



Unveiling Customer Contentment: A Study on Customer Satisfaction with Reference to Amazon

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Abstract

This research delves into the realm of customer satisfaction, focusing on the e-commerce giant Amazon. Recognizing the significance of customer satisfaction in the online retail landscape, this study employs a mixed-methods approach, incorporating qualitative insights and quantitative analyses, to comprehensively explore the factors influencing customer satisfaction and their overall shopping experiences with Amazon. The qualitative aspect of the study involves interviews, surveys, and customer testimonials to capture nuanced perspectives on what contributes to customer satisfaction during their interactions with Amazon. Simultaneously, quantitative data analysis will be utilized to identify trends, correlations, and statistical patterns associated with customer satisfaction metrics. Various dimensions of customer satisfaction will be investigated, including the impact of service quality, delivery efficiency, website usability, customer support, and product quality on overall satisfaction levels. The study aims to provide insights into how Amazon maintains high levels of customer satisfaction and navigates challenges in the highly competitive e-commerce market. His findings from this research are anticipated to offer valuable insights for Amazon, e-commerce professionals, and businesses seeking to enhance customer satisfaction. By understanding the intricacies of customer satisfaction with reference to Amazon, stakeholders can refine strategies, improve service offerings, and contribute to the ongoing evolution of customer-centric practices in the online retail industry. This study serves as a foundation for informed decision-making and future research within the realm of customer satisfaction in the context of e-commerce.

Keywords: Customer Satisfaction, Online Retail, E-commerce, Amazon, Consumer Experience, Customer Feedback, Service Quality, Purchase Journey, Digital Shopping.

1. Introduction

This project is takes a look at consumer complacency with references to Amazon online shopping. Online shopping is nowadays used everywhere or in every corner of the world, and it's happening only because of Internet, customers directly make an order of something they need through online. The meaning of online shopping is the process of buying goods and services from merchants. Amazon is one the site that customer used for purchasing many products. Online shopping makes easier for customer to choose different variety of product they want, that the reason online shopping is popularly used nowadays.

1.1 Importance of the Study

- The main importance to this study is to avoid some uncertainty fact that customer face in online shopping.
- When the research will be completed it will give an insight into a practical situation.
- It will also indicate, how to conquered and overcome the problem while dealing with the customer.
- Alternately, it will serve as good sources of references to similar research in future.
- Finally, it is also intending to facilitate the efforts of Amazon to come out with good quality service customer satisfaction strategies.



1.2 Objective of the Study

- To know the customer complacency on Amazon online shopping.
- To study the gratification level of the Amazon customer based on the respondent responses.
- To evaluate and find out the factor that influences the customer complacency.

1.3 Statement of the Problem

We face many millions of problems when we entered into the world of online shopping. Amazon also one of the online shopping applications site that nowadays reached to millions of people everywhere. There are some problems that customer are deals with like:

- Defected in product that leads to the customer peace of mind decreases.
- Delay in delivery of Goods and Products is also one of the problems that affect the serenity of the customer.
- The product which customers are choosing might be delivered wrong like, different in color or design etc.
- Some goods or product, which customer needs may not be available sometimes.
- Or occasionally the product will not be currently available to the address of the customer.

1.4 Scope of the Study

- This research work will have covered Amazon and also deals with the customers which are regulars used to shopping from Amazon.
- The study also covered the quality of the service and how they impact on the customer complacency and for instant it come across with what factor that are accommodate and enhance the satisfaction feeling of the customer on Amazon.

1.5 Research Methodology

1.5.1 Research Design

The study is purely descriptive research as it sought to identify the complacency level of customers based on the respondent responses. Descriptive research is involves collecting data in order to answer research questions concerning the current

status of the study.

1.5.2 Method of Collecting Data

The data are collected from the secondary data and there is no other information which collects from primary source. The internal sources of secondary data where the data is collected:

- Sales Report
- Financial Statements
- Customer details, like name, age, contact details, etc.
- Company information
- Reports and feedback from a dealer, retailer, and distributor
- Management information system

There are several external sources from where the secondary data are collected. These are:

- Government censuses, like the population census, agriculture census, etc.
- Information from other government departments, like social security, tax records, etc.
- Business journals
- Social Books
- Business magazines
- Libraries
- Internet, where wide knowledge about different areas is easily available.

1.5.3 Research Instrument

For the purpose or the merits of this Research work questionnaire and interviews were used a questionnaire is list of highly structured question written and handed over to respondents to provide relevant answers or solution to the questions. An interview is structured or unstructured way of obtaining information on a focus content. The two type of questionnaire were used in the project. These are the open- ended and close- ended of question.

2. Review of Literature

In this research we are considering some literature review based on some articles which is related to the title of the study.

Nandhini Bala Subramaniam (2017) “A comparative study on customer satisfaction between Amazon and flip kart customers in an education



institution". The objective of this study was to identify the respondent's perception towards amazon and flip kart shopping and also to compare the customer satisfaction level and the post graduate student of the educational institution have been taking for the study and in the finding they found that Amazon has highly quality and product variety when compared to flip kart and the evident that they convey was both provide equal service in terms of payment facility [1].

Taweerat Jiradilok and other (2014) "The impact of customer satisfaction on online shopping purchasing: A case study analysis in Thailand". This research was used conceptual framework and aims to investigate the relationship of the antecedent factor in Online shopping and they used the statistical tools like multi regression to compared the occurrences of the hypothesis, and the study reveals that people mostly value assurance and empathy as the most influential dimension and also shows that variety ,website system quality and tangibility have no influence on purchasing intention in customers decision even though the respondents were quite satisfied with the dimensions.

Dr. A.B Santhi (2017) "A study on the customer satisfaction towards Online Shopping in Tirupati Town". This research was been undertaken to know the factors influencing customer satisfaction. The objective of this study is to understand the demographic factor affecting customer satisfaction with respect to online shopping in India and also descriptive research used in this research, in findings they come out with result that the respondents are becoming more internets savvy every day and also they are ready to purchase the high quality product as well [2].

Vikash and Vinod Kumar (2017) "A study on customer Perception towards Online Shopping". In this research they found out that customer perceived online shopping with positive frame of mind and another fact they find out that customers pertain to convenience, satisfaction and product availability all these factors shows that online shopping

provides convenience to the customer and online shopper prefer because these revealed from the effort of going to the market and purchase the product and finally concluded that there is a positive perception toward online shopping [3].

Orbit-biz-dictum (2016) "A Study of behavior of consumer towards online shopping" the author found out that the most motivating factor which influenced the online shopping was convenience followed by time saving and price, and according to the study Flipkart is the most favorite shopping site of the respondent and the majority of the respondent are willing to spend Rs.1000-3000 on a single online purchase. The suggestion orbit made in this research is for the customer awareness that one of the safety aspect of using credits cards online is quit not safe in case of disputed credit card payment for online transactions.

Sharon Rudansky-kloppers (2014) "Investigating factors influencing customer online buying satisfaction in south Africa" the primary objective of this study was to investigate factors that influence customer online buying satisfaction, and the secondary objective is to determine whether technology factors, such as security, websites ease of use, and privacy etc. in this research developed a model which encompasses the factor namely, technology shopping, product and logistic factor. The result found out that product variety has an influence on referring someone to an online shopping website. The finding in this study give more valuable insight for online retailer in order to design effective market which can convert potential customer into real or to retain them [4].

Ashish Bhatt (2014) "Customer attitude towards Online shopping" this research purely adopted on descriptive research and exploratory and the objective they set is to study the attitude of consumers toward E-shopping based on consumer behavior, belief preferences and opinions. Flipkart has highly significance which means customer merely preferred to flip kart application and the result of this study shows that mode of payment is dependent upon income of the respondents.



Durgesh Agnithotri (2015) “A study on customer preference and attitude toward major E-floor with special reference to Kanpur”. In this previous research they developed an objective to find out parameter through which a customer prefer on online shopping website and also to identify the problem faced by customer in online shopping and for interpretation he used One way Anova to check the homogeneity of variance between the assumption made and they found out that E-floors are preferred because of authenticity or variety, after sales service, better delivery service and reachability and give suggestion that, if they need to make online shopping more convenient, so they can increase their customer base [5].

Dr.M.Rafiya Meera and other (2017) “Preference of customers towards online shopping application in the market and the objective of this research study is to study the factors influence the users to buy through shopping application and they used primary as well as secondary method for collecting data and they found out that customer are satisfied by the Flipkart shopping application and most of the respondent prefer online shopping for the wide choice of goods.

Mohammad Jamal Uddin (2015) “Consumer preferences on online purchasing” he developed to measure the attitude of the Bangladeshi people toward online shopping, he found out from extensive survey that there is overall positive reaction towards online shopping and this positive reaction mainly arises due to convenience in terms of less time consuming and hassle free shopping. and also Age, gender, professional, occupation, family structure and ICT familiarity are found as the critical factor for preferring Online shopping.

3. E-Commerce Industries & Online Shopping

3.1 Introduction

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. 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. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones. An online shop evokes the physical analogy of buying products or services at a regular "bricks-and- mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another business, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores typically enable shoppers to use "search" features to find specific models, brands or items. 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 typically sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

3.2 History of Online Shopping

The growth of the internet as a secure shopping channel has developed since 1994, with the first sales of Sting album 'Ten Summoner's Tales'. Wine, chocolates and flowers soon followed and were among the pioneering retail categories which fueled the growth of online shopping. Researchers found that having products that are appropriate for e-commerce was a key indicator of Internet success. Many of these products did well as they are generic products which shoppers didn't need to touch and feel in order to buy. But also importantly in the early days there were few shoppers online and they were



from a narrow segment: affluent, male, 30+. Online shopping has come a long way since these early days and -In the UK- accounts for significant percent (depending on product category as percentages can vary). Electronic commerce is popularly known as e-commerce. An e-commerce business model “enables a firm/individual to conduct business over an electronic network, typically the Internet.” The biggest advantage of an e-commerce is that the size of the market gets enlarged, hence the business gets bigger and the consumers have better access to quality products and services. The consumer and seller or service provider interaction gets better and efficient.

3.2.1 Payment

Online shoppers commonly use a credit card or a PayPal account in order to make payments. However, some systems enable users to create accounts and pay by alternative means, such as:

- Billing to mobile phones and landlines
- Cash on delivery (C.O.D.)
- Debit card
- Direct debit in some countries
- Electronic money of various types
- Gift cards
- Postal money order
- Wire transfer/ delivery on payment
- Invoice, especially popular in some markets/countries, such as Switzerland

Some online shops will not accept international credit cards. Some require both the purchaser's billing and shipping address to be in the same country as the online shop's base of operation. Other online shops allow customers from any country to send gifts anywhere. The financial part of a transaction may be processed in real time (e.g. letting the consumer know their credit card was declined before they log off), or may be done later as part of the fulfillment process.

3.2.2 Product Delivery

Once a payment has been accepted, the goods or services can be delivered in the following ways. For physical items:

Shipping: The product is shipped to a customer-

designated address. Retail package delivery is typically done by the public postal system or a retail courier such as FedEx, UPS, DHL, or TNT.

Drop shipping: The order is passed to the manufacturer or third-party distributor, who then ships the item directly to the consumer, bypassing the retailer's physical location to save time, money, and space.

In-store pick-up: The customer selects a local store using a locator software and picks up the delivered product at the selected location. This is the method often used in the bricks and clicks business model.

For digital items or tickets:

Downloading/Digital distribution: The method often used for digital media products such as software, music, movies, or images.

Printing out, provision of a code for, or e-mailing of such items as admission tickets and scrip (e.g., gift certificates and coupons). The tickets, codes, or coupons may be redeemed at the appropriate physical or online premises and their content reviewed to verify their eligibility (e.g., assurances that the right of admission or use is redeemed at the correct time and place, for the correct dollar amount, and for the correct number of uses).

Will call, COBO (in Care Of Box Office), or "at the door" pickup: The patron picks up pre-purchased tickets for an event, such as a play, sporting event, or concert, either just before the event or in advance. With the onset of the Internet and e-commerce sites, which allow customers to buy tickets online, the popularity of this service has increased.

3.3 Types of Ecommerce Business Model

- Online Subscriptions
- Exclusive Brand Stores
- Deals Websites
- Marketplace
- We will look into these models one by one.

3.3.1 Online Subscriptions

These websites work like an offline subscription. Here the users can choose from subscriptions available on the website and subscribe according to their needs. The payment for subscription can be made online and also the recurring payments can be



made in the same manner and the consumer can get the services. Hence, online payment for the service is the pressure point here. This makes the services more accessible and easier payment options make it more attractive to the users. In India magazines like Frontline can be subscribed online and so can the newspapers like The Hindu. Amazon.com has also started the monthly subscription service where it provides the consumers the option of monthly subscription with discounts from normal rates and the consumers can pay the subscription fees on their website.

3.3.2 Online Exclusive Brand Stores

Here the brands create their own online brand stores. The brand's catalog is uploaded on the website where the consumers see it which is also available in their physical stores. Here the consumers get the advantage of shopping from their trusted brands online without having to visit the physical stores. Examples of online exclusive brand stores are HP, Samsung, Peter England, Monte Carlo etc.

3.3.3 Deals Websites

There are various ecommerce websites which provide the best deals to the consumers. Such websites give the consumers various deals available on other websites or stores. For example: couponindia.in etc.

3.3.4 Market place

Here the consumers and sellers are provided with a platform to interact with each other. Based on this there are various websites with different models that they follow. These models are:

Business to Consumer (B2C)

This is the most common business model that usually people know about. Here the sellers of products or services, as well as the buyers of such products or services, are present on an online platform. Virtual stores give the consumers access to wider variety of products at cheaper rates. The best example for this is Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com etc. where the consumers can find almost anything be it books, electronic products like washing machines, USB storage devices, clothes, shoes or personal care etc.

In India the B2C model is growing at a fast pace, however, there are still various challenges. The major challenge is poor internet connectivity. Also most consumers do not possess credit cards. Most consumers still depend on cash on delivery mode of payment. In addition to this the ecommerce websites do not have very good customer services leaving the consumers doubtful about using these websites and apps.

Business to Business (B2B)

Here both the parties are involved in business activities. Here commercial transactions take place between both the parties. The parties involved can be a manufacturer and wholesaler or a wholesaler and retailer. In India the B2B model has 100% Foreign Direct Investment allowed through automatic route, unlike the B2C model. However, this model is still in its nascent stage in India. Online business transactions in India are limited and the market is less receptive. However, the experts do believe that this situation shall change in coming times and the B2B ecommerce space is expected to grow almost 2.5 times by 2020.

Consumer to Consumer (C2C)

Here both the parties are individuals undertaking a business activity on a platform. Here the individual can sell something they no longer need or can sell products made by them as they engage in a small home based business activity like bags or some handicraft items. The best example of this model in India is Ebay.in, OLX.com, Quikr.com etc. OLX and Quirk are almost alike and provide a platform to the consumers to connect and buy and sell anything be it land, flats, paying guest facilities, mobiles, laptops, bikes, bicycles etc. The companies have become very successful and work as electronic classifieds.

Consumer to Business (C2B)

In this model the consumer sells their products and services to businesses. The best examples for this model are the job portals. In India websites like Monster.com, TimesJobs.com etc. can be put in this category. Here the consumer, the job seeker, puts her resume on the website in order to get a job offer

from employers. The ecommerce business models are selected by the companies as per their objectives, desired results and target consumers. There can be modifications done in these business models as per the requirement of the companies.

4. About Amazon Company



Figure 1 Amazon Logo

Amazon.com, Inc., doing business as Amazon is an American electronic commerce and cloud computing company based in Seattle, Washington, that was founded by Jeff Bezos on July 5, 1994, as shown in Figure 1. The tech giant is the largest Internet retailer in the world as measured by revenue and market capitalization, and second largest after Alibaba Group in terms of total sales. The amazon.com website started as an online bookstore and later diversified to sell video downloads/streaming, MP3 downloads/streaming, and audiobook downloads/streaming, software, video games, electronics, apparel, furniture, food, toys, and jewelry. The company also produces consumer electronics—Kindle e-readers, Fire tablets, Fire TV, and Echo—and is the world's largest provider of cloud infrastructure services (IaaS and PaaS). Amazon also sells certain low-end products under its in-house brand Amazon Basics. Amazon has separate retail websites for the United States, the United Kingdom and Ireland, France, Canada, Germany, Italy, Spain, Netherlands, Australia, Brazil, Japan, China, India, and Mexico. In 2016, Dutch, Polish, and Turkish language versions of the German Amazon website were also launched. Amazon also offers international shipping of some of its products to certain other countries. In 2015, Amazon surpassed Wal-Mart as the most valuable retailer in the United States by market

capitalization. Amazon is the fourth most valuable public company in the world (behind only Apple, Alphabet, and Microsoft), the largest Internet Company by revenue in the world, and after Walmart, the second largest employer in the United States. In 2017, Amazon acquired Whole Foods Market for \$13.4 billion, which vastly increased Amazon's presence as a brick-and-mortar retailer. The acquisition was interpreted by some as a direct attempt to challenge Walmart's traditional retail stores. In 2018, for the first time, Jeff Bezos released in Amazon's shareholder letter the number of Amazon Prime subscribers, which at 100 million, is approximately 64% of households in the United States.

4.1 Vision of the Company

Amazon's corporate vision is "to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online." This vision statement underscores the business organization's main aim of becoming the best e-commerce company in the world. In this regard, the following characteristics are identifiable in Amazon's corporate vision statement:

- Global reach
- Customer-centric approach
- Widest selection of products

4.2 Mission of the Company

Amazon's mission statement is "We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience." This corporate mission promises attractive e-commerce services to satisfy target customers' needs. The company focuses on the variables of price, selection, and convenience. In this regard, the following characteristics are identifiable in Amazon's corporate mission statement:

- Lowest prices
- Best selection
- Utmost convenience

4.3 History of Amazon Company

The company was founded as a result of what Jeff Bezos called his "regret minimization framework," which described his efforts to fend off any regrets



for not participating sooner in the Internet business boom during that time. In 1994, Bezos left his employment as vice-president of D. E. Shaw & Co., a Wall Street firm, and moved to Seattle, Washington, where he began to work on a business plan for what would become Amazon.com. On July 5, 1994, Bezos initially incorporated the company in Washington State with the name Cadabra, Inc. He later changed the name to Amazon.com, Inc. a few months later, after a lawyer misheard its original name as "cadaver". In September 1994, Bezos purchased the URL Relentless.com and briefly considered naming his online store Relentless, but friends told him the name sounded a bit sinister. The domain is still owned by Bezos and still redirects to the retailer.

4.3.1 Choosing a Name

Bezos selected the name Amazon by looking through the dictionary; he settled on "Amazon" because it was a place that was "exotic and different", just as he had envisioned for his Internet enterprise. The Amazon River, he noted, was the biggest river in the world, and he planned to make his store the biggest bookstore in the world.

4.3.2 Online Bookstore and IPO

After reading a report about the future of the Internet that projected annual web commerce growth at 2,300%, Bezos created a list of 20 products that could be marketed online. He narrowed the list to what he felt were the five most promising products, which included: compact discs, computer hardware, computer software, videos, and books... Amazon was founded in the garage of Bezos' rented home in Bellevue, Washington. Bezos' parents invested almost \$250,000 in the start-up. In July 1995, the company began service as an online bookstore. Barnes & Noble sued Amazon on May 12, 1997, alleging that Amazon's claim to be "the world's largest bookstore" was false because it "...isn't a bookstore at all. It's a book broker." The suit was later settled out of court and Amazon continued to make the same claim. In 1999, Amazon first attempted to enter the publishing business by buying a defunct imprint, "Weathervane", and publishing

some books "selected with no apparent thought", according to The New Yorker. The imprint quickly vanished again, and as of 2014 Amazon representatives said that they had never heard of it. Also in 1999, Time magazine named Bezos the Person of the Year when it recognized the company's success in popularizing online shopping.

4.3.3 Merchant Partnership

Until June 30, 2006, typing ToysRUs.com into a browser would bring up Amazon.com's "Toys & Games" tab; however, this relationship was terminated due to a lawsuit. Amazon also hosted and managed the website for Borders bookstores but this ceased in 2008. From 2001 until August 2011, Amazon hosted the retail website for Target.

Amazon.com operates retail websites for Sears Canada, Babe Stores, Marks & Spencer, Mother care, and Lacoste. For a growing number of enterprise clients, including the UK merchants Marks & Spencer, Benefit Cosmetics' UK entity, edeals.com and Mother Care, Amazon provides a unified multichannel platform where a customer can interact with the retail website, standalone in-store terminals or phone-based customer service agents. Amazon Web Services also powers AOL's Shop@AOL. On October 18, 2011, Amazon.com announced a partnership with DC Comics for the exclusive digital rights to many popular comics, including Superman, Batman, Green Lantern, The Sandman, and Watchmen. The partnership has caused well-known bookstores like Barnes & Noble to remove these titles from their shelves. In November 2013, Amazon.com announced a partnership with the United States Postal Service to begin delivering orders on Sundays. The service, included in Amazon's standard shipping rates, initiated in metropolitan areas of Los Angeles and New York due to the high-volume and inability to deliver timely, with plans to expand into Dallas, Houston, New Orleans and Phoenix by 2014. In July 2016, Amazon.com announced a partnership with the UK Civil Aviation Authority to test some of the technologies and may use delivery service via prime air drone in the future.



In June 2017, Nike confirmed a partnership with Amazon, stating it to be in an initial phase where they'll be selling goods on Amazon. As of October 11, 2017, Amazon Fresh sells a range of Booths branded products for home delivery in selected areas. Websites of Amazon in Different Country are shown in Table 1.

4.4 Product and Services of Amazon Company

Amazon.com's product lines available at its website include several media (books, DVDs, music CDs, videotapes and software), apparel, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal-care items, industrial & scientific supplies, kitchen items, jewelry, watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items and toys & games. Amazon is now gearing up in India to play a role in the grocery retail sector aimed at delivering customer needs.

Amazon.com has a number of products and services available, including:

- Amazon Fresh
- Amazon Prime
- Amazon Web Services
- Alexa
- Appstore
- Amazon Drive
- Echo
- Kindle
- Fire tablets
- Fire TV
- Video
- Kindle Store
- Music
- Music Unlimited
- Amazon Digital Game Store
- Amazon Studios
- Amazon Wireless

4.4.1 Website of the Company

The domain amazon.com attracted at least 615 million visitors annually by 2008. Amazon attracts over 130 million customers to its US website per

month by the start of 2016. The company has also invested heavily on a massive amount of server capacity for its website, especially to handle the excessive traffic during the December Christmas holiday season. Amazon itself sells over 12 million products. If you take into account, all products sold on the Amazon marketplace by third-party sellers that number rises to more than 353 million products. Amazon's localized storefronts, which differ in selection and prices, are differentiated by top-level Domain and country code.

Amazon allows users to submit reviews to the web page of each product. Reviewers must rate the product on a rating scale from one to five stars. Amazon provides a badging option for reviewers which indicate the real name of the reviewer (based on confirmation of a credit card account) or which indicate that the reviewer is one of the top reviewers by popularity. Customers may comment or vote on the reviews, indicating whether they found a review helpful to them. If a review is given enough "helpful" hits, it appears on the front page of the product. In 2010, Amazon was reported as being the largest single source of Internet consumer reviews. When publishers asked Bezos why Amazon would publish negative reviews, he defended the practice by claiming that Amazon.com was "taking a different approach ... we want to make every book available—the good, the bad and the ugly ... to let truth loose". There have been cases of positive reviews being written and posted by public relations companies on behalf of their clients and instances of writers using pseudonyms to leave negative reviews of their rivals' works.

Table 1 Websites of Amazon in Different Country

Region	Sovereignty	Domain name	Since
Asia	 China	amazon.cn	September 2004
	 India	amazon.in	June 2013

	 Japan	amazon.co.jp	November 2000
	 Singapore	amazon.com.sg	July 2017
Europe	 France	amazon.fr	August 2000
	 Germany	amazon.de	October 1998
	 Italy	amazon.it	November 2010
	 Netherlands	amazon.nl	November 2014
	 Spain	amazon.es	September 2011
	 United Kingdom	amazon.co.uk	October 1998
North America	 Canada	amazon.ca	June 2002
	 Mexico	amazon.com.mx	August 2013
	 United States	amazon.com	July 1995
Oceania	 Australia	amazon.com.au	November 2013
South America	 Brazil	amazon.com.br	December 2012

4.4.2 Amazon Sales Rank

The Amazon sales rank (ASR) provides an indication of the popularity of a product sold on any Amazon locale. It is a relative indicator of popularity that is updated hourly. Effectively, it is a "best sellers list" for the millions of products

stocked by Amazon. While the ASR has no direct effect on the sales of a product, it is used by Amazon to determine which products to include in its bestsellers lists. Products that appear in these lists enjoy additional exposure on the Amazon website and this may lead to an increase in sales. In particular, products that experience large jumps (up or down) in their sales ranks may be included within Amazon's lists of "movers and shakers"; such a listing provides additional exposure that might lead to an increase in sales. For competitive reasons, Amazon does not release actual sales figures to the public. However, Amazon has now begun to release point of sale data via the Nielsen Book Scan service to verified authors. While the ASR has been the source of much speculation by publishers, manufacturers, and marketers, Amazon itself does not release the details of its sales rank calculation algorithm. Some companies have analyzed Amazon sales data to generate sales estimates based on the ASR, though Amazon states:

5. Finding

- More females are given respondent to the questionnaires as compare to male with 47%.
- The majority of the respondent are came from the age range of 9 to 20 years.
- The data was collected from students with 40% and the lowest response was collected from professional and house wife with the 7%.
- Majority of the data collected from the customer income range of above 80000.
- The data collected from married customer with 63% and 43% from single.
- The majority of respondent response that they are using the product of amazon more than 1 year.
- Most of the respondent spend on online shopping only twice a month.
- The main reason for prefer amazon is due to first delivery.
- Most of the respondent spend around 1000 to 1500 for shopping with amazon.
- The customers are shopping amazon based on availability of the product.



- Refine out that most of the customers are prefer cash on delivery while purchase on amazon.
- Customer are use online shopping because it save time of the customer.
- The uniqueness of the amazon application as a compare to other online application because of fast delivery.
- The sources which make the customer purchase product from amazon is due to family and friend source.
- The overall satisfaction of customer based on the fast delivery and quality of the product.
- While Purchase on amazon according to customer price is fully matter.
- Customer are strongly agree with the reasonable return and exchange policy of amazon.
- Customer are fully satisfied with the delivery services because they received product on time.
- Most of the respondent are agree to be regularly and loyal customer on amazon.
- Based on the overall experience with amazon customer are fully satisfied with the product, services and other commodities.

6. Suggestions

The researcher has made personal contact with the respondents who have purchased products and services through online. It is concluded that most of the respondents have a good opinion about online shopping, though there are so many problems to be improved by the vendors and service providers

These suggestions are as follows:

- As there are no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning the respondents. So the website developers and service providers should take necessary steps to overcome this problem.
- Web based technologies upgrades creative conceptualization that would improve the response from technology savvy consumers. So the firms have to invest in such new

technologies.

- Internet environment has to be improved in the areas of art, dynamic and interactive techniques. This improvement will give more visual appeal.
- In most of the websites the given information, features about the product on the website and product received from the online vendor are different. This will create lack of customer satisfaction. So the online vendor should take necessary steps before dispatching the products to the consumer site. It creates good opinion about the online vendor and creates repurchasing power of the respondents.
- Even though consumers are educated they are not interested to purchase products through online because of infrastructure shortage, they do not know how to order the product online and they have lack of confidence on payments. So the vendor
- Companies and online service providers have to create awareness to consumers as how to order the product online

Conclusion

In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today there is radical change in the entire scenario. Everything in today's world is Internet oriented like Electronic Data Interchange, E-Mail, E-Business and E- Commerce. E-Commerce is exchange of information using network-based technologies. In the present high cost situation, e-Commerce can be used as a competitive strategy. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic



environment. Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. In conclusion, 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 for 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 possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

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