Assessing the Consumer Perception towards Online Shopping in Amazon

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Abstract

Online shopping is the buying and selling process of goods and services carried out between customer and seller This essay aims to investigate consumer perceptions of online shopping, to identify the positive and negative effects that it has on consumers, and to investigate consumer behaviour related to online shopping. For the study, the researcher has selected 50 respondents who are familiar with Amazon. It particularly focused on the problems or the benefits availed from online shopping. A typical difficulty experienced by the client while purchasing online is excellent service. All levels of customers were surveyed by using a questionnaire, and the level of satisfaction or dissatisfaction from the online shopping was studied. Last but not least, consideration was given to the specifics of the advantages they had gotten. A small attempt has been made to understand the benefits of online shopping, and also the limitation of online shopping was studied concerning AMAZON. Finally, it attempts to offer suggestions to customers to educate much more about online shopping.

Keyboards: Online shopping, E- commerce, Consumer perception, Factor analysis, Segmentation.

Introduction

Online shopping, often known as online retailing, is a type of electronic commerce that enables customers to make direct purchases from sellers using a computer browser and the Internet. Alternate titles include: web store, online store, web shop, virtual store, and Internet shop. Business-to-consumer (B2C) online shopping is the practise of purchasing goods or services from an online store in a manner physically similar to visiting a brick-and-mortar store or shopping mall. Business-to-business (B2B) internet buying occurs when a business purchases something from another business. The two largest of these online selling companies, both situated in the United States, are eBay and Amazon.com. Several commercial organisations began their sales and marketing efforts for their goods and services on the internet in the age of globalisation and the growth of e-commerce. Simply said, online shopping is defined as the act of buying goods or services through the Internet from Internet vendors as opposed to a shop or store. It is a type of electronic commerce that enables buyers to transact with sellers directly through electronic channels for the purchase of products and services.

Customers find a product they are interested in by searching online or going to the retailer's website. Business-to-consumer (B2C) online purchasing refers to transactions between several vendors utilising a shopping search engine that shows the same product's availability and cost at various e-retailers. Internet shopping is one of the things that is expanding quickly. It is regarded as a medium for transactions involving buyers and sellers. The e-commerce sector has a large number of participants, including Amazon, Flipkart, eBay, Snapdeal, and many more.

Company Introduction – Amazon:

The "World's Largest Bookstore" Amazon.com launched its operations in July 1995. The business strives to offer a wide range of titles, excellent customer service, specialised services, and competitive pricing. Moreover, the online environment offers them a number of benefits, such as an infinite virtual shelf space, minimal labour costs, high inventory turnover, the comfort of shopping from home at any time, and a straightforward search tool to aid the buyer in finding his goods.

Objectives:

To identify the factors of consumer perception

 • To know customer perception towards online shopping.

 • To discriminate analysis of perception on demographic basis.

 • To discriminate analysis of perception on psychographic basis

 • To discriminate analysis of perception on socio-economic basis.

Literature Review:

The manner that people live their lives is changing daily as a result of the advancement of contemporary technologies. The way we shop has also been impacted by these shifts. Traditional retail buying is being replaced by online shopping. The goal of the current study was to determine how customers felt about internet buying and to determine if they preferred it to in-store purchasing and why. The main information for this study was gathered through a questionnaire survey of customers. This study employed factor analysis to show that customer impression of online shopping and consumer demographic had a substantial link. The consumer's impression of online purchasing differs from person to person, and it is constrained to some extent by the availability of reliable connectivity and exposure to the practise. Based on their individual traits, consumers' perceptions also share and differ from one another. The study finds that older individuals don't utilise internet shopping as much as younger people do since the younger generations are more likely to be hooked to it. The report draws attention to the fact that young people between the ages of 20 and 25 are more likely to utilise internet shopping. Also, it has been shown that most internet shoppers purchase books from retailers because they are less expensive than the going rate.

Process of Online Shopping:

To begin the purchasing process, go to the Amazon website and sign in to your account.

• The website then adjusts based on your prior Amazon searches and purchases. Because of the tailored layout, almost everyone's Amazon experience is different

Because of the tailored layout, almost everyone's Amazon experience is different • After you've found a product you wish to buy, click "Add to Cart." You are then sent to a website where you must input your shipping and payment details.

• To finish placing your order, provide the required information and choose your preferred shipment method by clicking the "Final confirmation" button.

• Interpretation and Analysis

Problem Statement Of Research:

"Consumer Attitudes About Amazon"

• The study's main goal is to determine how customers feel about Amazon's online offerings.

- Under several conditions, customers' perceptions may change. Any company entity's main objective is to please consumers by maximising value via the acceptable supply of goods and services. This objective leads to client loyalty and satisfaction, which are crucial components of corporate performance. Understanding methods for producing value from a customer-centric perspective and ways to increase consumers' desire to participate in the process of creating value are therefore crucial.

RESEARCH METHODOLOGY:

Research Approach

This project is being created using a descriptive design method.

Data Sources

Although the research is based on primary data that was gathered using self-designed, structured questionnaires, secondary data was also used to prepare the report from previously published journals, papers, and the internet.

Data Gathering Technique

Main Information

Primary data will be gathered from the respondents using the survey technique (questionnaire). The purpose of the survey was to learn more about customer preferences and opinions regarding Amazon's online marketplace.

Primary Data

Via several websites and online publications, secondary data will be gathered.

Sampling method: The sample is selected by using non probability convenience sampling method.

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 of the Study:

Internet retailers must take the appropriate measures to identify their consumers, such as phone verification and face-to-face interaction.

• Customer complaints must be addressed to discourage online buying.

• The security of transactions and the protection of those making online purchases should be ensured.

• While developing their online product strategy, e-marketers must take security and time-saving information about products and services into consideration.

• The main considerations made by internet shoppers are convenience, accessibility, scope, appeal, dependability, the experience the study highlights, and clarity.

Banks should encourage the ability to use a debit or credit card for internet purchases.

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• Increase the number of participants in user testing to provide more precise findings.

• All hidden costs of any type must be disclosed to buyers before they may purchase the goods.

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• Simplifying the policies, paperwork, and procedures for online buying.

• Attractive commercials and a variety of marketing techniques should take centre stage in online buying.

• In order to be successful, an online shopping environment needs to be consumer- and marketing focused. E-tailers should consider both the consumer and marketing variables simultaneously in order to encourage online shopping, and they should enhance the level of customer care at their online store.

Findings of the Study:

Majority of respondents are female because they are more passionate than male, and they are graduate come under the age group of 22 to 45 years.

- The majority of respondents are middle-class people, and their monthly income level is 10000 to 40000.
- Online shopping provides various facilities, out of which the customers highly motivate the availability of a wide range of products.
- In online shopping, different product and services are available, out of which customers are buying clothing rather than books and mobile accessories.
- Different company's offers online shopping majority of the respondents have visited Amazon online shopping.
- The majority of respondents use cash on delivery for making payment.
- Most of the respondents share their views on it is secure to purchase the things online.
- Majority of respondents are female because they are more passionate than male, and they are graduate come under the age group of 22 to 45 years.
- The majority of respondents are middle-class people, and their monthly income level is 10000 to 40000.
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- Internet retailers offer a variety of services, and buyers are greatly motivated by the availability of a broad selection of goods.
- There are many various products and services accessible while shopping online, however people like to purchase apparel rather than books and mobile accessories.
- The majority of respondents have used Amazon's online shopping, however other companies also provide this service.
- The vast majority of responders pay with cash on delivery.
- The majority of respondents express their opinions on whether or not it is safe to make purchases online.

Conclusion

Nowadays, it is more and more frequent to purchase online. According to this report, the majority of consumers have done internet purchasing. Consumers think that purchasing online is preferable to shopping offline. According to the results of our poll, the majority of consumers are choosing Amazon as their preferred retailer for electronics, stationery, kitchen, and home goods. The majority of clients are having issues with the Amazon site and replacement services. According to clients, the most concerning hurdle to online purchasing is the inability to directly inspect the goods. Internet shopping is growing more and more popular, and www. use on the World Wide Web is rising. Marketing professionals now face a difficulty in figuring out what customers need from internet businesses. Understanding customer attitudes regarding online buying, improving the elements that influence consumers to shop online, and focusing on the factors that influence consumers to make purchases online will all help marketers stand out from the competition. Our study has therefore primarily focused on the perception analysis of online shopping. We anticipate that the results will provide a clear and comprehensive picture to online and help them understand the unique factors that influence consumers to shop online so they can develop strategies to cater to online shoppers. Together with the expansion of the internet, online shopping has emerged as a new technology. Marketing professionals now face a difficulty in figuring out what clients need from internet retailers. Understanding customers' attitudes regarding online purchasing in particular and making changes to the variables that motivate people to shop online will provide marketers a competitive advantage over their rivals. In conclusion, the availability of internet purchasing has significantly changed and impacted our society as a whole. Today's living is more convenient because to the numerous doors and opportunities that technology has created.

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