

A Study Based on Customer Satisfaction towards Amazon online Purchase in Tirunelveli District

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Abstract - Online shopping is the new trends in the marketing system. In India, it used to refer the computer/ mobile based shopping. Over the past few years, online shopping has increased the percentage of online buyer's in India. The discussion of this study mainly focuses on Customer Satisfaction towards Amazon Online purchase in Tirunelveli district. In this study based on some objectives; the customers opinion towards Amazon in Tirunelveli district, the benefits available on online buying through Amazon in addition to analyze the problem faced by the customers of Amazon. The attitude and preference of customers on purchasing products through online are affected by various factors. The researcher has used both primary and secondary data. The researcher has find out "Today internet is the user friendly communication medium and its awareness and usage level is progressively increasing in all segments of the society".

Keywords: Online Shopping, Amazon and Customer Satisfaction

This paper is presented at the National Seminar on E-Marketing of Products and Services: Way Forward.!? on 9th March (2018) conducted by Department of Commerce, St. Jerome's College, Anandhanadarkudy, Kanyakumari District, Tamilnadu, India.

INTRODUCTION

Online shopping is the new trends in the marketing system. In India, it used to refer the computer based shopping. Over the past few years, online shopping has increased the percentage of online buyer's in India. Online shopping is the new examples of the business revolution. E- Tailing is the form e-commerce. Online shopping consumer behavior is also called as E- shopping consumer behavior.

STATEMENT OF THE PROBLEM

Online shopping plays an important role in the modernization. Many of the educated peoples are using these websites and connected with mobile phone also. The attitude and preference of customers on purchasing products through online are affected by various factors. In the current scenario, one of the leading online shopping websites includes Amazon. Taking this aspect into account, a study is conducted to know the attitude towards online shopping on Amazon.

OBJECTIVES OF THE STUDY

- To understand the customers opinion towards Amazon in Tirunelveli district.
- To find out the benefits available on online buying through Amazon.
- To analyze the problem faced by the customers of Amazon.

METHODOLOGY

The present study on the customer attitude towards Amazon in Tirunelveli city is descriptive and analytical in nature. The researcher has used both primary and secondary data. The primary data has been used by way questionnaire. The questionnaire consists of quantitative and qualitative multiple choice questions and the respondents are asked to choose the one choice of the best amongst the multiple choices. The secondary data has been collected from the E-books, E-journals, and some other internet sources also.

STATISTICAL TOOL FOR DATA ANALYSIS

From the collected data the researcher has used the necessary tables were prepared. The researcher has prepared the Percentage analysis only

SAMPLING TECHNIQUE

The researcher has selected the 60 sample from the respondents in Tirunelveli city based on convenience sampling. Respondents were selected from the population in random.

ANALYSIS AND INTERPRETATION

Its deals with analyzing the information /data collected in order to come to better conclusion.

Table 1**Gender wise classification**

Particulars	No. of respondents	Percentage
Male	26	43
Female	34	57
Total	60	100

Source: Primary data

From the above table it shows that, 57 % of the respondents are Female and 43% of the respondents are male. So it concluded that majority of the respondents are Female.

Table 2**Age wise classification**

Particulars	No. of respondents	Percentage
Below 20 years	15	25
20 -40 years	40	67
Above 40 years	5	8
Total	60	100

Source: Primary data

From the above table, its inferred that 67% of the respondents are in the age group of 20 -40 years, 25% of the respondents are below 20 years and remaining 8% of the respondents are Above 40 years.

Table 3**Educational qualification**

Particulars	No. of respondents	Percentage
SSLC	6	10
UG	24	40
PG	27	45
Others	3	5
Total	60	100

Source: Primary data

From the above table, shows that 10% of the respondents have completed SSLC, 40 % of the respondents are under graduates and 45% of the respondents are Post graduates. Only 5% of the respondents belong to other category. So majority of the respondents are Post graduates.

Table 4**Monthly income**

Particulars	No. of respondents	Percentage
Below Rs. 10000	40	66.7
Rs. 10,001 – Rs.20,000	16	26.7
Rs. 20,001 – Rs. 30,000	3	05
Above Rs.30,001	1	1.7
Total	60	100

Source: Primary data

From the above table shows that 66.7% of the respondents earn less than Rs. 10,000 pm. 26.7 % of the respondents earn salary between Rs. 10,001 – Rs.20,000 pm, 5% of the respondents earn between Rs. 20,001 – Rs. 30,000 and rest of them Above Rs. 30,001.

Table 5**Period of usage**

Particulars	No. of respondents	Percentage
Less than 1 year	30	50
1 –2 years	19	32
Above 2 years	11	18
Total	60	100

Source: Primary data

It is inferred that 50% of the respondents are purchasing goods from Amazon for less than 1 year, 32% of the

respondents are purchasing goods from 1 -2 years and 18% of the respondents purchase above 20 years.

Table 6
Source of motivation

Particulars	No. of respondents	Percentage
Friends	32	54
Relatives	11	18
Advertisement	9	15
Others	8	13
Total	60	100

Source: Primary data

The above table reveals that 54% of the respondents have been made known about Amazon through their friends, 18% of the respondents from relatives, 15% the respondents from advertisement and 13% of respondents from others.

Table 7
Product purchased by respondents

Particulars	No. of respondents	Percentage
Books	5	8
Gifts	11	18
Accessories	8	13
Dresses	16	27
E – Gadgets	13	22
Home appliances	7	12
Total	60	100

Source: Primary data

From the above table 8% of respondents have purchased books, 18% of respondents have purchased gifts, 13% of respondents have purchased Accessories, 27% of respondents have purchased dresses, 22% of respondents have purchased E – Gadgets and rest of 12% of respondents have purchased home appliances.

Table 8

Frequency of purchase

Particulars	No. of respondents	Percentage
Rarely	15	25
Sometimes	36	60
Often	9	15
Total	60	100

Source: Primary data

From the table reveals that 25% of the respondents have selected the product from Amazon rarely, 60% of the respondents selected from the purchase sometimes and 15% of the respondents have utilized often.

Table 9

Mode of Payment

Particulars	No. of respondents	Percentage
Credit card	10	17
Cheque	2	3
Mobile and Net Banking	15	25
Cash on delivery	27	45
Debit card	3	5
Gift coupons	3	5
Total	60	100

Source: Primary data

From the above table shows that 17% of the respondents make payments through credit cards, 3% of the respondents are choose cheque, 25% of the respondents through mobile and net banking, 45% of the respondents through cash on delivery, 5% of the respondents are choosing debit card and another 5% of the respondents are using gift coupons.

Table 10

Problem faced by the respondents

Particulars	No. of respondents	Percentage
Delay in delivery	34	57
Cheap quality of product	11	18
Product damage	15	25
Total	60	100

Source: Primary data

From the above table shows that 57% of the respondents suffer due to delay in delivery 18% of respondents gets cheap quality products, 25% of the respondents get damaged product.

FINDINGS OF THE STUDY

The following are the specific findings of the study

- It can be understood that majority (57 %) of the respondents are Female who purchase the products through Amazon.
- It's inferred that among 60 respondents, 67% of the respondents are in the age group of 20 -40 years.
- It exhibits 45% of the respondents are Post graduates.
- Most (66.7%) of the respondents earn less than Rs. 10,000 per month.
- It reveals that 50% of the respondents are purchasing goods from Amazon for less than 1 year.
- It's inferred that 60% of the respondents selected from the purchase sometimes.
- Majority (27%) of respondents have purchased dresses through Amazon.

- 45% of the respondents choosing cash on delivery method for making their payment through Amazon.
- It has been observed from the analysis, 57% of the respondents are facing the problem of delay in delivery while shopping Amazon.

SUGGESTIONS

Based on the findings the following suggestions were in order to improve the customer satisfaction and their attitudes of purchasing goods through online.

1. The study reveals that, females are using Amazon. So this leads to concentrate on the goods used by men.
2. Amazon has increased the customer care service to avoid the problem faced by the respondents.
3. Majority of the people purchase dresses through Amazon. So concentrate on the other products.
4. Transaction should be safe and security assured to the people.

CONCLUSION

Today internet is the user friendly communication medium and its awareness and usage level is progressively increasing in all segments of the society. In India most of the people are used traditional means to buy their online stores and for them it's going to take a few years to change. But the categories of people especially the elite group are using the system. There is a bright future for online stores.

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