

# Assessing the Consumer Perception Towards Online Shopping in Amazon

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## Abstract

The study examined consumer purchase habits in order to gauge how satisfied customers were with Amazon's offerings. Customer loyalty is typically seen as the driving force behind the connection between an individual's attitude and recurring business. Customers may purchase anything online, including books, products for the home, toys, hardware, and software, etc. Additionally, because the internet has many benefits, it has gained popularity among adults and younger shoppers in only a few short years. One of the business terms that is currently overused is "customer loyalty". The descriptive research design has been used to achieve these goals. The information was gathered from 100 respondents in the South Chennai area of the city. Customers may surf websites and make purchases while seated in front of a computer. The internet offers a variety of ways to get information, provide a service, or buy a product. Amazon should take use of these opportunities to grow its client base and ultimately make money.

**Keywords:** Customer Satisfaction, Purchasing Pattern, Customer loyalty, Amazon

## INTRODUCTION

The practice of internet buying quickly caught on around the world. The Neilson Company questioned over 27000 internet users in 55 markets throughout the pacific, Europe, middle east, and north America in 2010 to examine how customers purchase online (Neilson, 2010). According to survey statistics, internet buying is more common for books and clothing worldwide. The majority of Americans enjoy shopping and frequently acquire clothing and books. Alternative names for this type of store include e-web-store, e-shop, e-store, internet shop, web-store, online store, and virtual store. Buying through a mobile-optimized website or app of an online merchant is referred to as mobile commerce (or m-commerce). The internet has modernized and simplified life. Trade has been easier and faster as more people conduct business online. The internet offers fresh methods for business promotion.

As a means of showcasing their services and goods, websites have become the core of internet commerce. The internet brings together all businesses and customers. It opens up a new channel for promoting and advertising goods and services.

market. Online shoppers are always looking for new goods, fresh appeal, and—most importantly—price ranges that fit within their budgets. The easiest method to save time and money is through the internet. shopping online at home or elsewhere within their financial means. Online shoppers are not restricted in what they may purchase. Additionally, they utilize the internet to browse news, access social media sites, compare pricing for goods and services, and much more. purchasing motivations, personality traits, internet knowledge and expertise, and lastly purchasing incentives, among other things, all influence how people purchase online. The primary goal of this study is to conduct a comprehensive analysis of online

customer behavior. What influences online shoppers when they decide whether to purchase products and services over the internet, add to their cart, or request information about a product from a website. The act of purchasing products and services through the internet is known as online shopping. Retailers have been attempting to sell their products and services online ever since the World Wide Web was developed. You can get goods and services that are not readily available in your local market thanks to it. According to Haubl and Trifts (2000), online shopping is characterized as a consumer-performed computer activity using a computer-based interface, where the consumer's computer is linked to the retailer's digital storefront over a network.

## **REVIEW OF LITERATURE**

According to Wilson, Zeithaml, Bitner, and Gremler (2008), modern marketing is different from conventional marketing. Relationship marketing has evolved from it, which implies that consumers are now involved throughout the whole company process. Who should regard their clients' demands and be knowledgeable about them (Wilson et al., 2008).

The "expectation inconformity" idea was initially put out by Oliva, Oliver, and MacMillan (1992), which states that when the real situation of the items exceeds the consumers' expectations, they will be pleased. However, it has recently been shown that consumer satisfaction is directly impacted by the quality of the goods and services as well.

Website design (degree of user 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) were identified by Lee & Lin (2005) as the key factors influencing the customer perception of the quality of the e-service when shopping online.

## **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.

## **NEED FOR THE STUDY:**

To learn about consumer happiness, the services offered by Amazon to draw in new customers, the offers and discounts the company issues to keep existing customers interested, and the degree to which customers favor Amazon.

## **SCOPE OF STUDY:**

- The study's goal is to learn more about consumer satisfaction.
- This survey aims to determine how happy customers are with Amazon's products.
- The primary focus of this project will be on customer happiness through offers, discounts, replacements, interest, and trust.

**LIMITATIONS OF THE STUDY:**

- The respondents' state of mind greatly influences how they react to the questionnaire.
- The respondent's perspective could contain some bias.
- The sample was just 100 people.

**RESEARCH METHODOLOGY:**

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.

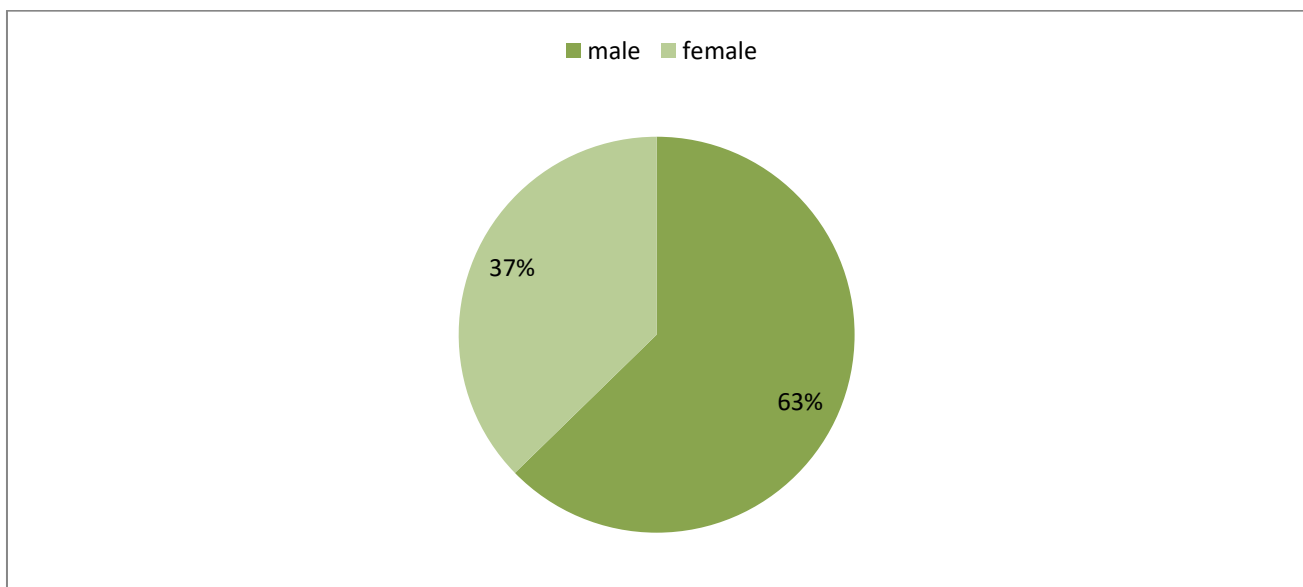
b) **SECONDARY DATA:** The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process.

**SAMPLING SIZE:**

100 samples were taken through Google forms.

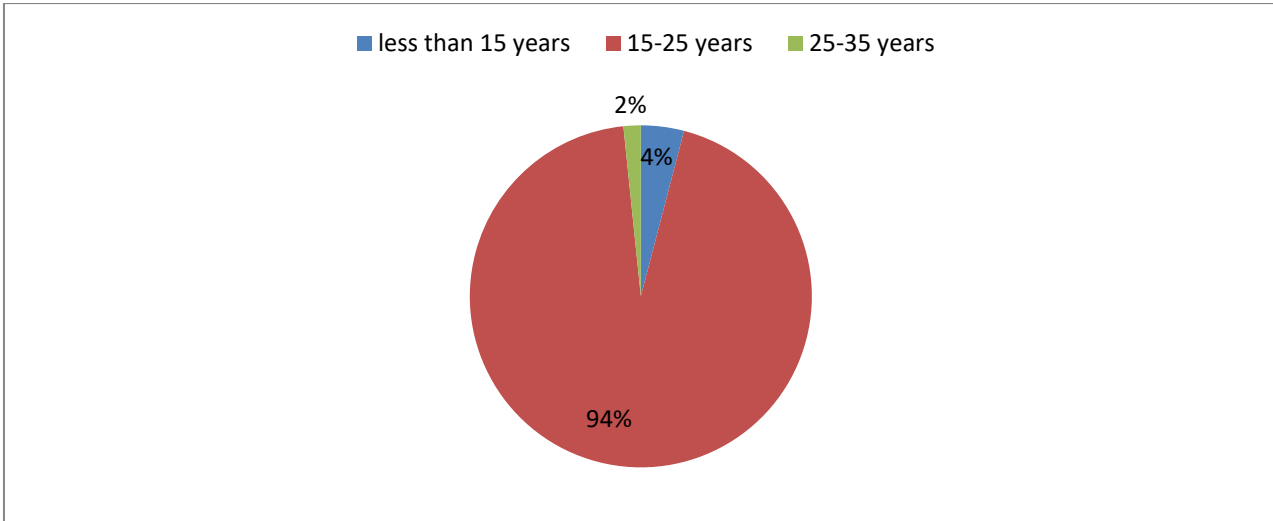
**RESULTS AND INTERPRETATION:****1.GENDER**

STATEMENT	PERCENTAGE
MALE	62.7%
FEMALE	37.3%



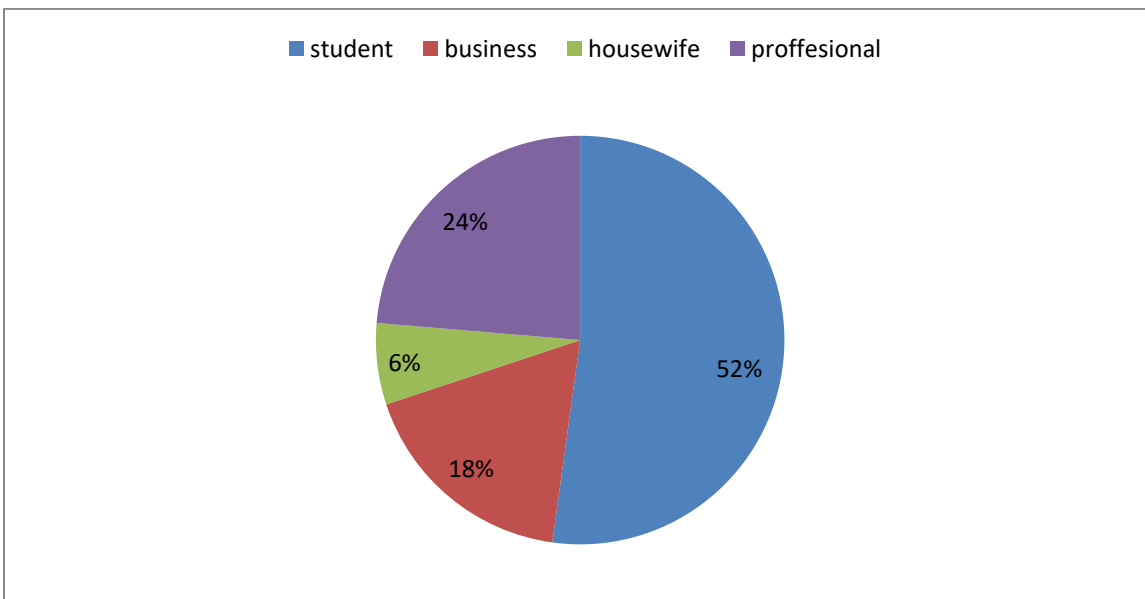
2. AGE GROUP

STATEMENT	PERCENTAGE
LESS THAN 15 YEARS	3.5%
15-25 YEARS	81.1%
25-35 YEARS	16.4%



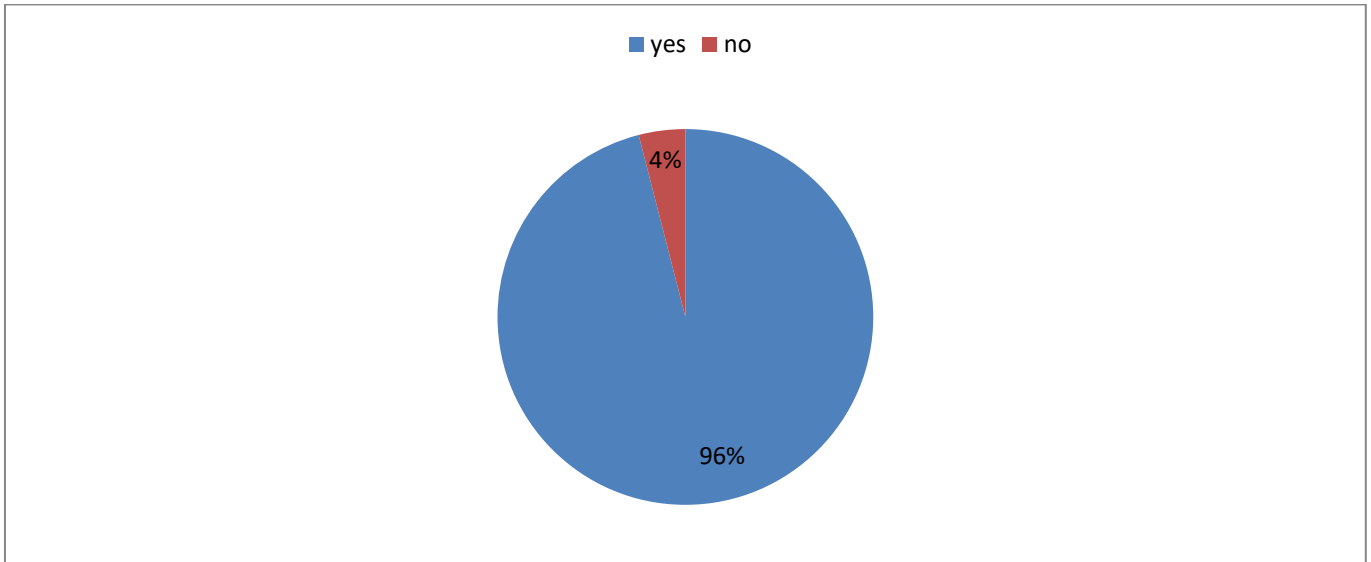
3.OCCUPATION

STATEMENT	PERCENTAGE
STUDENT	52.7%
BUSINESS	17.9%
HOUSEWIFE	6.5%
PROFFESIONAL	23.9%



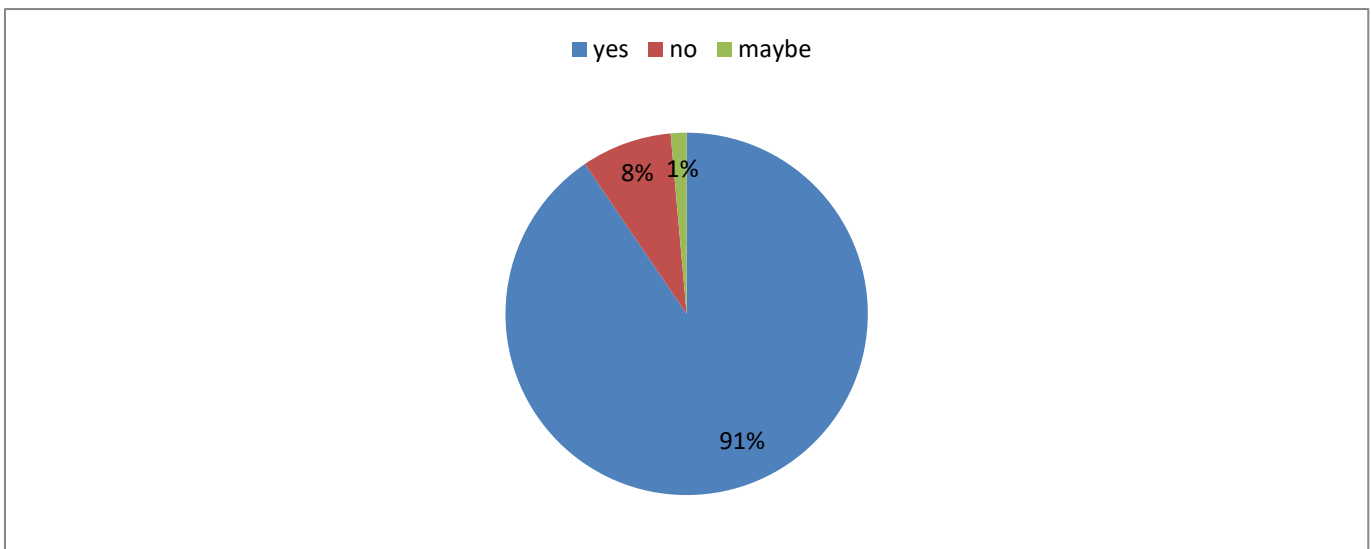
4. ARE YOU AWARE OF “ AMAZON SHOPPING WEBSITE”?

STATEMENT	PERCENTAGE
YES	96%
NO	4%



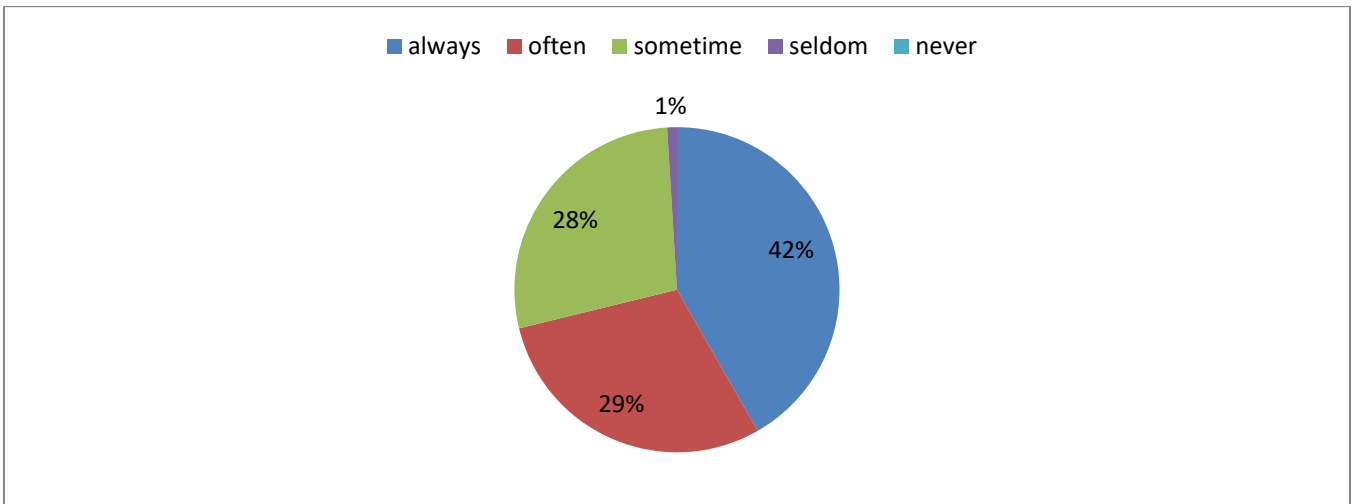
5. ARE YOU PURCHASED ANY ITEM FROM AMAZON?

STATEMENT	PERCENTAGE
YES	89.6%
NO	8%
MAYBE	3.4%



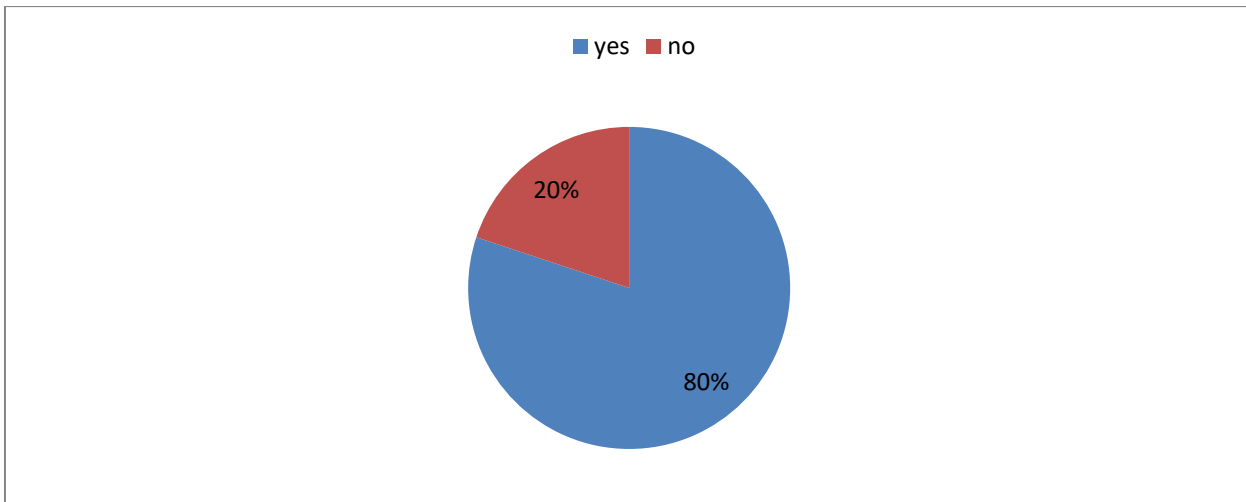
6. HOW FREQUENTLY DO YOU SHOP THROUGH AMAZON WEBSITES?

STATEMENT	PERCENTAGE
ALWAYS	38.8%
OFTEN	27.4%
SOMETIME	25.9%
SELDOM	0.9
NEVER	7%



7. WILL YOU RECOMMEND AMAZON TO OTHERS?

STATEMENT	PERCENTAGE
YES	80.1%
NO	19.9%



8.HOW MUCH YOU RATE SERVICES OF AMAZON ?

STATEMENT	PERCENTAGE
1-2	30%
2-3	25%
3-4	30%
4-5	15%

**Suggestion**

- Online merchants must take the necessary steps to identify their customers, such as phone verification and in-person engagement.
- In order to deter internet shopping, customer complaints must be handled.
- It is important to maintain both the protection of persons making online purchases and the security of transactions.
- E-marketers must take security and time-saving information into account when creating their online product plan.
- Convenience, accessibility, scope, attractiveness, reliability, the experience the study highlights, and clarity are the primary factors that online buyers take into account.
- The usage of a debit or credit card for online purchases should be encouraged by banks. The usage of a debit or credit card for online purchases should be encouraged by banks.
- Boost the user testing's participant count to get more accurate results.

**Conclusion:**

Online shopping is becoming more and more popular these days. The majority of customers have used the internet to make purchases, claims this survey. Consumers feel that buying online is better than going to a store in person. Our survey's findings indicate that the majority of customers select Amazon as their

favorite shop for electronics, stationery, kitchen, and home items. The majority of customers are experiencing difficulties with the Amazon website and alternative alternatives. Customers claim that the inability to physically see the products is the most worrying barrier to internet shopping. The popularity of online shopping is increasing, Finding out what clients want from online firms is now a challenge for marketing experts.

Online shopping has arisen as a new technology along with the growth of the internet. Finding out what customers want from online businesses is now a challenge for marketing experts. Marketing professionals will have a competitive edge over their rivals if they comprehend customers' views about online shopping in particular and modify the factors that influence individuals to purchase online. Finally, it should be noted that the availability of online shopping has had a huge influence on our society as a whole. The many doors and opportunities that technology has offered have made modern living more convenient.

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