

A Study on Measuring the Effectiveness of Online Shopping Towards Amazon with Special Reference to Kilakarai

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Abstract- The study focused on measuring the effectiveness of online shopping towards Amazon consumers, evaluating 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 individuals' relative and repeat patronage (the support given to an organization by someone). Customers can buy anything online, such as books, household products, toys, hardware, and software. Moreover, in just a few decades, the internet has become more popular among adult and young shoppers because it offers significant advantages. Customer loyalty is one of the most overused phrases in business today. To fulfil these objectives, a descriptive research design has been used. Data from 50 respondents have been collected for the research. The internet's ability to collect a wide range of information, supply a service, or purchase a product means Amazon should work towards increasing its customers and ultimately its profit.

Keywords- Effectiveness. online shopping. consumers. satisfaction. services. internet.

I. INTRODUCTION

Amazon.com is a prominent global online shopping platform, particularly popular in the United States, with approximately 150.6 million mobile users worldwide accessing its e-commerce retail website for goods and services. The company has established branch offices in various countries, including Mexico, Poland, Singapore, South Africa, Korea, Taiwan, India, and Japan. Headquartered in Seattle, Washington, Amazon.com operates as an internet-based enterprise, offering a wide range of products and services, symbolized by its "A to Z" logo. This encompasses web services, data storage leasing, and cloud computing. Ramanathapuram district in Tamil Nadu reflects this e-commerce trend, experiencing a surge in online shopping activity despite its traditional reliance on agriculture and fishing industries. A study is underway to assess the effectiveness of online shopping in

Ramanathapuram district, specifically focusing on Amazon.

Statement of the Problem

Amazon is a multinational technology and e-commerce giant, founded by Jeff Bezos in 1994. It has grown into one of the world's largest online retailers, offering a wide range of products and services, including e-books, streaming media, and cloud computing. Amazon's success is attributed to its customer-centric approach, innovative technologies like Amazon Web Services (AWS), and its vast logistics network. However, it has faced scrutiny for its market dominance, labor practices, and environmental impact. Amazon, as a prominent online shopping platform, has revolutionized the retail landscape, providing customers with unparalleled convenience and an extensive array of products. With an intuitive interface, diverse product categories, and efficient delivery services,

Amazon has become a go-to destination for millions of shoppers worldwide. The platform's success is fuelled by its commitment to customer satisfaction, robust recommendation algorithms (Amazon success is increased by its commitment to customer satisfaction, prevents attackers from manipulating the system and uses latest and most advanced tools that are available in the software development industry), and the incorporation of cutting-edge technologies (Latest and most advanced tools, techniques, and platforms that are currently available in the software development industry). Despite its achievements, Amazon has faced scrutiny regarding issues like antitrust (Relating to efforts to prevent companies from working together to control prices unfairly or to create a monopoly) concerns and worker conditions, prompting ongoing discussions about the impact of its market dominance on the broader retail industry and society as a whole.

Objectives of the Study

- To study the effectiveness of online shopping towards Amazon.
- To understand which segment of people, prefer Amazon for shopping.
- To identify the factors which influence customers to choose Amazon over others.
- To measure and understand the satisfaction level of being an Amazon customer.
- To offer suggestions based on the study.

Scope of the Study

- Identifying factors influencing online shopping adoption, such as internet access, income levels, age, and education.
- Analysing the demographics of online shoppers in the district.
- Assessing customer satisfaction with Amazon's services, including product range, delivery speed, and customer support.
- Comparing satisfaction levels with other online shopping platforms.
- Assessing the potential for online shopping to bridge the digital divide in the Kilakarai.

II. METHODOLOGY

Survey residents on online shopping habits, satisfaction with Amazon, and preferred platforms. Analyse data, considering internet access, local businesses, and economic impact.

III. REVIEW OF LITERATURE

Dr. Tamilarasi. S et al., (2019) focused on consumers play several roles for the decision of purchasing a greater number of purchases. The main objectives of the study were consumer perception of Amazon on seasonal offers and analyse the satisfaction level with relating gender. A sample size was 200 and convenience sampling was used. The tools of the study were percentage and Mann Whitney U test. The study founded online shoppers in Amazon are high in female category in gender and in the age of 20-28 years. Concluded of the study that Amazon satisfied the consumer and providing good services and getting satisfied in the seasonal.

Online shopping has grown in popularity over the years mainly because people find it convenient from the comfort of their home or office. One of the most enticing factors about online shopping is its popularity during a holiday season; it alleviates the need to wait in long lines or search from store to store for a particular item. The main scope of the study is to know about customer satisfaction towards online shopping. The present study reveals reasons for preferring an online website and satisfaction towards online websites." - (Mohanapriya, 2019)

Samrat Bhardwaj (Oct 2019) in their analysis called "The Engineering Behind A Successful Supply Chain Management Strategy: An Insight Into Amazon.Com" highlight that the pivotal role SCM plays in any e-commerce retailing activity and also depict the way in which Amazon.com proper utilized this concept for its grand success ever since its inception and act as a market ruler. The data collected for this study is basically secondary in nature. E-Commerce is a modern form of business, which addresses the need of business organizations, vendors, and customers at reduced

cost, faster delivery, and better quality. It aims at buying and selling of products and services in an electronic marketplace. It helps in paperless exchange of business-related information in a much convenient manner. [CITATION bhr19 VI 16393]

Robert Stefko, Radovan Bacik, Richard Fedorko, Maria Olearova and Martin Rigel sky (2019) in their study titled "Analysis of consumer preferences related to the use of digital devices in the ecommerce dimension" stated that the implications, particularly for business entities, are that knowledge of options that digital technology offers leads to the right strategies and will follow the effective achievement of business aims. The study's objective is to understand the gender difference in the application of digital devices, which is statistically considerable for online shopping, and to identify customer preferences related to the use of digital devices when searching for product information and during the online buying process, using gender-appropriate methods of data analysis

M. Dhanalakshmi, M. Sakthivel, and M. Nandhini conducted a research study in 2019 titled "A Study on Customer Perception towards Online Shopping, Salem." The study's primary objective was to examine customer perceptions of online shopping within the Salem district. The research involved a sample size of 150 respondents and employed a random convenience sampling technique for data collection. The data were analysed using simple percentage analysis and ANOVA (analysis of variance) methods. The researchers concluded that consumer perception of online shopping varies from person to person and is limited by the availability of proper connectivity and exposure to online shopping. These factors need improvement to enhance customer satisfaction. Consumer perception also shows similarities and differences based on personal characteristics and usage needs. The study found that students are more inclined towards online shopping compared to older individuals, highlighting the growing awareness of online shopping. The researchers suggested that online transactions should be more flexible for customers who engage in shopping.

Saban Kumar K.C. and Arun Kumar Timalisina (2019) conducted research on "Online Grocery Shopping Attitudes among Consumers in Kathmandu Valley." The research focused on assessing customer attitudes toward online shopping in Kathmandu. The study involved 100 respondents from Kathmandu, Lalitpur, and Bhaktapur. The researchers used the Statistical Package for Social Sciences (SPSS) for data analysis. The results indicated that 86% of respondents were aware of online shopping, and 89% had a positive attitude toward online grocery shopping, while the remainder had a negative attitude.

Chi Square Method

The chi square method has been applied to find out the relationship between age level and influence decision to purchase from amazon.

$$DOF = (4-1) (4-1)$$

$$= (3) (3)$$

$$= 9 \chi^2_{(0.05)} = 0.9542$$

Intrepretation

The calculated value chi share () is more than the table value (0.9572). Therefore, Hypothesis is accepted

Hence it can be concluded and there is no significant difference between the age level of the respondents and influence decision to purchase from amazon.

IV. FINDINGS

- It is clear that 62% of the respondents belong to the female group.
- It is clear that 40% of the respondents are 20-38 years old.
- It is clear that 70% of the respondents belong to the unmarried group.
- It is clear that 40% of the respondents are satisfied with the product quality.
- It is clear that 48% of the respondents agree with the influence of cash on delivery.
- It is clear that 50% of the respondents choose discount offers.
- It is clear that 90% of the respondents think buying online products is beneficial.

- It is clear that 28% of the respondents equally selected easy access to the app and safety of payments.
- It is clear that 36% of the respondents are concerned about high prices.
- It is clear that 50% of the respondents would purchase from Amazon monthly.
- It is clear that 34% of the respondents prefer the Amazon platform for easy accessibility.
- It is clear that 36% of the respondents think about damaged products.
- It is clear that 38% of the respondents think about the difficulty in returning products.
- It is clear that 30% of the respondents are electronics users.
- It is clear that 40% of the respondents agree.
- It is clear that 34% of the respondents see a need for improvement.
- It is clear that 30% of the respondents use debit cards.
- 42% of respondents consider product variety and availability important.
- 38% of respondents value good quality.
- 38% of respondents have expenses below 1000 (currency unspecified).
- 34% of respondents rate their experience as very good.
- 40% of respondents are satisfied.
- 32% of respondents need home delivery.
- 54% of respondents spend between Rs.50-100.
- 26% of respondents are selected for surveys daily, weekly, or monthly.
- Satisfaction with baby products is moderate based on the weighted arithmetic mean.
- Satisfaction with stationery products is high based on the weighted arithmetic mean.
- Satisfaction with hair accessories, dresses, and sandals is low based on the weighted arithmetic mean.
- Satisfaction with grocery is high, and the coefficient of correlation is positive.
- **encouraging sustainable practices among their suppliers.**
- **Improving customer support:** Offering more personalized and efficient customer service through AI powered chat bots and expanding the availability of human support representatives can significantly improve the overall customer experience.
- **Enhancing product reviews:** Amazon can introduce stricter guidelines for product reviews to ensure authenticity and prevent misleading information. This will help customers make better purchasing decisions and maintain trust in the platform.
- **Supporting small businesses:** By providing more opportunities for small businesses to showcase their products on Amazon, the company can help promote entrepreneurship and support local economies.
- **Strengthening privacy and data security:** Amazon should continue to invest in robust security measures to protect customers' personal information and shopping data. Transparency in data collection and usage practices will also help build trust with users.
- **Expanding same-day delivery options:** Offering more same-day delivery options in various locations can enhance the convenience of Amazon's services and compete with other same-day delivery providers.
- **Developing a loyalty program:** Implementing a loyalty program that rewards frequent shoppers with exclusive discounts, early access to sales, and other perks can encourage customer loyalty and increase overall satisfaction.

Suggestions

- **Expanding their sustainability efforts:** Amazon can focus on reducing their carbon footprint by investing in renewable energy, promoting eco-friendly packaging, and

V. CONCLUSION

In conclusion, assessing the effectiveness of online shopping on Amazon involves examining various factors such as customer satisfaction, convenience,

product variety, competitive pricing, and delivery efficiency. Analysing these aspects, it becomes clear that Amazon has significantly contributed to the growth and popularity of online shopping. Its user-friendly interface, vast product range, and reliable delivery system have made it a go-to platform for millions of customers worldwide. Continuous improvements in these areas will further enhance Amazon's effectiveness in the online shopping market.

Future Scope

- **Customer behaviour analysis:**
This involves investigating how customer preferences, shopping habits, and decision-making processes change as Amazon's dominance in online shopping grows.
- **Impact on small businesses:**
This area focuses on analysing how Amazon's platform affects small businesses, particularly in terms of competition, market penetration, and adaptation strategies.
- **Technological advancements:**
Study how emerging technologies, such as artificial intelligence, augmented reality, and blockchain, can further enhance the effectiveness of online shopping on Amazon.
- **Environmental impact:**
Assess the ecological footprint of Amazon's online shopping operations, including packaging waste, energy consumption, and transportation emissions, and explore ways to minimize negative environmental impacts.

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