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A Study Relating To Consumer Perception Towards E-Commerce Site With Special Reference To Amazon

Ms. M.S Asma Fathima

Assistant Professor, Department of Bank Management, Anna Adarsh College for Women, Chennai-600 040

ABSTRACT:
E-commerce has transformed the way people purchase goods and services by enabling transactions through digital platforms. Online shopping—an integral part of e-commerce—allows customers to compare, select, and order products directly from sellers. In India, the rapid adoption of online shopping has altered traditional buying habits, with many consumers now depending on product descriptions, reviews, and images instead of physical inspection. Amazon, one of the world's largest e-commerce companies, offers a vast product range supported by convenient delivery options, secure payment systems, and efficient customer service. This study examines consumers' overall satisfaction with Amazon, identifies factors influencing their preferences, and analyzes the challenges they encounter while using the platform.

Keywords: Consumer perception, Amazon, Online shopping, E-commerce

INTRODUCTION:

With the continuous advancement of digital technology, the Internet has become an essential part of modern life and business activities. The growth of smartphones and affordable Internet access has significantly contributed to the expansion of e-commerce in recent years. As more consumers embrace online platforms, businesses are increasingly relying on the Internet to promote products, reduce operational costs, and strengthen their market presence.

Today's consumers use online platforms not only to purchase products but also to gather information, compare prices, read reviews, and evaluate services. Digital communication and marketing tools enable companies to reach a wider audience while improving customer engagement and feedback collection. The evolving digital environment has created vast opportunities for businesses and has reshaped consumer shopping behaviour globally.

CONSUMER:

A consumer is an individual who buys or intends to buy goods or services primarily for personal, household, social, or family-related purposes rather than for commercial or business use.

AMAZON:

Amazon was established in 1994 by Jeff Bezos in Seattle, USA. Initially launched as an online bookstore,

the company quickly diversified into several product categories, eventually becoming a global leader in e-commerce. Over the years, Amazon introduced numerous innovations such as its Prime membership program, large-scale fulfilment centres, and Amazon Web Services (AWS). These developments transformed Amazon from a retail platform into a multinational technology company offering a wide range of digital, retail, and cloud-based services.

REVIEW OF LITERATURE:

Park and Kim (2003) identified that website design, product quality, customer service, promotions, and security features play a crucial role in shaping online purchase decisions.

Venkoba Rao (2006) emphasized that factors such as trust, website responsiveness, Internet speed, and security measures significantly influence online shopping behaviour.

Jusoh and Ling (2012) highlighted the key advantages of online shopping, including reduced decision-making time, fewer billing errors, access to multiple product options, and the convenience of shopping at any time.

OBJECTIVES OF THE STUDY:

- To study the consumers' perception towards Amazon.
- To study the factors influencing the consumers' preference in Amazon.
- To analyze the overall satisfaction of the consumers towards Amazon.
- To identify the problems faced by the consumers' while shopping online through Amazon.

RESEARCH METHODOLOGY:

This study is based on both primary and secondary data. Primary data was collected through a structured questionnaire, while secondary information was gathered from journals and websites. A convenience sampling method was adopted, and responses were obtained from 100 participants residing in Chennai.

DATA ANALYSIS AND INTERPRETATION:

DEMOGRAPHIC FACTORS TABLE 1.1

PARTICULARS		**FREQUENCY**	**PERCENTAGE**
AGE	Below 25 years	77	77
	25 - 35 years	4	4
	36 - 45 years	1	1
	Above 45 years	18	18
	TOTAL	**100**	**100**
GENDER	Male	45	45
	Female	55	55
	TOTAL	**100**	**100**
EDUCATIONAL QUALIFICATION	School (10^{th}/12^{th})	16	16
	Undergraduate	46	46
	Post graduate	26	26
	Research scholar	8	8

	Others	4	4
	TOTAL	**100**	**100**
OCCUPATION	Student	49	49
	Self-employed/own business	7	7
	Salaried	32	32
	Home maker	7	7
	TOTAL	**100**	**100**
INDIVIDUAL/FAMILY INCOME	Less than Rs25000	40	40
	Rs25001- Rs35000	26	26
	Rs35001- Rs45000	9	9
	Above Rs45000	25	25
	TOTAL	**100**	**100**

Source: Primary Data

- 77% of the respondents belonged to the age group of Below 25 years, 4% of the respondents belonged to 25-35 years, while 1% of the respondents belonged to 36-45 years and the rest 18% belonged to age group of 45 and above years.
- 55% of the respondents considered for the study belonged to the female category, while45% of the respondents belonged to the male category.
- 16% of the respondents are 10th/12th, 46% of the respondents are undergraduates; 26% of the respondents are post graduates, 8% of the respondents are Research scholar and 4% of the respondents have an educational qualification as professional degree.
- 49% of the respondents are students, 7% of the respondents are self-employed, 32% of the respondents are salaried people and 7% of the respondents are homemaker.
- 40% of the respondents earn a monthly income of up to Rs25000, 26% of the respondents earn a monthly income of Rs25001-Rs35000, 9% of the respondents earn a monthly income of Rs35001-Rs45000 and the rest 25% earn a monthly income of Above Rs 45000.

OBJECTIVE 1: PERCEPTION ABOUT AMAZON BY RESPONDENTS

TABLE NO. 1.1

PARTICULARS	**FREQUENCY**	**PERCENTAGE**
Alternative choice of shopping	70	70
Substitute for traditional shopping	27	27
To support existing method	2	2
Convenience/safe	1	1
TOTAL	**100**	**100**

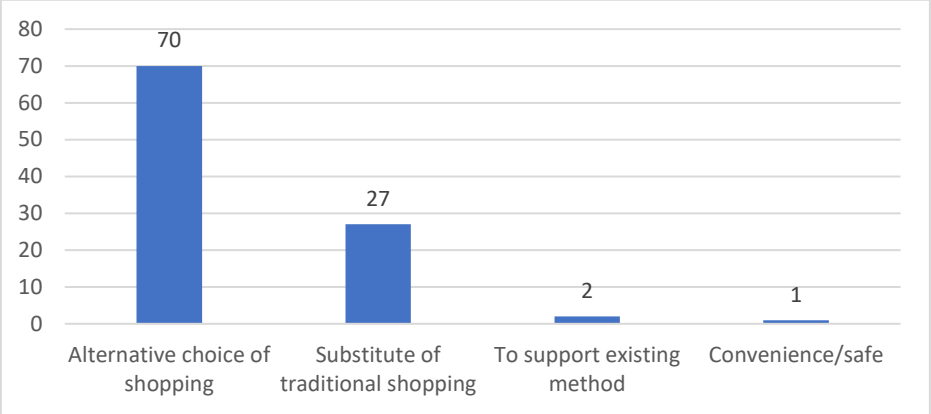
Source: Primary data

Table 1.4 shows that 70% (70) of the respond*ents perceive Amazon as Alternative choice of shopping ; 27% (27) of the respondents perceive Amazon as Substitute for traditional shopping ; 2% (2) of the respondents perceive Amazon as a support to existing method; 1% (1) of the respondents perceive shopping in Amazon as an easy and convenient method. According to the study, the majority 70% (70) of

the respondents perceive Amazon as Alternative choice of shopping. These facts are diagrammatically represented in Chart 1.1 as follows.

PERCEPTION ABOUT AMAZON BY RESPONDENTS

CHART NO 1.1



Source: Primary data

OBJECTIVE 2: FACTORS THAT INFLUENCE CONSUMERS IN ONLINE SHOPPING IN AMAZON

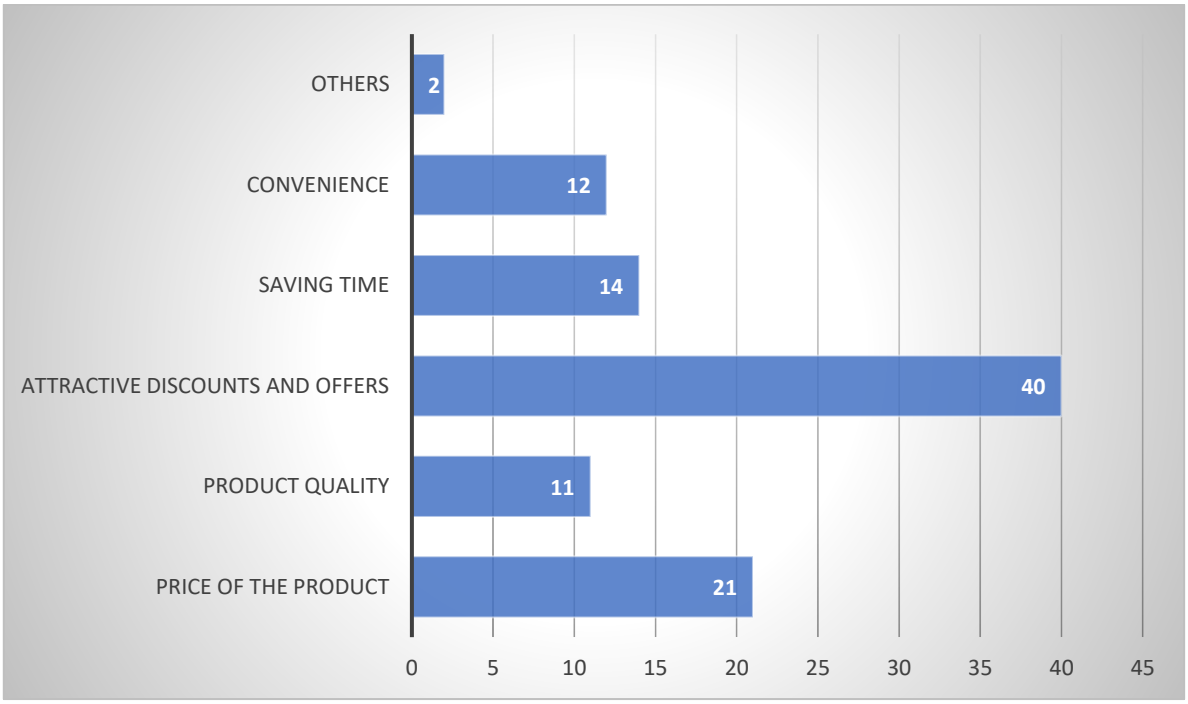
TABLE 1.2

PARTICULARS	FREQUENCY	PERCENTAGE
Price of the product	21	21
Product quality	11	11
Attractive discounts and offers	40	40
Saving time	14	14
Convenience	12	12
Others	2	2
TOTAL	**100**	**100**

Source: Primary data

Table 1.2 reveals that 21% (21) of respondents are influenced through price of product in Amazon; 11% (11) of respondents are influenced through quality of the product; while 40% (40) of respondents are influenced through attractive discount and offers; 14% (14) of respondents are influenced through saving the time; 12% (12) of the respondents are influenced through their convenience and 2% (2) of the respondents are influenced through other reasons like safe delivery and attractive products. According to the study, majority of the respondents 40% (40) of respondents are influenced through attractive discount and offers. These facts are diagrammatically represented in Chart 1.2 as follows:

FACTORS THAT INFLUENCE CONSUMERS IN ONLINE SHOPPING IN AMAZON CHART NO.1.2



Source: Primary data

OBJECTIVE 3: PROBLEMS FACED BY THE CONSUMER TOWARDS SHOPPING IN AMAZON

TABLE 1.3

PARTICULARS	FREQUENCY	PERCENTAGE
Variation in Product quality	53	53
Delay delivery product	17	17
Receiving different products	12	12
Payment issues	5	5
Time consuming in selection	13	13
TOTAL	**100**	**100**

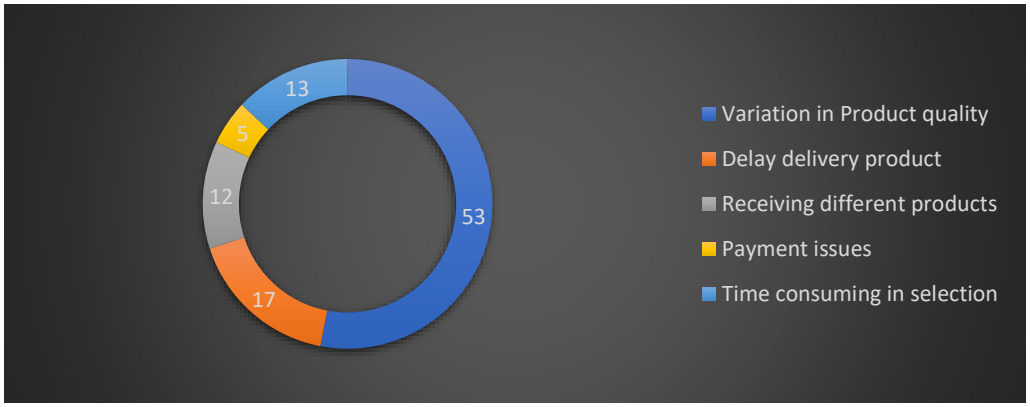
Source: Primary data

Table 1.5 shows that 53% (53) of the respondents have faced problem variation in product quality; 17% (17) of the respondents have faced delay in delivery of products; while 12% (12) of the respondents faced the problem of Receiving different products; 5% (5) of the respondents faced payment isssue; 13% (13) of the respondents faced time consuming in selection. According to the study, the majority 53% (53) of the respondents faced the problem variation in product quality

These facts are diagrammatically represented in Chart No.1.3 as follows.

PROBLEMS FACED BY THE CONSUMER TOWARDS SHOPPING IN AMAZON

CHART NO.1.3



Source: Primary data

OBJECTIVE 4: OVERALL SATISFACTION OF RESPONDENTS WITH AMAZON

TABLE NO.1.4

PARTICULARS	FREQUENCY	PERCENTAGE
Highly satisfied	9	9
Satisfied	52	52
Neutral	37	37
Dissatisfied	1	1
highly dissatisfied	1	1
TOTAL	**100**	**100**

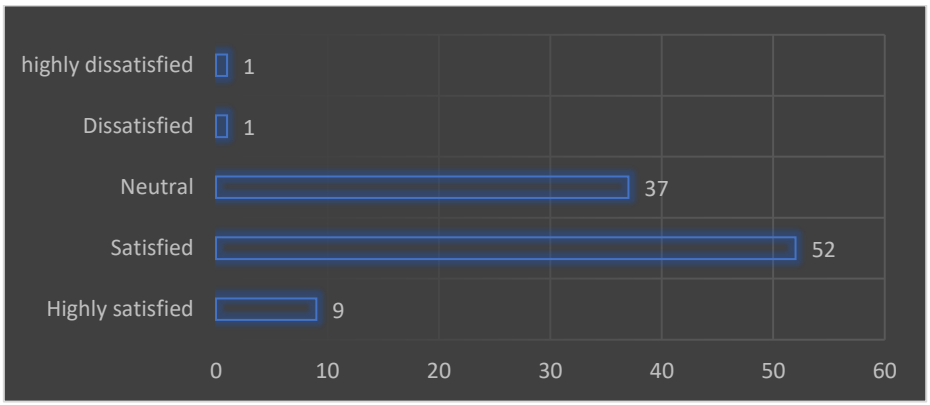
Source: Primary data

Table 1.6 shows that 9% (9) of the respondents are highly satisfied with Amazon; 52% (52) of the respondents are satisfied with Amazon; 37% (37) of the respondents are moderately satisfied/neutral with Amazon; 1% (1) of the respondents are dissatisfied with Amazon; and 1% (1) of the respondents are highly dissatisfied with Amazon. According to the study, the majority 52% (52) of the respondents are satisfied in shopping online on Amazon.

These facts are diagrammatically represented in Chart No.1.4 as follows.

OVERALL SATISFACTION OF RESPONDENTS WITH AMAZON

CHART NO.1.4



MAJOR FINDINGS:

- Most respondents are young, female, and students with a monthly income of less than Rs. 25,000.
- Promotions and discounts are the most influential factors motivating customers to shop on Amazon.
- A majority of users learn about Amazon through social media.
- The most common perception among respondents is that Amazon serves as a strong alternative to traditional shopping.
- Product quality inconsistency is the most frequently reported challenge.
- Overall, most consumers are satisfied with their online shopping experience on Amazon.

LIMITATIONS OF THE STUDY:

- The study is restricted to respondents from Chennai, limiting its geographical representation.
- The sample size is limited to 100 participants.
- The findings are based on self-reported responses, which may contain individual biases.
- Consumer perceptions may change over time, restricting the long-term applicability of the results.

CONCLUSION:

Online shopping continues to grow as consumers prioritize convenience, product variety, secure payments, and efficient services. This study assessed how consumers in Chennai perceive Amazon and identified their level of satisfaction with the platform. The results indicate that Amazon is widely recognized and frequently used, with most respondents expressing satisfaction with its services. Although customers experience issues such as product quality variations, Amazon's return and refund policies help address these concerns. Overall, the platform is viewed positively and continues to hold a strong position among online shoppers.

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