



A STUDY ON CONSUMERS' SATISFACTION TOWARDS AMAZON ONLINE SHOPPING WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Online shopping is the new trends in the marketing system. In India, it used to refer the computer/ mobile based shopping. 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 Customer Satisfaction towards Amazon Online shopping in Coimbatore district. In this study based on some objectives; the customers satisfaction towards Amazon in Coimbatore district, the benefits available on online buying through Amazon in addition to analyze the problem faced by the customers of Amazon. The attitude and preference of customers on purchasing products through online are affected by various factors. The researcher has 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".

KEYWORDS: Online Shopping, Amazon and Customer Satisfaction.

INTRODUCTION

Web based shopping is the way toward looking into and obtaining items or administrations over the web. The most punctual online stores started a new business in 1992, and web based retailing assumed control over a noteworthy portion of the retail advertise during the main decade of the twenty-first century, as responsibility for PCs expanded and set up retailers started to offer their items over the Internet. Electronic trade is utilized for both business-to-business (B2B) and business-to-customer (B2C) exchanges. Purchasing items from an online shop, or virtual store is like obtaining from a mail request inventory. Online stores depict items available to be purchased with content, photographs, and sight and sound records. Normally the client chooses things to be recorded on a request from known as a "shopping basket," and pays with a Mastercard or some type of electronic instalment.

STATEMENT OF THE PROBLEM

We face many millions of problems when we entered into the world of online shopping. Amazon also one of the online shopping application site that nowadays reached to millions of people everywhere. There are some problems that customer are deal with like:

- Delay in delivery of goods and products is also one of the problems that affect the serenity of the customer
- Payment method

SCOPE OF THE STUDY

- This research work will covered Amazon and also deals with the customer which are regulars used to shopping online
- The study also covered the quality of the service and how they input on the customer complacency and for instant it come across with what factor that are accommodate and enhance the satisfaction feeling of the customer on Amazon.



OBJECTIVES OF THE STUDY

- To assess the factors that influencing Amazon online shopping.
- To explore the satisfaction level of customers towards the online shopping.
- To analysis the different payment and delivery systems preferred by the customers.
- To identify the problems faced by the customers in the online shopping.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

Research design is defined as a framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled. It provides insights about “how” to conduct research using a particular methodology. Every researcher has a list of research questions which need to be assessed- this can be done with research design.

DESCRIPTIVE RESEARCH:

Descriptive research is “aimed at casting light on current issues or problems through a process of data collection that enables them to describe the situation more completely than was possible without employing this method”. Descriptive research is involves collecting data in order to answer research questions concern.

COLLECTION OF DATA

PRIMARY DATA: The primary data have been collected directly from the customers through well-structure questionnaire.

SECONDARY DATA: The secondary data have been collected from various possible records like books, magazines, periodicals and web sites.

SAMPLING SIZE AND TECHNIQUE:

➤ SIZE OF THE SAMPLE

In the present study, 120 respondents were selected as size of the sample.

➤ SAMPLE DESIGN

The sample technique used in this study is convenient sampling method. This is also called as method of chance election.

AREA OF THE STUDY

The study is conducted only in Coimbatore city.

STATISTICAL TOOLS USED:

To analyse and interpret collected data the following statistical tools were used,

- Simple percentage Method
- Likert’s scaling technique
- Ranking analysis

LIMITATIONS OF THE STUDY

- The response to the poll to a great extent relies on the mind arrangement of the respondents.
- Respondent's assessment may not be liberated from bias.
- The example size was restricted to 120 respondents

REVIEW OF LITERATURE

Muruganatham, et al. (2017), Examined the satisfaction towards online shopping. Online shopping is the process whereby consumers directly buy goods, services etc., from a seller interactively in real time without an intermediary service over the internet. The main objective of the study is to identify the problem in the online shopping. The customer face major problems on theft of credit card information and lack of security on online payments. Implementing precautionary step to solve these problems shall create consumers confidently on online shopping. They can conclude a study consumers are looking for trust, security and wider choice throughout online shopping.

Shanthi and Destikannaiah (2015), This study establishes the internet marketing is conceptly different from other marketing channels. Today business internet marketing is the fastest growing segment of online commerce the objectives of the study is to know the type of product purchased by consumers through online shopping. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don’t use online shopping much as compared to the younger ones. The study also reveals that majority of the respondent buys clothes from Flipkart.com which is thus one of the leading online shopping websites in India.

Aminul Islam (2011), Consumer satisfaction on online shopping in malaysia justified that, the factors that are affecting consumers intention and satisfaction to stop online. To stop on internet becomes an alternative for consumers since it is more comfortable than conventional shopping which usually attributed with anxious, crowded, traffic jam, limited time, parking space and etc.,

ANALYSIS AND INTERPRETATION

Analysis and interpretation is essential for usefulness and utility of resources finding Analysis of data and interpretation in a general way involves a number of closely related operations, which are performed with a purpose of summarizing the collected data, organizing these in such manner that they answer the research question. Researcher can better be appreciated only through the interpretations why this finding are, what can make others to understand the real significance his/her research finding. The Tools used for analysis are



- 4.1 Simple percentage Method
- 4.2 Likert's scaling technique value Analysis
- 4.3 Ranking Analysis

SIMPLE PERCENTAGE ANALYSIS

This analysis is carried out for the most of the question gives in questionnaires. This analysis described the classification of the respondents failing each category. The percentage analysis is used mainly for the standardization and comparisons are in support with the analysis

FORMULA

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total No. of Respondents}} \times 100$$

TABLE 1**TABLE SHOWING GENDER OF THE RESPONDENTS**

S.NO	GENDER	NO.OF. RESPONDENTS	PERCENTAGE (%)
1	Male	66	55
2	Female	54	45
	TOTAL	120	100

*(Source: Primary Data)***INTERPRETATION**

In the above table 1 shows out of total 120 respondents, 55% of the respondents are male and 45% of the respondents are female.

Majority (55%) of the respondents are Female.

LIKERT SCALE ANALYSIS

A Likert scale analysis is a method of measuring attitudes. Ordinary scale to response to a question or statement, order in hierarchical sequence from strongly negative to strongly positive, used mainly in behavioral science and psychiatry. In Likert's method a person's attitude is measured by combining (additional or average) their responses across all items.

FORMULA

$$\text{Likert scale} = \frac{\sum FX}{\text{Total number of respondents}}$$

Where;

F= Number of respondents

X= Likert scale value

FX= Total score

MID VALUE:

Mid-value indicates the middle most value of the Likert Scale.

TABLE 2**TABLE SHOWING THE FACTORS INFLUENCED TOWARDS WAITING FOR RECEIVING THE PRODUCT**

S.NO	FACTORS	NO.OF. RESPONDENTS (F)	LIKERT VALUE (X)	TOTAL SCORE (FX)
1	Very good	31	3	93
2	Good	74	2	148
3	Poor	15	1	15
	TOTAL	120		256

(Source: primary data)

$$\text{LIKERT SCALE VALUE} = \frac{\sum FX}{\text{No.of. Respondents}}$$

$$= \frac{256}{120}$$

$$= 2.13$$



INTERPRETATION

Likert scale value is 2.13, so the customers are good with waiting for receiving of product.

RANKING ANALYSIS

A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables, where a "ranking" is the assignment of the tables "first",

"second", "third", etc., To different observation of a particular variable. A rank analysis measure of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different them. It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.

TABLE 3
TABLE SHOWING THE FACTORS INFLUENCING THE ONLINE SHOPPING

S NO	PROBLEMS	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	TOTAL SCORE	FINAL RANK
1	Price	44(5)	50(4)	16(3)	4(2)	6(1)	482	I
2	Quality	26(5)	66(4)	15(3)	8(2)	5(1)	460	III
3	After Sales Service	27(5)	45(4)	38(3)	7(2)	3(1)	446	V
4	Offers And Discount	29(5)	54(4)	25(3)	11(2)	1	459	IV
5	Advertisement	35(5)	51(4)	21(3)	7(2)	6(1)	462	II

INTERPRETATION

Table 3, its understood that the sample respondents are given first rank for Pricing, they are given second rank for the advertisement, they are given the third rank for Quality of products, they are given fourth rank for Offer and discount on products, and they are given the fifth rank for after sales service.

In this study the majority of respondents are given the first rank for the pricing of products.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority, 55% of the respondents are Female.
- Majority, 75% of the respondents are below 15 years-25 years.
- Majority, 77.5% of the respondents are unmarried.
- Majority, 65.8% of the respondents are graduation.
- Majority, 48.5% of the respondents are students.
- Majority, 66.7% of the respondents are 4-5 members.
- Majority, 65.8% of the respondents are nuclear family.
- Majority, 44.2% of the respondent's monthly income are below Rs.20, 000.
- Majority, 45% of the respondents known by advertisements.
- Majority, 38.3% of the respondents using by more than 1 year.

- Majority, 32.5% of the respondents are preferred for good quality.
- Majority, 72.5% of the respondents are using cash on delivery.
- Majority, 62.5% of the respondents over all opinion are good.

LIKERT'S SCALING TECHNIQUE

- Likert scale value is 2.13, so the customers are good with waiting for receiving of products.
- Likert scale value is 1.97, so the customers are poor with credit card transaction.
- Likert scale value is 1.92, so the customers are poor with risk of identity theft.
- Likert scale value is 2.1 so, the customers are good with difficulty in return products or items.
- Likert scale value is 2.10, so the customers are good with complex compared to traditional shopping.
- Likert scale value is 2.14, so the customers are good with risk of losing privacy.
- Likert scale value is 3.21, so the customers are satisfied with price.
- Likert scale value is 3.1, so the customers are satisfied with speed of delivery.
- Likert scale value is 3.05, so the customer are satisfied with loyalty of this online.
- Likert scale value is 3.26, so the customers are satisfied with variety of products.
- Likert scale value is 3.10, so the customers are satisfied with customer support.



- Likert scale value is 3.04, so the customers are satisfied with quality of delivered products
- Likert scale value is 3.13, so the customers are satisfied with recurring purchase in same store.
- Likert scale value is 3.11, so the customers are satisfied with offers and discounts.
- Likert scale value is 3.10, so the customers are satisfied with advertisements.

RANKING ANALYSIS

➤ In this study the majority of respondents are given the first rank for the pricing of products.

SUGGESTIONS

- Online shopping portal should be made as user friendly for the end user (customers).
- Sometimes consumers facing delivery issues due to logistic complaints, hence the portal should take appropriate measures to overcome the logistics problem.
- One of the major drawbacks that the respondents have felt is no proper returning policy to the product. After getting opinion from the respondent if the above said problem occurs, then they should be guided in a proper way to return the product. This will create a good website reputation and repurchasing power of the respondents.
- The respondents face major problems on theft of credit card information and lack of security on online payments, implementing precautions steps to solve these problems shall create consumer confidence on online shopping.
- The reliability and responsiveness of the delivery system is the key success factor for any online business and this will attract the customers repurchasing intention.

CONCLUSION

This study concluded online shopping is a highly best one, when compared to other shopping. The study about the various aspects of customer satisfaction on amazon online shopping is satisfied with price, speed of delivery, loyalty or this online, variety of product, customer support, quality of delivery products, recurring purchase in same store, offers & discounts and advertisements. If the suggestion given by the customers implemented successfully, the growth of the company and the level of satisfaction of the customer will be improved.

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