

**CRITICAL ANALYSIS ON HOW THE CUSTOMER EXPERIENCE HAS ENHANCED IN AMAZON****DR. Ramkrishan , Simran Singh****MASTER OF BUSINESS ADMINISTRATION****School of Business****Galgotias University****CHAPTER - 1****INTRODUCTION****CUSTOMER EXPERIENCE**

Customer experience is a new area where many companies are taking the initiative to improve their customer experience. Although some companies are still trying to find ways to improve their customer experience. This literature review provides an overview of how Amazon is implementing new policies to improve customer satisfaction and experience. This paper contributes to new knowledge and understanding of how the customer experience has improved over the years. This paper also contains a critical analysis of how Amazon's services have made the company a leader in customer experience.

Customer experience is usually seen as the driving force behind an individual's relative attitude and relationship with repeaters. Customer experience is one of the most commonly used terms in today's business (Shaw, 2000). In a business environment, the concept of customer experience is important because it is considered a useful link. Loyalty is an economic need and a competitive need (Reichheld, 2001). Customer experience means attracting target customers and getting them to buy the product again.

Loyalty is, first and foremost, an attitude that leads to a relationship with the brand, and understanding customer spending behavior and satisfaction is very important. And the decisive result of customer behavior and customer satisfaction is the customer experience (Nykamp, 2001). As market competition intensifies, customer experience has become a key factor influencing the company's long-term profits. As a measure of market share, customer experience is more meaningful than the market share measured by the customer. As a result, company managers prefer to pay more attention to improving aspects of the customer experience so that they can gain a decisive competitive advantage in the face of fierce competition. Economists have researched the TOP500 companies and found that loyal customers not only buy back their products and services to save on advertising and promotional expenses, but also recommend them to relatives and friends. In other words, this kind of behavior is a source of talent for the company. This is the company's main interest (Li, 2004). Customer experience is an important factor in corporate marketing working with customers, and managers need to pay more attention to this. Customer experience helps companies have a stable long-term growth tool for selling, reducing marketing costs, and increasing profits.

## **CLIENTS OF AMAZON**

According to the segment division of the designated clients of Amazon incorporates individuals approaching the web and are for the most part have a place with the age gathering of 18 to 50 years. Around 45% of the web clients having a place with the age gathering of 35 to 49 years (Flamand et al., 2020). Individuals communicating in English are the most advancing clients for Amazon. The two guys and females are similarly served by the business. According to the assessment of Arun Kumar et al. (2020), the matter of Amazon has results of more extensive reaches. It permits the clients to serve the business in a successful way and subsequently keep the customer's fulfillment. There is no such age determination to shop from Amazon locales yet for the most part, 81% of the grown-up having a place with the age gathering of 18 to 34 years.

### **The Six Mainstays of Client Experience Model**

According to Balaji and Rajashekara (2017), KPMG Nunwoork in the UK, with the utilization of more than 1,000,000 clients of multiple various mainlands, distinguished the six key rules that are considered to make a positive client's insight.

### **Personalization**

The singular consideration by the organization to the clients are useful in building am close to home

associations. The organization with the comprehension of the particular necessities of the clients and the conditions are useful in fostering a positive experience for the clients according to the normal standards (Muriithi, 2020).

### **Honesty**

The demonstration of honesty, alongside the inducing trust, is the result of the predictable way of behaving of the association that are useful in creating reliability (Chheda et al., 2017). The Trustworthiness of the business permits the clients to foster a bond and subsequently permits the clients to create positive user encounters.

### **Assumption**

It is the job of the association in making due, meeting as well as surpassing the costs determined by the clients. The requirements of the clients and their assumptions and the standards of meeting the client exemptions are fundamental for fostering an amazing purchasing experience for the clients.

### **Goal**

The critical thinking abilities are the key element that is permitting the organization in fostering a compelling demeanor of transforming the unfortunate encounters into an incredible encounter. The actions are settling the issues or the bother caused alongside the assistance recuperation abilities are viewed as powerful in nature.

### **Time and exertion**

The execution of the frictionless cycles is useful in keeping the clients fulfilled. The organization with the utilization of the time and endeavors limiting the time that they squander in gathering data.

### **Compassion**

The execution of a fantastic comprehension of the conditions of the clients in growing better deals rate are must (Chheda et al. 2017). The consideration attitudes among the business about the security, and the still up in the air to be an effective measure in building a superior clients fulfillment and in this manner are making an excellent worry about the clients are permitting the organization to foster positive clients experience.

## Assessment of the customer's encounters

The assessment of the customer's encounters model of Amazon, alongside the ramifications of advanced disturbance, has been powerful in framing the regions that the business needs to work in improving its customer's encounters. To guarantee that the organization can keep its market position gets a portion of the essential estimates that the business can take on are referenced as follows:

- The organization needs to deal with taking on a more consistent merchandise exchange

The merchandise exchange of Amazon is extremely lengthy termprocess, and the hour of the clients are wared in futile advances that they need to go through prior to resigning their items. It is along these lines obvious that the transformation of a viable merchandise exchange by Amazon will be useful in making better measures in building a positive client experience with Amazon.

- Amazon necessities to keep on its stocks and top off the items before it is unavailable.

The issues of unavailable of the items are hampering the customer's encounters. A nearby watch on the deals and restocking the items sought after are fundamental techniques that Amazon needs to embrace.

- As the advanced disturbances are drawing in immense business outbursts of online business, it is fundamental for Amazon to construct a superior showcasing system.

The utilization of the # label patterns on Twitter as well as fun exercises of Instagram's is required by Amazon. The honesty of clients can be created and they can support the market contest also.

- The organization needs to deal with compassion by contributing towards the prosperity of individuals and of society.

It is an absolute requirement for Amazon to be vocal about the CSR measures embraced by them. This will permit the business to fabricate clients compassion and contributing towards the positive encounters inferred by client's while shopping on Amazon.

## **LIMITATION OF THE RESEARCH**

The quantitative information technique was taken on through planning the survey to assemble the numerical and normalized information from the site and individuals around ourselves. Accordingly the gathered information probably won't be thorough and adequately objective. The concentrate just thought to be about web based shopping conduct thusly it couldn't address any issues which are applicable to useful way of behaving. Also, because of time constraint, it can't make a profound and foundational review on Amazon Organization, our examination and conversation simply center around the clients' faithfulness perspective, it not reasonable for other exploration parts of Amazon.

## **NEED FOR THE STUDY**

The idea of online client assistance experience (OCSE) has as of late acquired a great deal of interest from scholastics and organizations the same. Beside the conviction that giving the best internet based content will impact customers\' web based shopping conduct, most exploration centers just around controlling web-based content. In view of its dynamic discoveries, this article proposes an adaptable theoretical structure for a web-based client assistance experience, which covers the size of every individual web-based action in light of the client venture classification.

## **OBJECTIVE OF THE STUDY**

- Improve customer relationships, increase customer loyalty and reputation, and gain more profits.
- As part of your e-commerce business, build customer loyalty and ultimately build long-term customer relationships.
- Investigate customer satisfaction with Amazon. The purpose of the survey is to know the customer experience, expectations and satisfaction.

- This research aims to find out how strong the customer experience of Amazon's products is.
- To know customer satisfaction and experience regarding offers, discounts, exchanges, interests and trust.

## **CHAPTER 2**

### **INDUSTRY PROFILE**

#### **AMAZON**

Web based business monsters like Amazon utilizes segment and psychographics division to section the business sectors. Amazon's division depends on genuine buy conduct: not what individuals could have communicated interest in, yet what they really did. Amazon's miniature level division focuses on every client separately, permitting the organization to change over guests into long haul, high-esteem clients. Client division frequently includes making personas who will purchase with a particular goal in mind and certain items. Comparatively Amazon focuses on the working class and privileged individuals who have hands on experience in the fundamental innovation yet don't have time or favor accommodation over shopping from the actual outlets. Amazon has effectively situated itself as a glocal (go worldwide demonstration nearby) web based business goliath where one can purchase anything and get it conveyed at any distant areas. Utilizing the expression #aurdikhao in its latest mission in India, it has additionally assisted them with cutting a particular space in the buyer's brain.

#### **Advertising Methodology**

To separate itself, organization obtained numerous it and web based business new companies like pets.com, audible.com, junglee.com, imbd.com, zappos.com, woot and so forth. Which helped them in offering high benefit to their clients utilizing existing innovation of the gained accomplices for minimal price? Amazon has additionally accomplished economies of scale through broad item contributions which incorporate hardware, toys and games, clothes, Do-It-Yourself and some more. These contributions assist Amazon with keeping its costs low subsequently giving the advantages to the purchasers. Amazon's strong client driven way to deal with investigate the client purchasing conduct in view of inclinations has assisted

them with having upper hand over their rivals.

Over half of the shoppers are the recurrent purchasers at Amazon.com. Moreover, Amazon is probably the longest player to be available in the internet based area and has a strong hold in European nations and us. This primary concern is assisting the organization with extending in new business sectors.

Brand value in the showcasing methodology of Amazon - from being just a digital book supplier to arising as the 2ndlargest web based business organization on the planet, Amazon.com has consistently expanded its spending on publicizing and advancement to make its image more grounded and have a higher brand value. By april 2015, the brand of Amazon.com was worth us\$ 176 billion. "a brand for an organization resembles a standing for an individual. You procure notoriety by making a good attempt things. With over 55% recurrent purchasers, the numbers informs everything concerning the brand. It is among 13 world's most important brand" (forbes list).

Cutthroat investigation in the promoting methodology of Amazon - short posting the contenders of Amazon relies upon what business area of Amazon is being thought of. Apple would be the biggest contender while considering book or content related conveyance like books, motion pictures, magazines, and book recordings. The itunes store will generally be a danger to the Amazon store on account of apples gadgets like the ipad, iphone, and macbook. While considering web administrations google would arise as the biggest contender.

Walmart is the greatest danger to Amazon in us as reports roll in of different endeavors to contend with the huge internet based retailer. Reports of walmart testing a storage framework for buyers where customers can request and pay on the web and pickup whenever it might suit them are surfacing. Walmart is additionally as yet testing same-day conveyance in four urban areas and stays the fourth biggest internet based retailer. Walmart rounds up about \$9 billion in web deals, which Amazon dramatically increases in a quarter. Nonetheless, Amazon doesn't have the actual design base that walmart needs to begin with.

In agricultural nations as well as in created, there are numerous nearby gateways which give extreme rivalry to Amazon. For instance - snapdeal, Flipkart are a portion of the contenders of Amazon. Likewise, groupon, first cry are specific web based business gateways which remove traffic from Amazon.

Consequently, these nearby contenders of every nation additionally respond unequivocally to Amazon's presence. Market examination in the showcasing methodology of Amazon-the worldwide online business market is still in the advancing stage. With the transformation of innovation in the creating economies clients are presently turning out to be more alright with internet shopping. Savage rivalry from biggies like alibaba, ebay, new businesses and neighborhood web based business players like Flipkart, snapdeal is a greater amount of coming about into in general development of the business which is great for the business.

Client investigation in the advertising methodology of Amazon clients comprise of upper and working class gatherings who have tendency towards utilizing internet business gateways and are alright with web based shopping. Greater part of the clients are professionals or financial specialists who are occupied with their business/work and find it advantageous to buy anything on the web as opposed to visiting the actual outlet to set aside time and cash. Besides, the clients could likewise be the ones who are looking for bargains. Because of this, the entrance is known to have explicit days where they give monstrous limits to their purchasers.

## **Showcasing Blend**

### *Item in the promoting blend of Amazon*

Amazon is a global web based business organization, utilizing associations with the web from different devices like telephones and tablets, to permit its clients to promptly peruse and buy items. These items are then conveyed to the client, utilizing conveyance administration organizations. Amazon has developed an immense item base, and sells nearly everything, including: arouse, books, dvds, cell phones/tablets, gaming control center and games, garments

for everyone, gems, planting gear. Amazon at first began exclusively with books and it is till date known as the most elevated book retailer on the planet. This is the reason, Amazon likewise presented arouse. Mercifully is a digital book peruser from Amazon and it is the explanation that the distributing market is having a major insurgency of switching hard paper over completely to computerized digital books since simplicity of perusing by ignite. Because of outcome of arouse, Amazon likewise presented

compassionately fire - its own tablet pc. Type in a quest section into a web index for a particular item, and the odds are Amazon will stock what you want, and will be on the inquiry list. As they keep on developing, an ever increasing number of items are added to their stock. Once settled into books, Amazon immediately extended to different items to keep up with its presence on the lookout. Where ebay is know for geek items, Amazon is known for learned items. Amazon keeps on extending its item base, and in july 2014 it entered the advanced cell market, delivering its own personal fire telephone. The telephone followed the delivery a month sooner of Amazon's own special set top box framework

- Amazon fire television which permits spilling from different stations, as well as supporting discourse orders while looking.

### ***Place in the advertising blend of Amazon***

In the new past, locales like Indiaplaza and allshcoolstuff had to close because of the absence of trust while purchasing merchandise on the web. Notwithstanding, the brand picture of Amazon empowers it to have an all over presence and the main concern of the organization is sufficient to empower monstrous research and development endeavors to get the site. Amazon has client assistance bases in a large number of the nations where it has a web-based presence, with most bases being situated in the various conditions of the usa. Amazon representatives are cordial and loose.

### ***Advancement in the showcasing blend of Amazon***

While Amazon has communicated TV advertisements, these are generally in the american market. Amazon utilizes mostly electronic promoting, and they utilize board and more modest techniques for publicizing. Amazon additionally utilizes publicizing networks online so that at whatever point you check something on Amazon, you will see an advertisement for exactly the same thing elsewhere on another site. Web crawler showcasing and getting the organization's name high up the web search tool's outcomes is likewise a shrewd special methodology by Amazon. The pioneer behind Amazon had this at the top of the priority list

while making the organization, concluding that it ought to begin with 'a'.

In India, Amazon should be visible to depend on the best wellspring of advancement there is - informal.

Individuals informing others regarding the site, or referencing it in a positive way is a certain method for having another future client. Nonetheless, there are a few print media promotions to make their presence felt to individuals. In any case, substantially more is required in the advancements division from Amazon in India on the grounds that the traffic of Amazon is being assumed control over quick by Flipkart.

### *Cost in the advertising blend of Amazon*

Amazon is serious with its costs, and has little approaches to remaining in front of its market peers. For instance, assuming that you are hoping to purchase a book, Amazon offers you another duplicate, or a pre-owned duplicate also, complete with valuing and condition. Another drive is to pay to have a top notch account, guaranteeing quicker conveyances. Amazon can likewise hold their costs cutthroat because of their utilization of staff. Least numbers - however thoroughly prepared - guarantee that buyers benefit from the absence of overheads, and the outcome is displayed in the costs on the web.

As an ever increasing number of individuals can get to broadband associations in India and get on the web, the opposition for any semblance of Amazon.com will harden. Amazon's calm section into India has seen a development such a long ways because of its image picture, and it will be hoping to keep its costs as low as conceivable to catch a cut of the developing commercial center. It faces extreme rivalry from any semblance of ebay, Flipkart and snapdeal.

## PESTEL -ANALYSIS OF AMAZON

The PESTEL Examination permits to break down and expect the amazing open doors and dangers of an organization's large scale climate (all outside factors with an effect on the business). It recognizes six classifications of large scale natural impacts. We followed 3 stages:

- Conceptualizing and data look in the media
- Gathering variables to characterize patterns
- Characterize whether these variables bunches are amazing open doors or dangers

### Political

Amazon\'s exercises and advancement could be affected by pretty much forceful protectionist approaches. The US isn't an image of exchange receptiveness, other monetary states go with the same pattern and show their assurance and guarantee their position of extraordinary financial nations. The gatherings of Donald Trump (Leader of the USA) with Xi Jinping (General Secretary of the Chinese Socialist Faction) and Vladimir Poutine (Leader of the Russian League) as well as the worries of NATO show that the round of worldwide coalitions could change the equilibrium through monetary tensions and impact the privileges and obligations of enormous global gatherings like Amazon. It is extraordinarily evident as replacements to Amazon remain effectively possible with at last couple of imperatives (as long as the hypermarkets shopping centers actually exist). Here and there politic local area can by implication push towards web based business. For instance, France has a particular government plan named —plan très haut débit in which the French government needs to speed up the 4G and optical fiber network organization.

This sort of political choice works with the admittance to the Web, so to all administrations in light of the Web (e-business included).

## **Economical**

Since the monetary emergency of the start of the 1980-90s (financial exchange crash of October 1987), the total populace consumes less and has returned to a practically precise quest for the best arrangement. Individuals need more solace, consistently at the most minimal cost. The opposition game pulls costs down (appearance of the \"low cost\" idea), and obviously, after the reduction of PCs and Web gets to costs arisen frameworks of enhanced production network deals like Amazon (overpressure of delegates, evacuation of actual stores in the city). This development is as yet continuous (e.g., the new democratization of cell phones and 4G bundles) and is kept up with by the vanishing of the working class. Jeff Bezos is somehow or another a \"Edward Leclerc\" (organizer behind the main French agreeable society and hypermarket chain) at overall organization level. So we can imagine that Amazon has before it a truly good economy to keep on growing up.

## **Social**

As recently called attention to, the Web gets an ever increasing number of clients since: Memberships are turning out to be more reasonable

Individuals (helped by states and contest between Web access Suppliers) have a superior organization inclusion. The improvement of the merchandise and individuals developments at a worldwide level implies that we want worldwide organizations to screen them constantly and all over. Every one of the nations all over the planet are opening up to the world, making huge, previously arising nations new financial powers whose populace is enthusiastic for new advances, data and new administrations

Our advanced social orders (and our legislatures) will more often than not reestablish orientation equity. With an everincreasing life cost, couples see that the two individuals need to work. Consequently, both man and lady are less and less at home. This general public advancement implies that family tasks, for example, tasks become an exercise in futility that one would prefer to spend on relaxation if conceivable. The online business and the \"drive-in solutions\" are a reaction to this time enhancement need. Past the quest for \"low cost\", e-business has changed our social orders and is currently ending up being inescapable and indistinguishable from our cutting edge utilization designs. The customer improves on his propensities as per the imperatives

he encounters in his current circumstance, implying that the buyer interest in online business isn't secure. The shopper conduct will advance further before very long relying upon the amazing open doors (e.g., innovative turns of events, new administrations) that will limit the effect of his everyday imperatives. One can likewise envision that assuming the idea of an all inclusive compensation were to appeared (tests are continuous in Finland) and became worldwide to the world, the imperatives presently applied to the purchaser would be flipped around and that he could then get some time again to hang out in actual stores and would get some distance from online business.

## Technology

—All advanced social orders are portrayed by a deficiency of time: the more current a general public is, the less time it has. It isn't the oil that we will miss one day, yet rather the time<sup>ll</sup> says the German humanist and savant Hartmut Rosa. The more we improve to do the things speedier (the more we save time), the less we have time per task (so the less we appreciate life, so the less we live). As indicated by Harmut ROSA, —acceleration isn't the issue of the procedure. One can envision a reality where, on account of specialized progress, it would be feasible to deliver an overflow of time in the event that the pace of development were not all areas of strength for that. Specialized progress expands our both what we anticipate from others than what they anticipate from us. Innovation permits the

skyline and our potential outcomes. It changes the impression of chances and impediments and furthermore changes social assumptions, speed increase of the existence beat, however doesn't force it. It gives us the necessary resources to discard it freely<sup>ll</sup>. In any case, it presently can't seem to be executed. Many advancements filled in the new many years and, surprisingly, more will in the impending years. Advancements fuel development and today the gadgets to peruse the Web are different: PCs, tablets, cross breed PCs, cell phones, watches, and so on. Channels are likewise more ample: ADSL, CPL, optical fiber, 3G, 4G, and so on. Generally, this large number of devices are more productive and more successful. Therefore, more information can be handled and possibly more clients can be drawn in. Also, man-made consciousness (e.g., Alexa) and —AWS AI services<sup>ll</sup> (making forecasts more solid) make it simpler and more typical to purchase.

## **Environmental**

This specialized advancement speed increase, joined by a perpetually designated advertising inclining toward social contest, supports the buys. There is a genuine free for all pushing to reestablish increasingly fast our #1 items. Item lifetimes are more limited (once in a while willfully; see later (in 2017) official actions against Apple and Epson) and the items are much of the time never again \"economically repairable\" (the maintenance cost is frequently higher than the OEM creation cost). This unrestrained utilization draws on the assets of our planet and debilitates its equilibrium. It produces, in spite of the endeavors of the lawmakers, a great deal of contamination during the production, the dispersion and the waste treatment. This contamination is at the beginning of a worldwide temperature alteration that we know today and causes an ever increasing number of catastrophic events. CSR drives are turning out to be increasingly more regular in light of the fact that, luckily, an ever increasing number of individuals and organizations feel concerned and answerable for the eventual fate of our youngsters. Regardless of whether all nations (e.g., the USA during the G7) don't send a similar energy, all around the world, legislatures vote regulations empowering organizations to lessen their natural effect.

## **Legal**

Regulations develop to attempt to protect our planet in the long haul however they are additionally advance to manage globalization. Since the nineteenth hundred years with the corporate assessment roof set up by the territory of New Jersey (USA), the significant worldwide gatherings are searching for the best association of their \"holding\" permitting the most ideal expense advancement (this is called forceful streamlining). Taking note of the millions (and once in a while the billions) of charges that escape state run administrations, they adjust routinely through claims and new laws of expense regulations more restricting for organizations. At any rate, global gatherings should arrangement if they are the subject of judicial procedures. They can't overlook that social insurance (regardless of whether it is somewhat flawed) has gained a lot of headway (concerning model in the USA) this last hundred years.

## Review of Literature

From Wilson, Zeithaml, Bitner and Gremler's (2008) view, the advertising isn't similar to the conventional promoting any longer. It has transformed into relationship showcasing now which implies clients additionally include the entire business process. Who ought to think about their clients and know what clients actually needs (Wilson et al., 2008). "There has been a shift from an exchange to a relationship center in

promoting. Clients become accomplices and the firm should sincerely commit to keeping up with those associations with quality, administration, and advancement." (Webster, 1992). It implies that the relationship advertising assumes a significant part of carrying on with work, zeroing in on keeping and further developing associations with the ongoing clients is a higher priority than drawing in new clients. It is an essential heading. The truth of the matter is a lot less expensive to keep an ongoing shopper than to draw in another one overall. It will be considerably more fruitful to advertisers who chipping away at viable systems for holding clients (Wilson et al., 2008).

Company's associations with their clients very much like other social connections that have would in general advance over the long run. Researchers have recommended that advertising trade connections among suppliers and clients frequently can possibly develop from aliens to associates and to companions even to accomplices (Johnson and Selnes, 2004)

1. Customers as outsiders. The firm makes correspondence with the expected clients to draw in them and procure their business. The promoting endeavors towards could comfortable those likely clients with the association's contribution, and urge them to cause the firm to have an attempt.
2. Customer as colleagues. Whenever the clients' mindfulness and endeavor are accomplished, the firm and the client could become colleagues by the commonality. At this period, the firm ought to construct the relationship to fulfill the clients. A colleague is viable the same length as the client is generally fulfilled and what is being gotten in the trade is seen as fair worth. (Wilson et al., 2008).

3. Customer as companions. Whenever the clients proceed to make and accomplish the worth with the firm in the trade relationship, the firm ought to start to gather explicit information on the clients' requirements. The firm requirements to construct the relationship to accomplish the client maintenance at this period.
4. Customers as accomplices. The making of trust prompts the production of responsibility and that is the condition vital for clients to expand relationship (Siredeshumkh et al., 2002).
5. Hence, to construct an accomplice relationship with the clients, the firm should utilize client information and data frameworks to convey profoundly customized and redid contributions.

### **E sevivce quality**

E-service quality is another idea begun on 2002 (Ziethaml et al., 2002). Presented the idea of electronic help quality (e-SQ) which is characterized as the "the degree to which a site works with proficient and powerful shopping, buying and conveyance of items and administrations" (Asuboteng et al., 1996).

With the web and innovation growing quick, the site has supplanted the conventional specialty unit step by step. Both site and electronic climate are vital pieces of the corporate picture and can influence the clients' shopping conduct.

Today the web has turned into a fundamental channel for selling the labor and products. The customary help model was not appropriate for use in the web retailing because of every one of them address the special assistance conveyance process. As a matter of fact, the internet shopping is substantially more effectively to look at the items' characteristics and costs than the conventional channel, the web-based clients generally anticipate equivalent or more elevated levels of administration quality than customary channel clients. (Lee and Lin, 2005)

A scale called WEBQUAL with 12 aspects was laid out: enlightening fit to task, association, trust, reaction time, plan, instinct, visual allure, imaginativeness, stream, coordinated correspondence, business

interaction, and substitutability. These WEBQUAL aspects are more relevant to connect plan than to support quality estimation (Zeithaml et al., 2002). After a mass of writing survey, (Zeithaml et al., 2002) fostered the e-SEQQUAL model to help the clients how to pass judgment on the e-administration quality. It incorporates seven aspects: effectiveness, dependability, satisfaction, security, responsiveness, remuneration and contact. The seven the seven aspects in two separate scales split: E-S-QUAL and E-RecS-QUAL. The initial four aspects are arranged the cover scale, and the last three aspects are attributed of the recuperate scale. It will be a lot of noticeable when the web-based clients have questions and issues.

Assuming the organizations make things that clients like, clients will keep on purchasing items from them. The present fruitful firm figures out what clients need and makes it - as opposed to making something the organization needs and expectations that individuals will purchase (Sterne, 2000) .

For models, when a client visits Amazon.com, he can undoubtedly observe the item he needed, and effectively make the buy. Also, how pleased he will be the point at which the thing really appears close to home the extremely following day (Sterne, 2000). This will cause client's assumption to turn out to be more expanded which implies our clients can get more than they anticipated.

The clients simply need to check whether their inquiries responded to or their concerns addressed. So being the web based shopping web designer, it ought to sort out what the clients need to see, need to be aware, and need to ask (Sterne, 2000).

Subsequently, The FAQ (habitually got clarification on pressing issues) is required. To set out every one of the standard inquiries and replies to the clients, so they could figure out the arrangements.

Without help from anyone else. FAQ lets the nonchalantly inquisitive as well as the aim tracker searcher come up to speed as fast as could be expected (Sterne, 2000).

One more method for offering a decent client assistance is to oversee Email. Email resembles stick that concretes the web together. Everybody surfing on the web would have an email account. Email is the shared factor and the most integral asset (Sterne, 2000). To oversee well the email of each and every client

will win the clients' fulfillment. The organizations ought to tell the clients all of the new data through email. Whenever the client login on our site, it requirements to have the record of the clients.

### *Consumer loyalty and satisfaction*

Consumer loyalty straight forwardly implies that the clients' general assessment of their encounters and the assumptions with an item or specialist co-op (Johnson and Selnes, 2004). Oliva, Oliver and MacMillan (1992), principally proposed the hypothesis of "assumption inconformity", that is, the point at which the goods' commonsense circumstance is past their assumption the clients will feel fulfilled. In any case, contemporarily think of that the items and administration quality will likewise straightforwardly influence the customers' fulfillment.

The fundamental suspicions are that better the nature of the items prompts add fulfillment, which thus makes clients more steadfast further prompts more benefit (Johnson and Selnes, 2004).

Consumer loyalty is alludes to the worth of the abstract insight of good's worth has an awesome relationship (Sallberg, 2004). Which is "the clients' contrasting acclaim of an internet business endeavor, which causes the clients' re-buy"? (Brassington and Pettitt, 2003) simultaneously, explores showed that the customers' fulfillment with online business has a positive chips away at their dedication (Sallberg, 2004).

Client dependability is a self-building up framework where the firm conveys prevalent worth without fail to find and keep excellent to clients (and, where relevant, workers).

The promoting writing characterized that client faithfulness can be separated in two unmistakable ways: the first can be assessed dependability as a mentality. Make an individual various sentiments in general extras of items, administrations or association. These sentiments characterize the individual's level of devotion. The second assessment of devotion is social. Instances of steadfastness ways of behaving incorporate from a similar provider to keep on buying administrations, expanding the aspect and additionally limit of a relationship, or the suggestion. The social perspective of reliability is like characterize the dependability in the writing of administration the executives (Sallberg, 2004).

There are three proportions of client devotion that could be conceived by faithfulness (Anders, 2000):

- Customer\'s essential way of behaving - ongoing impacts, recurrence and amount of procurement;
- Customer\'s optional way of behaving - client suggestions, supports and spreading in the word;
- Customer\'s motivation to repurchase - that is implies the client prepared to repurchase items or administrations later on

The monetary advantages of high client dependability are fundamental. Whenever they reliably convey unrivaled worth and win client dependability, piece of the pie, incomes and benefit all go up, and the expense of obtaining new clients goes down.

At the point when the firm has heaps of faithful clients, it will get bunches of advantages. The financial advantages that a firm gets from developing cozy associations with its clients, an assortment of client conduct advantages and human asset the board benefits are additionally frequently gotten (Wilson et al., 2008).

## **CHAPTER-3**

### **RESEARCH METHODOLOGY**

#### **Research**

Business research can be described as a systematic and Organized effort to investigate a specific problem that needs a solution. More specifically, it is a process of planning, acquiring and analyzing relevant data and information. We can define business research as an Organized systematic, data-based, critical, objective, scientific problem undertaken with the purpose of finding answers to it. In fact, research provides the needed information that guides managers to make decisions. They can deal, successfully, with problems.

Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, Organising, and evaluating data, making deductions and reaching conclusion.

#### **Research methodology**

Research is an art of scientific investigation. It refers to a search for knowledge. The advance Learner\'s

Dictionary English lays down the meaning of research as, –A careful investigation or inquiry especially through search for new facts in any branch of knowledge.¶

Research Methodology is a way to systematically solve the research problem. The research begins its formation when the problem or objective of the research is identified for which a research report is conducted.

### **Research Design:-**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

### *Different types of Research Design are as follows:-*

- Research design in case of exploratory research studies.
- Research design in case of descriptive studies.
- Research design in case of diagnostic research design.
- Research design in case of hypothesis-testing research design.

In this study Descriptive research studies is used because descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or a group and situation etc.

The design in such studies must focus attention on the following or process in

Descriptive research design is as follows:

- ❖ Formulating the objective of the study.
- ❖ Designing the methods of data collection.
- ❖ Selecting the sample
- ❖ Collecting the data.
- ❖ Processing and analyzing the data.
- ❖ Reporting the findings.

## SOURCES OF DATA

The task of data collection begins after a research problem has been defined and research design plan chalked out. Basically two types of data are available to the research namely:

**Primary Data:** We collect primary data during the course of doing experiments research but in case we do research of the descriptive type and performs surveys, whether sample survey or census surveys, then we can obtain primary data either through observation or through direct communication with respondents in one form or another or through personal interviews.

**Secondary Data:** Secondary data means data that are already available i.e., they refer to the data which have already been collected and analyzed by someone else. In the present study, primary as well as secondary data has been used.

**Sample Design:** In most of the research design it becomes almost impossible to examine the entire universe. So the only alternative is to report to sampling. This is true for the present study as well. Basic principles to be followed in sampling are that the sample chosen must be representative of entire universe to be studied.

**Universe and Survey Population:** Universe is the set of objectives to be studied. It can be finite and infinite. And survey population is a part of universe that represents the whole universe. In this present study universe is 120 and survey population is 100 people

**Sample Size:** In this present study we have taken the sample size of 100 peoples to get their views regarding online shopping.

## CHAPTER-4

### DATA ANALYSIS

&

### INTERPRETATION

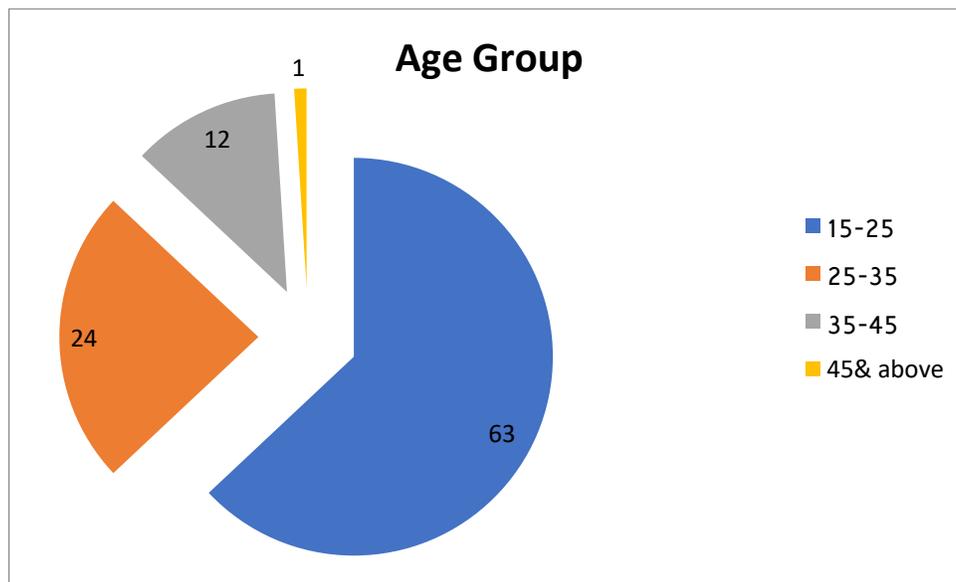
#### Demography

##### 1. Age Group:

Table: Age wise respondents

	15-25	25-35	35-45	45& above	Total
No. of Respondents	63	24	12	1	100
Percentage	63	24	12	1	100

Graph: Age wise respondents



**Analysis and Interpretation:**

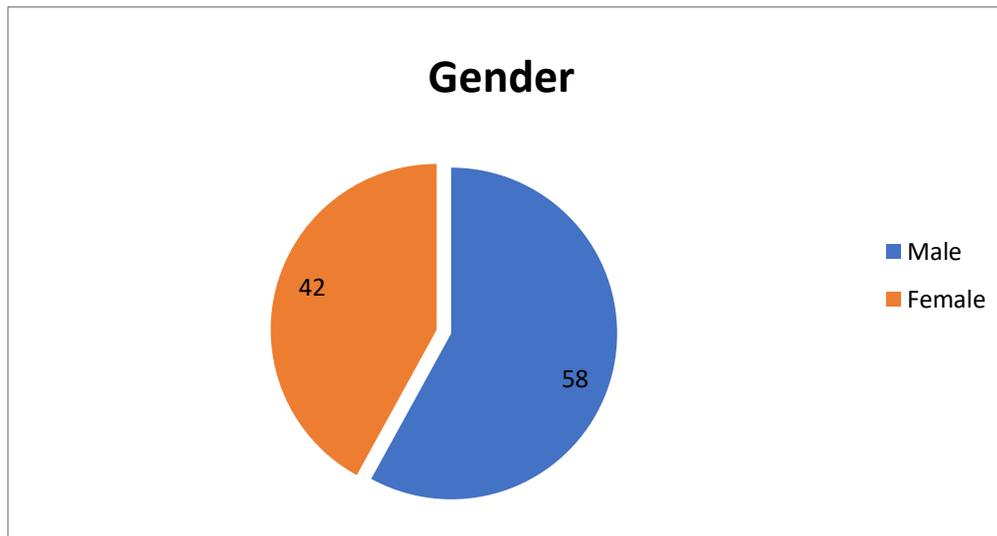
Below figure shows that 63% respondents are between 15-25 years old, 24% respondents are between 25-35 years old, 12% respondents between 35-45 years old, and 1% respondents are between 45& above. Overall result shows that between all of the respondents who has age between 15 to 35 years (63%+24%=87%) people are more familiar to shop online on my target population.

**2. Gender of Respondents**

**Table: Gender wise respondents**

	Male	Female	Total
Responses	58	42	100
Percentage	58	42	100

**Graph: Gender wise respondents**



### Analysis and Interpretation:

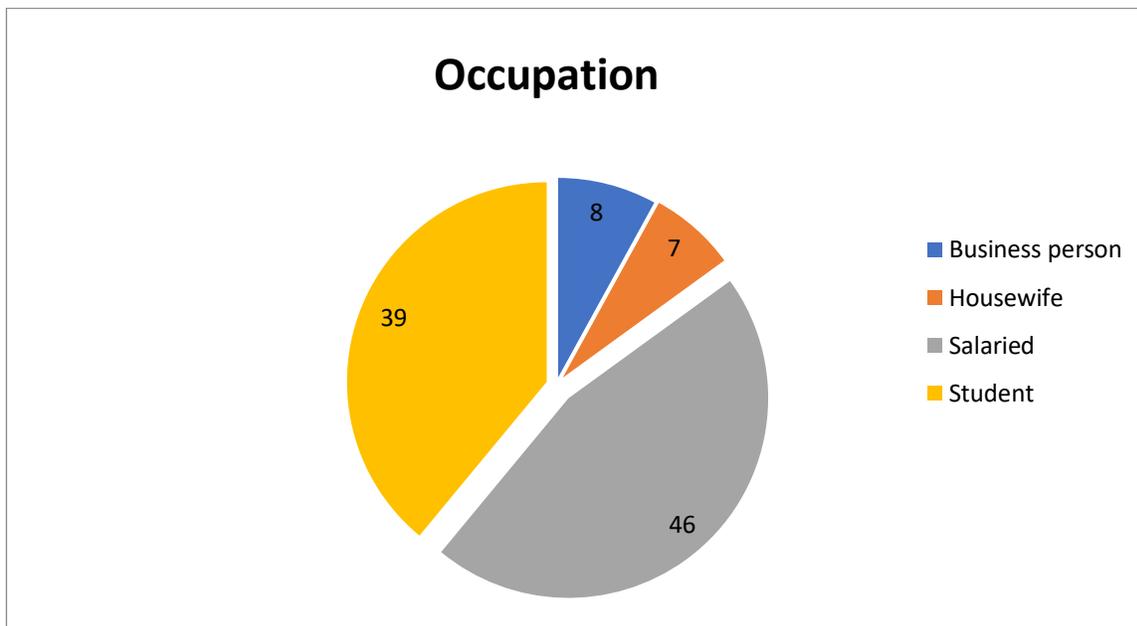
According to demography profile, in this study 58% male and 42% female respondents are part of my target population and they help me to fulfil my questionnaire from different area of Bangalore city. From these groups total respondents are 100. So, according to the survey result, the male respondents are more and can be told that they interested to shop online than female, even though both of them shop online.

### 3. Occupation

Table: Occupation wise respondents

	Business person	Housewife	Salaried	Student	Total
No. of Respondents	8	7	46	39	100
Percentage	8	7	46	39	100

Graph: Occupation wise respondents



**Analysis and Interpretation:**

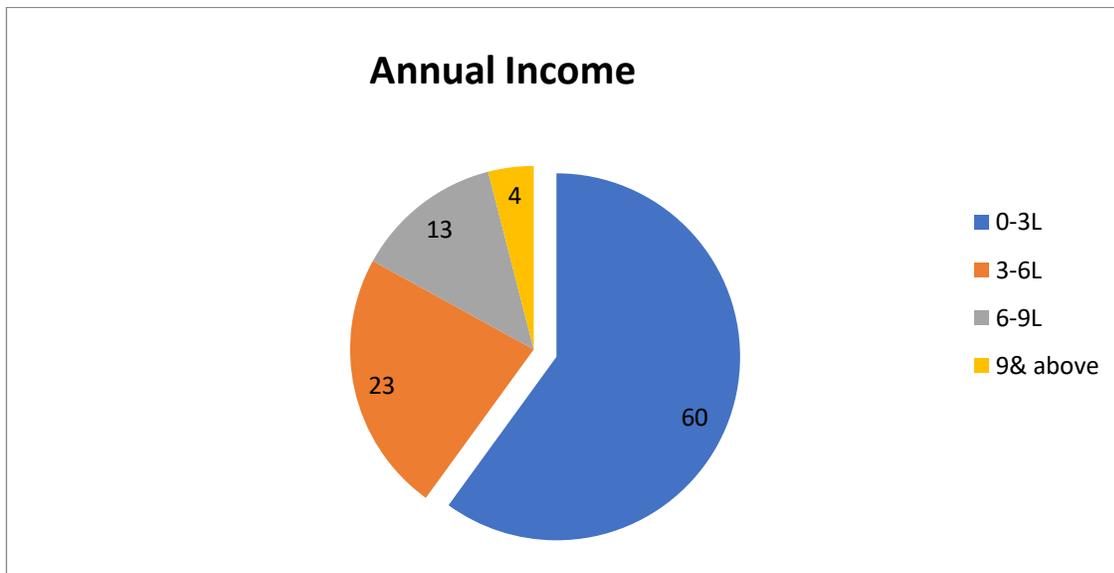
In this survey, 46% of the respondents are salaried and 39% are students. So they both together made majority of respondent's percentage (85%). 8% are business persons and 7% are House wife. Salaried persons and students will always look for new technologies and new services which make them more comfort.

**4. Annual Income:**

**Table: Income wise respondent**

	0-3L	3-6L	6-9L	9& above
No. of Respondents	60	23	13	4
Percentage	60	23	13	4

**Graph: Income wise respondents**



**Analysis and Interpretation:**

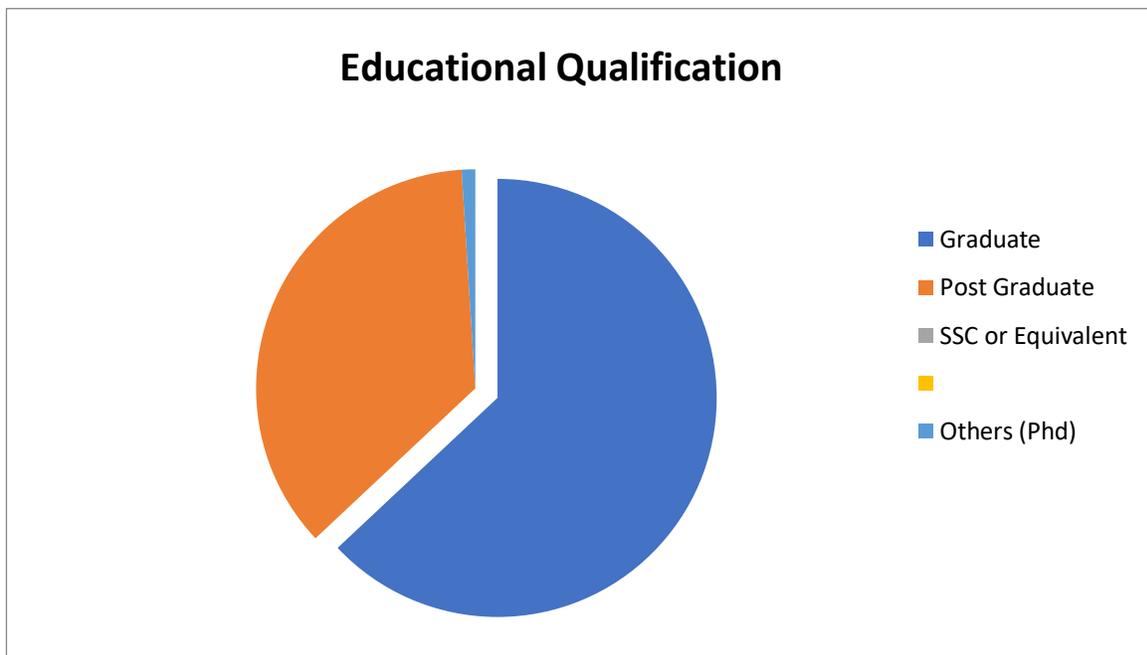
Since 39% of this survey is students most of them are of 0-3L income range, ie 60%. 23% of them are in 3-6L income range, 13% in 6-9L and 4% is 9 & above.

**5. Educational Qualification**

**Table: Educational wise respondent**

	Graduate	Post Graduate	SSC or Equivalent	Others (Phd)
No. of Respondents	63	36	0	1
Percentage	63	36	0	1

**Graph: Educational wise respondent**



**Analysis and Interpretation:**

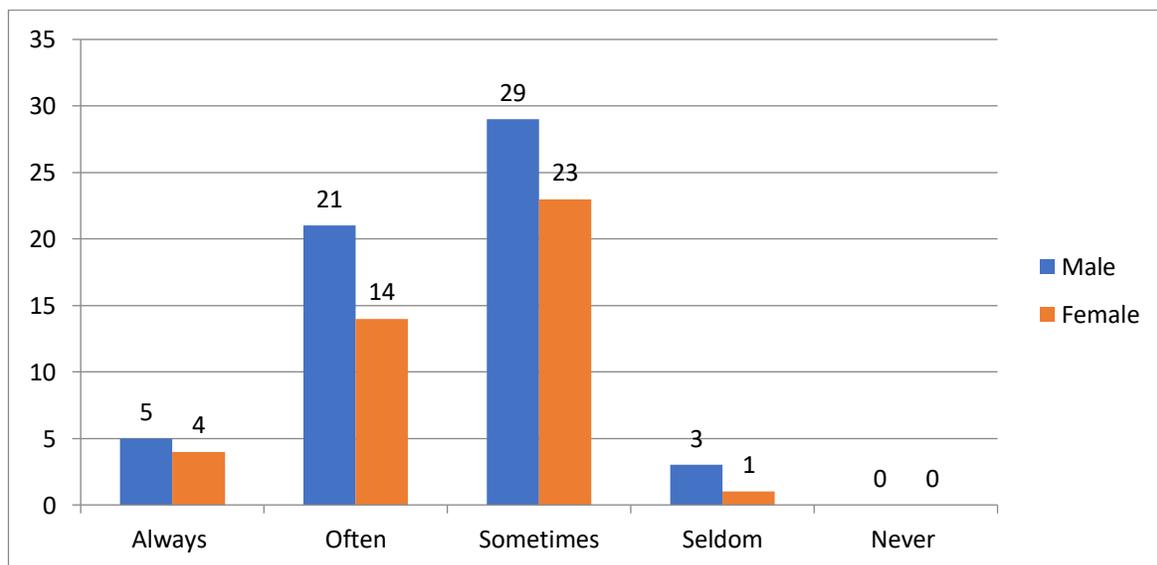
All of them in this survey are graduate and above qualified peoples only. Among these 63%are graduates, 36% are post graduates and one person is PhD.

**6. Frequency of purchase from online**

**Table: online shopping usage**

	Always	Often	Sometimes	Seldom	Never	Total
Male	5	21	29	3	0	58
Female	4	14	23	1	0	42
Total	9	35	52	4	0	100

**Graph: online shopping usage**



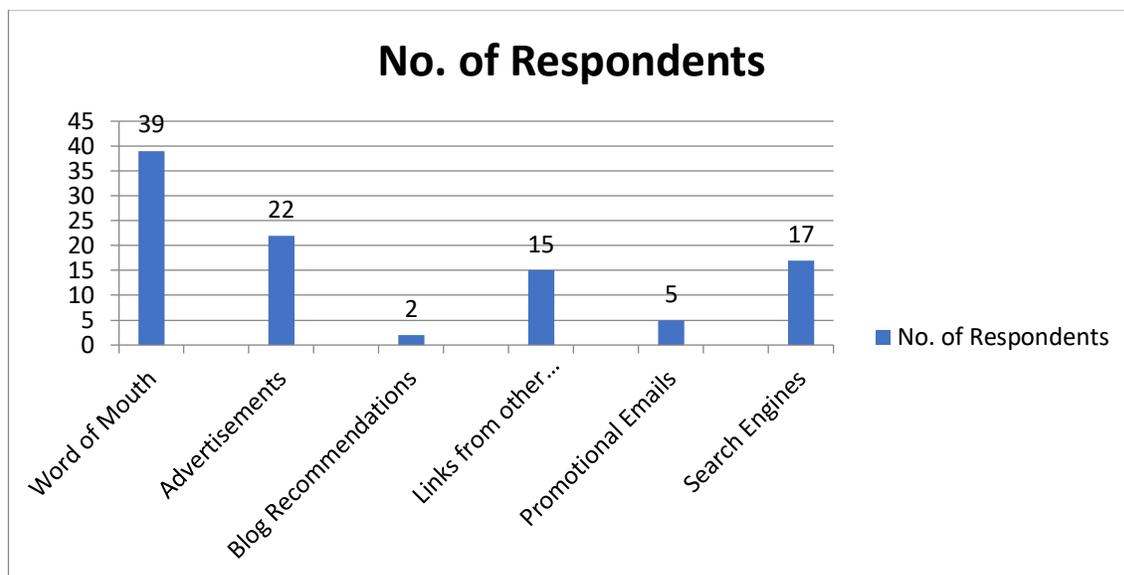
**Analysis and Interpretation:** More than half of them use online shopping sometimes, ie 52%. People who always and mostly shop through online shopping are also good in number, 9 and 35, together 44%. And who use online shopping rarely is very less in number 4%. Since only 44% are mostly using this, there is a wide space to fill and to make online shopping a great success. And there is not much gender difference in online shopping, which means both males and females enjoying online shopping and its benefits.

### 7. Modes of awareness about Amazon

**Table: Modes of awareness about Amazon**

	Word of Mouth	Advertisements	Blog Recommendations	Links from other Websites	Promotional Emails	Search Engines	Total
No. of Respondents	39	22	2	15	5	17	100
Percentage	39	22	2	15	5	17	100

**Graph: Modes of awareness about Amazon**



**Analysis and Interpretation:**

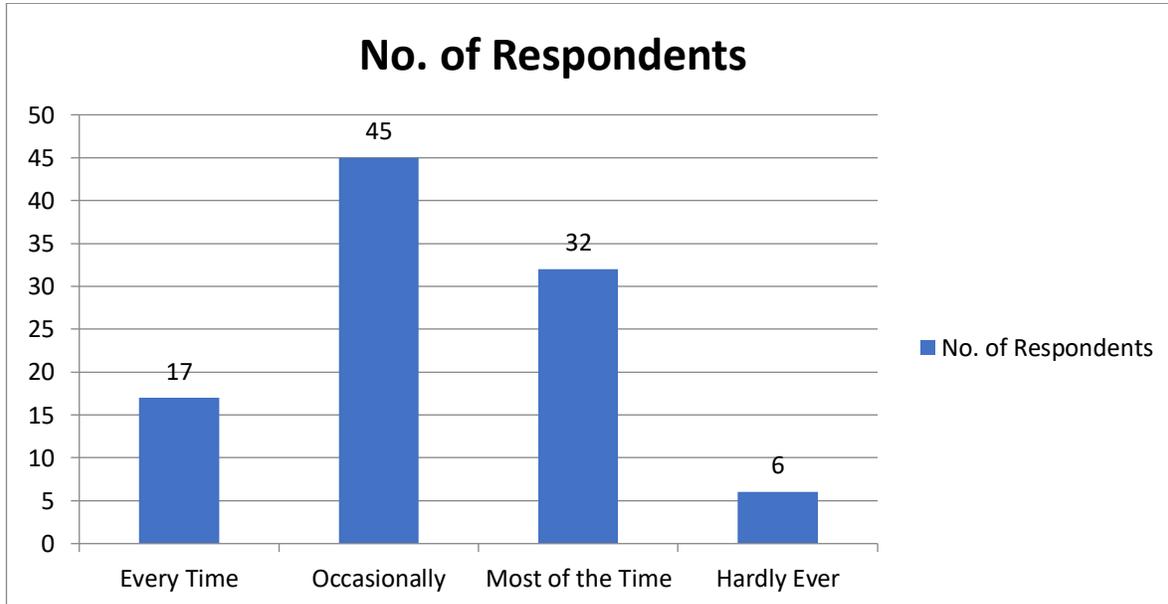
Most of them are aware about Amazon through word of mouth (39%) followed by television and online advertisements (22%). Customers got aware through blog recommendations (2%) and promotional e-mails (5%) are very less in number. This means a good communication about Amazon is going on through friends and families, which proves that word of mouth strategy by them is the most successful means of making people aware about their products. Success can only be gained through delighted customers who act as advocates for their products and there is a wide scope of other digital advertisement techniques like search engine marketing, Email marketing, providing links and blog recommendations in order to make more customers

**8. Frequency of Using Amazon while online Purchasing:**

**Table: Frequency of Using**

	Every Time	Occasionally	Most of the Time	Hardly Ever	Total
No. of Respondents	17	45	32	6	100
Percentage	17	45	32	6	100

**Graph: Frequency of Using**



**Analysis and Interpretation:**

Here on this survey 17% are always choosing Amazon for online shopping, while 45% are using it occasionally. Hardly ever using members are very less, and 32% are using it most of the time. Since more than half of them

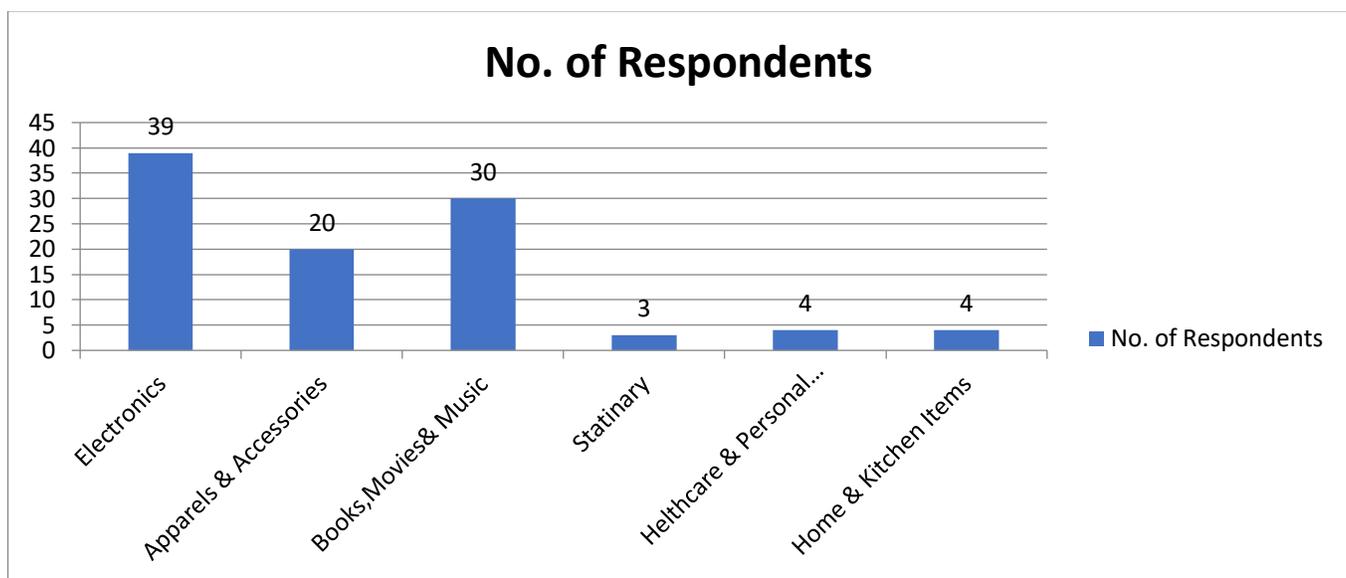
prefer Amazon while thinking of online shopping, it means branding had done successfully by them either through advertisements, services or providing good experience to customers.

### 9. Category that mostly prefer to buy from Amazon

Table: Category mostly prefer to buy from Amazon

	Electronics	Apparels & Accessories	Books, Movies & Music	Stationary	Healthcare & Personal Care	Home & Kitchen Items	Total
No. of Respondents	39	20	30	3	4	4	100
Percentage	39	20	30	3	4	4	100

Graph: Category mostly prefer to buy from Amazon



### Analysis and Interpretation:

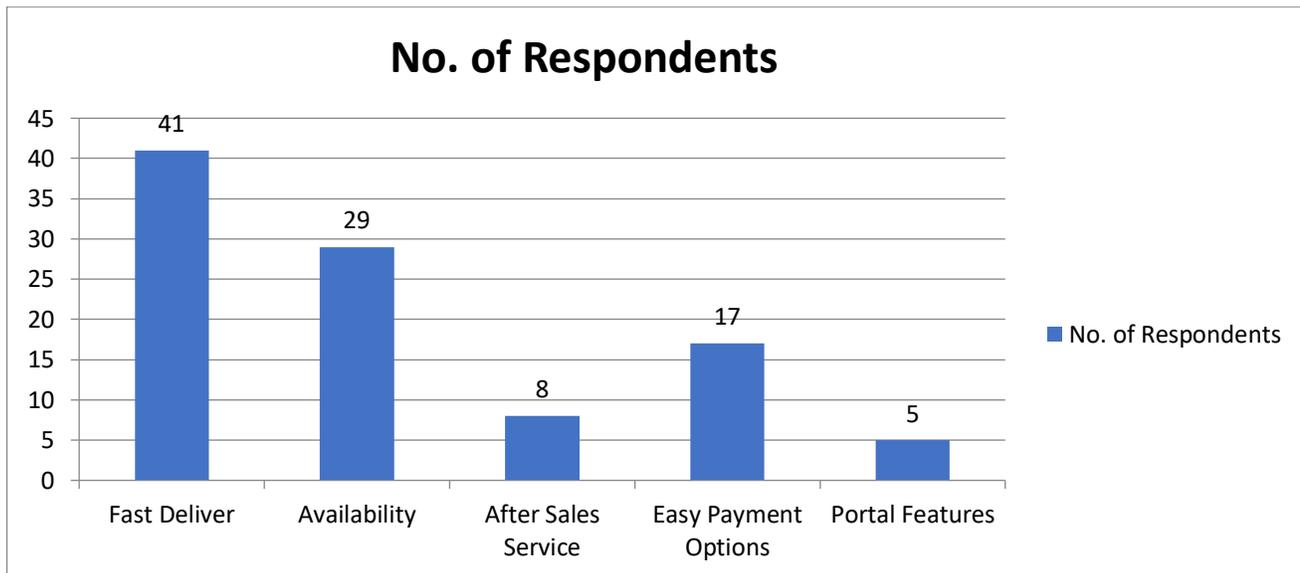
Electronic items, Books and Stationery, Apparels & Accessories, cameras, watches and others (bags, belts, etc.) are purchased more. 39% of respondents are preferred to buy Electronics items followed by Books and Stationery (30%) and Apparels and Accessories (20%). Books & stationery and electronics items are more famous among the students and that may be the reason for large purchase of those items from Amazon.

**10. Reason for Customer’s preference on Amazon than Others:**

**Table: Customers expecting feature of Amazon**

	Fast Deliver	Availability	After Sales Service	Easy Payment Options	Portal Features	Total
No. of Respondents	41	29	8	17	5	100
Percentage	41	29	8	17	5	100

**Graph: Customers expecting feature of Amazon**



**Analysis and Interpretation:**

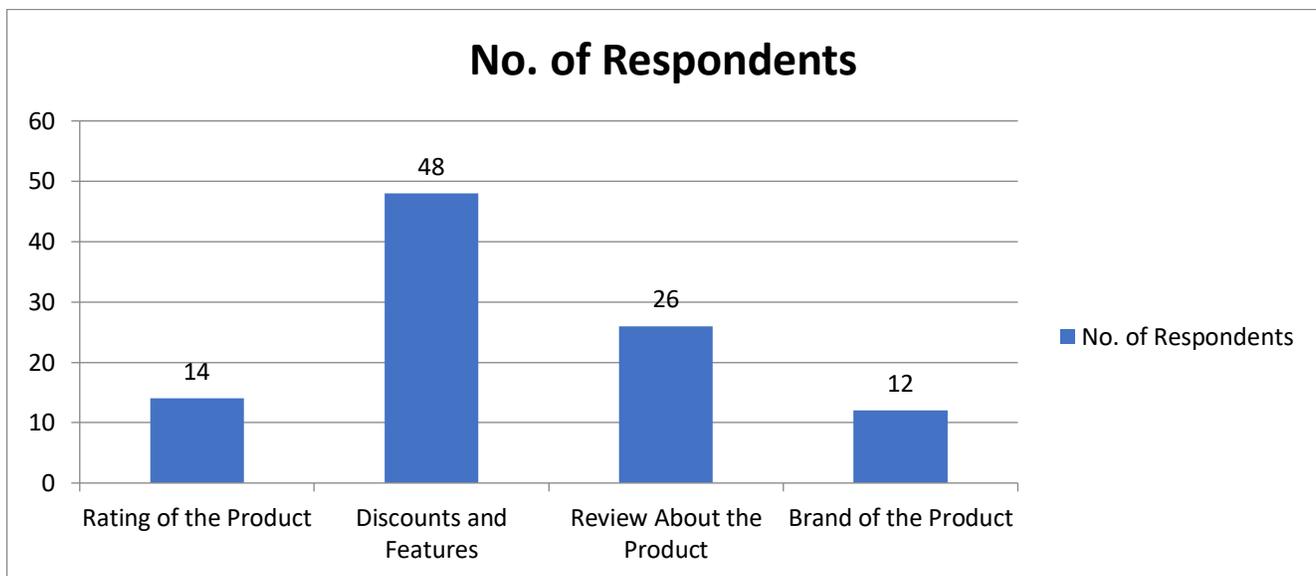
One of the most efficient features in Amazon is fast delivery when compared to other online shopping websites. So, most of the customers prefer this website for shopping with the perception of quick delivery (41%) and availability of product (29%), followed by easy payment options (17%). And there is a scope of increasing after sales services and portal features when comparing with other features.

**11. Product selection from the categories given by Amazon.**

**Table: On the basis where product is chosen**

	Rating of the Product	Discounts and Features	Review About the Product	Brand of the Product	Total
No. of Respondents	14	48	26	12	100
Percentage	14	48	26	12	100

**Graph: On the basis where product is chosen**



**Analysis and Interpretation:**

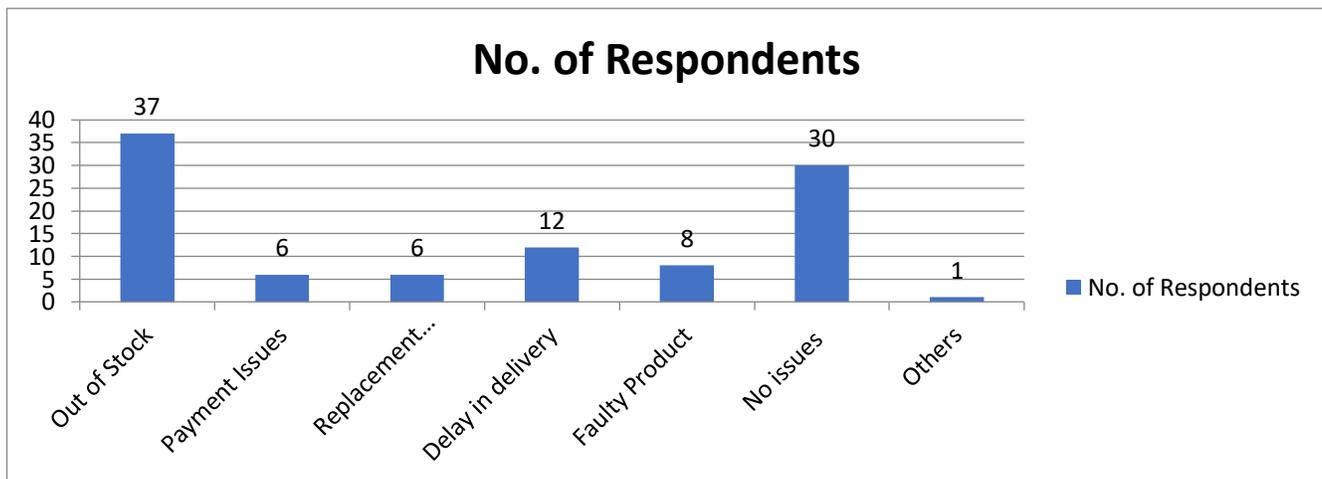
Customer perception varies while using Amazon; it is one of the online shopping sites which give high discounts and offers. Most of them in this survey (48%) are looking for good featured product with high discounts while purchasing products from Amazon. And also customers more often go through the product review (26%) before making their decision to purchase. Product review is a kind of word of mouth strategy where product users leave their review on their experiences with Amazon. Customers are giving priority to these two features while brand of product (12%) and rating of product (14%) also taken care by some other customers.

## 12. Issues faced by customer while shopping in Amazon

**Table: Issues faced when purchased from Amazon**

	Out of Stock	Payment Issues	Replacement Issues	Delay in delivery	Faulty Product	No issues	Others	Total
No. of Respondents	37	6	6	12	8	30	1	100
Percentage	37	6	6	12	8	30	1	100

**Graph: Issues faced when purchased from Amazon**



### Analysis and Interpretation:

In this survey, 30% of customers didn't face any of those problems that mentioned, while 37% of customers faced out of stock issue. This is one of serious issue faced by most of customers. Since discounts and features are the one feature that most of the customers looking for and when a good product with high discount is displayed in Amazon platform, customers brought it as soon as they could. Thus the products will be out of stocked.

Amazon started notifying the customers about the product when the stock got available.

Payment issues and replacement issues are less in number (total 12%) since different payment options like EMI options, card payments, Cash on delivery, Wallet payments etc....are provided by Amazon and customers are satisfied with those.

In case of replacement also only less issues are happened, thus shows most of them are satisfied with that service. Delay in delivery happens because of shipping and courier service issues. It is a problem with supply chain. Mostly it happens in the end part of the supply and in rural areas where courier services are less active. Faulty product issue also happened to 8% of the customers and one of the policies to overcome this issue is 30 days

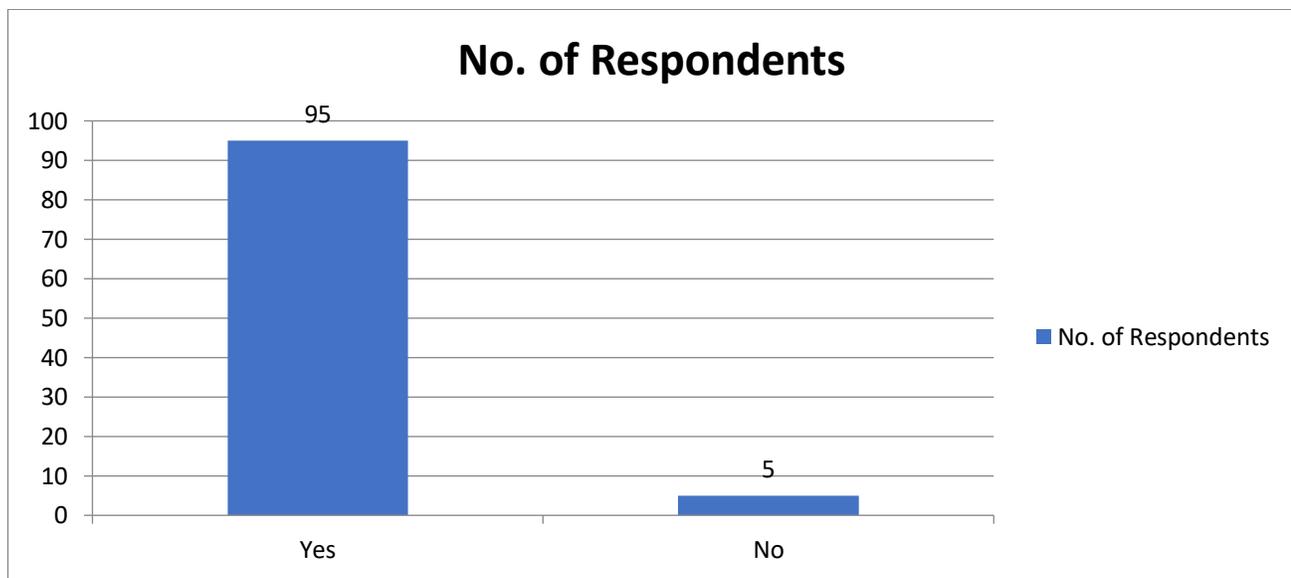
replacement policy of Amazon.

### 13. Recommending Amazon to Others:

**Table: Recommending Amazon to Others:**

	Yes	No	Total
No. of Respondents	95	5	100
Percentage	95	5	100

**Graph: Recommending Amazon to Others:**



#### Analysis and Interpretation:

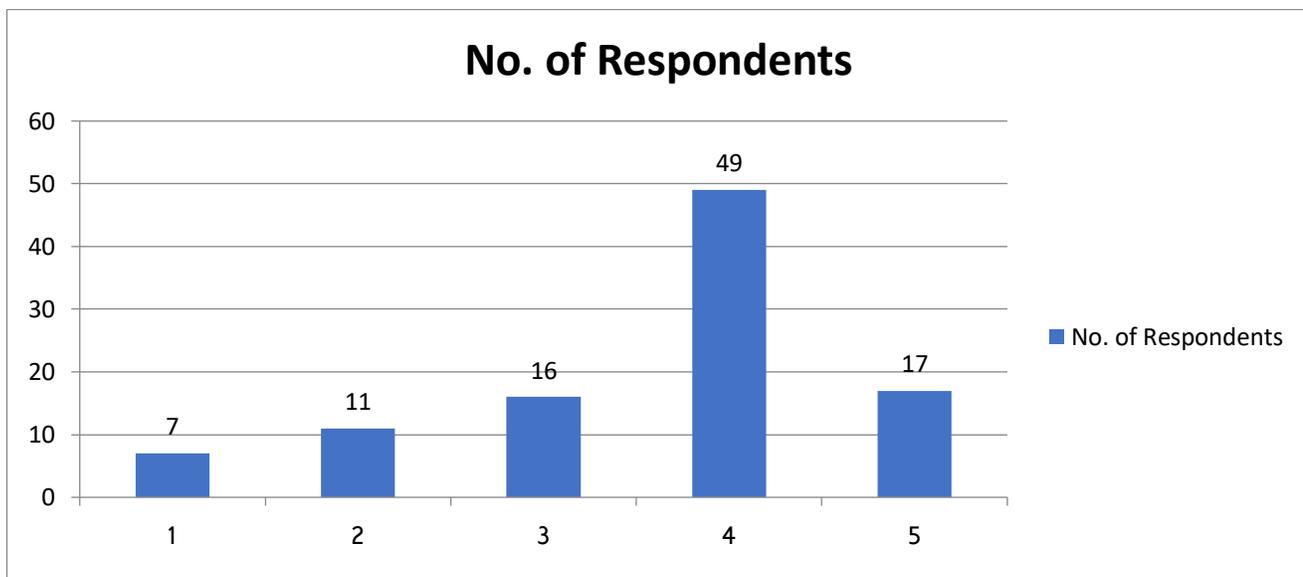
In this survey, most of them (95%) are happy to recommend Amazon to others like friends and family. And this shows word of mouth publicity is successfully running and this is one of the great advantages for Amazon.

**14. Customer’s rating about services on Amazon.**

**Table: Rating The experience from Amazon**

	1	2	3	4	5	Total
No. of Respondents	7	11	16	49	17	100
Percentage	7	11	16	49	17	100

**Graph: Rating The experience from Amazon**



**Analysis and Interpretation:**

While analyzing the rating of experiences, Amazon provides a good and excellent experiences to most of the customers.

Mode of given data: 4 & Median of given data: 4

49% of customers rated 4 as the experience and more than half of the population (66%) rated 4 & 5 as experience

## CHAPTER -5

### FINDINGS CONCLUSIONS AND RECOMMENDATIONS

#### FINDINGS:

- There is not much difference in gender for using online shopping.
- Students and salaried persons are most frequent users of Amazon.
- Frequency of purchase for electronics, books and music, apparels and accessories are more in Amazon.
- Word of mouth was more influential in promotion as many people were made aware by their friends and family when customers recommend this website to them.
- Highly discounted products got out of stock quickly, since customers purchased it as soon as they could when they see high discount on good featured product.
- The services provided by Amazon are good and even more scope of development is there for increasing the customer strength.
- Digital marketing techniques like search engine marketing, links providing other website and advertisement also functioned well for promotion of this website.
- Fast delivery is one of best service Amazon is providing.
- Different payment options available in Amazon made customers more satisfied and comfort for paying while purchasing product.
- Customers feeling more secured when purchasing through Amazon because of different policies and services they have.
- In comparison with competitors, Amazon is charging free shipping for the purchase of 300 plus rupees, while others free ship the service without any barrier.
- Out of stock is the main issue faced by Amazon.
- Most of customers have good experience with Amazon while purchasing products.
- Most of them are satisfied with the services of Amazon and so that they succeed in retaining the customers.
- Advertising is an important way to have the brand and products familiar to consumers Convenience and time saving are two important factors that customer looking for while purchasing through online.

**RECOMMENDATIONS:**

- Amazon has successfully placed itself into the prospects mind making it the India's largest online store with huge range of products. But it still needs to work on their core competence that is books and stationery items.
- Delivery services can be improved mainly in rural areas by selecting appropriate courier service which has services in customer area for dispatching an item.
- Can make free delivery to all priced products.
- Can include more coupon codes and gift vouchers for increasing the traffic of the customers.
- Out of stock items can made available as soon as possible and intimate the needed customers.
- Should look for International/ Overseas markets or Neighboring Countries.
- Critical mass of Internet users–Internet users in India is increasing at increasing rate, so Amazon can target more & more cities i.e. not only tier 1 & 2 but also tier 3 & 4cities, which will help generate stronger customer base & more revenues.
- Should clearing focus on the Growing Online Apparel business & it can diversify into apparel category either organically or inorganically by acquiring other portals.
- User Experience: Portal should continuously aim to work to improve the user experience by adding more & more innovative features in the website like virtually shopping basket, virtual trial rooms. In this competitive world to differentiate via user experience, the ultimate winner will be the Indian online consumer.
- Should comprehensively invest into E-CRM & online reputation management.
- Logistics & Supply Chain: can continuously aim to reduce the delivery time cycle.
- Price will still be a factor as amazon being a huge company will use its economies of scale to remove their competitors from the market; therefore, they need to be more competitive on that aspect.

## CONCLUSION:

The thorough study is based on the consumer behavior analysis which serves a great idea regarding consumer perception when they go for online shopping. In order to satisfy themselves consumer perceive many things before buying products and they will be satisfied if the company meet their expectation. The Overall Brand Value of Amazon is good, but it is facing some tough competition from its global competitors like eBay and Amazon. Talking about domestic market i.e India, it is the most superior E-business portal which is aggressively expanding & planting its roots deep into the Indian market & at the same time shifting the mind-set of the people from going & shopping from physical store to online stores, which is magnificent!. Be very focused on consumers and build amazing experiences for the customers.

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