

## **A study on the Customer Perception towards Amazon Apps (with reference to West Bengal)**

**Aparna Chatterjee , Research Scholar**

**Seacom Skill University, Bolpur**

**&**

**Dr. Pranay kumar Roy Barman, Professor**

**Seacom Skill University, Bolpur**

### **Abstract**

This research highlights on the buying behaviour of the consumers, in order to analyse the customers' satisfaction level concerning services delivered by Amazon. In the present scenario, shopping has become a crucial trend. Now a days chunk of customer are not considerably desire for retail market but also are shifting to online shopping. Users can avail entirety from online such as books, domestic products, apparel, toys, hardware and software etc. It has become expedient for the customer to examine as per their desires and standards that led to competition for m-commerce sites to maintain the reliability and trustworthiness of customers. As with the fast evolving of technology, new developments are approaching in the market, to deliver comfort to customers. Customer perception towards the usage of apps decides the future of the m-commerce business. As business has revolved cybernetic recent times, a customer evaluates his requirements to buy most recent and modernised products through apps. In this study an endeavour is made to evaluate the insight of the customers regarding usage of Amazon shopping application. The present study Amazon provides us an image of their corporate approach used in m-commerce industry and impact customers' perception to benefit the future prospects. However, the findings of the research would also give assistance to understand the factor which are significant for the customer at the time of buying the product.

Key words: Customer satisfaction, Amazon app, M-commerce, Online shopping

## 1. Introduction

In today's world the trend of online shopping is emerging very rapidly. —The Neilson Company accompanied a study in 2010 and interviewed over twenty seven thousand internet operator in fifty five market from Pacific, Europe, Middle East, North America as to analyse how users shop online (Neilson, 2010). According to the survey the majority of people prefer to do online shopping especially on books and clothes. Mobile commerce (or m-commerce) refers to buying from an online trader's through online site or app. Internet creates life easy, flexibility and innovative. In recent times, huge number of population are engaged in virtual business and trade as it is easy going and fast. Internet offers innovative means to promote business. Apps is the vital mode to carry online trade as to display their services and products. Internet congregate all competitors and buyers in same place. Online buyers are persistently looking for new products, new enchantment and the extreme remarkable thing is price i.e. economical product. Online customers don't have restrictions regarding online buying. As online shopping provides a platform to compare the cost of goods and services, review, social platform and exploration of information and so on. Online shopping activities be influenced by various elements such as shopping intentions, personality , internet skill and knowledge and previous reason of shopping, incentives, etc. The key motive of this study is to evaluate online consumers' behaviour in an organized way and to find out factors that influence online buyer regarding buying decision of goods and services. Subsequently the growth of World Wide Web, traders pursued to vend their goods and services by internet. "Online shopping is described as a computer activity performed by a consumer via a computer based interface, where consumer's computer is connected to retailer's digital storefront through a network." (Haubl & Trifts, 2000).

## **2. REVIEW OF LITERATURE**

Wilson, Zeithaml, Bitner & Gremler's (2008) observed, that nowadays marketing is no more confined to conventional marketing. It has transform into relationship marketing that implies user too involve in the entire commercial process.(Wilson et al., 2008).

Oliva, Oliver & MacMillan (1992), mainly suggest the theory of "expectation inconformity", means, consumer meet their expectation when the goods 'is hands-on state is and thus feel more satisfied. Nevertheless, the goods and service feature will also have the straight impact on the consumers' satisfaction.

Lee & Lin (2005) point out that key factors that have impact on consumer perception regarding eservice quality online shopping: "website design (degree of users friendliness), reliability (reliability and security), responsiveness (responsiveness and helpfulness), trust (trust and mechanisms provided by a website), and personalization (differentiating services to satisfy specific individual needs."

## **3. OBJECTIVES OF THE STUDY**

□To analyse the customer satisfaction regarding amazon.

## **4 RESEARCH METHODOLOGY**

The present study is based on descriptive and analytical research. Descriptive research refers to analyses and findings of facts by various kind of surveys of methods. The key motive of descriptive research is to illustrate of the situation as it occurs at present. The vital features of this method is that the researcher do not have any control over the variables. They can merely identify what has occurred or what is occurring. The research design of the present research study is descriptive and analytical research. In this research, the researcher attempts to

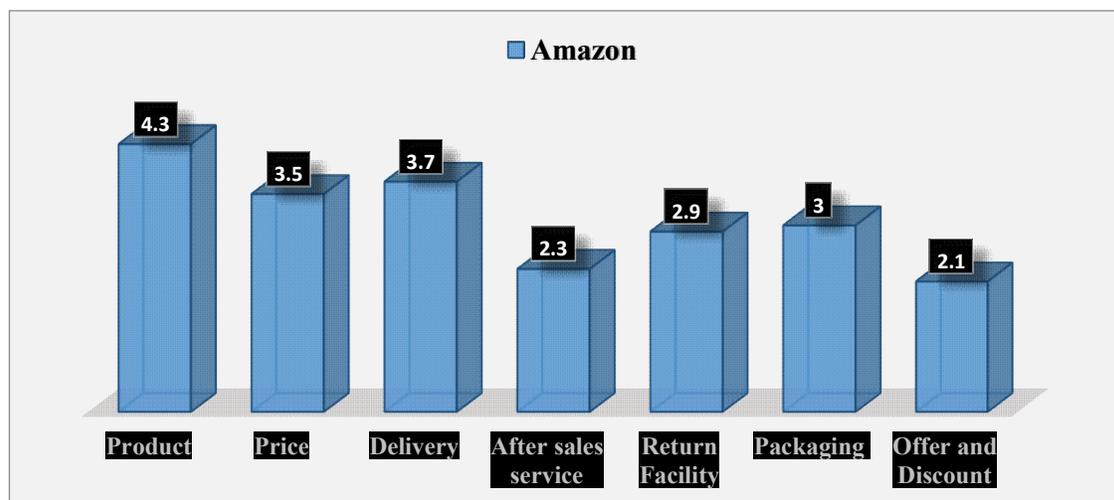
identify the opinion of buyers concerning online shopping of Amazon. In this research sample size is 100. Convenience sampling method is used for survey, but a selection of sample was based on random basis. Primary data is the information about the results of an experiment. A questionnaire is usually a group of queries enclosed as to find information from the respondents.

## 5. DATA ANALYSIS

<b>Variables</b>	<b>Category</b>	<b>Frequency</b>
<b>Age</b>	<25	37
	26-35	40
	36-45	13
	>45	10
<b>Gender</b>	Male	45
	Female	55
<b>Qualification</b>	High school	3
	Under graduate	10
	Graduate	42
	Post Graduate	45
<b>Income</b>	< 20,000	22
	20,001- 30,000	27
	30,001-40,000	31
	40,000 -50,000	15
	>50,000	5
<b>Profession</b>	Student	21
	Service	37

	Self employed	29
	Retired	12
<b>Frequency of online purchase</b>	Weekly	21
	Monthly	37
	Occasionally	42
<b>Mode of Payment</b>	Debit card	31
	Credit card	22
	Cash on delivery	47

Satisfaction level of Customers

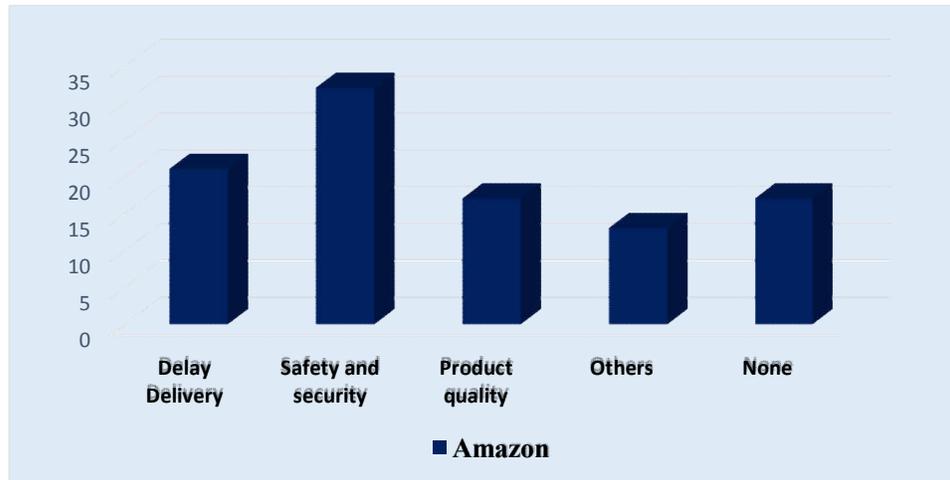


Source- Primary Data

### Interpretation

The above graph implies that customer are much more satisfied with the product quality feature and further it is followed by delivery, price, packaging, return facility, after sales service, offer and discount.

Problem faced on Amazo



### Interpretation

As above figure implies that safety and security is the major problem which is faced by the customer followed by delay delivery, product quality, none and others.

## 6. Findings and Suggestions

- It has been observed that, 26-35 years age are more prone towards online shopping, While the people above 45 years age group are showing less interested in online shopping. As the senior citizens age groups are not too much accustomed with the technology, thus they restrict to online shopping. Therefore as to enhance their participation, company should provide user friendly technology.

- It is analysed that majority of user are satisfied with the product quality of amazon. But still company have to pay much more attention upgrade and enhance the other feature such as delivery, price, packaging, return facility, after sales service, offer and discount to satisfy their potential customer.
- The problem which the majority of the people are facing is with the safety and security, so company must offer more advanced features to eradicate the safety and security problem. Furthermore company should emphasis on delay delivery and product quality issues to improve the customer satisfaction level.

## **7. CONCLUSION**

A exploration on online shopping is a new-fangled technology which is developed with the evolution of the Internet. The study entailed with the features that affect the Amazon's customers.

Although the customers are satisfied with the amazon app but still there is huge scope to improve. The company's creative and rational improvement will led to sustain in longer run. As this will assist to retain their existing consumer as well as it can target to reach more and more customers.

As with the observation of customers' responses, it is concluded that Amazon fulfils the need of the buyers regarding the quality of products.

## **8. Limitation of study**

- The response to the inquiry or survey is basically depend upon the mentality of the respondents.
- Respondent's judgment might not be free from prejudice.
- The sample size has confined to 100.

## References

1. (2010, June 29). Retrieved from <https://www.nielsen.com/us/en/insights/>
2. Ahuja, B. (2018). Journal of Business and Management . *Customer Perception towards Online Buying Of Electronic Products from Flipkart and Amazon*, 90–96.
3. Haubl, G. And Trifts, V. (2000) Consumer Decision Making in Online Shopping Environments: The Effects of Interactive Decision Aids. *Marketing Science*, 19, 4-21.
4. Kumar, C. V. V. (2019). Journal of Emerging Technologies and Innovative Research . *A STUDY ON THE CUSTOMER SATISFACTION TOWARDS AMAZON*, 6(2), 608–614
5. Lee, G-G., Lin, H-F., 2005. Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution Management* 33 (2), 161-176..
6. Oliva, T. A., Oliver, R. T., & MacMillan, I. C. (1992). A catastrophe model for developing service satisfaction strategies. *Journal of Marketing*, 56, 83–95.
7. Wilson, A., Zeithaml, V.A., Bitner, M.J. & Gremler, D.D. (2008). *Services Marketing*. 1<sup>st</sup> European edition, McGraw-Hill Education.