



A study on customer satisfaction towards online shopping services at muñiri taluk trichy district

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Abstract – Amazon, originally founded as an online bookstore in 1994, has evolved into one of the world's largest e-commerce platforms, revolutionizing the way consumers shop and businesses operate. With a diverse portfolio spanning e-commerce, cloud computing through Amazon Web Services (AWS), digital entertainment, and artificial intelligence, Amazon's influence is profound across various industries. This paper examines Amazon's business model, its competitive strategies, and its impact on the global economy. The study also explores Amazon's innovation in supply chain management, technological advancements, and sustainability efforts. Furthermore, the paper delves into the challenges Amazon faces, including ethical concerns surrounding labor practices, privacy, and environmental impact. By analyzing these facets, the research aims to offer a comprehensive understanding of Amazon's role in shaping modern commerce and technology, providing insights into the company's future trajectory in an increasingly competitive global market. 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

I. 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.

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.

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 be 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.

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.

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.

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.

Research Design

Research means different things to different people and the intention behind it are to investigate innumerable data, theories, experiences, concepts and law. —The procedural frame work within which the research is conducted is the definition of research methodology. The two broad and distinct approaches to social research cover the Quantitative and Qualitative methods of enquiry. The quantitative paradigm on the other hand intends to gain a deeper understanding , knowledge and insight into a particular situation or phenomenon, by providing answers to questions of how? rather than what?. Unlike

qualitative research which occurs in natural settings, quantitative research is where hypotheses are established.

Data Collection

The data required for understanding will be collected from various online customers. In order to conduct the study digital survey was conducted through face book and e-mail. And those responses are collected in a spreadsheet and further analysis was done. The data collection method in this particular research comprises of two forms: namely primary and secondary data. One needs to be careful while using secondary data as maybe the collected data may be biased as the collector of that original data might have highlighted only a partial picture or another aspect may be that data may be quite old and also the data quality could be unknown.

Primary Data

Data collected specifically for the research project undertaken is the definition of primary research as provided by Saunders et. all. Primary data is generally originated by any researcher to address any specific problem or issue at hand, where the only drawback is that it can be expensive and time-consuming. The various ways of gathering primary data are through surveys, focus group and observations In this study, the primary data is collected through well-formed questionnaire with the help digital survey. The questionnaire consists of quantitative and qualitative multiple- choice questions and the respondents are asked to choose the one choice which suits them the best amongst the multiple choices.

Secondary Data

Prerequisite to the collection of primary data is a careful scrutiny of the existing secondary data. The Data that is collected from existing journals, reports and statistics from private and public institutions are called Secondary data . For this specific study the collection of secondary data was done primarily from marketing journals already available on this topic. Secondary data helps the author to comprehend the perception of Indian consumer son online shopping. Thus the study carried out has analyzed the primary data with the rationale and validation of the present secondary data.

Sampling Technique

Choosing a study sample is an important step in any research project since it is rarely efficient, practical, or ethical to study whole populations. In this study the sampling strategy used is convenient sampling. The sample size is 100. A small part of something intended as representative of the whole, or a subset of a population. In this research simple random sampling is being used.

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.

II. REVIEW OF LITERATURE 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.

List of Reviews

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.

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, ideas, 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.

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 Soutine tool and people who are more time starved prefer shopping on net.

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).

CHEUNG AND LEE (2005) proposed a research framework 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.

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.

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.,

GUO et al., (2012) identified that eight determinants had positive relation with consumer satisfaction viz., website design, security, information quality, payment method, eservice 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.

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

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.

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.

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.

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.

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 internet 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.

III. 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.



IV. DATA ANALYSIS AND INTERPRETATION

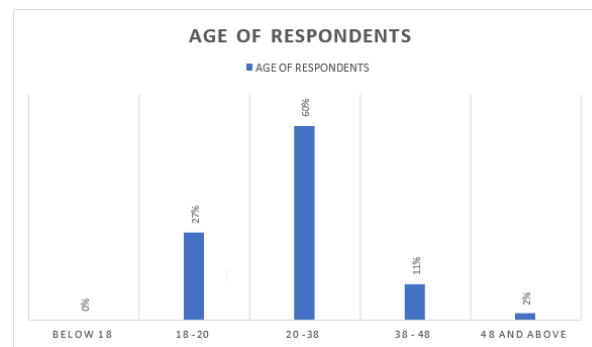
Table 4.1 Age of Respondents

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Below 18	1	0
2	18-20	27	27
3	20-38	61	60
4	38- 48	11	11
5	48 and above	2	2
	TOTAL	102	100

Interpretation:

From the above analysis (1%) of respondents belongs to age of below 18, (27%) respondents to the age (18-20 years). 60%of respondents belongs to 20-38 years, (11%) belongs to 38-48 years and (2%) of respondents belongs to 48 and above years of age.

4.1 Age of Respondents



Inference:- Majority (60%) respondents are age between 20-38.

Table 4.2 Gender of Respondents

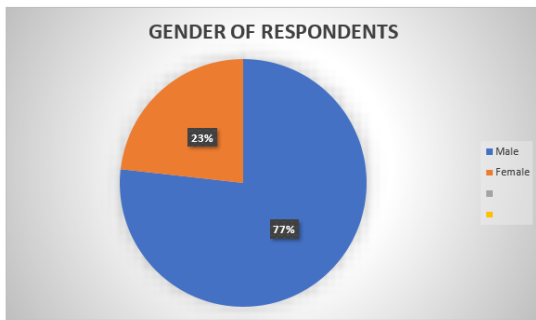
S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Male	78	77
2	Female	24	23



	TOTAL	102	100
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Interpretation:-From the above analysis (77%) of respondents are male and (23%) of the respondents are Female.

4.2 Gender of Respondents



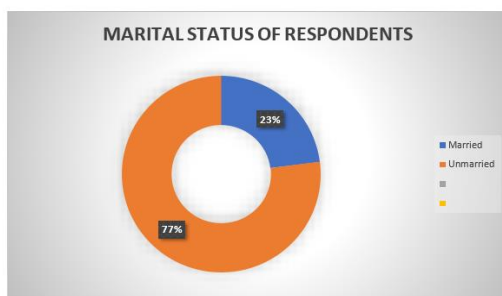
Inference :-Majority (77%) of the respondents are Male.

Table 4.3 Marital Status of Respondents

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Married	23	23
2	Unmarried	79	77
	TOTAL	102	100

Interpretation:- From the above analysis (77%) of respondents are Unmarried and(23%) of the respondents are Married.

4.3 Marital Status of Respondents



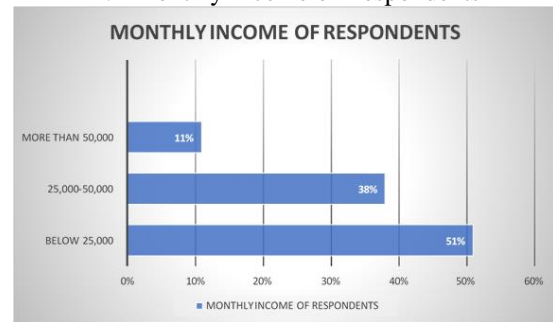
Inference:-Majority (77%) of respondents are Unmarried

Table 4.4 Monthly Income of Respondents

S.N O	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Below 25,000	52	51
2	25,000-50,000	39	38
3	More than 50,000	11	11
	TOTAL	102	100

Interpretation:-From the above analysis (51%) of respondents have monthly income below 25,000 , (38%) of respondents monthly income is 25,000 – 50,000 and (11%) of respondents monthly income is more than 50,000.

4.4 Monthly Income of Respondents



Inference:-Majority (51%) respondents monthly income is below 25,000.

Table 4.5 How Long You Are Shopping with Amazon

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

Interpretation:-From the above analysis (13%) of respondents shopping with Amazon for 1 month, (15%) of respondents shopping less than 1 month, (14%) of respondents shopping for 1 year , (16%) of respondents shopping less than 1 year and (42%) of respondents shopping more than 1 year.



4.5 How Long You Are Shopping with Amazon



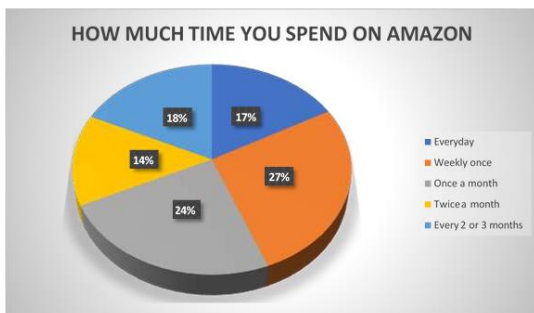
Inference:-Majority (42%) of respondents shopping with Amazon more than 1 year.

Table 4.6 How Much Time You Spend On Amazon

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Everyday	18	17
2	Weekly once	28	27
3	Once a month	24	24
4	Twice a month	14	14
5	Every 2 or 3 months	18	18
		102	100

Interpretation:- From the above analysis (17%) of respondents spending time on Amazon every day, (27%) of respondents spending weekly once, (24%) of respondents spending once a month, (14%) of respondents spending twice a month and (18%) of respondents are spending time on Amazon every 2 or 3 months.

4.6 How Much Time You Spend On Amazon



Inference:- Majority (27%) of respondents are spending time on Amazon once a week.

Table 4.7 The Main Reasons You Preferred Amazon For Shopping

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Less price	17	17
2	Good quality	32	31
3	Fast delivery	27	27
4	Standard	26	25
	TOTAL	102	100

Interpretation:-From the above analysis (17%) of respondents preferred Amazon for less price, (31%) preferred for good quality, (27%) preferred for fast delivery and (25%) of respondents preferred Amazon for the standards.

4.7 The Main Reasons You Preferred Amazon For Shopping



Inference:-Majority (31%) of respondents preferred Amazon for their good quality.

Table 4.8 Shopping in Amazon Based on

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Discount & offers	32	31
2	Product quality	34	33
3	Availability	23	22
4	Fast delivery	10	10
5	Fair deal	4	4
	TOTAL	102	100



Interpretation:-From the above analysis (31%) of respondents are shopping based on discount & offers, (33%) of respondents shopping based on product quality, (22%) of respondents shopping based on availability, (10%) of respondents shopping based on fast delivery and (4%) of respondents shopping based on fair deal

4.8 Shopping in Amazon Based on



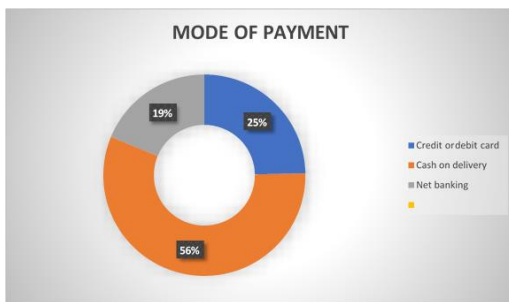
Inference:-Majority (33%) of respondents shopping based on product quality.

Table 4.9 Mode of Payment

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

Interpretation:-From the above analysis (25%) of respondents payment mode is credit or debit card, (56%) of respondents payment mode is cash on delivery and (19%) of respondents payment mode is net banking.

Chart: 4.9 Mode of Payment



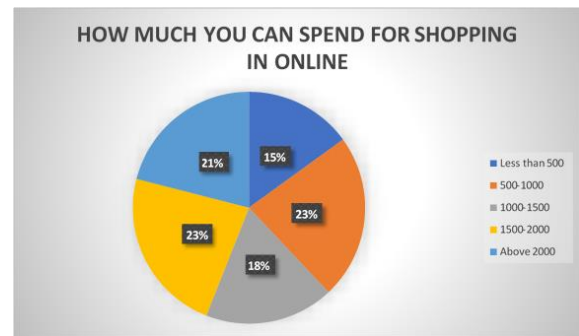
Inference :-Majority (56%) of respondents payment mode is cash on delivery.

Table 4.10 How Much You Can Spend for Shopping in Online

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Less than 500	15	15
2	500-1000	23	23
3	1000-1500	18	18
4	1500-2000	24	23
5	Above 2000	22	21
	TOTAL	102	100

Interpretation:-From the above analysis (15%) of respondents spending less than 500, (23%) spending 500-1000, (18%) spending 1000-1500, (23%) spending 1500-2000 and (21%)of respondents spending above 2000.

4.10 How Much You Can Spend for Shopping in Online



Inference:-Majority (23%) of respondents spending 1500 to 2000 in online shopping

Table 4.11 Choosing Online Shopping Instead of Direct Shopping

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Save time	20	20
2	Wide choices	46	45
3	Easy to find product	36	35
	TOTAL	102	100

Interpretation:-From the above analysis (20%) of respondents chosen online shopping because it save time,



(45%) chosen online shopping because it gives wide choices and (35%)

4.11 Choosing Online Shopping Instead of Direct Shopping



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

Table 4.12 Sources Which Makes You Purchase Product from Amazon

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Family & friends	39	38
2	Online advertisements	37	36
3	Transaction security	17	17
4	Advertisement (print)	9	9
	TOTAL	102	100

Interpretation:-From the above analysis (38%) of respondents purchased product through Amazon in the source of family and friends, (36%) source is online advertisement, (17%) source is transaction security and (9%) source is advertisement.

4.12 Sources Which Makes You Purchase Product from Amazon



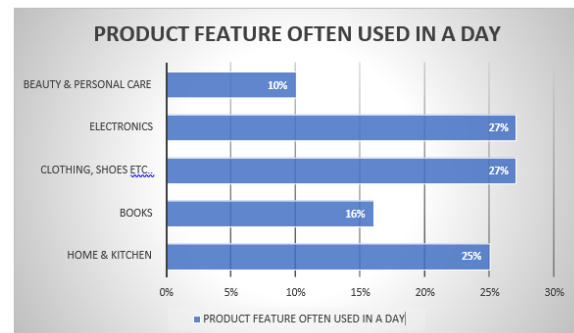
Inference:-Majority (38%) of the respondents purchased product through the source of Family and friends.

Table 4.13 Product Feature Often Used in A Day

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Home & kitchen	26	25
2	Books	16	16
3	Clothing, shoes etc..	28	27
4	Electronics	28	27
5	Beauty & personal care	10	10
	TOTAL	102	100

Interpretation:-From this above analysis (25%) of respondents used product feature is home & kitchen, (16%) product feature is books, (27%) product feature is clothing & shoes, (27%) product feature is electronics and (10%) of product feature used often in a day is beauty and personal care.

4.13 Product Feature Often Used in A Day



Inference:-Majority (27%) of respondents are using clothing and electronics product feature often in a day.

Table.4.14 How Long Have You Been Amazon Customer

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Less than 6 months	22	22
2	6 months to a year	34	33
3	1-2 years	16	16
4	3 or more years	30	29
	TOTAL	102	100

Interpretation:-From this above analysis (22%) of respondents are Amazon customers for less than 6 months, (33%) of respondents are Amazon customers for 6months to a year, (16%) of respondents are Amazon customers for 1 to 2 years and (29%) of respondents are Amazon customers for 3 or more years.



4.14 How Long Have You Been Amazon Customer



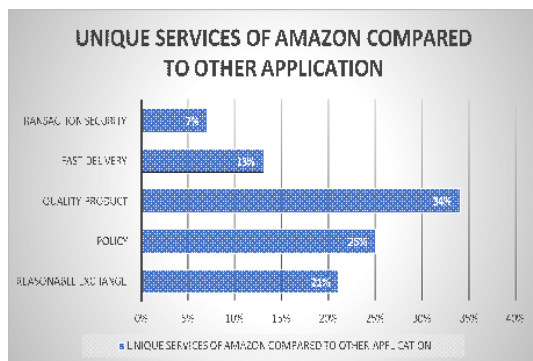
Inference:- Majority (33%) of respondents are Amazon customers for 6 months to a year.

Table.4.15 Unique Services of Amazon Compared to Other Application

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Reasonable exchange policy	22	21
2	Quality product	25	25
3	Fast delivery	35	34
4	Transaction security	13	13
5	Others	7	7
	TOTAL	102	100

Interpretation:-From this above analysis (21%) satisfied by Amazon because of reasonable exchange policy, (25%) satisfied by product quality, (34%) satisfied by fast delivery, (13%) satisfied by transaction security and (7%) satisfied by others.

4.15 Unique Services of Amazon Compared to Other Application



Inference:-Majority (34%) of respondents satisfied by Amazon compared to other application because of fast delivery.

Table 4.16 Recommend Amazon to Others

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	5 star	58	57
2	4 star	11	11
3	3star	4	4
4	2 star	19	18
5	1 star	10	10
	TOTAL	102	100

Interpretation:- From the above analysis (57%) of respondents gave 5star ratings, (10%) of respondents gave 4 star ratings, (4%) of respondents gave 3star ratings,(18%) of respondents gave 2star ratings and (11%) of the respondents gave 1star ratings to recommend amazon to others.

4.16 Recommend Amazon to Others



Inference: Majority(57%) of respondents gave 5star ratings to recommend amazon to others.

Table.4.17 Amazon Compare to Other Shopping Platforms

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Better	62	61
2.	Same	30	29
3.	Worse	10	10
	TOTAL	102	100

Interpretation:- From the above analysis (61%) of respondents are better to other shopping platforms, (29%) of respondents are same to other shopping platforms, (10%) of respondents are worse to other shopping platforms.



4.17 Amazon Compare to Other Shopping Platforms



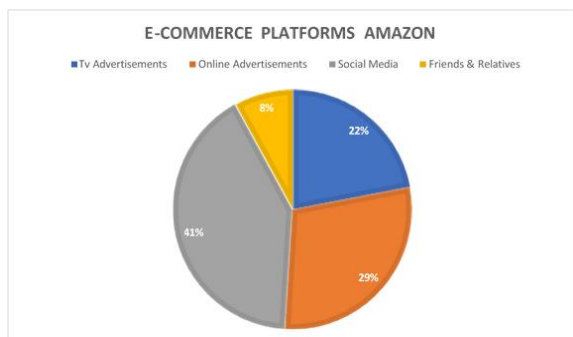
Inference: Majority (61%) of respondents are better to other shopping platforms.

Table.4.18 E-Commerce Platforms Amazon

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Tv Advertisements	22	22
2.	Online Advertisements	30	29
3.	Social Media	42	41
4.	Friends & Relatives	8	8
	TOTAL	102	100

Interpretation:- From the above analysis (41%) of respondents are social media platforms , (29%) of respondents are online advertisements platforms,(22%) of respondents are social media platforms, (8%) of respondents are friends & relatives .

4.18 E-Commerce Platforms Amazon



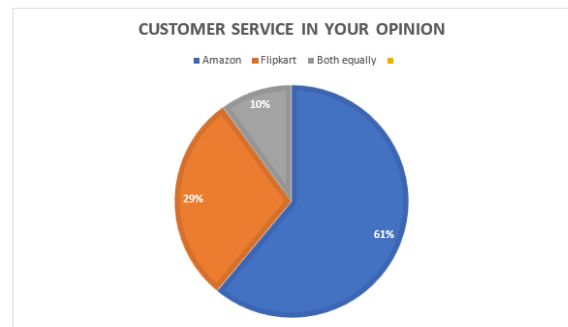
Inference: Majority (41%) of respondents are social media platforms.

Table.4.19 Customer Service in Your Opinion

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Amazon	62	61
2.	Flipkart	30	29
3.	Both equally	10	10
	TOTAL	102	100

Interpretation:- From the above analysis (61%) of respondents are amazon , (29%) of respondents are Flipkart, (10%) of respondents are both equally in customer service opinion.

4.19 Customer Service in Your Opinion



Inference:- Majority(61%) of respondents are amazon platforms.

Table: 4.20 Behaviour of Delivery Boys

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE (%)
1.	Satisfied	62	61
2.	Not satisfied	40	39
	TOTAL	102	100

Interpretation:-The above table shows that behavior of delivery boys ,(61%)of the respondents are satisfied and (39%) of the respondents are not satisfied. The majority of the respondents belong to the satisfied.

Table: 4.21sales Services of Amazon

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE (%)
1.	Satisfied	60	59



2.	Not satisfied	42	41
TOTAL	102	100	

Interpretation:-

The above table shows that sales services of amazon, 59% of the respondents are satisfied and 41% of the respondents are not satisfied. The majority of the respondents belong to the satisfied.

Table: 4.22strategy of Amazon

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE (%)
1.	Satisfied	62	61
2.	Not satisfied	40	39
	TOTAL	102	100

Interpretation:-

The above table shows that behavior of delivery boys, 61% of the respondents are satisfied and 39% of the respondents are not satisfied. The majority of the respondents belong to the satisfied.

Table: 4.23 Feature of Amazon

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Fast delivery	60	59
2.	Availability	20	19
3.	After Sales & Services	15	15
4.	Easy payment options	7	7
	TOTAL	102	100

Interpretation:-

We can state that out of 102 respondents. Feature of amazon 59% of respondents is fast delivery, 19% respondents is availability, 15% respondents is easy payment options, and 7% respondents is After sales & service. The majority of the respondents belong to the fast delivery.

Table: 4.24 Problem While Purchase

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Out of stock	72	70
2.	Payment issues	10	10
3.	Replacement issues	10	10

4.	Delay in delivery	10	10
	TOTAL	102	100

Interpretation:-

We can state that out of 102 respondents. Problem while purchase of 70% respondents is out of stock, 10% respondents is payment issues, 10% respondents is replacement issues, and 10% respondents is Delay in delivery. The majority of the respondents belong to the out of stock.

V. FINDINGS, SUGGESTIONS AND CONCLUSION

Findings

- Majority (60%) respondents are age between 20-38.
- Majority (77%) of gender of respondents are male.
- Majority (77%) of the respondents are unmarried
- Majority (51%) respondents monthly income is below 25,000.
- Majority (42%) of respondents are shopping with Amazon.
- Majority (27%) of people are spending time on Amazon once a week.
- Majority (31%) of respondents are preferred Amazon for shopping because of
- good quality.
- Majority (33%) of respondents shopping based on product quality in Amazon.
- Majority (56%) of respondents made their by COD.
- Majority (23%) of respondents are spending 1500 to 2000 rupees in shopping
- online.
- Majority (45%) of respondents chosen online shopping instead of direct
- shopping.
- Majority (38%) of the customers purchased a product through Amazon in the
- source of family and friends.
- Majority (27%) of respondents are using clothing and electronics product
- features often in a day.
- Majority (33%) of respondents are Amazon customers for 6 months to a year.
- Majority (34%) of respondents satisfied by Amazon compared to other
- applications because of fast delivery.
- Majority (57%) of respondents gave 5star ratings to recommend amazon to others.
- Majority (61%) of respondents are better to other shopping platforms.
- Majority (41%) of respondents are social media platforms.
- Majority (61%) of respondents are amazon platforms.



- Majority (61%) of the respondents are satisfied.
- Majority (59%) of respondents is fast delivery.
- Majority (70%) of respondents is out of stock.

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.

VI. 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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