

Factors affecting Customer Loyalty among Amazon.in shoppers

Authors:

George Mathew

Xavier Institute of Management and Entrepreneurship (XIME), Bengaluru, Karnataka 560100

Kollo Athishu

Xavier Institute of Management and Entrepreneurship (XIME), Bengaluru, Karnataka 560100

Abstract

Purpose- The purpose of this paper is to find out the factors that influence customer loyalty to online shopping platform Amazon.in in India. To analyze the factors which affect e-loyalty the most on Amazon.in.

Methodology- The study uses primary data collection through a standardized questionnaire from 119 respondents from different parts of India. The respondents are selected using convenience sampling method. Various types of inferential tests is done on the primary data using MS Excel 2016 and SPSS 23.0 software.

Findings- Customers have high repurchase intention and they are mostly loyal to Amazon.in. They prefer Amazon.in than other online shopping platforms because of the advantage such as lower price, user friendliness, convenience, good delivery service, security and customer care.

Research Limitations- The research is limited to Amazon.in alone. It is limited to online shopping. Data was collected through convenience sampling and hence better representation of samples might be required.

Originality/value:

This paper is unique because it is focused on primary data obtained from people of various ages in various parts of the world.

Keywords: Customer Loyalty, Customer Satisfaction, Perceived Value & Risks, Customer Friendliness, Customer Trust.

Article Classification:

Research Paper

Introduction

Customer loyalty is the power force of the relationship between an individual's attitudes and repurchase from the same source/platform. The research focused on the buying patterns of customers in order to determine the level of satisfaction with Amazon's services. Customers can purchase anything online, including books, household items, toys, hardware, and software. Furthermore, in only a few decades, the internet has grown in popularity among adult and young shoppers due to its numerous benefits. One of the most overused words in industry today is "customer loyalty." The descriptive research design was used to achieve these goals. Shoppers can visit a website and shop while seated at a screen. The internet's capability includes a wide range of activities such as gathering information, providing a service, and buying a product, all of which Amazon can pursue in order to expand its customer base and, ultimately, benefit.

Amazon.in goal is to become a customer-focused organisation. According to a survey conducted by the Temkin Group, Amazon has the highest consumer loyalty in the United States. In the map of consumer loyalty, three factors were considered: reluctance to rely on another brand, willingness to purchase more products from Amazon.in, and willingness to promote it to others. Customer loyalty has reached a new low, according to the report, with just 17 percent of businesses scoring 'very high' for customer loyalty.

Amazon ranks first in customer loyalty with a rate of 68 percent, thanks to its ability to draw repeat customers. They continue to choose Amazon because of its ability to give consistent performance. While other online retailers earned slightly lower scores, Amazon's customer loyalty score stands out.

Research Objective

The thesis' goal and purpose is to investigate the relationship between consumer satisfaction and customer loyalty, as well as how these elements contribute to long-term business performance. This research stresses the importance of assessing customer satisfaction and loyalty in order to enhance business organisations. The goal is to provide a conceptual framework for analysing the factors that affect customer satisfaction, loyalty, and profitability. The study's goal is to investigate the variables that influence consumer loyalty in an online shopping setting, as well as to improve customer loyalty and build a strong long-term customer partnership using the e-commerce platform. The theory and practice of increasing loyalty in the B2C e-commerce is significant. Based on relevant literature and field surveys, the paper investigates the importance of customer loyalty in online shopping platform using the world's largest e-commerce platform/company. It can be concluded that establishing a long-term customer partnership is the easiest way to maximise buyer satisfaction. The paper focuses on the characteristics of online retail and includes findings from the fields of e-commerce and customer loyalty. Conduct a questionnaire sample of consumers and a statistical analysis of the relationship between market satisfaction and its contributing factors to arrive at an empirical appraisal of a hypothesis. The paper helps the e-commerce industry by explaining how to build long-term customer partnerships.

Customer Loyalty

One of the most overused words in industry today is "customer loyalty." The idea of customer loyalty is significant in the business world because it is regarded as a productive connection. Loyalty is both a competitive and an economic imperative. Customer loyalty refers to attracting target buyers and convincing them to repurchase goods. Loyalty is basically an attitude that can contribute to a relationship with a company in order to better understand the consumers' buying habits and satisfaction. Customer loyalty is a vital outcome of customer behaviour and satisfaction.

With market rivalry heating up, consumer loyalty has become a deciding factor in achieving long-term profitability of any company. Consumer loyalty is more important as an indicator of market share than

customer assessed market share. As a result, business leaders tend to focus their efforts on improving consumer satisfaction in order to achieve a vital competitive edge in the face of fierce competition.

Economists study the TOP500 companies and discover that loyal consumers repurchase goods and services and save expenses on advertisement and marketing costs, and also spread positive word of mouth about the products and services to their family/friends. In other words, this type of behaviour becomes a firm's staff source. It is the company's primary source of earnings. When it comes to enterprise marketing and communicating with clients, consumer satisfaction is a critical aspect that managers must consider. Customer loyalty would assist the company in achieving long-term steady revenue growth, reduced marketing costs, and increased profits.

Main Research Questions

- 1) Customers prefer Amazon for a variety of reasons. What are the aspects that concerns consumers when they shop online?
- 2) Under the e-commerce business scale, how do you boost consumer loyalty and ultimately create long-term customer relationships?

Need for Research

Every business should be able to recognise and monitor how loyal their existing customers are. Customer Loyalty Research will assist you in determining the degree to which consumers are willing to do business with you in the future. Loyalty is a powerful competitive tactic because it can reduce the expense of acquiring new customers while still increasing profits. Finding out what your customers like and, more importantly, hate about your business, its products and services, and then promoting the positive aspects while trying to improve on the shortcomings is one way to keep customers loyal. Any number of research methods can be used to collect input from consumers, but Customer Loyalty Research is the most applicable in this situation. This is conceptually similar to, but not identical to, Customer Satisfaction Research. The emphasis of the paper is on determining individual levels of e-loyalty as well as what maintains and improves customer loyalty. Customer loyalty is essential every organisation and industry, as this paper

recognises. In this sense, however, there has been less emphasis on the importance customers place on customer loyalty.

The findings of the paper shows the significance of recognising, identifying, managing/mediating influences in terms of loyalty factors. The study focuses on the importance of taking a significant approach to creating and nurturing customer satisfaction by properly rewarding consumers at multiple stages. The findings bring out the significance of taking reciprocity into account when deciding the facets of customers' value. The significant contribution of this paper is that it proposes a novel method to understanding and appreciating the enduring and susceptible effects that mediate online customer loyalty development. Understanding this approach could lead to more significant customer satisfaction retention and a better understanding of how to treat gratitude, reciprocity, and rewards.

Theoretical Background

The dawn of Internet technology has given rise to a new way of life and a new way of carrying out businesses. Modern business model relies on internet. Disruptive technological improvement has led to the ever increasing E-commerce in the whole world. As a result of the ever increasing number of people gaining access to internet, the B2C E-commerce has taken prominence in the business world.

Online shopping differs from conventional shopping in many ways. Without the constraints of time and space, online shopping will provide a greater product range, accessibility, and convenience. There are less costs both tangible and intangible transaction cost during the online shopping phase like product searches, comparison between products which offers better convenience and value while shopping.

Despite the rapid development of the modern business model, there are several new issues that vary from the conventional business model. Such as online shopping security, online shopping inexperience, trust on online shopping platforms etc. The most important thing for retailers is to find out ways to sell more goods to consumers and increase profits.

Additionally, consumers can conveniently compare the benefits of e-commerce sites and conventional stores. If you don't find what you're looking for, you can turn to another e-commerce site with a single click of the mouse; as a result, establishing consumer loyalty in e-commerce is more difficult than in traditional

business. However, given the current state of e-commerce, if sellers want to thrive, they must attract an increasing number of consumers to shop online. In order to achieve this aim, the seller must strengthen consumer loyalty by building relationships with them. As a result, the main goal of this paper is to figure out how to specifically improve Amazon's customer loyalty, as well as to establish a long-term partnership with customers so that Amazon can continue to thrive.

Literature Review

Literature Review is provided in a separate word document in a tabular form

Hypothesis Formulation

Various researches carried out in the past can help in identifying and understanding the factors that affect customers' satisfaction, repurchase intention and customer loyalty.

- **User Friendliness:** “especially of electronic equipment the fact or quality of being simple for people to use”. Customer friendliness refers to the ease with which shoppers may access the shopping platform. Algharabat Salah (2018). Customers will have no trouble navigating the shopping platform and will not find it impossible to comprehend. Customers will browse for and buy whatever they want. They will get all the assistance they need from the online shopping website.

H1 User friendliness positively correlates with Customer loyalty.

- **Customer Service:** “Customer service is the support you offer your customers both before and after they buy and use your products or services”. For online shoppers, post-purchase shipping and monitoring customer loyalty played a greater positive role. Customer loyalty and post-purchase shipping and customer care experiences in online shopping - Yingxia Cao, Haya Ajjan, Paul Hong, (2018).

H2 Customer service positively correlates with customer loyalty.

- **Service Recovery:** “Service recovery is a company's resolution of a problem from a dissatisfied customer, converting them into a loyal customer.” After an OFS loss, a post-recovery indicator

has a significant impact on e-loyalty. E-loyalty as a means of measurement of e-commerce service

loss and fairness of recovery - Saini Dasa , Abhishek Mishrab, Dianne Cyrc (2019).

H3 Service recovery positively influences towards the loyalty of the customers.

- **Perceived Usefulness:** Perceived Usefulness is defined as "the degree to which a person believes that using a particular system/product would enhance his or her willing to purchase them". M Othman, N Kamarohim, FM Nizam (2017). To make any purchase, the customer must believe that the product is worth the price that he/she is going to pay. Customers spend their own money to buy products and they are careful not to simply waste their money on any useless products. If the customer feels that the product will be useful, he/she will purchase it.

H4 Perceived usefulness positively influences towards the customers to retain towards the brand.

- **Perceived Ease of Use:** "Perceived ease of use is defined as "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989). According to the findings, perceived utility and ease of use have a huge effect on consumer loyalty. The findings suggest that simple to use e-learning programmes are critical to consumer satisfaction.

H5 Perceived ease of use directly corelates with the customer loyalty.

- **Trust:** Trust is "To believe that someone is good and honest and will not harm you, or that something is safe and reliable". Online customer retention, electronic word of mouth (eWOM), and online confidence both have a huge impact on customer loyalty to B2C e-commerce in Jordan - Al-Adwan, A.S., Kokash, H., Al Adwan, A., Alhorani, A. and Yaseen, H. (2020)

H6 Trust positively corelates with customer loyalty.

- **Price & Offers:** "A price is the (usually not negative) quantity of payment or compensation given by one party to another in return for one unit of goods or services. An offer is a conditional proposal made by a buyer or seller to buy or sell an asset, which becomes legally binding if accepted. An offer is also defined as the act of offering something for sale, or the submission of a bid to buy something." Customer interaction behaviours and other related structures, competition, lowest price, product efficiency, and best value analyses are all examples of organic engagement

behaviours. - Catherine Prentice, Xuequn Wang & Xiaolin Lin (2018). Great Indian Selling leads to repurchase aim through lightning sales, brand exclusive sales, and trade deals - Dayal, S. and Palsapure, D. (2020)

H7 Price & Offers positively corelates with customer loyalty.

- **Relative Advantage:** “A product's degree of superiority and attractiveness to customers over similar existing products. A competitive advantage is commonly achieved by offering consumers greater value, either by lowering prices or by supplying improved benefits and service that quantifies higher prices.” The impact of online brand communities on brand equity and loyalty by providing relational benefits - Noelia Sánchez-Casado, Ilenia Confente, Eva Tomaseti-Solano & Federico Brunetti (2018)

H8 Relative advantage directly corelates with the customer loyalty.

- **Delivery Time:** “the amount of time that it takes for goods that have been bought to arrive at the place where they are wanted”. The interaction between the consumer's view of the online shopping experience and customer loyalty is mediated by the last mile distribution experience. - Yulia Vakulenko, Poja Shams, Daniel Hellström & Klas Hjort (2019)

H9 Delivery time directly corelates with the customer loyalty.

- **Corporate Image:** “Corporate image or reputation is the manner in which a company, its activities, and its products or services are perceived by outsiders”. Ahmad Samed Al-Adwan, Alaa Alhorani & Husam Yaseen (2020) Customers want to purchase from a company with good reputation. If the image of the company is tainted with allegations of corruptions, ill-treatment of employees, fraud etc, the customers will stay away from the company if they can. No customer wants to be associated with a company with bad corporate image. Corporate image may be affected due its dealings with customers, following ethical practices, CSR activities, contributions to society, environment and so on.

H10 Corporate image has positive influence on the customer loyalty.

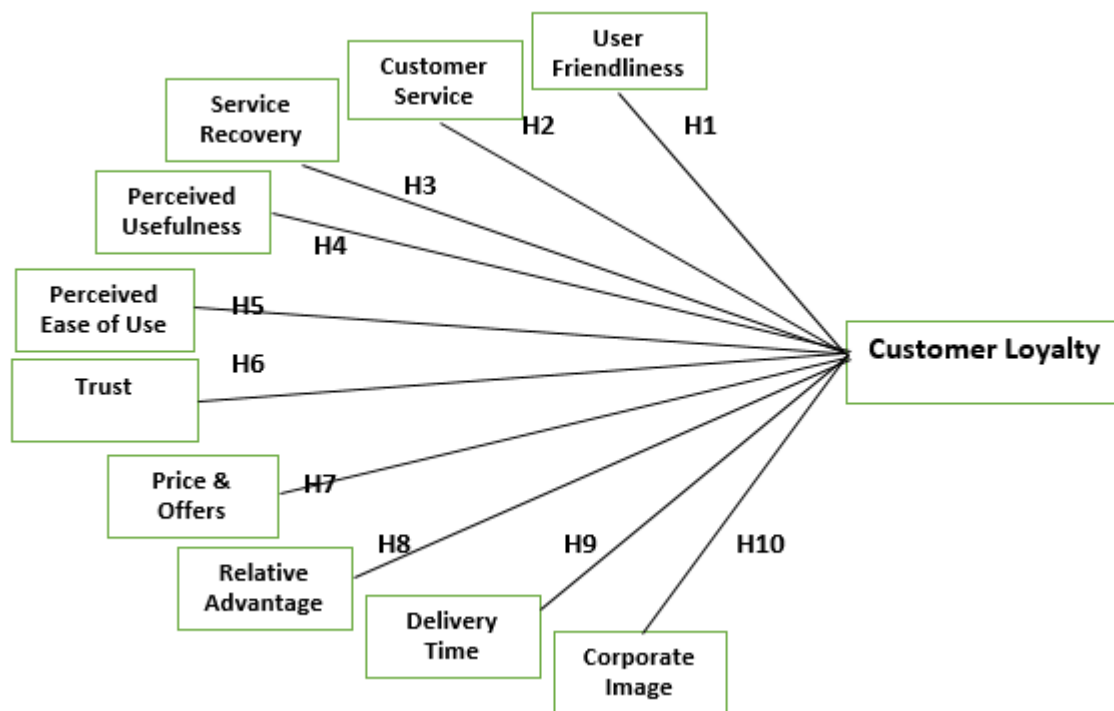


Fig 1: Research Model

Customer e-Satisfaction and Customer e-Loyalty in Relationship

Customers' positive attitude toward an e-retailer as a result of the services and goods it provides is referred to as e-loyalty. Customers are more likely to repurchase as a result of this (Anderson and Srinivasan 2018). E-loyalty is influenced by a consumer's perception of quality, price of products and services, distribution of goods, discounts and deals, customer friendliness, and so on. Reichheld and Schefer (Reichheld and Schefer, 2019). According to studies, gaining loyalty in the e-marketplace is far more difficult than in physical stores, with protection, confidence, and privacy issues being key factors (Faraoni et al. 2019). However, given enough time and detail, online shoppers have a high chance of switching; in e-commerce settings, switching is as simple as clicking a button (Keiningham et al. 2018). Learning how to create consumer loyalty has never been more relevant for e-retailers. E-loyalty is described by Anderson and Srinivasan (2018, 125) as "the customer's favourable attitude toward an e-business resulting in repurchasing conduct." This demonstrates that there are two types of e-loyalty: behavioural and attitudinal loyalty. Thus, "e-loyalty is described as positive attitudes and behaviours toward an e-retailer (intention to repurchase and spread positive word-of-mouth)."

The cognitive (behaviour intention) component of attitudinal loyalty will be examined in this analysis. Customer satisfaction has deservedly gained a lot of coverage in the e-marketing literature (Evanschitzky et al. 2018; Harris and Goode 2018). According to Oliver (2018), satisfaction is described as "the consumer's fulfilment response." E-satisfaction is explained by Anderson and Srinivasan (2019, p.125) as "the customer's satisfaction with respect to his or her prior buying experience with a given electronic commerce firm". According to previous studies, happy consumers participate in repurchase behaviours, resulting in customer loyalty (e.g., Chang 2018; Cronin, Brady, and Hult 2018; Evanschitzky et al. 2019; McDougall and Levesque 2019). As a result, it is fair and correct to believe that happy online customers would be more loyal to e-retailers.

Methodology

The research goal is to conduct a survey of Amazon.in customers in order to learn why people choose it as their preferred online shopping platform and what factors made them feel satisfied or dissatisfied, as well as how to improve customer loyalty on an e-commerce scale and finally build a long-term relationship. Quantitative method is taken as our research method based on our research goal.

Since the study is looking at an online shopping platform/website, conducting the questionnaire through online platform is more convenient to explore further into the customers who use online shopping platform/websites so that we can obtain more reliable information from the internet. It has the potential to be more effective. The data would be very effective and authentic in this manner. Design and gather sample data using a questionnaire survey. In order for the data to become more and more trustworthy the data collected should be used together with data from Amazon.in current operating and theoretical data.

Quantitative method and qualitative methods are the two primary methods for research purposes. We believe that the quantitative approach is appropriate for our study after comparing the discrepancies between quantitative and qualitative approaches. Amazon is an online shopping website, and the number of its customers is the most effective metric for determining its popularity. We selected a random sample of online customers and conducted a questionnaire survey, analysing the response rate to arrive at an objective and practical assessment of goods and services on Amazon.in. We concentrate on the facts and

results since data is more convincing and precise than interviews, and it is the cornerstone and most important primary material source in the research paper.

The process of collecting data is known as data collection. Personal interviewing, telephone, e-mail, and the Internet are also examples of data collection techniques. These techniques may be used independently or in combination, depending on the questionnaire. It also refers to a group of survey methodologists who specialise in the use of qualitative and quantitative analysis approaches to improve quantitative inquiry and encourage best practises. According to a study conducted on an e-commerce firm, the feeling of the consumers is the most significant factor. As a result, the questionnaires were sent to customers who had previously used Amazon or had any knowledge of the company.



Interpretation of Data through Regression.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
UF	119	1	5	3.60	1.069
CSER	119	1.00	5.00	3.3124	1.16916
SERVREC	119	1.00	5.00	3.3024	1.20074
PERUSE	119	1.00	5.00	2.9353	1.30097
PEREASE	119	1.30	5.00	3.9112	.81630
TRST	119	1.00	5.00	3.4108	1.12055
PR&OFR	119	1.00	5.00	3.4848	1.14088
RELADV	119	1.30	5.00	3.1643	1.14174
DELTIM	119	1.00	5.00	2.3124	1.00329
CORIMG	119	1.00	5.00	3.3543	1.28688
Valid N (list wise)	119				

In the above table, the mean of the perceived ease of use is the highest. This means that 'Perceived Ease of Use' (3.9112) is the biggest factor contributing to the customer loyalty to Amazon.in. 'Perceived Usefulness' (1.30097) variable also has the highest standard deviation which shows that different people view the usefulness differently from one another. The 'N' in the diagram denotes the sample size which is 119 responses in this case.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.379	.536		-2.570	.011
	UF	.138	.062	.112	2.224	.028
	CSER	.134	.056	.119	2.375	.019
	SERVREC	.225	.055	.205	4.059	.000
	PERUSE	-.202	.056	-.200	-3.622	.000
	PEREASE	.361	.081	.224	4.486	.000
	TRST	.221	.065	.188	3.409	.001
	PR&OFR	.202	.059	.175	3.432	.001
	RELADV	-.077	.063	-.067	-1.231	.221
	DELTIM	.124	.066	.094	1.881	.062
	CORIMG	.370	.066	.361	5.577	.000

a. Dependent Variable: Customer Loyalty

H1: There is a **significant impact/influence/relationship of User Friendliness** with $\beta=.112$, **t-statistics=2.224**, $p<0.05$ on the Customer Loyalty.

H2: There is a **significant impact/influence/relationship of Customer Service** with $\beta=.119$, **t-statistics = 2.375**, $p<0.05$ on the Customer Loyalty.

H3: There is a **significant impact/influence/relationship of Service Recovery** with $\beta=.205$, **t-statistics = 4.059**, $p<0.05$ on the Customer Loyalty.

H4: There is a **significant impact/influence/relationship of Perceived Usefulness** with $\beta=-.200$, **t-statistics = -3.622, $p<0.05$** on the Customer Loyalty.

H5: There is a **significant impact/influence/relationship of Perceived Ease of Use** with $\beta=.224$, **t-statistics =4.486, $p<0.05$** on the Customer Loyalty.

H6: There is a **significant impact/influence/relationship of Trust** with $\beta=.188$, **t-statistics = 3.409, $p<0.05$** on the Customer loyalty.

H7: There is a **significant impact/influence/relationship of Price & Offers** with $\beta=.175$, **t-statistics = 3.432, $p<0.05$** on the Customer Loyalty.

H8: There is a **no significant impact/influence/relationship of Relative Advantage** with $\beta=-.067$, **t-statistics = -1.231, $p>0.05$** on the Customer loyalty.

H9: There is a **no significant impact/influence/relationship of Delivery Time** with $\beta=.094$, **t-statistics = 1.881, $p>0.05$** on the Customer loyalty.

H10: There is a **significant impact/influence/relationship of Corporate Image** with $\beta=.361$, **t-statistics = 5.577, $p<0.05$** on the Customer Loyalty.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	175.154	10	17.515	32.398	.000 ^b
	Residual	71.364	132	.541		
	Total	246.517	142			

a. Dependent Variable: Customer loyalty

b. Predictors: (Constant), UF, CSER, SERVREC, PERUSE, PEREASE, TRST, PR&OFR, RELADV, DELTIM, CORIMG

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 ^a	.711	.689	.73528

The model summary shows the R-square (Coefficient of determination) value = 0.711 which shows that the model is having a moderately high effect on the dependent variable. As per Hair et al (2012) recommendations, the R-square value ranging from 0.25-0.49 is considered weak, 0.50-0.74 is considered as a medium and R-square value above or > 0.75 is considered a high/strong effect on the dependent variable.

Findings

The results revealed that 61% of the respondents were female and 39% male. Most of the respondents were between the age group 20 – 30 years (66%) followed by age group of 15-19 years. 51% of respondents agree to the price factor of Amazon and 21% agrees to it completely that price is a major factor for shopping on Amazon.in. 46% of respondents are satisfied by the delivery time and 43% shows neutral opinion towards the same. 53% of respondents are neutral about the quality of the product followed by 39% of respondents who are satisfied with the quality of products of Amazon. 51% of respondents are neutral about the variety of products in Amazon followed by 40% who are satisfied with the variety offered. 50% of respondents are neutral suggestion about the convenience of services there provide followed by a 44% respondents who are satisfied by the services they have provided. 32% of respondents are satisfied, 31% are dissatisfied and 30% have a neutral opinion about the user friendliness off their site and app. 61% of the respondents are satisfied with the services of Amazon followed by 31% of respondents who are highly satisfied. 59% of respondents wishes to continue the purchase through Amazon and 39% who highly recommend Amazon for their next purchase. The research also found out that 50% of respondents are loyal to Amazon followed by 39% who have always been loyal to Amazon.in.

The results revealed that the factors “User Friendliness, Customer Service, Service Recovery, Perceived Usefulness, Perceived Ease of Use, Trust, Price & Offers, Relative Advantage, Delivery Time and Corporate Image” have positive relation with the customer loyalty on Amazon.in. All the above factors account for approximately 71.1% (Adjusted R-square = .771) which shows that the model has medium effect on the dependent variable which is Customer loyalty.

Relative advantage of Amazon.in had the most significant impact/influence/relationship with $\beta=-.067$, **t-statistics** = -1.231, $p=>0.05$ on the Customer loyalty. This is followed by the **Delivery Time** which also had significant impact/influence/relationship with $\beta=.094$, **t-statistics** = 1.881, $p=>0.05$ on the Customer loyalty. **User Friendliness** had significant impact/influence/relationship with $\beta=.112$, **t-statistics**=2.224, $p=<0.05$ on the Customer loyalty. **Customer Service** also had significant impact/influence/relationship with $\beta=.119$, **t-statistics** = 2.375, $p=<0.05$ on the Customer loyalty. **Service Recovery** with $\beta=.205$, **t-statistics** = 4.059, $p=<0.05$ also had influence on the Customer loyalty. **Perceived Usefulness** with $\beta=-.200$, **t-statistics** = -3.622, $p=<0.05$ had influence on the Customer loyalty. **Perceived Ease of Use** had $\beta=.224$, **t-statistics** =4 .486, $p=<0.05$ on the Customer loyalty. **Trust** had influence $\beta=.188$, **t-statistics** = 3.409, $p=<0.05$ on the Customer loyalty. **Price & Offers** with $\beta=.175$, **t-statistics** = 3.432, $p=<0.05$ had influence on the Customer loyalty.

Limitations to Research

The research was limited to a largely young population. Thus it was not possible to find out the customer loyalty of the older generation. The income of the sample population was largely below thirty thousand per month and mostly students, hence the experience and data from higher income group is not available in the survey data.

The sample size (N) was 119 responses. This is relatively small in order to fully understand the customer loyalty of a large customer such as Amazon.in. The survey was mostly college going students who doesn't have much income on their own and hence they might shop less at Amazon.in. There was limitations in terms of reaching out to people with various occupation, level of income, geographical region, demography, etc.

Scope for Future Research

Future research could extend the sample collection to all major cities in India. More variables such as Customer Retention Rate (CRR), Customer Churn Rate (CCR), Active Engagement Rate (AER), Redemption Rate, community outreach etc.

Future Research could extend the sample collection from customer from various occupation, age group, income and region. Researchers can also expand the sample population size. More emphasis should be given to people above the age group of 18 years old who earn and purchase a lot more on Amazon.in. Sample data could be collected from frequent customers of Amazon.in to fully understand the factors that affect their decision to purchase from Amazon.in.

Suggestions and Conclusions

Customer Loyalty is a must for any business platform and organisation. Here are a few suggestions for Amazon.in in order to improve the customer loyalty. Amazon.in should provide a customer friendly website and good service to customers. It should be in touch with past, present and potential customers through messages, mails, newsletters, greetings during festive season can be done. Always give customers more than what is expected by them.

Amazon.in is the most popular customer shopping site in terms of online shopping by customers for finished products. Amazon.in is very popular especially among the young Indians. For most of the customers, price is the major factor on deciding whether they are satisfied with the shopping platform. The research revealed some useful insights on what customers think about Amazon.in and what they want Amazon.in to improve on. It also gave an overall view about factors that affect customer behaviour, satisfaction and loyalty.

Appendix:

Questionnaire:

Email Address:

Gender:

Age:

Income:

Shopping Frequency:

Rating Scale – 1 to 5

Completely disagree (CD)	Disagree(D)	Neutral (N)	Agree (A)	Absolutely agree (AA)
1	2	3	4	5

Statements	1	2	3	4	5
Amazon.in has a customer friendly platform					
You always get the customer service as you expected it when you shop at Amazon.in					
You shop at Amazon.in because it offers better Service Recovery compared to other platforms					
You shop at Amazon.in because it offers better delivery service in terms of speed					
You believe that Amazon.in has better perceived usefulness					
You shop at Amazon.in because it is easier to do shopping compared to other platforms					
You shop at Amazon.in because you trust it more compared to other platforms					
You shop at Amazon.in because it has relative advantage compared to other platforms.					
You will continue to shop at Amazon.in					
You shop at Amazon.in because it has better corporate image compared to other platforms					
Payment through the website more secure than other shopping platforms.					
Post purchase service at Amazon.in is better than other online shopping platforms.					
Amazon.in involvement with the community encourages you to purchase from the platform.					

You would recommend family/friends to shop on Amazon.in					
I am satisfied with the shopping experience at Amazon.in					
You will be a loyal customer to Amazon.in.					

Reference

- Ozuem, W. Willies, M., Howell, K., Ranfagni, S., Lancaster, G. “Determinants of online brand communities’ and millennial characteristics: A social influence perspective” (2021)
- Basar, R.J.T., Borden, H.R., Busano, M.L, Yamagishi, K, Ocampo, L. “Using the interpretative structural modelling approach for understanding the relationships of drivers of online shopping: Evidence from a developing economy” (2021)
- “Understanding consumers’ acceptance of automated technologies in service encounters: Drivers of digital voice assistants adoption” Fernandes, T., Olivereira, E. (2021)
- “Building Customer Loyalty in online shopping: the role of online trust, online satisfaction and electronic word of mouth” Al-Adwan A.S., Kokash H., Alhorani A., & Yaseen H. (2020)
- “Trust and continuance of mobile payment use intention: A study based on structural equation modelling” Acheampong, P., Boamah K.B., Agyeman-Prempeh, N., Bediako, I.A., Abubakar, R. (2021)
- www.researchgate.net
- “Determining the impact of e-commerce quality on customers’ perceived risk, satisfaction, value and loyalty” Ioannis Tzavlo Poulos & Katerina Gotzamani (2019).
- Zhouni Lin & Shiyang Yan. “Customer Loyalty of Amazon, how to build a long lasting relationship”, University of Gavle. Faculty of Education and Economic Studies.
- “Influence of perceived risk dimensions on e-shopping behavioural intention among women- a family life cycle stage perspective”. Amirtha, R. Sivakumar V.J. Hwang, Y. (2021)
- Mohammed Rafiq, Heather Fulford & Xiaoming Lu. “Building customer loyalty in online retailing: The role of relationship quality” Journal of Marketing Management. (Taylor and Francis Publication) (2012)
- www.tandfonline.com (Taylor and Francis Journals)

12. Chia-Lin Hsu, Mu-Chen Chen. "How social shopping retains customers? Capturing the essence of website quality and relationship quality". *Total Quality Management & Business Excellence Journal*.(2018)
13. Johanna Gummerus, Veronica Liljander, Minna Pura, Allard Van Riel. "Customer Loyalty to content-based websites: the case of an online health-care service" *Journal of Services Marketing*, Vol. 18 No. 3, pp. 175-189. (2004)
14. Yooncheong Cho, Il Im, Roxanne Hiltz, and Jerry Fjermestad , "The Effects of Post-Purchase Evaluation Factors on Online Vs. Offline Customer Complaining Behaviour: Implications For Customer Loyalty", in *NA - Advances in Consumer Research Volume 29*, eds. Susan M. Broniarczyk and Kent Nakamoto, Valdosta, GA : Association for Consumer Research, Pages: 318-326.
15. M Othman, N Kamarohim, FM Nizam. "Brand Credibility, Perceived Quality and Perceived Value: A study of Customer Satisfaction" *International Journal of Advertising* (2017)
16. www.elsevier.com (Elsevier Books and Journals)
17. "Tarmedi, Eded; Sulastri Sumiyati, S.; Sumiyati; Dirgantari, Puspo Dewi". "Factors affecting Customer Trust and their impact on Customer Behavioural Intention: A study of Social Commerce in Indonesia". "Pertanika Journal of Social Sciences & Humanities. 2018Special Issue, Vol. 26T, p63-73. 11p."
18. Robert Micola. "The Impact of Trust Factors on Customer Loyalty in B2C E-Commerce". Siam University, Bangkok, Thailand.(2019)
19. Ahmad Samed Al-Adwan, Alaa Alhorani & Husam Yaseen. "Building customer Loyalty in online shopping: the role of online trust, online satisfaction and electronic word of mouth." *International Journal of Electronic Marketing and Retailing* (2020)
20. ANA Setyaning, SS Nugroho. "The influence of website characteristics on customer satisfaction and E-WOM in Indonesia" *Journal Siasat Bisnis*, (2020)
21. Thabang Mofokeng. "Website Information Security and Privacy Concerns in 4IR: The Moderating Role of Trust in B2C e-Commerce". "Proceedings of 4th International Conference on Internet, Cyber Security and Information System". (2019)