

A STUDY ON CUSTOMER SATISFICATION THROUGH DESIGN THINKING ON AMAZON ONLINE SHOPPING BEHAVIOUR WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT:

In today's changing world of online shopping it is crucial for businesses to truly understand what makes their customers happy in order to succeed. This research focuses on the realm of Amazon aiming to uncover the factors that play a role, in determining customer satisfaction. Through analysis of data and surveys this study explores the different aspects of a customer's experience on the Amazon platform. It delves into areas such as how easy it's to use the website, the quality of products how quickly deliveries are made, customer service interactions and overall shopping experiences. By examining these factors this research sheds light on what matters when it comes to making customers happy while shopping on Amazon. The findings not only provide insights for businesses looking to improve customer satisfaction but also contribute to our understanding of consumer behavior in e-commerce. As online retail continues to evolve this study offers relevant guidance, for businesses and researchers navigating the complexities of digital commerce and striving for optimal customer satisfaction.

KEYWORDS: Customer happy, Customer satisfaction, Consumer behavior, Amazon, Businesses

INTRODUCTION

Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity

for companies to more efficiently reach existing and potential customers.

Through electronic marketing and internet communication business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on. Online shopping is used as a medium for communication and electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction, that is why online shopping is more convenient and day by day increasing its popularity. Not only benefits but also risk is associated with online shopping. Generally speaking internet users avert online shopping because of credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services. Through online shopping consumers can buy faster, more alternatives and can order product and services with comparative lowest price. Online shopping allows the consumers to directly buy goods from the seller through internet. It is also called as web-store, e-shop or online store. Online customers must have access to the internet to buy goods from online. People can look at these websites of online stores and purchase products in comfort from home. Until recently, the consumers were mainly visiting online to reserve hotel rooms, buy air, rail or movie tickets for buying books and electronic gadgets, but now more and more offline product like apparels for all segments, cosmetics, accessories, shoes and consumer durables are now being purchased online.

EMPATHY

Design Thinking Stage	Potential Questions
Empathy	How do the online shopping influences the customer to buy a product?
	What was the level of satisfaction of consumer using online shopping?
	How did the online shopping provide service to the customers?
	What are the problems faced by customers using online shopping?

OBJECTIVES OF THE STUDY:

- To study about customer satisfaction towards amazon.
- To identify the offers and replacement.
- To identify what type of product are sold in amazon.
- To determine the impact of factors towards online shopping experience of amazon.
- To know the price level issued by the amazon.

LIMITATIONS OF THE STUDY:

1. The answer to the questionnaire largely depends upon the mind setup of the respondents.
2. Respondent's opinion may not be free from bias.
3. The sample size was limited to 100

RESEARCH METHODOLOGY:

Research methodology is the specific procedures or techniques used to identify, select,

process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions, how was the data collected or generated? How was it analysed?

TOOLS USED:

- Percentage analysis
- Chi-square
- ANOVA

STATEMENT OF THE PROBLEM:

To enhance and attract online customer it is very important to know about their behaviour and understand what they require and need. Since online shopping is the new

medium of shopping with new demands of consumers. All customers have their

own desires and demands for products so that it is very crucial for all online retailers to identify and know about their online consumers.

DEFINE PROBLEM STATEMENT

Design Thinking Stage	Interference
Define	1. What are the problems faced by the consumer using online shopping? 2. What are the solutions to be provided for the problem faced by the consumer using online shopping?

SCOPE OF STUDY:

The aim of the study is to know about the customer satisfaction.

This study is to know how much the customer satisfied with the product offered by Amazon.

Customer satisfaction towards offers, discount, replacement, interest, and trust will be the main study of this project.

REVIEW OF LITERATURE

Wilson, Zeithaml, Bitner & Gremler's (2008) view, the marketing is not like the traditional

marketing anymore. It has turned into relationship marketing now which means customers also involve the whole business process. Who should take their customers into consideration and know what customers really needs (Wilson et al., 2008).

Aminul Islam (2011), Consumer satisfaction on online shopping in Malaysia justified that, the factors that are affecting consumers intention and satisfaction to stop online. To stop on internet becomes an alternative for consumers since it is more comfortable than conventional shopping which usually attributed with anxious, crowded, traffic jam, limited time, parking space and etc.,

Mingyao Hu, Elliot Rabinovich and Hanping Hou, (2014) Trustworthy online sellers send signals to distinguish themselves from sellers who are

untrustworthy in the opinion of the consumers. Store environment is more influential than the promotion factors that are not accessible at the store

Shanthi and Destikannaiah (2015), This study establishes the internet marketing is concretely different from other marketing channels. Today business internet marketing is the fastest growing segment of online commerce the objectives of the study is to know the type of product purchased by consumers through online shopping. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study also reveals that majority of the respondent buys clothes from Flipkart.com which is thus one of the leading online shopping websites in India.

Muruganatham, et al. (2017), Examined the satisfaction towards online shopping. Online shopping is the process whereby consumers directly buy goods, services etc., from a seller interactively in real time without an intermediary service over the internet. The main objective of the study is to identify the problem in the online shopping. The customer face major problems on theft of credit card information and lack of security on online payments. Implementing precautionary step to solve these

problems shall create consumers confidently on online shopping. They can conclude a study consumers are looking for trust, security and wider choice throughout online shopping.

RESEARCH GAP

Customer Satisfaction on Flipkart include regional variations, demographic influences, comparative analysis with

other e-commerce platforms, the evolving nature of customer satisfaction, the role of user-generated reviews, sustainability and ethics, product-specific satisfaction, and cross-border shopping experiences. Exploring these gaps can help shape a focused study tailored to your specific research objectives and available resources.

DATA ANALYSIS AND INTERPRETATION

TABLE 1.1 HOW DO YOU MAKE PAYMENT IN AMAZON SHOPPING?

	Observed N	Expected N	Residual
Debit card	15	26.8	-11.8
Cash on delivery	68	26.8	41.2
Credit card	14	26.8	-12.8
Third party (paytm wallet. PayPal etc)	10	26.8	-16.8
Total	107		

Test Statistics

	How do you make payment in Amazon shopping
Chi-Square	85.336
Df	3
Asymp. Sig.	.000

a.0 Cells(.0%) have expected frequencies less than 5. The minimum expected cell frequency is 26.8.

TABLE 1.2 WHAT DISAPPOINTED YOU MOST ABOUT AMAZON?

	Observed N	Expected N	Residual
Quality	32	26.8	5.2
Price	41	26.8	14.2
Shopping experience	21	26.8	-5.8
Customer service	13	26.8	-13.8
Total	107		

Test Statistics

	Disappointed you most about Amazon
Chi-Square	16.925 ^a
Df	3
Asymp. Sig.	.001

Cells(.0%) have expected frequencies less than 5. The minimum expected cell frequency is26.8.

TABLE 1.3 WHICH ONLINE SITE WILL YOU PREFER?

Descriptive

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Amazon	55		
Flipkart	30	1.4000	.49827	.09097	1.2139	1.5861	1.00	2.00
Snatdeal	12	1.3333	.49237	.14213	1.0205	1.6462	1.00	2.00
Others	10	1.3000	.48305	.15275	.9544	1.6456	1.00	2.00
Total	107	1.2804	.45130	.04363	1.1939	1.3669	1.00	2.00

ANOVA

	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	.822	3	.274	1.359	.260
Within Groups	20.767	103	.202		
Total	21.589	106			

TABLE 1.4 HAVE YOU EVER DONE ONLINE SHOPPING?

Descriptive

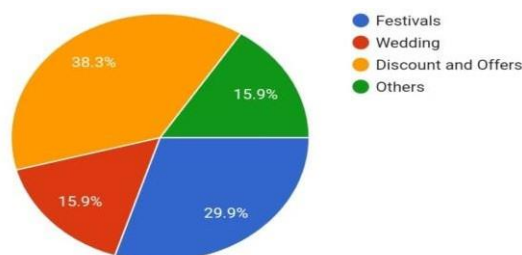
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
yes	77	1.7143	.98485	.11223	1.4908	1.9378	1.00	4.00
no	30	1.9667	.96431	.17606	1.6066	2.3267	1.00	4.00
Total	107	1.7850	.98122	.09486	1.5970	1.9731	1.00	4.00

ANOVA

	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	1.375	1	1.375	1.434	.234
Within Groups	100.681	105	.959		
Total	102.056	106			

TABLE 1.5 WHICH OCCASIONS DO YOU MAKE PURCHASE IN ONLINESHOPPING?

PARTICULARS	FREQUENCY	PERCENTAGE%
Festivals	32	29.9%
Wedding	17	15.9%
Discount and offers	41	38.3%
Others	17	15.9%
TOTAL	107	100%



INTERPRETATION:

The above table indicates that 29.9% of the respondents are prefer FESTIVALS,15.9% of the respondents

are prefer WEDDING,38.3% of the respondents are prefer DISCOUNT AND OFFERS,15.9% of the

respondents are prefer OTHERS.

FINDINGS:

Majority (63.6%) of the respondents are CASH ON DELIVERY

Majority (38.3%) of the respondents are PRICE

Majority (51.4%) of the respondents are prefer to AMAZON

Majority (72%) of the respondents are having the ONLINE SHOPPING YES

Majority (38.3) of the respondents are DISCOUNT AND OFFERS

SUGGESTIONS:

Transactions should be safe and security assured to the people.

There are so many cases where people felt that the product have been damaged while delivery. So, the products have to be treated with care.

Customers face low level of satisfaction in amazon while making online purchases. In order to increase satisfaction among customers, more security features have to be incorporated, delivery time has to be reduced to a maximum extend.

CONCLUSION:

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

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