Assessment of Consumer Satisfaction towards Amazon Online Services

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ABSTRACT
Customer loyalty is usually considered as the power force of the relationship between an individual's attitude and recurrent patronage. The study focused on the purchase patterns of consumers in order to measure the level of satisfaction with Amazon's services.
Customers can purchase anything online, including books, home items, toys, hardware, and software.
Furthermore, in just a few decades, the internet has grown in popularity among adult and young shoppers due to its numerous benefits.
Customer loyalty is one of the most overused terms in today's corporate world.
Descriptive research is required to achieve these goals.

I.   INTRODUCTION
The online shopping craze swept the globe in a matter of weeks.
In 2010, the Neilson Company performed a survey of over 27000 internet users in 55 markets across the Pacific, Europe, the Middle East, and North America to determine how customers shop online (Neilson, 2010).
According to survey statistics, the most popular items purchased online are books and clothing.
The majority of people are interested in purchasing and typically purchase books and clothing.
E-web-store, e-shop, e-store, internet shop, web-store, online store, online storefront, and virtual store are some of the other names for it.

The term "mobile commerce" (or "m-commerce") refers to online purchases made on a mobile device.

The internet is the finest way to save time and money by shopping online at home or anyplace within their budget.
Online shoppers have no restrictions when it comes to shopping.

They also use the internet to compare pricing of goods and services, read news, access social media sites, and seek for information, among other things. Shopping objectives, personality traits, internet knowledge and experience, and the final aspect of shopping incentives, among other things, all influence online shopping behaviour.
The primary goal of this study is to conduct a systematic analysis of online consumer behaviour.
What variables influence an online shopper's decision to purchase products and services?

II.   REVIEW OF LITERATURE
According to Wilson, Zeithaml, Bitner, and Gremler (2008), marketing is no longer like traditional marketing.
It has evolved into relationship marketing, which implies customers are now a part of the entire business process.
Who should think about their customers and understand what they actually want? (Wilson et al., 2008).

Oliva, Oliver, and MacMillan (1992) proposed the notion of "expectation inconformity," which states that buyers will be satisfied if the goods' practical situation exceeds their expectations.

However, it has recently been discovered that the quality of products and services has a direct impact on consumer satisfaction.

Website design (degree of user friendliness), reliability (reliability and security), responsiveness (responsiveness and helpfulness), trust (trust and mechanisms provided by a website), and personalization are the main factors influencing customer perceptions of e-service quality online shopping, according to Lee and Lin (2005). (differentiating services to satisfy specific individual needs).

RESEARCH OBJECTIVES :
➢ To Study consumer satisfaction towards Amazon Online-services.
➢ To assess impact of the Discounts & offers on consumer purchasing behavior.
➢ To investigate the impact of various elements on purchasing behavior of Amazon online Consumers.

SCOPE OF STUDY:
➢ The purpose of the study is to learn more about customer satisfaction.
➢ This survey aims to determine how happy customers are with Amazon's products.
➢ This project's main focus will be on customer happiness with offers, discounts, replacements, interest, and trust.
➢ To determine their brand loyalty.
➢ To learn which types of purchases individuals favour.
➢ To figure out why people buy items.
➢ To determine the price range consumers prefer.
➢ To learn which aspects of their product they admire.

RESEARCH METHADOLOGY:
● The Research Design Used for the Study **:**
➢ The study is descriptive and primary data is collected from structured questionnaire

Sample Design:
● Sample size: The study employed a sample size of 50 respondents.
● Sampling procedure: convenient Sampling method is employed to select 50 respondents.
● Data Analysis Tools: Simple percentage analysis and ranking analysis were used to examine the data received through Questionnaire.

Limitations:
➢ The study is limited to only Hyderabad
➢ The study is based on internet purchasing consumer behaviours
➢ The data obtained for the research is entirely based on primary data provided by the respondents Personal prejudice is a possibility.
➢ As a result, the accuracy is not correct. Due to time limits and other factors, the study was limited to only 50 participants

III. DATA ANALYSIS & INTERPRETATION

Table 1.1 : Showing socio-economic background of the respondents

Factors	Category	No. of Respondents	Percentag e (%)
Gender	Male	29	58
	Female	21	42
Age	Below 20 years	18	36
	25 – 30 years	25	50
	31 - 35 years	1	2
	Above 35 years	6	12
Location	Village	23	46
	Town	20	40
	City	7	14
Profession	Student	23	46
	Business	10	20
	Service	8	16
	Professional	9	18
Educational	School	9	18
	Graduate	16	32
	Post Graduate	20	40
	Illiterate	5	10

Factors	Category	No. of Respondents	Percentag e (%)
Family status	Nuclear family	28	56
	Joint family	22	44
Monthly Income	Below Rs.5, 000	19	38
	Rs.10,001 to Rs. 15,000	11	22
	Rs.15,001 to Rs. 20,000	11	22
	Above Rs.20,000	9	18
Online shopping websites	Flipkart.com	34	68
	Amazon.com	16	32
	eBay.com	08	16
	Myntra.com	05	10
	Snapdeal.com	14	28
	Olx.com	08	16

	Others	12	24
Sources of awarene ss	Online advertisement	21	42
	Offline advertisement	07	14
	Friends	15	30
	Newspaper	03	06
	Television	04	08
Products purchased	Electronics	13	26
	Mobiles	31	62
	Computer	04	08
	Home appliances	08	16
	Games	02	04
	Garments	05	10
	Footwear	09	18
	Watches	09	18
	Jewels	03	06
	Mens Accessories	12	24
	Womens Accessories	11	22
	Toys	02	04
	Baby care	02	04
	Books	04	08
	E-books	02	04

Factors	Category	No. of Respondent s	Percentag e (%)
Preference	Time saving	28	56
	Information Availability	05	10
	Less Stress	09	18
	Less Expensive	06	12
	Best Offers	09	18

	Helpful for Old & Disabled	04	08
	Service Quality	02	04
	Easy Ordinary System	02	04
Visiting retail store	Yes	26	52
	No	24	48
Frequency of Purchase	Daily	06	12
	Weekly	09	18
	Monthly	21	42
	Yearly	13	26
Mode of payment	Credit cards	03	06
	Debit cards	05	10
	Online bank transfer	06	12
	Cash on delivery	38	76

Table 1.2 : Level of Satisfaction of the Respondents

Factors	Opinion	No of Respondent	Percentag e (%)
Choice of availability of products	Strongly Disagree	03	06
	Disagree	02	04
	Neither Agree Nor Disagree	13	26
	Strongly Agree	27	54
	Agree	06	12
Facts consider before online Shopping	Product Rating	14	28
	Product review	20	40
	Advise for offline store	04	08
	Comparison of price	12	24
	Referred by friends	06	12

Factors	Opinion	No of Respondent	Percentag e (%)
Detailed information about the product	Strongly Disagree	01	02
	Disagree	04	08
	Neither Agree Nor Disagree	14	28
	Strongly Agree	14	28
	Agree	27	54
Easy to choose and make comparison with other products	Strongly Disagree	-	-
	Disagree	02	04
	Neither Agree Nor Disagree	16	32
	Strongly Agree	06	12
	Agree	26	52
Quality of information provided in online shopping	Strongly Disagree	01	02
	Disagree	01	02
	Neither Agree Nor Disagree	16	32
	Strongly Agree	08	16
	Agree	25	50
Website layout helps in searching the products easily	Strongly Disagree	02	04
	Disagree	-	-
	Neither Agree Nor Disagree	13	26
	Strongly Agree	10	20
	Agree	25	50
Safe and secure with online shopping	Strongly Disagree	04	08
	Disagree	08	16
	Neither Agree Nor Disagree	13	26
	Strongly Agree	21	42

	Agree	07	14
Shopping experience	Highly satisfied	07	14
	Satisfied	38	76
	Neither satisfied nor dissatisfied	05	10
	Dissatisfied	-	-
	Highly dissatisfied	-	-

Factors	Opinion	No of Respondent	Percentage (%)
Barriers which keep respondents away from online shopping	Safety of payment	11	22
	Low trust level of online store	11	22
	VAT, Customs Duty	08	16
	High shipping cost	04	08
	Delivery too slow	18	36
	Others	-	-

Table 1.3 : Problems faced by the Respondent while Online Shopping

S.No	Problems	No of Respondent	Percentage (%)
1	Product did not arrive at all	04	08
2	Product arrive in damage condition	08	16
3	Wrong product were sent	04	08
4	Not quality goods & services	07	14
5	Others	02	04
6	None of these	26	52
	Total	50	100

Table 1.4 : Ranking of the Services in Online Shopping

S.No	Ranking of the services in online shopping	Total Score	Rank
1	Payment security	176	6
2	Product delivery	188	4
3	Personal information privacy	156	8
4	Warranties, return policies	182	5

5	Convenience	215	1
6	Mode of payment	174	7
7	Time saving	203	2
8	Attractive offers	195	3

Amazon respondents based on gender

Female 42%
Male 58%

Amazon respondents based

31-35 y 2%
Abov 35y 12%
below 20y 36%
25-30 y 50%
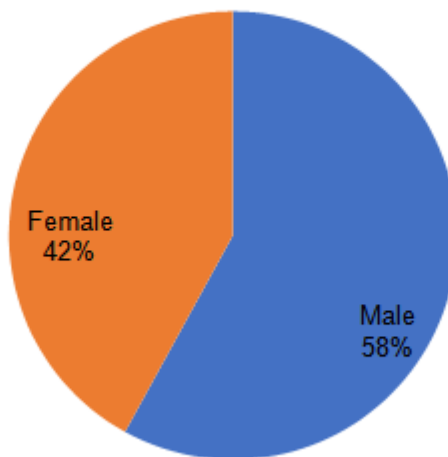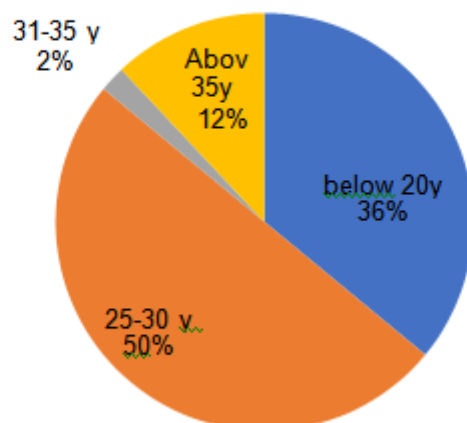
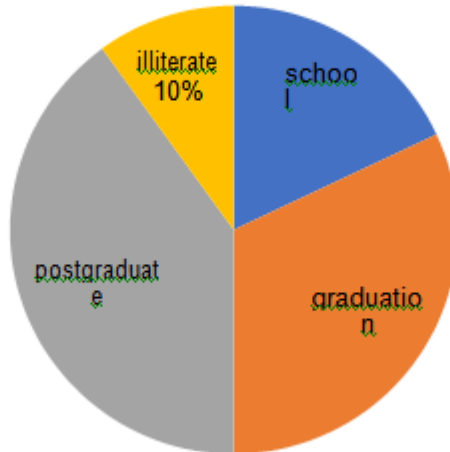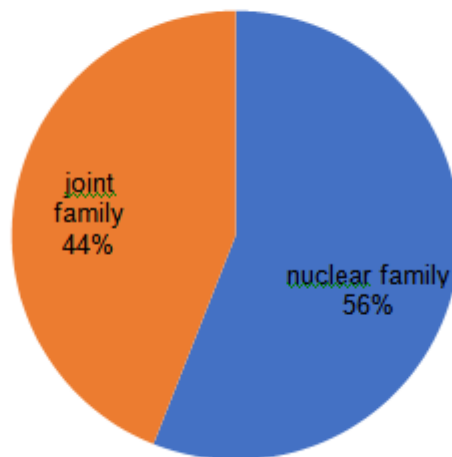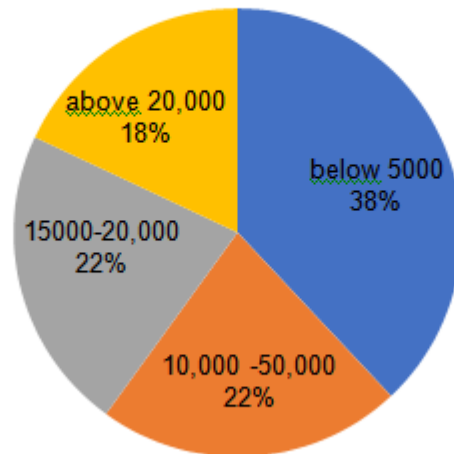## location of the respondents
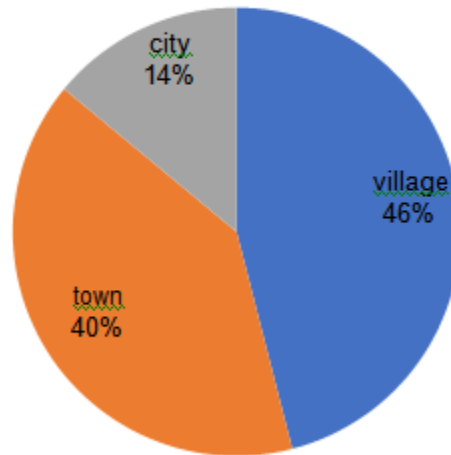
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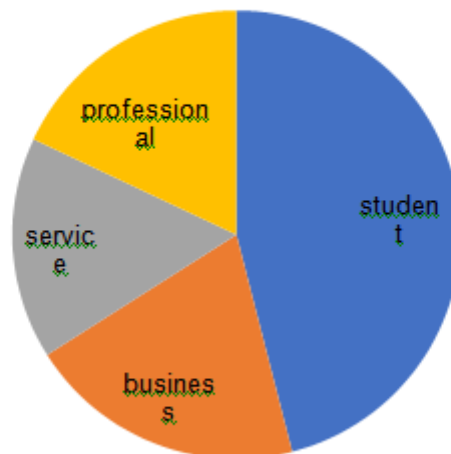
education qualification of

Family status of the respondent

Monthly income of respondent
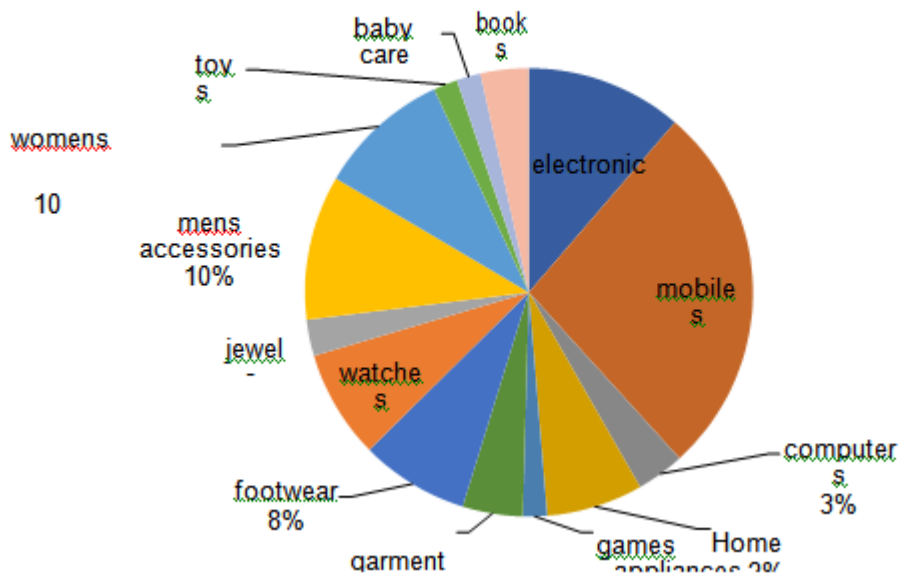

online website shopping

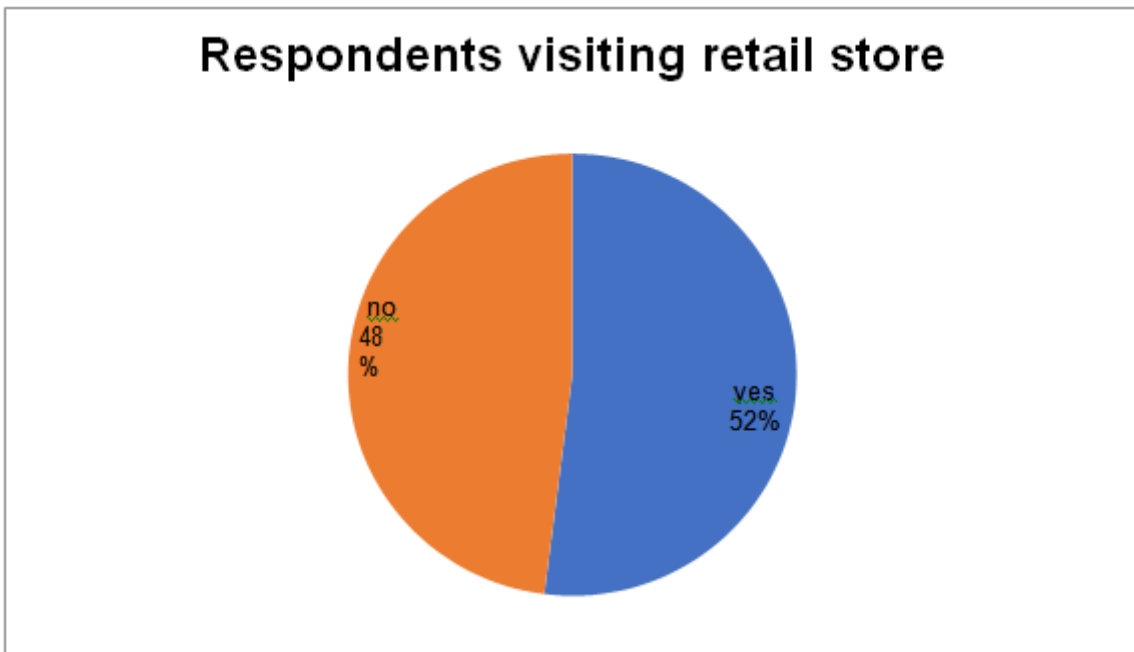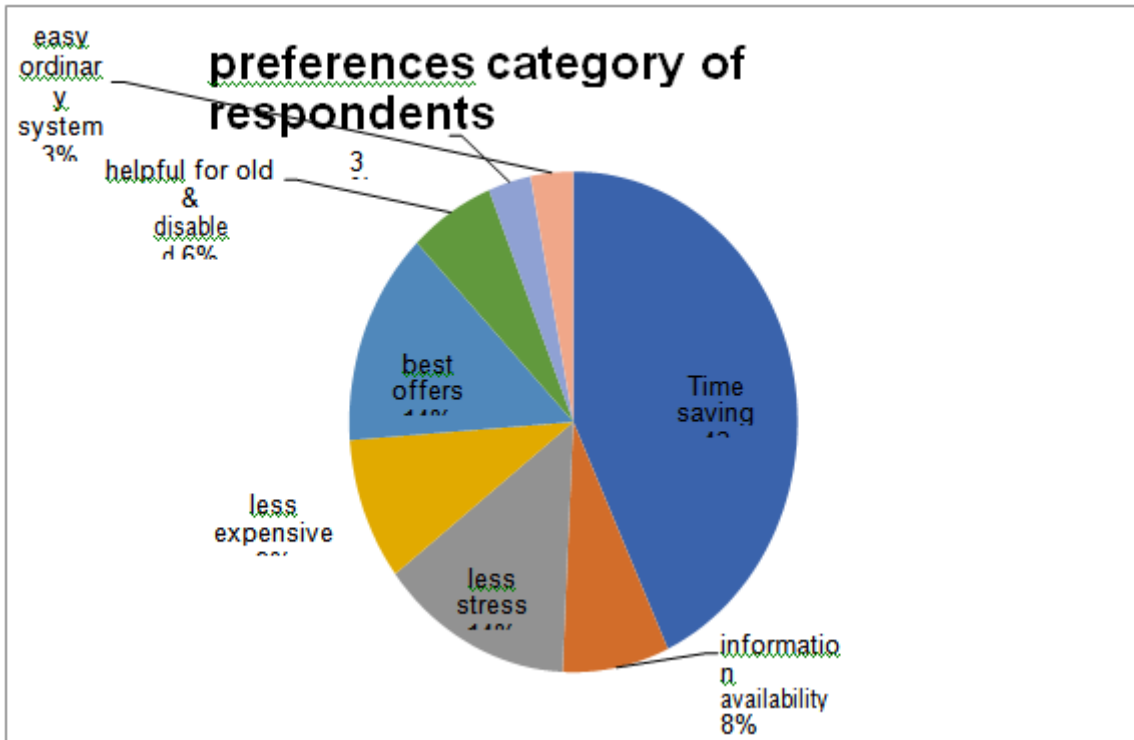flipkart ■ amazon ■ ebay ■ myntra ■ snapdeal ■ olx ■
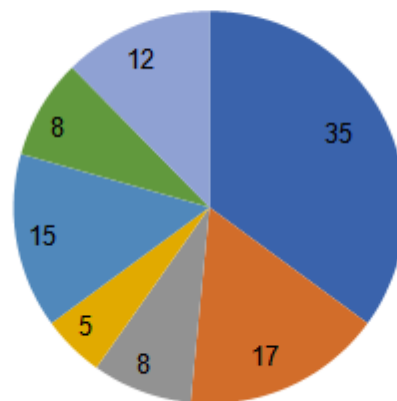
sources of awareness of online shopping
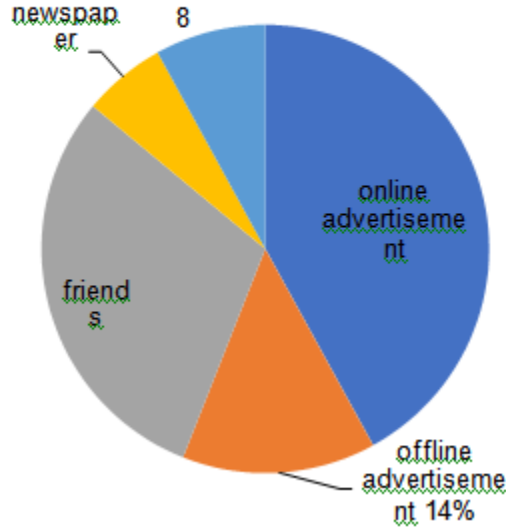
most products purchased by

IV. FINDINGS & SUGGESTIONS

- Most of the respondents (58 percent) are men.

- Majority of the responders (50 percent) are between the ages of 25 and 30.

- Majority of the respondents belongs to rural area a result, a larger (46%) proportion of respondents (46%) fall into the Village area

category.

- As a result, it is revealed that the majority of respondents (46%) are students.

- Majority 40% of the respondents are post graduate level

- Majority 56% of the respondents are belongs

to Nuclear family.

- Majority 38% of the respondents are earning the monthly income below Rs.5, 000 only

- Majority 68% of the respondents visited Flipkart

- The majority of respondents (76%) pay for their online purchases using Cash n Delivery.

- The majority of respondents (36%) believe that online purchasing has a delivery hurdle that is too slow.

- 76 % of the respondent are satisfied with online shopping

V. CONCLUSION :

An online shopping study is a new technology that has emerged in tandem with the growth of the Internet.

The survey looked at how satisfied Amazon customers are, as well as how satisfied they are with the site itself.

It is commendable that online shopping businesses are thinking outside the box to reach out to a growing number of customers.

They expanded their network as much as possible in order to reach out to a larger number of customers.

According to consumer feedback, Amazon, on the other hand, satisfies customers in terms of product quality.

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ANNEXURES

➢ Socio economic background of the respondents
➢ Family status of the respondent
➢ Monthly income of the respondent
➢ What are the online shopping websites available
➢ What are the sources of awareness for online shopping
➢ Which products are purchased more online
➢ What is the customer preferences online shopping or offline shopping
➢ How often do you visit retail store
➢ What is the frequency of purchase by the consumers
➢ What mode of payment do you prefer
➢ What is the choice of availability of products
➢ What are the facts that you consider before online shopping
➢ Website layout helps in searching the particular product easily
➢ Is online shopping safe and secure
➢ How is the shopping experience of the consumers
➢ Barriers which keep respondents away from online shopping
➢ Level of satisfaction of the respondents
➢ Problems faced by the respondents while online shopping
➢ Ranking of the services in online shopping