

# A Study on Consumers Satisfaction Towards Amazon Online Shopping With Special Reference To Coimbatore City

Dr. A. Helda Mary<sup>1</sup> Princeson.J<sup>2</sup>

<sup>1</sup>Assistant Professor, Dept of B.com Professional Accounting

<sup>2</sup>Dept of B.com Professional Accounting

<sup>1,2</sup>Sri Ramakrishna Collage of Arts and Science, Coimbatore-641006

**Abstract-** *The importance of this study is to find the customer satisfaction towards online shopping users in Coimbatore city. Also tried to find out various attributes of E-shoppers. For this survey was conducted. The data will be collected from respondents through a scheduled containing questions. Online shopping offering best price, good products and completely easy shopping experience for our customers. The success of any e-tailor company in India is depending upon its popularity. Online shopping is the new trends in the marketing system. In India, it used to refer the E-Shopping /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 shopping with special reference to Coimbatore city. In this study based on some objectives; To study consumer's perception about Amazon online shopping, To analyse different payment method preferred by the customers, To identify the problems faced by the customers in online shopping and To find out the satisfaction level of the customers in Amazon online shopping*

## I. INTRODUCTION

Online shopping is the trend of shopping now a days and it will obviously the future in this world. Over the years the online buyers has been increased in a good rate. Most of the companies started to sell their product/service in online. In most of the families now a days both the partners are employed full time so, online shopping is most convenient for them to do Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interact-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the

customer over the E-Shopping an item in online or virtual store is like obtaining from mail request inventory. Further, E-shopping also offers consumers facility to compare goods by giving wide choice of goods .Consumer's repeated purchase or preference towards online shopping depends on the consumer's satisfaction derived by them from online shopping. Online shopping consumer behaviour is also called as E-shopping consumer behaviour.

### 1.3 Statement of Problem

The E-Shoppers face many problems while E-shopping. Amazon is one of the biggest E-shopping website where around 4000 products are sold every minute in India. There are some Problems consumers deal with likeLate delivery of ordered goods is one of the main problem faced by E-Shoppers this can affect the. consumer's serenity and Problems in refunding

### 1.4 Objectives

- To study consumer's perception about Amazon online shopping
- To analyse different payment method preferred by the customers
- To identify the problems faced by the customers in online shopping
- To find out the satisfaction level of the customers in Amazon online shopping

### 1.5 Scope of the study

The scope of a study explains to the extent to which the research area will be explored in the study will be operating.

This study covered Amazon E-Shopping website and E-Shoppers who use Amazon online shopping regularly. This research also covered the quality of service in online shopping

and what are the factors that enhance the satisfaction feeling for the consumer on Amazon online shopping

### 1.6 Research Methodology

A research methodology encompasses the way in which the researcher intend to carry out your research. The research methodology includes how you plan to tackle things like collection methods. In a research paper the research methodology section allows the reader to critically evaluate the research paper's overall validity and reliability

#### 1.6.1 Area of the study

The research was carried out in Coimbatore city, Tamil Nadu. Coimbatore district has four Taluks they are Mettupalayam, Coimbatore North, Coimbatore South and Pollachi . Coimbatore has a population of 3,458,045 Location of the study refers to the Coimbatore city which is known as Manchester of South India, is famous for textiles. Coimbatore is seventh best city to live in India among 49 cities with more than one million population, Coimbatore is the second largest city in Tamil Nadu.

#### 1.6.2 Collection of data

##### Primary data

Primary data comprises information survey of “A study on Consumers Satisfaction Towards Amazon online shopping in special reference to Coimbatore city” the data has been collected directly from the respondents through Google forms.

##### Secondary data

The secondary data are those which are already collected by someone for some purpose and are available for the present study. Secondary data was collected from magazines, websites, and other such sources.

#### 1.6.3 Sample size and Design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design also leads to a procedure to tell the number of items to be included in the sample i.e., the size of the sample.

In this study, 152 representative were selected as a size of sample. The sample technique used in this study is convenient method.

### 1.7 Analysis Tools

Simple percentage analysis is used as analytical tool in this study. Simple percentage analysis refers to a special kind of rates, percentages are used in making comparison between two or more series of data. This analysis is used for the questions given in the questionnaires. The percentage analysis is used mainly for the standardization and comparisons are in support with the analysis

### 1.8 Limitation of the study

The limitations of the study are those characteristics of design or methodology that impacted or influenced the interpretation of the findings from your research. The sample size was restricted to 152 peoples. All the respondents are from Coimbatore city. The respondents to the poll to a great extent relies on the mind arrangement of the respondents. This research was based on only Coimbatore city so this research may not be relevant globally,

## II. REVIEW OF LITERATURE

**A.CHANDRA PRABA (2021)**, In their study “Comparative Study on Consumer Satisfaction Towards Online Shopping in Amazon and Flipkart With Special Reference to Coimbatore Town” Their study consisted with all the work flows of major e-commerce players in India, Flipkart and Amazon. How they are performing and how they are running perfectly in the competitive world has been explained. The innovative thinking of them to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers. They made consumers work more easy and comfortable. In this competitive market one has to be lead and rest will follow. Based upon consumer's survey we got our clear winner and it is Amazon. Even though it is an international company it understood Indians very well and made its roots stronger in India. Flipkart is also giving very tough competition to Amazon even though it is new company when compared to Amazon. May be it takes some time to overcome, but definitely they are doing very well in Indian ecommerce market.

**Bijil Jacob Biju (2021)**, studied customer behaviour towards online shopping in Kottayam the study revealed that customers are partially satisfied with online shopping. Some corrections in the facility can fully satisfy the customers. Online shopping sites provide a big platform for customers for

shopping and they can save time by shopping online. By removing the online frauds, sites can create a high place in the mind of customers. Customers need fast delivery of good quality products, a wide range of products and competitive prices are of the main factor that attracts people towards online shopping, more improvements in this two field attract people more. Online shopping provides an important role in the mind of customers.

**Anusuya.A (2020)**, In their study “A Study on Consumers Satisfaction Towards Amazon Online Shopping With Special Reference To Coimbatore City” 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 price, speed of delivery, loyalty or this online, variety of product, customer support, quality of delivery products, recurring purchase in same store, offers & discounts and advertisements. If the suggestion given by the customers implemented successfully, the growth of the company and the level of satisfaction of the customer will be improved

**P. Nagalakshmi (2019)**, studied about “Consumer’s Perception towards Online Shopping- A Special Reference to Chennai”, This study attempted to know the consumer’s perception towards online shopping particularly in Chennai. There are 120 sample were drawn from the population by following convenient sampling. The statistical tools like t-test and mean deviation were used to attain the findings for the said objective. The results revealed four important factors viz. reason, problem, satisfaction and technology are most affecting factors of online shopping behaviour of consumers in Chennai. According this research it’s provides a model of key factors affecting online consumer behaviour. This research can be extended in many ways .We could include more categories of factors and more attributes such as social influences factors(urban, rural, etc...).

**Dr.C.Vijay Vishnu Kumar, R.Gopinath (2019)**, Examined the Consumer satisfaction towards Amazon (with special reference to south Chennai). They concluded their study as A Study on online shopping is a new technology that has been created along with the development of the Internet. The study consisted with the aspects in which customers of Amazon are satisfied and the Customer satisfactions of the sites. The innovative thinking of online shopping sites to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers. Based upon customer’s survey, However, Amazon satisfies the customer in the aspect of quality of products.

**Dr. C. Eugene Franco and U. Ashika Nancy (2018)**, In their study “ A Study Based on Customer Satisfaction towards Amazon online Purchase in Tirunelveli District”. 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

**Muruganatham S, Nandhini S, Nivetha B and Nandhini A (2017)**, studied about “A study of consumer satisfaction towards online shopping with special reference to Coimbatore City” this study reveals that The online become daily part of our lives, mainly because it is so convenient. The web allows consumers comparison buy the most effective deals and find the product that might otherwise difficult to find. Online shopping can be easy and pleasure with some precaution. Online shoppers expect to visualize sensible deals online amid free or terribly low price shipping. Consumers are looking for trust, security and wider choice throughout online shopping

**Shanthi and Destikannaiah (2015)**, This study establishes the internet marketing is conceptually different from other marketing channels. In today’s business E-marketing is the rapid growing segment of online commerce the main objectives of the study is to know the various type of product purchased by consumers through online shopping. The study disclose that mostly the younger generation are attracted to the E-shopping and hence the senior generation or older population don’t use online shopping much as compared to the youngsters. The study also disclose that majority of the respondent buys clothes from Flipkart.com which is thus one of the leading online shopping websites in India.

### III. ANALYSIS AND INTERPRETATION

Analysis and Interpretation refers to a systematic and critical examination of the financial statements. It not only establishes cause and effect relationship among the various items of the financial statements but also presents the financial data in a proper manner. The main purpose of Analysis and Interpretation is to present the financial data in such a manner that is easily understandable and self explanatory. Analysis and interpretation is important for usefulness and utility of the resources finding Analysis of data and interpretation in a normal methods involves a number of closely related operations, which are performed with a aim of summarizing the collected data, organizing these in such manner that they answer the research question. Researcher can be appreciated

only through the interpretations reasons for this finding are, what can make others to understand the real significance his/her research finding. The analytical tool used in this research is simple percentage method.

**Simple percentage Analysis**

Simple Percentage Analysis is refers to a special kind of rates, percentage are used in making comparison between two or more series of data.

This analysis is used for the questions given in the questionnaires. The percentage analysis is used mainly for the standardization and comparisons are in support with the analysis

**Formula**

$$\text{Percentage} = \frac{\text{No.Of. Response}}{\text{Total No.Of. Response}} \times 100$$

**3.2 TABLE SHOWS THE GENDER OF THE RESPONDENCE**

**TABLE: 1**

SI.NO	GENDER	NO.OF RESPONDENCE	PERCENTAGE %
1	Male	98	64.5%
2	Female	54	35.5%
	Total	152	100%

**Interpretation**

In the above table it shows out a total of 152 response , In That 64.5% of the response is male and 35.5% of the response is female. **Majority64.5% of the response are male**

**3.3 TABLE SHOWS HOW OFEN DOES THE RESPONDENCE SHOP ON ONLINE INLAST 6 MONTHS**

**TABLE: 2**

FACTOR	NO.OF RESPONDENCE	PERCENTAGE%
Every Day	5	3.3%
2 Times a week	4	2.6%
Weekly Once	11	7.3%
Once a month	53	35.1%
Every 2 or 3 Month	75	49.7%
Yearly Once	2	0.14%
Twicea Year	1	0.7%

**Interpretation**

The above table shows how often the response shop online. 3.3% of the respondent shop everyday online,2.6% of the response shops 2 times week on online 7.3% of the response shops online weekly once,35.1% of the response shops online once a month, 49.7% of the response shops online once a month, 0.14% of the response shops online yearly one and 0.7% of the response shops only twice a year

**3.4TABLE SHOWS WHY DOES THERESPONDENCE PREFER AMAZON ONLINESHOPPING**

**TABLE: 3**

FACTORS	NO.OFRESPONDENCE	PERCENTAGE %
VERY CONVENIENT AND TIME SAVING	73	48%
LOW PRICE	13	8.6%
PRODUCT VARIETYFACTORS	43	28.3%
YOU CAN BUY THE RARE PRODUCTS	23	15.1%

**Interpretation**

The above table shows why does the response prefer amazon online shopping the table states that48% of the response prefer amazon online shopping because it is very convenient and time saving, 8.6% of the response prefer amazon online shopping because of low price for the products,28.3% of the response prefer amazon online shopping because of its product variety and 15.1% of the responseprefer amazon online shopping because they can buy the rare products on Amazon online shopping

**3.5 TABLE SHOWS THE RESPONDENCE PERCEPTION ABOUT AMAZON ONLINE SHOPPING**

TABLE: 4

FACTORS	NO.OF RESPONSE	PERCENTAGE%
Better	57	37.5%
Best	36	23.7%
Good	53	34.9%
Normal	5	3.3%
Worst	1	0.6%

### Interpretation

According to the above table 37.5% of the response has better perception about amazon online shopping, 23.7% of the response has best perception about amazon online shopping, 34.9% of the response has good perception about amazon online shopping, 3.3% of the response has normal perception about amazon online shopping and only 0.6% has worst perception about amazon online shopping. So, if we consider good,best,better and normal factors has positive perception, if we consider worst a negative perception in the above table so 99.4% (majority) of the response has a positive perception about Amazon online shopping

### 3.6 THIS TABLE ANALYSE THE PAYMENT METHOD PREFERRED BY THE CUSTOMERS

TABLE: 5

FACTORS	NO.OF RESPONSE	PERCENTAGE
Cash on Delivery	94	61.8%
Card Transaction	25	16.4%
UPI Payment	27	17.8%
Prepaid Card/UPI Payment	6	3.9%

### Interpretation

The above table shows clearly what is the preferred payment method of the customers, the above table states that 61.8% of the response prefer cash on delivery, 16.4% of the response prefers card transaction, 17.8% of the response prefers UPI payment and 3.9% of the response prefers prepaid card/UPI payment. 61.8% (majority) of the response prefers cash on delivery has preferred payment method in Amazon online shopping.

### 3.7 TABLE SHOWS THE PROBLEMS FACED BY CONSUMERS IN ONLINE SHOPPING

TABLE: 6

FACTORS	NO.OF RESPONSE	PERCENTAGE
Late delivery	29	19.2%
Not good customer service	7	4.6%
Lake of refunding	22	14.6%
Others	8	4.14%
NO Problem Faced	85	56.3%

### Interpretation

The above table shows the problems faced by the consumers in online shopping in that table 56.3% of the response does not faced any problems (majority),14.6% of the response had faced problems by lack of re-funding, 19.2% of the response had faced problems by late delivery,4.6% of the response had faced problems by not good customer service and 4.14% of the response had faced other problems those other problems mentioned by response are lack of dress and shoes sizes and lack of offers. So according to this table it is clear that many customers does not faced any problems while online shopping

### 3.8 TABLE SHOW THE RESPONDENTSTHOUGHT ABOUT WETHER ONLINE SHOPPING CONSUME MORE DATA

TABLE: 7

FACTORS	NO.OF RESPONSE	PERCENTAGE%
No	105	69.1%
Yes	15	9.9%
May be	32	21.1%

### Interpretation

Table shows does the response face problem of consuming more data in online shopping in this table 69.1% (majority) of the response says “No” online shopping does not consume more data, and 9.9% of the response says “Yes” online shopping does consume more data while online shopping and 21.1% of the response says “May be”

### 3.9 TABLE SHOWS DOES CONSUMERS FACE PROBLEM IN ONLINE SHOPPING BY SEEING MANY Ads WHILE ONLINE SHOPPING

TABLE: 8

FACTORS	NO.OF RESPONSE	PERCENTAGE%
No	79	52%
Yes	54	35.5%
May Be	19	12.5%

### Interpretation

Table shows does the response face problem in online shopping by seeing many Ads while online shopping. 52% (majority) of the response says “No” they don’t see many Ads while online shopping, 35.5% of the response says “Yes” they see many Ads while online shopping and 12.5% of the response says “May be”.

### 3.10 TABLE SHOWS DOES THE RESPONSE GENERALLY SATISFIED WITH THE SERVICE QUALITY IN AMAZON ONLINE SHOPPING

TABLE: 9

FACTORS	NO.OF RESPONSE	PERCENTAGE%
Strongly Agree	59	38.8%
Agree	68	44.7%
Neutral	23	15.1%
Disagree	1	0.7%
Strongly Disagree	1	0.7%

### Interpretation

The above table shows whether the response generally satisfies with the service quality in Amazon online shopping. 44.7% of the response agrees that they generally satisfy with the service quality in Amazon online shopping and 38.8% of the response strongly agrees that they generally satisfy with the service quality in Amazon online shopping, 0.7% response does not agree to the question “So far, I am generally satisfied with the service quality in Amazon online shopping” and 0.7% of the response strongly disagree to the question “So far, I am generally satisfied with the service quality in Amazon online shopping”

### 3.11 TABLE SHOW CONSUMER’S RATING FOR AMAZON ONLINE SHOPPING

TABLE: 10

FACTORS	NO.OF RESPONSE	PERCENTAGE%
5 Star	60	39.5%
4 Star	62	40.8%
3 Star	26	17.11%
2 Star	1	0.7%
1 Star	3	2%

### Interpretation

The table shows the customer’s satisfaction level by their voted ratings for Amazon online shopping. 39.5% of the response gives 5 star has their rating for Amazon online shopping, 40.8% (Majority) of the response gives 4 star has their rating for Amazon online shopping, 17.11% of the response gives 3 star for Amazon online shopping.

## IV. FINDINGS

- Majority 64.5% of the response are male, Majority 49.7% of the response shops online once a month.
- Majority 48% of the response prefer Amazon online shopping because it is very convenient and time saving.
- Majority 99.4% of the response has a positive perception about Amazon online.
- Majority 61.8% of the response prefers cash on delivery has preferred payment method in Amazon online shopping.
- Majority 56.3% of the response does not face any problems.
- Majority 69.1% of the response says “No” online shopping does not consume more data.
- 52% (majority) of the response says “No” they don’t see many Ads while online shopping.
- 44.7% of the response agrees that they generally satisfy with the service quality in Amazon online shopping.
- 40.8% (Majority) of the response gives 4 star has their rating for Amazon online shopping.

## V. SUGGESTIONS

- The trust and responsibility of the delivery system is the main success factor for all online business and this will attract the customers repurchasing intention.
- The Amazon online shopping platform should try to show less Ads or the featuring Ads should not disturb consumers purchasing intent.
- Late or Lack of refunding is the prime reason for many people to hesitate E-Shopping so the online re-tailers should be transparent and should be easy going in payment portals.
- The delivery of the ordered products/service of the consumer should be delivered to their hands in the said date/day so that the E-shopper may not get annoyed and do E-shopping frequently.
- Most of the consumers buy online because it is time saving so the E-retailers should try to make the online shopping interface even more user friendly to use this may make consumers to use the online shopping platform frequently so, that they may buy frequently too.

## VI. CONCLUSION

This study is concluded has the consumer have positive perception about Amazon online shopping and Customers are preferring cash on delivery as the way of payment in the Amazon online shopping and in this research it is concluded has most of the consumers had not faced any problems in Online shopping and majority of the consumers are satisfied with the Amazon online shopping

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