



A Study on Consumer Purchase Decision Making By Online Customer Engagement for Amazon

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ABSTRACT

This study examines the impact of online customer involvement on consumer purchase decisions for Amazon's entire approach, which includes market-level engagement. Individual-level behaviour helps us better understand how purchasing decisions are made and whether they differ for various people. Based on two individual factors: decision-making style and product knowledge, four categories of online consumers are introduced, based on decision analysis and consumer behaviour literature. Each segment's archetypal behaviour is recognised, addressing differences in the process and process outcome for distinct groups. Furthermore, market-level behaviour examines customers' real behaviour in respect to various shops in the market; it is based on the aggregated behaviour of 60,000 people. Not only inside a single website but also across multiple websites.

Keyword :Consumer behaviour, online engagement, Online shopping, Attitude, decision making.

Introduction

Customers' expectations and habits are changing dramatically, especially in the retail industry, as evidenced by the term "Amazon effect," which refers to how e-commerce sites and physical retailers are becoming "more like Amazon." This term also refers to how the supply chain is changing to become more customer-centric (Jelodari Mamaghani & Davari, 2020). (Melnyk & Stanton, 2017). It's common to think of the "Amazon impact" in terms of logistics, but this isn't always the case. Amazon Prime and other same-day delivery services (currently) and the 30-day return policy has boosted "consumer confidence" (Daugherty et al., 2019).

The "Amazon effect," a term used to describe the impatience of customers, has also been applied to researchers who are "frequently more concerned in how soon reagents can be supplied than in hunting for antibodies with acceptable pertaining to idation. Because of the "Amazon effect," they expect everything in two or three days and for it to be free of charge (Baker, 2015, p. 275). Achieving Amazon's expectations many major US businesses (such as Macy's and Office Depot) really link their delivery system with characteristics such as population density and proximity to items in order to increase logistical efficacy. In order to provide same-day delivery to consumers who place their purchase at a location that is the closest to where the customer lives (Inbound Logistics, 2017). Cultural studies have attributed the Amazon effect to the "filter bubble," says the speaker (Pariser, 2011).

Isolation of information and content (e.g., e-book suggestions) reflects this condition of intellectual isolation. A collaborative filtering algorithm, such as Amazon's, is used to offer relevant websites based on a user's search history and previous online activity (Linden et al., 2003). Searches and inquiries are more successful because of this process, but consumers are also more likely to be oblivious of competing or divergent opinions, goods, and so on as a result of this process.

Objective

- To Study customer engagement strategy for amazon for online shopping.
- To Study consumer perception towards amazon based on consumer engagement.
- To study consumer loyalty towards amazon based on amazon.

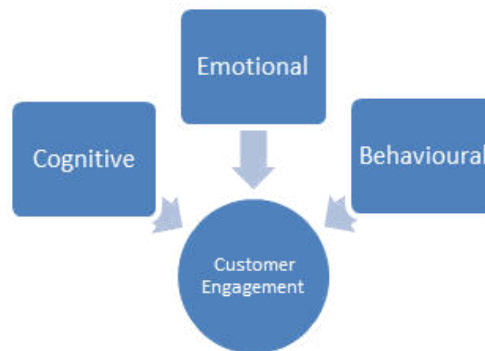
LITERATUREREVIEW

Understanding Customer engagement and its scope

CE is currently being recognized as a significant concept in marketing literature; thus, it is necessary to understand customer engagement to comprehend what influences a loyal behaviour that contentment cannot explain (Bowden 2009 Vivek, Beatty, Morgan, 2012). Despite the fact that "customer engagement" has been addressed before in marketing literature, it has yet to be adequately defined. Customers that are engaged become advocates for a company, spreading the word via recommendations, commenting on social media, and providing better ratings and reviews.

According to (Brodie et al., 2011), consumer involvement is a complex notion that includes cognitive, emotional, and behavioural components (Pansari and Kumar, 2016). Relationship marketing theory and service dominating logic (Vargo and Lusch, 2004 and 2008) are the theoretical foundations of this study (Vivek, Beatty, Morgan, 2012). For example, in a wide definition offered by (Brodie et al., 2011),

cocreation may be defined as an interactive cocreation with a focus object in a specified context that is iterative and contains other related ideas as preconditions. With this description, we can say that the CE construct of consumer engagement is defined as a customer's psychological connections in a focused service relationship with a certain service provider and/or brand (Brodie et al., 2011). (Figure 1). As a result, an engaged client may have a wide range of positive effects on a company's bottom line, including referrals, sales, and profitability (Brodie et al., 2011) This is based on the findings of Viek et al. (2012) (Pansari, Kumar, 2016).



It's apparent that research is needed to determine the link between numerous connected concepts because of the lack of relevant literature. Service settings need the investigation of the interaction between these characteristics (Pansari and Kumar 2016). "How CE connects to consumption and purchasing," as the gap indicates. This article also reviews Ruth N. Bolton's book, *Customer Engagement: Opportunities and Challenges for Organizations*, and its impact on brand loyalty.

How does CE show up in an online scenario, for example

According to Brodie, Therefore, it is essential that one understand how CE manifests itself in the real world. Non-transactional consumer behaviour is just as essential to businesses as transactional behaviour since it provides insight into why customers make the choices they do, as well as into their feelings about the brand and how they relate to it. Reinartz and Verhoef's findings were published in 2010.

Understanding the breadth and nature of client involvement has been aided by prior studies. Additionally, it contributes to a clearer distinction between Customer Relationship Management and the concept of co-creation of value. When the connection goes beyond the transaction and co-creates value for the company by providing references and writing reviews that serve as solid foundations and influential messages to other customers or future consumers, it is a win-win situation. (J V. Kumar, L. Aksoy, B. Donkers, R. Venkatesan, T. Wiesel, and S. Tillmanns 2010) For example, in Vivek (2010)

With the rise of social media, consumers have formed a community of like-minded individuals, which necessitates a shift in how firms approach customer engagement and relationship-building, as well as a new competitive edge. An whole new connection between customers and businesses is being formed via social media and review services like Yelp.com, while the relationship between customers and customers is also being formed through these platforms. Because of this, a new marketing strategy is required to deal with consumers' online purchasing habits. T. Hennig

Customer engagement (CE) is the customer's behavioural reaction to a company, such as word-of-mouth, blog posts, or ratings for a product or brand (Verhoef et al. 2010), customers suggestions, online posts, and donations of customer resources to assist a firm improve its offering. When a client

contributes to the company, it creates more trustworthy recommendations and helps the company reach out to new consumers via the social network of current customers. In addition, they serve as the face of the company's products and services. When people get emotionally attached to a product or brand, they are more likely to purchase it. It has been argued that (Bowden 2009, Hollebeek 2011, Brodie 2011). That the fundamental nature of CE is captured in all its aspects emphasises the concept of multidimensionality as well.

CE is contextual, multidimensional, and may be started by either the firm or the client. It's a behaviour that isn't directly related to a transaction's underlying economics (Vivek 2012, Harmelling 2017)

Customers also invest their time and resources in the process of customer engagement, which results in stronger ties with the target organisation. In this method, the company's co-creation of value is achieved (Vargo Lusch 2004, Brodie 2011). Consumer engagement (CE) is more successful since it is a voluntary action by the customer, rather than a marketing effort (de Matos and Rossi 2008).

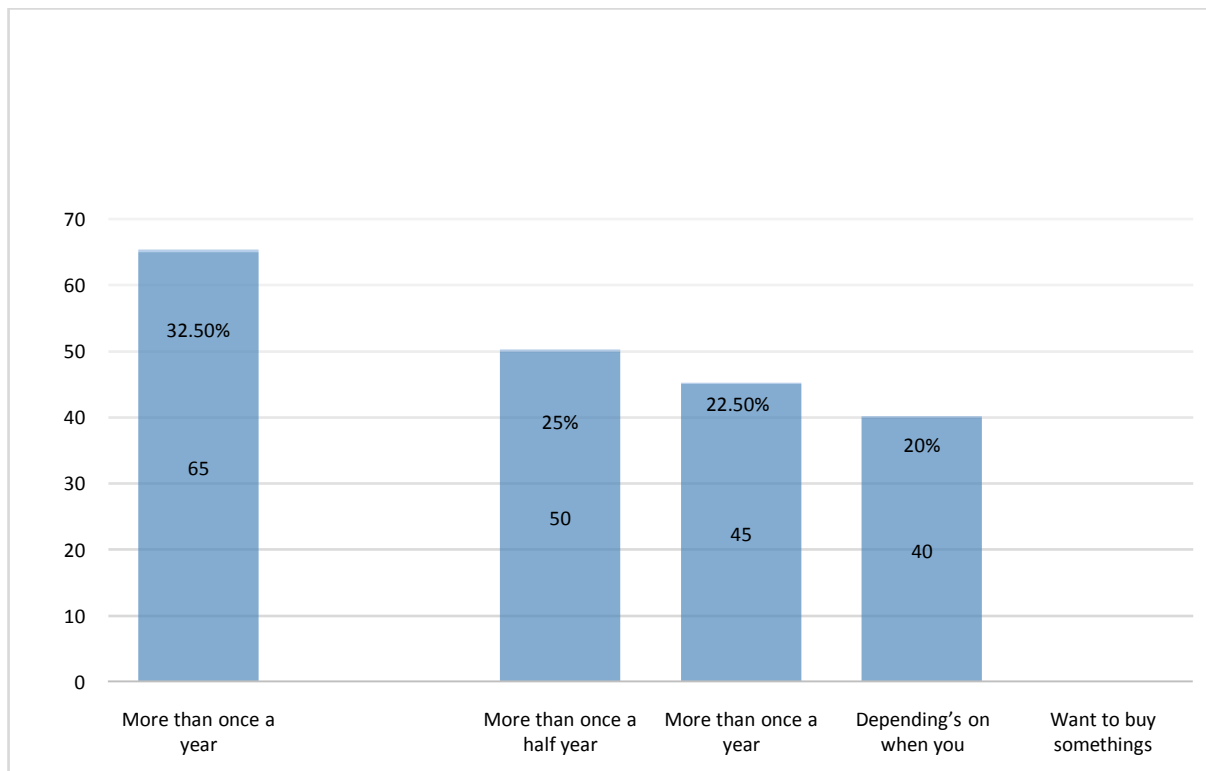
The importance of relationship marketing in service marketing cannot be overstated. Increasingly, consumers are becoming co-creators and actively participating in marketing tasks as a result of changes in the corporate environment. Thus, research has shown that buyers now have more power over their purchases than ever before (Harmeling, Moffet, Carlson, 2017). Companies devote resources and make intentional attempts to engage consumers. A company's ability to increase sales, profit, and gain an advantage over its competitors is directly tied to its ability to keep customers engaged. According to the study of Brodie et al.

Research methodology

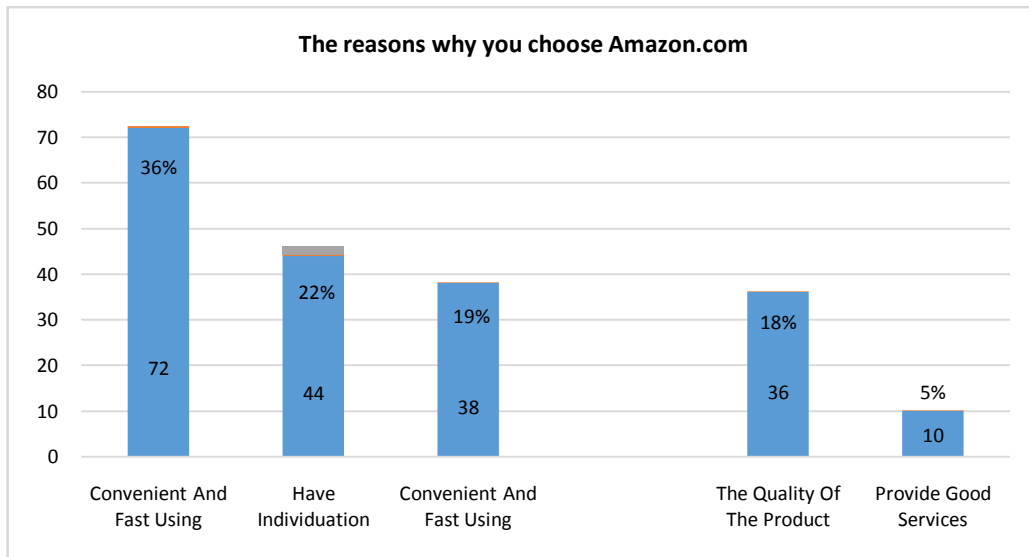
This study is purely descriptive in nature. Secondary data was gathered from various texts, journals, and websites, while primary data was gathered from 200 customers in the Gujarat region. The information was gathered using convenience sampling and a questionnaire. Customers in a few areas of Gujarat's state are the subject of the current study (Vadodara). In this study, the convenience sampling method was adopted. Data was presented using bar graphs, pie charts, and other visual aids.

Data Analysis

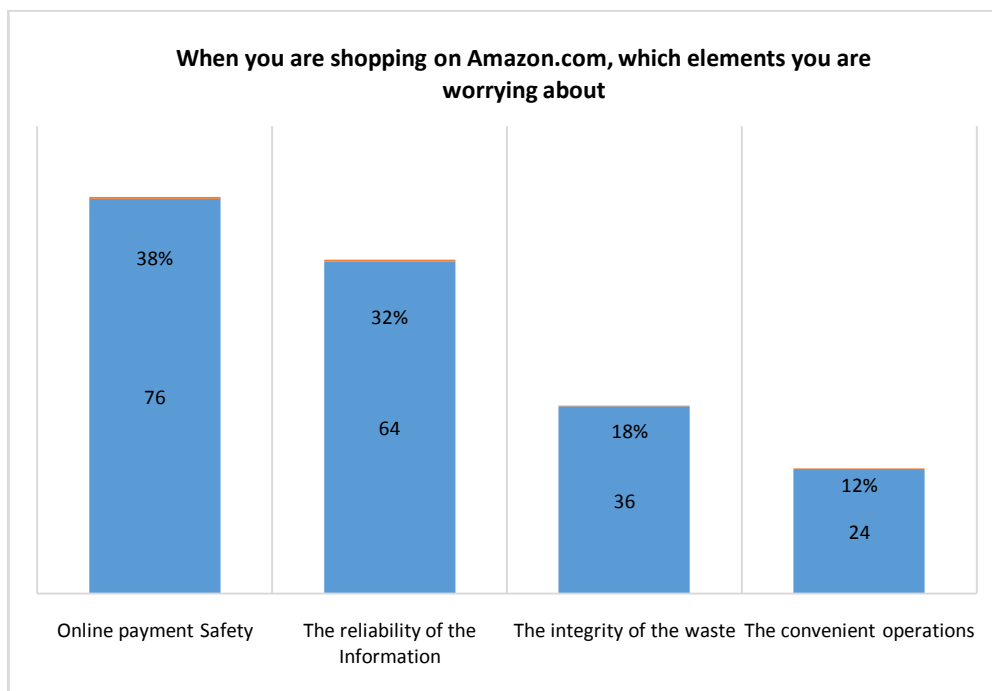
How often do you shop on Amazon.com?



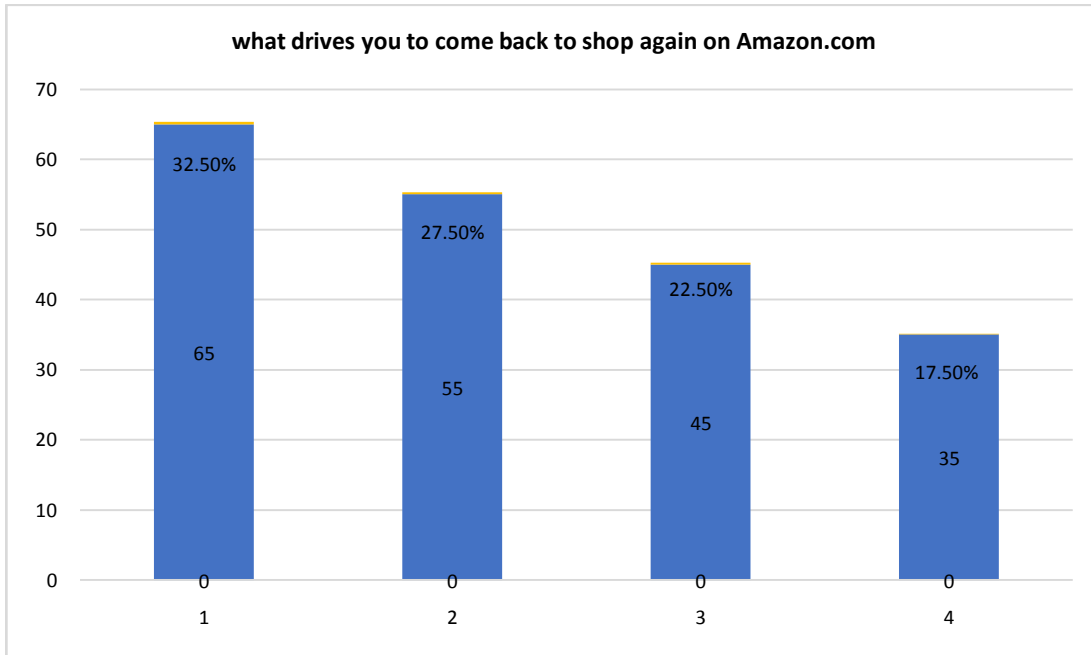
The reasons why you choose Amazon.com?



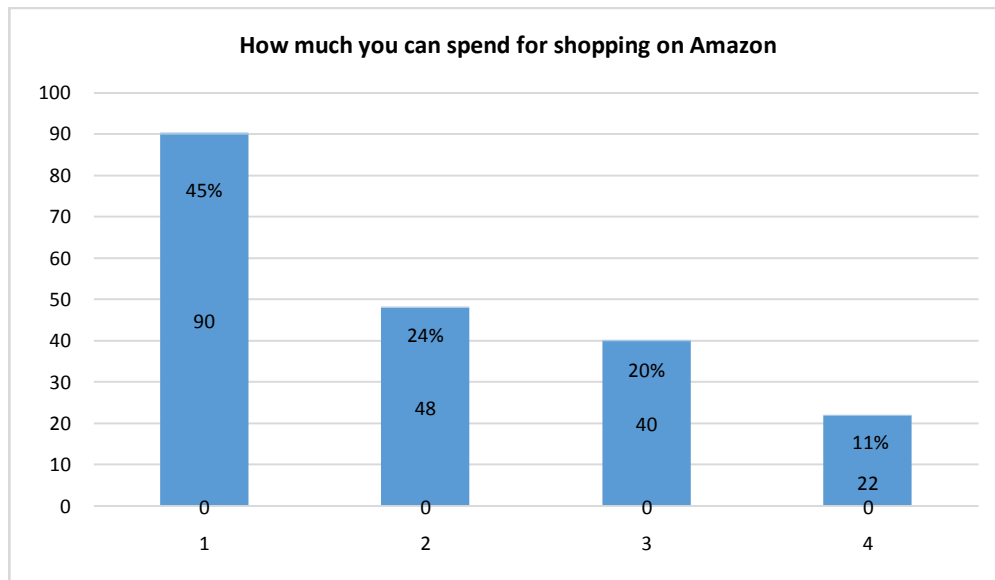
When you are shopping on Amazon.com, which elements you are worrying about?



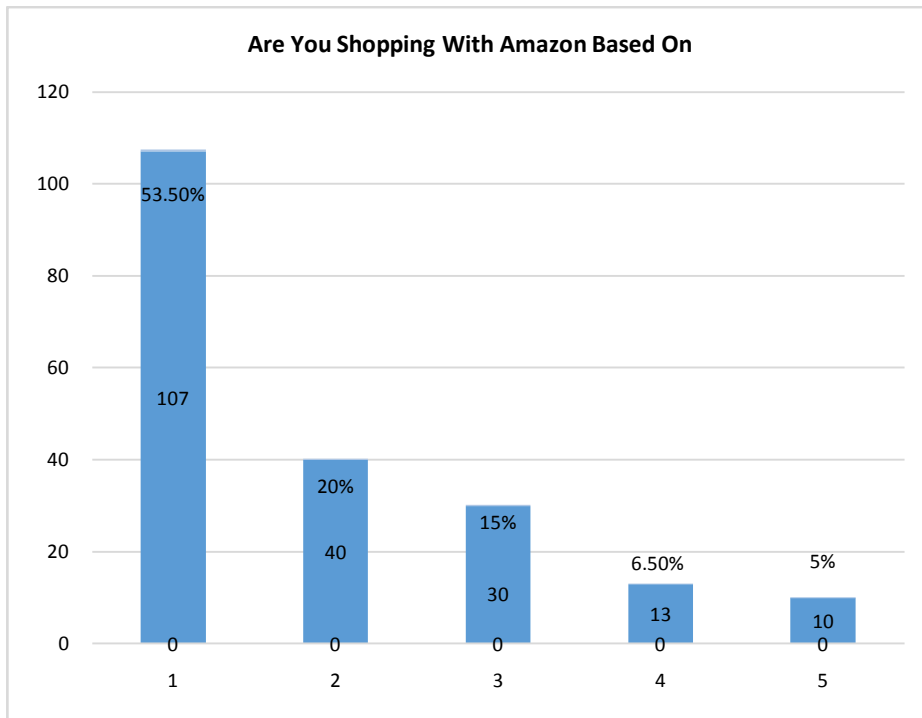
what drives you to come back to shop again on Amazon.com?



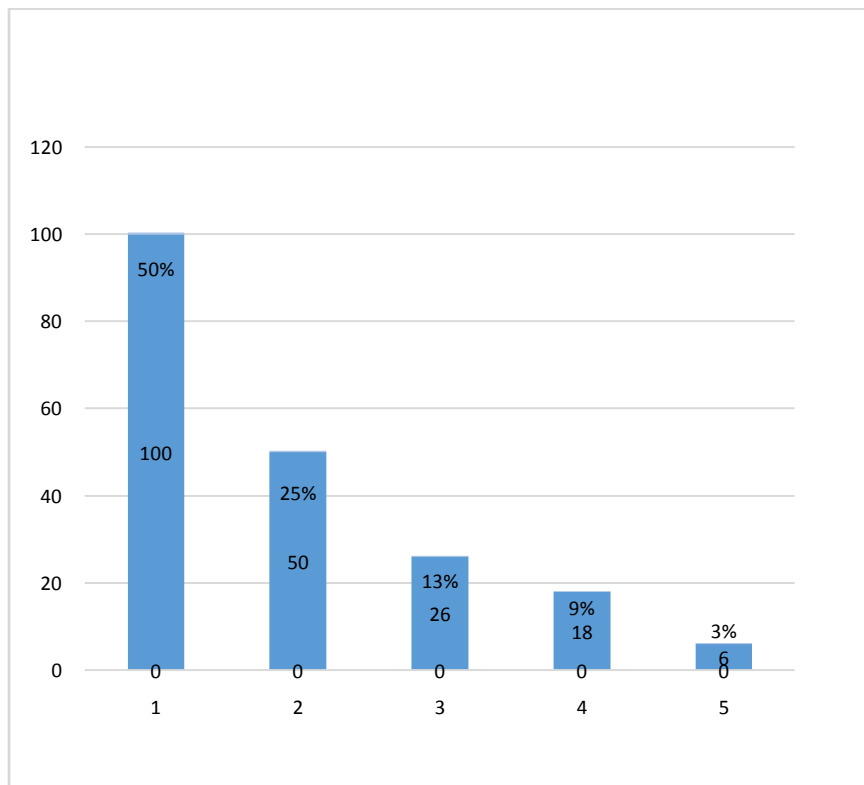
How much you can spend for shopping on Amazon?



Are you shopping with amazon based on?



What is the uniqueness in service of amazon which satisfied you as compared to other shopping Application?



Findings

- The majority of customers surveyed said it was convenient and fast to use Amazon products.
- The majority of customers were concerned about online payment security that elements customers are worrying about.
- Good pre-sales and after-sales services is one of the best reasons for coming back again on Amazon.com.
- The majority of the customer is spending more than 2000 per month
- Customers are engaged with Amazon because of the fast delivery as well as a discount offer
- The uniqueness in services of Amazon is the quality of the product

Conclusions

Shopping on Amazon.com is a common practice. Amazon's success may be attributed to a number of variables, as shown by the findings of this study, including there are both positive and negative aspects to it. In order to serve customers with top-notch service and performance, Amazon has to maintain and improve upon its strengths. In order for Amazon to be successful, it must have a high-quality product, a good shopping experience, a trustworthy vendor, quick delivery, and excellent customer support.

Therefore, in order for Amazon to continue to grow and exceed consumer expectations, it must take into account these aspects. Catering to unmet needs must be recognized and addressed.

Benefits must be given to an untargeted audience in order for the campaign to be successful. When it comes to Amazon.com business, the consumer is king, thus the company should pay attention to anything the public has to say. Increasing the number of people who take a second look at a product or service means more money for the company, so they will buy more. Consequently, we strongly urge Amazon.com to take user comments into account when making improvements. Customer feedback is always the greatest approach to identify the challenges they face. For a successful company, it's crucial to keep positive feedback as a source of motivation while working tirelessly to meet and exceed client expectations and enhance their overall purchasing experience.

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