



# Innovation Management In Retail Marketing: Consumer Behavior And Perception To Online Shopping With Special Reference To Amazon Among Women

Authors

## 1. Ranjitha S

Assistant Professor, Department of Commerce  
SJR College for Women, Rajajinagar -10

## 2. Rajeshwari M

Research scholar  
Morappur kongu College of Arts and Science  
Morappur - 635305

## Abstract

In recent years, all business people have been developing and updating their business models with the latest technologies for better growth and to sustain in the market. Similarly, retail industries are also reaching their customers to meet their needs and want by selling goods and services through online. Now a day, consumers also prefer to buy goods in online due to time constraints. We consumers depends more on online shopping as it makes shopping easy and flexible. There are various traders facilitating online portal for shopping and in this one of most popular online shopping cart is Amazon. Amazon is one of online portal which offers goods and services to its consumers with attractive price discounts. This study aims to analyzing of how Amazon satisfying consumer with their services, to determine whether the female population mean age is significant, relationships between the variables and what changes can be done by Amazon for betterment of their services

**Keywords;** consumers, satisfaction, amazon, online shopping

## Introduction

Online shopping is the process of buying goods over an online shopping portal. At present, most consumers prefer to buy goods and services online without any mediators and payment can also be made online. Online shopping has become easy for consumers as one can easily order products by sitting in one place, by visiting an online shopping portal, and consumers will get a variety of products as well as services online. There are many online shopping sellers who offer goods under different categories, such as, groceries, clothes, vegetable items, beauty products, household essentials, software items, hardware items, medical appliances and medicines, so on. Consumers prefer online shopping because of time constraints and consumers will get an option to compare products on different websites to choose the best one. It also gives various products options with attractive prices and discounts.

There are many online retailers who offer goods over the internet and, among such, Amazon is one of the well-known online retail companies which offers multiple products and services and meets consumers' needs for the past many years. Amazon is an American-based MNC company established by Jeff Bezos in the year 1994 in Washington. Later, Amazon entered the Indian market in the year 2013 and became one of the most popular e-commerce traders in a shorter period. Amazon became more popular in a short time and attracted more consumers towards their company by providing a better quality of products and services. Amazon uses marketing strategies not only to attract new consumers as well to retain existing consumers, but also to meet consumers' wants and needs. Meeting consumer satisfaction is one of the crucial roles in the present era as consumers will be represented as the lifeblood of marketing. Meeting consumers' wants and needs, satisfying consumers according to their taste and preference makes a company remain in the market for a longer period.

## Review of literature

- **Shanthi and destikannaiah (2015)**, this study establishes the internet marketing is conceptually 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.
- **Sharma, g., Bajpai, n., Kulshreshtha, k., Tripathi, v. And Dubey, p. (2019)**, "foresight for online shopping behavior: a study of attribution for "what next syndrome", foresight, vol. 21 no. 2, pp. 285317.

- **Vikas & Vinodkumar (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 understand the concept of online shopping and Consumer satisfaction
- To analyze the consumer satisfaction of Amazon Consumers towards online shopping.
- To study the factors influence consumer's satisfaction.
- To study the problems face by consumers during online shopping
- To determine whether the female population mean age is significantly or not

## Scope of the study

This Research paper aims at studying of how consumers of Amazon Company are satisfied with its products and services and also focus on how consumers are satisfied with price offer, discount, replacement and so on.

## Limitations

- This study limited to consumers of Amazon in the Bangalore city.
- This study may or may not be free from bias.
- This paper based on the individual consumer opinion about Amazon product and services.

## Research methodology

The research paper has been taken under convenience research method. The research study gathered both primary and secondary data for deep research. Data gathered through set of questionnaires and secondary data gathered with the help of Journals, Magazines, Newspaper, website and so on.

## SAMPLING SIZE

- Size of the Sample: 102 respondents were selected as size of the sample for the study
- Sample Design : this research paper is based on convenience based sampling.

## Data Analysis

**Table:1 Test to determine whether the female population mean age is significantly greater than 40**

### Hypothesis:

H0: Mean is more than 40 or equal to 40

H1: Mean is less than 40

t-Test: One-Sample Assuming Unequal Variances	Age: Female
Mean	1.676470588
Variance	0.339836925
Observations	102
Hypothesized Mean	40
Df	101
t Stat	-663.942244
P(T<=t) one-tail	5.9672E-186
t Critical one-tail	1.66008063
P(T<=t) two-tail	1.1934E-185
t Critical two-tail	1.983731003

## Analysis

Table 1 presents the demographic profile of the female respondents on a focus group study of Consumer Behavior and Perception to Online Shopping among Women. The significance level of the test was 5%. The P value is greater than 5% so we accept the null hypothesis.

**Table 2: Relationship between monthly income, occupation, educational qualification and frequency of purchases from online****Correlation**

	<i>MI</i>	<i>O</i>	<i>EQ</i>	<i>FPO</i>
<i>MI</i>	1			
<i>O</i>	-0.2872	1		
<i>EQ</i>	0.102711	0.199343	1	
<i>FPO</i>	-0.14564	-0.18285	0.21692	1

<i>Regression Statistics</i>								
<b>Multiple R</b>	0.413775064							
<b>R Square</b>	0.171209803							
<b>Adjusted R Square</b>	0.145838675							
<b>Standard Error</b>	1.007765522							
<b>Observations</b>	102							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
<b>Regression</b>	3	20.56028316	6.85342772	6.748213965	0.000347609			
<b>Residual</b>	98	99.52795214	1.015591348					
<b>Total</b>	101	120.0882353						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
<b>Intercept</b>	3.867613865	0.468976062	8.246932367	7.51972E-13	2.936946133	4.798281597	2.936946133	4.798281597
<b>Monthly Income (MI)</b>	0.245416035	0.085231843	2.879393726	0.004892978	0.414555855	0.076276216	0.414555855	0.076276216
<b>Occupation (O)</b>	-0.44163755	0.135836821	3.251235913	0.001575855	-0.7112013	-0.1720738	-0.7112013	-0.1720738
<b>Education qualification(EQ)</b>	0.356729848	0.106386178	3.353159726	0.001136735	0.14560994	0.567849755	0.14560994	0.567849755

### Descriptive statistics Constructs

There is a correlation and significant positive relationship between monthly income, occupation, educational qualification and frequency of purchases from online  $r = 0.41$  and  $p$  value is  $p < 0.5$ .

**Table 3: Does Women Consumer aware of Amazon**

Reasons	Number of Respondents	Percentage
Yes	95	93
No	07	07

Above table depicted that majority of women customers i.e. 93% of respondents said that they are aware of Amazon as Amazon is one of the well known online shopping application.

**Table 3: How does consumer know about Amazon?**

Reasons	Number of Percentage
Word of mouth	35.3
Advertisements	70.6
Blog recommended	2.9
Promotional emails	8.8
Links from other websites	14.7
Search engines	14.7

From the above table depicted that majority of women customers choose Advertisements, Word of mouth, links from other websites etc., are aware of Amazon.

**Table 4: Why does Customers prefer Amazon for Online shopping over others**

Reasons	Number of Percentage
Fast delivery	48.5
Availability	60.6
After sale services	6.1
Easy payment options	18.2
Postal features	03

Above table, we can depicted that majority of women customers prefer because of Availability, Fast delivery etc.,

**Table 5: Factors influence customers to buy products from Amazon**

Reasons	Number of Percentage
Discount and features	40.6
Rating of the product	37.5
Brand of the product	50
Review about the product	15.6

Above table depicted that majority of women customers prefer because of Brand of the product, Discount and features etc.,

**Table 6: Customers has faced any of the issues during Online shopping from Amazon?**

Reasons	Number of Percentage
Out of stock	28.1
Payment issues	6.3
Replacement issues	12.5
Delay in delivery	12.5
Faulty product	9.4
No issues	37.5
Dint not buy in amazon	3.1

Above table depicted that majority of women customers have not faced any issues, some of the customers have faced with out of stock, delay in delivery, replacement issues etc.,

**Table 7: Do customers recommend Amazon to others?**

Reasons	Number of Respondents	Percentage
Yes	86	84.3
No	16	15.7

Above table depicted that majority of women customers recommend Amazon to others.

**Table 8: How often do You use Amazon for online Shopping?**

Reasons	Number of Respondents	Percentage
Every time	03	3.06
Occasionally	43	43.86
Most of the time	35	35.7
Hardly ever	17	17.34

From the above table we can interpret that around 44% of total women respondent would like to use Amazon for online shopping occasionally. Shopping in online helps women to save time and get shopping done quickly by sitting at home.

**Table 9: Category of Product, customers would like to purchase from Amazon?**

Reasons	Percentage
Electronics	29
Apparels and Accessories	38.7
Books, Movies and Music	22.6
Stationary	9.7
Health care and personal care	29
Home and kitchen items	29

From the above we can depicted that majority of consumers would like to purchase apparels and accessories and other health care , personal care and electronics items from online rather than purchasing it in offline.

**Table 10:What rate customers would like to give for Amazon services**

Reasons	Number of Respondents	Percentage
1	02	2.04
2	03	3.06
3	09	9.18
4	58	59.16
5	28	28.56

Above table depicted that around 60% of consumers would like to give rate 4 for the services rendered by the Amazon and least percent of people given 2% for Amazon performance , it means that Amazon has to put still more efforts to make consumer to be satisfied.



## Conclusion

Online shopping has become boon to the customers especially for Women customer. now a days most of women are working and balancing their personal and professional life has become really an challenge to women in metropolitan cities. Hence women prefer online shopping to save time and energy. When comes to online shopping cart Amazon is most famous and leading online shopping cart in today's world and tries stand as market leader in the market against their competitors. This research reveals that majority of women would like do online shopping in Amazon as it gives best quality of product with reasonable price and also with fast delivery. On other hand Amazon also tries hold Women customers by offering wide variety of products at door step which makes women customers to buy the goods from Amazon. Amazon is the online shopping cart which offers all kinds of goods with personal care, health care, groceries, electronic items , stationery , books , kids toys and so on with attractive price with attractive discount rate and exchange price. Another important thing that we should observe in this research paper is most of consumers are use Amazon frequently to buy goods online and satisfied with services offered by Amazon.

## Reference

- Sumedha journal of management, A study on customer satisfaction towards online shopping.
- Dr.r.shanthi and Dr.destikannaiah (2015), “consumers’ perception on online shopping”, journal of marketing and consumer research”, volume 13, pp.no:14-20.
- Anusuya.a, A study on consumers’ satisfaction towards amazon online shopping with special reference to coimbatore city, ISSN: 2455-7838(online) EPRA international journal of research and development (IJRD) volume: 5 | issue: 11 | November 2020 - peer reviewed journal
- [https://www.google.com/search?Q=research+paper+on+factors+influencing++consumer+satisfaction+in+amazon&biw=1366&bih=657&sxsrf=ajoqlzx3m7wwc6q5jnbqxm3w-tzawu\\_gsq%3a1676465559766&ei=I9xsy9ymls-tsempvdcqoau&ved=0ahukewiczqvyjf9ahxpswwght0obfqq4dudca8&uact=5&oq=research+paper+on+factors+influencing++consumer+satisfaction+in+amazon&gs\\_lcp=cgxnd3mtd2l6lxlncnaqazokcaaqrxdwbbcwazohecqmqsaiqjzokcaa8qqqhcbdbofcaaogq6bagheapkbahbgabqajykdnngwtvoaxabeacaacaciah1lpibcdauoc4xoc4xmaeaoaebyaewab&sclient=gws-wiz-serp.](https://www.google.com/search?Q=research+paper+on+factors+influencing++consumer+satisfaction+in+amazon&biw=1366&bih=657&sxsrf=ajoqlzx3m7wwc6q5jnbqxm3w-tzawu_gsq%3a1676465559766&ei=I9xsy9ymls-tsempvdcqoau&ved=0ahukewiczqvyjf9ahxpswwght0obfqq4dudca8&uact=5&oq=research+paper+on+factors+influencing++consumer+satisfaction+in+amazon&gs_lcp=cgxnd3mtd2l6lxlncnaqazokcaaqrxdwbbcwazohecqmqsaiqjzokcaa8qqqhcbdbofcaaogq6bagheapkbahbgabqajykdnngwtvoaxabeacaacaciah1lpibcdauoc4xoc4xmaeaoaebyaewab&sclient=gws-wiz-serp.)
- Factors affecting customer loyalty among Amazon in shoppers authors: georgemathe ,2107714, journal of emerging technologies and innovative research (JETIR)
- **Pratiksinh S. Vaghela**, A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING
- Perception Analysis of Online Shopping: A Case Study of amazon.com, April 2020, [Shanlax International Journal of Commerce](#) 8(2):53-60
- Dr. Somabhusana Janakiballav Mishra, Debasish Rout, Dr. Ranjan Kantha, Binita Majhi (2013) **Customer Perception Towards Amazon and Flipkart: A Comparative Analysis**

- Ramprabha Kumaravel, St.Thomas College of Arts and Science (2017), **Consumer Shopping Behaviour And The Role Of Women In Shopping-A Literature Review**
- The Shopping Behaviour of Urban Women Consumers in India for Certain Products and Services Indus Foundation International Journals UGC Approved
- Dr. Rambabu Lavuri<sup>1</sup>, Dr. D. Sreeramulu<sup>2</sup> (Year: 2019 | Month: June | Volume: 6 | Issue: 6 | Pages: 271-279 **Personal Care Products: A Study on Women Consumer Buying Behaviour.**
- [Padmalini Singh](#), RV Institute of Management October 2021, Factors that Lead Amazon.com to A Successful Online Shopping Platform
- Amit sarkar , department of management studies , a study on consumer satisfaction with reference to Amazon online shopping.
- Sonali Roshan Saldanha , May 2016 , E-ISSN: 2230-7540, in Journal of Advances and Scholarly Researches in Allied Education | Multidisciplinary Academic Research innovation in Retail Marketing,.

