



“AMAZON AND ITS MARKETING STRATEGY DURING COVID’19-A CONSUMER PERSPECTIVE”

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CHAPTER 1

GENERAL INFORMATION

INTRODUCTION TO E-COMMERCE

The term electronic trade or web based business alludes to such a business exchange that includes the exchange of data through the web. By definition it covers an assortment of business exercises which use web as a stage for either data trade or financial exchange or both on occasion. Internet business implies utilizing the Web and the web for business exchanges or business exchanges, which commonly include the trading of significant worth (e.g. cash) across authoritative or singular limits as an end-result of items and administrations

HISTORY OF E-COMMERCE

The history of E-commerce begins with the invention of the telephone at the end of last century. EDI (Electronic Data Interchange) is widely viewed as the beginning of ecommerce if consider e-commerce as the networking of business communities and digitalization of business information. Large organizations have been investing in development of EDI since sixties. It has not gained reasonable acceptance until eighties. The meaning of electronic commerce has changed over the last 30 years. Originally, electronic commerce meant the facilitation of commercial transactions electronically, using technology such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing businesses

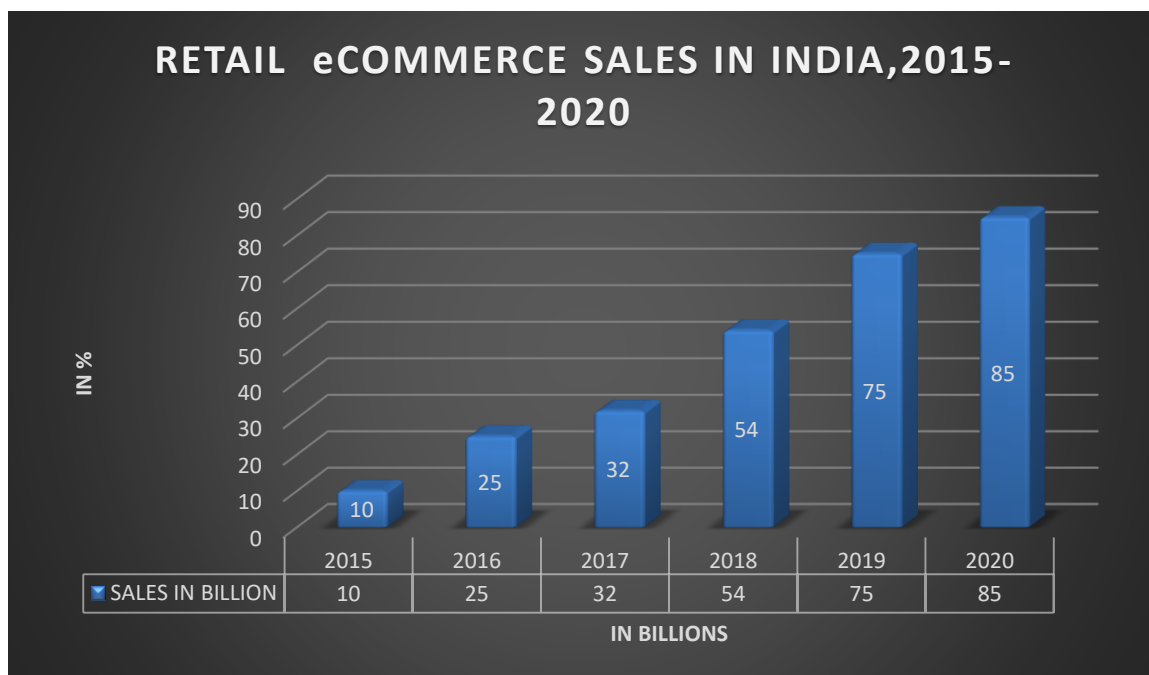
to send commercial documents like purchase orders or invoices electronically. The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce. Another form of E-commerce was the airline and railway reservation system. Online shopping, an important component of electronic commerce was invented by Michael Aldrich in the UK in 1979. The world's first recorded business to business was Thomson Holidays in 1981. The first recorded Business to consumer was Gateshead SIS/Tesco in 1984. During the 1980s, online shopping was also used extensively in the UK by auto manufacturers such as Ford, General Motors and Nissan. The systems used the switched public telephone network in dial-up and leased line modes.

Although the Internet became popular worldwide around 1994 when the first internet online shopping started, it took about five years to introduce security protocols and DSL allowing continual connection to the Internet. By the end of 2000, many European and American business companies offered their services through the World Wide Web. Since then people began to associate a word "E-commerce" with the ability of purchasing various goods through the Internet using secure protocols and electronic payment services.

The major different types of E-Commerce are:

- I. Business-to-Business (B2B).
- II. Business-to-Consumer (B2C).
- III. Business-to-Government (B2G).
- IV. Consumer-to-Consumer (C2C).
- V. Mobile Commerce (M-Commerce).

RETAIL E-COMMERCE SALES IN INDIA



The introduction of the government's Digital India initiative hand in hand with the increasing internet penetration over the recent years, resulted in the country's digital population amounting to approximately 688

million active users as of January 2020. The traffic in the world's second largest internet market at this stage was largely dominated by mobile internet users.

The causes and their effects The arrival of Reliance Jio services in 2007, provided people in the country with schemes and subsidies that were not only attractive, but easily affordable, irrespective of their income levels and socio-economic classes. The impact was almost instant, with over 60 percent of the mobile data traffic coming from Jio services in less than ten years of its launch.

The future holds greater promise The number of internet users had increased over the years in rural as well as the urban areas . It seemed likely from previous trends that the launch of the Jio fixed line broadband service, called Giga fiber might aid in the already increasing internet penetration across the country. Along with the demonetization in late 2016, digitization penetrated the country at a staggering rate, nearly 50 percent in 2019.

1.1 INTRODUCTION ABOUT AMAZON

Amazon.com, online retailer, manufacturer of electronic book readers, and Web services provider that became the iconic example of electronic commerce. Its headquarters are in Seattle, Washington. Amazon is a vast Internet-based enterprise that sells books, music, movies, housewares, electronics, toys, and many other goods, either directly or as the middleman between other retailers and Amazon millions of customers. Its Web services business includes renting data storage and computing resources, so-called "cloud computing," over the Internet. Its considerable online presence is such that, in 2012, 1 percent of all Internet traffic in North America travelled in and out of Amazon.com data centres.

In 1994 Jeff Bezos, a former Wall Street hedge fund executive, incorporated Amazon.com, choosing the name primarily because it began with the first letter of the alphabet and because of its association with the vast South American river. On the basis of research conducted, Bezos concluded that books would be the most logical product initially to sell online. Amazon.com was not the first company to do so- Computer Literacy, a Silicon Valley bookstore, began selling books from its inventory to its technically astute customers in 1991. However, the promise of Amazon.com was to deliver any book to any reader anywhere. However, Bezos dismissed naysayers as not understanding the massive growth potential of the Internet. He argued that to succeed as an online retailer, a company needed to "Get Big Fast," a slogan he had printed on employee T-shirts. In fact, Amazon.com did grow fast, reaching 180,000 customer accounts by December 1996, after its first full year in operation, and less than a year later, in October 1997, it had 1,000,000 customer accounts. Its revenues jumped from \$15.7 million in 1996 to \$148 million in 1997, followed by \$610 million in 1998. Amazon success propelled its founder to become *Time* magazine's 1999 Person of the Year.

The company expanded rapidly in other areas. Its Associates program, where other Web sites could offer merchandise for sale and Amazon.com would fill the order and pay a commission, grew from one such site in 1996 to more than 350,000 by 1999. Following Bezos's initial strategy, the company quickly began selling more than books. Music and video sales started in 1998. That same year it began international operations with the acquisition of online booksellers in the United Kingdom and Germany. By 1999 the company was also selling consumer electronics, video games, software, home-improvement items, toys and games, and much more.

Beyond Retailing

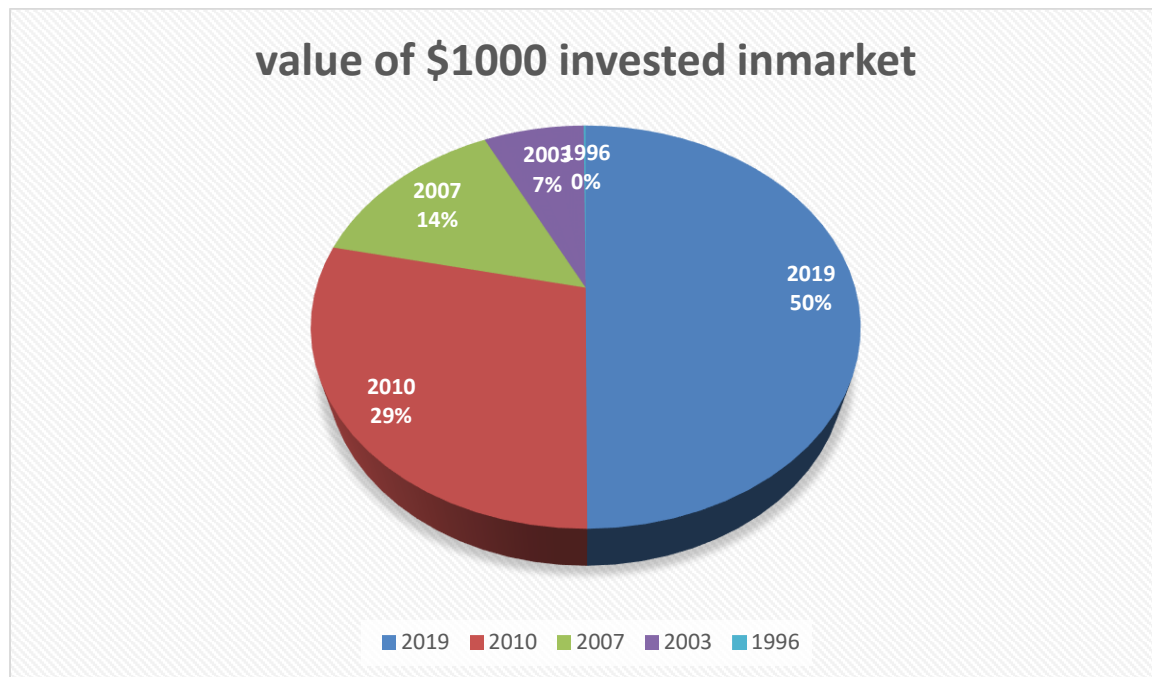
As noted above, Bezos claimed that Amazon.com was not a retailer but a technology company. To underscore the point, in 2002 the company launched Amazon Web Services (AWS), which initially offered data on Internet traffic patterns, Web site popularity, and other statistics for developers and marketers. In 2006 the company expanded its AWS portfolio with its Elastic Compute Cloud (EC2), which rents out computer processing power in small or large increments. That same year, the Simple Storage Service (S3), which rents data storage over the Internet, became available.

S3 and EC2 quickly succeeded and helped popularize the idea that companies and individuals do not need to own computing resources; they can rent them as needed over the Internet, or "in the cloud." For example, in 2007, soon after launch, the S3 service contained more than 10 billion objects, or files; five years later, it held more than 905 billion. AWS is even used by Amazon.com rivals, such as Netflix, which uses both S3 and EC2 for its competing video streaming service.

When Bezos founded Amazon.com, the strategy was to not carry any inventory. However, in order to achieve more control over deliveries, in 1997 the company began holding inventory in its warehouses. In 2000 the company started a service that lets small companies and individuals sell their products through Amazon.com, and by 2006 it had started its fulfillment by Amazon service that managed the inventory of such business. Its growing inventory-management business spurred its \$775 million purchase in 2012 of Kiva Systems, a robotics company whose devices automate inventory-fulfillment duties.

By the by, regardless of having spread out well past internet retailing, the majority of the organization's incomes keeps on coming through selling items on the web (however its most beneficial division remains AWS), and that is the place a lot of its speculation has been focused on. Throughout the long term it has obtained or put resources into numerous online retailers, for example, the shoe merchant Zappos, which it bought for \$847 million of every 2009.

1.2 AMAZON WORLD MARKET SHARE OVERVIEW



One of those investors who did not see Bezos' staggering success coming, was Wall Street Doyen Warren Buffett.



WHAT IS THE RETURN ON A \$1,000 INVESTMENT ON MAY 15, 1997, WITH OTHER COMPANIES?

The extremely rich person speculator from Omaha told investors at a Berkshire Hathaway meeting recently he had no clarification for why he didn't back Amazon twenty years prior.

'I was too moronic to even think about realizing. I didn't think [Bezos] could prevail on the scale he has,' Buffett stated, as per CNBC.

He proceeded to include he: 'truly belittled the brightness of the execution.'

Fortune reports if Buffett had seen Amazon's prosperity coming and put \$50million into the organization upon the arrival of its Initial public offering, he'd currently have a stake worth an eye-watering \$24.4billion.

Amazon's offer blast over the most recent three years has been in expectation that internet business will turn into an a lot greater power in the retail division.

Online deals right now involve around eight percent of the US retail market. Amazon alone records for around 43 percent of US online deals, as indicated by consultancy Cut Knowledge.

AMAZON'S STOCK PRICE SINCE OPENING AT \$18 FOR ITS IPO

May 1998: \$7.34

May 2000: \$49.94

May 2002: \$18.23

May 2004: \$48.5

May 2006: \$34.61

May 2008: \$81.62

May 2010: \$125.46

May 2012: \$212.91

May 2014: \$312.55

May 2016: \$722.790

May 1999: \$59.4

May 2001: \$16.69

May 2003: \$35.89

May 2005: \$35.51

May 2007: \$69.14

May 2009: \$77.99

May 2011: \$196.69

May 2013: \$269.20

May 2015: \$429.23

May 30, 2017: \$1,001.20

1.3GROWTH OF THE E-COMMERCE INDUSTRY AND AMAZON IN INDIA

E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much of the growth for the industry has been triggered by an increase in internet and Smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 636.73 million in FY19. India's internet economy is expected to double from US\$ 125 billion as of April 2017 to US\$ 250 billion by 2020, backed primarily by E-commerce. India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.

Despite being the second-greatest user base in world, simply behind china (650 million, 48% of people), the penetration of online business is low diverged from business parts like the US (266 million, 84%), or France (54 m, 81%), anyway is creating at a striking rate, including around 6 million new competitors reliably. The business arrangement is that improvement is at an articulation point. In India, cash down is the most preferred portion strategy, storing up 75% of the e-retail works out. Enthusiasm for overall purchaser things (checking long-tail things) is building up significantly snappier than in-country deftly from affirmed shippers and online business commitments. Greatest online business associations in India are Flipkart, Snapdeal, Amazon India, paytm.

Market size

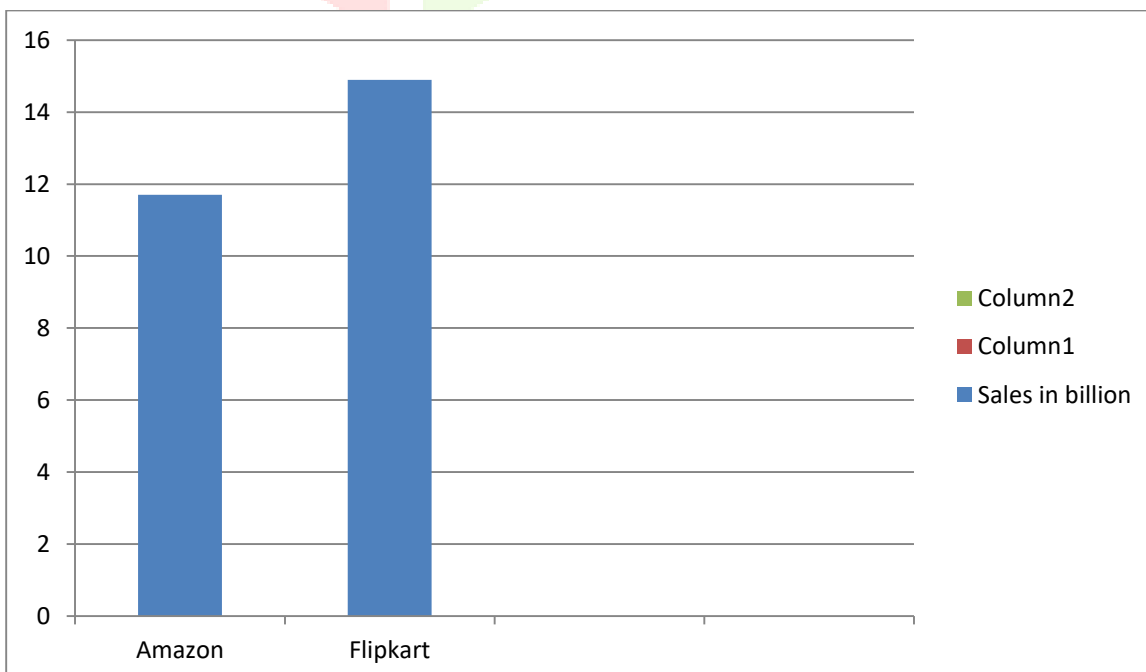
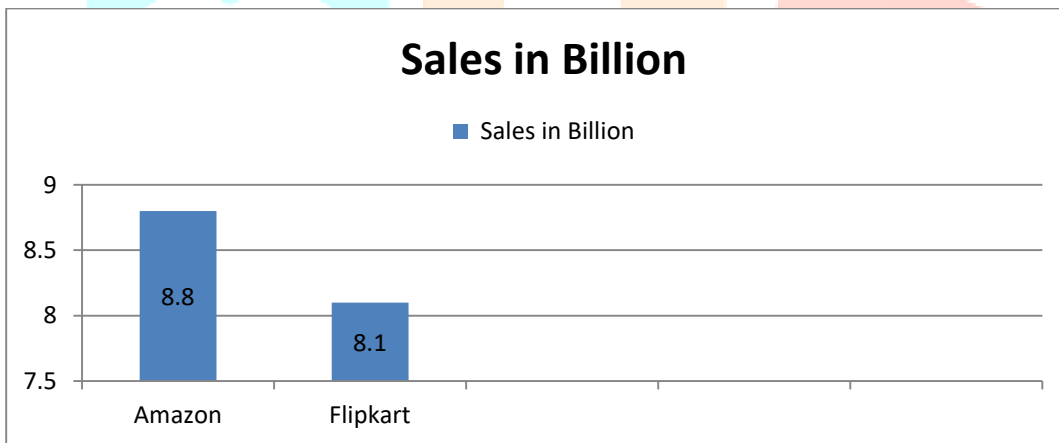
Propelled by rising Smartphone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. Online retail sales in India is expected to grow 31 per cent to touch US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

Smartphone shipments in India increased eight per cent y-o-y to reach 152.5 million units in 2019, thereby making it the fastest among the top 20 smartphone markets in the world.

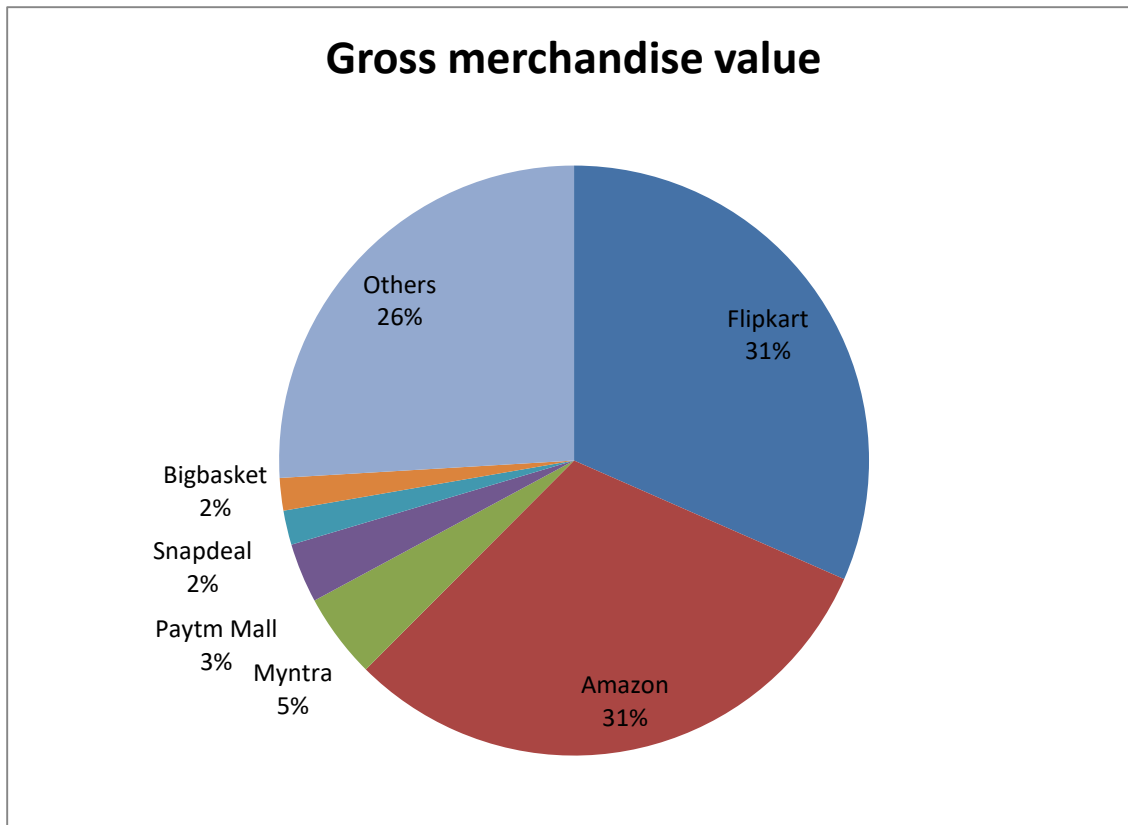
Internet penetration in India grew from just 4 per cent in 2007 to 52.08 per cent in 2019, registering a CAGR of 24 per cent between 2007 and 2019. The number of internet users in India is expected to increase from 687.62 million as of September 2019 to 829 million by 2021.

Estimated E-commerce Gross sales in India

2018



1.4 Indian Ecommerce market (Major companies in the Industry)



Amazon product's and service's

Amazon is the biggest web based organization in the US. Amazon.com began as an online book shop, yet before long differentiated, selling dvds, cds, video and mp3downloads/web based, software, computer games, gadgets, clothing, furniture, food, toys, and gems. The company also produces consumer electronics notably, kindle, tablets, televisions and phone is a major provider of cloud computing services.

Amazon has separate retail sites for US, U&K and ireland, france, canada, germany, the netherlands, italy, spain, australia, brazil, japan, china, India and mexico, with locales for sri lanka and south east asian nations just around the corner. Amazon likewise offers worldwide delivery to consumers.

In July 2013, Amazon had announced to invest \$2 Billion(Rs12,000)in India to expand business

Exclusive Products

The Amazon kindle is a series of e-readers designed and marketed by Amazon.com. Amazon kindle devices enable users to browse, buy, download and read e-books, newspapers, magazines and other digital media via

wireless networking to the kindle store. The hardware platform, developed by Amazon subsidiary lab126, began as a single device and now comprises a range of devices, including e-readers with e ink electronic paper displays, and android-based tablets with colour Lcd screens. All kindle devices integrate with the kindle store to acquire content and as of February 2016, the store has over 4.3 million e-books available in the us. The one-plus one launched as an Amazon exclusive in India last year, but now the device is available for purchase on rival e-commerce store Flipkart.

Acquisitions

In order to differentiate itself, company acquired many it& e-commerce set-up's like pets.com, audible.com ,jungle.com ,imbd.com ,zappos.com ,woot etc.

CHPAPTER 2

PRIMARY STUDY

LITERATURE REVIEW

Sharma and mittal (2009) in their examination "possibilities of online business in India", specifies that India is indicating colossal development in the web based business. Without a doubt, with the working class of 288 million individuals, web based shopping shows boundless potential in India. The land costs are contacting the sky. Today internet business has become a necessary aspect of our day by day life. There are sites giving quite a few products and enterprises. The web based business gateways give merchandise and enterprises in an assortment of classes. To give some examples: attire and adornments for people, wellbeing and excellence items, books and magazines, PCs and peripherals, vehicles, programming, buyer gadgets, family machines, gems, sound, video, amusement, merchandise, blessing articles, land and administrations. Ashish gupta, senior overseeing head of helion adventure accomplices and one of the main sponsor of Flipkart as a holy messenger financial specialist: "Flipkart has been retaining organizations that have some potential (letsbuy, myntra). In that cycle, a portion of the wagers will turn out badly, without a doubt. In any case, that is good enough. The organization (Flipkart) is intentionally taking wagers that permit it to either develop or dispose of rivalry that decreases showcasing spend and improves financial aspects."

Miyazaki and fernandez (2001) substantiated that the prior experience was found to affect the intention and behavior significantly and in a variety of ways. The results of this study imply that the technology acceptance model should be applied to electronic commerce research with caution. In order to develop a successful and profitable web shop, understanding customers' needs is essential. It has to be ensured that products are as cheap in a web shop as purchased from traditional channels. According to sharma and mittal (2009) in their study "prospects of e- commerce in India", mentions that India is showing tremendous growth in the e-commerce. Undoubtedly, with the middle class of 288 million people, online shopping shows unlimited potential in India. The real estate costs are touching the sky. Today e-commerce has become an integral part of our daily life. There are websites providing any number of goods and services. The e-commerce portals provide goods and

services in a variety of categories. To name a few: apparel and accessories for men and women, health and beauty products, books and magazines, computers and peripherals, vehicles, software, consumer electronics, household appliances, jewellery, audio, video, entertainment, goods, gift articles, real estate and services. Samadi and Ali (2010) compared the perceived risk level between internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the internet shopping environment.

Baljeet Kaur, Sushila Madan (2013) Trust is an important requisite for any online transaction to take place. This paper presents an overview of various trust factors which exist in Indian e-Commerce market place and the customers' inclination towards these factors. The study attempts to provide a tool to the e-vendors to understand what the customers expect from a website in order to make that initial purchase and hence, improve upon their online stores to attract more customers. In addition to this, the study aims at enhancing the knowledge base of the online customers by providing them a finer insight with a view to indulge in online shopping more advantageously. The study is based on the data collected through questionnaires and is conducted mainly on the experts in Indian e-Commerce market who have in depth knowledge about executing online transactions successfully. The study uses pair-wise comparisons to assess the significance of each of the trust factor within its class. Expert Choice software is used to perform sensitivity analysis on these factors.

Pratim Dutta (2011) What factors underlie the adoption dynamics of ecommerce technologies among users in developing countries? Even though the internet promised to be the great equalizer, the nuanced variety of conditions and contingencies that shape user adoption of ecommerce technologies has received little scrutiny. Building on previous research on technology adoption, the paper proposes a global information technology (IT) adoption model. The model includes antecedents of performance expectancy, social influence, and technology opportunism and investigates the crucial influence of facilitating conditions. The proposed model is tested using data from 172 technology users from 37 countries, collected over a 1-year period. The findings suggest that in developing countries, facilitating conditions play a critical moderating role in understanding actual ecommerce adoption, especially when in tandem with technological opportunism. Altogether, the paper offers a preliminary scrutiny of the mechanics of ecommerce adoption in developing countries

CMA Panigrahi, Ranjan Upadhyaya, PP Raichurkar (2016) Electronic commerce (e-commerce) as part of the information technology revolution became widely used in the world trade in general and Indian economy in particular. With advancements in technology, there have been changes in the methodology for business transactions. India, being a rapid adaptor of technology is apace with the current scenario of electronic data exchanges and has taken to e-commerce. E-commerce stands for electronic commerce and pertains to trading in goods and services through the electronic medium. India is showing tremendous growth in the Ecommerce. The low cost of the PC and the growing use of the Internet is one of reasons for that. There is a growing awareness among the business community in India about the opportunities offered by e-commerce. Textile Industry is second largest industry in the country contributing 14% to GDP. E-commerce and electronic applications in automation has brought in tremendous growth in India. E-commerce is connecting rural India for the business hence develop village economy. The future does look very bright for ecommerce in India. India is showing tremendous growth in the E-business. India has an internet user base of over 100 million users. The penetration of e-business is low compared to markets like the US and the UK but is growing at a much faster rate with a large number of new entrants. India is yet to witness a breakthrough E-commerce success story particularly in online retail. E-commerce creates new opportunities for business; it also creates new opportunities for education and academics line. It raises key challenges that are being faced by consumers relating to e-commerce viz., Ethical issues, Perceptions of risk in e-service encounters, challenges for e-business education and legal system. The new Innovative Technologies in Electronic and IT applications is backbone of the Industry development. This can happen only when E-commerce supplements and compliments development of the Engineering Industry and large-scale Quality manufacturing happens in India. India needs to promote E-commerce business to develop rural India by developing effective communication to map value

of the goods produced and make available goods and services at low cost to the consumers. Textile garment Industry has got tremendous support by E-commerce by online web portal but consumer needs to be taken into confidence by educational program in rural India.

Sanjay Mishra, Charu Rastogi (2020) E-commerce is a boom for the business in the era of digitalization. The abbreviation E-commerce stands for electronic commerce. It means commercial transactions conducted electronically on the Internet. In India, e-commerce is speedily marching towards becoming a digitally empowered society. It gives wider choices of products available at lower prices and saves time. Latest trends that are adopting by various e-commerce sites create a new paradigm in this industry. This papers deals with the introduction of E-commerce, overview of E-commerce ...

K Das, Afreen Ara (2015) E-commerce is trading of products and service through the medium of internet. In this paper we present factors that are fuelling growth in ecommerce sector in India. The methodology of my study is from secondary sources such as articles, journals, reports, papers, blogs and conference proceeding. Ecommerce one of the highest growing business, with India having great market potential for investments. There has been huge surge in investment since last year and more is expected in coming years. The rapid growth in use of mobile and internet users has facilitated ecommerce business in both urban and rural cities. The topics covered include the terms study of commerce, key drivers of growth, market growth potential, investment, retail market, logistics infrastructure, internet regulations, key challenges and future of ecommerce.

Abhijit Mitra (2013) Electronic commerce or business is more than just another way to sustain or enhance existing business practices. Rather, e-commerce is a paradigm shift. It is a "disruptive" innovation that is radically changing the traditional way of doing business. Ecommerce is showing tremendous business growth in our country. Increasing internet users have added to its growth. Ecommerce has helped online travel industry in many ways and added a new sales avenue through online retail industry in our country.

Preeti Khanna, Brinda Sampat (2015) The Indian retail sector is witnessing a dramatic change because of changing mindset of the urban consumers. These consumers are spoilt for choices and are presented not only with different products and brands but also with diverse retailer formats such as departmental stores, specialty stores, and online shopping platforms. The prospect of online shopping is increasing in India because of many factors such as increased Internet literacy, perceived usefulness, ease of use, increased number of working women, entry from the global and local ...

OBJECTIVES OF RESEARCH

- To identify about the customer online shopping preferences during corona.
- To identify about the issues faced by customers during online shopping in corona period.
- To identify about the impact of promotional activities done by Amazon during corona.
- To identify the customer, prioritize trusted relationship during corona.
- To identify about the sustainable competitive advantage of Amazon during corona.

STATEMENT OF THE PROBLEM(HYPOTHESIS)

We face millions of problems when we entered into the world of online shopping .Amazon also one of the online shopping applications site that nowadays reached in millions of people everywhere. There are some problems that customer 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 customers.
- *The product which customers are choosing might be delivered wrong like ,different in colour or design etc.
- *Some goods or product ,which customer needs may not be available to the address of the customer.

PROBLEM DEFINITION

In India e-commerce evaluated like a giant with huge opportunity and success rate. There are so many big and small players in market. Are they really going to sustain in market for a long time and is there success rate for them. What are customers expecting from them and are they ready to fulfill their requirements. The study is to understand both parties' requirements and procedures.

RESEARCH APPROACH

EXPLORATORY RESEARCH

Exploratory research conducted for a problem that has not been clearly defined. Exploratory research helps determine the best research design, data collection method and selection of subjects. It should draw definitive conclusions only with extreme caution. Exploratory research often relies on secondary research such as reviewing available literature and/or data, or qualitative approaches such as informal discussions with consumers, employees, management or competitors, and more formal approaches through in-depth interviews, focus groups and projective methods.

DESCRIPTIVE RESEARCH

The objective of descriptive research is to describe the characteristics of various aspects, such as the market potential for a product/company or the demographics and attitudes of consumers who buy the product with the help of primary data collected.

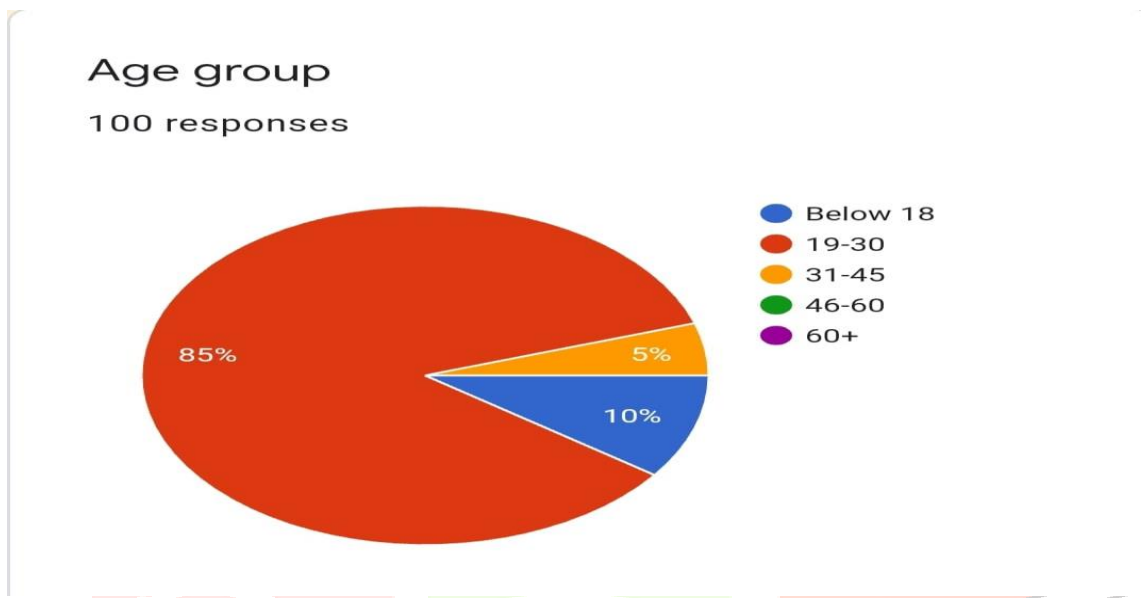
POPULATION

SAMPLE SIZE OF 100 RESPONDENTS/NON PROBABILITY SAMPLING MERHOD

LIMITATION

- There was so much confidential data of companies that are not Exposed.
- Survey was restricted to particular age group because respondents willing to fill are college students.
- Analysis was done based upon personal opinion of respondents individually, not from any focus groups or experts.

INTERPRETATION

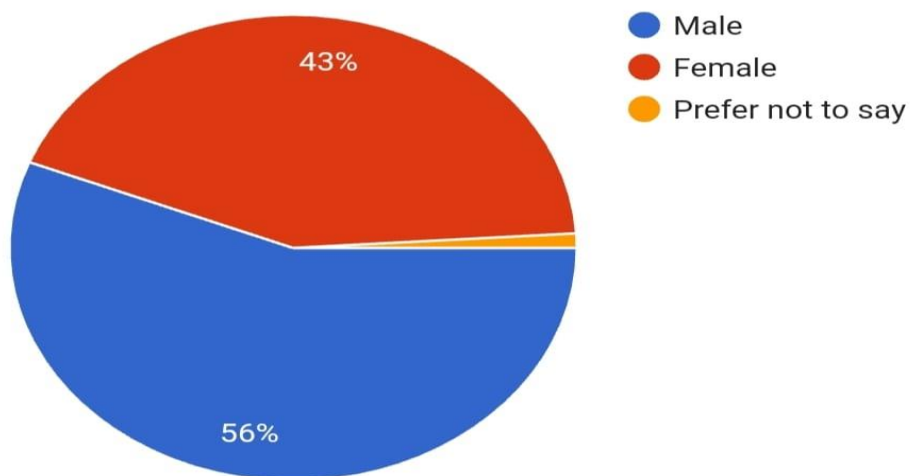


1. Age group:-

The above data shows that 85% of our population are at the age of 19-30, 10% of our population are at the age of below 18.

Gender

100 responses



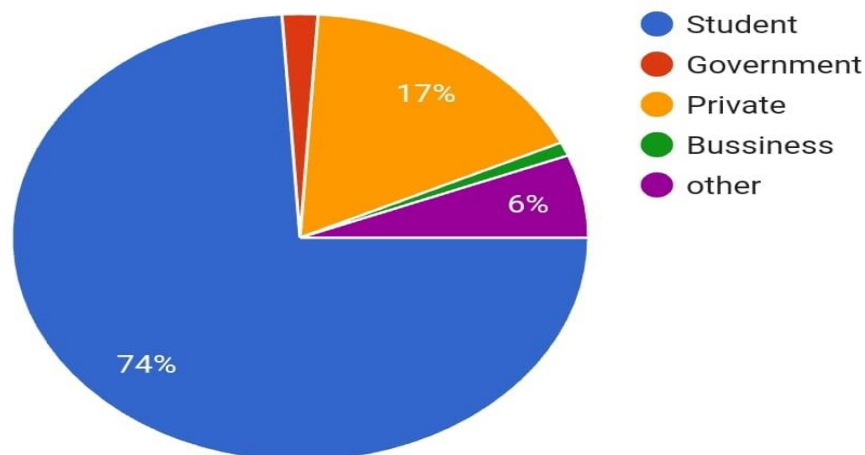
2.Gender:-

The above represents gender classification of online shopping in which 43% are female and 56% are male.



Occupation

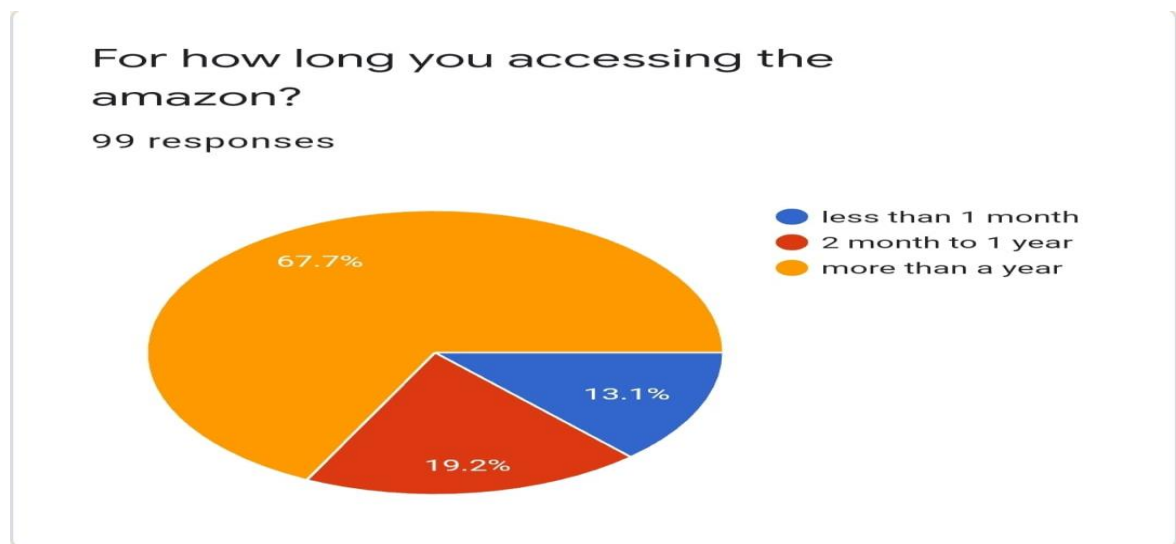
100 responses



3.Occupation:-

The above date represents the occupation classification of online shopping in which 74% of population are

student's,17% of our population are from private sector.

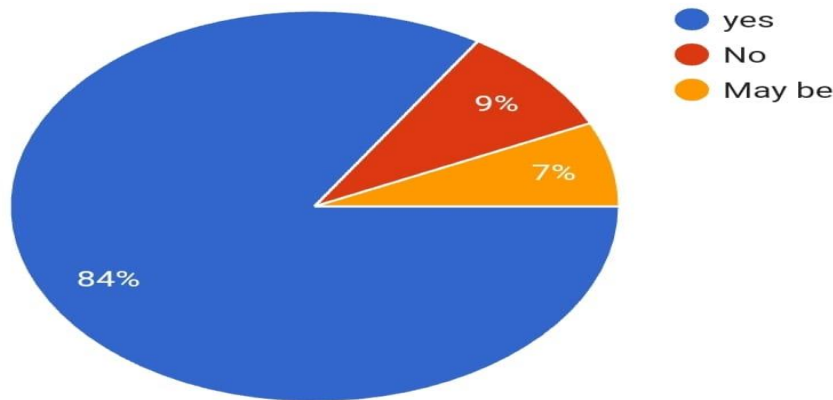


4.For how long you accessing the amazon:-
The above data shows that 67% of population are using amazon more than a year and 19 % of our population are using it more than 2 month and a year and the remaining one's are using less than one month.



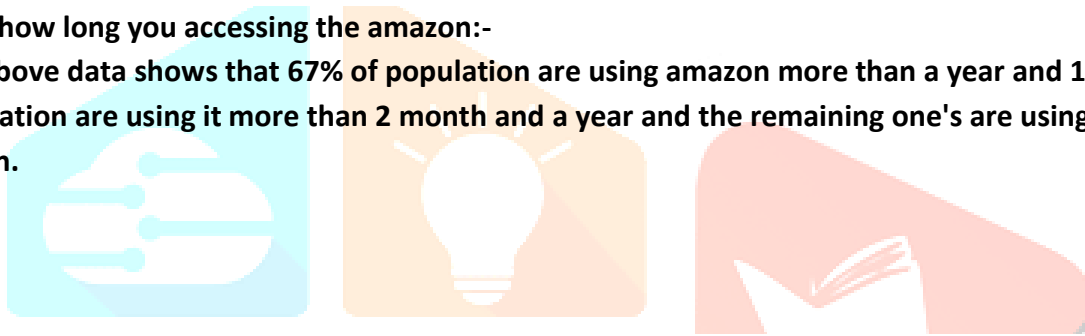
Do you prefer Amazon online shopping during covid 19 ?

100 responses



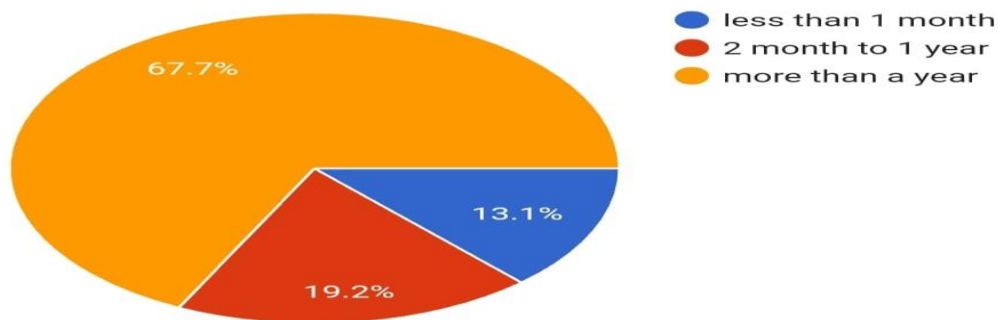
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For how long you accessing the amazon?

99 responses

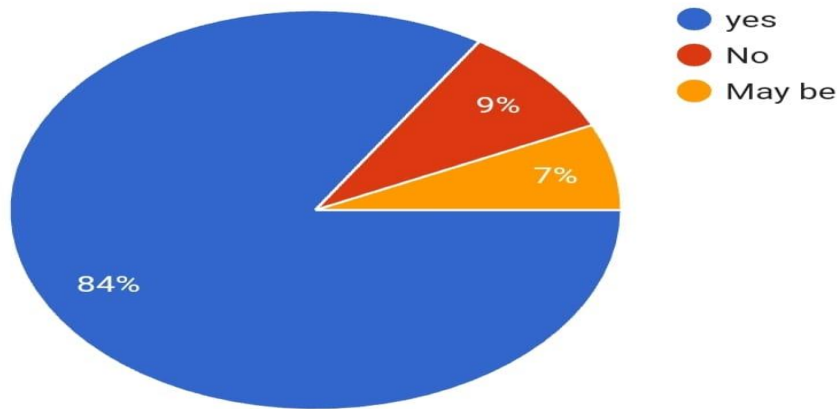


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100 responses

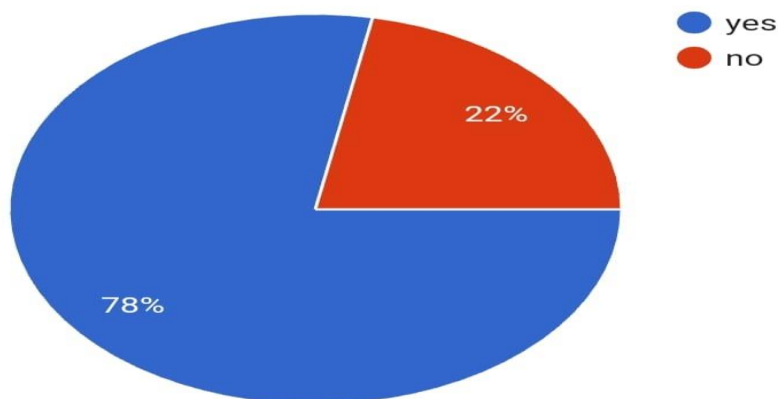


5. Did you purchase something from amazon during covid.

The above data shows that 78% of population purchased from Amazon during pandemic.

Did you purchase something from Amazon during covid 19 ?

100 responses

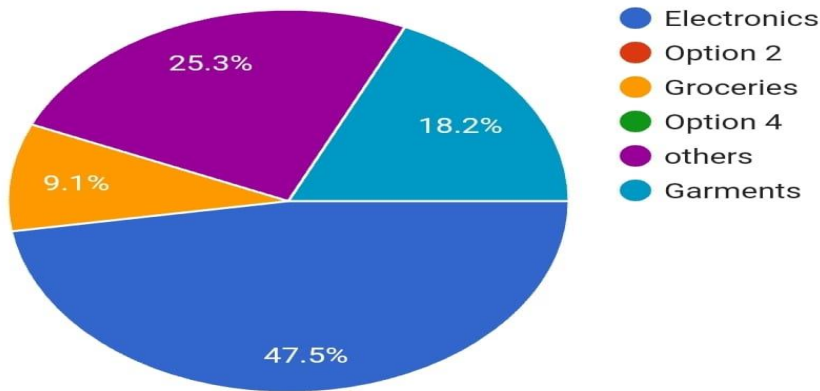


6. Did you purchase something from amazon during covid.

The above data shows that 78% of population purchased from Amazon during pandemic.

which type of goods and services you preferred from Amazon during covid 19 ?

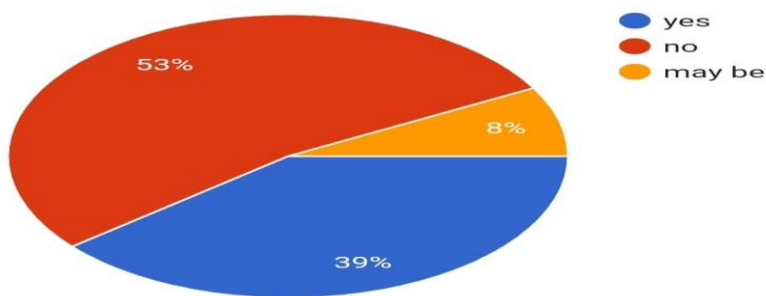
99 responses



7.The above data shows that 47.5% of population purchased electronic devices from Amazon, 18%of population purchased garment and 9 % of population purchased groceries.

Did you face or experienced any type of error via shopping with Amazon during covid 19 ?

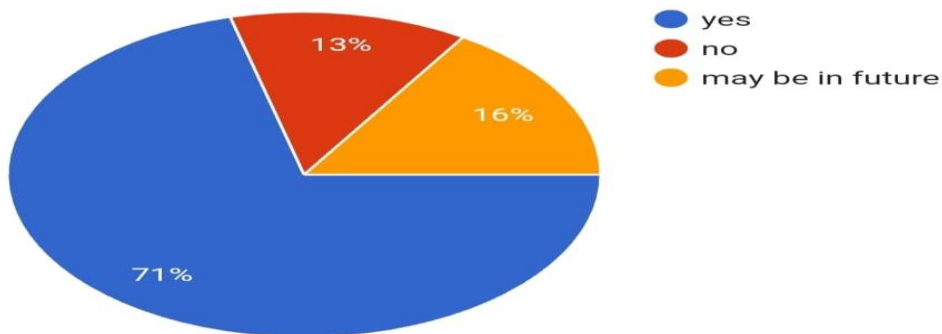
100 responses



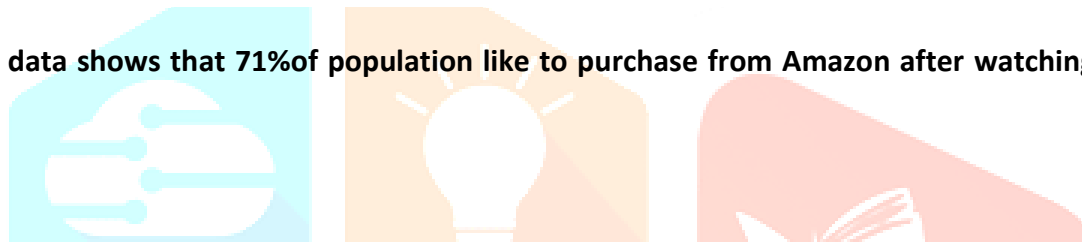
8.The data shows that 53% of population haven't faced any issue via shopping with Amazon and 39% of population faced issues.

Did you feel to purchase goods after watching a discount or sale advertisement of Amazon during covid 19?

100 responses

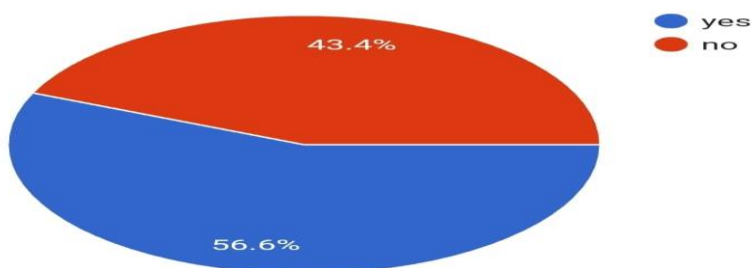


9.The data shows that 71%of population like to purchase from Amazon after watching any discounts or sale advertisements.



Did you purchased something from Amazon after watching the advertisement on T.V or any other source during covid 19 ?

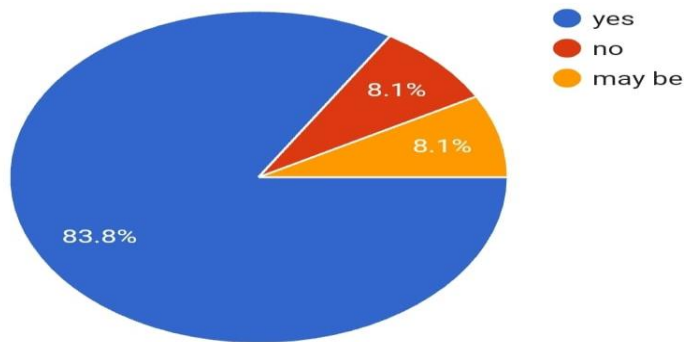
99 responses



10.The above data shows that 56%of people purchased products after watching advertisements.

so far,you got the product at the time estimated delivery given?

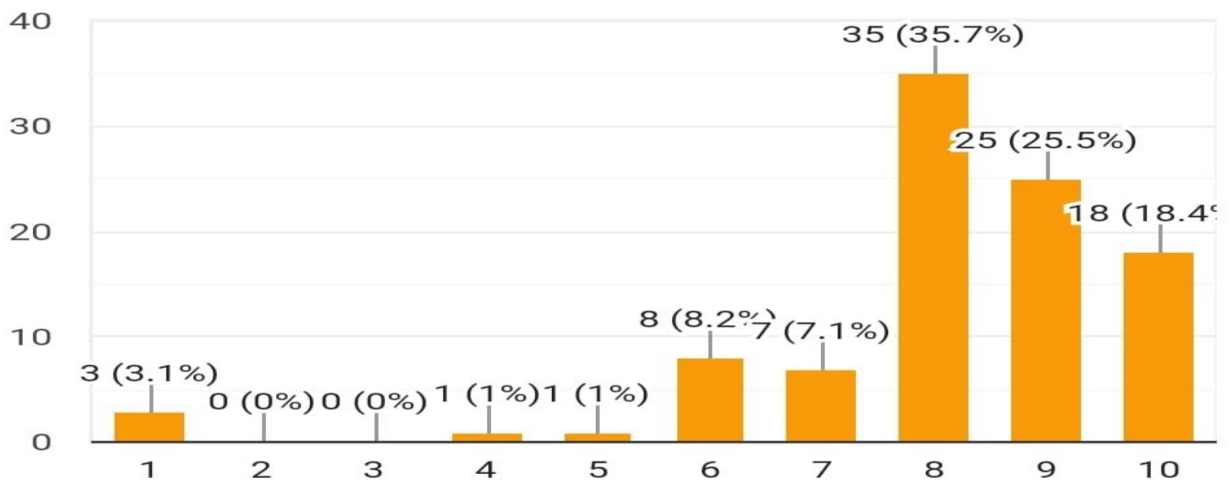
99 responses



11.The above data shows that 83 % of population get the delivery on time but remaining people faces issues.

Are you satisfied with with service of Amazon during covid 19 ? Rate out of 10

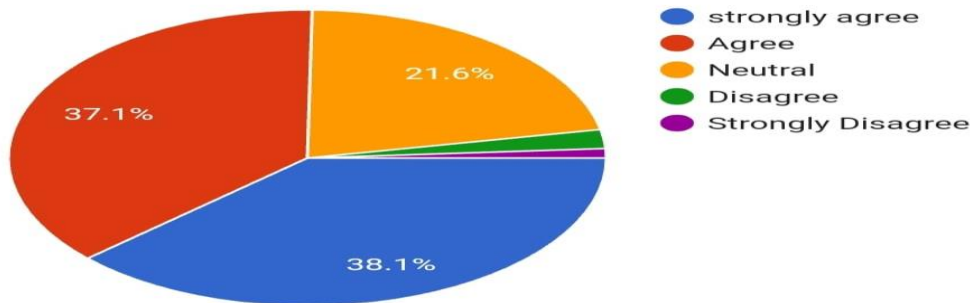
98 responses



12.The above data shows that 18% of population gives amazon a 10 star rating,25% of people gives it 9 star,35% of people give it 8star rating.

Instead of other shopping application you are able to retain or regular customer of Amazon?

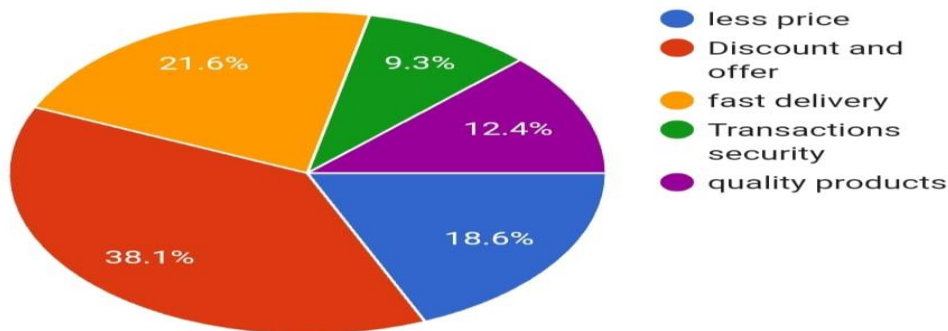
97 responses



13.The above data shows that 38% of people strongly agree that Amazon retain its loyal customer's ,37% of population just agree and 21% are neutral.

overall what make you fully satisfied the most while using the Amazon?

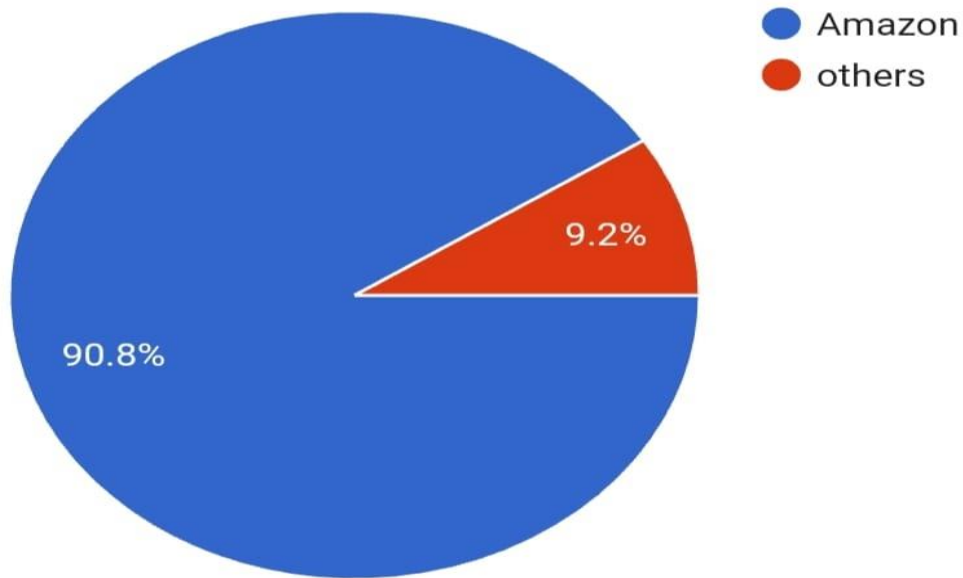
97 responses



14.The above data shows that 18% of population think that amazon gives products in less price,38% of people purchase because of discounts and offers, 21% of people because of fast delivery, 9% of people because of transactions security and 12% of people because of quality products.

which online shopping site would you suggest to family or friends ?

98 responses



15.The above data shows that 90% of people suggest Amazon for online shopping.



FINDINGS AND CONCLUSION

FINDINGS

- 1) **Profound client understanding:** Amazon has contributed time, energy, and assets to comprehend the subtleties of India's shopper market. For instance, Amazon understood that Indian shoppers are not happy with purchasing on the web or they may come up short on the training to peruse online item audits. So it has set up booths in little neighborhood retail stores that set up business people to offer an "helped purchasing" administration for buyers.
- 2) **Obliging transmission capacity challenges:** Amazon understood that more than 500 million Indian buyers actually use highlight telephones with moderate organization associations. So it has planned a thinned down rendition of its application to conform to more slow arrange speeds. The changed application actually considers a fair perusing experience, while obliging the truth of organization limitations.
- 3) **Utilizing Artificial Intelligence to discover addresses:** Residential locations in India are regularly just best guestimates of area, which makes conveyance a test. Amazon is utilizing AI and man-made brainpower (AI) to carry better exactness to conveyance, including a 0-to-100 certainty score for a location.
- 4) **Growing co-ordinations and satisfaction:** Amazon is extending its organization of satisfaction focuses in India by five, raising the absolute to 67. Amazon comprehends the significance of extending its framework and conveyance organization to improve the client experience and empower a huge number of little and medium organizations to satisfy orders all the more effectively
- 5) **On boarding help for outsider venders:** as well as conveying items from significant merchants, like Samsung with advancements for the neighbourhood market, Amazon is working with online business for more modest retailers that offer interesting items. Amazon has made an imaginative activity called "Tatkal" (which signifies "immediate" in Hindi) to show how a little dealer can be prepared to sell on Amazon's site inside an hour. Amazon utilizes vans that visit more modest retailers and providers. The vans have a photograph studio so Amazon workers can take pictures of items, list them, and prepare dealers to sell.
- 6) **Neighbourhood R&D:** Amazon's biggest R&D focus outside of Seattle is in Bangalore. This signals its responsibility for the long stretch to comprehend the subtleties of the market and to make client experience developments explicitly for the Indian market.

CONCLUSION

Amazon's methodology in India holds exercises for the internet business monster in different business sectors, just as for U.S. organizations expecting to extend their worldwide reach. The key is to act "globally" – joining worldwide scale and assets with a profound and granular comprehension of each market, while enabling the R&D and client care groups to tailor arrangements and deliberately take care of issues.

Invigorated its expanding in India, I would anticipate that Amazon should focus on new worldwide market openings like Indonesia, which is the most crowded in the ASEAN district and has an expected 88 million working class shoppers. Moreover, its "act nearby" extension methodology could function admirably in Brazil, the Arab area, and Eastern Europe.

From the research we get to know that pandemic has affected some kind of business of Amazon but still most of the people has purchased the product during the pandemic. Amazon discounts and offers play a big role for their sales. Amazon advertisements play a key role for the purchase through Amazon during pandemic. Customer's loyalty plays a big role through which Amazon retain most of their customers during pandemic.

Until further notice, the spot to watch is India, where Amazon is in it to win it, in spite of mounting rivalry.

QUESTIONNAIRE

1. For how long you accessing the amazon?

- a. less than 1 month
- b. less than a year
- c. more than a year

2. Do you prefer Amazon online shopping during covid 19?

- Yes/No

3. Do you prefer Amazon online shopping during covid 19?

- Yes/No

4. Which type of goods and services you preferred from Amazon during covid 19?

- a. Electronics
- b. Electronics
- c. Others

5. Did you face or experienced any type of error via shopping with Amazon during covid 19?

- Yes/No

6. Did you feel to purchase goods after watching a discount or sale advertisement of Amazon during covid 19?

- Yes/No

7. Did you purchased something from Amazon after watching the advertisement on T.V or any other source during covid 19?

- Yes/No

8. So far, you got the product at the time estimated delivery given?

- Yes/No

9. Are you satisfied with service of Amazon during covid 19? Rate out of 10

10. Instead of other shopping application you are able to retain or regular customer of Amazon?

- strongly agree
- agree
- neutral
- disagree
- strongly disagree

11. overall what make you fully satisfied the most while using the Amazon?

- less price
- Discount and offer
- fast delivery
- Transactions security
- quality products

12. which online shopping site would you suggest to family or friend ?

- Amazon
- Others

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