

Review on Online Shopping Experience of Amazon

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Abstract— Due to fast modern lifestyle, online shopping has been increasing drastically in all over the world. With developed internet penetration, increasing use of devices like smartphones, tablets, and laptops, and access to the Internet and the shift in buying behavior among the customers has contributed to the rapid growth of the online consumer base. The increase of online shopping has become a new way for consumers to shop over internet. This paper mainly includes a purchase pattern of the consumers, to evaluate the satisfaction level of services provided by the Amazon. Customers can purchase anything from the online like books, clothes, toys, home appliances, etc. Nowadays, internet has become more popular to adult as well as young shopper because the internet offers the significant advantages. The innovative thinking of online shopping sites to reach more and more customers is really appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers to increase their sale volume.

Keywords: Online Shopping, Trust, Convenience, Ordering Time, Customer Satisfaction

I. INTRODUCTION

Online shopping is one of the commonly used for convenient shopping and for convenience. It is, in fact, a popular means of shopping among the Internet and mobile apps community. No matter clothes, foods, electronics online shopping trend is becoming more popular with every day. Number of websites and mobile applications are being created and deployed every year to cater this rising demand of comfortable online shopping ways. Online shopping is becoming a suitable way to make all your purchases from a home or everywhere. This is especially true for any countries, where every store has its website you can buy from. You can easily convey about the promotions like cash on delivery and special discounts and offers on online purchases. This trend to shop online with the comfort of customers has recently been increasing in the Asian regions. India seems to have adopted the trend much faster as compared to any other countries. They have multiple fashion, furniture, websites and apps along with the commonly known companies, such as Amazon, Flipkart, Ebay, etc. The most important factors that effects consumer-buying behavior towards online shopping among youth and adults seemed to be the trust factor. If they trust the apps, they were prone to purchase more from it. Reviews, recommendations, ads, brand ambassadors, web layout, offers, discounts of the shopping sites play another influencing towards buying pattern from a shopping site. Availability of variety of national-international brands belonging to different price is also a reason for the wide use of online shopping. Cart availability, filtering options etc. make it easier for individuals to select their product and shop easily. People did not seem to be worried on sharing their personal information such as addresses, for Cash on Delivery method for purchase or any other information.

Accessibility was another important aspect inonline shopping as customers favoured to remain at home and shop.

Why Amazon is preferred over the other online shopping apps?

Following are the some key points that makes the Amazon better and different from the other online shopping applications.

- 1) Fast delivery
- 2) Wide range of the products
- 3) Competitive prices
- 4) Free shipping for Amazon prime members
- 5) Give more offers
- 6) Give more discount on nearby each products
- 7) Good customer care support
- 8) Easy to return option

Therefore customers mainly use the Amazon app for the online shopping. And also app will be very friendly, anybody can access it gracefully and place an order by using the mobile Amazon app.

II. OBJECTIVE OF THE STUDY

- To study the customers online shopping experience with Amazon.
- To compare the customers online shopping experience of the other competitive firms.
- To evaluate the customers online shopping experience with the Amazon.
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- To study about customer satisfaction towards online shopping app Amazon.
- To identify the offers, discounts and replacement of orders.
- To know the price level issued by the Amazon with comparison other firms.

III. SCOPE OF THE STUDY

- The aim of the study is to know about the customer satisfaction level for purchasing on Amazon.
- This study is to know how much the customer satisfied with the product offered by Amazon comparison with another Companies.
- Customer satisfaction towards offers, discount, replacement and trust will be the main study of this paperwork.

IV. LIMITATIONS OF THE STUDY

- 1) The answer to the questionnaire mainly depends upon the mind setup of the respondents.
- 2) Respondent's opinion may be free may not be free.
- 3) The sample size was limited to 200.
- 4) Deciding the methods of survey is little bit difficult.

V. CONCLUSION

"We treat our customers as invited guests to party, we are the hosts. It's our job every day to make every important aspects of the customers experience a little bit better." A line by Jeff Bezos, CEO of Amazon.

It is found that shopping experience provided by Amazon is greater than any other E-Commerce apps. This is due to quality of the product and services provided by Amazon. Timely and prompt service, timely delivery, reasonable pricing and variety on the choices of the products. And the main thing is that easy refund and replacement of the products, user-friendly apps, and adequate customer's reviews provided and live chat option to resolve all types of the queries. The most important factors that affects consumer-buying behavior towards online shopping among everybody seemed to be the trust factor. If they trust the website or app, they were prone to purchase more from it. Therefore due to all this reasons Amazon is top on online delivery services and the satisfaction level of the customers is also high.

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