



**Journal of Social Sciences
and
Management Research**



A Study on Customer Satisfaction, Experience and opinion about e-shopping with special reference to Amazon in Krishnagiri district.

R. Veerappan* and Dr. S. Sasikumar**

Abstract

Shopping has become online because most of the people are interested to purchase the product due to innovativeness, attractiveness in products, less price compared to traditional markets, saves shopping time, when search products within the budget, comparison can be made with features extra service offered, delivery cost etc., So, New trend in marketing brings birth to e-shopping under the names e-shops, e-web stores, online store, virtual shop etc., For the purpose of the present study the researcher used frequency table and found that Amazon has highly satisfied customers with nice shopping experience their overall view/opinion is also good.

Keywords: *Online shopping, e-shopping, e-stores*

**Head, Department of Business Administration,
Sacred Heart College (Autonomous), Tirupattur*

*** Head,
PG and Research Department of Management Studies,
Sacred Heart College (Autonomous), Tirupattur*

Introduction

At present pandemic period, shopping has become online because most of the people are interested to purchase the product due to innovativeness, attractiveness in products, less price compared to traditional markets, saves shopping time, when search products within the budget, comparison can be made with features extra service offered, delivery cost etc., So, New trend in marketing brings birth to e-shopping under the names e-shops, e-web stores, Online store, virtual shop etc.,

The American e-commerce company founded by Jeff Bezos in July 5th 1994 is now none other than Amazon. It is the second-largest retailer in the world in the term of sales. The aim of online marketing companies is to stay high in the competitive market by the way of cutting marketing cost to reduce the price of the product and services. Through internet companies disseminate the information collects feedback and satisfaction surveys. Customers use the internet not only to buy the products but also to compare the price, features of products and after-sales service facilities provided by the companies. The advantages of online shopping are the availability of a variety of products, global reach, 24 × 7 buying & selling, cheapest price, variety of offers etc., So, the researcher tries to conduct customer satisfaction survey by adding customer satisfaction surveys by adding their opinion and experience about e-shopping website namely Amazon.

Review

Dr C. Vijay Vishnu Kumar et.al., (2019)¹,” suggested that customers need to be educated about the online shopping procedures with proper steps and also the

company should give greater care for the customers’ review and amazon should try to provide a variety of products to attract the customers.

Tanzeel Hussain et. al., (2020)², Concluded that majority of the respondents were highly satisfied with the product and service offered by Amazon. This satisfaction gained by the customers not only the price of the product but also the discount offers, on-time delivery, easy return & exchange, secured transaction etc.,

A. Lakshmanan (2016)³, in his paper, made a suggestion that to boost the among existing and online shoppers, the government should provide an adequate legal framework to banks by ensuring the security of transactions, Usage of credit cards by collaborating with banks in terms of maintaining online accounts directly.

Methodology

The researcher used convenient sampling method to collect the primary data. The researcher used ‘good form’ and sends through the researcher’s contact group through Whatsapp and also asked the respondents to fill up the same. The present study was conducted during the pandemic period. There were one hundred and twenty-five responses received within the short period of time. Nothing found incomplete so, all the responses found suitable for the present study. One person can give only one response. To meet the academic coursework the researcher used only frequency and percentage analysis.

Objective

To know the customer satisfaction, experience and opinion about e-shopping in Amazon.

Limitations

Being an undergraduate, the researcher found difficulty in framing questionnaire through google form. Due to the very short period the researcher received only 125

responses. On the analysis part, the researcher used only frequency table and percentage analysis for the purpose of meeting academic requirements i.e., completing coursework.

Data analysis and interpretation**I. Personal profile**

S. No	Particulars	Variables	No. of Respondents	Percentage
1.	Gender	Male	65	47%
		Female	60	53%
		Total	125	100%
2.	Age	Below 25 years	47	37%
		25 to 35 years	38	31%
		36 to 45 years	30	24%
		Above 45 years	10	8%
		Total	125	100%
3.	Occupation	Self-employed	47	36%
		Professional	61	49%
		Housewife	17	15%
		Total	125	100%
4.	Marital status	Single	70	55%
		Married	55	45%
		Total	125	100%
5.	Monthly income	Less than 10,000	40	32%
		Rs.10,000 to 25,000	25	20%
		Rs.25,000 to 40,000	45	36%
		Above 40,000	15	12%
		Total	125	100%
6.	Residence	Rural	60	48%
		Urban	65	52%
		Total	125	100%

The above table reveals that 53% of the respondents were female; 37% of the respondents belonged to 25 years; 49% of the respondents were professional; 55% of the respondents were single. 36% of the respondents earn 25,000 to 40,000; 52% of the respondents were from the urban area.

II – Consumer behaviour towards Amazon

S. No	Particulars	Variables	No. of Respondents	Percentage
1.	Frequency of buying the product in Amazon	Occasionally	35	28%
		Frequently	51	41%
		Once in a month	39	31%
		Total	125	100%
2.	Factors that influence to purchase in Amazon	Quality	29	23%
		No hidden cost	40	32%
		No travel to shop	34	27%
		Wide range of products	22	18%

		Total	100	100%
3.	Reason to purchase in Amazon	Best price	38	30%
		Brand	51	41%
		Convenience and time savings	36	29%
		Total	125	100%
4.	Items purchased from Amazon	Books	32	25%
		Gifts	28	23%
		Garments	26	21%
		Glossaries	20	16%
		Electronic items	19	15%
		Total	125	100%
5.	Mode of payment	Net banking	46	37%
		Swiping machine	45	36%
		Cash on delivery	34	27%
		Total	125	100%

It is the evidence from the above table 41% of the respondents were buying products frequently in Amazon; 32 % of the respondents purchase for no hidden cost; 41% of the respondents purchase only in branded items; 25% of the respondents purchase the book from amazon; 37 % of the respondents were paying via net banking; 36% of them use swiping machines for payments.

II – Consumer experience towards Amazon

1 – Strongly disagree, 2 – Neither agree nor disagree, 3 - Strongly agree

S. No	Particulars	Variables	1	2	3	Total
1.	Price	Frequency	30	30	55	125
		%	32%	24%	44%	100%
2.	Payment	Frequency	47	24	54	125
		%	38%	20%	42%	100%
3.	Payment security	Frequency	42	25	68	125
		%	26%	19%	55%	100%
4.	Ordered products	Frequency	38	23	64	125
		%	31%	18%	51%	100%
5.	Cost of delivery	Frequency	46	25	54	125
		%	37%	20%	43%	100%
6.	Wide variety of products	Frequency	41	21	63	125
		%	32%	17%	51%	100%
7.	Desired products	Frequency	43	22	60	125
		%	35%	17%	48%	100%

The above table reveals the respondents' agreement towards amazon terms and conditions i.e., 46% of the respondents strongly agreed with the price charged to the product, found cheaper in amazon; 42% of the respondents strongly agreed with the payment procedure is convenient in amazon; 55% of the respondents strongly agreed with the

payment procedure is secured in Amazon; 51% of the respondents agreed that ordered products and supplied products are same in amazon; 42% of the respondents have disagreed with the cost of delivery in Amazon; 51% of the respondents strongly agreed with the wide variety of products is available in Amazon, and finally 48 % of the respondents agreed that the desired

products are available in amazon; 28% of the respondents agreed online shopping that saves time and money.

IV. Consumer opinion/view towards amazon

S. No	Particulars	Variables	Frequency	%
1.	Influencing factor	Word of mouth	40	32%
		Advertisement	32	26%
		Blogs	27	22%
		Links from other websites	14	11%
		Promotional mails	12	9%
		Total	125	100%
2.	Overall trustworthy on Amazon	Excellent	38	31%
		Good	53	42%
		Bad	34	27%
3.	Overall satisfactory level on Amazon	Excellent	50	40%
		Good	45	36%
		Bad	30	24%
		Total	125	100%

The above table reveals that 32% of the respondents said they were aware about amazon website through word of mouth of promotion. 42% of the respondents feel good in trustworthy of amazon; 40% of the respondents have graded excellent towards the overall satisfaction of the amazon website.

Findings, Suggestions and Conclusion

Based on the result of the analysis, the researcher found that Amazon has highly satisfied customers with nice shopping experience and their overall view/opinion is also good.

The following suggestion is made by the researcher, Amazon is the largest online store with a huge range of products hence to meet rural customers need the delivery service need to improve by selecting appropriate currier service, by selecting appropriate courier service. If product found out of stock necessary steps should be taken as early as possible to retain the customers. In this study, the female is very familiar with using amazon website for shopping. So little care should be given to attract male prospective customers.

To conclude satisfied customers are the assets of the business. To satisfy themselves a customer perceives many things before purchasing the product. If the company meets their expectation, then they will be satisfied customer satisfaction in the key for the customer retention.

References

1. Dr. C. Vijay kumar et: al., R. Gopinath, 2019, "A study on customer satisfaction towards amazon", JEITR, Volume 6, Issue 2, February 2019.
2. Tanzeel Hussain et al., Shivani Gour, 2020, "Customer Satisfaction of shopping experience on Amazon", International Journal of Advanced Science and Technology Vol. 29, No. 7s, (2020), pp. 3888-3899.
3. A. Lakshmanan, 2018, "Customers Satisfaction towards Online Shopping in Amazon.Com-A Study with Reference to Udumalpet Taluk", Multidisciplinary Open Access Refereed e-Journal, December 2016.