

E- Commerce Practices with Special Reference on Amazon Product

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Abstract: Online shopping is nowadays used everywhere or in every corner of the world and it is happening only because of customers directly make an order something they need through online shopping in Amazon. The meaning of online shopping is the process of buying goods and service from merchant over the internet. Amazon is one the site that customer used for purchasing many products. Online shopping makes easier for customer to choose different variety of product which they want, that the reason online shopping is popularly used nowadays. This paper made an research in online shopping through Amazon. Online shopping is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the internet using a web browser or a mobile app. Customer find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine which display the same products availability and pricing at different e- retailer. A typical online store enables the customer to browse the firm's range of product and services view photos or images of the product, along with information about the product specifications, features and prices. Online stores typically enable shoppers to use "search" "features to find specific model, brand or items. It aims to find that the online shopping is easy to use and identify the offers and replacement of product factors.

Key Words: Amazon, Online Shopping, Satisfaction

1. Concept Of Online Shopping In Amazon

Definition:

According to **Rowley Jennifer** Amazon online shopping is basically an electronic commerce which allows the potential customers to buy products from a seller through the internet. Additionally, the study of Rowley Jennifer also clears that consumers find about their desired product on the internet and when they find the product in different websites, they compared those similar products and buy that product which felicitates reasonable pricing with good quality

Offer And Replacement In Amazon:

- **Exchange Offer:** the exchange offer program allows you to exchange used product for a discount on a new product in the same category. For example, exchange your used mobile phone for discount when buying a new one. Our buyback partners calculated and fully fund the exchange offer discount, the discount offered is equivalent to the value of your used product.
- **Availability:** Exchange offer is currently available for the following product fulfilled by Amazon. Mobile, tablets, laptops, televisions, washing machines, refrigerator, air conditioners. Eligible product has the buy now with exchange option on the product details pages.

2. Objectives Of The Study

1. To identify the offers and replacement in Amazon.
2. To overview the various types of product sold in Amazon.
3. To know the factors relevant to online shopping in Amazon.
4. To study on customer satisfaction towards e-commerce practices with special reference on Amazon product.

3. Scope Of The Study

1. The aim of the study is known about the customer satisfaction on Amazon.
2. This study knows how much the customer satisfied with product offered by Amazon.
3. To know their brand loyalty which purchase type people prefer most features they admire in their product.
4. Customer satisfaction towards offers, discount, replacement, interest, and trust will be the study of the project.

4. Review Of Literature

Dr A. scarlet (2020) It studies about the Customer satisfaction of amazon.com. to find the consumer behavior in online shopping. And find out the problem in online shopping and find the problem in online shopping portal in Amazon website. The level of identifying the satisfaction by the customer. The same size 100 respondent were selection the Coimbatore city the tools are using simple percentage method and ranking method and there of Amazon users to reduces delivery charge and more offers to attract new customers most of customers prefer the cash on delivery to make payment for comfortable. Amazon websites are now a day's using in developing nation this will create more demand for customer.

Ayush Tyagi (2021) Customer satisfaction of amazon.com the study of internet marketing system. The consumers expectation and developments in online base ordering systems. The primary data and secondary data collected from various sources. Functional area is marketing. Number of online activities is increasing day by day in terms of online shopping or booking train through internet. More than 50% of the customer are youngsters, according to data 16-25 age group. Focuses on the upcoming generation as their customer's base, getting more and more customer for their website. The main objective of their study is to explore the customer satisfactions levels overall the male and female and above youngsters.

M.A Prasad and A Chandra praba (2022) comparative study on consumer satisfactions towards online shopping in Amazon and flipkart with special reference to Coimbatore town. This study was analyses using the frequency table are percentage analysis chi-square test was used to test the null hypothesis. And alternative hypothesis liker scale, correction, ranking analysis. The result of the tested showed that majority of respondents consider delivery on times the primary features while choosing Amazon. Number of online activities is increasing day by day in terms of online shopping or booking train through internet. More than 50% of the customers are youngsters, according to data 16-25 age group, focuses on the upcoming generation as their customers' base, getting more and more customer for their website. The main objective of their study is to explore the customer satisfactions levels overall the male and female and above youngsters.

5. Data Analysis And Interpretation

Percentage Analysis

Percentage analysis is used to find percentage values for all questions. It is a simple and effective method used for analyzing collected data Percentage analysis provides clear pictures of distributions of respondent's responses. Using percentage analysis method of data analysis results in easy interpretation. They can get a clear view of how respondent's response to a specific query distributed among different options.

Demographic variables

There is evidence that demographic characteristics of the employee significantly influences the stress among working women in Information Technology, respondents are asked to provide information about their

background (Age, gender, Marital status, Education Qualification, Monthly Income level, occupation). Respondents are asked to provide the opportunity to make comments about the research.

Table 1: Table showing the gender category of the respondents

Gender	Frequency	Percentage
Male	45	45.0
Female	55	55.0
Total	100	100.0

Interpretation

The table and pie chart indicate the major respondents belongs to female 55% and 45% of the respondent are male. Under this analyses the majority of the respondent from the data are female

Table 2: Table showing the frequency of buying in amazon

Frequencybuying in amazon	Frequency	Percentage
Once on week	19	19.0
Once on a month	41	41.0
Once in six months	16	16.0
Occasionally	17	17.0
Often	7	7.0
Total	100	100.0

Interpretation

The table showing the buying frequency of the respondent reveals 41% respondents are buying once in month. 19% of the respondents are buying once in week.17% respondents are buying occasionally.16% of respondents are once in month.7% respondents areoften.

Table 3: Table showing the frequency mode of payment

Mode ofpayment	Frequency	Percentage
Net banking	9	9.0
Debit card/credit card	25	25.0
Cash on delivery	42	42.0
UPI	22	22.0
Others	2	2.0
Total	100	100.0

Interpretation

The Table and pie chart showing the mode of payment of the respondent's reveals that 42% of the respondents are used net banking. And 25% of the respondent are used debit and credit card usage.22% of the respondents are used UPI. 9% of the respondents are used in net banking. And last 2% of respondents are used in others.

t-test

Table 4: Table showing the customer satisfaction towards and about the amazon

Sources of information	N	Mean	Std. Deviation	Std. Error Mean	t	df	Significance		Rank
							One sidedp	Two sidedp	
Friends/relatives	100	2.04	1.053	.105	10.348	99	<.001	<.001	2
Social media	100	1.77	.920	.092	8.917	99	<.001	<.001	4
Online Advertisement	100	1.99	.980	.098	10.617	99	<.001	<.001	3
News paper	100	2.31	1.089	.109	12.489	99	<.001	<.001	1

Hypothesis:

H₀: There is no signification relation between customer satisfactions towards and aboutthe Amazon and its factor.

H₁: There is a signification relation between customer satisfactions towards and aboutthe Amazon and its factor.

Interpretation

The table shows that the p value is less than 0.001 which is less 0.05. This means thatthe null hypothesis is rejected and alternative hypothesis is accepted. The above T-test indication that there is a signification relationship between the customer satisfaction towards and about the Amazon and its factor. This indicates that, newspaper and friends & relatives are the factors that are stronglyagreed by the respondents.

Chi square

Table 5: Table showing the significant association between genderand the purchasing online product useful

			Purchasing online productuseful		Total
			Yes	No	
Gender	Male	Count	40	5	45
		ExpectedCount	41.0	4.1	45.0
	Female	Count	51	4	55
		ExpectedCount	50.1	5.0	55.0
Total		Count	91	9	100
		ExpectedCount	91.0	9.0	100.0

Hypothesis:

H₀: There is no significant association between the gender and the purchasing product is useful

H₁: There is significant association between the gender and the purchasing product isuseful

Table 6: Table showing the significant association between occupation and the purchasing online product useful

			Purchasing online product useful		Total
			Yes	No	
Occupation	Graduates	Count	13	4	17
		Expected Count	15.5	1.5	17.0
	Post graduates	Count	49	1	50
		ExpectedCount	45.5	4.5	50.0
	Professional	Count	17	4	21
		ExpectedCount	19.1	1.9	21.0
	Others	Count	12	0	12
		Expected Count	10.9	1.1	12.0
Total		Count	91	9	100
		Expected Count	91.0	9.0	100.0

Hypothesis:

H₀: There is no significant association between the occupation and the purchasing product are useful.

H₁: There is significant association between the occupation and the purchasing product are useful.

6. Findings

- It is found that study 55% of respondents are female, and 45% of the respondents are male.
- It found that study 89% respondents are age between 20-30 years which reveals that younger generation people are online shopping
- It found that 46% of respondents are post graduates and 18% respondents are professional and 33% respondents are graduate and 3% respondents are others.
- Majority of 41% respondents are used in once in a month and 19% respondents are once in a week and 17% respondents are occasionally and it followed the 7% respondent are often.
- Majority of 42% respondents are used in cash on delivery and it follows to credit and debit card 25% and 22 % respondents are UPI and 9% of respondents are net banking it follows 2% respondents are others
- Majority of 26% respondents are exchange offer and 36% of respondents are discount and festival and 18% respondents are customer and 4% and 16% respondents are delivery and others.
- It found that indication there is a signification relationship between the customer satisfactions towards and about the Amazon
- It found that indication there is a signification relationship between the customer satisfactions towards and the prefer while online shopping
- It found that indication there is a signification relationship between the customer satisfactions towards and satisfied the most while shopping with Amazon.
- It found that analysis reveals that there is not significance association between gender and the purchasing product are useful
- It found that reveals that there is a significance association between occupation and the purchasing product are useful.

7. Suggestion

- Only educated people are more aware of online shopping so focus should be made on people who are not aware of online purchase
- To reach the all category of customer the online shopping website must use difference methods of

advertisements strategy

- To reduce delivery charges and implement more offers to attract new customers
- To make quick delivery of products
- Online shopping Amazon is always helping the customers to save their valuable time and it also gives the customers a wide range of product.

8. Conclusion:

This study concluded online shopping is a highly best one, when compared to other shopping, the study about the various aspects of customer satisfaction on Amazon online shopping is satisfied with price, speed of delivery, loyalty or this online, variety of product, customer support, quality of delivery products, recurring purchase in same store, offers & discounts and advertisements. The innovation thinking of online shopping sites to reach more and more consumers is appreciable. They increase their network as much as possible with ultimate aim of reaching more and more customers based upon customer's survey, however, Amazon satisfied the customer in aspect of quality of products.

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