

AN ANALYTICAL STUDY OF MARKETING CAMPAIGNS AND CUSTOMER SATISFACTION ON AMAZON PRODUCTS IN MARKET

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ABSTRACT

The study examined consumer purchase habits in order to gauge how satisfied customers were with Amazon's offerings. Consumer loyalty is typically seen as the driving force behind the connection between an individual's attitude and recurring business. Every product is available for purchase online, including books, home goods, toys, hardware, and software. Also, because the internet has many benefits, it has gained popularity among adults and younger shoppers in only a few short years. One of the business terms that is currently overused is "customer loyalty." Descriptive research design has been used to achieve these goals. The information was gathered from 100 respondents in the South Chennai area of the city. Customers can visit a website and merely shop just sitting in form of computer. Ability of the internet contains wide range of collecting information, supplying a service or purchasing a product Amazon should work towards them so that it can increase its customers and finally profit.

INTRODUCTION

Online purchasing, sometimes referred to as Internet banking or E-banking, is the latest fashion (Transformative Revolution) in Indian retail. Online shopping, or e-tailing, has grown in popularity in India during the past several years. The new idea of online buying is an excellent illustration of India's corporate transformation. We may claim that India's e-commerce industry is presently going through a phase of tremendous growth. India has a vast market for e-commerce that has yet to be discovered. E-tailing is actually a kind of e-commerce. While shopping online, customers (consumers) use a computer browser to place orders with online merchants for items like clothing, electronics, footwear, home & kitchen equipment, etc. I think in India E-shopping or online shopping is the new buzzword.

DEFINITIONS

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a **customer's** expectation. **Customer satisfaction** is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses

Electronic retailing (e-tailing) is a buzzword for any business-to-consumer (B2C) transactions that take place over the Internet. Simply put, **e-tailing** is the sale of goods online.

Online shopping is defined as purchasing items from Internet retailers as opposed to a shop or store. Buying books at Amazon.com instead of your local book store is an example of online shopping.

OBJECTIVES OF THE STUDY

- To know the Students satisfaction level towards Amazon. Com online shopping website
- To know about the Students Online buying behaviours towards shopping From Amazon website

LIMITATIONS OF STUDY

The Limit in accessing the population for collecting data.

The lack of time to carry out a survey.

The lack of funding necessary to carry out a survey.

The lower priority for carrying out a survey because of competing urgent tasks.

LITERATURE REVIEW

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

HYPOTHESIS

Null Hypothesis: There is no significant difference between male and female respondents with respect to the factors of customer satisfaction towards Amazon online shopping.

Alternate Hypothesis: There is a significant difference between male and female respondents with respect to the factors of customer satisfaction towards Amazon online shopping.

RESEARCH METHODOLOGY

This chapter of the work presents the methods that will be employed in gathering the necessary data so that clear and new ideas can be obtained from it through analysis in the next chapter. Research is the systematic investigative process used to increase or revise a current knowledge by way of uncovering new facts.

DATA COLLECTION

Data is the collections of facts and figures in raw form.

PRIMARY DATA

Data collected first hand in raw form. Data that is collected for a specific purpose. Basically data collected in raw form directly from a source for a specific purpose, is referred to as primary data. in these study the primary data was collected by surveying 50 students each from 3rd year BBA and 1st year MBA from vignan university

SECONDARY DATA

Data collected from sources that have already collected it. Basically it is second hand or re-used data that is collected from primary day.

Examples include:-

Data collection from books

Newspaper

ORGANIZATION PROFILE

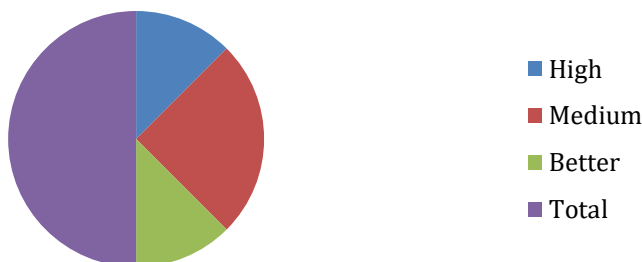
Amazon.com, Inc., incorporated on May 28, 1996 by Jeff Bezos, offers a range of products and services through its Websites. The Company operates through three segments: North America, International and Amazon Web Services (AWS). The Company's products include merchandise and content that it purchases for resale from vendors and those offered by third-party sellers. It also manufactures and sells electronic devices. The Company, through its subsidiary, Whole Foods Market, Inc., offers healthy and organic food and staples across its stores.

ANALYSIS PART

RESPONDENTS RATING QUALITY OF AMAZON.COM SERVICES

Aspect	Number of respondents	Percentage
High	25	25
Medium	50	50
low	25	25
Total	100	100

Respondents rating quality of Amazon.com



Interpretation:

From the above data:

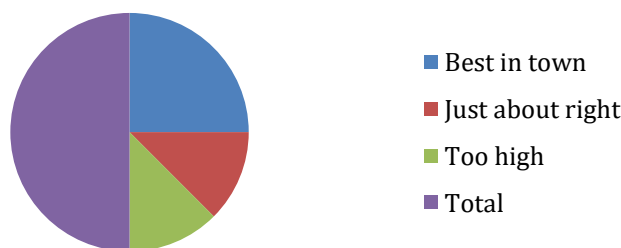
25% of the respondents rated the services of amazon.com as high quality and remaining 50% of respondents rated As medium and rest of the respondents are rated as low

Hence from the above statement majority of the respondents rated the quality of the Amazon was medium

FEEDBACK ABOUT PRICES OR OFFERS

Aspect	Number of Respondents	Percentage
Best in town	50	50
Just about right	25	25
Too high	25	25
Total	100	100

Feedback about prices or offers



Interpretation

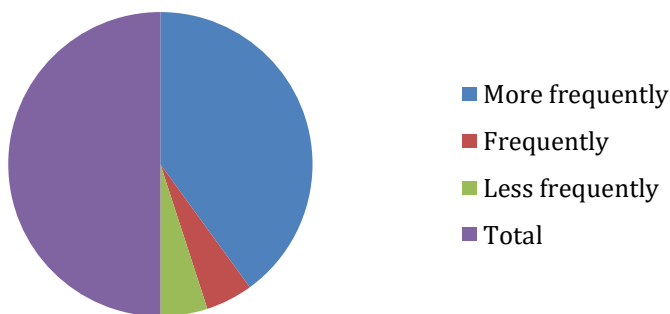
From the above data ;

50% of the respondents are rated prices & offers are best in town and remaining 25% of the respondents are rated as they are just about right and rest of respondents are rated as they are too high

FREQUENCY OF VISIT WEBSITE

Aspect	Number of Respondents	Percentage
More frequently	80	80
Frequently	10	10
Less frequently	10	10
Total	100	100

FREQUENCY of visit website



Interpretation:

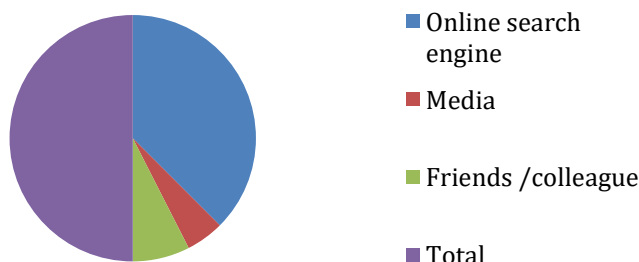
From the above data;

80% of the respondents are more frequently visits the website and the 10% of respondents Frequently visits the website and rest of the 10% of respondents visits less frequently

SOURCE OF AWARENESS ABOUT WEBSITE

Aspect	Number of Respondents	Percentage
Online search engine	75	75
Media	10	10
Friends /colleague	15	15
Total	100	100

Source of awareness about website



Interpretation:

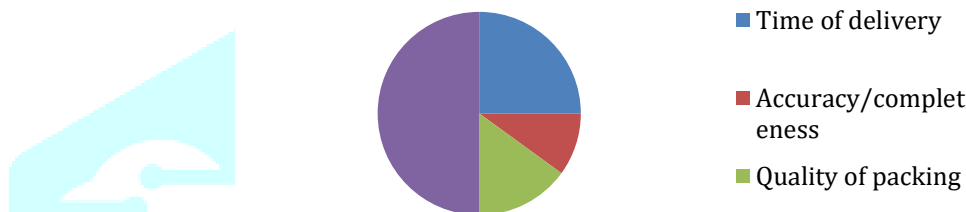
From the above data ;

75% of the respondents are awareness through the online search engine and remaining 10% of the respondents are through the media and the rest of the respondents are awareness through the friends and colleagues

SATISFACTION ABOUT SHIPPING /DELIVERY

Aspects	Number of Respondents	Percentage
Time of delivery	50	50
Accuracy/completeness	20	20
Quality of packing	30	30
Total	100	100

Satisfaction about shipping /delivery



Interpretation:

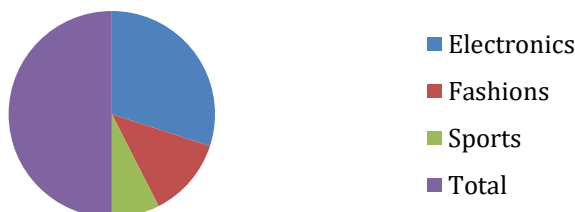
From the above data;

50% of the respondents are satisfied through the time of delivery and remaining 20% of the respondents are satisfied towards the Accuracy and completeness and rest of respondents are satisfied with the quality of packing

TYPE OF PRODUCTS ORDERED ON AMAZON.COM

Aspect	Number of Respondents	Percentage
Electronics	60	60
Fashions	25	25
Sports	15	15
Total	100	100

Type of products Ordered on amazon .com



Interpretation:

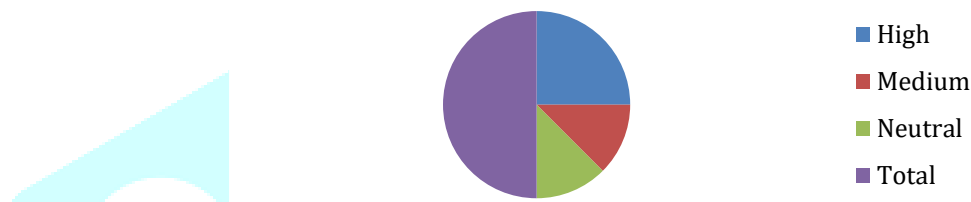
From the above data;

60% of the respondents are showing they are interest in ordering electronics products and the remaining 25% of the respondents are interest in fashions products and rest of the respondents are on sports products.

PURCHASING FREQUENCY FROM AMAZON.COM

Aspect	Number of Respondents	Percentage
High	50	50
Medium	25	25
Neutral	25	25
Total	100	100

Purchasing frequency from amazon.com



Interpretation:

From the above data;

50% of the respondents are having high frequency of purchasing and the remaining 25% of the respondents are medium level of frequency in purchasing and rest of the respondents are neutral

LIKELINESS OF RECOMENDING E COMMERCE PORTAL TO A FRIEND OR COLLEAGUE IN THE FUTURE

Aspect	Number of Respondents	Percentage
Very highly	75	75
Somewhat	15	15
Neutral	10	10
Total	100	100

Likelihood of recommending e commerce portal to a friend or colleague



Interpretation:

From the above data;

75% of the respondents are likely to recommend and the remaining 15% of the respondents are somewhat likely to recommend and the rest of the respondents are neutral

FINDINGS:

- The 50% of the students are rated that the quality of the services offered by Amazon is at the medium level and 25% students are rated as high
- The 75% of students are likely to recommend the importance of the website and 10% are neutral
- The 50% of the students are at high frequency rate of purchasing in website and 25% are at neutral
- The 60% of the students likely placing orders like electronics and 15% are showing interest at sports
- The 50% students are respondent to delivering the products on the time at website and 30% are respondent towards the packing products
- The 80% of students are frequently visits the website and 10% of students are less frequently visits the website
- The 50% of students are rated the prices and offers are best in town and 25% students are rated as too high
- The 75% of students are awareness through the online search engine and 15% students are through friends

SUGGESTIONS:

- The purchasing frequency from the Amazon website is neutral to overcome this should increase offering of some quality products at all levels with some offers
- The awareness of the website is too low at some areas to overcome this problem they should advertise the brand in social media
- The quality of packing of products should increase
- The accuracy and completeness of the products are too be focused to improve the standards of the website
- The standards of the website and its offers are too increase the purchase frequency of
- Existing buyers and to attract the new buyers

CONCLUSION

This project work is based on customer satisfaction on Amazon website by considering on advertisements and promotional activities must be needed to Amazon website to compete with Flip kart and EBay. In E-commerce. By implement the suggestion they will raise the level of sales of the products, as well as the company image, this will make Amazon website as the market leader in the online websites

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