



## OPINION OF THE CUSTOMERS TOWARDS SPECIAL BENEFITS OF AMAZON ONLINE SHOPPING IN SIVAKASI

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### ABSTRACT

*Online consumers are always seeking new products, new attractiveness and the most important thing being price compatibility with their budget. The internet is best way to save time and money through purchasing online within their range of budget at home or in anywhere. Online consumers don't have limits to online shopping. They also use internet for comparison of prices of goods and services, news, visit social networks and search information and so on. Online shopping behaviours depends upon factors such as shopping motives, personality variables, internet knowledge and experience and last factor of shopping incentives. This paper discuss about the opinion of the customers towards special benefits of Amazon online shopping in Sivakasi.*

**KEYWORDS:** customers, benefits, online shopping, amazon

### 1.1 INTRODUCTION

Internet marketing is conceptually different from other marketing channels and internet promotes a one to one communication between the seller and the end user with round the clock customer service. Today, business internet marketing is the fastest growing segment of online commerce. The major difference between traditional and online selling is the extent of interaction between the consumer and the seller. There is much more electronic interactivity with the consumer in the form of emails and frequently ask questions. Through frequently ask questions, the consumer's questions about shipment, payment, product, policies and other customer concerns can be addressed effectively.

Increasing number of people are gravitating towards more intensive use of the Internet as the accessibility of technology, the availability of

information, and the ability to interact through the internet increase and evolve. Obvious capabilities of the internet include avenues for gathering information, purchasing a product, or rendering a service. These advances in Internet technology allow for the expansion of shopping options beyond traditional methods that may be more time consuming issues with having to physically gather information with offline shopping methods are alleviated, and customers are better able to efficiently use their time. For instance, instead of having to physically visit different stores to compare prices or rely on circular pamphlets in newspapers, a consumer is able to search and retrieve needed information through the Internet.

The internet explosion has opened the doors to a new electronic world. Consumers are now able to use the internet for a variety of purposes such as research,



communication, online banking, and even shopping. With such advantages, the Internet is rapidly becoming the main method of communication and of conducting business conveniently. With a growing number of households turning towards the internet and the world of E-commerce to shop, invest, make payments, and do online banking, new technological advancements will have to come about to make these transactions secure. However, not all consumers are participating in online transactions as part of the internet boom. As more and more businesses continue to establish an online presence, they are finding that some consumers are still reluctant to shift in that same direction. For various consumers there are still concerns with security and passing personal data over the Internet. There is a disparity between the number of consumers who visit a site and the number of actual purchases being made.

Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app. Internet makes life simple and innovative. People are doing business online and trade has become more easy and fast. Internet provides new ways to promote business. Website becomes the essence of online business as to show their services and products. Internet gathers all competitors and consumers in one place. It brings new lane to promote, advertise products and services in market.

## 1.2 STATEMENT OF THE PROBLEM

Online shopping has become a very popular trend at present. Online shopping is highly influencing the customers because of the wide range of products and door step delivery. Almost all the items ranging from stationary items to jewellery and all other goods can be purchased through online shopping. Sitting from home and by the way of using mobile phone or laptops one can buy products from anywhere in the world.

Amazon is the top most online shopping website that is used widely all over India. Amazon is uniquely known for its wide range of products, offers and discounts, prompt delivery etc.

Hence the researcher intends to study the perception of the customers towards Amazon online shopping in Sivakasi.

## 1.3 OBJECTIVES OF THE STUDY

- To study the opinion of the customers towards Amazon online shopping.

## 1.4 PERIOD OF THE STUDY

The study period was carried out from December 2017 to February 2018

## 1.5 SIGNIFICANCE OF THE STUDY

The present study is mainly focusing on the perception, awareness, satisfaction level and problems faced by the respondents. Hence the results of the study will definitely be useful to the customers who prefer Amazon online shopping

## 1.6 SAMPLING DESIGN

The researcher has collected data from 80 customers who are using Amazon in the study area. Convenient sampling technique was adopted by the researcher for selecting the respondents.

## 1.7 SOURCES OF DATA

The required data for this study are collected from both primary and secondary sources.

### 1.7.1 PRIMARY DATA

The primary data are collected with the help of pre-tested interview schedule. The interview schedule examines the customer expectation, customer satisfaction, quality perceptions, influencing factors and also problems faced by the customers.

### 1.7.2 SECONDARY DATA

The secondary data are collected from various standard books, journals, magazines, websites and so on.

## 1.8 STATISTICAL TOOLS

The researcher has used the following statistical tools for the study.

- Weighted arithmetic mean.

## 1.9 LIMITATIONS

The following are the limitations of the study,

- Due to short time, the researcher has selected only 80 sample respondents from Sivakasi town.
- The results of the study are applicable only to the study area.
- The published statistical data might have contains some clerical errors.

Based on their own experience, interest and distaste, the respondents might have given biased opinion. However, maximum correcting efforts have been taken by the researcher.

## 1.10 LITERATURE REVIEW

Vijayarathy (2004) used a sample of 281 consumers to test a model of consumer intention to use on-line shopping. The study found compatibility, usefulness, ease of use, and security to be significant predictors of attitude towards on-line shopping, but privacy was not. Another finding showed that intention



to use on-line shopping was strongly influenced by attitude toward online shopping, normative beliefs, and self efficacy.<sup>1</sup>

Hung-pin shih (2004) developed an extended model of consumer acceptance of e-shopping and tested it with multiple regression tests. The study found that individual attitude towards e-shopping are strongly and positively correlated with user acceptance. It also found that perceived use and perceived ease of use significantly determine individual attitude.<sup>2</sup>

Dong-mokoo (2006) investigated hierarchical effects of personal values, evaluation of online store attributes and loyalty. A sample of 353 experienced online shoppers was used in south korea for data collection. The study found that esteem life had a positive effect on attribute evaluations, mature life and happiness had negative effect on loyalty.<sup>3</sup>

Sharma and Mittal (2009) in their study “prospects of e-commerce in india”, mentions that India is showing tremendous growth in the e-commerce. Undoubtedly, with the middle class of 288 million people, online shopping shows unlimited potential in India. The real estate costs are touching the sky. Today e-commerce has become an integral part of our daily life. There are websites providing any number of goods and services. The e-commerce portals provide goods and services in a variety of categories. To name a few: apparel and accessories for men and women, health and beauty products, books and magazines, computers and peripherals, vehicles, software, consumer electronics, household appliances, jewelry, audio, video, entertainment, goods, gift articles, real estate and services. Ashish gupta, senior managing director of helion venture partners and one of the first backers of Flipkart as an angel investor: “Flipkart has been absorbing companies that have some potential (letsbuy, myntra). In that process, some of the bets will go

wrong, for sure. But that is par for the course. The company (Flipkart) is consciously taking bets that allow it to either grow or eliminate competition that reduces marketing spend and improves economics.”<sup>4</sup>

### 1.11 OPINION ABOUT SPECIAL BENEFITS

The researcher has analyzed the opinion about special benefits. In this regard the researcher has used the weighted Arithmetic Mean score value. The results and the allocation of points are given below.

### RESULT

For Highly Satisfied	= 5 points
For Satisfied	= 4 points
For No opinion	= 3 points
For Dissatisfied	= 2 points
For Highly Dissatisfied	= 1 points

<sup>1</sup>Vijayasathy (2004), “predicting consumer intentions to use on-line shopping: the case for an augmented technology acceptance model” information & management, volume 41, issue 6, july 2004, pages 747-762. ]

<sup>2</sup> Hung-pin shih (2004), “an empirical study on predicting user acceptance of e-shopping on the web”, information & management, volume 41, issue 3, January 2004, pages 351-368.

<sup>3</sup> Dong-Mo koo (2006), the fundamental reasons of e-consumers’ loyalty to an online store, electronic commerce research and applications, volume 5, issue 2, summer 2006, pages 117-130.

<sup>4</sup>volume 1, issue 8 (2016, sept) (issn-2455-6602) online anveshana’s international journal of research in regional studies, law, social sciences, journalism and management practices



**TABLE 1.1**  
**OPINION ABOUT SPECIAL BENEFITS**

S.No	Opinion	H S	S	N	D S	H D S	Total
1	Prices of product	14	43	18	2	3	80
2	Varieties of product	36	33	8	3		80
3	Quality of the product	20	45	10	3	2	80
4	Prompt delivering time	27	35	14	3	1	80
5	Easy accessibility	30	39	11			80
6	Offers	16	41	13	6	4	80
7	Return policy	24	26	24	4	2	80
8	Safety and security	19	45	10	1	5	80
9	Clear information	19	43	13	3	2	80
10	Attractive home screen	25	38	14	3		80
11	Packing	39	29	7	4	1	80
12	within minimum clicks	22	36	16	4	2	80
13	Payment option are stated clearly	22	40	8	6	4	80
14	Privacy policy of accessible	20	14	19	7		80
15	Queries/ compliant	13	35	17	8	7	80
16	Clear product description	20	40	11	6	3	80
17	Tracking of shipment	34	33	7	2	4	80

**TABLE 1.2**  
**WEIGHTED AVERAGE ARITHMETIC MEAN**

S.No	Opinion	H S	S	N	D S	H D S	Total
1	Prices of product	70	172	54	4	3	303
2	Varieties of product	180	132	24	6		342
3	Quality of the product	100	180	30	6	2	318
4	Prompt delivering time	135	140	42	6	1	324
5	Easy accessibility	150	156	33			339
6	Offers	80	164	39	12	4	229
7	Return policy	120	104	72	8	2	306
8	Safety and security	95	180	30	2	5	312
9	Clear information	95	172	39	6	2	314
10	Attractive home screen	125	152	42	6		325
11	Packing	195	116	21	8	1	341
12	minimum clicks	110	144	48	8	2	284
13	Payment option	110	160	24	12	4	315
14	Privacy policy of accessible	100	56	57	14		234
15	Queries	65	140	51	16	7	279
16	Clear product description	100	160	33	12	3	308
17	Tracking of shipment	170	132	21	4	4	338



**TABLE 1.3**  
**RANKING OF THE SPECIAL BENEFITS**

S.No	Opinion	Percentage	Rank
1	Prices of product	3.79	XIII
2	Varieties of product	4.27	I
3	Quality of the product	3.97	VII
4	Prompt delivering time	4.05	VI
5	Easy accessibility	4.24	III
6	Offers	3.74	XIV
7	Return policy	3.82	XII
8	Safety and security	3.90	X
9	Clear information	3.92	IX
10	Attractive home screen	4.06	V
11	Packing	4.26	II
12	Information found within minimum clicks	3.55	XV
13	Payment option are stated clearly	3.94	VIII
14	Privacy policy of accessible	2.92	XVII
15	Queries or compliant	3.49	XVI
16	Clear product description	3.85	XI
17	Tracking of shipment	4.22	1V

Source: Computed Data

Above ranking techniques varieties of products I (4.27), packing II (4.26), easy accessibility III (4.24), tracking of shipment IV (4.22), attractive home screen V(4.06), prompt delivery time VI(4.05), quality of the product VII(3.97), payment option are stated clearly VIII (3.94), clear information IX(3.92), safety and security X(3.90), clear products description XI(3.85), return policy XII (3.82), prices of product XIII(3.79), offers XIV(3.74), information found within minimum clicks XV(3.55), queries or compliant XVI(3.49), privacy policy of accessible XVII(2.92).

It is clear that out of 80 respondents, majority of the respondents (4.27%) are preferring Amazon online shopping as there are wide varieties of products.

### 1.12 SUGGESTIONS

The following are the suggestions made on the basis of the interpretation made:

- As many of the respondents are using Amazon online shopping for purchasing accessories, it is suggested to increase the number of availability of accessories in the store.
- As many of the respondents are dissatisfied about the price of the products, the price ranges of the various products can be made affordable.
- Many of the respondents are feeling that the delivery charges of the products are high,

hence steps can be initiated to reduce the delivery charges.

### 1.13 CONCLUSION

The advent of technology has resulted in the phenomenal growth of the online shopping sites. Over the years, internet has turned out to be the medium of exchange and trade for many people all over the world. In India, the technological revolution has gained momentum over the past two decades. The revolutionary development of business is indebted to the online marketing for the availability of wide range of products and services at the fingertips of customers. The study is an attempt to make a critical evolution of the customer satisfaction levels and preference factors regarding the popular Amazon online shopping website. It has been concluded that Amazon is the most preferred online shopping site followed by Sivakasi. In the study that Amazon is considered to be the best user-friendly site with its best offers, best packaging and efficient post delivery services. Furthermore, Amazon is considered to be the online website with its excellent delivery speed.