

A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO AMAZON

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ABSTRACT

E-commerce has significantly transformed consumer purchasing behavior in recent years. This study analyzes customer perception toward online shopping, particularly focusing on Amazon. It examines factors influencing consumer behavior, satisfaction levels, and problems faced during online shopping. The study is based on primary data collected from 126 respondents using structured questionnaires. Statistical tools such as percentage analysis, chi-square test, and ANOVA are used. The findings reveal that product quality, discounts, and convenience are major influencing factors, while delivery delays and product damage remain key issues. The study concludes with suggestions to improve customer satisfaction and service quality.

INTRODUCTION

E-commerce has revolutionized the modern marketplace by enabling consumers to purchase goods and services online with ease. With increasing internet penetration and smartphone usage, online shopping has become an essential part of daily life.

Amazon, a global leader in e-commerce, has transformed consumer buying behavior by offering convenience, variety, and competitive pricing. In India, Amazon has gained popularity due to its efficient delivery system, secure payment options, and customer-centric services.

This study aims to understand customer perception and satisfaction levels regarding Amazon shopping.

STATEMENT OF THE PROBLEM

Despite its growth, online shopping faces several challenges:

- Delay in delivery
- Product mismatch and poor quality
- Complicated return policies
- Security and privacy concerns

These issues affect customer satisfaction and trust. Therefore, analyzing these problems is essential for improving online shopping experiences

OBJECTIVES OF THE STUDY

Primary Objective

- To study the influence of digital customer feedback on product improvement.

Secondary Objectives

- To analyze customer preferences in online shopping
- To evaluate satisfaction levels
- To identify major problems faced by customers
- To examine feedback and response systems

SCOPE OF THE STUDY

- Customer behavior analysis
- Impact of technology on shopping
- Marketing strategies of e-commerce platforms
- Customer service evaluation
- Competitive analysis

LIMITATIONS OF THE STUDY

- Limited sample size (126 respondents)
- Restricted to Coimbatore district
- Time constraints
- Possible respondent bias
- Rapid market changes

REVIEW OF LITERATURE

Previous studies highlight key factors affecting online shopping:

- Security and privacy concerns are major barriers
- Trust and convenience influence buying decisions
- Price, quality, and service play vital roles
- Consumer knowledge increases trust in online platforms

Overall, literature indicates that customer satisfaction depends on trust, convenience, and service quality.

RESEARCH METHODOLOGY

Research Design

Descriptive research design is used. Sampling Design

- Sample Size: 126 respondents
- Method: Simple Random Sampling
- Area: Coimbatore

Data Collection

- Primary: Questionnaire
- Secondary: Journals, websites

Statistical Tools Used

- Percentage Analysis
- Chi-Square Test
- ANOVA

DATA ANALYSIS AND INTERPRETATION

Percentage Analysis

Table 1: Age-wise Classification

Age Group Respondents Percentage

| | | |
|----------|-----|-------|
| Below 20 | 16 | 12.7% |
| 21–30 | 86 | 68.3% |
| 31–40 | 18 | 14.3% |
| 41–50 | 7 | 5.6% |
| Above 50 | 2 | 1.6% |
| Total | 126 | 100% |

Interpretation: Majority (68.3%) are young adults.

Table 2: Gender-wise Classification

Gender Respondents Percentage

| | | |
|--------|-----|-------|
| Male | 45 | 35.7% |
| Female | 81 | 64.3% |
| Total | 126 | 100% |

Interpretation: Female respondents dominate.

Table 3: Preferred Platforms

Platform Respondents Percentage

| | | |
|----------|-----------|-------|
| Amazon | 85 | 67.5% |
| Flipkart | 50 | 39.7% |
| Others | Remaining | — |

Interpretation: Amazon is the most preferred.

Table 4: Problems Faced

| Problem | Respondents | Percentage |
|-------------------|--------------------|-------------------|
| Delay in delivery | 31 | 24.6% |
| Cheap quality | 28 | 22.2% |
| Damaged product | 31 | 24.6% |
| Non-delivery | 10 | 7.9% |
| None | 39 | 31% |

Interpretation: Major issues include delivery delay and damaged products.

CHI-SQUARE ANALYSIS

Hypothesis

- H_0 : No relationship between age and shopping preference
- H_1 : Significant relationship exists

Table 5: Chi-Square Results

| Test | Value | df | p-value |
|--------------------|---------|----|---------|
| Pearson Chi-Square | 303.473 | 20 | 0.000 |
| Likelihood Ratio | 166.601 | 20 | 0.000 |

Interpretation

Since $p < 0.05$, H_0 is rejected.

There is a significant relationship between age and shopping behavior.

ANOVA ANALYSIS

Table 6: ANOVA

| Source | Sum Sq | df | Mean Sq | F | Sig |
|----------------|---------|-----|---------|---------|-------|
| Between Groups | 280.489 | 4 | 70.122 | 290.873 | 0.000 |
| Within Groups | 29.170 | 121 | 0.241 | | |

Interpretation: Significant difference exists between shopping frequency and problems faced.

FINDINGS

- Majority users are aged 21–30
- Female users dominate
- Amazon is most preferred platform
- Product quality is key factor
- Cash on delivery is widely used
- Festival offers influence purchases
- Some users face delivery and quality issues

SUGGESTIONS

- Improve product quality control
- Reduce delivery delays
- Enhance payment security
- Increase customer awareness
- Improve website design and experience
- Strengthen customer service

CONCLUSION

Online shopping has transformed the retail sector by offering convenience and accessibility. Amazon has played a significant role in this transformation. While customers are generally satisfied, issues like delivery delays and product quality need improvement.

With better service quality, security, and customer support, online shopping will continue to grow and dominate the future retail market.

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