

A Study on Customer Satisfaction Towards Amazon

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Abstract

The study focused on customer purchasing patterns in order to assess the level of satisfaction with Amazon's services. Consumer loyalty is commonly seen as the driving factor behind the link between an individual's relative's attitude and recurrent patronage. Customers may purchase anything online, including books, home goods, toys, hardware, and software. Furthermore, in just a few decades, the internet has grown in popularity with adult and young shoppers since it provides important benefits. Client loyalty is one of the most overused business clichés nowadays. To achieve these goals, a descriptive research approach was adopted.

Customers may visit a website and shop while sitting in front of a computer. The internet's ability to collect information, provide a service, or purchase a product should be utilised by Amazon in order to expand its consumers and, ultimately, profit.

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

INTRODUCTION:

The global internet purchasing trend expanded quickly. The Neilson Company performed a survey in 2010 and interviewed over 27000 internet users in 55 markets throughout the Pacific, Europe, the Middle East, and North America to examine how people purchase online (Neilson, 2010). According to study results, the majority of internet purchases are for books and clothing. Most individuals want to buy books and clothes. Other names include e-web-store, e-shop, e-store, internet shop, web-store, online store, online storefront, and virtual store. Mobile commerce (or m-commerce) refers to purchasing from an online retailer's mobile-optimized website or app. The internet simplifies and innovates daily life. Individuals are doing business online, and commerce has become more convenient and quicker. The Internet opens up new avenues for business promotion.

The website has become the essence of internet company in order to display their services and products. The Internet collects everything.

All of your competition and customers in one location. It opens up new avenues for marketing and advertising items and services in the market. Internet shoppers are constantly looking for new items, fresh appeal, and, most importantly, price compliance with their budget. The internet is the finest option to save time and money by shopping online within their price range at home or anyplace. Internet shoppers have no restrictions when it comes to online buying. What variables influence online shoppers' decisions to buy products and services via the internet, to buy additional items, and to obtain product information from websites? The process of purchasing products and services through the internet is known as online shopping. Since the advent of the World Wide Web, merchants have attempted.

They market their products and services on the internet. It provides you with access to items and services that are not available in your local market. Online shopping is defined as a computer activity carried out by a consumer using a computer-based interface, in which the consumer's computer is linked to the retailer's digital storefront over a network.

REVIEW OF LITERATURE:

According to Wilson, Zeithaml, Bitner, and Gremler (2008), marketing is no longer like traditional marketing. It has evolved into relationship marketing, which means that customers are now involved in the entire company process. Who should regard their consumers and know what their true requirements are? (Wilson et al., 2008).

Oliva, Oliver, and MacMillan (1992) largely created the notion of "expectation inconformity," which states that buyers will be happy if the goods' real condition exceeds their expectations. Yet, it has recently been shown that the quality of products and services will also have 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 were identified as the main factors influencing customer perception of e-service quality online shopping by Lee and Lin (2005). (Differentiating services to satisfy specific individual needs).

OBJECTIVES:

1. To study about customer satisfaction towards Amazon.
2. To identify the offers and replacement.
3. To identify what type of product are sold in Amazon.
4. To determine the impact of factors towards online shopping experience of Amazon

NEED FOR THE STUDY:

To learn about customer satisfaction and the services provided by Amazon in order to attract customers, as well as to decide the offers and discounts provided by Amazon in order to attract customers and to learn about the customer's preference level for Amazon.

THE SCOPE OF THE STUDY:

This study will determine how pleased customers are with the products given by Amazon.

The major focus of this project will be on customer satisfaction in terms of offers, discounts, replacement, interest, and trust.

LIMITATIONS OF THE STUDY:

- The answer to the questionnaire largely depends upon the mind setup of the respondents.
- Respondent's opinion may not be free from bias.
- The sample size was limited to 100.

RESEARCH METHODOLOGY:

DESCRIPTIVE RESEARCH:

Descriptive research covers many types of surveys and fact collecting inquiries. The main goal of descriptive research is to describe the current condition of circumstances. For descriptive research projects, the phrase Ex Post Facto Research is frequently used in social science and business research.

The major characteristics of this approach are that the researcher has no influence over the variables; he can only describe what has happened or is happening. The majority of ex post facto research initiatives are descriptive studies in which the researcher aims to quantify items such as shopping frequency, people's preferences, or similar data. Survey methods of various types are used in descriptive research.

DATA COLLECTION:

a) **PRIMARY DATA:** The primary data are those which are collected afresh and for the first time, and thus happen to be original in character.

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

DATA ANALYSIS AND INTERPRETATION:

Table 1: Age of the respondents

Statement	No of respondents in percentage
25 or younger	79%
26-30	12%
31-40	4%
41 or above	5%
Total	100%

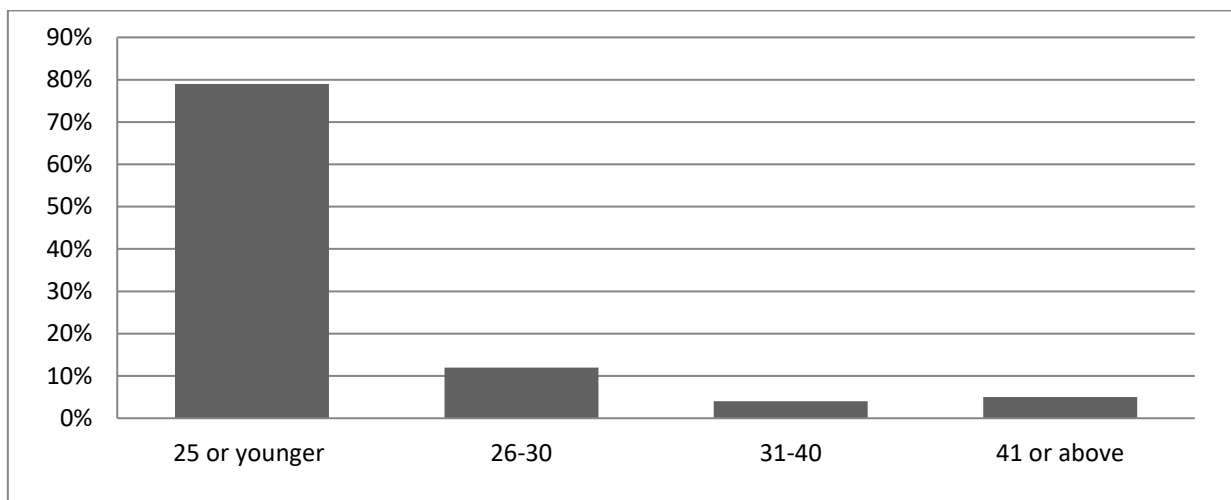


Table 2: Gender of the respondents:

Statement	No of respondents in percentage
Male	59%
Female	41%
Total	100%

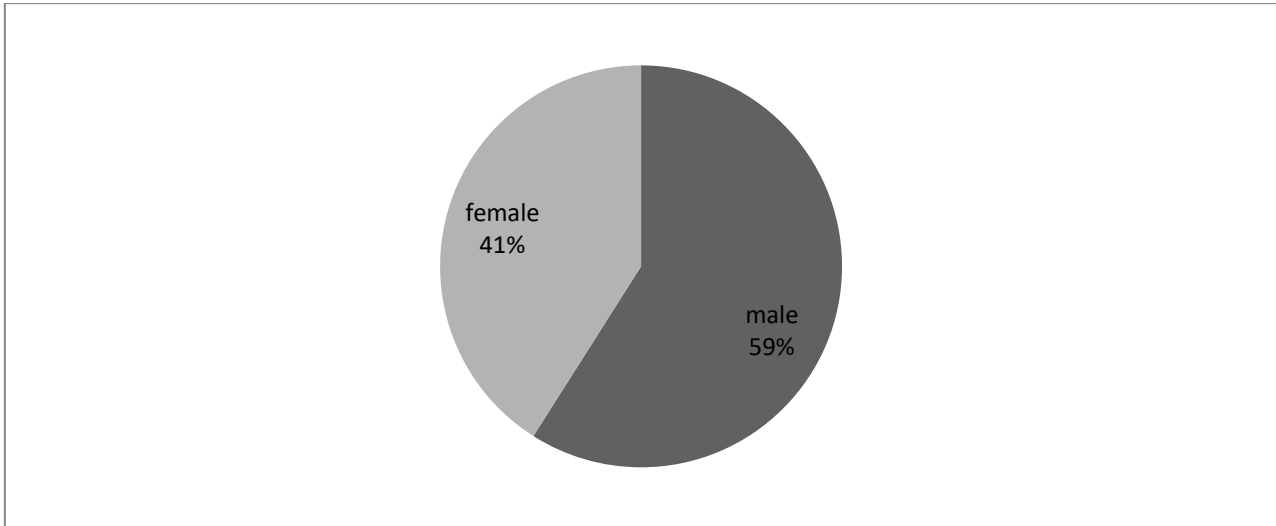


Table 3. Preference on Online Shopping:

Statement	No of respondents in percentage
Yes	21%
No	79%
Total	100%

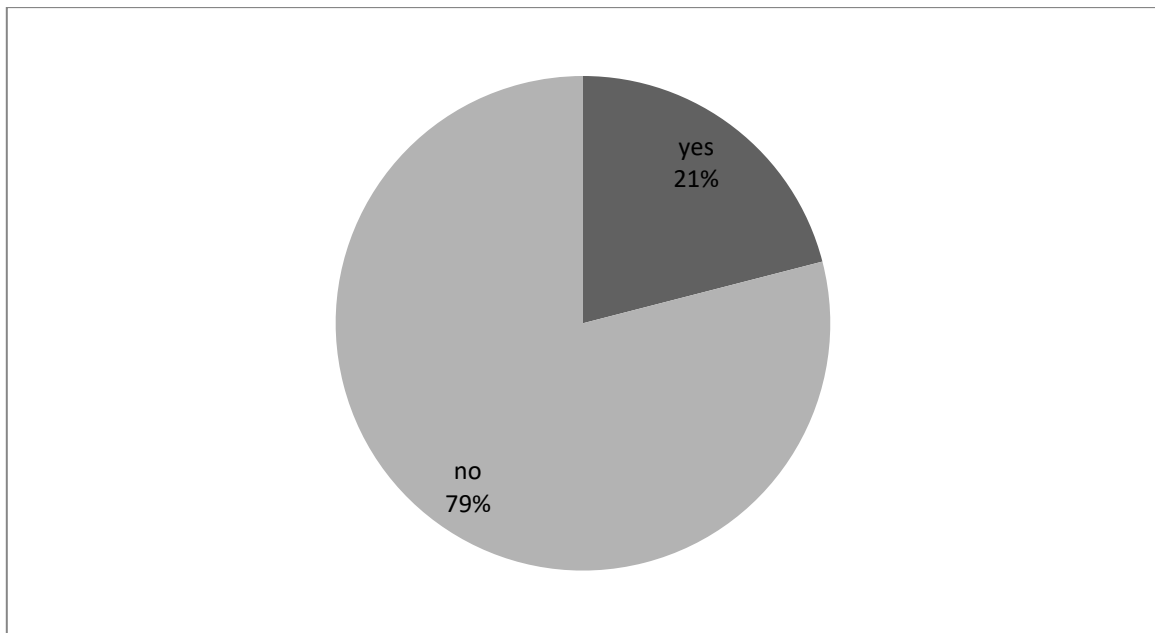


Table 4: Frequency of Purchase in Amazon

Statement	No of respondents in percentage
Frequent	30%
Occasionally	40%
More frequent	15%
total	15%

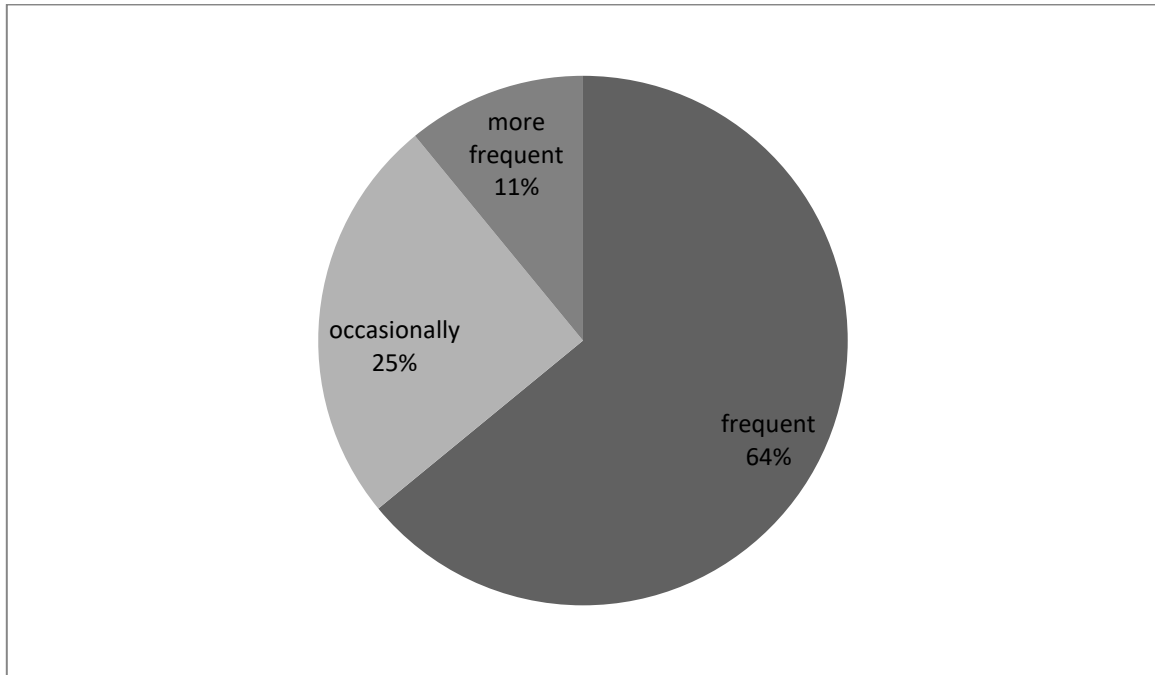


Table 5. Main Reason for Choosing Amazon:

Statement	No of respondents in percentage
Less price	25%
Good quality	25%
Best offer	30%
Standard	20%
Total	100%



Table 6. Products Mostly Purchased in Amazon

Statement	No of respondents in percentage
Clothing	25%
Electronics	25%
Home appliances	30%
Accessories	20%
Total	100%

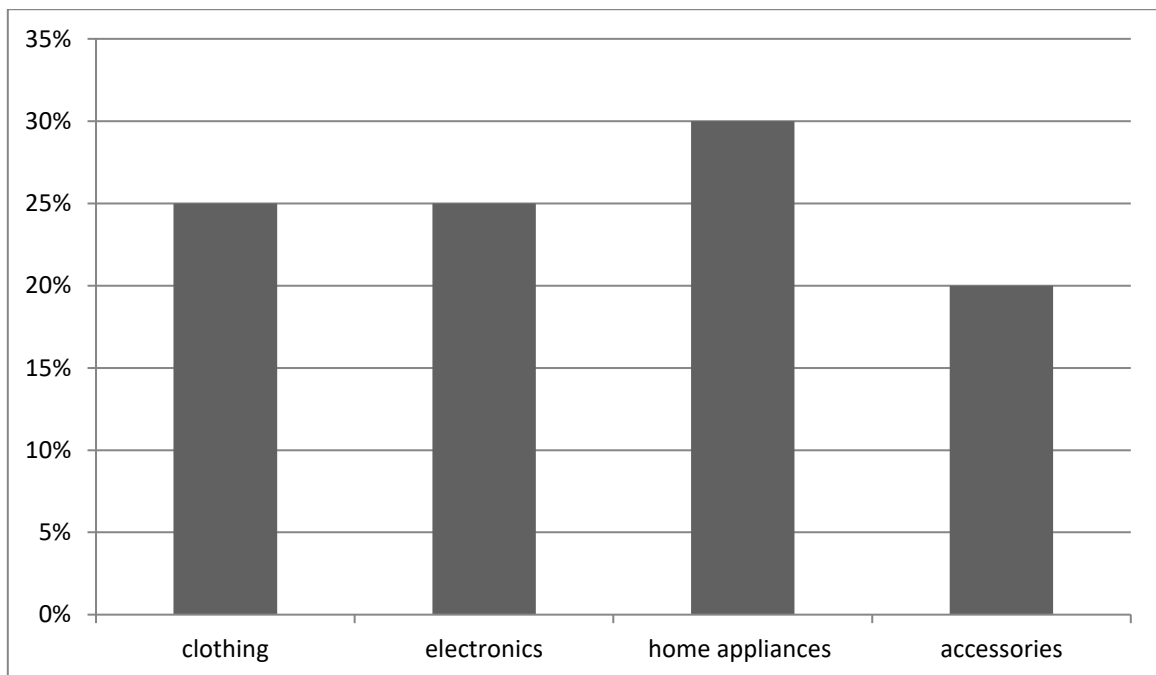


Table 7. Level of Satisfaction

Statement	No of respondents in percentage
Fast delivery	30%
Availability	25%
After sales service	15%
Portal features	30%
Total	100%

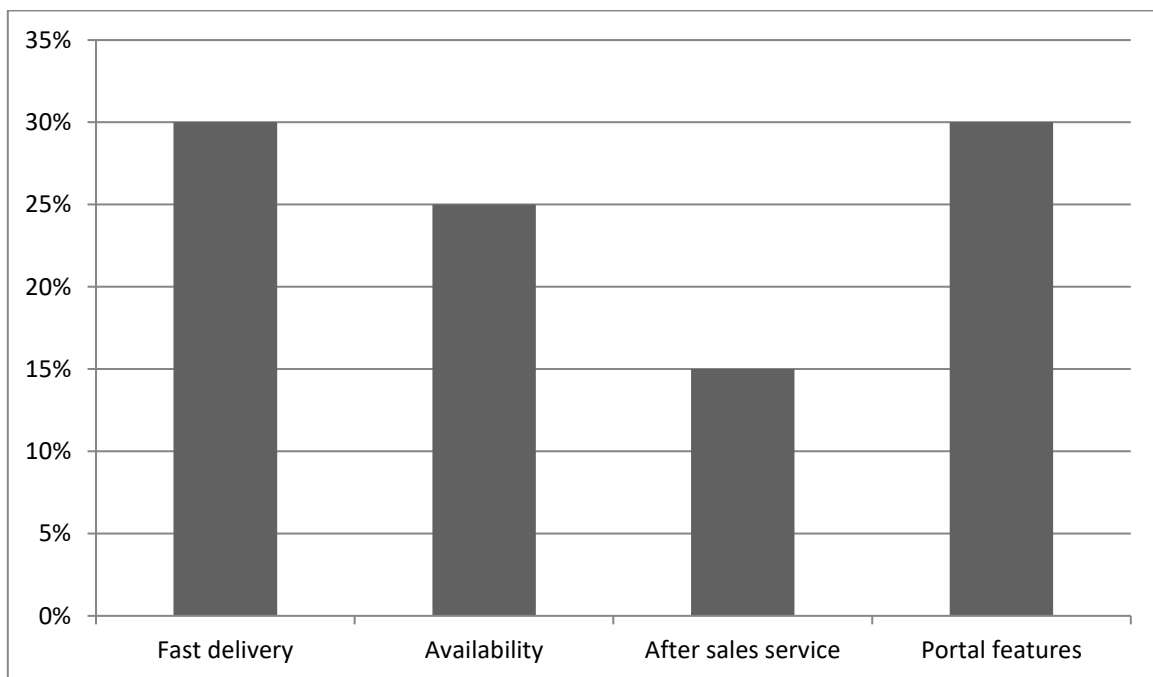
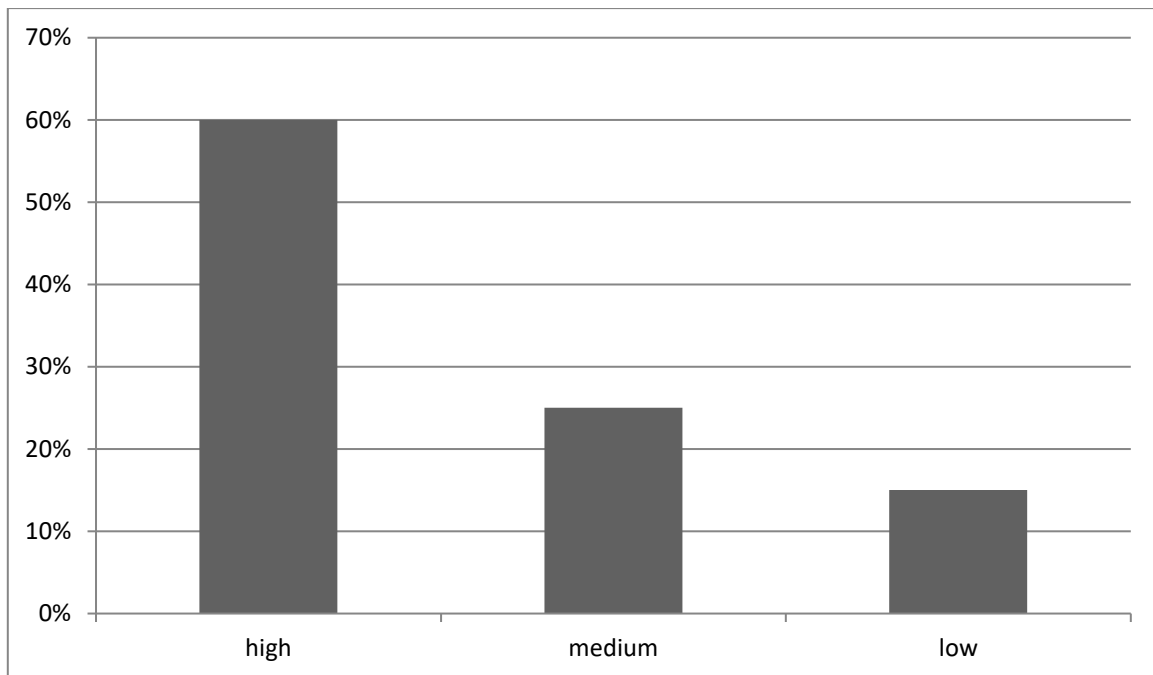


Table 8. RESPONDENTS RATING QUALITY OF AMAZON.COM SERVICES:

Statement	No of respondents in percentage
High	60%
Medium	25%
low	15%
Total	100%



SUGGESTIONS:

- The purchase frequency from the Amazon website is neutral, thus offering should be increased to compensate.
- with some offers of certain excellent products at various levels
- The website's recognition is too low in some locations; to address this issue, they could publicise the brand on social media.

CONCLUSION:

1. A study on online purchasing is a new technology that has emerged in combination with the growth of the Internet. The study focused on the factors in which Amazon consumers are happy as well as the customer satisfactions of the sites. It is commendable that online buying companies are thinking creatively in order to reach an increasing number of consumers. They expanded their network as much as possible in order to reach more and more clients. Nonetheless, according to customer surveys, Amazon satisfies customers in terms of product quality.
2. Internet shopping has evolved as a new technology alongside the rise of the internet. Understanding the needs of clients for online sales has become a problem for marketers. Understanding the customer's attitude regarding online purchasing, as well as improving the elements that inspire customers to purchase online, can help marketers obtain a competitive advantage over others. To summarise, the availability of internet purchasing has genuinely transformed and affected our society as a whole. This use of technology has created new doors and chances for a more convenient existence today.

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