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AN EVALUATION OF CUSTOMER SATISFACTION WITH AMAZON IN HYDERABAD

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ABSTRACT

The significance of this study aims towards the satisfaction level received by a shopper performing through Amazon. Customer support is typically viewed because the power for CEO of the connection between the perspective of individual's relative and repeat help. Customer loyalty is one foremost over used phrases in business today. Client should purchase something from on-line like as books, household's product, ornaments, hardware and code etc. Moreover, in only few decade the net has become additional standard to Adult and youngsters shopper as a result of the net offers additional and additional benefits. There square measure several different sites apart from Amazon however a number of the factors distinguish Amazon from its competitors like giant sort of quality merchandise. This paper is a shot to analyse client satisfaction level of Amazon.

KEYWORDS: *Satisfaction level, customers, competitors.*

I. INTRODUCTION

The aim of every business to increase sales by finding out the factors that drive consumers buying decisions. Satisfaction is that the method of choosing, organizing, and decoding or attaching a spirit to events happening in setting. Over the past few years, online looking has redoubled the proportion of on-line buyer's in India. . Internet became a lot of powerful and basic tool for each person's want and therefore the means folks work. By desegregation varied on-line information management tools victimisation net, varied innovative corporations have discovered systems for taking customer orders, facilitate creating of payments, customer service, assortment of promoting knowledge, and on-

linefeedbackseverally.Customeralways

seeks products which can offer functional, symbolic, emotional, and situational benefits to them primarily to satisfaction of their needs and wants, thus we called a wings of successful brand is great product or service forward with planning and a great deal of strategy.

II. REVIEW OF LITERATURE:

Oliva, Oliver & MacMillan (2018), primarily planned the idea of “expectation in conformity”, that is, once the goods' sensible scenario is on the far side their expectation the purchasers can feel glad. However, contemporarily come back up there with the product and repair quality also will directly have an effect on the customers' Satisfaction. The study finds that with the advantages of net and inclusion value reductions ways in operations, one will enhance its competitive position in method, structure and relationship terms. The paper additionally discusses the advantages of e-commerce and therefore the uncertainty of the long run e-commerce business. Naveen Prasadula known the most factors influencing the customer perception of the e-service quality on-line shopping: website style (degree of users friendliness), dependability (reliability and security), responsiveness (responsiveness and helpfulness), trust (trust and mechanisms provided by a website), and personalization (differentiating services to satisfy specific individual needs).

Wilson, Zeithaml, Bitner & Gremler's (2008) view, the selling isn't just like the ancients selling any longer. It's was relationships selling currently which suggests customers additionally involve the full business methods. UN agency ought to take their customers into thought and understand what customers very wants.

III. OBJECTIVES:

- To study the socioeconomic background of respondents.
- To analyze the satisfaction level of shopping in Amazon.
- To establish what form of the merchandise are units sold in Amazon.
- To conclude the issues featured by the shoppers within the online searching from Amazon.
- To live the satisfaction of customers towards exchange/refund policy.

IV. LIMITATIONS OF THE STUDY:

- The study is completed solely with the preference of buyers towards Amazon.

- Respondent's opinion might not be free from bias.

- The sample size was restricted to 120 respondents.
- The study is confined to Hyderabad districts solely.
- The study is predicated upon the patron behavior of on-line looking.
- The data collected for the analysis is totally on primary data given by the respondents.

V. RESEARCH METHODOLOGY:

Research comprise process and redefining, formation hypothesis or advised resolution, collection, organizing and evaluating knowledge, creating detection and reaching conclusion and eventually rigorously testing the conclusion to see either they work the formatted hypothesis.

RESEARCH DESIGN:

Exploratory research design has been utilized in this study.

SOURCES OF DATA:

PRIMARY DATA:

The primary data for this study is collected from respondents through structured form.

SECONDARY DATA:

These secondary data for this study is collected from totally different sources such Journals, magazines and websites.

SAMPLE SIZE:

The sample size is 120 is taken for this study.

SAMPLING DESIGN:

This sampling used for the study is convenience sampling method.

METHODS OF DATA COLLECTING:

The info needed for this study were collected from the chosen sample. The strategy used for knowledge assortment could be a structured form.

TOOLS:

The analytical tools used square measure largely graphical in nature which include,

- Presentation tool-charts.
- Analytical tool-proportion analysis.

VI. ANALYSIS AND INTERPRETATION:

This chapter deals with analysis and interpretation of data. The data is collected through structured questionnaire. The data is analysed and presented in the form of the table with necessary interpretation.

The information analysed and taken on the idea of

A. Socioeconomic standing of respondents.

- ☐ Gender
- ☐ Age
- ☐ Occupation
- ☐ Monthly financial gain

B. Extent to the study on customer satisfaction towards Amazon.

TABLE 1: REPRESENTING THE GENDER OF RESPONDENTS

SLNO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Male	41	25%
2	Female	59	75%
Total		100	100%

Sources: Primary data

INTERPRETATION:

In the above table, it shows that 25% of respondents are under the male category, 75% of respondents are under the female category.

Majority (75%) of the respondents are under the female category.

CHART 1: REPRESENTING THE GENDER OF THE RESPONDENTS

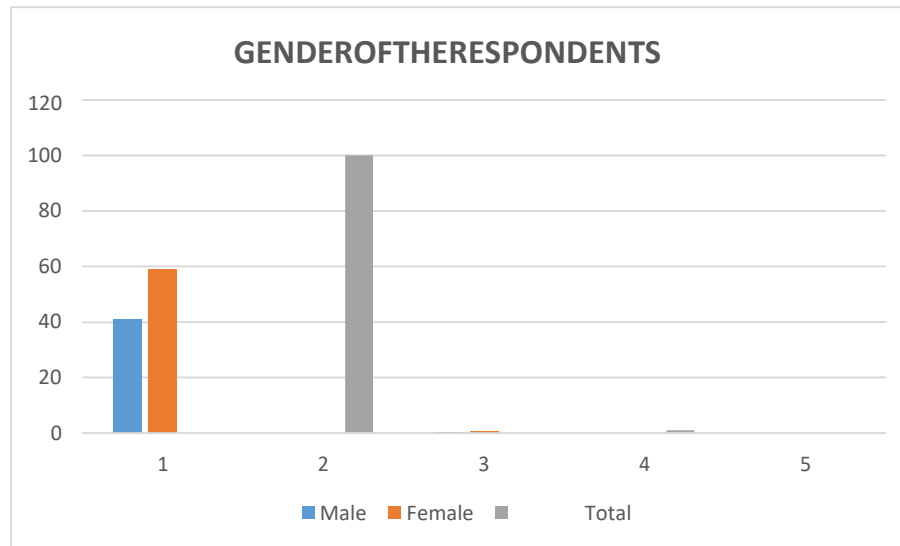


TABLE 2: REPRESENTING THE OCCUPATION OF RESPONDENTS

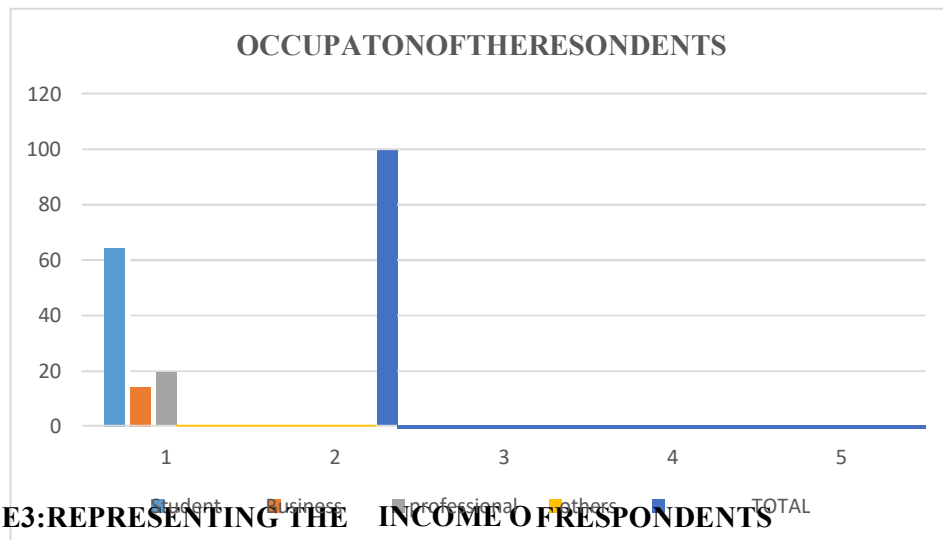
SLNO	OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
1	Student	64	80%
2	Business	14	7%
3	professional	18	10%
4	others	4	3%
TOTAL		100	100%

Sources: Primary data

INTERPRETATION:

In the above table, it shows that 80% of respondents are under the category of student, 7% of respondents are under the category of business, 10% of respondents are under the category of professional, 3% of respondents are under the category of others.

Majority (80%) of the respondents are under the category of Student.

CHART:2REPRESENTINGTHEOCCUPATIONOFRESPONDENTS**TABLE3:REPRESENTING THE INCOME OF RESPONDENTS**

SLNO	INCOME	NO OF RESPONDENTS	PERCENTAGE
1	Lessthan20000	9	5%
2	20000–50000	15	7%
3	50000-100000	22	10%
4	Above100000	6	3%
5	NoIncome	48	75%
TOTAL		100	100%

Sources:PrimarydataI

INTERPRETATION:

In the above table shows that 5 % of respondent are earning under the category of less than 20000, 7% of respondent are earning under the category of 20000-50000, 10% of respondent are earning under the category of 50000-100000, 3% of respondent are earning under the category of above 1 lakh, 75% of respondent are under the category No income.

Majority(75%)oftherespondentsareearningunderthecategoryofnoincome.

CHART3:REPRESENTINGTHEINCOME OF RESPONDENTS

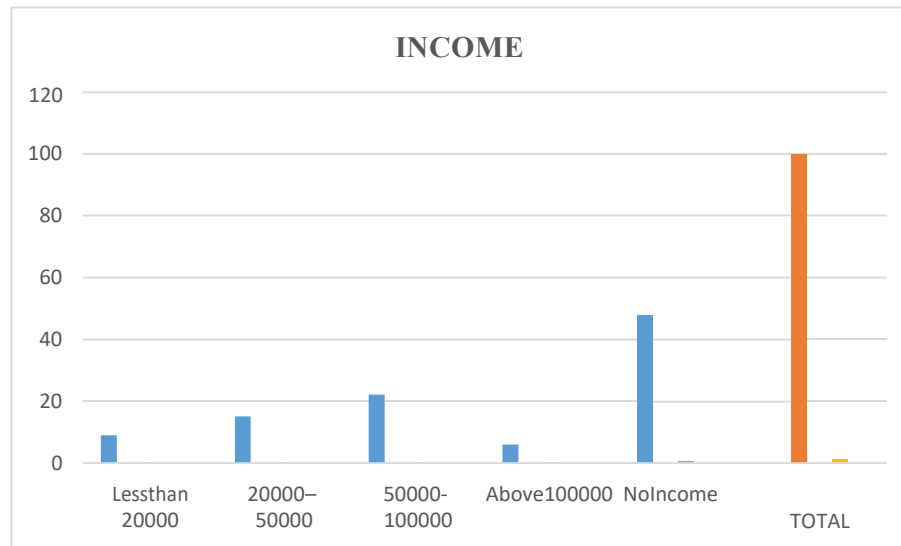


TABLE4:REPRESENTINGTHATWHYCHOOSINGTHEAMAZONOFRESPONDENTS:

SLNO	WHYAMAZON	NO OF RESPONDENTS	PERCENTAGE
1	Provide good services	36	65%
2	Lower prices	20	10%
3	Paysafety	15	7%
4	Convenient	24	15%
5	Others	5	3%
TOTAL		100	100%

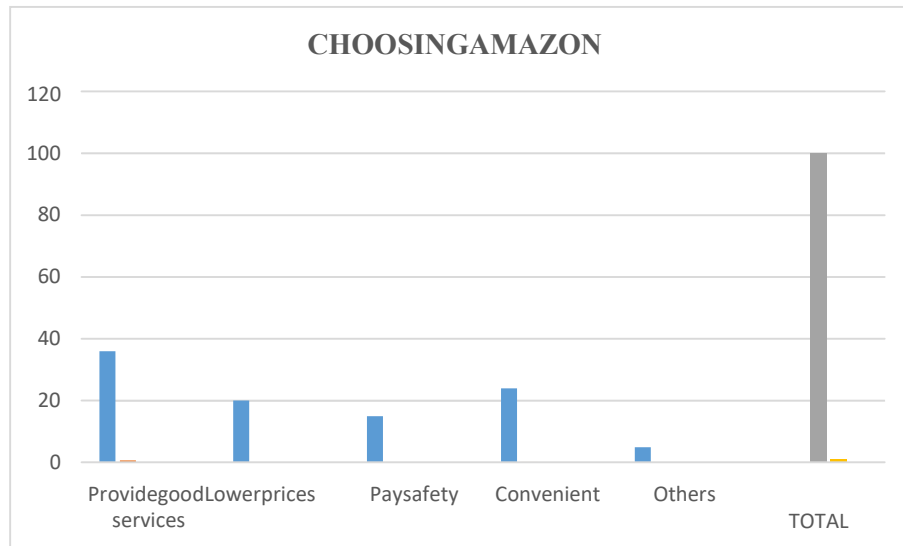
Sources:Primary data

INTERPRETATION:

In the above table shows that 65% of respondents are under the category of provide good services, 10% of respondents are under the category of lower prices, 7% of respondents are under the category of pay safety, 15% of respondents are under the category of convenient, 3% of respondents are under the category of others.

Majority (65%) of the respondents are under the category of others.

CHART4:REPRESENTINGTHATWHYCHOOSINGTHEAMAZONOFRESPONDENTS:

**TABLE5:REPRESENTINGTHATSATISFACTIONLEVELUSINGAMAZON:**

SLNO	SATISFACTION LEVEL	NO OF RESPONDENTS	PERCENTAGE
1	Verysatisfied	22	10%
2	satisfied	64	85%
3	Neutral	13	4%
4	Dissatisfied	1	1%
5	Verydissatisfied	0	0%
TOTAL		100	100%

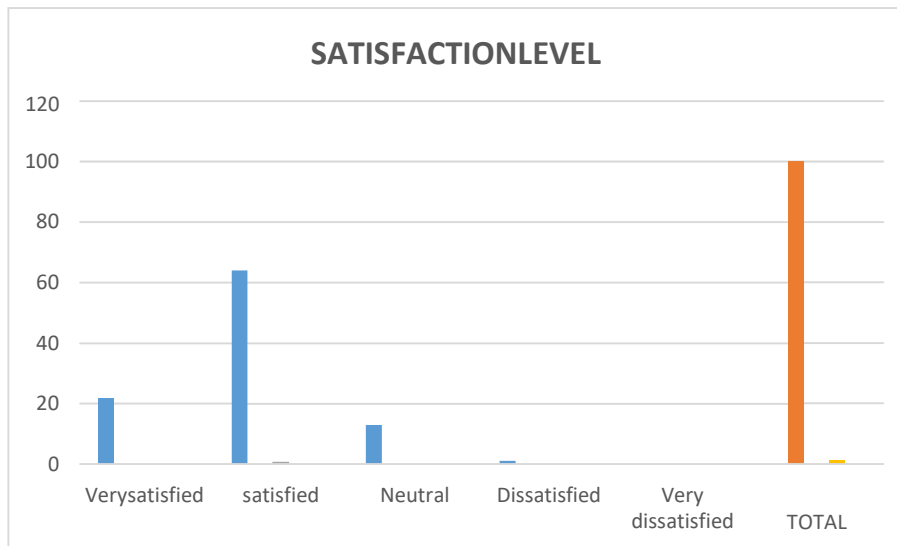
Sources:Primarydata

INTERPRETATION:

In the above table shows that 10% respondent are under the category of Very satisfied, 85%respondent are under the category of satisfied, 4%respondent are under the category of neutral,1% respondent are under the category of Dissatisfied, 0% respondent are under the category ofverydissatisfied.

Majority(85%)oftherespondentsareunderthecategoryofsatisfied.

CHART5:REPRESENTINGTHATSATISFACTIONLEVELUSINGAMAZON:

**TABLE6:REPRESENTINGTHATKINDOFPRODUCTSPURCHASEMOSTLY:**

Sl.NO	PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
1	Clothing, shoes and ornaments	49	78%
2	Home,gardenandtools	26	15%
3	Toolsanddecor	11	2%
4	Others	14	5%
TOTAL		100	100%

Sources:Primarydata

INTERPRETATION:

In the above table shows that 78% of respondent are under the category of Clothing, shoes and ornaments, 15% of respondent are under the category of Home, garden and tools, 2% of respondent are under the category of Tools and decor, 5% of respondent are under the category of others.

Majority (78%) of the respondents are under the category of Clothing, shoes and ornaments.

CHART6:REPRESENTINGTHATKINDOFPRODUCTSPURCHASEMOSTLY:

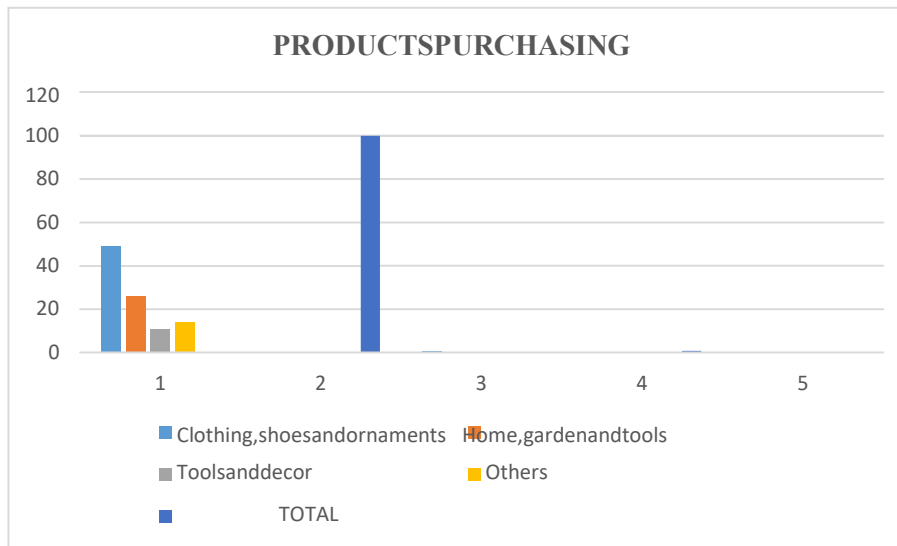


TABLE7: REPRESENTING THATKIND OF PROBLEMSDIDYOU FACED INAMAZON:

SI.NO	PROBLEMSFACED	NO OF RESPONDENTS	PERCENTAGE
1	Badservices	11	4%
2	Badquality	17	6%
3	Delaydelivery	26	22%
4	Noproblemfaced	46	68%
TOTAL		100	100%

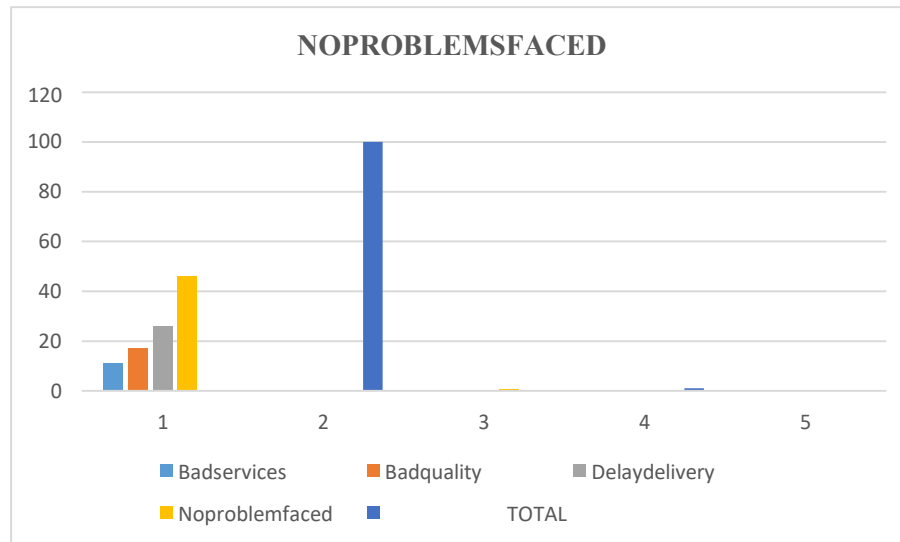
Sources:Primarydata

INTERPRETATION:

Intheabovetables showsthat4%ofrespondentareunderthecategoryofBadservices,6%ofrespondent are under the category of Bad quality, 22% of respondent are under the category ofDelaydelivery,68%ofrespondentareunderthecategoryofNoproblemsfaced.

Majority(68%)oftherespondentsareunderthecategoryofNoproblemsfaced.

CHART7:REPRESENTINGTHATKINDOFPROBLEMSDIDYOUFACEDINAMAZON:

**TABLE8:RERESSENTINGTHATEXCHANGE/REFUNDPOLICY:**

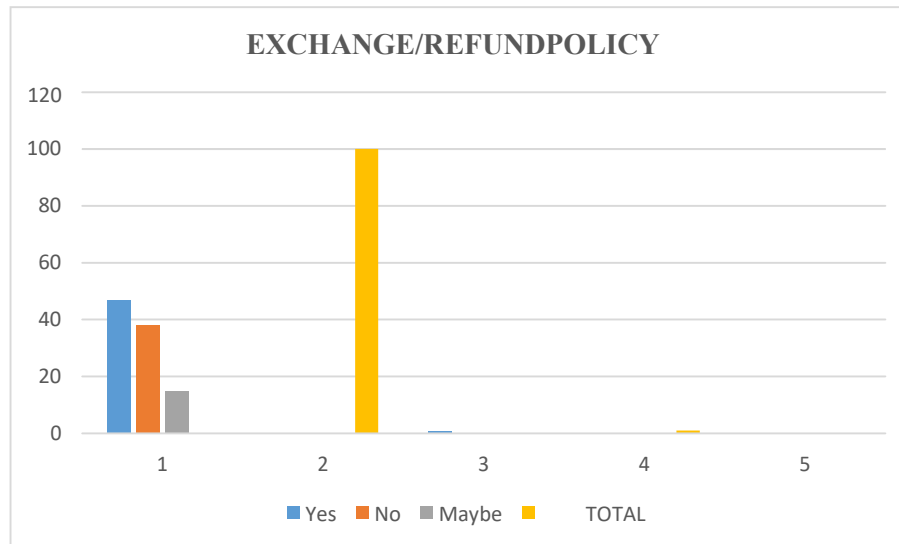
SL.NO	EXCHANGE /REFUNDPOLICY	NOOFRESPONDENTS	PERCENTAGE
1	Yes	47	85.5%
2	No	38	11.5%
3	Maybe	15	3%
TOTAL		100	100%

Sources:Primarydata

INTERPRETATION:

Intheabovetableshowsthat85.5%respondentareunderthecategoryofyes,11.5%respondent are under the category of no , 3% respondents are under the category of maybe.Majority(85.5%)oftherespondentsareunderthecategoryofyes.

CHART8:REPRESENTINGTHATEXCHANGE/REFUNDPOLICY:

**TABLE9:REPRESENTINGTHATLONGUSINGAMAZONFORSHOPPING:**

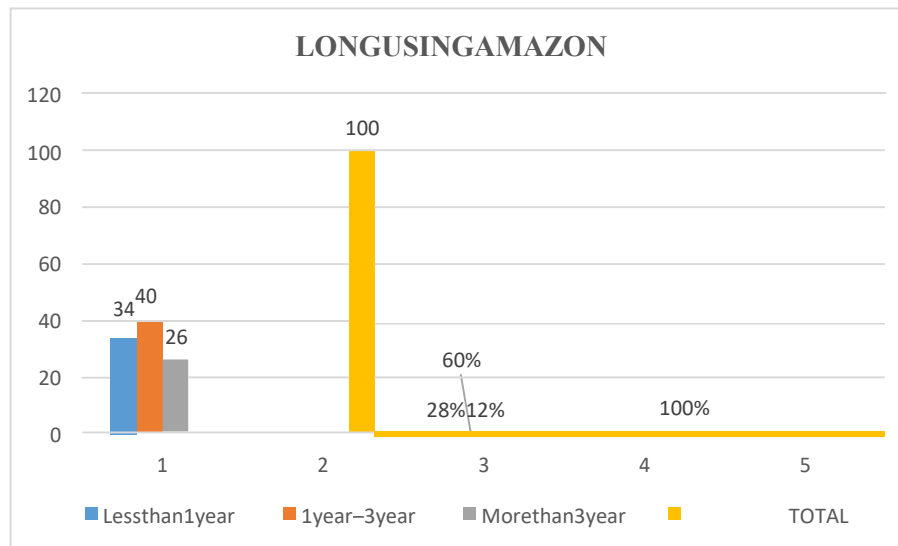
SL.NO	LONG USING AMAZON	NO OF RESPONDENTS	PERCENTAGE
1	Lessthan1year	34	28%
2	1year–3year	40	60%
3	Morethan3year	26	12%
TOTAL		100	100%

Sources:Primarydata

INTERPRETATION:

In the above table shows that 28% respondent are under the category of Less than 1year, 60% respondent are under the category of 1 year -3 year , 12% respondents are under thecategoryofmorethan3 year.

Majority(60%)oftherespondentsareunderthecategoryof1year–3year.

CHART9:REPRESENTINGTHATLONGUSINGAMAZONFORSHOPPING:**TABLE10:REPRESENTINGTHATTHETIMESPENDFORSHOPPING**

Sl.NO	TIME FOR SPENDING	NO OF RESPONDENTS	PERCENTAGE
1	Everyday	8	5%
2	Monthlyonce	36	65%
3	2-3months	28	15%
4	Morethan3months	28	15%
TOTAL		100	100%

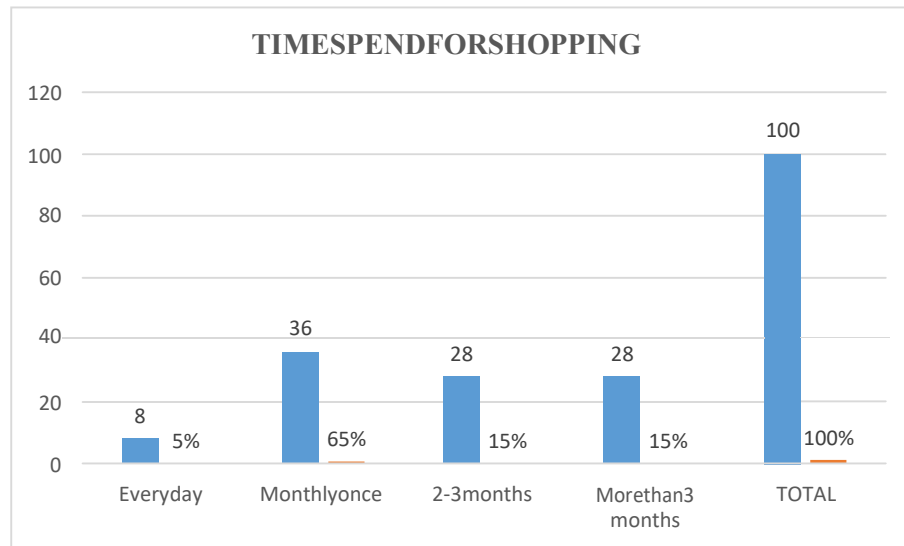
Sources:Primarydata

INTERPRETATION:

In the above table shows that 5% respondent are under the category of everyday, 65% respondent are under the category of monthly once, 15% respondents are under the category of 2-3 months, 15% respondents are under the category of more than 3 months.

Majority(65%) of the respondents are under the category of Monthly once.

CHART10:REPRESENTINGTHATTHETIMESPENDFORSHOPPING

**TABLE11:REPRESENTINGTHATMONEYCANSPENDFORSHOPPING**

SL.NO	MONEYSPEND	NO OF RESPONDENTS	PERCENTAGE
1	Under500	13	15%
2	500-1000	49	60%
3	1000-5000	30	20%
4	Above5000	8	5%
TOTAL		100	100%

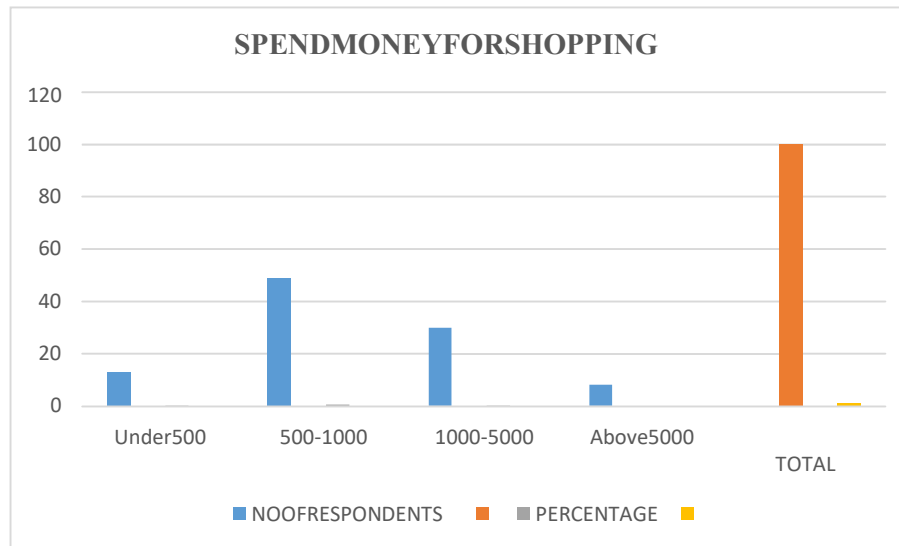
Sources:Primarydata

INTERPRETATION:

In the above table shows that 15% of respondent are under the category of under 500, 60%ofrespondentareunderthecategoryof500-1000,20%ofrespondentareunderthecategoryof1000-5000,5%ofrespondentareunderthecategoryofabove5000.

Majority(60%)oftherespondentsareunderthecategoryofAbove5000.

CHART11:REPRESENTINGTHATMONEYCANSPENDFORSHOPPING

**TABLE12:REPRESENTINGTHATMODEOFPAYMENTPREFFERED**

SL.NO	MODE OF PAYMENT	NO OF RESPONDENTS	PERCENTAGE
1	Netbanking	11	4%
2	Cashondelivery	59	75%
3	Creditordebitcards	28	20%
4	Others	2	1%
TOTAL		100	100%

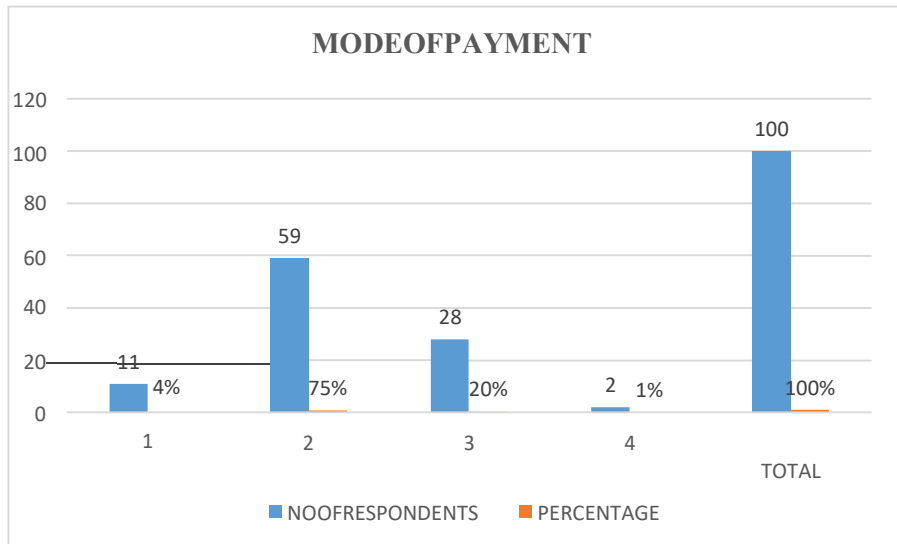
Sources:Primarydata

INTERPRETATION:

Intheabovetableshowsthat4%ofrespondentareunderthecategoryofNetbanking,75% of respondent are under the category of cash on delivery, 20% of respondent are underthecategoryofcreditordebitcards,1%ofrespondentareunderthecategoryofothers.

Majority(75%)oftherespondentsareunderthecategoryofcashondelivery

CHART12:REPRESENTINGTHATMODEOFPAYMENTPREFFERED

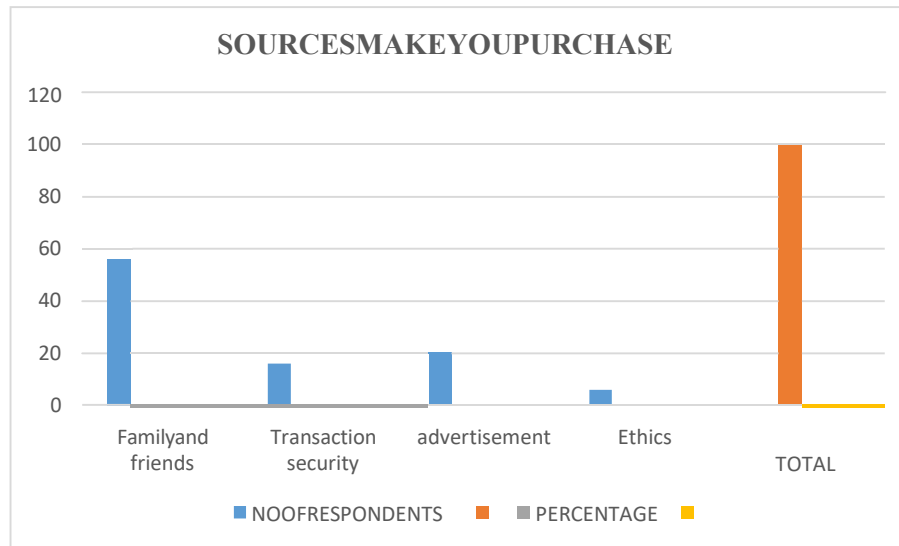
**TABLE 13: REPRESENTING THAT SOURCES WHICH MAKE PURCHASES**

S.L.NO	SOURCES MAKE YOU PURCHASES	NO OF RESPONDENTS	PERCENTAGE
1	Family and friends	56	70%
2	Transaction security	16	7%
3	advertisement	22	20%
4	Ethics	6	3%
TOTAL		100	100%

Sources: Primary data**INTERPRETATION:**

In the above table, it shows that 70% of respondents are under the category of Family and friends, 7% of respondents are under the category of transaction security, 20% of respondents are under the category of advertisements, and 3% of respondents are under the category of ethics.

Majority (70%) of the respondents are under the category of family and friends.

CHART13:REPRESENTINGTHATSOURCESWHICHMAKEPURCHASES**TABLE14:REPRESENTINGTHATRATEPRICESOFPRODUCTOFFERED**

Sl.NO	RATEPRICES OFFERED	NOOFRESPONDENTS	PERCENTAGE
1	Reasonable	46	86.5%
2	Premiumprice	31	8.5%
3	Atadiscunt	23	5%
TOTAL		100	100%

Sources:Primarydata

INTERPRETATION:

In the above table shows that 86.5% of respondent are under the category of Reasonable,8.5%ofrespondentareunderthecategoryofpremiumprice,5%ofrespondentareunde rthecategoryof Atadiscunt.

Majority(86.5%)oftherespondentsareunderthecategoryofReasonable.

CHART14:REPRESENTINGTHATRATEPRICESOFPRODUCTOFFERED

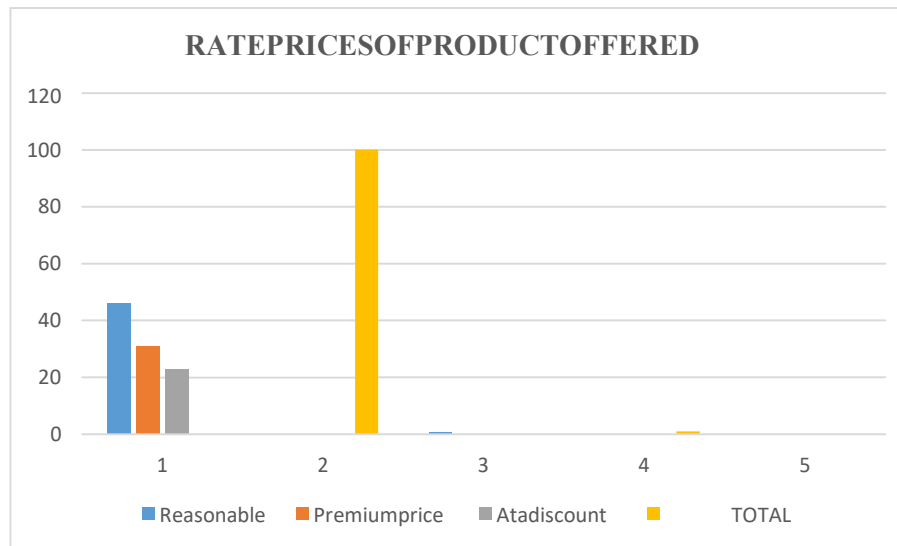


TABLE15: REPRESENTING THAT REASONABLE RETURN AND EXCHANGE POLICY

SI.NO	RETURN AND EXCHANGE POLICY	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	18	10%
2	Agree	53	70%
3	neutral	23	18%
4	disagree	3	1%
5	Strongly disagree	3	1%
TOTAL		100	100%

Sources: Primary data

INTERPRETATION:

In the above table shows that 10% of respondent are under the category of Strongly agree, 70% of respondent are under the category of agree, 18% of respondent are under the category of Neutral, 1% of respondent are under the category of disagree, 1% of respondent are under the category of Strongly disagree.

Majority (70%) of the respondents are under the category of Agree.

CHART15: REPRESENTING THAT REASONABLE RETURN AND EXCHANGE POLICY

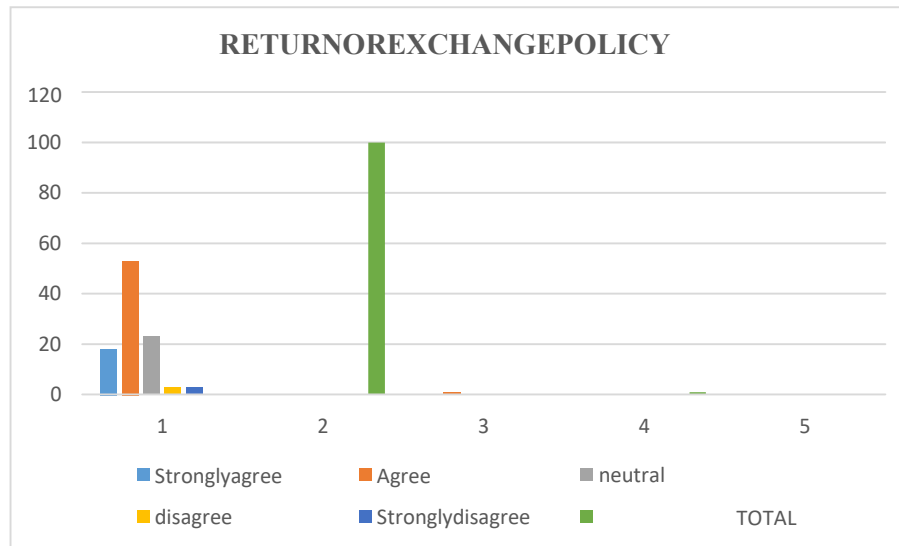


TABLE16:REPRESENTINGTHATRECOMMENDATIONAMAZONISVERYHELPUFUL:

SL.NO	RECOMMENDATION ISHELPUFUL	NOOF RESPONDENTS	PERCENTAGE
1	Yes	47	85.5%
2	No	15	5%
3	Maybe	38	10.5%
TOTAL		100	100%

Sources:Primarydata

INTERPRETATION:

In the above table shows that 85.5% respondent are under the category of yes , 5%respondent are under the category of no , 10.5% respondents are under the category of may be.**Majority(85.5%)oftherespondentsareunderthecategoryofyes.**

CHART16:REPRESENTINGTHATRECOMMENDATIONAMAZONISVERYHELPUFUL:

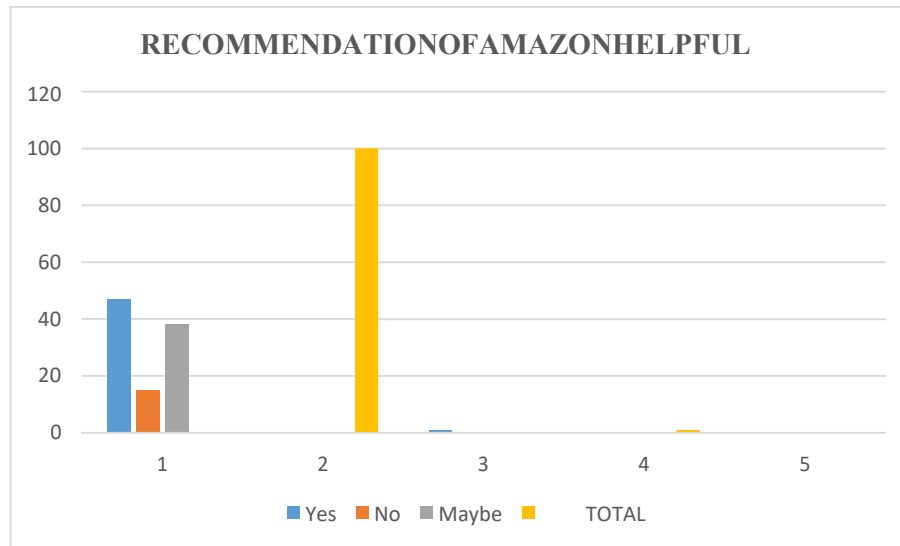


TABLE 17: REPRESENTING THATS SATISFIED WITH THE SERVICES, PRODUCT AND OTHER COMMODITIES OF AMAZON:

SI.NO	SERVICE, PRODUCT AND COMMODITIES	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	22	15%
2	Agree	55	80%
3	Neutral	19	3%
4	Disagree	4	2%
TOTAL		100	100%

Sources: Primary data

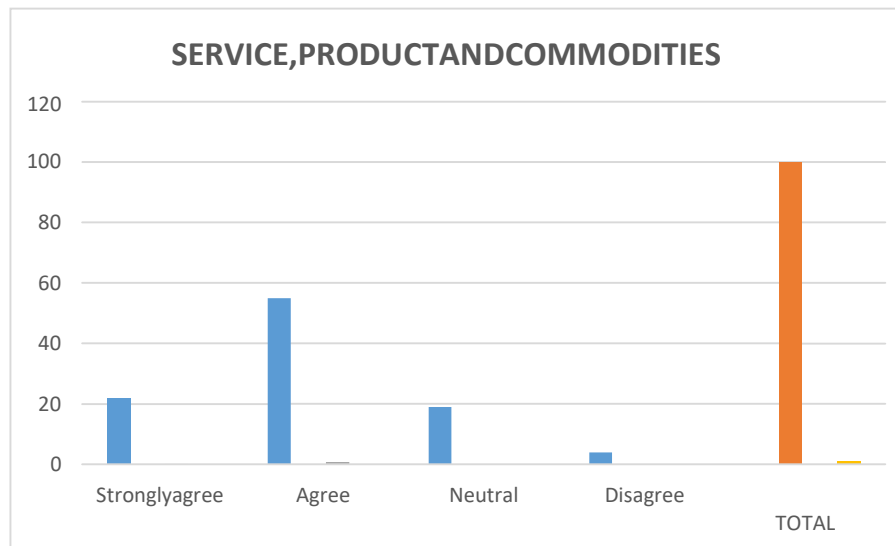
INTERPRETATION:

In the above table shows that 15% of respondent are under the category of Strongly agree, 80% of respondent are under the category of agree, 3% of respondent are under the category of Neutral, 2% of respondent are under the category of disagree.

Majority (80%) of the respondents are under the category of Agree.

CHART 17:

REPRESENTING THATS SATISFIED WITH THE SERVICES, PRODUCT AND OTHER COMMODITIES OF AMAZON:



VII. FINDINGS & RESULTS

The major findings of the study and their implications are as follows.

- Mostly the female customers are using amazon, and the majority of people are students. So they are choosing no income.
- It is observed from the above table is statistically significant at five percent level which indicates that there is difference among male and female respondents towards product of amazon.
- Most of the respondents spend time monthly once in a time. And Rs 500 – 1000 to spend money on amazon.
- Most of the respondents usually preferred the mode of payment is cash on delivery.
- The respondents rated the prices of products offered at amazon is reasonable.
- The respondents of sources which make you to purchase the product from amazon is family and friends.
- The respondents of recommendation of amazon is very helpful to the customers.

VIII. CONCLUSION

My literature analysis has discovered that customer satisfaction will be outlined as an associated degree overall customers' angle towards a service supplier, or associated degree emotional reaction to the distinction between what customers anticipate and what they receive, relating to the fulfilment of some want, goal or need. From the study, customer satisfaction is the

customer's fulfilment response means when a customer happy with the service and the product quality then the customer shows their loyalty towards the company and used to buy the products from that company again which enable more financial benefit in the organizational context. Based upon customer's survey, however Amazon satisfies the customer in the aspect of quality of the products.

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