOTAL	102	100%

SOURCE:-Primary Data
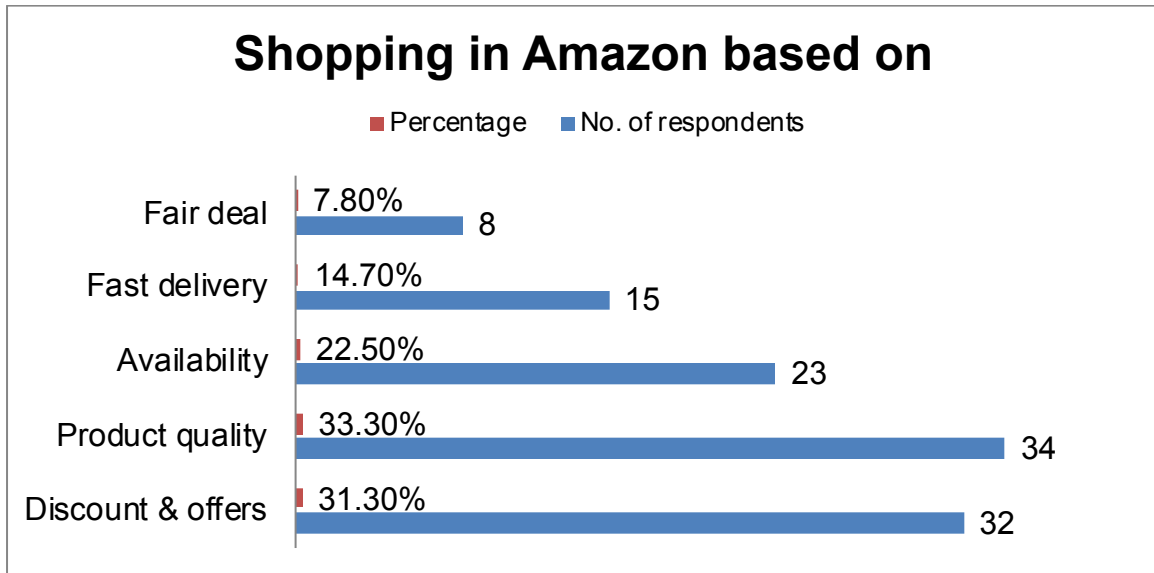
(FIG 4.1.8)

INTERPRETATION:-From the above analysis (31.3%) of respondents are shopping based on discount & offers, (33.3%) of respondents shopping based on product quality, (22.5%) of respondents shopping based on availability, (14.7%) of respondents shopping based on fast delivery and (7.8%) of respondents shopping based on fair deal

INFERENCE:-Majority (33.3%) of respondents shopping based on product quality**.**

TABLE 4.1.9 MODE OF PAYMENT

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Credit or debit card	25	24.5%
2	Cash on delivery	58	56%
3	Net banking	19	18.6%
	TOTAL	102	100%

SOURCE:-Primary data
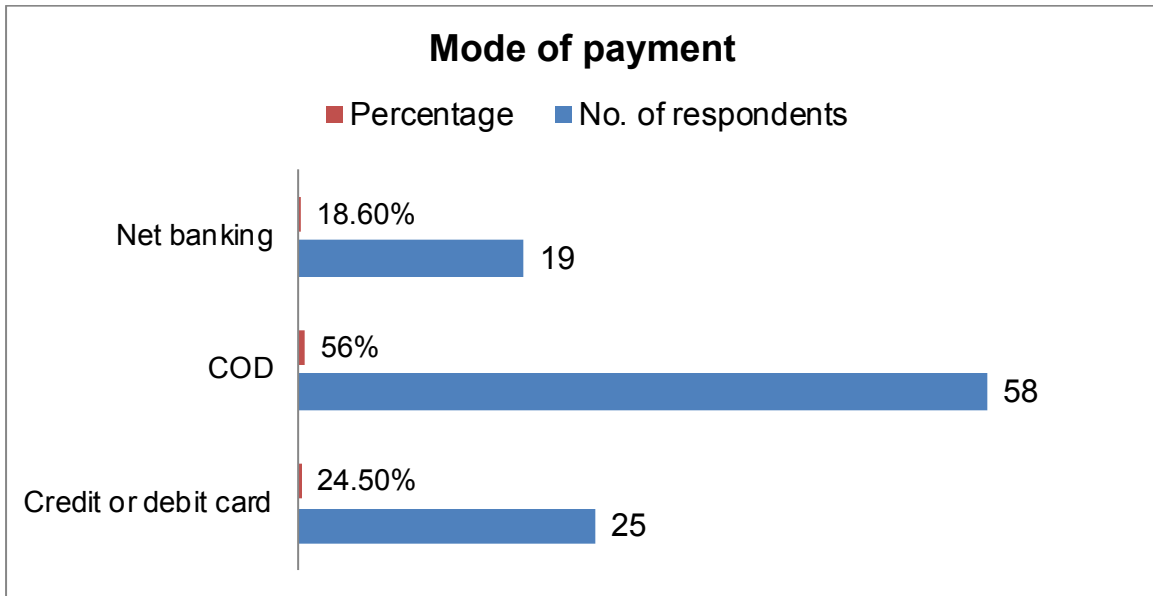
(FIG 4.1.9)

INTERPRETATION:-From the above analysis (24.5%) of respondents payment mode is credit or debit card, (56%) of respondents payment mode is cash on delivery and (18.6%) of respondents payment mode is net banking.

INFERENCE :-Majority (56%) of respondents payment mode is cash on delivery.

TABLE 4.1.10 HOW MUCH YOU CAN SPEND FOR SHOPPING IN ONLINE

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Less than 500	15	14.7%
2	500-1000	23	22.5%
3	1000-1500	18	17.6%
4	1500-2000	24	23.5%
5	Above 2000	22	21.5%
	TOTAL	102	100%

SOURCE:-Primary Data
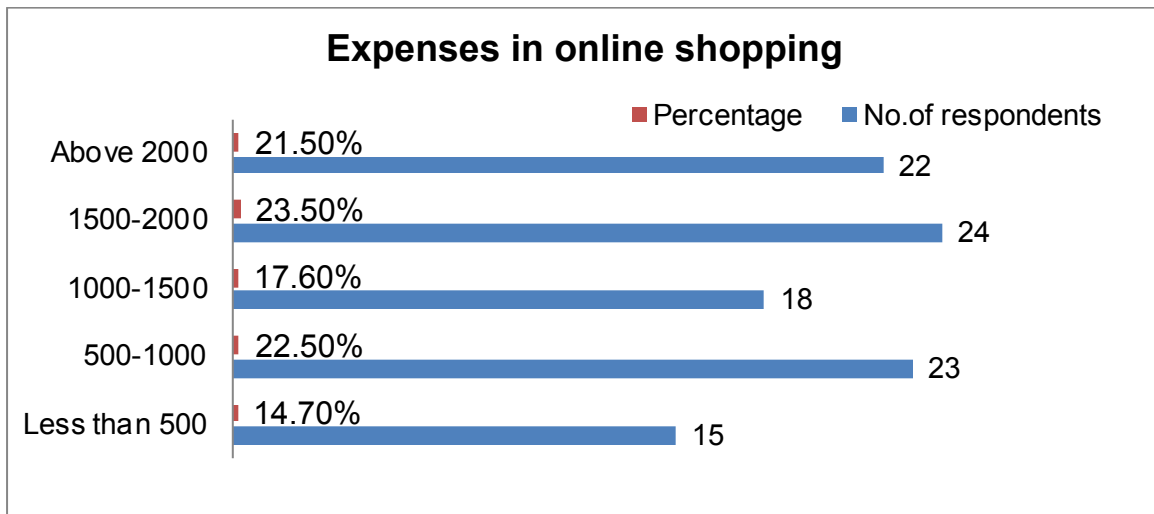
(FIG 4.1.10)

INTERPRETATION:-From the above analysis (14.7%) of respondents spending less than 500, (22.5%) spending 500-1000, (17.6%) spending 1000-1500, (23.5%) spending 1500-2000 and 21.5% of respondents spending above 2000.

INFERENCE:-Majority (23.5%) of respondents spending 1500 to 2000 in online shopping.

TABLE 4.1.11 CHOOSING ONLINE SHOPPING INSTEAD OF DIRECT SHOPPING

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Save time	20	19.6%
2	Wide choices	46	45%
3	Easy to find product	36	35.2%
	TOTAL	102	100%

SOURCE:- Primary Data
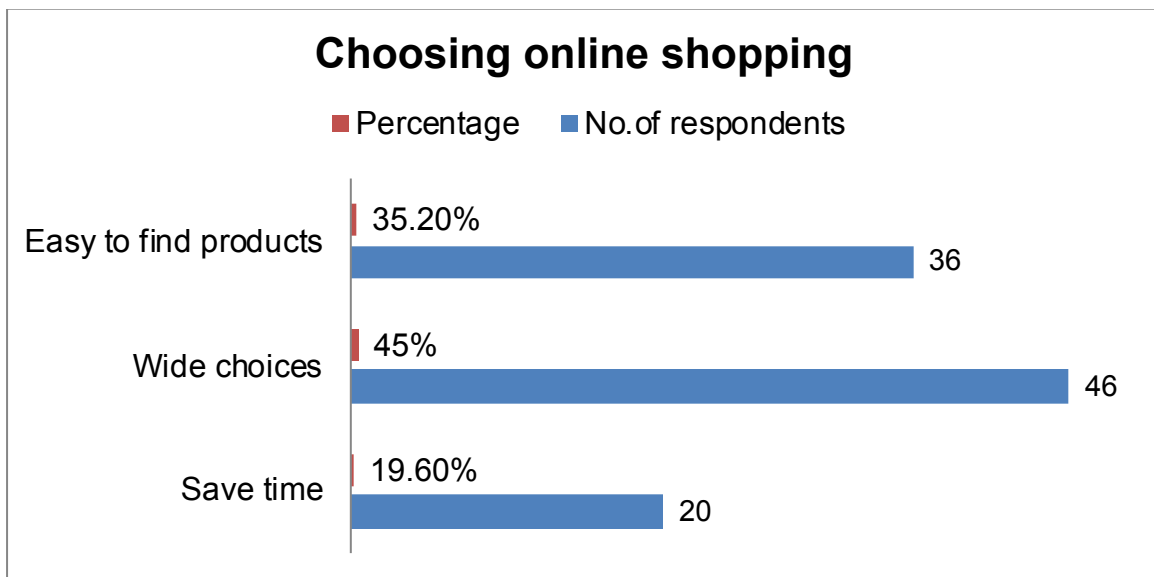
(FIG 4.1.11)

INTERPRETATION:-From the above analysis (19.6%) of respondents chosen online shopping because it save time, (45%) chosen online shopping because it gives wide choices and (35.2%)

INFERENCE:- Majority (45%) of respondents chosen online shopping because of wide choices.

TABLE 4.1.12 SOURCES WHICH MAKES YOU PURCHASE PRODUCT FROM AMAZON

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Family & friends	39	38.2%
2	Online advertisements	37	36.2%
3	Transaction security	17	16.6%
4	Advertisement (print)	9	8.8%
	TOTAL	102	100%

SOURCE:- Primary Data
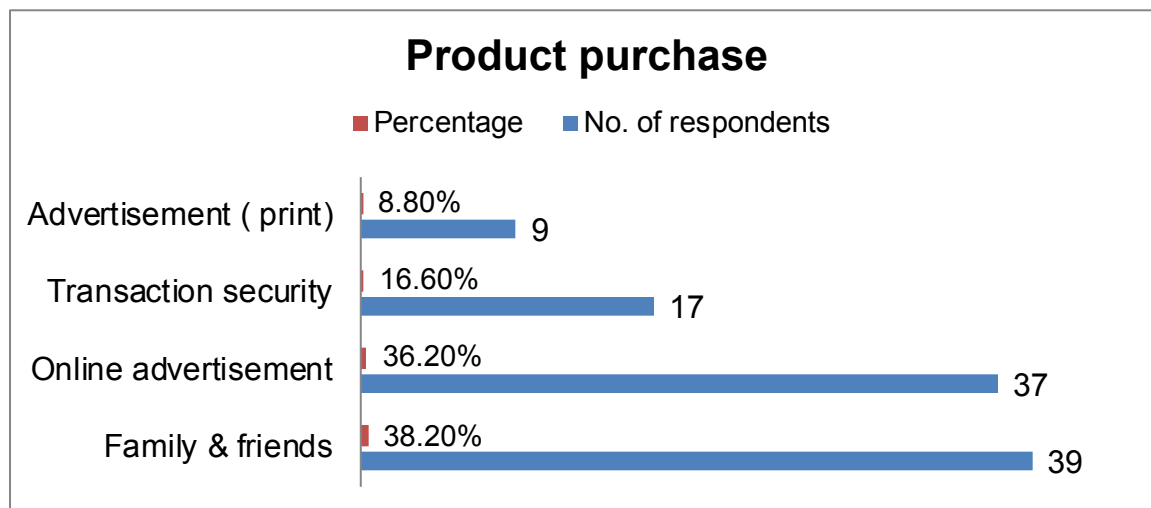
Product purchase

(FIG 4.1.12)

INTERPRETATION:-From the above analysis (38.2%) of respondents purchased product through Amazon in the source of family and friends, (36.2%) source is online advertisement, (16.6%) source is transaction security and (8.8%) source is advertisement.

INFERENCE:-Majority (38.2%) of the respondents purchased product through the source of Family and friends**.**

TABLE 4.1.13 PRODUCT FEATURE OFTEN USED IN A DAY

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Home & kitchen	26	25.4%
2	Books	16	15.6%
3	Clothing, shoes etc..	28	27.4%
4	Electronics	28	27.4%
5	Beauty & personal care	10	9.8%
	TOTAL	102	100%

SOURCE:-Primary Data
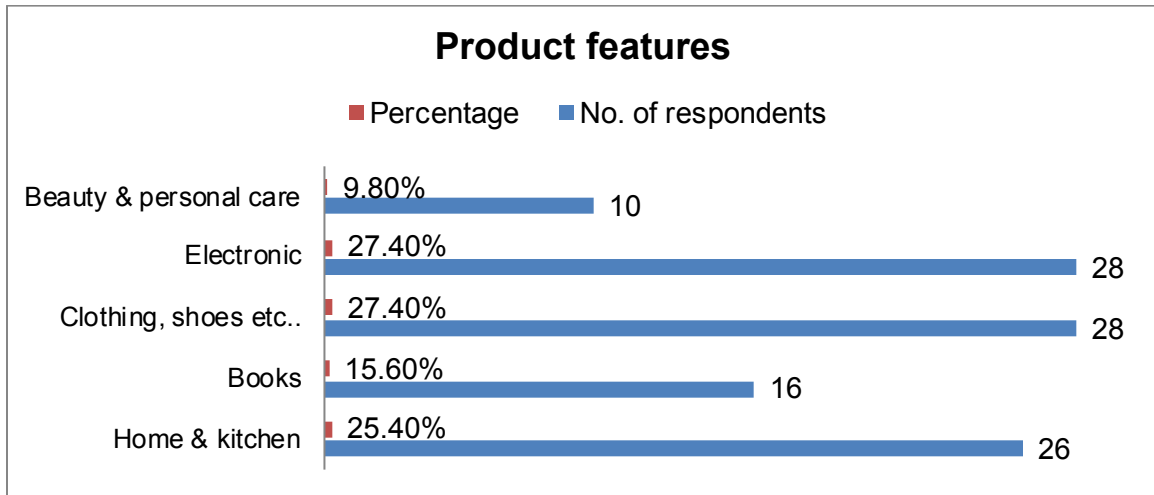
(FIG 4.1.13)

INTERPRETATION:-From this above analysis (25.4%) of respondents used product feature is home & kitchen, (15.6%) product feature is books, (27.4%) product feature is clothing & shoes, (27.4%) product feature is electronics and (9.8%) of product feature used often in a day is beauty and personal care.

INFERENCE:-Majority (27.4%) of respondents are using clothing and electronics product feature often in a day**.**

TABLE 4.1.14 INSTEAD OF OTHER SHOPPING APPLICATION YOU ARE ABLE TO RETAIN OR REGULAR CUSTOMER OF AMAZON

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly agree	27	26.4%
2	Agree	31	30%
3	Neutral	36	35.2%
4	Strongly disagree	8	7.8%
5	Disagree	-	-
	TOTAL	102	100%

SOURCE:-Primary Data

Regular customer

■ Percentage ■ No. of respondents

- Disagree — 0
- Strongly disagree — 7.80% — 8
- Neutral — 35.20% — 36
- Agree — 30.00% — 31
- Strongly agree — 26.40% — 27
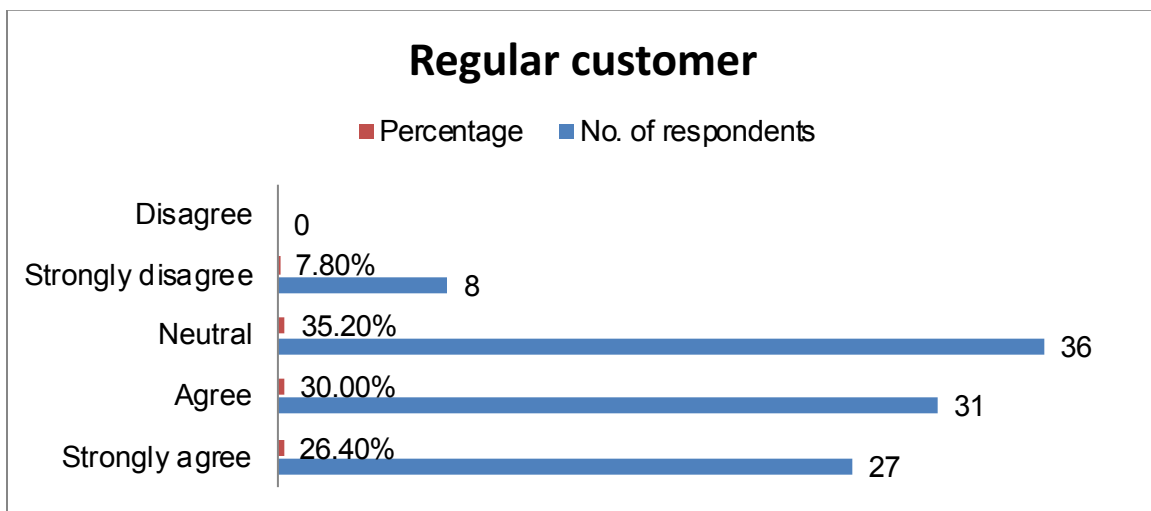
(FIG 4.1.14)

INTERPRETATION:-From this above analysis (26.4%) of respondents strongly agreeing,(30%) respondents are agreed, (35.2%) respondents are neutral, (7.8%) respondents strongly disagreed that customers are regular to Amazon.

INFERENCE:-Majority (35.2%) of respondents are regular customers of Amazon instead of other shopping applications**.**

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4.1.15 HOW LONG HAVE YOU BEEN AMAZON CUSTOMER

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Less than 6 months	22	21.5%
2	6 months to a year	34	33%
3	1-2 years	16	15.6%
4	3 or more years	30	29.4%
	TOTAL	102	100%

SOURCE:-Primary Data
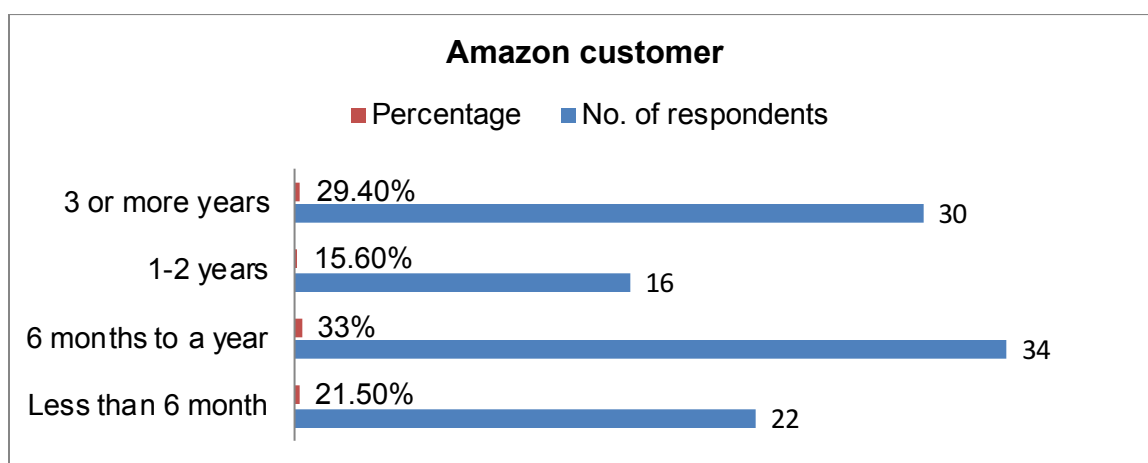
(FIG 4.1.15)

INTERPRETATION:-From this above analysis (21.5%) of respondents are Amazon customers for less than 6 months, (33%) of respondents are Amazon customers for 6months to a year, (15.6%) of respondents are Amazon customers for 1 to 2 years and (29.4%) of respondents are Amazon customers for 3 or more years**.**

INFERENCE:- Majority (33%) of respondents are Amazon customers for 6 months to a year.

4.1.16 UNIQUE SERVICES OF AMAZON COMPARED TO OTHER APPLICATION

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Reasonable exchange policy	22	21.5%
2	Quality product	25	24.5%
3	Fast delivery	35	34.3%
4	Transaction security	13	12.7%
5	Others	7	6.8%
	TOTAL	102	100%

SOURCE:-Primary Data
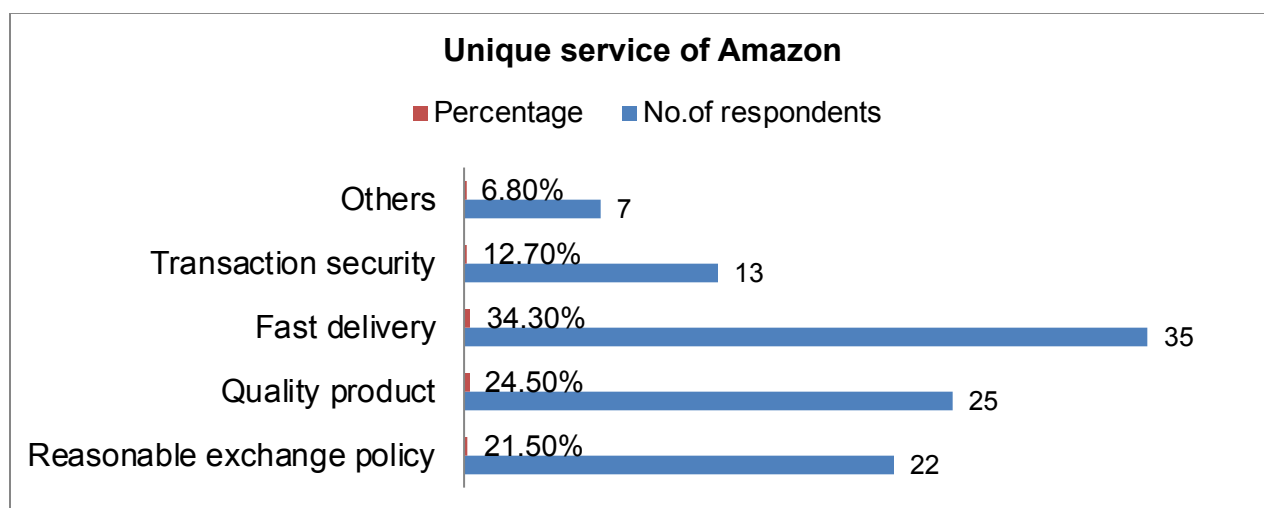
(FIG 4.1.16)

INTERPRETATION:-From this above analysis (21.5%) satisfied by Amazon because of reasonable exchange policy, (24.5%) satisfied by product quality, (34.30%) satisfied by fast delivery, (12.7%) satisfied by transaction security and (6.8%) satisfied by others.

INFERENCE:-Majority (34.3%) of respondents satisfied by Amazon compared to other application because of fast delivery.

TABLE 4.1.17 PRODUCT DELIVERY AT THE ESTIMATED GIVEN TIME

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly agree	28	27.4%
2	Agree	31	30.3%
3	Neutral	34	33.3%
4	Strongly disagree	6	5.8%
5	Disagree	3	2.9%
	TOTAL	102	100%

SOURCE:-Primary data
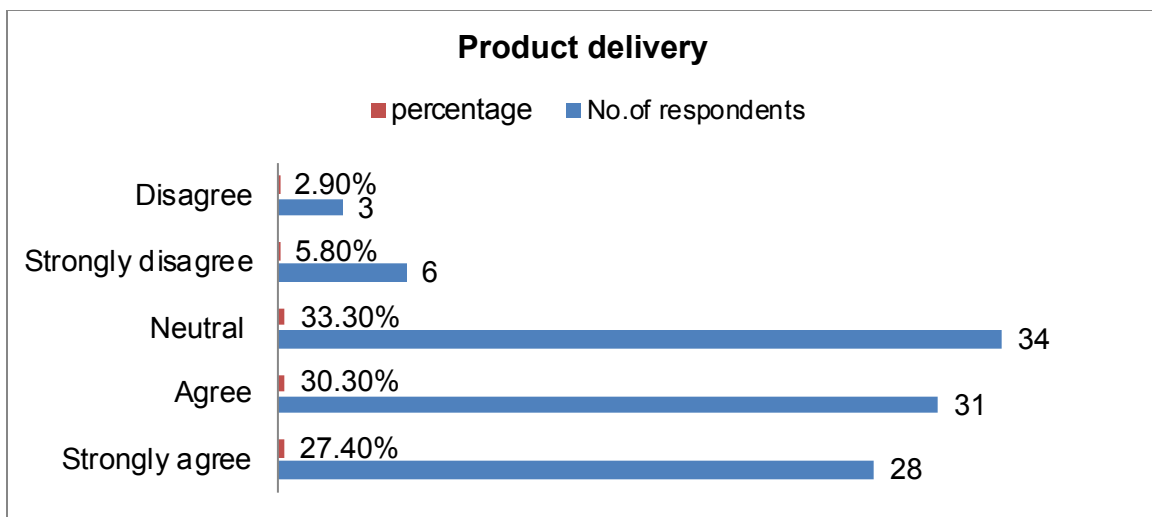
(FIG 4.1.17)

INTERPRETATION:- From the given analysis (27.4%) of respondents strongly agreed to the estimated delivery time, (30.3%) agreed to the delivery time, (33.3%) neutrally agreed, (5.8%) strongly disagreed and (2.9%) disagreed to the estimated delivery time.

INFERENCE:- Majority (33.3%) of respondents neutrally agreed that the product delivered at the estimated given time.

TABLE 4.1.18 AMAZON HAD REASONABLE RETURN AND EXCHANGE POLICY

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly agree	24	23.5%
2	Agree	38	37.2%
3	Neutral	31	30.3%
4	Strongly disagree	7	6.8%
5	Disagree	2	1.9%
	TOTAL	102	100%

SOURCE:-Primary Data
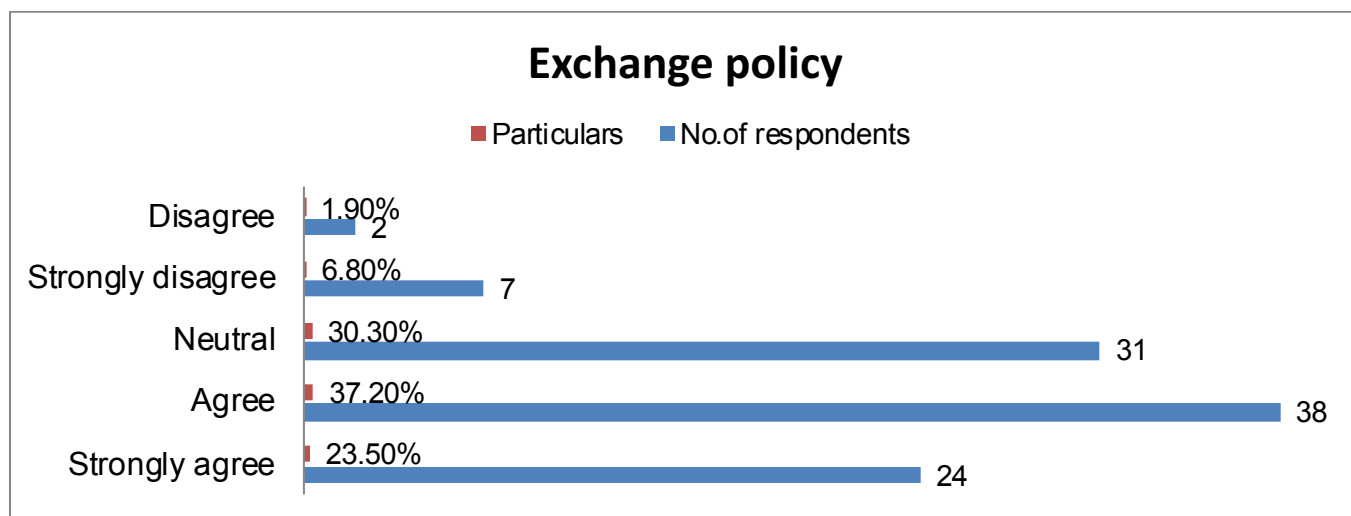
(FIG 4.1.18)

INTERPRETATION:-From the given analysis (23.5%) of respondents strongly agreed that Amazon have reasonable exchange policy, (37.2%) agreed to the return policy, (30.3%) neutrally agreed, (6.8%) strongly disagreed and (1.9%) disagreed that Amazon had reasonable exchange policy.

INFERENCE:-Majority (37.2%) of respondents agreed Amazon had reasonable exchange or return policy.

TABLE 4.1.19 DO U AGREE OR DISAGREE WITH THE STATEMENT PROVIDED BELOW

S.NO	PARTICULARS	STRONGLY AGREE		AGREE		NEUTRAL		DISAGREE		STRONGLY DISAGREE	
1	Reasonable pricing of the product	33	32.3%	18	17.6%	10	9.8%	22	21.5%	19	18.6%
2	Product was delivered on time	56	54.9%	12	11.7%	19	18.6%	7	6.8%	8	7.8%
3	Product was delivered safely (without any damages)	72	70.5%	19	18.6%	-	-	11	10.7%	-	-
4	Deliver associate is friendly	12	11.7%	39	38.2%	24	23.5%	26	25.4%	1	0.9%

SOURCE:-Primary Data
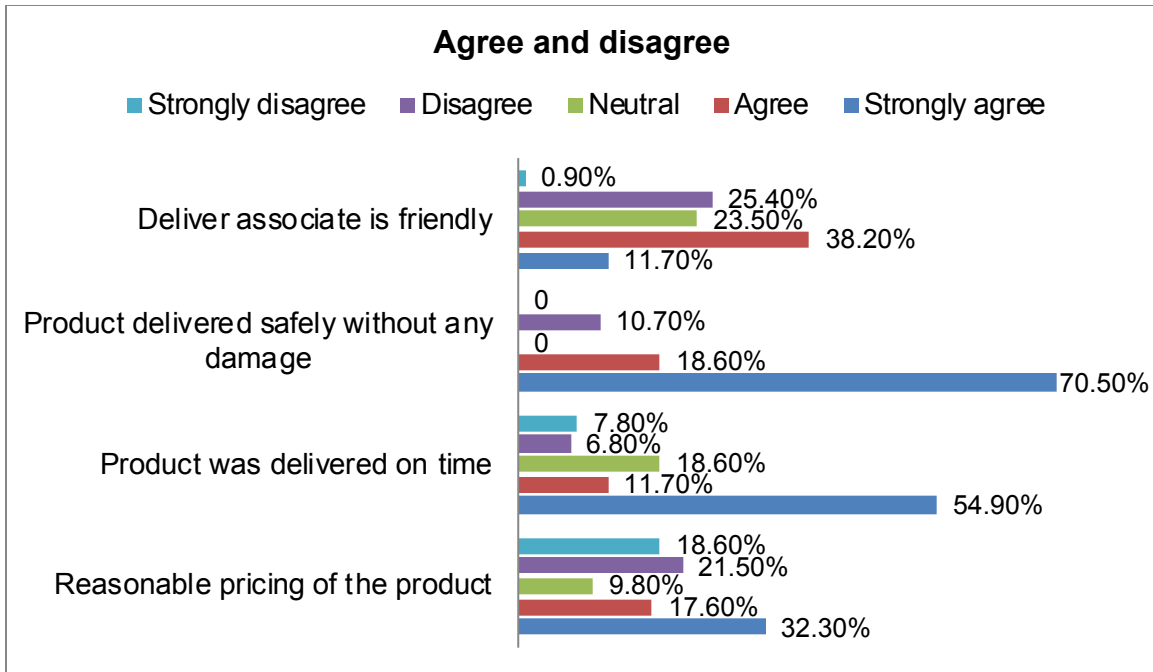
(FIG 4.1.19)

INTERPRETATION:-

- From the above analysis it is interpreted for the factor reasonable pricing of the product (32.3%) of number of respondents strongly agree, (17.6%) of number of respondents agreed, (9.8%)of number of respondents are neutral, (21.5%) of number of respondents are disagreed and (18.6%) of number of respondents are strongly disagreed.

- From the above analysis it is interpreted for the factor product was delivered on time (54.9%) of number of respondents strongly agree, (11.7%) of number of respondents agreed, (18.6%)of number of respondents are neutral, (6.8%) of number of respondents are disagreed and (7.8%) of number of respondents are strongly disagreed.

- From the above analysis it is interpreted for the factor product delivered safely (70.5%) of number of respondents strongly agree, (18.6%) of number of respondents agreed and (10.7%) of number of respondents are disagreed.

- From the above analysis it is interpreted for the factor deliver associate is friendly (11.7%) of number of respondents strongly agree, (38.2%) of number of respondents agreed, (23.5%)of number of respondents are neutral, (25.4%) of number of respondents are disagreed and (0.9%) of number of respondents are strongly disagreed.

INFERENCE:-

- Majority (32.3%) strongly agree of the respondents with the parameters reasonable pricing of the products.

- Majority (54.9%) strongly agree of the respondents with the parameters product was delivered on time.

- Majority (70.5%) strongly agree of the respondents with the parameters product was delivered safely (without any damages).

- Majority (38.2%) are neutral of the respondents with the parameters deliver associate is friendly.

TABLE 4.1.20 MOST IMPORTANT PARAMETERS THAT YOU CONSIDER BEFORE CHOOSING TO ORDER ONLINE

S.NO	PARTICULARS	STRONGLY AGREE		AGREE		NEUTRAL		DISAGREE		STRONGLY DISAGREE	
1	Accessibility & availability	33	32.3%	12	11.7%	20	19.6%	24	23.5%	13	12.7%
2	Variety	17	16.6%	49	48%	20	19.6%	8	7.8%	8	7.8%
3	Product accessibility	63	61.7%	15	14.7%	7	6.8%	2	1.9%	15	14.7%
4	Value for money	16	15.6%	28	27.4%	52	50.9%	1	0.9%	5	4.9%
5	Speed of delivery	43	42.1%	25	24.5%	22	21.5%	3	2.9%	9	8.8%

SOURCE:-Primary Data

(FIG 4.1.20)

INTERPRETATION:-

- From the above analysis it is interpreted for the factor accessibility and availability (32.3%) of number of respondents strongly agree, (11.7%) of number of respondents agreed, (19.6%)of number of respondents are neutral, (23.5%) of number of respondents are disagreed and (12.7%) of number of respondents are strongly disagreed.
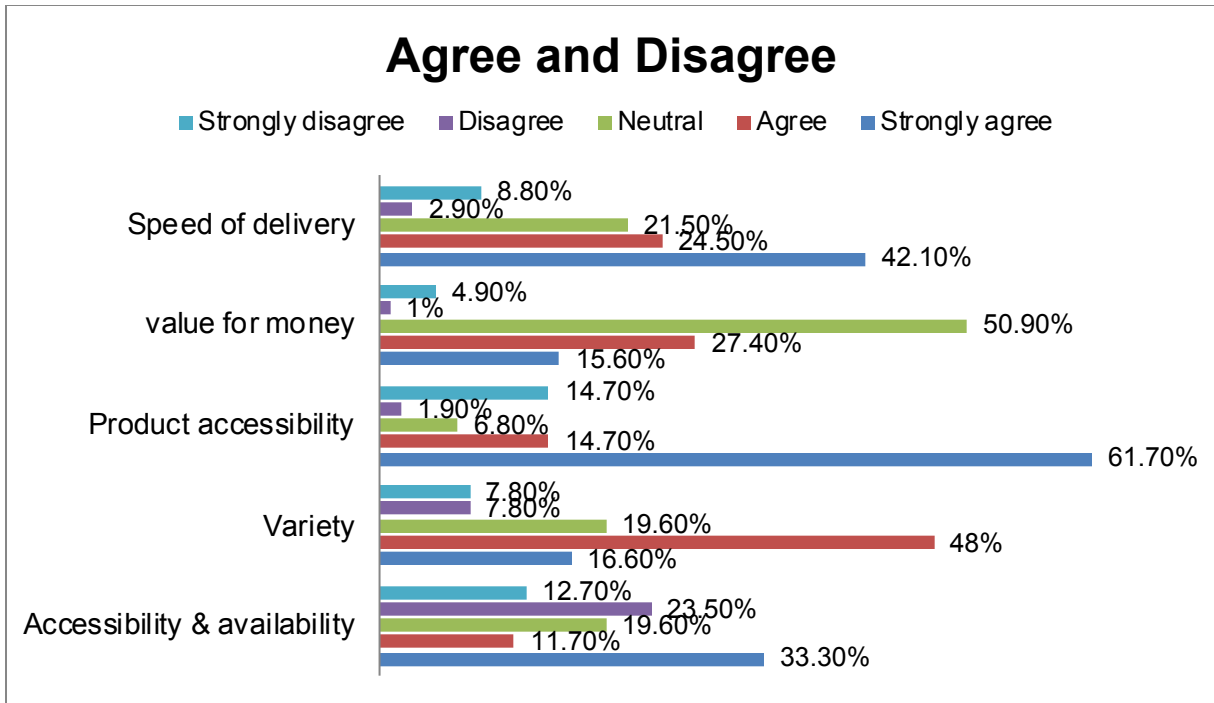
- From the above analysis it is interpreted for the factor variety (16.6%) of number of respondents strongly agree, (48%) of number of respondents agreed, (19.6%)of number of respondents are neutral, (7.8%) of number of respondents are disagreed and (7.8%) of number of respondents are strongly disagreed.

- From the above analysis it is interpreted for the factor product accessibility (61.7%) of number of respondents strongly agree, (14.7%) of number of respondents agreed, (6.8%)of number of respondents are neutral, (1.9%) of number of respondents are disagreed and (14.7%) of number of respondents are strongly disagreed.

- From the above analysis it is interpreted for the factor value for money (15.6%) of number of respondents strongly agree, (27.4%) of number of respondents agreed, (50.9%)of number of respondents are neutral , (0.9%) of number of respondents disagreed and (4.9%) of number of respondents are strongly disagreed.

- From the above analysis it is interpreted for the factor speed of delivery (42.1%) of number of respondents strongly agree, (24.5%) of number of respondents agreed, (21.5%)of number of respondents are neutral, (2.9%) of number of respondents are disagreed and (8.8%) of number of respondents are strongly disagreed.

INFERENCE:-

- Majority (32.3%) of the respondents strongly agreed with the parameters accessibility and availability.

- Majority (48%) of the respondents agreed with the parameters variety.

- Majority (61.7%) of the respondents strongly agreed with the parameters product accessibility.

- Majority (51.9%) of the respondents neutral with the parameters speed of delivery.

TABLE 4.1.21 RECOMMEND AMAZON TO OTHERS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	5 star	58	56.8%
2	4 star	11	10.7%
3	3star	4	3.9%
4	2 star	19	18.6%
5	1 star	10	9.8%
	TOTAL	102	100%

SOURCE:-Primary Data
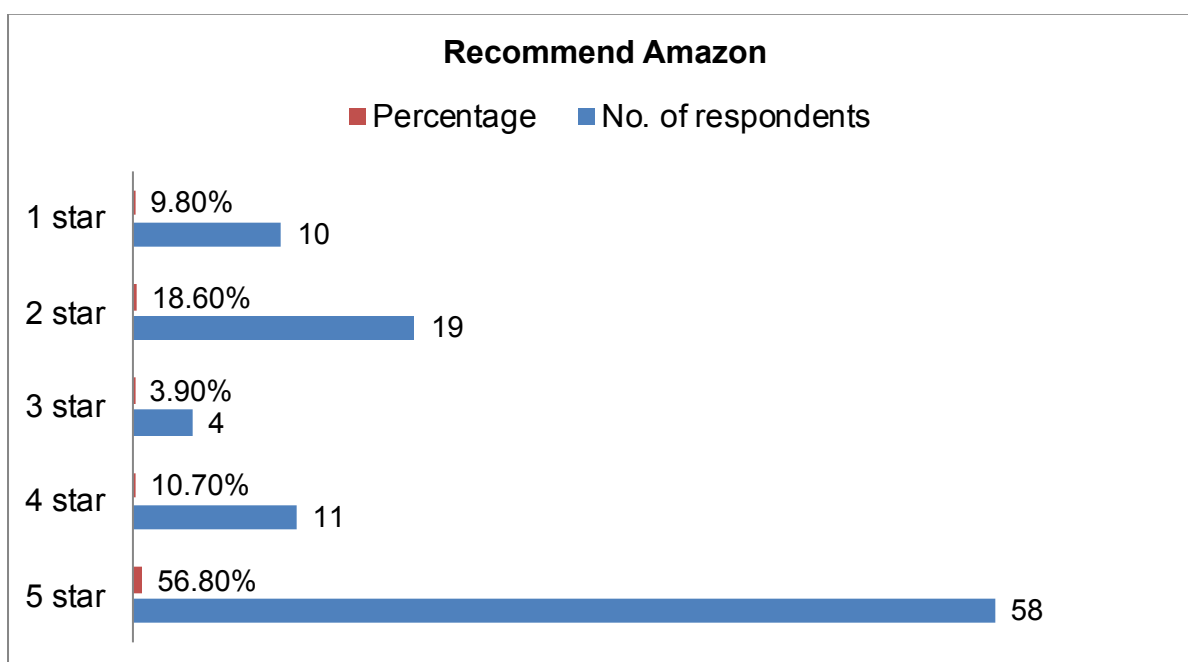
(FIG 4.1.21)

INTERPRETATION:-From the above analysis (56.8%) of respondents gave 5 star ratings , (10.7%) of respondents gave 4 star ratings, (3.9%) of respondents gave 3 star ratings, (18.6%) of respondents gave 2 star ratings and (9.8%) of the respondents gave 1 star ratings to recommend Amazon to others.

INFERENCE:-Majority (56.8%) of respondents gave 5 star ratings to recommend Amazon to others.

4.2 HYPOTHESIS

- The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and (the chi-square statistic for each cell).
- The chi-square statistic, p-value and statement of significance appear beneath the table. Blue means you are dealing with dependent variables; red, independent.

Results						
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	*Row Totals*
Accessibility and availability	33 (34.40) [0.06]	12 (25.80) [7.38]	20 (24.20) [0.73]	24 (7.60) [35.39]	13 (10.00) [0.90]	102
Variety	17 (34.40) [8.80]	49 (25.80) [20.86]	20 (24.20) [0.73]	8 (7.60) [0.02]	8 (10.00) [0.40]	102
Product accessibility	63 (34.40) [23.78]	15 (25.80) [4.52]	7 (24.20) [12.22]	2 (7.60) [4.13]	15 (10.00) [2.50]	102
Value for money	16 (34.40) [9.84]	28 (25.80) [0.19]	52 (24.20) [31.94]	1 (7.60) [5.73]	5 (10.00) [2.50]	102
Speed of delivery	43 (34.40) [2.15]	25 (25.80) [0.02]	22 (24.20) [0.20]	3 (7.60) [2.78]	9 (10.00) [0.10]	102
Column Totals	172	129	121	38	50	**510 (Grand Total)**

- The chi – square statistic is 177.8755. The p-value is <0.00001. The result is significant at p<.05.

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CHAPTER – 5   <u>**FINDINGS AND SUGGESTIONS**</u>

5.1 FINDINGS

- Majority (59%) respondents are age between 20-38.

- Majority (76%) of gender of respondents are male.

- Majority (77.4%) of the respondents are unmarried

- Majority (50.9%) respondents monthly income is below 25,000.

- Majority (42%) of respondents are shopping with Amazon.

- Majority (27.4%) of people are spending time on Amazon once a week.

- Majority (31.3%) of respondents are preferred Amazon for shopping because of good quality.

- Majority (33.3%) of respondents shopping based on product quality in Amazon.

- Majority (56%) of respondents made their by COD.

- Majority (23.5%) of respondents are spending 1500 to 2000 rupees in shopping online.

- Majority (35.2%) of respondents chosen online shopping instead of direct shopping.

- Majority (38.2%) of the customers purchased a product through Amazon in the source of family and friends.

- Majority (27.4%) of respondents are using clothing and electronics   product features often in a day.

- Majority (35.2%) of respondents are regular customers of Amazon instead of other shopping applications.

- Majority (33%) of respondents are Amazon customers for 6 months to a year.

- Majority (34.3%) of respondents satisfied by Amazon compared to other applications because of fast delivery.

- Majority (33.3%) of respondents neutrally agreed that the product delivered in the estimated given time.

- Majority (37.2%) of respondents agreed Amazon had reasonable return and exchange policy.

- Majority (32.3%) strongly agree of the respondents with the parameters reasonable pricing of the products.

- Majority (54.9%) strongly agree of the respondents with the parameters product was delivered on time.

- Majority (70.5%) strongly agree of the respondents with the parameters product was delivered safely (without any damages).

- Majority (38.2%) are neutral of the respondents with the parameters deliver associate is friendly.

- Majority (32.3%) of the respondents strongly agreed with the parameters accessibility and availability.

- Majority (48%) of the respondents agreed with the parameters variety.

- Majority (61.7%) of the respondents strongly agreed with the parameters product accessibility.

- Majority (51.9%) of the respondents neutral with the parameters speed of delivery.

- Majority (56.8%) of respondents gave 5 star ratings to recommend Amazon to others.

5.2 SUGGESTIONS

- Amazon E- commerce sites should take the primary issues really serious as well as the delivery of the product with better return policies to make themselves credible before the eyes of the customer.

- Amazon should make very delivery to all priced product.

- The Amazon should add some offers with the products is very quarters so as to gain more and more number of customers.

- Amazon focused on the review given by customer for changes begin the product.

- If Amazon would provide different designs to variety of products, they can gain more number of customers and can easily satisfy them.

- 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.

- 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.

- 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.

- 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 companies and online service providers have to create awareness to consumers as now to order the product online.

- Internet environment has to be improved in the areas or art, dynamic and interactive techniques. This improvement will give more visual appeal.

CHAPTER- 6   <u>CONCLUSION</u>

6.1 CONCLUSION

Online shopping (AMAZON) 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 satisfaction 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.

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.

This study concluded online shopping is a highly best one, when compared to other shopping. The study about the various aspects of customer satisfaction on Amazon online shopping is satisfied with price, speed of delivery, loyalty or this online, variety of product, customer support, quality of delivery products, recurring purchase in same store, offers & discounts and advertisements. If the suggestion given by the customers implemented successfully, the growth of the company and the level of satisfaction of the customer will be improved.

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APPENDIX (QUESTIONNAIRE)

1. **Personal details**

    Name _____

    What's your age?
    - a) Below 18
    - b) 18-20
    - c) 20-38
    - d) 38-48
    - e) 48 and above

    Profession _____

    Gender
    - a) Male
    - b) Female

    Marital status
    - a) Married
    - b) Unmarried

    Income (Monthly income)
    - a) Below 25,000
    - b) 25,000 – 50,000
    - c) More than 50,000

2. How long you are shopping with Amazon?

      a) 1 Month

      b) Less than 1 Month

      c) 1 year

      d) Less than 1 year

      e) More than 1 year

3. How much time you spend on Amazon?

      a) Everyday

      b) Weekly once

      c) Once a month

      d) Twice a month

      e) Every 2 or 3 months

4. Do you agree/disagree with the statement provided below?

	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Reasonable pricing of the product					
Product was delivered on time					
Product was delivered safely (without any damages)					
Deliver associate is friendly					

5. What are the main reasons you preferred Amazon for shopping?

       a) Less price
       b) Good quality
       c) Fast delivery
       d) Standard

6. Are you shopping with Amazon based on?

     a) Discount & offers

     b) Product quality

     c) Availability

     d) Fast delivery

     e) Fair deal

7. What is the mode of payment you usually preferred the most?

     a) Credit or debit card

     b) Cash on delivery (COD)

     c) Net banking

8. How much you can spend for shopping on online?

     a) Less than 500

     b) 500-100

     c) 1000-1500

     d) 1500-2000

     e) Above 2000

9. What are the most important parameters that you consider before choosing to order online?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Accessibility and availability					
Variety					
Product accessibility					
Value for money					
Speed of delivery					

10. why are you choosing online shopping instead of Direct shopping?

a) Save time

b) Wide choices

c) Ease to find product

11. What are the sources which makes you purchased product from Amazon?

a) Family & friends

b) Online advertisements

c) Transactions security

d) Advertisement (print & broadcast)

12. Which product feature do you use most often in your day-to-day?

    a) Home and kitchen

    b) Books

    c) Clothing, shoes and jewelry

    d) Electronics

    e) Beauty and personal care

13. Instead of other shopping application you are able to retain or regular customer of Amazon?

    a) Strongly agree

    b) Agree

    c) Neutral

    d) Strongly disagree

    e) Disagree

14. How long have you been Amazon customer?

    a) Less than six months

    b) Six months to a year

    c) 1-2 years

    d) 3 or more years

15. If there was one new feature you could suggest, what would it and why?

_____

16. What is the uniqueness in service of Amazon which satisfied you as compared to other shopping application?

    a) Reasonable return or exchange policy

    b) Quality product

    c) Fast delivery

    d) Transaction security

    e) Others

17. So far, you got the product at the same time estimated delivery giver?

    a) Strongly agree

    b) Agree

    c) Neutral

    d) Strongly disagree

    e) Disagree

18. Amazon had a reasonable return and exchange policy?

    a) Strongly agree

    b) Agree

    c) Neutral

    d) Strongly disagree

    e) Disagree

19. How likely are you to recommend Amazon to others?

   Not at all likely   1 2 3 4 5 Extremely likely

20. Do you have any additional comments or feedback for us?

_____