

# A STUDY ON THE CUSTOMER SATISFACTION TOWARDS AMAZON

(With Special Reference to South Chennai)

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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, 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 100 respondents have been collected from the area of South Chennai city. 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, Purchasing Pattern, Customer loyalty, Amazon

## 1. INTRODUCTION

The online shopping trend around the world spread very fast. —The Neilson Company conducted survey in 2010 and polled over 27000 internet user in 55 market from as a in pacific, Europe, middle east, north America a to look at how consumers shop online (Neilson, 2010). Globally online shopping is made on books and cloths as per survey data. Most people are interested to purchase and bought usually books and cloths. Alternative names are: e-web-store, e-shop, e-store, internet shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app. Internet makes life simple and innovative. People are doing business online and trade has become more easy and fast. Internet provides new ways to promote business. Website becomes the essence of online business as to show their services and products. Internet gathers all competitors and consumers in one place. It brings new lane to promote, advertise products and services in market. Online consumers are always seeking new products, new attractiveness and the most important thing being price compatibility with their budget. The internet is best way to save time and money through

purchasing online within their range of budget at home or in anywhere. Online consumers don't have limits to online shopping. They also use internet for comparison of prices of goods and services, news, visit social networks and search information and so on. Online shopping behaviors depends upon factors such as shopping motives, personality variables, internet knowledge and experience and last factor of shopping incentives ,etc,. The main purpose of this research is to analyse online consumer behaviour in a systematic way. What factors affect online shopper while making the decision to buy goods and services from internet, to buy more items and give information about the product from website. Online shopping is the process of buying goods and services through internet. Since the development of World Wide Web, retailers sought to sell their goods and services through internet.. It offers you to Access to products and services which are not handy in local market. Online shopping is described as a computer activity performed by a consumer via a computer based interface, where consumer's computer is connected to retailer's digital storefront through a network (Haubl & Trifts, 2000).

## 2. REVIEW OF LITERATURE

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 (Wilson et al., 2008).

Oliva, 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 customers' 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).

## 3. OBJECTIVES OF THE STUDY

- To study about customer satisfaction towards amazon.
- To identify the offers and replacement.
- To identify what type of product are sold in amazon.
- To determine the impact of factors towards online shopping experience of amazon
- To know the price level issued by the amazon

## HYPOTHESIS

**4. NEED FOR THE STUDY**

To know the customer satisfaction and the services done by the amazon to capture the customer and to determine the offer and discount issued by the amazon to attract the customer and to know the preference level of the customer towards amazon.

**5. SCOPE OF STUDY:**

- The aim of the study is to know about the customer satisfaction
- This study is to know how much the customer satisfied with the product offered by amazon
- Customer satisfaction towards offers, discount, replacement, interest, and trust will be the main study of this project.

**5. LIMITATIONS OF THE STUDY:**

- The answer to the questionnaire largely depends upon the mind setup of the respondents.
- Respondent's opinion may not be free from bias.
- The sample size was limited to 100.

**6. RESEARCH METHODOLOGY****DESCRIPTIVE RESEARCH:**

Descriptive research includes surveys and fact findings enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In social science and business research we quite often use the term Ex Post Facto Research for descriptive research studies. The main characteristics of this method are that the researcher has no control over the variables; he can only report what has happened or what is happening. Most ex post facto research projects are used for descriptive studies in which the researcher seeks to measure such items as, for example, frequency of shopping, preferences of people, or similar data. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlational methods.

**DATA COLLECTION:****a) PRIMARY DATA:**

The primary data are those which are collected afresh and for the first time, and thus happen to be original in character.

**b) SECONDARY DATA:**

The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process.

**SAMPLING**

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a judgement or inference about the aggregate or totality is made. In other words, it is a process of obtaining information about an entire population by examining only a part of it.

## SAMPLING SIZE

- Direct questionnaire method was used to identify the sample for this study 100 sample from customers.

### SIMPLE RANDOM SAMPLING:

Simple random sampling is the method of sample selection, which gives each possible sample combination an equal probability of being picked up and each item in the entire population to have equal chance of being included in the sample.

### QUESTIONNAIRE DESIGN:

#### TOOLS APPLY:

The questionnaire was conducted by 20 questions framed according to objectives of the study; it is a closed ended model

Particulars	Categories	Frequency	Percent	Cumulative Percent
Age	15-25	36	36.0	36.0
	26-35	20	20.0	56.0
	36-45	36	36.0	92.0
	Above 45	8	8.0	100.0
Gender	Male	46	46.0	46.0
	Female	54	54.0	100.0
Occupation	Self Employed	36	36.0	36.0
	Professional	12	12.0	48.0
	Salaried	30	30.0	78.0
	House Wife	6	6.0	84.0
	Student	16	16.0	100.0
	Total	100	100.0	
Preference on Online Shopping	Yes	100	100.0	100.0
Frequency of Purchase from Online Purchasing	Weekly	23	23.0	23.0
	Monthly	41	41.0	64.0
	Occasionally	36	36.0	100.0

#### Source: Primary Data

It is observed from the above table that majority of the respondents are from 15-25 years and 36-45 years age group. They each account for 36 percent of the total respondents. Male respondents were slightly more than female respondents with 54 respondents and 46 respondents. Based on the occupation self-employed respondents dominated rest of the respondents. All the respondents preferred to use online shopping. The occasional purchasers were 36 percent, monthly purchasers were 41 percent and weekly purchasers were 23 percent.

Particulars	Categories	Frequency	Percent	Cumulative Percent
Preference on Flipkart Online Shopping	Yes	100	100.0	100.0
Medium through which Flipkart got introduced	Advertisement	30	30.0	30.0
	Internet	36	36.0	66.0
	Neighbors	14	14.0	80.0
	Friends/Relatives	20	20.0	100.0
Product Purchased from Flipkart	Clothing, Shoes & Jewellery	34	34.0	34.0
	Electronics & Computers	36	36.0	70.0
	Healthy & Beauty Products	22	22.0	92.0
	Others	8	8.0	100.0

#### Source: Primary Data

Particulars	Categories	Frequency	Percent	Cumulative Percent
Frequent Buyer of Flipkart	Yes	66	66.0	66.0
	No	34	34.0	100.0
	Total	100	100.0	
Discount Offered	Weekly	22	22.0	22.0
	Monthly	36	36.0	58.0
	Daily	8	8.0	66.0
	Festival Season	34	34.0	100.0
Value of Purchase in a Year	Below 1000	32	32.0	32.0
	1000-3000	33	33.0	65.0
	3001-5000	31	31.0	96.0
	Above 5000	4	4.0	100.0
Problems Faced	Out of Stock	20	20.0	20.0
	Payment Issues	16	16.0	36.0
	Replacement Issues	4	4.0	40.0
	Delay in delivery	36	36.0	76.0
	No issues	24	24.0	100.0

**Source: Primary Data**

Particulars	Categories	Frequency	Percent	Cumulative Percent
Mode of Payment on Flipkart	Credit/Debit Card	32	32.0	32.0
	Cash on delivery	48	48.0	80.0
	EMI	18	18.0	98.0
	Gifts of Product	2	2.0	100.0
Availing Offers from Flipkart	Yes	30	30.0	30.0
	No	70	70.0	100.0
Replacement of Flipkart Products	Yes	34	34.0	34.0
	No	66	66.0	100.0
Reasons for preferring Flipkart	Fast Delivery	52	52.0	52.0
	Easy Payment	14	14.0	66.0
	Quality & Quantity	13	13.0	79.0
	Time Saving	21	21.0	100.0
Delivery on mentioned date	Perfectly Same	47	47.0	47.0
	Same	20	20.0	67.0
	Almost Same	17	17.0	84.0
	Different	16	16.0	100.0
Delivery of the ordered products	Mentioned Date	49	49.0	49.0
	Before Mentioned Date	28	28.0	77.0
	After Mentioned Date	23	23.0	100.0

**Source: Primary Data**

**ANOVA OF GENDER AND RELIABILITY ON FLIPKART**

Gender	N	Mean	Std. Deviation
Male	46	3.717	.9108
Female	54	4.000	.8687
Total	100	3.870	.8950

**Source: Primary Data**

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.984	1	1.984	2.514	.116
Within Groups	77.326	98	.789		
Total	79.310	99			

**Source: Primary Data**

It is observed from the above table that F value (2.514) is not statistically significant at five percent level which indicates that there is no internal difference among male and female respondents towards product reliability on Flipkart.

**ANOVA OF GENDER AND SATISFACTION ON REPLACEMENT**

Gender	N	Mean	Std. Deviation
Male	46	4.609	.4934
Female	54	4.519	.5043
Total	100	4.560	.4989

**Source: Primary Data**

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.202	1	.202	.810	.370
Within Groups	24.438	98	.249		
Total	24.640	99			

**Source: Primary Data**

It is observed from the above table that F value (0.810) is not statistically significant at five percent level which indicates that there is no internal difference among male and female respondents towards satisfaction towards replacement by flipkart.

**ANOVA OF AGE AND RELIABILITY ON FLIPKART**

Age	N	Mean	Std. Deviation
15-25	36	3.750	.9373
26-35	20	4.000	.8584
36-45	36	4.000	.7928
Above 45	8	3.500	1.1952
Total	100	3.870	.8950

**Source: Primary Data**

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.560	3	.853	1.067	.367
Within Groups	76.750	96	.799		
Total	79.310	99			

**Source: Primary Data**

It is observed from the above table that F value (1.067) is not statistically significant at five percent level which indicates that there is no internal difference among various age group respondents towards product reliability on flipkart.

**ANOVA OF AGE AND SATISFACTION ON REPLACEMENT**

Age	N	Mean	Std. Deviation
15-25	36	4.583	.5000
26-35	20	4.700	.4702
36-45	36	4.500	.5071
Above 45	8	4.375	.5175
Total	100	4.560	.4989

**Source: Primary Data**

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.815	3	.272	1.095	.355
Within Groups	23.825	96	.248		
Total	24.640	99			

**Source: Primary Data**

It is observed from the above table that F value (1.095) is not statistically significant at five percent level which indicates that there is no internal difference among various age group respondents towards satisfaction on replacement.

**7. FINDINGS & SUGGESTIONS**

- 15-25 years and 36-45 years age group. They each account for 36 percent of the total respondents. Male respondents were slightly more than female respondents with 54 respondents and 46 respondents. Based on the occupation self-employed respondents dominated rest of the respondents. All the respondents preferred to use online shopping. The occasional purchasers were 36 percent, monthly purchasers were 41 percent and weekly purchasers were 23 percent.

- It is observed from the above table that F value (2.514) is not statistically significant at five percent level which indicates that there is no internal difference among male and female respondents towards product reliability on Flipkart.
- The amazon e-commerce sites should takes the primary issues really serious as well as the delivery of product with better return policies to make themselves credible before the eyes of the customer.
- Consumer should be educated on online shopping procedures with proper steps to be followed while online shopping
- Can make very delivery to all priced product
- Amazon focused on the review given by customer for changes begin the product
- The Amazon should add some offers with the products is every quartes so as to gain more and move no of customers
- If amazon would provide different designs to variety of products, they can gain more no of customers and can easily satisfy them
- The amazon is making tremendous mark among the customer, because whatever the product is their packing will obviously safe and secure, so they can maintain it for ever, to retain customer.

## 8. CONCLUSION

A Study on online shopping is a new technology that has been created along with the development of the Internet. The study consisted with the aspects in which customers of Amazon are satisfied and the Customer satisfactions of the sites. The innovative thinking of online shopping sites to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers. Based upon customer's survey, However, Amazon satisfies the customer in the aspect of quality of products

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