AN IMPACT OF CONSUMER BUYING BEHAVIOR TOWARDS AMAZON (WITH SPECIAL REFERENCE IN MADURAI CITY)

Dr.M.Neelavathy
Assistant Professor, Dept. of Commerce
EMG Yadava Women's College
Madurai

Abstract

The purpose of the study was to evaluate customer satisfaction with Amazon's services by focusing on consumer purchase behaviors. Recurring business is often thought to be primarily motivated by customer loyalty, which in turn influences a person's relative's attitude. Everything is available for purchase online, including toys, electronics, software, books, and home products. Furthermore, because it offers so many advantages, the internet has become more and more popular among adult and young buyers in just a few decades. One of the most overused terms in business today is "customer loyalty." A descriptive study design was employed in order to accomplish these aims.In the Madurai city region, 200 respondents provided information. Sitting in front of a computer, customers can shop on a website. Amazon has to make use of the internet's capacity to gather data, offer services, and buy goods in order to grow its clients and, eventually, its earnings.
Key word: Consumer, Online shopping, Amazon, E-Commerce

Introduction

Online shopping is a growing concept that is being used all over the world as a result of the internet. The retail industry has already seen changes due to e-commerce and internet shopping. Because it only uses the internet to transact business with suppliers and customers, Amazon is among the best instances of e-commerce. The company's strategy involves "extensive customization of their information system and business processes to accommodate customer requirements (and service experience) online." The cheaper costs associated with the internet as a direct customer channel and a business with comparatively lower maintenance and investment expenditures were important drivers of an online business's success. The focus of online companies has turned to enhancing e-commerce services and client experiences. People can now manage their work and shopping schedules thanks to the internet and online purchasing. The capacity of customers to buy products directly from merchants online is slowed down by online shopping. It can also be referred to as an online store, webstore, or e-shop. Customers who want to buy products online need to have internet access. From the comfort of their own homes, consumers may browse the websites of these online stores and make purchases. Prior to recently, people used the internet mainly to book

hotels, buy tickets for trains, planes, or movies, as well as to buy books and electronics. However, an increasing number of offline products, including consumer durables, shoes, cosmetics, accessories, and clothing for all market segments, are now bought online.

One such website that people regularly use to make purchases is Amazon.com. It uses the internet to transact all of its business with clients and suppliers. Because Amazon is one of the most reputable merchants when it comes to data security and customer support, customers prefer to shop there. Their hassle-free approach is another excellent feature. The product's correct description, which facilitates product purchases, is another benefit.

Statement of the problem

When we ventured into the realm of internet shopping, we encountered a plethora of issues. Another popular website for online buying that reaches millions of people worldwide these days is Amazon.

There are some problems that customer are deals with like:

• A product defect lowers the customer's sense of security.

The customer's peace of mind is also affected by delays in the delivery of goods and supplies.

• The customer's chosen goods can be supplied in error, such as in a different color or style.

• It's possible that some items or products that customers need aren't always accessible.

• There are times when the product is unavailable to the customer's address.

• Occasionally, the product is sold out.

• Payment may have been received, but orders may not have arrived yet.

Scope of the study

This study project will focus on Amazon and its loyal clients who shop there frequently. The study also addressed service quality and how it affects customer complacency. Specifically, it looked at factors that support and improve customers' feelings of happiness when they shop on Amazon.

Importance of the study

1. The main objective of this study is to remove some of the uncertainty that internet shoppers encounter.

2. When the researcher is done, it will shed light on a real-world scenario.

3. It will also show how the issue can be resolved while interacting with the client.

4. As an alternative, it will be helpful for future study that is similar to this.

5. Lastly, it is meant to support Amazon's endeavors in creating techniques for excellent customer service and happiness.

Review of Literature

1. PragyaGoal, Priyanka Verma, Qoot Al Mutairt, Rashi Bhardwaj, Sahil Tyagi (2020), One of the most overused terms in business today is "customer experience acceptance and satisfaction level towards service provided by Amazon," or "customer loyalty." To achieve these goals, a descriptive study approach has been employed. Data from numerous responders has been gathered. The purpose of the survey was to collect comprehensive data in computerized form regarding the company, its goods, customer happiness, and the store. The internet offers a vast array of options for gathering data, sourcing services, and making purchases. Amazon need to strive to capitalize on these opportunities in order to grow its clientele and ultimately generate revenue.

2. Nandhini Bala Subramanium (2017), When comparing the post-graduate student customer satisfaction level of an educational institution with that of Amazon and Flipkart, the researcher found that the former offers higher quality and a wider selection of products than the latter, and that both companies offer similar payment facilities.

3. Elika Kordrostami, Vahid Rahmani (2020), examined the impact of online reviews on sales rank and individual purchase intentions on Amazon.com. The results indicate that the volume and valence range such that the volume only significantly affected purchase intentions when the valence fell into the medium range, and had no effect at low or high ratings.

Objectives of the study

1. To analyse the impact of Amazon on consumer buying behavior.
2. To identify the factors, determine changes in the consumer behavior.
3. To study the variety of products that is being sold on Amazon.
4. To study the factors influencing the online shopping experience on Amazon.
5. To study the level of customer satisfaction with respect to Amazon.
6. To analyse the problems faced by the customers in online shopping of Amazon.

Methodology

The impact of consumer buying behavior toward Amazon in Madurai City is the focus of the current study. Information was gathered from primary and secondary sources. The main data were gathered via a structured questionnaire from Madurai City's Amazon Prime members. Secondary data were gathered from published sources such as books, journals, research papers, documents, bank reports, and dissertations.

Sampling Design

The study aims at analyzing the Impact of consumer Buying Behavior towards Amazon in Madurai City. A total of 200 samples were taken for the study. Convenient sampling method has been used to collect the data.

Tools For Analysis

Data are analyzed by using SPSS package. It was used for quantifiable variables. Then the tables were prepared by using statistical techniques such as visualization percentage analysis, Chi square test and Garrett Ranking.

Data Analysis and Interpretation

Table 1

GENDER WISE CLASSIFICATION OF THE RESPONDENTS

GENDER	NO.OF.RESPONDENTS	PERCENTAGE
Male	80	40
Female	120	60
Total	**200**	**100**

Source: Primary data

From the table 1 inferred that, 80 percentage of the respondents are Female and 40 percentage of the respondents are Male.

Table 2

AGE WISE CLASSIFICATION OF THE RESPONDENTS

AGE	NO. OF. RESPONDENTS	PERCENTAGE
Below 20	10	5
20 – 30	62	31
30 - 40	88	44
40 – 50	30	15
Above 50	10	5
Total	**200**	**100**

Source: Primary data

Table 2 inferred that, 44 percentage of the respondents are age group of 30 – 40 years, 31 percentage of the respondents are age group of 20 – 30 years, 15 percentage of the respondents are age group of 40 – 50 years and remaining 10 percentage of the respondents are age group of below 20 and above 50 years.

Table 3

OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO. OF. RESPONDENTS	PERCENTAGE
Students	58	29
Housewife's	72	36
Self employed	30	15
Professional	40	20
Total	**200**	**100**

Source: Primary data

Table 3 shows that, 36 percentage of the respondents are housewife's using their Amazon products, 29 percentage of the respondents are students using their Amazon product, 20 percentage of the respondents are Professional, and 15 percentage of the respondents are self-employed.

Table 4

MONTHLY INCOME OF THE RESPONDENTS

MONTHLY INCOME	NO. OF. RESPONDENTS	PERCENTAGE
Below 25000	72	36
25000 – 35000	86	43
Above 35000	42	21
Total	**200**	**100**

Source: Primary data

Table 4 inferred that, 43 percentage of the respondents are monthly income Rs25000 – 35000, 36 percentage of the respondents are below 25000 monthly income and remaining 21 percentage of the respondents are above Rs35000.

Table 5

SOURCES OF PURCHASES OF THE RESPONDENTS

SOURCES OF PURCHASES	NO. OF. RESPONDENTS	PERCENTAGE
Family and Friends	44	22
Online Advertisement	92	46
Television	28	14
Newspaper & Pamphlets	36	18
Total	**200**	**100**

Source: Primary data

Table 5 inferred that, 46 percentage of the respondents are sources of purchases with online advertisement, 22 percentage of the respondents are sources of information with family and

friends, 18 percentage of the respondents are Newspaper and pamphlets and remaining 14 percentage of the respondents are sources of information with televisions.

Table 6

FREQUENCY OF PURCHASE IN AMAZON

FACTOR	NO. OF. RESPONDENTS	PERCENTAGE
Frequent	78	39
Occasionally	54	27
Most frequent	68	34
Total	**200**	**100**

Source: Primary data

Table 6 shows that, 39 percentage of the respondents are frequently purchases in Amazon, 34 percentage of the respondents are most frequently purchase in Amazon and remaining 27 percentage of the respondents are occasionally purchase in Amazon.

Table 7

PRODUCTS MOSTLY PURCHASED IN AMAZON

FACTORS	NO. OF. RESPONDENTS	PERCENTAGE
Clothing	63	31
Electronics	28	14
Home Appliances	41	21
Accessories	68	34
Total	**200**	**100**

Source: Primary data

Table 7 inferred that, 34 percentage of the respondents are mostly purchased for accessories, 31 percentage of the respondents are purchased of the products for clothing, 21 percentage of the respondents are purchased for home appliances and 14 percentage of the respondents are electronics products.

Table 8

MODE OF PAYMENT ON AMAZON

MODE OF PAYMENTS	NO. OF. RESPONDENTS	PERCENTAGE
Credit / Debit cards	62	31
Cash on delivery	84	42
EMI	44	22
Gift of Product	10	5
Total	**200**	**100**

Source: Primary data

Table 8 inferred that, 42 percentage of the respondents are mode of the payment was cash on delivery, 31 percentage of the respondents are payment made by credit / debit cards, 22 percentage of the respondents are mode of payment was EMI and remaining 5 percentage of the respondents are Gift of product.

Table 9

MAIN REASON FOR CHOOSING AMAZON

FACTOR	NO. OF. RESPONDENTS	PERCENTAGE
Less price	84	42
Good Quality	56	28
Best offer	42	21
Standard	18	9
Total	**200**	**100**

Source: Primary data

Table 9 inferred that, 42 percentage of the respondents are main reason for choosing Amazon product was less price, 28 percentage of the respondents are good quality, 21 percentage of the respondents are purchasing main reason for good quality and remaining 9 percentage of the respondents are standard of the product. Garrett Ranking Technique is used to rank the reasons for influencing factor Amazon. For this the researcher identified 5 factors and asked the Consumer buying behavior of Amazon products to rank the factors in the order of influence

Table 10

GARRETT RANKING OF USING AMAZON OURCHASING PRODUCTS SCORE

S. No	Factors	Mean Score	Average	Rank
1	Reliable information about product through online shopping	13175	65.88	I
2	Online shopping easy and fast	12206	61.03	II
3	More discount and fast delivery on Amazon prime	11781	58.91	III
4	Return policy leads to customer satisfaction	11469	57.46	IV
5	Feel secured providing personal information	10892	54.46	V
6	Secured payment option available on online shopping	10808	54.04	VI
7	Packing of product leads to customer	10456	52.28	VII
8	Various offers available during online shopping	10296	51.48	VIII

Source: Primary data

The above table 10 shows that the main reason for purchasing Amazon products is reliable information about product through online shopping, online shopping easy and fast of the second reason for purchasing Amazon products, third and fourth place of more discount and fast delivery on Amazon prime and return policy leads to customer satisfaction. Fifth and sixth ranks goes to feel secured providing personal information and secured payment option available on online shopping, seventh and eighth rank goes to packing of products leads to customer and various offers available during online shopping.

Association Between the Overall Satisfaction While Online Shopping Towards Amazon

The reasons for online shopping of Amazon products are an independent variable that may influence their level of satisfaction. Hence an attempt has been made to analyze whether there is any significant relationship between the using Amazon products of the respondents and their level of satisfaction of Amazons products.

Table 10

REASONS FOR PURCHASING AMAZON PRODUCTS AND LEVEL OF SATISFACTION OF SAMPLE RESPONDENTS

S.No	Reasons	Level of satisfaction			Total
		Low	Medium	High	
1	Less price	12	36	12	60
2	Discount and offers	8	18	10	36
3	Fast delivery	4	8	8	20
4	Transaction security	4	6	2	12
5	Quality product	10	30	32	72
	Total	38	98	64	200

Source: computed from primary data

From theTable10, it is inferred that among sample respondents who have low level opinion of purchasing amazon products12 respondents are less price, 36 respondents are less price medium level of satisfaction of purchasing of Amazon products, 32 of the respondents areQuality of the products for purchasing Amazon productsare high level of satisfaction of respondents.

Null Hypothesis

There is no significant relationship between the reasons for purchasing Amazon products and their Level of satisfaction of consumer buying behavior of Amazon product.The chi-square test was applied to examine the null hypothesis and the computed results are given below.

Table 11
CHI-SQUARE TEST

Calculate value	233.63
Table value at 5 percent	15.507
Degree of freedom	8
Inference	Significant

Source: computed data

It is evident from Table 11 that the table value at 5 percent level is lesser than the computed value. Therefore, the null hypothesis is rejected. It is concluded that there is significant relationship between the reasons for purchasing Amazon products and level of satisfaction of consumer buying behavior of Amazon products.

Table 12

PROBLEM FACED BY THE RESPONDENTS

S. NO	PROBLEMS	NO OF RESPONDENTS	PERCENTAGE
1	Out of stock	42	21
2	Payment issues	28	14
3	Replacement issues	54	27
4	Delay in delivery	62	31
5	No issues	14	7
	Total	200	100

Source: Primary data

Table 12 shows that, 31 percentage of the respondents are facing the problem was delay in delivery, 27 percentage of the respondents are replacement issues, 21 percentage of the respondents are facing their problem was out of stock and 7 percentage of the respondents are no issues.

Suggestion

1. To be believable in the eyes of customers, the Amazon online store needs to address the major concerns, like better return guidelines and product delivery.

2. Frequently, there are differences between the product that is obtained from the online merchant and the information about its features that is presented on the website. Therefore, the online vendor needs to execute the required actions prior to sending the products to clients. Positive opinions are fostered and the respondents' purchasing power is increased.

3. The majority of consumers purchase apparel on Amazon.com. It consequently concentrates on the other products. It is imperative that Amazon enhances the security of their online transactions and raises user knowledge of safety when they shop online. More product alternatives are something Amazon should offer in order to draw in more Amazon

Conclusion

One of the fastest-growing sectors in India is online shopping. It makes shopping possible for a large number of individuals worldwide. Geographical boundaries have been eliminated by online retailers. Interest has developed into a user-friendly medium for payments, shopping, and communication nowadays, and its degree of awareness and usage is rising across all societal segments. It will take some time for the majority of Indians, who still mostly purchase their needs and wants through traditional means, to adjust. But some demographics, especially the younger ones, would rather shop online for their needs and wants. The future of online stories seems bright. The study's conclusions show that the great majority of participants had very high levels of satisfaction with Amazon's goods and services.

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