

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

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ABSTRACT

Online shopping is the process of buying goods through online with various websites and E – commerce platform. This online platform provides 24/7 services to the users. Customer can buy anything such as books, household's product, Cosmetics, dresses, electronics and gadgets etc from online. With the advancement of technologies and innovation, the marketing strategies of the business as well as purchasing behaviour of the consumer are changed over to online. The online shopping among the customers is increased rapidly after the COVID – 19 pandemics. Amazon is the multinational e - retailers company mainly focusing on selling products and services to the customers through online. The research study analysed primary and secondary data to determine the customer satisfaction towards online shopping with Amazon. The primary data has been collected from 150 respondents. These data were processed and analysed using various statistical tools. Descriptive research design is used for the study. This study mainly focused on the purchasing pattern of the customers; satisfaction level of the customer of Amazon.

Keywords: Online Shopping, Customer, Customer Satisfaction, Amazon.

1. INTRODUCTION

In today era of globalization, most of the people are engaging in the internet and also it is increasing rapidly. They spend their time mostly on the internet and social media. It helps in the rapid growth in the worldwide marketing through the internet for the business. People are moving their shopping habits from local to online. In today's world, Online Shopping is the new trend in the marketing system. Customers are loyal and satisfied because of the discounts, vouchers, and other incentives offered by online retailers.

Customers can get full information about the products through the web and with the help of reviews, opinion and feedback which are given by the existing users. It helps the customers to know about the products which are available in online stores. The Internet connects all manufacturers, customers, and rivals onto a single platform. It opens up opportunities for a website's owner to promote, commercialize, and serve customers. Customer satisfaction is the result of considering both presumption and experience; thus, the customer is satisfied when the conveyance fulfils or exceeds their expectations.

This online platform provides 24/7 services to the users. It is also helpful in saving time and money to the customer to buy the products through online. Because it is convenient, many individuals choose to shop online. Customers can get full information about the products through the web and with the help of reviews, opinion and feedback which are given by the existing users. It helps the customers to know about the products which are available in online stores. This study looks at how satisfied Amazon customers are with their online purchasing experiences in the Coimbatore city.

1.1 STATEMENT OF THE PROBLEM

The most significant issue with purchasing anything online is that there is no guarantee of product quality, payment failure, returns and guarantee policies, and cyber safety are some of the huge issues on the internet today. To know the satisfaction level of customer with the Amazon. Also, it is helpful in finding the problem which are faced by the customers while shopping with amazon.

1.2 OBJECTIVES OF THE STUDY

- To identify consumer awareness about Amazon app.
- To analyze customer satisfaction with Amazon's online shopping.
- To evaluate the service quality of Amazon's customer services.
- To study the consumer purchasing patterns in relation to online shopping.
- To identify the problem that are faced by customers in online shopping with Amazon.

1.3 SCOPE OF THE STUDY

The study looked at the Satisfaction level of Amazon Customer. This research helps to know the problem faced by the customer and factors which makes purchase decision of the amazon customers.

1.4 LIMITATIONS OF THE STUDY

- The data collected for this study is only limited to the Coimbatore city.
- This research was done in relation to the Amazon Online Shopping application; hence the findings are only applicable to Amazon customers.
- As the technologies are growing fast, this study might not be applicable for the future.
- A small research period is not sufficient to understand the customer satisfaction.

1.5 RESEARCH DESIGN

The research design serves as the blueprint for data collection and analysis. It includes the researcher's plan of action, from objectives to final data analysis. This study is conducted under the descriptive research design to identify the customer satisfaction on shopping with Amazon based on the respondent responses.

1.6 SOURCES OF DATA

PRIMARY DATA

The Primary data were gathered from Amazon online shopping customer. The data was collected through a well – structures questionnaire.

SECONDARY DATA

The secondary Data were collected from various websites, magazines, books, Journals, company records, expert opinions published in print media and other publication.

1.7 SAMPLE SIZE

The sample size consisting of 150 respondents of Coimbatore city were selected for the study. The questionnaire will be filled by the customers of the Amazon.

1.8 TOOLS AND TECHNIQUES FOR ANALYSIS

The data collected for the study are transferred to spreadsheet. These data are analyzed using various tools. The tools used for the study are

- Simple Percentage Method
- Chi – Square Analysis
- Anova (Analysis of Variance)

2. REVIEW OF LITERATURE

1. **Dr. H. KAVITHA (2023)** Customer Satisfaction towards Amazon online shopping. Their objectives are to identify the customers perception, buying behavior, satisfaction level on services in Amazon online shopping. Descriptive Design is adapted for this study. This study reveals that most customer are waiting for the great sales. Many customers purchase the electronic products. It also finds that Amazon is convenient for shopping online.
2. **ADITYA RAI (2022)** “A comparative study on Amazon and Flipkart shopping sites” The study found little variance in the quality or customer care given by Amazon and Flipkart. Furthermore, the results were determined to be statistically insignificant. As a result, we can claim that both e-commerce firms are giving tough competition to each other by maintaining quality standards and reaching out to customers.
3. **Dr. J. JAYASHREE, Mr. M. MUBEENA PARVEEN, Mr. S. SANTHOSH (2021)** “customer satisfaction towards online shopping in Amazon”. This study was conducted to identify the attitude of

the customer while online shopping. Their findings indicate that customers are facing problem of delay in delivery of products and mostly people purchase dresses through online. They suggest that concentrate on other products. Amazon has also increased the customer care for the problem faced by customers

4. **NAHIL ABDALLAH, HASSAN ALYAFAI, AMIN IBRAHIM (2021)** "Customer Satisfaction towards Online Shopping". This study reveals states that the purchasing procedure must also be user-friendly, to reach the greatest number of clients. Pricing and commodity quality should continue to complement one another to encourage consumer participation. The sensation of becoming overcharged might be a factor in people not suggesting online shopping to others.

3. DATA ANALYSIS AND INTERPERTATION

3.1 SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis describes the classification of respondents into each category. The percentage analysis is used for standardization and comparison among series of data.

Percentage = (Number of Respondents / Total Number of Respondents) * 100

Table – 1: Gender of Respondents

| S. NO. | GENDER | NO. OF RESPONDENTS | PERCENTAGE |
|--------|--------------|--------------------|-------------|
| 1 | Male | 71 | 47.3% |
| 2 | Female | 79 | 52.7% |
| | TOTAL | 150 | 100% |

(Source: primary data)

INTERPRETATION:

The above analysis shows the gender of the respondents. Among the total respondents, 47.3% of the respondents are Male and 52.7% of the respondents are Female.

Table – 2: Age of Respondents

| S. NO. | AGE | NO. OF RESPONDENTS | PERCENTAGE |
|--------|--------------|--------------------|-------------|
| 1 | 18 -25 | 97 | 64.7% |
| 2 | 26 - 35 | 40 | 26.7% |
| 3 | 36 - 45 | 8 | 5.3% |
| 4 | Above 45 | 5 | 3.3% |
| | TOTAL | 150 | 100% |

(Source: primary data)

INTERPRETATION:

From the above analysis, 64.7% of the respondents belong to 18 – 25 years age group, 26.7% of the respondents belong to 26 – 35 years age group, 5.3% of the respondents belong to 36 – 45 years age group and 3.3% of the respondents belong to above 45 years age group.

Table – 3: Income of the Respondents

| S. NO. | INCOME | NO. OF RESPONDENTS | PERCENTAGE |
|--------|-----------------|--------------------|-------------|
| 1 | Under 20,000 | 80 | 53.3% |
| 2 | 20,000 – 40,000 | 38 | 25.3% |
| 3 | 40,000 – 60,000 | 25 | 16.7% |
| 4 | Above 60,000 | 7 | 4.7% |
| | TOTAL | 150 | 100% |

(Source: primary data)

INTERPRETATION:

From the above analysis, 53.3% of the respondents are Under 20,000 income group, 25.3% of the respondents are 20,000 – 40,000 income group, 16.7% of the respondents are 40,000 – 60,000 income group and 4.7% of the respondents are above 60,000 income group.

Table – 4: Uniqueness of Amazon

| S. NO. | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE |
|--------|---------------------------------|--------------------|-------------|
| 1 | Good Quality Product / Services | 55 | 36.7% |
| 2 | Low price | 20 | 13.3% |
| 3 | Fast Delivery | 46 | 30.7% |
| 4 | Return Policy | 15 | 10% |
| 5 | Discount & offers | 14 | 9.3% |
| | TOTAL | 150 | 100% |

(Source: primary data)

INTERPRETATION:

From the above table, 36.7% of the respondents prefer good quality product and services, 13.3% of the respondents prefer for low price, 30.7% of the respondents prefer for fast delivery, 10% of the respondents prefer for return policy and 9.3% of the respondents prefer for discount & offers.

3.2 CHI SQUARE ANALYSIS

Chi – square test is statistical test used to compare observed results with expected results. The purpose of this test is to determine the difference between observed data and expected data.

$$X^2 = \sum \frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$$

TABLE – 5: Gender and Product Quality

| | | Product Quality | | | | | Total |
|--------|--------|-----------------------|----------------|-----------|------------|-------------------|------------|
| | | Highly Not Considered | Not Considered | Neutral | Considered | Highly Considered | |
| Gender | Male | 4 | 7 | 18 | 21 | 21 | 71 |
| | Female | 6 | 12 | 17 | 15 | 29 | 79 |
| Total | | 10 | 19 | 35 | 36 | 50 | 150 |

Chi-Square Tests

| | Value | df | Chi Square Table Value | Hypothesis Results |
|--------------------|--------------------|----|------------------------|--------------------------|
| Pearson Chi-Square | 3.608 ^a | 4 | 9.488 | H ₀ Supported |

INTERPRETATION

From the above table it is found that around 50 respondents are Highly considered of product quality, 36 respondents are Considered of product quality, 35 respondents are Neutrally considered of product quality, 19 respondents are Not considered of product quality and 10 respondents are Highly not considered of product quality. The chi-square value is 3.608 infer that the Null Hypothesis is Accepted i.e. there is no significant relationship between Gender of the respondents and the product quality.

TABLE – 6: Marital Status and Product Quality

| | Product Quality | Total |
|--|-----------------|-------|
| | | |

| | | Highly Not Considered | Not Considered | Neutral | Considered | Highly Considered | |
|----------------|-----------|-----------------------|----------------|-----------|------------|-------------------|------------|
| Marital Status | Married | 2 | 1 | 7 | 10 | 13 | 33 |
| | Unmarried | 8 | 18 | 28 | 26 | 37 | 117 |
| Total | | 10 | 19 | 35 | 36 | 50 | 150 |

Chi-Square Tests

| | Value | df | Chi Square Table Value | Hypothesis Results |
|--------------------|--------------------|----|------------------------|--------------------------|
| Pearson Chi-Square | 4.373 ^a | 4 | 9.488 | H ₀ Supported |

INTERPRETATION

From the above table it is found that around 50 respondents are Highly considered of product quality, 36 respondents are Considered on product quality, 35 respondents are Neutrally considered of product quality, 19 respondents are Not considered of product quality and 10 respondents are Highly not considered of product quality. The chi-square value is 4.373 infer that the Null Hypothesis is Accepted i.e. there is no significant relationship between Marital Status of the respondents and the product quality.

3.3 ANOVA (ANALYSIS OF VARIANCE)

Analysis of variance (ANOVA) is a statistical procedure that divides observed aggregate variability within a data set into two parts: systematic and random variables.

TABLE – 7: Age and Customer Satisfaction in Shopping with Amazon

| ANOVA | | | | | | |
|---------------------|----------------|----------------|-----|-------------|-------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| Product Quality | Between Groups | 2.798 | 3 | .933 | 1.169 | .324 |
| | Within Groups | 116.535 | 146 | .798 | | |
| | Total | 119.333 | 149 | | | |
| Package of Product | Between Groups | 3.025 | 3 | 1.008 | 1.429 | .237 |
| | Within Groups | 103.035 | 146 | .706 | | |
| | Total | 106.060 | 149 | | | |
| Price of Product | Between Groups | 5.838 | 3 | 1.946 | 2.545 | .058 |
| | Within Groups | 111.662 | 146 | .765 | | |
| | Total | 117.500 | 149 | | | |
| Security of Money | Between Groups | 11.564 | 3 | 3.855 | 3.502 | .017 |
| | Within Groups | 160.710 | 146 | 1.101 | | |
| | Total | 172.273 | 149 | | | |
| Discount and offers | Between Groups | 8.715 | 3 | 2.905 | 2.553 | .058 |
| | Within Groups | 166.118 | 146 | 1.138 | | |
| | Total | 174.833 | 149 | | | |
| Return Policy | Between Groups | 4.060 | 3 | 1.353 | 1.314 | .272 |
| | Within Groups | 150.313 | 146 | 1.030 | | |
| | Total | 154.373 | 149 | | | |

| | | | | | | |
|----------------------------|----------------|---------|-----|-------|-------|------|
| Availability of Products | Between Groups | 5.294 | 3 | 1.765 | 1.738 | .162 |
| | Within Groups | 148.206 | 146 | 1.015 | | |
| | Total | 153.500 | 149 | | | |
| Ordering process of Amazon | Between Groups | 4.445 | 3 | 1.482 | 1.408 | .243 |
| | Within Groups | 153.615 | 146 | 1.052 | | |
| | Total | 158.060 | 149 | | | |

INTERPRETATION

From the above table, there is no mean significant relationship between the age of the respondent and customer satisfaction on shopping with amazon as significant values of Product quality (.324), Package of product (.237), Price of the product (.058), Discount and offers (.058), Return policy (.272), Availability of product (.162), Ordering process of amazon (.243) which is more than 0.05 level of significant. Hence, we accepted the null hypothesis.

There is a significant relationship between the age of the respondent and customer satisfaction on shopping with amazon as significant values of Security of money (.017) which is less than 0.05 level of significant. Hence, we can reject the null hypothesis and accept the alternative hypothesis.

TABLE – 8: Income and Customer Satisfaction in Shopping with Amazon

| ANOVA | | | | | | |
|----------------------------|----------------|----------------|-----|-------------|-------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| Product Quality | Between Groups | 4.760 | 2 | 2.380 | 3.054 | .050 |
| | Within Groups | 114.573 | 147 | .779 | | |
| | Total | 119.333 | 149 | | | |
| Package of Product | Between Groups | 6.762 | 2 | 3.381 | 5.005 | .008 |
| | Within Groups | 99.298 | 147 | .675 | | |
| | Total | 106.060 | 149 | | | |
| Price of Product | Between Groups | 2.297 | 2 | 1.148 | 1.465 | .234 |
| | Within Groups | 115.203 | 147 | .784 | | |
| | Total | 117.500 | 149 | | | |
| Security of Money | Between Groups | 12.041 | 2 | 6.021 | 5.524 | .005 |
| | Within Groups | 160.232 | 147 | 1.090 | | |
| | Total | 172.273 | 149 | | | |
| Discount and offers | Between Groups | 1.101 | 2 | .551 | .466 | .628 |
| | Within Groups | 173.732 | 147 | 1.182 | | |
| | Total | 174.833 | 149 | | | |
| Return Policy | Between Groups | 1.295 | 2 | .648 | .622 | .538 |
| | Within Groups | 153.078 | 147 | 1.041 | | |
| | Total | 154.373 | 149 | | | |
| Availability of Products | Between Groups | 2.358 | 2 | 1.179 | 1.147 | .321 |
| | Within Groups | 151.142 | 147 | 1.028 | | |
| | Total | 153.500 | 149 | | | |
| Ordering process of Amazon | Between Groups | 2.011 | 2 | 1.006 | .947 | .390 |
| | Within Groups | 156.049 | 147 | 1.062 | | |
| | Total | 158.060 | 149 | | | |

INTERPRETATION

From the above table, there is no mean significant relationship between the income of the respondent and customer satisfaction on shopping with amazon as significant values of Price of the product (.234), Discount and offers (.628), Return policy (.538), Availability of product (.321), Ordering process of amazon (.390), which is more than 0.05 level of significant. Hence, we accepted the null hypothesis.

There is a significant relationship between the income of the respondent and customer satisfaction on shopping with amazon as significant values of Product quality (.050), Package of product (.008), Security of money (.005) which is less than 0.05 level of significant. Hence, we can reject the null hypothesis and accept the alternative hypothesis.

4. FINDINGS

4.1 SIMPLE PERCENTAGE ANALYSIS

- It is concluded that Majority 52.7% of the respondents are Female.
- It is concluded that Majority 64.7% of the respondents belong to 18 – 25 years of age group.
- It is concluded that Majority 53.3% of the respondents are under 20k of income.
- It is concluded that Maximum 36.7% of the respondents prefer amazon for good quality product and services.

4.2 CHI SQUARE

- There is no significant relationship between Gender of the respondents and the product quality.
- There is no significant relationship between Marital Status of the respondents and the product quality.

4.3 ANOVA

- There is a significant relationship between the age of the respondent and customer satisfaction on shopping with Amazon.
- There is a significant relationship between the income of the respondent and customer satisfaction on shopping with Amazon.

5. SUGGESTIONS

5.1 Suggestions for Amazon to increase Customer Satisfaction

- Transactions for making online purchase should be safe and proper security should be assured to the people for safety.
- Due to rising demand, the products' stock availability on Amazon is insufficient. Hence, to meet the demand of product, increase the stock of the product.
- To improve the confidence level of the customer, service providers need to improve the return policy on the purchase goods.
- Amazon websites need to take the fundamental issues seriously, as well as product delivery and improved return policies, in order to establish trust in the perspective of customers.
- Online sellers must make effort to offer their product at competitive prices as the price of the product is a major factor in consumers' decisions regarding purchase.

5.2 Suggestions for improve awareness

- In order to encourage customers to acquire products online, service providers must increase awareness and provide good services by satisfy the needs of customer.
- Amazon must offer free delivery for all priced products to increase number of customers.
- The government should create sufficient legal frameworks to take severe action on those who engage in fraudulent activity on the internet in order to increase the confidence of both new and existing consumers.
- To engage more customers on amazon, offers more discount with different brand and good quality product. To maintain good quality of product, implement stricter quality control measures.

6. CONCLUSION

Internet access is now a very accessible communication tool, and its use and awareness are rising across every sector of society. Online retailers have a bright future ahead of them Consumers perceive a variety of factors when purchasing products, and they will be satisfied if the company meets their expectations. Gaining a competitive edge over competitors can be achieved by marketers through better understanding about customer satisfaction with online buying.

Online shopping has impacted people worldwide with variety of products, convenient, speedy service, and lower prices. However, the idea of online shopping raised the risk of fraud and privacy data. Fortunately, with today's cutting-edge technological capabilities, steps are being made to prevent hackers and other criminals from improperly accessing private databases. Customer confidence in online purchasing will increase if the preventive measures are taken to address the primary issues of the customers. Amazon's online purchasing has become increasingly popular in urban areas and also recommended to increase in rural areas. Both the company's growth and the degree of customer satisfaction will increase if the suggestions made by the customers are successfully implemented.

6. REFERENCES

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