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A Study on Customer Satisfaction Towards Online Shopping

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ABSTRACT

The study examined consumer purchase patterns in order to assess the degree of satisfaction with the services offered by Amazon online shopping. Generally speaking, customer loyalty is seen as the driving cause behind the connection between a person's relative's attitude and recurring business. Online shopping allows customers to purchase a wide range of goods, including toys, hardware, software, books, and home goods. Additionally, because the internet has so many benefits, it has grown in popularity among adults and young consumers in just a few decades. In today's business world, one of the most overused terms is "customer loyalty". Descriptive research design has been used to achieve these goals. For the study, information from 130 respondents was gathered. Customers can browse websites and make purchases while seated at a computer. The ability of the internet to gather information, provide a service, or buy a product is something that Amazon should strive for in order to grow its clientele and ultimately turn a profit. For online businesses looking to enhance their offerings and customer experiences, the findings offer insights into the factors that influence customer satisfaction and loyalty on Amazon.

Key-word: Customer Satisfaction, Customer Loyalty, E-Commerce, Business Growth

INTRODUCTION TO THE STUDY

Online shopping is when customers purchase products, services, etc. directly from a vendor in real time, interactively, and without the need of a middleman service. Online shopping is the practice of purchasing goods and services from online retailers. Since the advent of the World Wide Web, businesses have tried to reach Internet users with their goods. From the convenience of their homes, consumers can browse online stores while seated in front of a computer. Customers purchase a wide range of goods from internet retailers. People can actually buy almost anything from businesses who sell their goods online. Customers can purchase hundreds of things from an online store, including toys, apparel, books, hardware, software, and health insurance. Due to its ease, a lot of individuals decide to shop online.

Online shopping gives you the opportunity to peruse countless options and even offers products that aren't available in physical places. When you shop online, you don't have to carry around potential purchases like belts, shoes, shirts, and jeans while you browse through the store's inventory. When you buy online, you may also avoid the annoying yet catchy music and the hundreds or perhaps thousands of other people who have your interests who all seem to be shopping on the same day.

Allowing users to practically shop online and purchase the goods and articles they want from the store is the main idea behind the application. Server-side (store) stores include the product-related data. Customers' purchases are shipped to the address they provide when the server processes their orders. Two modules made up the application's design. The first is for users who want to purchase articles. The storekeepers are responsible for updating and maintaining the information on the customers' and the articles' items.

The department store, where the program is hosted online and the database is managed by the administrator, is the product's final user. The application has multiple screens for different user levels where users can enter data. According to security, a number of reports may be produced when authorized workers have entered the pertinent data into the system.

STATEMENT OF THE PROBLEM

The problem statement emphasizes how important e-commerce especially Amazon is becoming and how important it is to comprehend customer happiness in this setting. The purpose of the study questions is to investigate the main determinants of customer satisfaction, the effects of product quality, cost, delivery, and customer service on satisfaction, and the connection between loyalty and satisfaction.

Online purchasing has increased as a result of the quick development of e-commerce, with Amazon being one of the most popular platforms. Customer happiness is still a critical determinant of the success of online purchasing experiences, even with its widespread use. To boost customer loyalty and retention, it is necessary to look at the aspects that affect customers' satisfaction with Amazon's online shopping experience and pinpoint areas that might use improvement.

Online shopping contributes significantly to modernization. These websites are used by the majority of educated individuals to shop online. A number of things influence consumers' attitudes and preferences when it comes to internet shopping. This study is being carried out to find out how people feel about Amazon's online purchasing.

OBJECTIVES OF THE STUDY

- To determine the primary determinants of Amazon customers' satisfaction with their online buying experiences.
- To investigate the effects of product quality, cost, delivery, and customer support on Amazon customers' satisfaction.
- To look into how Amazon loyalty and consumer happiness are related.
- To give Amazon and other e-commerce companies advice and insights on how to increase consumer loyalty and happiness.

SCOPE OF THE STUDY

The purpose of this study is to examine how satisfied customers are with their online purchases on Amazon, with a focus on the elements that affect loyalty and satisfaction. The scope includes investigating topics including product quality, pricing, delivery, and customer service, as well as the experiences and opinions of Amazon consumers. The study intends to advance knowledge about online shopping habits and preferences by shedding light on the connection between Amazon customer pleasure and loyalty.

LIMITATIONS OF THE STUDY

This study was done in relation to the Amazon online shopping application, the findings are only relevant to Amazon customers. The sample's responses can contain prefabricated information or be prejudiced. The study only had 130 respondents in its data collection. Only the data is collected using the questionnaire approach, therefore the study is susceptible to its limitations.

INDUSTRY PROFILE

Amazon is a type of e-commerce that enables customers to purchase products and services directly from a vendor via the internet by utilizing a web browser. Customers can use a shopping search engine to determine the availability and price of a product at several online shops, or they can visit the retailer's website directly to identify a product of interest. As of 2021, consumers can use a variety of computers and gadgets, such as smartphones, to purchase online.

Amazon's online shopping, also known as business to consumer (B2C) online shopping, offers the physical equivalent of purchasing goods or services in a traditional store or shopping mall. Customers who shop online can access a large selection of products as well as product details from an online store.

Customers who shop online can "search" for specific products or other kinds of products based on their needs, and they can purchase any kind of product at any time. Customers can also pay online using a legitimate payment method, such as a credit card, debit card, or COD, to finish the purchase. An example of an internet retailer is Amazon.com.

LITERATURE REVIEW

DR. A.B. Santhi (2017): A study on the customer satisfaction towards online shopping in Tirupati town." The purpose of this research was to determine the factors that influence customer happiness. This study aims to comprehend the demographic element influencing consumer satisfaction with regard to online shopping in India, as well as the descriptive research employed in this study. The results show that the respondents are daily internet-savvy and prepared to buy high-quality products.

Vikash And Vinod Kumar (2017): "A study on customer perception towards online shopping." In this study, they discovered that consumers had a favorable attitude toward internet buying, and they also discovered that consumers relate to convenience, satisfaction, and product availability are all indicators that online shopping is convenient for customers and that they prefer it because they are derived from the effort required to visit a store and buy a product, and it is ultimately determined that online shopping is perceived favorably.

Ashish Bhatt (2014): "Attitude of customers toward online shopping" This study's goal is to investigate consumers' attitudes toward online shopping based on their behavior, beliefs, and opinions. It is entirely exploratory and descriptive in nature, and its findings indicate that respondents' income influences their choice of payment method.

RESEARCH METHODOLOGY

Research methodology is an organized framework that guides researchers through the several stages of their study, from genesis to conclusion. To ensure the integrity and credibility of the findings, it includes a variety of approaches, strategies, and instruments used to look into a particular research problem. Determining research objectives, choosing suitable research designs, gathering and evaluating data, and taking ethical issues into account are all part of this methodical process.

The study topic, goals, available resources, and disciplinary standards are some of the variables that influence the approach that is used. Research technique essentially gives researchers a road map for navigating the intricacies of their investigation and successfully communicating their conclusions.

SOURCE OF THE DATA

Data collection is the systematic capture and evaluation of relevant variables to answer research questions, validate hypotheses, and assess results. It comprises assembling and gathering data in an organized manner, usually as part of an improvement program or similar endeavor.

The overarching purpose of data gathering is to capture and inform crucial decision-making processes, hence simplifying information distribution to stakeholders. This study collects secondary data from audited company reports.

PRIMARY DATA

The researcher created unique data, including tests, interviews, and surveys, that were specifically designed to address and answer the study's main issues. Using carefully constructed questionnaires that included a range of multiple-choice, closed-ended, and open-ended questions to capture a thorough grasp of the subject matter, primary data was gathered.

SECONDARY DATA

The data was collected from a number of periodicals, journals, websites, and the corporate file.

ANALYTICAL TOOLS AND METHODS

- Simple Percentage Analysis
- Chi square
- Correlation
- ANOVA

DATA ANALYSIS AND INTERPRETATION

1. APPRAISAL DATA SYSTEM USED FOR MAIN REASONS FOR SHOPPING IN AMAZON

REASONS	RESPONDENTS	PERCENTAGE
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Less Price	13	10.0%
Good Quality	54	41.5%
Fast Delivery	51	39.2%
Standard	12	09.2%
TOTAL	130	100.0%

Source: Primary Data

INTERPRETATION

The above table shows that main reasons for shopping in Amazon, 10.0% of the respondents preferred for less price, 41.5% of the respondents preferred for good quality, 39.2% of the respondents preferred for fast delivery, 09.2% of the respondents preferred Amazon for the standards.

Majority 41.5% of the respondent preferred Amazon for their good quality.



2. APPRAISAL ABOUT MODE OF PAYMENT

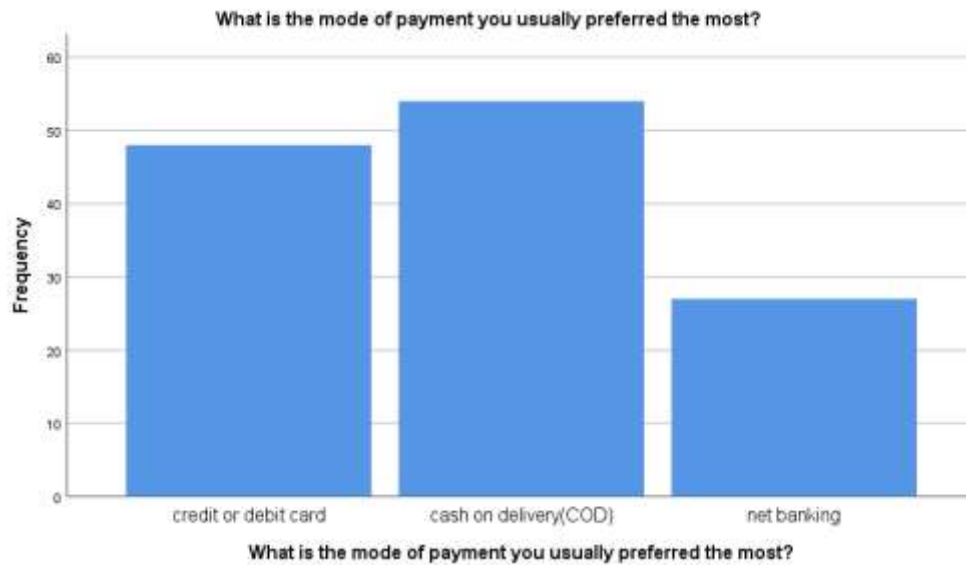
PAYMENT	RESPONDENTS	PERCENTAGE
Credit or Debit Card	48	37.02 %
Cash on Delivery	54	41.09%
Net Banking	27	20.09%
TOTAL	130	100.0%

Source: Primary Data

INTERPRETATION

The above table shows that mode of payment, 37.02 % of the respondents payment mode is Credit or Debit Card, 41.09% of the respondents payment mode is Cash on Delivery, 20.09% of the respondents payment mode is Net Banking.

Majority 41.09% of the respondents payment mode is cash on delivery.



CORRELATION

The table shows that the relationship between monthly income and how long have you been Amazon customer

Correlations

		Monthly income	How long have you been Amazon customer?
Monthly income	Pearson Correlation	1	.123
	Sig. (2-tailed)		.162
	N	130	130
How long have you been Amazon customer?	Pearson Correlation	.123	1
	Sig. (2-tailed)	.162	
	N	130	130

NON PARAMETRIC CORRELATION

Correlations

			Monthly income	How long have you been Amazon customer?
Kendall's tau_b	Monthly income	Correlation Coefficient	1.000	.051
		Sig. (2-tailed)		.507
		N	130	130
	How long have you been Amazon customer?	Correlation Coefficient	.051	1.000
		Sig. (2-tailed)	.507	
		N	130	130
Spearman's rho	Monthly income	Correlation Coefficient	1.000	.061

		Sig. (2-tailed)	.	.492
		N	130	130
	How long have you been Amazon customer?	Correlation Coefficient	.061	1.000
		Sig. (2-tailed)	.492	.
		N	130	130

RESULT:

From the output the Correlation test, the value obtained is greater than 0.05 interpreted that null hypothesis (Ho) is accepted. Thus the monthly income and how long have you been Amazon customer.

FINDINGS

- Majority 35.4% of the respondents are age between 26-35 years.
- Majority 59.2% of the respondents are male
- Majority 40.8% of the respondents are monthly income between 25000-50000.
- Majority 37.7% of the respondents are often shop on Amazon weekly once
- Majority 41.5% of the respondent preferred Amazon for their good quality.
- Majority 33.01% of the respondents satisfied based on product quality.
- Majority 41.09% of the respondents payment mode is cash on delivery.
- Majority 32.03% of the respondents spending less than 500 in online shopping.
- Majority 54.06% of the respondents chosen online shopping because of ease to find product.
- Majority 39.02% of the respondents purchased product through the source of online advertisement
- Majority 27.07% of respondents are using clothing, shoes and jewellery
- Majority 38.05% regular customer of respondents are strongly agreed
- Majority 39.02% of respondents are Amazon customers for less than six months.
- Majority 29.02% of respondents satisfied by Amazon compared to other application because of quality product.
- Majority 40.00% of respondents strongly agreed that the product delivered at the estimated given time.

SUGGESTIONS

- For Amazon e-commerce sites to appear legitimate to customers, they should take the main concerns very seriously and provide stronger return policies in addition to improved product delivery.
- Amazon ought to provide every goods at every price.
- Amazon could include certain deals with its items every quarter in order to attract more and more customers.
- Amazon prioritized consumer reviews in order to make modifications to the product.
- If Amazon offered a wider range of product designs, they might attract more customers and easily please them.
- Laws must be put in place to stop anonymous intrusions as there are now no appropriate regulations governing internet sales. By doing this, the responders' private information and security will be appropriately maintained. Therefore, the essential actions should be taken by the service providers and website developers to resolve this issue.

CONCLUSION

Online shopping (Amazon) is growing in popularity every day as more people use the World Wide Web, or www. It's becoming harder for marketers to understand why customers need to buy online. In particular, knowing how satisfied customers are with online purchasing, improving the characteristics that encourage online shopping, and focusing on these factors would provide marketers a competitive advantage over their rivals.

The ability to shop online has genuinely transformed and impacted our entire society. Today's more convenient lifestyle is made possible by the new options and doors that this use of technology has created. Three major ways that online buying impacted individuals worldwide were variety, speedy service, and lower costs. However, the idea of internet buying raised the risk of fraud and privacy issues.

Unfortunately, it has proved that thieves may exploit the system and obtain personal information. Fortunately, with today's technological advancements, precautions are being implemented to prevent hackers and criminals from inappropriately accessing private records.

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