



A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO AMAZON

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ABSTRACT

Online shopping is nowadays used everywhere or in every corner of the world, and it's happening only because of internet, customers directly make an order of something they need through online. The study used both the primary and the secondary data and main objective is to find out the benefits available on online shopping through amazon. The various tools like simple percentage method and rank analysis method were used in the study. The suggestions reveal most of the respondents have a good opinion about online shopping, though there are so many problems to be improved by the vendors and service providers. Finally the amazon reaches its maximum growth by providing seasonal offers and discounts to the customers.

KEYWORDS : Internet, Benefits, Seasonal offers

1. INTRODUCTION

Online shopping is the new trend in the marketing system. Over the past few years, online shopping has increased the percentage of online buyer's in India. The discussion of this study mainly focuses on consumer behaviour towards amazon online purchase. The attitude and preference of customers on purchasing products through online are affected by various factors. Here used both primary and secondary data. The researcher has find out "Today internet is the user friendly communication medium and its awareness and usage level is progressively increasing in all segments of the society".

2. STATEMENT OF THE PROBLEM

We face many millions of problems we enter into the world of online shopping. Amazon also one of the online shopping application site that now a days reached to millions of people everywhere.

Online shopping plays an important role in the modernisation. Many of the educated people are using these websites and connected with mobile phones also. The attitude and preference of consumers on purchasing products through online are affected by various factors. In the current scenario, one of the leading online websites include amazon. Taking this aspect into account, a study is to know consumer attitude and behaviour towards online shopping.

3. OBJECTIVES OF THE STUDY

- ❖ To find out the benefits available on online shopping through Amazon.
- ❖ To evaluate the factor that influences the customer self-satisfaction.
- ❖ To analyse the problems faced by the customers of Amazon.
- ❖ To know the consumer satisfaction towards Amazon.



4. RESEARCH METHODOLOGY

Source of data	Both Primary and Secondary data
Sampling design	Convenient sampling technique
Area of the study	Coimbatore city
Sampling size	94 respondents

5. STATISTICAL TOOLS

- ❖ Percentage analysis
- ❖ Rank analysis

6. REVIEW OF LITERATURE

A review of literature is designed to identify related research, to set the current research project with in a conceptual and theoretical context. Review of literature is the importance steps in research project which has to be done adequately in order to reveal the significance of the study.

Vikash and Vinod Kumar (2017) “A study on customer Perception toward online Shopping”. In this research they found out that customers perceived online shopping with positive frame of mind and another fact they find out that customers pertain to convenience, satisfaction and product availability all these factors shows that online shopping provides

convenience to the customer and online shopper prefer because these revealed from the effort of going to the market an purchase the product and finally concluded that there is a positive perception toward online shopping.

Nandhini BalaSubramaniam (2017) “A comparative study on customer satisfaction between Amazon and flipkart customers in an education institutions”. The objective of this study was to identify the respondents perception towards Amazon and flipkart shopping and also to compare the customer satisfaction level and the post graduate student of the educational institution have been taking for the study.

7. TOOLS USED TABLES

PERCENTAGE ANALYSIS KINDS OF PRODUCTS PURCHASED

S.NO	PRODUCTS	NO OF RESPONDENTS	PERCENTAGE (%)
1	Clothes, Shoes and Jewellery	59	63
2	Electronic and Computers	10	11
3	Health and beauty products	20	21
4	Provisions	05	05
	Total	94	100

RANK ANALYSIS

FACTORS WHICH INFLUENCES TO SHOPPING WITH AMAZON

FACTORS	Value	5	4	3	2	1	TOTAL	RANK
Less price	No	12	37	15	10	20	293	3
	score	60	148	45	20	20		
Discounts and Offers	No	25	35	14	8	12	335	1
	Score	125	140	42	16	12		
Fast Delivery	No	22	11	33	11	17	292	4
	Score	110	44	99	22	17		
Transaction	No	4	17	23	30	20	237	5
	Score	20	68	69	60	20		
Quality Products	No	12	23	37	15	17	310	2
	Score	60	92	111	30	17		

8. SUGGESTIONS

It is concluded that most of the respondents have a good opinion about online shopping, though there are so many problems to be improved by the vendors and service providers.

Internet environment has to be improved in the areas of art, dynamic and interactive techniques. This improvement will give more visual appeal. In most of the websites the given information, features about the product on the website and product



received from the online vendor are different. This will create lack of customer satisfaction. So the online vendor should take necessary steps before dispatching the products to the consumer site. It creates good opinion about the online vendor and creates repurchasing power of the respondents. Even though consumers are educated they are not interested to purchase products through online because of infrastructure shortage, they do not know how to order the product online and they have lack of confidence on payments. So the vendor companies and online service providers have to create awareness to consumers as how to order the product online.

9. CONCLUSIONS

In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. By doing so, society

will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

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