

**A STUDY ON CUSTOMER SATISFACTION TOWARDS  
AMAZON ONLINE SHOPPING WITH REFERENCE TO  
KOTTAYAM TOWN**

*Project work submitted in partial fulfilment of the requirement  
for the award of*

**Bachelor's Degree in Commerce**

*Submitted by*

**KRUPA SCARIA (Reg.No. 170021083281)**

**LIYA SUSAN JACOB (Reg.No. 170021083283)**

**MEGHA ANN VARGHESE (Reg. No. 170021083284)**

**MILKA MARIYAM JACOB (Reg.No. 170021083286)**

**NEENU THOMAS (Reg.No. 170021083292)**

Under the supervision of

**Ms. ANU ANNA BIJU**

**(LECTURER)**



**SAINTGITS**

**COLLEGE OF APPLIED SCIENCES**

**KOTTAYAM, KERALA, INDIA**

**PG DEPARTMENT OF COMMERCE**

**2019-2020**

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**SAINTGITS**  
COLLEGE OF APPLIED SCIENCES  
KOTTAYAM, KERALA, INDIA

Pathamuttom, Kottayam  
Kerala, India-686532  
Te:0481-2433787  
Mob:954432772

*Date:*

## **CERTIFICATE**

*Certified that this is a bonafide report of the project work undertaken by*  
**MS.KRUPA SCARIA** (Reg.No. 170021083281 ), **MS.LIYA SUSAN JACOB**  
(Reg.No. 170021083283),**MS. MEGHA ANN VARGHESE** (Register  
No:170021083284), **MS.MILKA MARIYAM JACOB** (Reg.No.  
170021083286) ,**MS.NEENU THOMAS** (Reg.No. 170021083292)of B. Com  
Semester VI, in partial fulfilment of the requirements for the award of the  
bachelor's Degree in Commerce of Mahatma Gandhi University, Kottayam  
under my supervision and guidance.

**Faculty - in- Charge**

**Countersigned**

**Principal**

**Head of the Department**

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## **DECLARATION**

*We do hereby declare that the project titled “**A STUDY ON CUSTOMER SATISFACTION IN AMAZON ONLINE SHOPPING WITH REFERENCE TO KOTTAYAM TOWN**” is a bonafide report of the project work undertaken by us in partial fulfilment of the requirements for the award of the Bachelor of Commerce (Computer Application) of Mahatma Gandhi University, Kottayam under the guidance of **Ms. Anu Anna Biju** Lecturer, Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. We also declare that this project report has not been submitted by us anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of our knowledge and belief.*

**Pathamuttom**

**31.03.2020**

**Krupa Scaria**

**Liya Susan Jacob**

**Megha Ann Varghese**

**Milka Mariam Jacob**

**Neenu Thomas**

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**Pathamuttom**

**31.03.2020**

**Krupa Scaria**

**Liya Susan Jacob**

**Megha Ann Varghese**

**Milka Mariam Jacob**

**Neenu Thomas**

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## **CHAPTER 1**

### **1.1 INTRODUCTION**

This project takes a look at customer satisfaction with reference to amazon online shopping. The online shopping means that the people can buy the products that they need from anywhere on the globe using internet. The internet acts as a medium for this online shopping to connect the customers and merchants from two different places. The m-commerce or mobile commerce is the theme behind this online shopping as shopping of the goods that people want through the websites or the mobile applications. There are many types of products from various places of the world which are available under one roof in the online shopping and so that if a customer needs any one particular type of commodity and is not available, then they can go for the alternate choices of the same commodity. Also, there are various products of the same type available in different price ranges and that helps the customers to choose the products that they want according to their budget. Therefore, the online shopping is both acceptable and feasible to all the customers who belongs to different economic category. The new techniques and the developing technology make life innovative and simple. The online shopping is also a best method to earn money especially for household women.

The amazon is an online shopping platform for the customers where they can buy almost all kind of products and the amazon says that they provide A-Z products. The online shopping helps the customers to avoid the burden of going to the market and buying products. Through these online services the customer can get their needy products to their home. The amazon and other online shopping services provides a wide variety of products towards the customers and the customers themselves are making the orders and they can return the products to the merchants itself if the quality of the products are not good or any kind of problems or damages.

### **1.2 OBJECTIVES OF THE STUDY**

- To identify customer preference towards Amazon shopping.
- To know the customer satisfaction towards Amazon shopping.
- To evaluate the factors that affects the customer satisfaction.
- To identify the offers and replacements.

### **1.3 SIGNIFICANCE OF THE STUDY**

- To know the customer satisfaction and the services done by the Amazon
- To capture the customer to determine the offer and discount issued by the Amazon
- To attract the customer and to know the preference level of the customer towards Amazon.

### **1.4 SCOPE OF THE STUDY**

- This research work covered Amazon customer needs, wants and expectations met by the organization.
- The major aim of the study is to know about the customer satisfaction and the quality of the service provided by the company.
- The study will help the company to understand the behavior of customer while purchasing Amazon products.

### **1.5 STATEMENT OF THE PROBLEM**

Amazon is one of the leading online shopping applications and has reached to millions of people everywhere. There are some problems that customers deals with :

- Defects in the products lead to decrease in the level of customer satisfaction.
- Delay in delivery of goods and products is one of the problem that affects the serenity of the customers.
- The product which customers are choosing might be delivered in different colour, size, quality and design.
- Some products or goods which customers need may not be available.
- Some of the products will not be available to the address of the customers.

## 1.6 RESEARCH METHODOLOGY

The data was collected from 60 respondents through:

- **Primary data:** The primary data are those which are collected afresh and for the first time, and thus happen to be original in character. The data was collected through questionnaires from the respondents.
- **Convenient sampling:** Involves the sample being drawn from that part of the population that is close to hand.
- **Secondary data:** The data which have already been collected by someone else and which have already been passed through statistical process. The data was collected from journals, books and websites.

Sampling: it may be defined as the selection of some part or an aggregate or totality on the basis of which a judgement or inference is made. It is a process of obtaining information about an entire population by examining only a part of it.

Sampling size: direct questionnaire was used to identify the sample for this study.

## 1.7 LIMITATIONS

- There may be personal bias of the respondents, which affect the results of the study.
- The answer to the questionnaire largely depends upon the mind setup of the respondents.
- Respondents opinion may not be free from bias.
- The sample size was limited.
- Data collection process was restricted to few areas.

## **1.8 CHAPTERISATION**

- CHAPTER 1 – INTRODUCTION
- CHAPTER 2 – REVIEW OF LITERATURE & THEORETICAL FRAMEWORK
- CHAPTER 3 – DATA ANALYSIS AND INTEPRETATION
- CHAPTER 4 – FINDINGS , SUGGESTIONS & CONCLUSION

## CHAPTER -2

### LITERATURE REVIEW & THEORETICAL FRAMEWORK

#### 2.1 LITERATURE REVIEW

1. **Taweera Jiradilok and other(2014)** : “the impact of customer satisfaction on online shopping purchasing : A case study analysis in Thailand”. The research was used conceptual framework and aims to investigate the relationship of the antecedent factor in Online shopping and they used the statistical tools like multi regression to compare the occurrence of the hypothesis, and the study reveals that people mostly value assurance and empathy as the most influential dimension and also shows that variety ,website system quality and tangibility have no influence on purchasing intention in customers decision even though respondents were quite satisfied more internets savvy every day and also they are ready to purchase the high quality product as well.
2. **Rashant Singh (2014)**, in his study on Consumer,,s Buying Behaviour Towards Online Shopping, The main aim of study was to examine and analyze the consumer,,s buying behaviour pattern towards online shopping in Lucknow. The research is based on both primary data and secondary data. The total sample sizes of 40 were collected through questionnaire by using convenient sampling method, the outcome of the study is most number of users is happy on online shopping and mainly interested in buying online apparels.
3. **Dahiya Richa(2012)**, his study on Impact of Demographic Factors of Consumers on Online Shopping Behavior: A Study of Consumers in India. The main objective of the study was to identify the various categories of demographic factors and variables impacting online shopping behavior of consumers in India. The data was collected through questionnaire on a sample of 580 respondents. The result of study reveal that online shopping in India is significantly affected by various demographic factors like age,gender,marital status, family size and income.
4. **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 (Wilson et al., 2008).

5. **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).
6. **The work of Kim and Park (2005)** using U.S. samples suggests that their positive attitudes as well as willingness to search for pre-purchase information leads to a strong likelihood that they will buy online. Online shoppers, are required to have computer skills in order to use the Internet for shopping. Hence, those who are not comfortable with using the computer, will likely do their shopping at the traditional store, modern shop, or discount store (Monuwe, 2004) because it will be faster shopping there than in the Internet shop.

## **2.2 THEORETICAL FRAMEWORK**

### **The Customer**

Customers are actors on the marketplace stage. A customer is a person or company that receives, consumes or buys a product or service and can choose between different goods and suppliers. In terms of buyer and consumer, there is a slight difference. Buyers are the people who are acting either as ultimate, industrial, or institutional purchasers.

### **Online shopping**

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

### **Customer Satisfaction**

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.



An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, non-profit organizations, and every subgroup within an organization.

Organizations should not assume they know what the customer wants. Instead, it is important to understand the voice of the customer, using tools such as customer surveys, focus groups, and polling. Using these tools, organizations can gain detailed insights as to what their customers want and better tailor their services or products to meet or exceed customer expectations.

### **Significance of customer satisfaction**

- Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future.
- Customer satisfaction is the metric you can use to reduce customer churn. By measuring and tracking customer satisfaction, you can put new processes in place to increase the overall quality of your customer service.
- To eliminate bad word of mouth, you need to measure customer satisfaction on an ongoing basis. Tracking changes in satisfaction will help you identify if customers are actually happy with your product or service.

### **Customer Behaviour**

With the evolution of online communication through internet, customers now see online advertisements of various brands. It is fast catching up with the buying behaviour of consumers and is a major source of publicity for niche segments and also for established brands. This is the new way of digital revolution and businesses worldwide have realized their worth. Examples – Online catalogues, Websites, or Search engines. When customers have sufficient information, they will need to compare with the choices of products or services. Online Customer Behaviour Process in the search stage, they might look for the product reviews or customer comments. During this stage, well-organized website structure and attractive design are important things to persuade consumers to be interested in buying product or service.

- The most useful characteristic of internet is that it supports the pre-purchase stage as it helps customers compare different options.
- During the purchasing stage, product assortment, sale services and information quality seem to be the most important point to help consumers decide what product they should select, or what seller they should buy from.
- Post-purchase behavior will become more important after their online purchase. Consumers sometimes have a difficulty or concern about the product, or they might want to change or return the product that they have bought. Thus, return and exchange services become more important at this stage.

## **Customer Loyalty**

Customer loyalty is positively related to customer satisfaction as happy customers consistently favour the brands that meet their needs. Loyal customers are purchasing a firm's products or services exclusively, and they are not willing to switch their preferences over a competitive firm. Brand loyalty stems out of a firm's consistent effort to deliver the same product, every time, at the same rate of success. Organizations give special attention to customer service, seeking to retain their existing current base by increasing customer loyalty. Often, they offer loyalty programs and customer rewards to the most loyal customers as an expression of appreciation for doing repeat business with them.

## **Customer satisfaction and loyalty in online market place**

Investing in consumer satisfaction from the online experience and creating brand or site loyalty are critically important for companies that want to have a long run presence on the Web. There are two approaches taken to induce loyalty into consumers in an online context. One approach is to focus on concrete factors. For example, creating a convenient and well-designed online store and offering secure transactions are the keystones of satisfying e-consumers. However, all satisfied consumers do not become loyal.

Personalization attempts and increasing the social value of online experiences are very important to make consumers build strong brand relationships in the cyber world. Although they argue the opposite, some studies find that personalized Web sites and customer communities are highly influential on the consumer brand relationship especially for experienced Internet consumers. Besides, businesses that can create trust and increase the perceived value of online shopping can turn their satisfied consumers into loyal ones in the e-

marketing environment, too. The online environment accommodates so many opportunities for creating loyalty that even offline offerings can be effectively facilitated with supporting after sale services provided through the Web. III. Research Methodology.

### **Online shopping vs In-store shopping**

As for traditional shopping consumers simply need to go to store where they can meet the seller and interact with each other to do the transaction. In-store shopping they can browse the products or services they need and want. Traditional shopping let consumers to see the actual product and so they can touch and feel or to try them on before purchasing them it is less risky and tangible. When consumers shop traditionally they get the chance to pay by many payment ways such as cash, credit cards or pay check. On the other side, when consumers shopping on the internet their only way to make the payments will be by credit cards. There are certain products that consumers need to go the store and buy; it is because they need these items immediately, such as groceries.

Normally, shopping online will take few hours to few days or sometimes it will take several weeks to deliver the items depending on the delivery terms of the websites or the distances. Consumers who choose in-store shopping over the online shopping is because they think that they will be cheated by the seller. It is because there are scammers who are placing fake products or products which are unworthy of the price in this situation the traditional in-store shopping is advantageous than online shopping (Umar, 2004).

When consumers doing online shopping they will have an opportunity to read through the other customer reviews regarding to the product before making the decision. While, the traditional in-store shopping cannot provide customer reviews. This is the one of the online shopping benefits to the consumers.

## **2.3 AMAZON PROFILE**

Amazon is an American multinational technology company based in Seattle that focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is considered one of the Big Four tech companies, along with Google, Apple, and Facebook.

Amazon was founded by Jeff Bezos in Bellevue, Washington, in July 1994. It was incorporated on May 28, 1996, which offers a range of products and services through its Websites. The Company's products include merchandise and content that it purchases for resale from vendors and those offered by third-party sellers. It also manufactures and sells electronic devices. The Company operates through three segments: North America, International and Amazon Web Services (AWS). In addition, the Company provides services, such as advertising .The Company serves consumers through its online and physical stores. The Company also manufactures and sells electronic devices, including Kindle e-readers, Fire tablets, Fire TVs, and Echo devices, and it develops and produces media content. In addition, it offers Amazon Prime, a membership program that includes free shipping, access to streaming of various movies and television (TV) episodes, among others. Amazon started operations in India in 2004 from Hyderabad, but it launched its retail operations only in 2013. The company has since added video streaming and grocery delivery services under its Prime offerings and is also working on a restaurant food delivery service.

Amazon India empowers small and medium-sized businesses to reach millions of customers with a number of programmes that help boost their revenue, reach and productivity. By telling stories from a wide range of perspectives, we tell the larger story of who Amazon is and how Amazon's core business practices contribute to a better India.

There are quite a few factors due to which Amazon sell items for so cheap. Due to its enormous size Amazon itself buys huge quantities of each item that it sells at much lower than the wholesale market price. The fierce competition forces other sellers to price their items towards the lower end. According to the 2019 Amazon Consumer Behaviour Report from Feedvisor, customer loyalty to Amazon is at an all-time high. Amazon's corporate vision is “to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.”

## CHAPTER – 3

### DATA ANALYSIS AND INTEPRETATION

#### 3.1 Showing the gender

**Table 3.1**  
**Gender of the respondents**

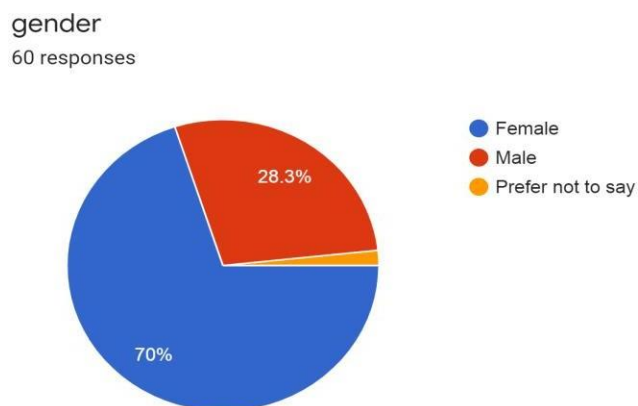
Particulars	Frequency	Percentage
Female	42	70
Male	17	28.3
Prefer not to say	1	1.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary data**

**Intepretation:**

42(70%) of the respondents are females and 17(28.3%) are males.

**Figure 3.1**



### 3.2 Showing the data of current occupation

Table 3.2

#### Current occupation

Particulars	Frequency	Percentage
Student	46	76.7
Business	2	3.3
Working	12	20
<b>Total</b>	<b>60</b>	<b>100</b>

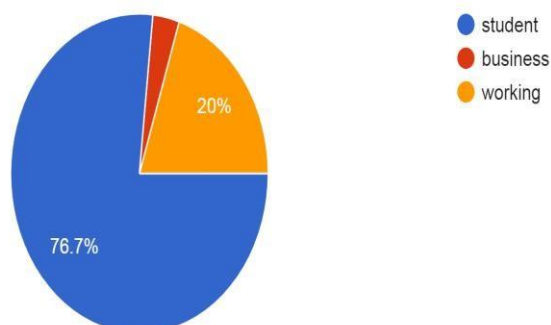
Source: primary data

#### Interpretation:

Data collected states that 46(76.7%) of all respondents are students and 12(20%) working and 2(3.3%) running business.

Figure 3.2

occupation  
60 responses



### 3.3 Data showing the income level of customers

**Table 3.3**

**Income level**

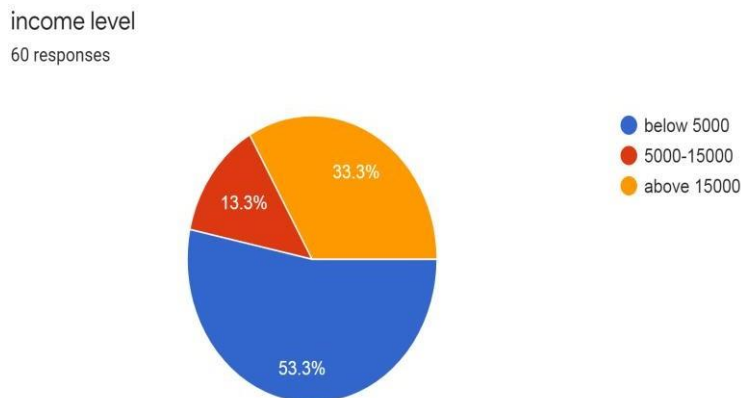
<b>Particulars</b>	<b>Frequency</b>	<b>Percentage</b>
Below 5000	32	53.3
5000-15000	8	13.3
Above 15000	20	33.3
<b>Total</b>	<b>60</b>	<b>99.9</b>

**Source : primary data**

#### **Interpretation:**

The data shows that 32(53.3%) of the respondents have income below 5000, 20(33.3%) of them above 15000 and 8(13.3%) between 5000-15000.

**Figure 3.3**



**3.4 Showing data on the amount of time spent by the respondent for online shopping**

**Table 3.4**

**Time spent by the respondents**

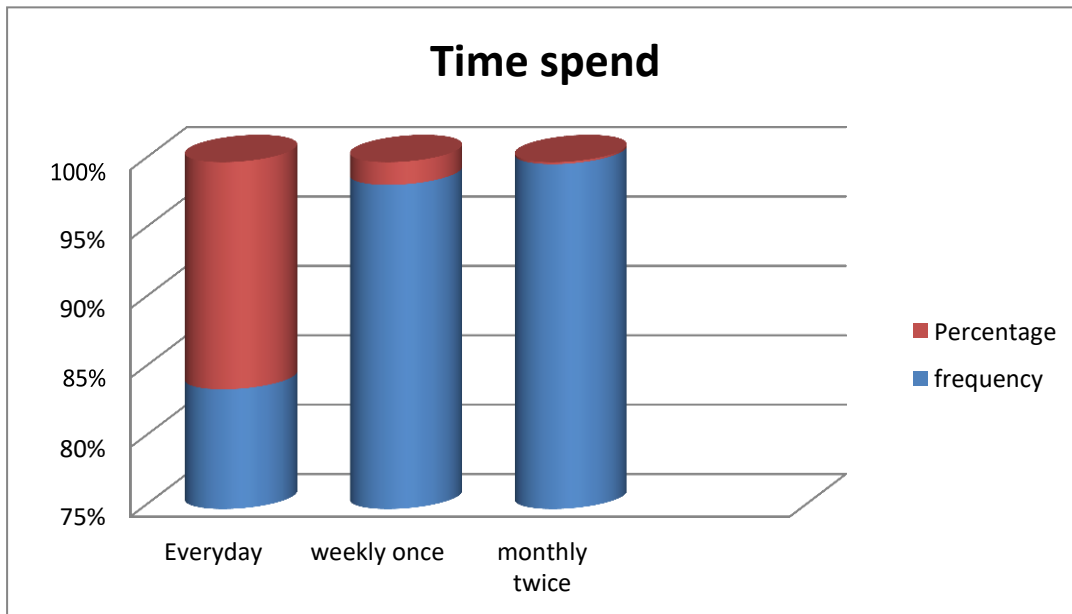
Particulars	Frequency	Percentage
Everyday	4	78.3
Weekly once	9	15
Monthly twice	47	6.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: primary data**

**Interpretation:**

Data collected shows that the highest number of people using online shopping on an everyday basis is 78.3%, followed by users spending time once in a week (15%) and then last being the users spending time twice in a month (6.7%).

**Figure 3.4**





### 3.5 Showing data of the customer’s awareness about Amazon online shopping

**Table 3.5**

#### **Awareness about Amazon shopping**

<b>Particulars</b>	<b>Frequency</b>	<b>Percentage</b>
Less than 1 month	20	12
Less than an year	16	26.7
More than 1 year	32	53.3
<b>Total</b>	<b>60</b>	<b>100</b>

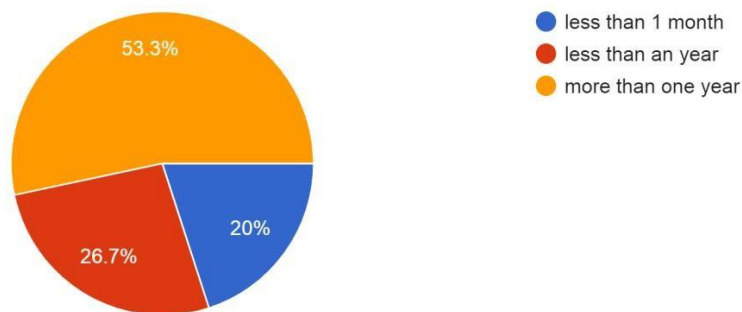
**Source: primary data**

#### **Interpretation:**

Data shows that 32(53.3%) of the respondents have been using amazon online shopping for more than one year , 16(26.7%) being less than an year and 20(12%) of them less than one month.

**Figure 3.5**

how long you are using amazon shopping?  
60 responses



### 3.6 Showing data of the preference of respondents in using Amazon online shopping

**Table 3.6**  
**Respondent's preference**

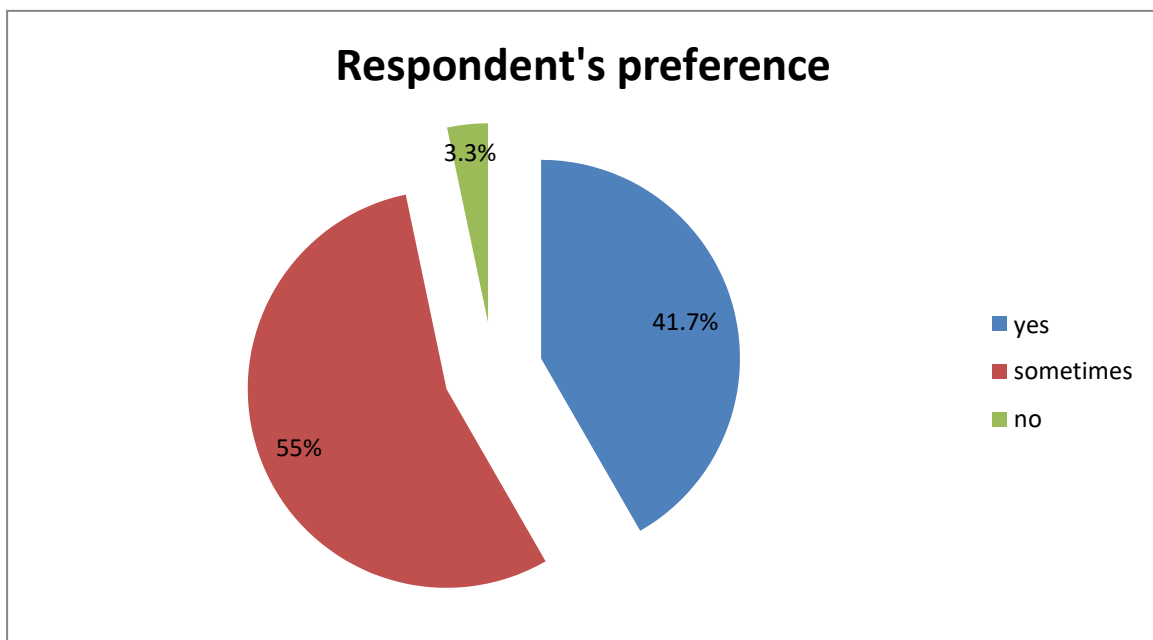
Particulars	Frequency	Percentage
Yes	25	41.7
Sometimes	33	55
No	2	3.3
<b>Total</b>	<b>60</b>	<b>100</b>

Source : primary data

#### Interpretation:

Data collected states that 33(55%) of them neutrally prefer amazon online shopping over other forums, 25(41.7%) prefer Amazon and 2(3.3%) does not prefer Amazon shopping.

**Figure 3.6**



### 3.7 Showing the data of the products you desire to buy

Table 3.7

#### Desired Products

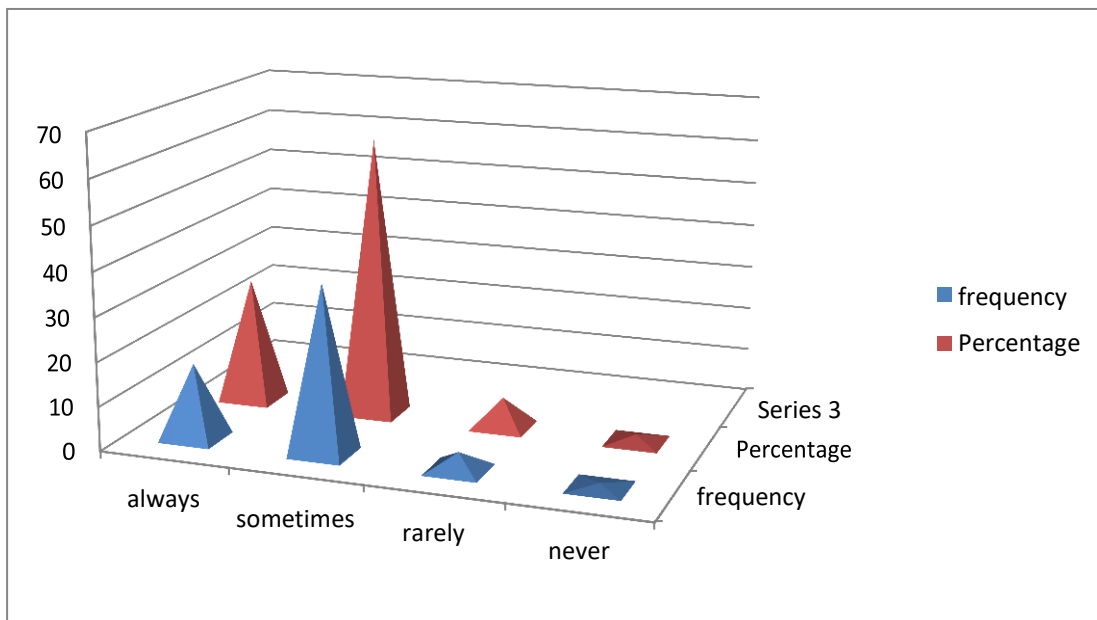
Particulars	Frequency	Percentage
Always	17	28.3
Sometimes	38	63.3
Rarely	4	6.7
Never	1	1.7
<b>Total</b>	<b>60</b>	<b>100</b>

Source: primary data

#### Interpretation:

Data collected shows that 28.3% of all the respondents find their desired products always, 63.3% find their desired products sometimes, find their desired products rarely and find never.

Figure 3.7



### 3.8 Showing the data of products that typically buys from Amazon online Shopping

Table 3.8

#### Products Buying

Particulars	Frequency	Percentage
Accessories	8	13.4
Clothes	4	6.7
Dress	18	30
Electronics	6	10
Footwear	3	5
Makeup	5	8.3
Phone accessories	8	13.3
Shoes, mobiles etc	3	5
Books	5	8.3
<b>Total</b>	<b>60</b>	<b>100</b>

Source: primary data

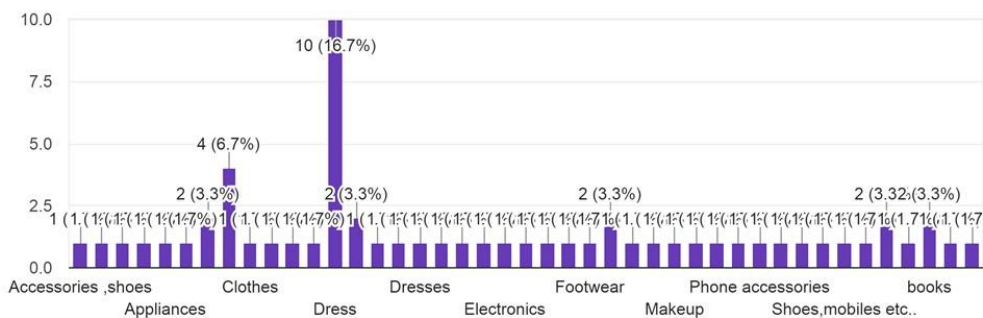
#### Interpretation:

Data collected shows that customers mainly purchase dresses (30%) through Amazon online shopping followed by accessories and phone accessories(13.4%).

Figure 3.8

what type of products do you typically buy from Amazon online shopping?

60 responses



### 3.9 Showing the data of willingness to pay on amazon shopping

**Table 3.9**

#### Willingness to Pay

Particulars	Frequency	Percentage
Less than 1000	29	48.3
1000-3000	21	35
3000-5000	5	8.3
Above 5000	5	8.3
<b>Total</b>	<b>60</b>	<b>100</b>

Source: primary data

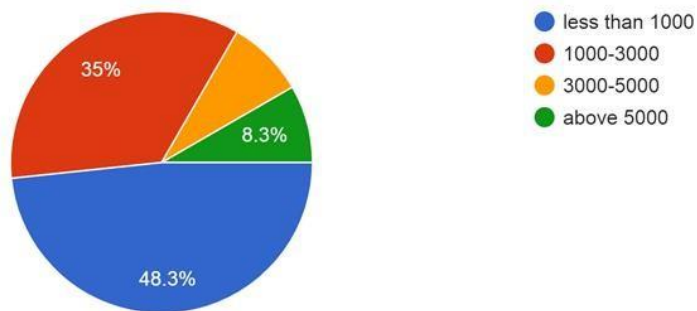
#### Interpretation:

Data shows that 48.3% of all the respondents are willing to pay less than 1000, 35% are willing to pay 1000-3000, % are willing to pay 3000-5000 and 8.3% above 5000.

**Figure 3.9**

how much are you willing to pay on amazon shopping?

60 responses



### 3.10 Showing the data of sources that makes to purchase products from amazon

**Table 3.10**

**Sources**

Particulars	Frequency	Percentage
Friends and family	32	53.3
Print advertisements	2	3.3
Online advertisements	35	58.3
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: primary data**

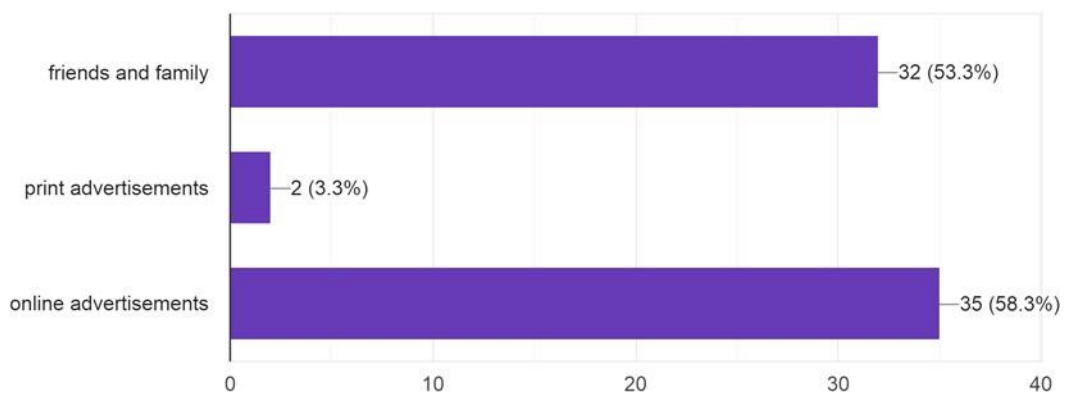
**Interpretation:**

Data shows that 53.3% of all the respondents purchase products through friends and family, 3.3% through print advertisements and 58.3% through online advertisements.

**Figure 3.10**

what are the sources which make you to purchase products from amazon?

60 responses



### 3.11 Showing the data of reason to choose online shopping

**Table 3.11**

**Reasons to choose online shopping**

Particulars	Frequency	Percentage
Saves time	27	45
Wide choices	19	31.7
Ease to find products	28	46.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: primary data**

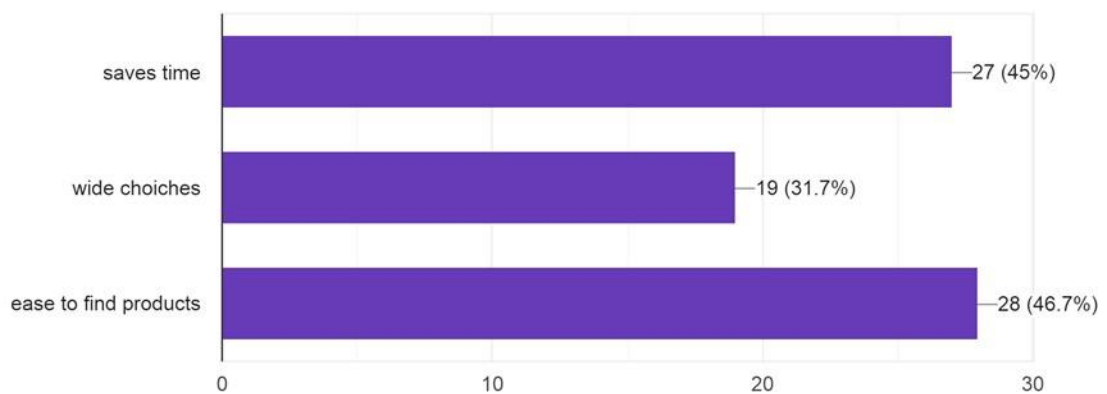
**Interpretation:**

Data shows that 45% of all the respondents choose amazon shopping to save time, 31.7% are for wide choices and 46.7% for the ease to find products.

**Figure 3.11**

what is the reason to choose online shopping rather than offline shopping?

60 responses



### 3.12 Showing the data to rate the quality of product in amazon

**Table 3.12**  
**Quality Rating**

Particulars	Frequency	Percentage
1	0	0
2	2	3.3
3	14	23.3
4	31	51.7
5	13	21.7
<b>Total</b>	<b>60</b>	<b>100</b>

Source: primary data

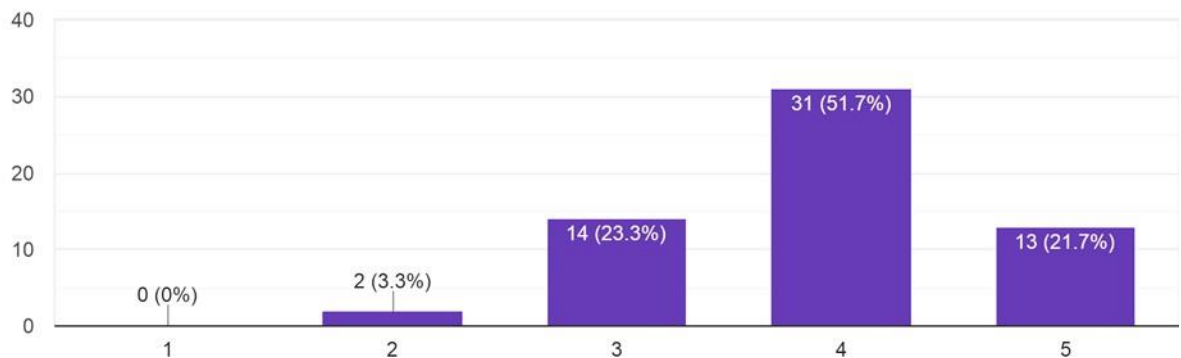
**Interpretation:**

Data shows that 0% of the respondents choose 1 to rate amazon, 3.3% choose 2, 23.3% choose 3, 51.7% choose 4 and 21.7% choose 5.

**Figure 3.12**

how would you rate the quality of product in amazon ?

60 responses





### 3.13 Showing the problems faced while doing online shopping

**Table 3.13**  
**Problems Faced**

Particulars	Frequency	Percentage
Delay in delivery	30	50
Cheap quality of products	18	30
Product damage	9	15
Non delivery	3	5
<b>Total</b>	<b>60</b>	<b>100</b>

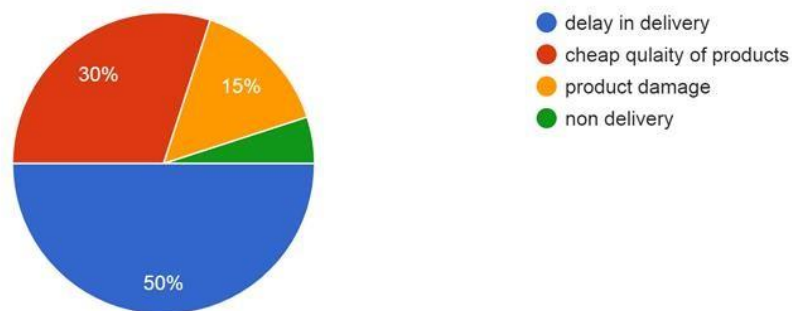
**Source: primary data**

**Interpretation:**

Data shows that 50% of the respondents faces the problem of delay in delivery, 30% face cheap quality of products, 15% face product damage and 5% face non delivery.

**Figure 3.13**

what kind of problem did you faced while doing Amazon online shopping?  
60 responses



**3.14 Showing the satisfaction level with the packaging and shipping of the product.**

**Table 3.14**  
**Satisfaction level**

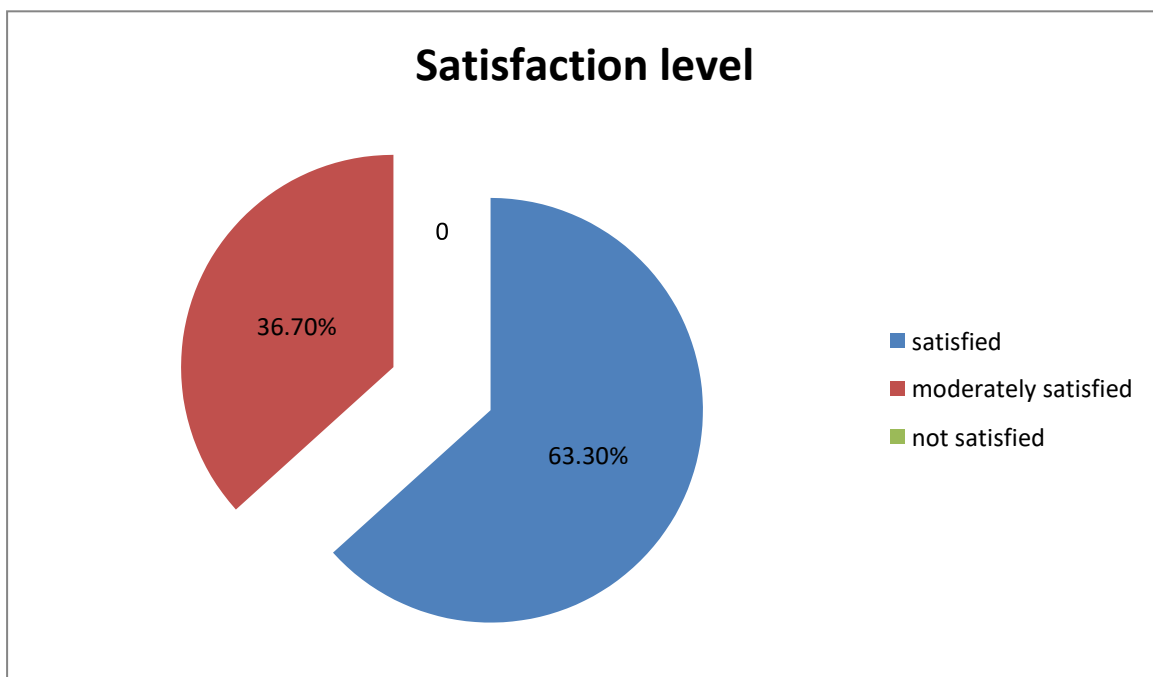
Particulars	Frequency	Percentage
Satisfied	38	63.3%
Moderately satisfied	22	36.7%
Not satisfied	0	0
Total	60	100%

**Source: primary data**

**Interpretation:**

Data collected shows that 63.3% of all respondents were satisfied with the pacing and shipping of the product through amazon online shopping, and only 36.7% were moderately satisfied.

**Figure 3.14**



**3.15 Showing the payment method used most when buying products online.**

**Table 3.15**  
**Payment method**

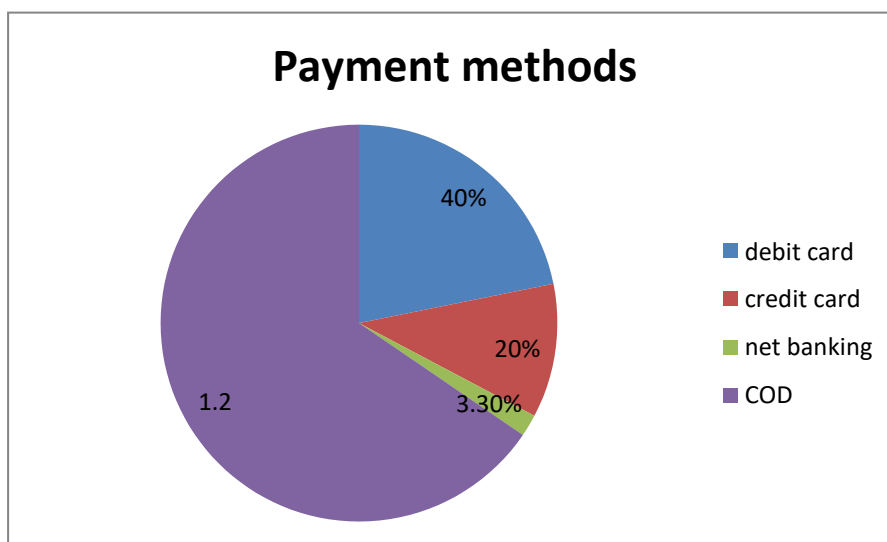
Particulars	Frequency	Percentage
Debit card	24	40%
Credit card	12	20%
Net banking	2	3.3%
COD	22	36.7%
Total	60	100%

**Source: primary data**

**Interpretation:**

Data collected shows that 40% of respondents are mostly using debit card for payment method in amazon online shopping during the purchase of products through online, 36.7% are using cash on delivery (COD), 20% credit card and only 3.3% are using net banking.

**Figure 3.15**



### 3.16 Showing the response regarding the safety of the payment information

Table 3.16

#### Payment information

Particulars	Frequency	Percentage
1(low)	1	1.7%
2	7	11.7%
3	20	33.3%
4	16	26.7%
5(high)	16	26.7%
Total	60	100%

Source: primary data

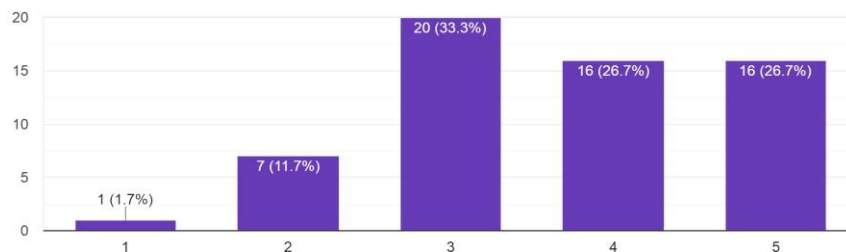
#### Interpretation:

Data shows that 26.7% of respondents are highly confident that their payment information are safe while purchasing products through amazon, and only 1.7% of customers are not having confidence to keep their payment information when buying a product.

Figure 3.16

How confident are you that your payment information is kept secure when buying products online?

60 responses



**3.17 Showing the customers who were victims of receiving fake product which they have ordered.**

**Table 3.17**  
**Fake product orders**

Particulars	Frequency	Percentage
1-2 times	52	86.7%
2-3 times	3	5%
3-4 times	4	6.7%
More than 4	1	1.7%
<b>Total</b>	<b>60</b>	<b>100</b>

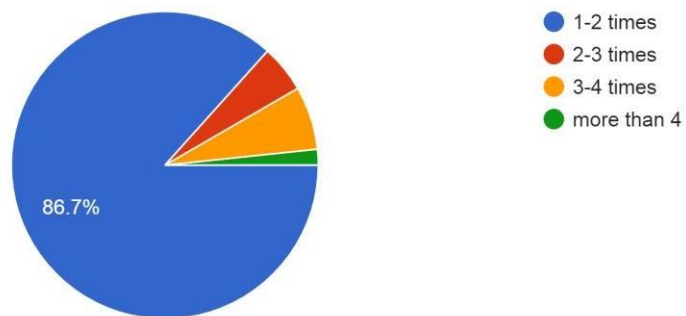
**Source: primary data**

**Interpretation:**

Data shows that % of respondents are 1-2 times were victim of receiving fake product , and % are 2-3 times , 3-4 times and % more than 4.

**Figure 3.17**

have you ever been a victim of receiving fake products or product you haven't ordered?  
60 responses



**3.18 Showing whether there were any cases of complaints or defaults in the product the customers bought from Amazon**

**Table 3.18**

**Complaints/defaults in the products**

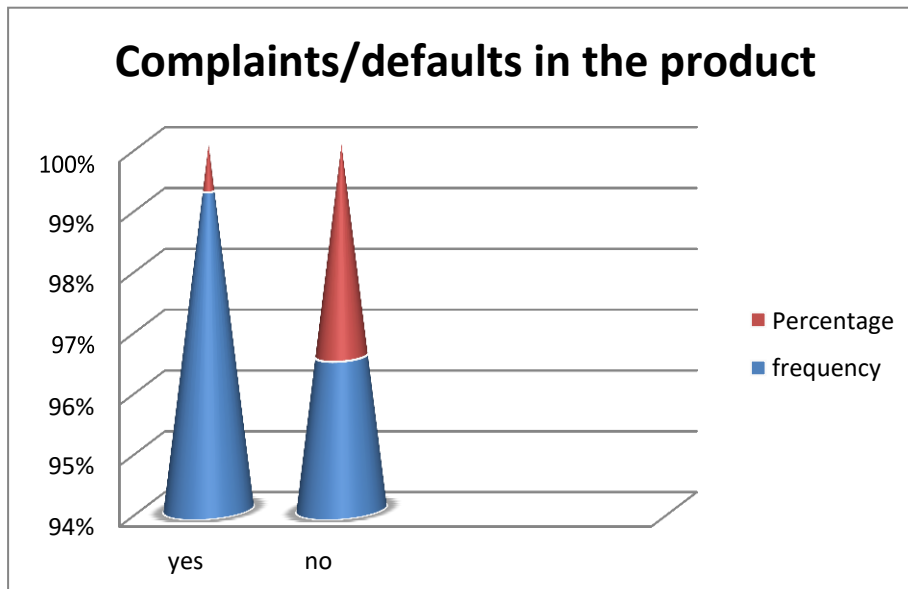
Particulars	Frequency	Percentage
Yes	41	31.7%
No	19	68.3%
<b>Total</b>	<b>60</b>	<b>100</b>

Source: primary data

**Interpretation:**

Data shows that % of respondents were having cases of complaints or defaults in the product that they bought from Amazon, and % were not having cases of complaints or defaults in the product that they bought from Amazon.

**Figure 3.18**



**3.19 Showing whether the defaults of products addressed successfully**

**Table 3.19**

**Defaults of products addressed successfully**

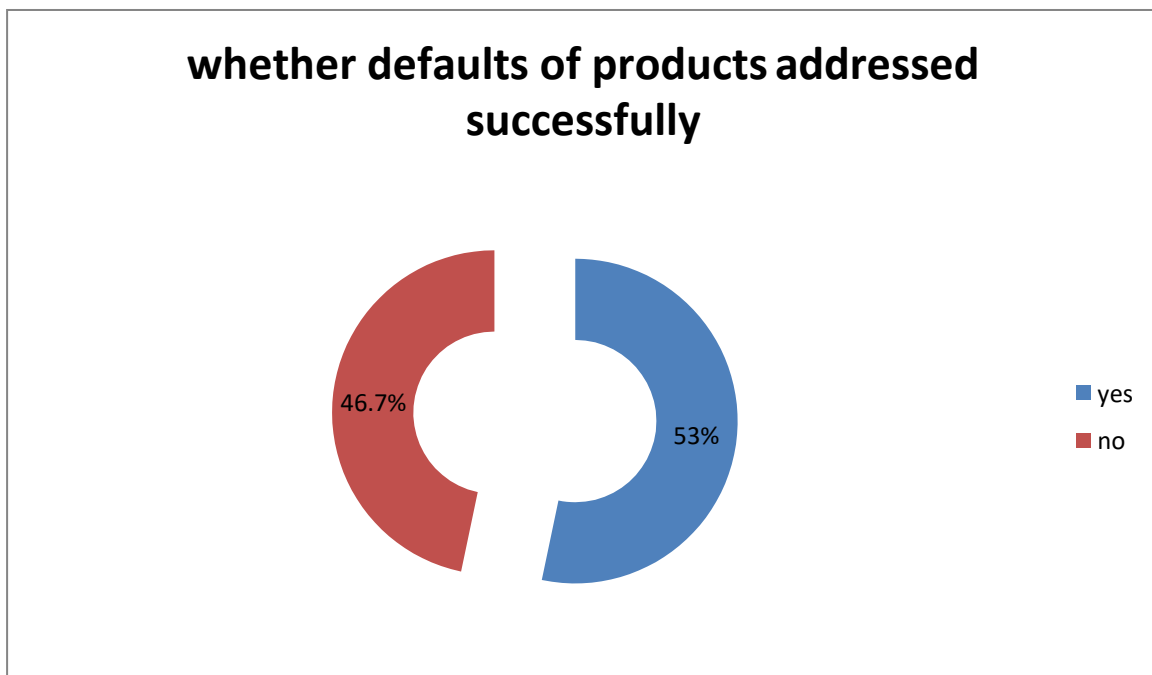
Particulars	Frequency	Percentage
Yes	32	53.3%
No	28	46.7%
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: primary data**

**Interpretation:**

Data shows that 53.3 % of respondents cases of complaints or defaults in the product that they bought from Amazon were addressed successfully, and 46.7 % were not addressed successfully

**Figure 3.19**



### 3.20 Showing the rate of satisfaction of customers on a scale of 10

**Table 3.20**  
**Rate of satisfaction**

Particulars	Frequency	Percentage
1(Low)	0	0
2	1	1.7
3	0	0
4	2	3.3
5	6	10
6	5	8.3
7	11	18.3
8	19	31.7
9	11	18.3
10(High)	5	8.3
<b>Total</b>	<b>60</b>	<b>100</b>

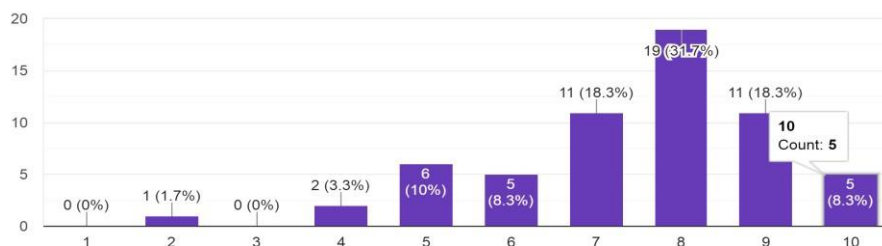
Source: Primary Data

#### Interpretation:

The above table reveals that majority of the customers give a rating of 8 i.e.; 19 out of 60 respondents (31.7%). Only one respondent gave a rating of 2 (1.7%).

**Figure 3.20**

on a scale of 10 , how would you rate your satisfaction of Amazon services?  
60 responses





### 3.21 Showing the consistency of Amazon in meeting requirements of customers

**Table 3.21**

**Consistency in meeting requirements**

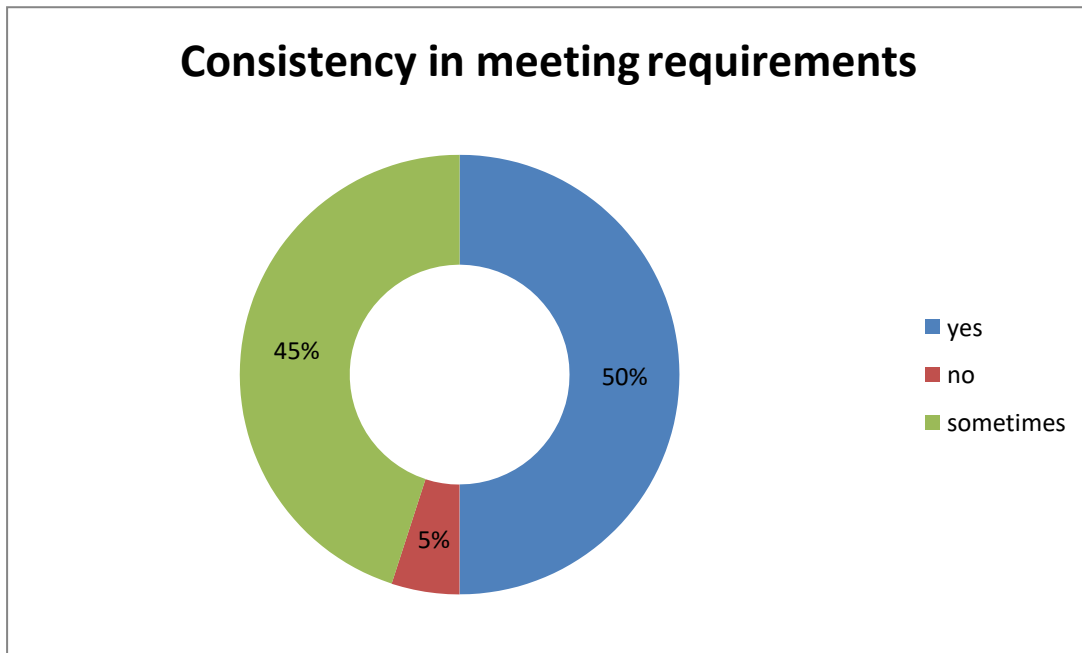
Particulars	Frequency	Percentage
Yes	30	50
No	3	5
Sometimes	27	45
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary Data**

**Interpretation:**

The above data reveals that 30 respondents i.e.; 50% of the respondents state that Amazon is consistent in meeting their requirements. Only 3 (5%) say that it is not consistent.

**Figure 3.21**



### 3.22 Showing the continuity of customers in buying from Amazon

Table 3.22

Continuity in customer's purchases

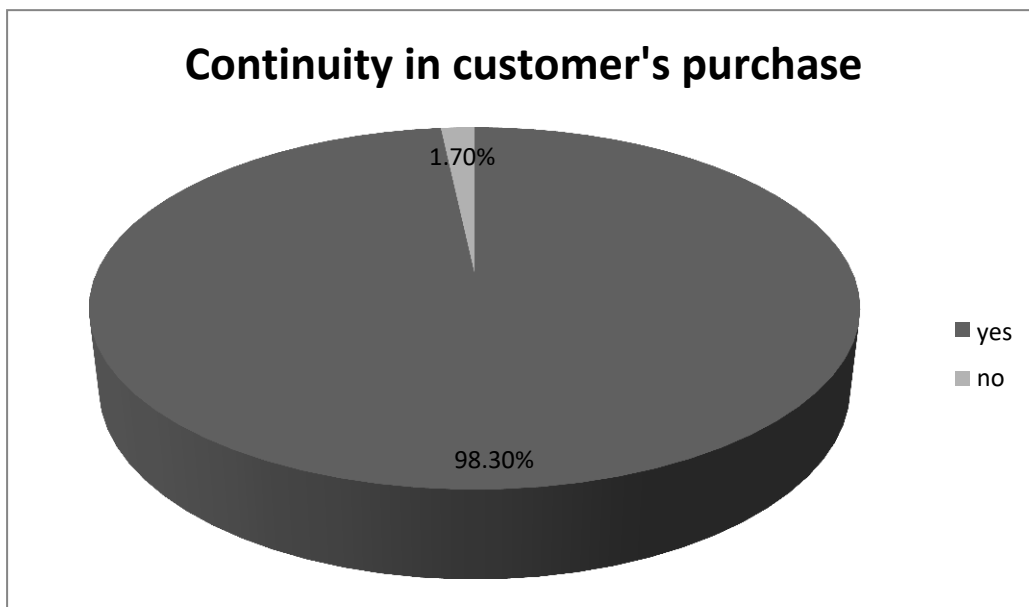
Particulars	Frequency	Percentage
Yes	59	98.3
No	1	1.7
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Primary Data

#### Interpretation:

The above table states that 59 i.e.; 98.3% of the respondents will continue to purchase from Amazon. Only 1 (1.7%) will discontinue purchase.

Figure 3.22



### 3.23 Showing the rating for value of money spent on online shopping

Table 3.23

Rating of value of money

Particulars	Frequency	Percentage
Excellent	14	23.3
Above Average	30	50
Average	16	26.7
Poor	0	0
<b>Total</b>	<b>60</b>	<b>100</b>

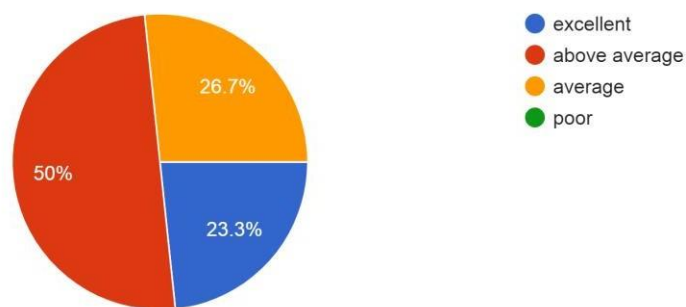
Source: Primary Data

#### Interpretation:

The table states that 50% of the respondents rate the value for money spent as above average. No one rates it as poor. 14 respondents rate it as excellent and the rest i.e.; 16 rate it as average.

Figure 3.23

how would you rate the value for money of the product?  
60 responses



### 3.24 Showing the success of promotional activities in influencing purchase decision

**Table 3.24**

**Success of promotional activities**

Particulars	Frequency	Percentage
Strongly agree	10	16.7
Agree	43	71.7
Disagree	5	8.3
Strongly disagree	2	3.3
<b>Total</b>	<b>60</b>	<b>100</b>

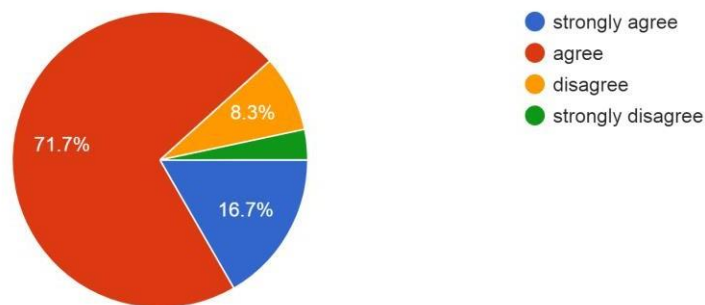
**Source: Primary Data**

**Interpretation:**

The table states that 71.7% of the respondents i.e.; 43 agree to the fact that promotional activities do play a significant role in influencing the purchase behaviour of a customer. Only 3.3% i.e.; 2 respondents strongly disagree to the same.

**Figure 3.24**

does promotional activities helps your purchasing decision?  
60 responses



### 3.25 Showing favourite sites other than Amazon

Table 3.25

Favourite sites other than Amazon

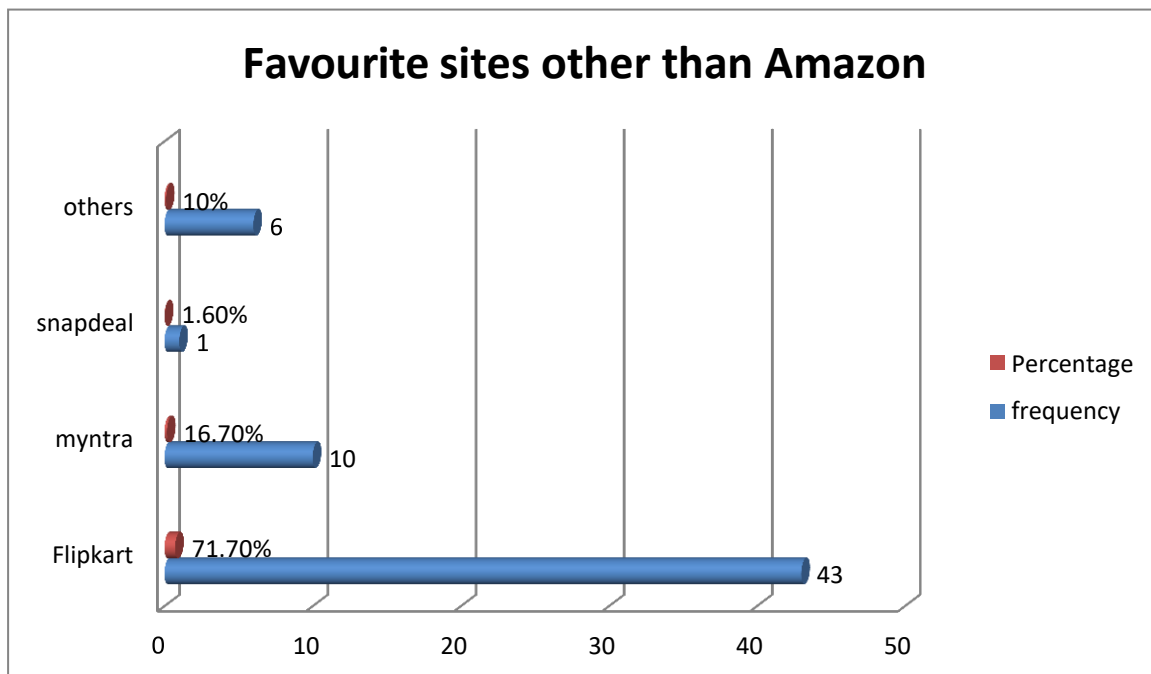
Particulars	Frequency	Percentage
Flipkart	43	71.7
Myntra	10	16.7
Snapdeal	1	1.6
Others	6	10
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Primary Data

#### Interpretation:

The table states that majority of the respondents i.e.; 43 (71.7%) prefer Flipkart other than Amazon. Snapdeal has the least number of respondents preferring it (1.6%).

Figure 3.25



### 3.26 Showing the rating of the overall performance of Amazon online shopping

**Table 3.26**

**Rating of Amazon’s overall performance**

Particulars	Frequency	Percentage
1	0	0
2	2	3.3
3	14	23.3
4	29	48.3
5	15	25
<b>Total</b>	<b>60</b>	<b>100</b>

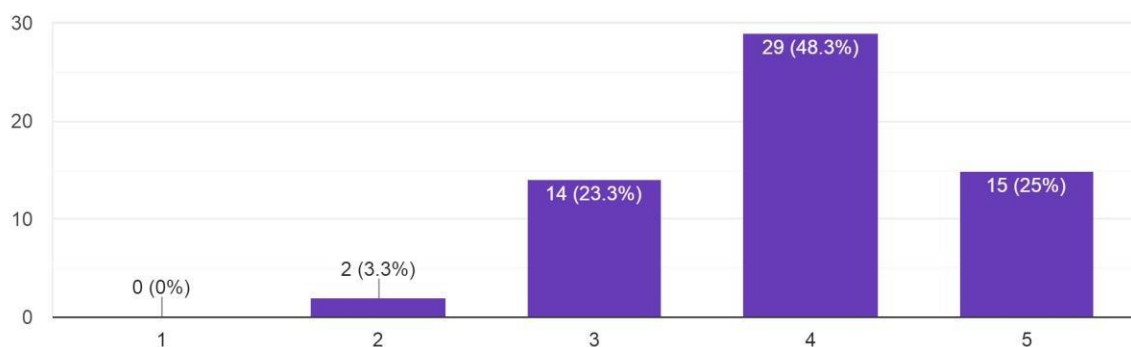
**Source: Primary Data**

**Interpretation:**

The table reveals that out of 60, 29 (48.3%) respondents give a rating of 4 out of 5. Only 2 respondents give a rating of 2. Out of the remaining 14 and 15 respondents give a rating of 3 and 5 respectively.

**Figure 3.26**

how do you rate the overall performance of Amazon online shopping ?  
60 responses



## CHAPTER-4

### FINDINGS & SUGGESTIONS

#### 4.1 FINDINGS

- The survey shows that majority of the respondents are females (70%) and (28.3%) are males with 76.7% of them are students, following with working men and rest running business (3.3%).
- The respondents with 53.3% have less than 5000 of income.
- The data shows that 78.3% of the respondents spend time on an everyday basis for online shopping.
- 53.3% of the respondents have been using Amazon Online Shopping site for more than 1 year whereas 26.7% of them have been using it less than a year and a less number of respondents have been using less than 1 month.
- The data states that 55% of the respondents sometimes prefer Amazon over other shopping forums and 41.7% completely prefer Amazon shopping. 3.3% with least number do not prefer Amazon shopping.
- Majority of the users i.e., 63.3% of them sometimes find the products.
- The nature of products that the respondents mainly buy is dresses with 30% followed by accessories and phone accessories with 13.4%.
- Data collected shows that 48.3% of the respondents are willing to pay only less than rs.1000 for online shopping whereas 35% of them are willing to pay between 1000-3000. Only 8.3% of them are willing to pay between 3000 and above.
- 58.3% of the respondents are motivated to buy the products from the online advertisements and 53.3% from their friends and family. It shows that only 3.3% of them are aware about the print media.
- Data shows that 45% of all the respondents choose amazon shopping to save time, 31.7% are for wide choices and 46.7% for the ease to find products.
- The survey shows that 51.7% of the respondents have complete trust on the quality of the products from Amazon online shopping. 3.3% have marked less level of quality for the products.
- About 50% of the respondents face the problem in the delay of delivery of products through online shopping and 5% of them stated the problem of non-delivery. Cheap quality of products and damage are other 2 problems faced by the customers.

- More than 62% of the respondents are satisfied with the packing and shipping of products through Amazon. 36.7% of them are moderately satisfied whereas no one is dissatisfied.
- 40% of the respondents use debit card for making payments, 36.7% of them choose C.OD (cash on delivery) followed by credit card (20%) and net banking (3.3%).
- The data shows that 33.3% of them are neutral about the security related with payment information. 26.7% of them are highly confident that their information's are kept safe.
- 86.6% of the respondents have been the victim of receiving fake products which they have ordered through Amazon online shopping.
- More than 63% of the respondents had no complaints/defaults in the products ordered, whereas 31.7% of them had complaints with the products and 53.3% of the complaints were addressed successfully.
- On a scale of 1-10, 31.7% has given 8, followed by 18.3% with 9 and 8.3% of the respondents are highly satisfied with the services provided.
- The data reveals that 30 respondents i.e.; 50% of the respondents state that Amazon is consistent in meeting their requirements. Only 3 (5%) say that it is not consistent.
- 98.3% of the respondents will continue to purchase from Amazon. Only 1 (1.7%) will discontinue purchase.
- 50% of the respondents rate the value for money spent as above average. No one rates it as poor. 14 respondents rate it as excellent and the rest i.e.; 16 rate it as average.
- Majority of the respondent's i.e, 71.7% stated that promotional activities do influence the purchase decisions of the customer and only 3.3% disagree to the same.
- 71.7% prefer Flipkart online shopping other than Amazon followed by Mantra and Snapdeal with 1.6%.
- On a scale of 1-5, 48.3% of them have rated 4 on 5 for the overall performance of Amazon online shopping.



## **4.2 SUGGESTIONS**

- The study suggests that the Indian customers give the most importance to security and privacy to generate trust. Perceived privacy of customer information can be improved by ensuring that at no point of time the customer is asked for irrelevant personal information.
- Online websites should pay more attention to the female segments as results prove that females shop more in online shopping as compared to men. So companies should devise the policies and strategies to attract more number of people in this segment in future also.
- Some kind of legal framework should be setup in order to check online frauds. Moreover, the complaints related to online shopping should be heard by setting up some body.
- Most of the Indian consumers are traditional buyers with long term usage behaviour. But most of the buyers of online shopping products are in the nature of short term product users. Hence, it is suggested that the vendor can concentrate on offering more of durable products with guarantee.
- The reliability and responsiveness of the delivery system is the key success factor for any online business and this will attract the consumers repurchase intention.

## **4.3 CONCLUSION**

In the past, consumers had sufficient time to visit shopping centres, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today there is radical change in the entire scenario. Everything in today's world is Internet oriented like Electronic Data Interchange, E-Mail, E-Business and E-Commerce.

A Study on online shopping is a new technology that has been created along with the development of the Internet. The study consisted with the aspects in which customers of Amazon are satisfied and the Customer satisfactions of the sites. The innovative thinking of online shopping sites to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers. Today internet is the user friendly communication medium and its awareness and usage level is progressively increasing in all segments of the society. Based upon customer's survey, Amazon satisfies the customer in the aspect of quality of products.

The amount of information available to us increases in each new day; as a result, we are overwhelmingly exposed and attained to different aspects of information via the Social Web. The accessibility and transparency that online shopping offers have led changes in how consumers position themselves in today's market, in which it is inevitable and necessary for companies to equip with a new marketing mind-set. Therefore, the research was carried out in the perception of consumers to identify the level of satisfaction attained from the social platform.

In India most of the people are used traditional means to buy their online stores and for them it's going to take a few years to change. But the categories of people especially the elite group are using the system. There is a bright future for online stores. The survey conducted helps to make identification over its strength and weakness of online shopping.

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- [www.researchgate.net](http://www.researchgate.net)
- [www.allresearchjournal.com](http://www.allresearchjournal.com)

## APPENDIX

### Questionnaire on customer satisfaction on Amazon online shopping

1. Name \_\_\_\_\_

2. Occupation

- student
- business
- working

3. Gender

- Female
- Male
- Prefer not to say
- Other

4. Income level

- below 50000
- 50000-150000
- above 150000

5. How much time you spend on online shopping?

- everyday
- weekly once
- monthly twice

6. How long you are using amazon shopping?

- less than 1 month
- less than an year
- more than one year

7. Do you prefer amazon online shopping over other online shopping forums?

- Yes
- Sometimes
- No

8. Do you always find the products you desire to buy?

- always
  - sometimes
-

- rarely
- never

9. What type of products do you typically buy from Amazon online shopping?

---

10. How much are you willing to pay on Amazon shopping?

- less than 1000
- 1000-3000
- 3000-5000
- Above 5000

11. What are the sources which make you to purchase products from Amazon?

- Friends & advertisements
- print advertisements
- online advertisements

12. What is the reason to choose online rather than offline shopping?

- saves time
- wide choices
- ease to find products

13. How would you rate the quality of product in Amazon? \*

	1	2	3	4	5
Low	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
High	<input type="radio"/>				

14. What kind of problem did you face while doing Amazon online shopping? \*

- Delay in delivery
- Cheap quality of products
- Product damage
- Non delivery

15. How satisfied were you with the packaging and shipping of the product through Amazon online shopping? \*

- Satisfied

---

- Moderately satisfied
- Not satisfied

16. Which payment method do you use most often when buying products online? \*

- Debit card
- Credit card
- Net banking
- COD

17. How confident are you that your payment information is kept secure when buying products online? \*

- |      |                       |                       |                       |                       |                       |
|------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|      | 1                     | 2                     | 3                     | 4                     | 5                     |
| Low  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| High |                       |                       |                       |                       |                       |

18. Have you ever been a victim of receiving fake products or product you haven't ordered? \*

- 1-2 times
- 2-3 times
- 3-4 times
- More than 4

19. Were there any cases of complaints or defaults in the products you purchased from Amazon? \*

- Yes
-

No

20. If you answered 'YES' for the above question, were those defaults addressed successfully? \*

Yes

No

21. On a scale of 10, how would you rate your satisfaction of Amazon services? \*

10  
1 2 3 4 5 6 7 8 9 High  
Low

22. Does Amazon consistently meet your requirements? \*

Yes

No

Sometimes

23. Would you continue buying from Amazon online shopping? \*

Yes

No

24. How would you rate the value for money of the product? \*

Excellent

Above average

Average

---

Poor

25. Does promotional activities help your purchasing decision? \*

Strongly disagree

Agree

Disagree

Strongly disagree

25. Which is your favorite site other than Amazon?\*

Flipkart

Myntra

Snapdeal

Others

26. How do you rate the overall performance of Amazon online shopping? \*

	1	2	3	4	5
Low	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High					