



CONSUMER PERCEPTION TOWARDS AMAZON IN VADODARA CITY

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ABSTRACT:

Online shopping is the buying and selling process of goods and services carried out between customer and seller. As the world is transforming into digitalized era, more and more peoples are using internet and buying products from online. The customers can easily purchase anything from the comfort of their homes. Today online shopping has become common and that is why it is essential to make a study of online purchase, usage and perception of customers towards online shopping. The main aim of this research is to analyse the consumer perception while purchasing product or services through Amazon. For this purpose with the help of non probability convenience sampling method 201 respondents were selected and data were collected through structured, open-ended and closed-ended questions. On the basis of data analysis, it is found that most of the consumers perceived online shopping rather than traditional shopping. Most of the consumers are preferring electronics, stationery, kitchen and home items. Most of the consumers are buying because of price and easy payment.

KEYWORDS:

Online shopping, E- commerce, Consumer perception, Factor analysis, Segmentation.

INTRODUCTION:

Online shopping or online retailing 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. Alternative names are: e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping centre; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are eBay and Amazon.com, both based in the United States.

In the era of globalization along with the development of e-commerce, many business organizations started their sales and marketing efforts for their products and services via internet. In simple words Online shopping is defined as purchasing product from Internet retailers as opposed to a shop or store or the act of purchasing products or services over the Internet. It is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the electronic media. Consumers discover a product of interest by visiting the website of the retailer directly or by searching

among different vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers the process is called business to- consumer (B2C) online shopping. Online shopping is one of the rapid growing things. It is considered as medium for transaction between sellers and buyers. There are many players in ecommerce market such as amazon, flipkart, ebay, Snapdeal and many more.

Here we have mainly focused on **Amazon (The king of eCommerce)**.

Company Introduction - Amazon

Amazon.com opened for business in July 1995, billing itself as “The World’s Biggest Bookstore.” The company works hard to provide a broad selection of titles, high levels of customer service, personalized services, and low prices. The environment of the Internet also provides them with distinct advantages, which include unlimited virtual shelf space, low labor costs, high inventory turnover, shop-from-home-at-any-time convenience, and a simple search function to help the customer find his product.

Products and services

Amazon.com 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 . In August 2019, Amazon applied to have a liquor store in [San Francisco](#), CA as a means to ship beer and alcohol within the city. Amazon has separate retail websites for some countries and also offers international shipping of some of its products to certain other countries.

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

- Amazon Fresh
- [Amazon Prime](#)
- [Amazon Web Services](#)
- [Alexa](#)
- [Appstore](#)
- Amazon Drive

- [Fire TV](#)
- [Video](#)
- [Kindle Store](#)
- [Music](#)
- [Music Unlimited](#)
- [Amazon Digital Game Store](#)
- [Amazon Studios](#)
- AmazonWireless

(Success story of Amazon)

1. Excellent customer service,

Customer service at Amazon is not design to field complains and queries but it's an opportunity to improve the company's relationship to its customer.

2. Global resources available,

Amazon has global resources that span around the world. Which means they are already supplied to handle large volume from a wide diversity of resources including having access to 80 enormous warehouses and fulfilmentcentre.

4.Efficient tracking system,

One of the essential keys of Amazon success is handling large volumes in an efficient and expeditious manner. Each facility has access to barcode technology so that the packages shipped can be tracked in virtually any place.

5.Customer review,

Sometimes customer cannot make a decision whether to buy it from online or not because online shopping is a different experience. In this case customer can view what other customer are saying about the product (positive or negative). It helps to take a decision.

LITERATURE REVIEW:

- Vikas & Vinod Kumar (2017), with the development of modern technology, people's way of life is changing day by day. These changes have also affected the way of shopping. Online shopping is taking place instead of traditional store shopping. In present study, it has been tried to find out the people's perception towards online shopping and to know whether consumers prefer online shopping or store shopping and why. The primary data for this research has been collected through a survey of 100 consumers of Kurukshetra by using questionnaire. This study used factor analysis to provide evidence that consumer perception toward online shopping had strong relationship based on consumers demographic. The results of the study supported that the customers perceive online shopping with positive frame of mind and show that the emergence of various factors pertaining to online shopping.
- Neha s. (2018), the consumer's perception on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The perception of the consumer also has similarities and difference based on their personal characteristics. 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 highlights the fact that the youngsters between the age of 20-25 are mostly poised to use the online shopping. It is also found that the majority of the people who shop online buys books online as it is cheaper compared to the market price with various discounts and offers.

Objectives

- To identify the factors of consumer perception
- To know customer perception towards online shopping.
- To discriminate analysis of perception on demographic basis.
- To discriminate analysis of perception on psychographic basis.
- To discriminate analysis of perception on socio-economic basis.

PROBLEM STATEMENT OF RESEARCH.

- “ Consumer Perceptions towards Amazon in Vadodara city “
- The study is basically conducted to know how consumers perceive the online amazon services. The perception of consumers may vary under different circumstances. The primary goal of any business entity is to delight customers by creating and maximizing value through satisfactory delivery of products and service. This goal leads to customer satisfaction and loyalty: an essential attribute of business performance. Consequently, understanding techniques for creating value from a customer-centric perspective and avenues for developing customers’ willingness to become involved in the value creation process is critical.

2. 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.

Research Design

The type of design being used for making this project is Descriptive Design.

Sources of Data

The research is based on primary data which is collected through the self-design, structure questionnaires; however, help of secondary data is also taken from existing journals, articles and internet for preparing report.

Data Collection Method

Primary Data

Primary data will be collected through the survey method (Questionnaire) from the respondents. The questionnaire aimed at studying the customers preference and feedback for the online shopping sites Amazon.

Secondary Data

Secondary data will be collected thorough various websites and articles available on the internet.

Sample

Sample means a representation of the whole universe by a small population. Samples for this research are under Indian youth who come under 18-to-30-year age groups and who have online presence.

Sample size

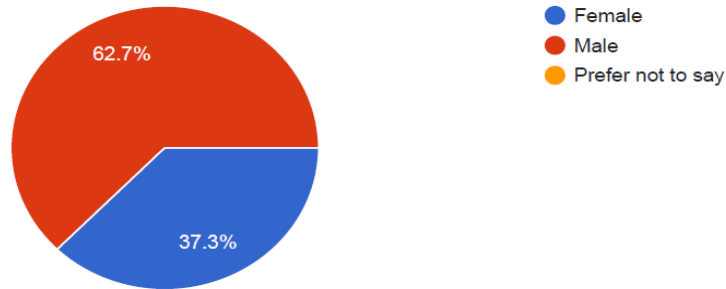
The number of sample units selected from the total population called sample size. Sample size which will be selected for this study is 201.

Sampling method

The sample is selected by using non probability convenience sampling method.

Gender

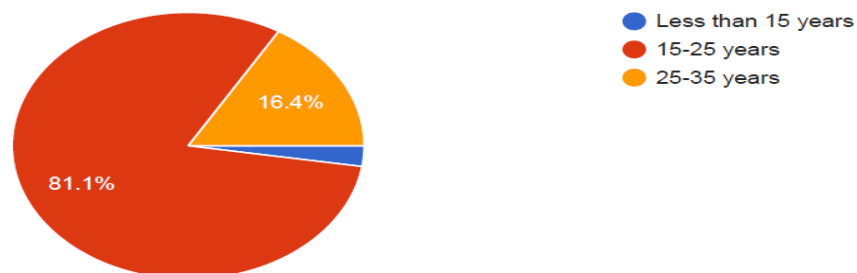
201 responses



Out of 201 respondents there are 62.7% respondents are male, and 37.3% are female, so we can say that males order more from amazon as compare to female.

Please tick the age group year you belong to.

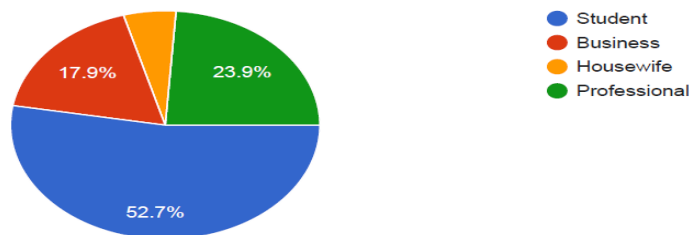
201 responses



Out of 201 respondents 81.1% respondent's age is between 15-25 years, 16.4% respondent's age are between 25-35 years and very few are under 15 years of age. So we can say that youngsters are ordering more from amazon.

Please tick your occupation.

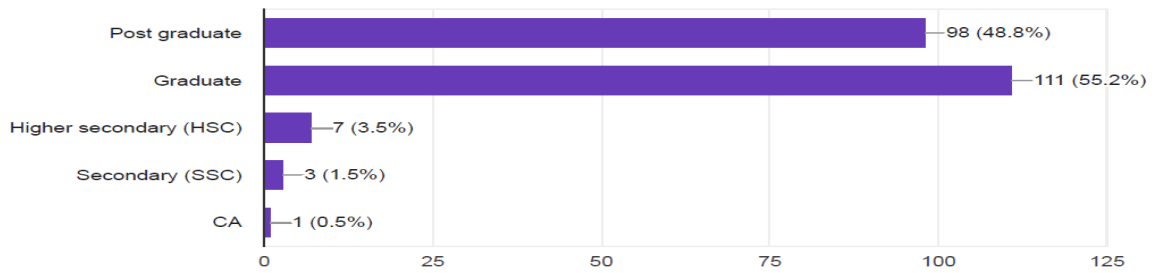
201 responses



Out of 201 respondents 52.7% are students, 23.9% are professional, 17.9% are business peoples and very few are housewives.

Please tick your education as relevant.

201 responses



Out of 201 respondents 55.2% are graduates, 48.8% are post graduates, 3.5% are HSC, 1.5% are SSC and very few are CA professionals.

Please tick your income range .

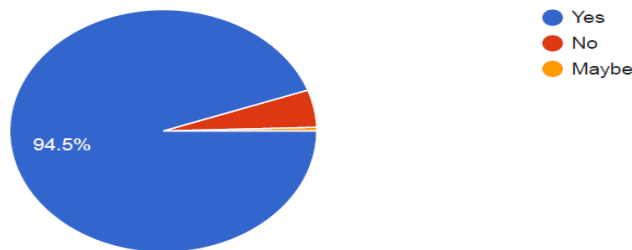
201 responses



Out of 201 respondents large population belongs to Rs.3 to Rs.5 lakhs per annum who prefer buying products from Amazon.

Are you aware of "Amazon shopping website" ?

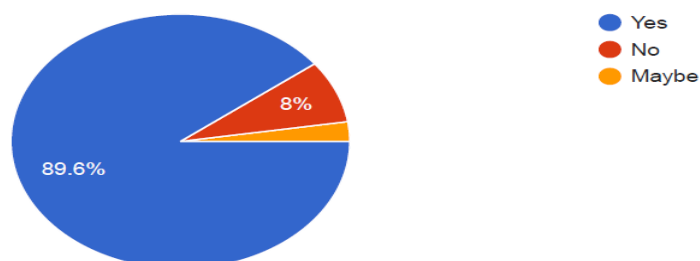
201 responses



Out of 201 94.5% are aware about the amazon company

Have you purchased any item from Amazon ?

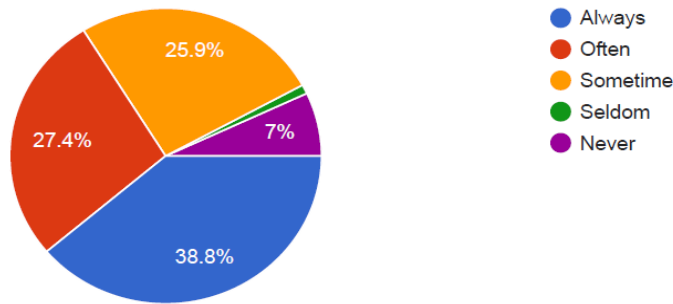
201 responses



Out of 201 respondent 89.6% of people purchased the products from amazon.

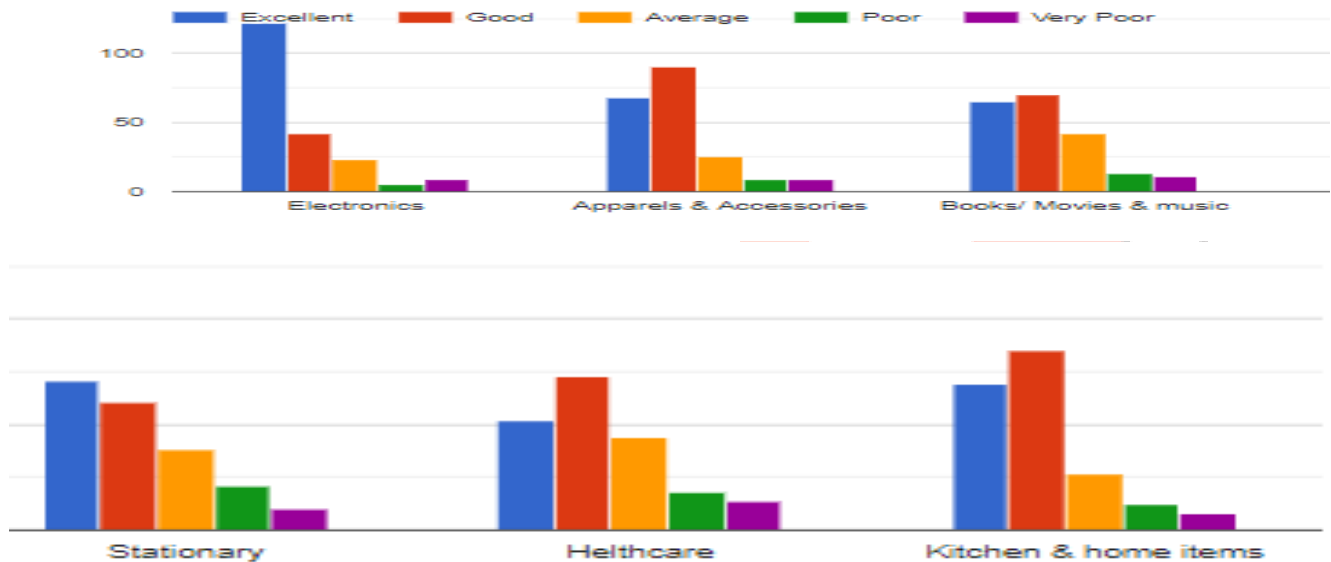
How frequently do you shop through Amazon websites ?

201 responses



Out of 201 respondents 38.8% of people frequently do the shopping through amazon websites.

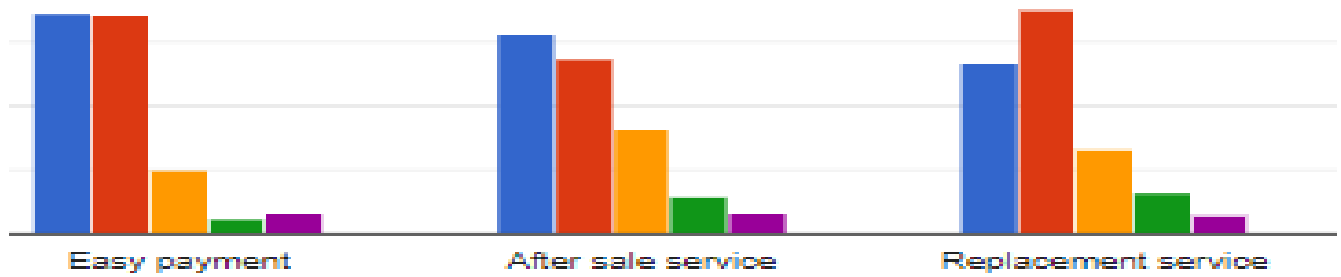
Which item you mostly perceive to buy from Amazon ?



Out of 201 respondents most people prefer to purchase Electronics, stationery, kitchen and home items from amazon websites.

Why you use Amazon as compared to any other shopping website?

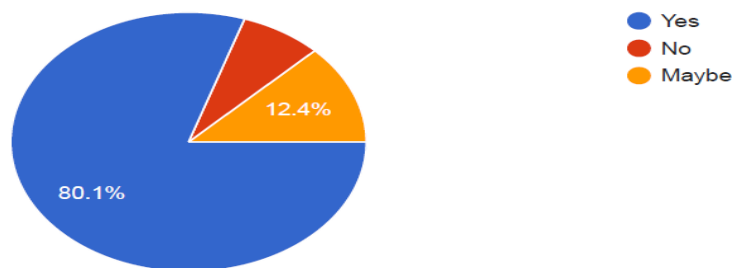




Out of 201 respondents most people buy through online because of the price and easy payment functions.

Will you recommend Amazon to others?

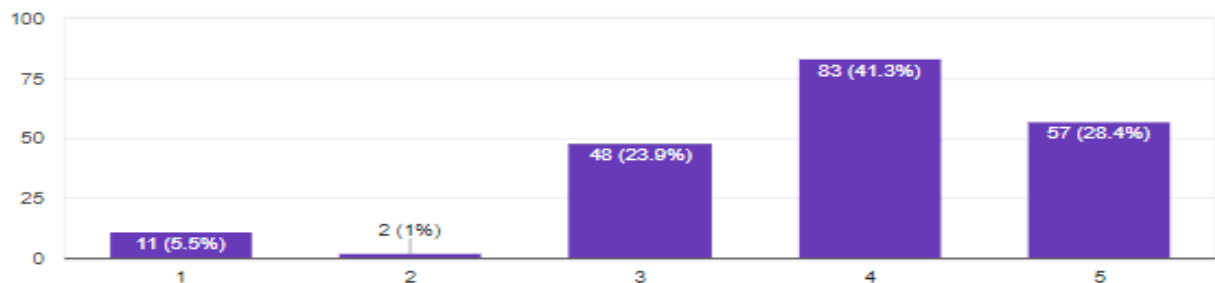
201 responses



Out of 201 respondents 80.1% customers will recommend amazon to others.

How much you rate service of Amazon between 1 to 5.

201 responses



Out of 201 respondents 11 respondents rated 1 to amazon service between 1 to 5, 2 respondents rated 2 to amazon service between 1 to 5, 48 respondents rated 3 to amazon service between 1 to 5, 83 respondents rated 4 to amazon service between 1 to 5 and 57 respondents rated 5 to amazon service between 1 to 5.

CONCLUSION:

- Online shopping is becoming common in today’s life. This study indicates that most of customers have experience of online shopping. Customers believes that online shopping is better option than traditional shopping. In our survey it is concluded that most of the customers are preferring amazon for buying Electronics, stationery, kitchen and home items. Most of the customers are facing problems like replacement service and issue in amazon portal. According to, customers most alarming barrier for online shopping is unable to verify product personally.

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