

A Study of Customer Satisfaction towards Amazon Online Shopping

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I. Introduction

Online shopping is a developing concept and used everywhere in the world and it has come into presence because of Internet. Online Shopping and E-Commerce has altered the game for the Retail Industry. One of the best examples of e-commerce is Amazon as it runs its business operations with the vendors and customers solely on Internet. The business model of Amazon.com aims at “Extensive Customization of Their Information System and Business

Processes to Accommodate Customer Requirements (And Service Experiences) On Line.” The reduced cost factors of internet, as a direct channel of clients and a company with relatively less maintenance costs and investment, were considered to be the key factors to the achievement of an online based business. Online businesses had a shift of efforts in the direction of upgrading of the grade of experience for their consumers and e-commerce services.

II. Review of Literature

DA Maratha, G GA wade (2020)“Customer perception about online shopping with reference to Amazon in India”. The number of internet users is increasing every day and this increased growth has created opportunities for global and regional e-commerce. This number is expected to reach 445 million Users in 2020.

Amazon (Amazon. com) is the world's largest online retailer. The company was originally a book seller but has expanded to sell a good sort of commodity and digital media also as its own electronic devices; Jeff Bezos incorporated the corporate as Caldara in 1994 but changed the name to Amazon in 1994 but changed the name to

Amazon for the web site launch in 1995. Amazon is headquartered in Seattle, Washington. Amazon operates in India as Amazon India subsidiary.

Sharma, G., Bajpai, N., Kulshreshtha, K., Tripathi, V. and Dubey, P. (2019), "Foresight for online shopping behavior: a study of attribution for “what next syndrome”, Foresight, Vol. 21 No. 2, pp. 285317.

This paper has examined that brand loyalty; Web Interactivity, perceived risk, online reputation management, e-WOM and price are relevant. Some other factors like discount pricing, message boards and product risk are crucial for motivating customers for online shopping.

III. Scope of the Study

This study is to know how much the customer aware with the product offered by amazon. Customer satisfaction towards offers, discount, replacement, interest, and trust will be the main study of this project. The study covers the geographical places in Madurai District.

IV. Objective of the Study

- 1) To find out the factor that influence customer complacency.
- 2) To suggest suitable measure to improve the online marketing.
- 3) To find out the level of satisfaction towards amazon online shopping while purchasing it.

V. Research methodology

Sample Design

The sample size is a term used in market research for defining the number of subjects included in a sample size. By sample size, we understand a group of a subject that are selected from the general population and is considered a representative of the real population for that specific study.

Sample Size

150 Respondents were chosen as a sample size for this study.

Data Collection

Target Audience: Amazon Online Shopping Users in Madurai City.

Primary Data

In this study convenience sampling was used for collecting Primary data, primary data is a kind of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. The data was collected from the respondents through the questionnaires.

Secondary Data

Secondary data refers to data that is collected by someone other than the primary user... Secondary data was collected from the existing data sources, catalogues, internet, magazine, case studies, newspaper, article, etc. the information so collected has been consolidated in a meaningful manner for the purpose. The data was collected from the websites and journals.

VI. E-Commerce in India

India has an Internet user base of around 504 million as of May 2020, about 40% of the population. This number is predictable to be 627 million by the end of 2019. Despite being the second-largest user base in world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point.

VII. Data Analysis

1) Problems Faced While Shopping in Amazon

Table 1.1

| Sl. No. | Problem | No. of Respondents | Percentage |
|---------|-------------------|--------------------|-------------|
| 1 | Out of stock | 45 | 30% |
| 2 | Payment issues | 12 | 8% |
| 3 | Replacement issue | 22 | 14.70% |
| 4 | Delay in delivery | 11 | 7.30% |
| 5 | Faulty product | 7 | 4.70% |
| 6 | No issue | 53 | 35.30% |
| | Total | 150 | 100% |

Source: primary data

In the above table 1.1 found that 30% of respondents faces out of stock issues while purchasing in Amazon, 8% of respondents faces payment issues while purchasing in Amazon, 14.70% of respondents faces replacement issues while purchasing in Amazon, 7.30% of respondents faces delay in delivery issues while purchasing in Amazon, 4.70% of respondents faces faulty product issues while purchasing in Amazon, and 35.30% of respondents has No issues while purchasing in Amazon. It was concluded that majority (35.30%) of respondents has No issues while purchasing in Amazon.

2) Delivery of Goods by Amazon

Table 1.2

| Sl. No. | Particulars | No. of Respondents | Percentage |
|---------|----------------|--------------------|-------------|
| 1 | Perfectly same | 32 | 21.30% |
| 2 | Same | 53 | 35.30% |
| 3 | Almost same | 60 | 40% |
| 4 | Different | 5 | 3.30% |
| | Total | 150 | 100% |

Source: primary data

In the above table 1.2 found that 21.30% of respondents say Amazon delivers goods on perfectly same date, 35.30% of respondents say Amazon delivers goods on same date, 40% of respondents says Amazon delivers goods on almost same date, and 3.30% of respondents says Amazon delivers goods on different date. It was concluded that majority (40%) of respondents says Amazon delivers goods on almost same date.

3) Overall, Satisfaction While Shopping in Amazon

Table 1.3

| Sl. No. | Particulars | No. Of Respondents | Percentage |
|---------|----------------------|--------------------|-------------|
| 1 | Less price | 29 | 19.30% |
| 2 | Discount and offers | 62 | 41.30% |
| 3 | Fast delivery | 23 | 15.30% |
| 4 | Transaction security | 8 | 5.30% |
| 5 | Quality product | 28 | 18.70% |
| | TOTAL | 150 | 100% |

Source: primary data

In the above table 1.3 found that 19.30% of respondent feels Less price of goods make them fully satisfied while shopping with Amazon, 41.30% of respondent feels discount and offers for goods make them fully satisfied while shopping with Amazon, 15.30% of respondent feels Fast delivery of goods make them fully satisfied while shopping with Amazon, 5.30% of respondent feels Transaction security make them fully satisfied while shopping with Amazon, and 18.70% of respondent feels Quality product make them fully satisfied while shopping with Amazon. It was concluded that majority (41.30%) of respondent feels discount and offers for goods make them fully satisfied while shopping with Amazon.

4) Customer Opinion towards Amazon

Table 1.4

| Sl. No. | PARTICULARS | Frequency | | Percentage | |
|---------|---|-----------|----|------------|-------|
| | | Yes | No | Yes | No |
| 1 | Will you recommend Amazon. in to others | 122 | 28 | 81.30 | 18.70 |
| 2 | Are you a regular customer of Amazon | 84 | 66 | 56 | 44 |
| 3 | Order cancellation procedure is easy in Amazon | 114 | 36 | 76 | 24 |
| 4 | Is Amazon providing replacement guarantee | 106 | 44 | 70.67 | 29.33 |
| 5 | 24*7 customer care service is available in Amazon | 114 | 36 | 76 | 24 |
| 6 | Free and easy return is available in Amazon | 112 | 38 | 74.67 | 25.33 |
| 7 | Do you get any promotional offers from Amazon | 81 | 69 | 54 | 46 |

Source: primary data

In the above table 4.3.22 found that 81.30% of the respondents were satisfied and they will recommend Amazon. in to others, 76% of the respondents were satisfied in order cancellation procedure in Amazon and 74.67% of the respondents were satisfied with free and easy return in Amazon.

In the above table 4.3.22 found that 46% of the respondents are not getting any promotional offers from Amazon, 44% of the respondents are not the regular customers of amazon and 29.33% of the respondents are not satisfied with replacement guarantee.

Likert Scaling

Customers Opinions on Amazon Online Shopping

Table 1.5

| Particulars | SA | AG | NU | DA | SDA | Mean Score | Rank |
|--|----|----|----|----|-----|------------|------|
| The price is matter when you shopping from Amazon | 36 | 98 | 3 | 11 | 2 | 4.03 | 3 |
| Amazon had a reasonable return and exchange policy | 36 | 87 | 5 | 19 | 3 | 3.89 | 5 |
| Amazon provides detailed information about the product | 49 | 77 | 4 | 17 | 3 | 4.01 | 4 |
| Easy to choose and make comparison with other product | 35 | 86 | 4 | 21 | 4 | 3.85 | 6 |
| Safe & secure with Amazon online Shopping | 47 | 83 | 6 | 12 | 2 | 4.07 | 2 |
| Based on your buying experience with Amazon are you full satisfied with Amazon's customers service | 45 | 85 | 12 | 4 | 4 | 4.09 | 1 |

Source: Computed data

[Strongly Agree (SA); Agree (AG); Neutral (NU); Dis Agree (DA); Strongly; Dis Agree (SDA)]

From the table 1.4 it shows, the satisfaction level of respondents in each statement, in which it was found that the respondents are fully satisfied with the Amazon's customer service; so it has high mean score of 4.07 and it was ranked as First. Easy to choose and make comparison with other product has least score of 3.85 and it was ranked as least, because the respondents are not satisfied with the easy to find and comparing the product when compare to others facilities.

VIII. Findings

- [1] Discount and offers is the main reason which makes Amazon users fully satisfied, 41.30% of respondents said that
- [2] Majority (35.30%) of respondents has No issues while purchasing in Amazon.
- [3] Majority (40%) of respondents says Amazon delivers goods on almost same date.
- [4] Majority (41.30%) of respondent feels discount and offers for goods make them fully satisfied while shopping with Amazon.
- [5] Around 29.33% of the respondents are not satisfied with replacement guarantee.
- [6] Respondents are fully satisfied with the Amazon's customer service

IX. Suggestions

- 1) Based upon the findings and discussion of this study, the following suggestions are presented for the amazon. in online shopping website more popular, convenient, reliable and trustworthy.
- 2) Online transaction security and safety awareness must be improved by Amazon to their customers for online payments while purchasing.
- 3) More options for product should be provided by Amazon for attracting more and more Amazon users.
- 4) Most the respondents were purchasing between 501-1500, so by giving more options and more variety under that price may attract numerous customers.

X. Conclusion

Web based shopping is one the quickest developing business in India. It gives buying freedom to many individuals on the planet. Geological hindrances have been broken by web-based shopping vendors. Today web has become easy to use vehicle for correspondences, shopping, installments, etc., its mindfulness and use level is continuously filling in all fragments of the general public. In India the vast majority of individuals are utilized conventional intends to purchase, their requirements and needs and for them it will require a couple of years to change. Yet, the classifications of individuals particularly the more youthful gathering are utilizing the web-based shopping the most for buying their necessities & wants. There is a brilliant future for online stores.

XI. Limitations of the Study

- 1) Analysis was done based upon personal opinion of respondents individually not from any groups or experts.
- 2) Questionnaire method was used for collecting data and the limitation of questionnaire method is applicable to this study.
- 3) Answer of the questionnaire largely depends upon the mind setup of the respondents.
- 4) Respondent's opinion may, not be free from bias.
- 5) The sample size was limited to 150

XII. Reference

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