Impact and Study of E-Commerce Website with Special Reference to Amazon

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ABSTRACT

Electronic Commerce is that the process of conducting business on internet. The person sitting in his house ahead of the personal computer can pierce all websites to shop or vend these products. As compared traditional trade requires one to perform task similar as carrying the products etc., ecommerce experience has made the client to do no such task therefore saving precious time. E-Commerce launched in the early 1990s has taken an enormous shift within the computer world, but the reality has hindered the expansion of e-commerce security. Security is an e-commerce challenge now and important progress has been made in the security sector. The great betterment of ecommerce over conventional trading is that the user can browse online stores, analogize costs, and order home- grounded deals on his personal computer.

1.1 INTRODUCTION:

E-commerce (electronic commerce or EC) is the purchase and trade of products and services, and/or the transfer of finances or data, by internet. This business sale takes place as a business-to- business, business-to-buyer, buyer-to-buyer or buyer to- business. E-commerce stores become a part of our diurnal lives. Advances in technology have made it possible for people to measure during a comfortable terrain in their homes and shop online without having to travel to any store. The design is astronomically divided into two main modules Sellers and Guests/ Users. The shop director and staff work as Sellers. They will have the ability to add, edit, review products or, remove products therefore being suitable to change brand titles, change costs, add, or take off products. The client can search the merchandise selection, make changes to the wain, remove the products from the wain and go in the store. The client is additionally ready to update their information similar as titles, address, and other diverse data. The user can only browse the web store and add the merchandise to the wain. User is restricted to using the store.

1.2 OBJECTIVES:

➢ To find out the satisfaction level of the consumers for online purchase in e commerce website

➢ To know the specific reason for which purpose the customer purchase through e commerce website

➢ To evaluate the features that the customer expect in e commerce website to do the online shopping

1.3 STATEMENT OF PROBLEM :

E-commerce provides an easy way to sell products to a large customer base. However, there is a lot of competition among multiple e-commerce sites. When users land on an e-commerce site, they expect to find what they are looking for quickly and easily. Also, users are not sure about the brands or the actual products they want to purchase. They have a very broad idea about what they want to buy. Many customers nowadays search for their products on Google rather than visiting specific e-commerce sites. They believe that Google will take them to the e-commerce sites that have their product .The purpose of any e-commerce website is to help customers narrow down their broad ideas and enable them to finalize the products they want to purchase. For example, suppose a customer is interested in purchasing a mobile. His or her search for a mobile should list mobile brands, operating systems on mobiles, screen size of mobiles, and all other features as facets. As the customer selects more and more features or options from the facets provided, the search narrows down to a small list of mobiles that suit his or her choice. If the list is small enough and the customer likes one of the mobiles listed, he or she will make the purchase.

Amazon has developed over the years a powerful mechanism to solve different types of business problems. From the original problem of selling books over the Internet, to thousands of issues in logistics, personalization, global markets, 3rd party sellers, payments, advertising, cloud computing or personal

assistance. This mechanism is always starting with problems of the customers ("customer obsession") and continues with making it bigger ("think big"), without knowing if and how to build it.

1.4 RESEARCH METHODOLOGY

The accompanying sections clarify the philosophy continued in this study

1.5 DATA COLLECTION METHOD :

➢ Primary data

➢ Secondary data

1.6 AREA OF THE STUDY :

The area of study is the e commerce website with specia reference of Amazon

1.7 LIMITATIONS OF THE STUDY :

➢ The most important limitation is that period is very limited.

➢ Some of the customers those who are using e commerce website to do purchase were not ready to co-operate with questions.

➢ The study is based only on the e commerce website with special reference of Amazon.

The sample may be generalized as representative of entire population

1.8 STATISTICAL TOOLS :

➢ Percentage Analysis

➢ Ranking Analysis

2.1 REVIEW OF LITERATURE :

1) **Deshmukh & Thampi (2013**), recognize another important development: m-commerce, which they identify as a subset of e-commerce. "Transformation from E-commerce to M-commerce in Indian Context" reviews the current and potential status of e-commerce and commerce in the Indian market, while projecting the latter as the potential future. The paper discerns ubiquity, personalization, flexibility and immediacy as the singular advantages of commerce. The authors affirm the idea that smart phone penetration and rise in internet user base, mostly driven by youth, shall propel the growth of e-commerce.

2) **Raghunath & Panga (2013),** present a comprehensive analysis of various nuances of e-commerce while accentuating that, in present time every business activity, be it advertising, ordering, payment etc, can be performed in the digital ecosystem. The paper also enlists numerous points on the importance of e-commerce which are responsible for its development as the new convention. It has enabled the creation and exploitation of new business opportunities, at the same time increasing the say of customers in the development of new products and services. E-commerce has not only augmented the performance of internal business management, but, has also enabled better customer relationships by promoting a business model that is essentially based on information sharing. The accessibility of internet connectivity and other online tools herald, a new revolution,

3) **Gupta (2014)** in her paper "E-Commerce: Role of e-commerce in today's business", presents an comprehensive definition of e-commerce while isolating it from e-business. The paper enlists the different ecommerce models i.e. B2B, B2C, B2G and C2C, narratively analysing the nitty gritties of each.

4.1 DATA ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

$$\text{Percentage} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

Percentage	No of respondents	percentage
Gender		
Male	63	54.3
female	53	45.7
Age		
15 – 20	51	42.2
20 – 30	49	44
30 – 50	16	13.8
Monthly income		
10000 -15000	26	22.4
20000- 30000	14	12.1
Above 3000	7	6
No income	69	59.5
THE TIMES OF SHOPPING DONE BY RESPONDENTS IN AMAZON		
1 – 5	53	45.7
5 – 10	16	13.8
More than 10 times	47	40.5
THE TIME SPENT ON AMAZON		
Below 1 hour	91	78.4
2 – 3 hours	17	14.7
7 – 9 hours	4	3.4
More than 10 hours	4	3.4
THE REASON FOR CHOOSING AMAZON FOR ONLINE SHOPPING		
Low price	26	22.4
Convenience	30	25.9
Product variety	37	31.9
Others	23	19.8
THE SATISFACTION LEVEL OF RESPONDENTS ON OFFER AND DISCOUNT		
Highly satisfied	20	17.2
Satisfied	47	40.5
Neutral	47	40.5
Dissatisfied	2	1.7
Highly dissatisfied	0	0
THE RISK FACED BY THE RESPONDENTS		
Yes	34	29.3
No	82	70.7
THE OPINION OF THE RESPONDENTS ABOUT PREFERING AMAZON TO OTHERS		
Yes	104	89.7
No	12	10.3
DOES AMAZON PROVIDE SUFFICIENT INFORMATION AVAILABLE IN AMAZON		
Agree	63	54.3
Neutral	50	43.1

Disagree	3	2.6
IS AMAZON PROVIDED WITH CUSTOMER CARE SUPPORRT		
Agree	71	61.2
Neutral	36	31
Disagree	9	7.8

5. FINDINGS AND SUGGESTIONS

5.1 FINDINGS:

- The majority of the respondents 42.2% belongs to the 15 – 20 age groups.

- The majority of the respondents 54.3% are female when compared to male respondents.

- The majority of the respondents 59.5% have no income

- The majority of the respondents 80.2% are unmarried.

- The majority 45.7% of the respondents have done shopping with amazon for 1 – 5 times.

- The majority of 45.7% of the respondents use the amazon site rarely.

- The majority 78.4% of the respondents spent below 1 hour of time on amazon site.

- The majority 31.9% of the respondents choose amazon for its product variety.

- The majority 40.5% of the respondents prefer to buy gadgets from amazon.

- The majority 62.1% of the respondents say no for amazon selling products with low price.

5.2 SUGGESTIONS

- As online shopping has become trend now a day it necessary for the application to be updated

- Customer may have queries so customer care service can be improved

- Deliver speed of the orders placed can be increased

- The quality of some products should be improved

- Shipping charges for the products can be reduced

- People think online shopping is too expensive to avoid such kind of thinking from people the product price can be reduced

- privacy factor should be improved.

- Can give more discounts and offers for frequent users.

- Give good product worth cheaper rate

5.3 CONCLUSION

Online shopping is a new experience and has greatly impacted the lives of consumers in it short time of existence. The overall results prove that the respondents have perceived amazon online shopping in a positive manner. The present study has brought new dimensions and idea to understand the online consumer satisfaction and increase market potential of amazon online shopping . Future studies can be extend the results of this study for investigating the consumer satisfaction towards amazon that will help the company in relooking and revamping their strategies for online shopping. It can be concluded that secured online payment, return policies and existing discounts could help the perceptions of shopping benefits with amazon.

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