



A study on customer satisfaction towards online shopping services in Musiri

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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 decades 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

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

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 select, 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

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 they're 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 a greater 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.

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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