



A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN AMAZON PRODUCTS IN MADURAI CITY

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ABSTRACT:

The study focused on the purchasing patterns of the consumers, to evaluate the satisfaction level of services provided by Amazon online shopping. Customer loyalty is usually viewed as the power force of the relationship between the attitude of an individual's relative and repeat patronage. Customers can buy anything online such as books, household products, toys, hardware, software, etc. Moreover, in just a few decades the Internet has become more popular with Adult and young shoppers because the Internet offers significant advantages. Customer loyalty is one of the most overused phrases in business today. For fulfilling these objectives descriptive research design has been used. The data from 102 respondents have been collected for the research. Shoppers can visit the website and shop just sitting in the form of a computer. The ability of the internet contains a wide range of collecting information, supplying a service, or purchasing a product Amazon should work towards them so that it can increase its customers and finally profit.

KEYWORDS:

CUSTOMER SATISFACTION, AMAZON ONLINE SHOPPING, E-COMMERCE, VIRTUAL SHOPPING, ONLINE DISCOUNTS.

1.1 INTRODUCTION

Online retailing (also Known as E-Retail) is a Web-Enabled interface allowing the retailer to sell products and services directly to their Customer. With the advancement in information technology and the growth of internet usage, the online retailing environment has undergone a metamorphosis and today it is the most preferred mode of shopping. Online/ internet shopping has become very popular in the areas of apparel, arts, handicrafts, books, car rentals, computers and electronics, cosmetics and novelties, etc. It has become the most efficient way to offer valuable information. It is in this regard, that a fundamental understanding of factors causing customer satisfaction in online shopping has attained greater importance. The present study examines the level of satisfaction of customers using online shopping services in Madurai city. Online retailing helps marketers serve their customers quickly and more efficiently by offering a portfolio of products and services. Online retailing is becoming a popular tool to attract potential customers and retain existing customers by delivering customer value. Furthermore, the availability of transaction data helps retailers to analyze and interpret their target customers' purchase behavior.

In this chapter, the researcher has attempted to study and understand customer satisfaction with online shopping (AMAZON). This attempt includes basic concepts of online shopping. For this, the researcher has used various books, research journals, and websites. The detailed list is further elaborated in the Bibliography. Through this literature

survey researcher wants to find out which are the important parameters of Customer Satisfaction in Amazon online shopping in Madurai city.

1.2 STATEMENT OF THE PROBLEM:

Assessing the overall satisfaction level of customers with their online shopping experience on Amazon in Madurai city. Identifying the key factors influencing customer satisfaction with online shopping of Amazon products in Madurai, including aspects such as product quality, delivery time, customer service, website usability, and pricing. Examining any potential challenges or issues faced by customers during their online shopping experience with Amazon in Madurai, such as delivery delays, product discrepancies, or payment problems. Analyzing the impact of customer satisfaction on their likelihood to continue shopping with Amazon and recommend it to others in Madurai.

1.3 REVIEW OF LITERATURE:

- **Prof. Dr. Vrushali M. Shitole et al., (2022)** focused on consumer purchasing habits and how satisfied consumers are with Amazon services. The main objects of the study impact consumer satisfaction on online shopping. The sample size was 201 and analyzed used tools were simple percentage analysis, ANOVA, chi-square, and cross tab. In this study founded majority (65.8%) of respondents have been buying online shopping for more than two years. The authors

concluded that Amazon concentrated on the innovation of new brands expanded their communities, and improved the quality of products. These recommendations help to attract new customers.

- **Mahadevi R. et al., (2022)** focused on customers' tastes and preferences vary depending on their family history, caste, religion, and socioeconomic status. Internet shopping has gained popularity and significance. Online shopping enables convenient purchases of products and commodities. The study aims were to determine the difficulties customers experienced when shopping online, the degree to which customers were satisfied with their purchases, and the factors that led customers to choose online shopping. The collected sample was 110 online shoppers from different regions of the four districts of Trichy, Kanchipuram, Tanjavur, and Chennai. In this study 75% were very satisfied with the pricing structure, 38% got their information from friends and family, and the majority have been shopping online for more than two years.
- **Dr. Saravanan. S et al., (2021)** examined to avoid some uncertain facts the customers face in shopping online. The study focused on marketing strategies and consumer attributes of online shopping. In this study collected 100 respondents and used more tools in the study and analyzed with the help of mathematical and statistical tools. The study concluded that the consumers looked for good quality products, timely service, security, and privacy in payment methods.

1.4 OBJECTIVE:

- To assess the overall satisfaction level of customers with their online shopping experience on Amazon in Madurai city.
- To identify the key factors influencing customer satisfaction with online shopping of Amazon products in Madurai, including aspects such as product quality, delivery time, customer service, website usability, and pricing.
- To investigate any potential challenges or issues faced by customers during their online shopping experience with Amazon in Madurai, such as delivery delays, product discrepancies, or payment problems.

1.5 RESEARCH DESIGN:

This study will employ a descriptive research design to examine customer satisfaction towards online shopping of Amazon products in Madurai city. Descriptive research aims to describe the characteristics of a population or phenomenon, making it suitable for investigating customer satisfaction levels and associated factors.

1.6 DATA ANALYSIS:

1.6.1 THE TABLE SHOWING THE RESPONDENT'S QUALIFICATION

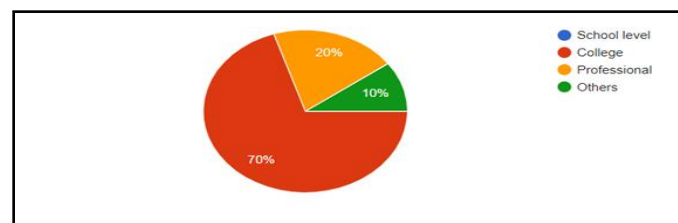
S.NO	QUALIFICATION	NO. OF RESPONDENT	PERCENTAGE
1	SCHOOL LEVEL	0	0%
2	COLLEGE	42	70%
3	PROFESSIONAL	12	20%
4	OTHER	6	10%
TOTAL		60	100%

Source: Primary data

INTERPRETATION

Table 1.6.1 shows that (0%) of respondents are school level (70%) of respondents are colleges (20%) of respondents are professional (10%) of respondents are aged others.

CHART 1.6.1 SHOWS THE RESPONDENT QUALIFICATION.



1.6.2 PREVIOUS EXPERIENCE IN AMAZON ONLINE SHOPPING

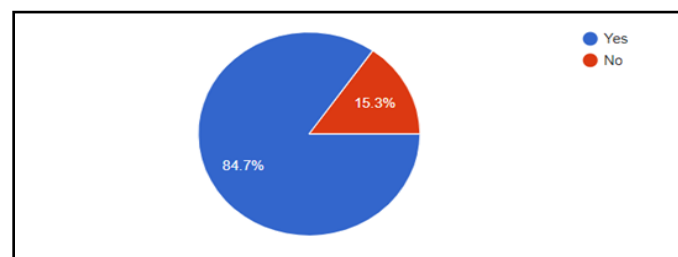
S.NO	YES/NO	NO. OF RESPONDENT	PERCENTAGE
1	YES	50	84.7%
2	NO	10	15.3
TOTAL		60	100%

Source: Primary data

INTERPRETATION

Table 1.6.2 shows that (84.7%) of the respondents selected below Yes (15.3%) of the respondents selected below No.

CHART 1.6.2 SHOWS THE RESPONDENT'S PREVIOUS EXPERIENCE IN AMAZON ONLINE SHOPPING.



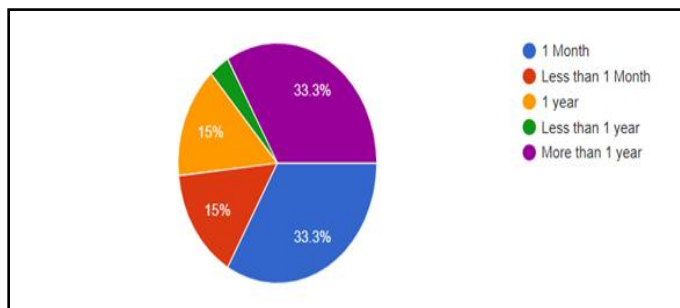
1.6.3 LONG YOU ARE SHOPPING WITH AMAZON

S.NO	OPTIONS	NO. OF RESPONDENT	PERCENTAGE
1	1 Month	20	33.3%
2	Less than 1 Month	9	15%
3	1 year	9	15%
4	Less than 1 year	20	3.4%
5	More than 1 year	2	33.3%
TOTAL		60	100%

Source: Primary data

INTERPRETATION

Table 1.6.3 shows that (33.3%) of the respondents select 1 Month (15%) of the respondents select Less than 1 Month (15%) of the respondents select 1 Year (3.4%) of the respondents select Less than 1 Year (33.3%) of the respondents select more than 1 Year.

CHART 1.6.3 SHOWS THE RESPONDENTS HOW LONG THEY HAVE BEEN SHOPPING WITH AMAZON.**FINDINGS & CONCLUSION:**

- A majority of respondents expressed high levels of overall satisfaction with Amazon's online shopping experience in Madurai.
- The convenience of doorstep delivery and the vast product range contribute significantly to this positive sentiment.
- (78.3%) of respondents are aged below 25.
- 68.3% of respondents are male.
- (70%) of respondents are colleges.
- (66.7%) of respondents are joint families.
- (41.7%) of the respondents select below 5000.

- (52.5%) of the respondents select below Family & friends.
- (33.3%) of the respondents select below 500.
- (75%) of the respondents select Cash on Delivery (COD).
- (38.3%) of the respondents select discounts & offers.

CONCLUSION:

Online shopping (AMAZON) is becoming more popular day by day with the increase in the usage of the World Wide Web known as www. Understanding customer's need for online selling has become a challenge for marketers. Especially understanding the consumer's satisfaction with online shopping, improving the factors that influence consumers to shop online, and working on factors that affect consumers to shop online will help marketers gain a competitive edge over others. Having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable a more convenient lifestyle today. Variety, quick service, and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibility of fraud and privacy conflicts. Unfortunately, it has been shown that criminals can manipulate the system and access personal information. Today with the latest features of technology, measures are being taken to stop hackers and criminals from inappropriately accessing private databases.

This study concluded online shopping is a highly best one when compared to other shopping. The study about the various aspects of customer satisfaction on Amazon online shopping is satisfied with the price, speed of delivery, loyalty online, variety of products, customer support, quality of delivery products, recurring purchases in the same store, offers & discounts, and advertisements. If the suggestions given by the customers are implemented successfully, the growth of the company and the level of satisfaction of the customer will be improved.

REFERENCES

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2. [https://en.wikipedia.org/wiki/Amazon_\(company\)](https://en.wikipedia.org/wiki/Amazon_(company))