

**A**  
**Project Report on**  
**“Consumer Behaviour to E-Commerce during  
Pandemic - Case Study on Amazon”**

**Submitted to**  
**Rashtrasant Tukadoji Maharaj Nagpur**  
**University, Nagpur**

In partial fulfillment for the award of the degree of  
**Bachelor of Business Administration**

**Submitted by**  
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**Academic Year 2020-21**

**Department of Management Science and Research  
G.S. College of Commerce & Economics, Nagpur  
(An Autonomous Institution)**



**Academic year 2020-2021**

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**CERTIFICATE**

This is to certify that “Nitya Pandey” has submitted the project titled **“Consumer Behaviour to E-Commerce during Pandemic - Case Study on Amazon”** towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that she has ingeniously completed her project as prescribed by the Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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Place: Nagpur

Date: 2<sup>ND</sup> JUNE 2021

**Department of Management Science and Research  
G.S. College of Commerce & Economics, Nagpur  
(An Autonomous Institution)**



**Academic year 2020-2021**

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**DECLARATION**

I hereby declare that the project with the title “**Consumer Behaviour to E-Commerce during Pandemic- Case Study on Amazon**” has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

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**Academic year 2020-2021**

**ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N.Y. Khandait, Principal of , **G.S College of Commerce & Economics, Nagpur.**

I am extremely thankful to my project guide Dr. Archana Dadhe, for her guidance throughout the project. I render my sincere regards to her for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project. I will pass in my duty if I do thank the Non- Teaching staff of the college for their co-operation. I would like to thank all those who helped me in making the project complete and successful.

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**Academic Year 2020-21**

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## 1. EXECUTIVE SUMMARY

The first chapter of the project deals with the introduction of E-commerce & Pandemic and how pandemic has affected E-commerce and the world of brick & mortar stores. After the era of digitalization, India has seen rapid increase in the users of Smartphone and internet which has also resulted in the increase of online shoppers because of its ease of use, But was this the only reason for the increase in usage of E-commerce between the Financial year 2019 to 2021, we will find out. There are two major players in the e-commerce industry of India, Flipkart & Amazon.

We are now 15 months into the lockdown implied by the government of India to protect the citizens of our country. And so is the whole world. With the affect of Covid virus the lockdown imposed was increased from 3 months to 15 months. During this time the country as whole faced Economical, Social and issues such as shortage of food as well. It can be said the Pandemic always hits with its utmost effect.

E-commerce industry in such times came to the rescue, and Amazon has been popular among the people for various reasons. Amazon was the first e-commerce company to introduce Cash on Delivery system in India to gain the trust of Indian population, and then they introduced Prime deliveries where they promised one day delivery, two day delivery and even same day delivery in some areas of the country which made sure that the giant tastes success. The main aim of the study was to understand the coordination of e-commerce and logistics in Amazon, and understand that how better coordination has helped Amazon gain a big market share.

The second part of the study is the company profile where The study will mention about amazon's history , products , the working of Amazon, The various Marketing strategy of Amazon in India, the steps taken by Amazon for its Employees Safety and for its Customer and the financial aspect of Amazon over the years.

The next part will explain the relevance and why the respective topic was chosen for the study.

The next part of the project is Research methodology which means the systematic way to attain the predefined objectives. Hence, to fulfill these objectives, research methodology will appear in context with the research design, hypothesis, and sources of data description of tools for data analysis. The study is done by using convenience sampling method with 95% confident

and 5% margin of error. A sample of 100 people has been taken from Various Parts of India. Respondents are 4 different age group of people who have information or have experienced the world of online shopping.

The next chapter is data collection in which data collected through questionnaire forms, internet and historical information of the company related with particular topic, journals, newspapers etc.

From the data analysis and interpretation, I have concluded that Amazon has definitely seen some increase in popularity amongst newer and pre-existing customers looks satisfied with its services but as it's not perfect & there is some room for improvement.

What happens after Pandemic, will the customer base generated in these crucial times stay with amazon or will they switch to earlier means of shopping still cannot be said as a sure thing. But it surely made a little space in the newer customer base.

With the currnt improvement and Glocality R&D it will soon acquire the opportunity that is in front of Amazon in India.

## 2. INTRODUCTION

The Pandemic hit the world in december, and by march we were all inside the comforts of our home to escape the dreaded situation.

We are now 15 months into the lockdown implied by the government of India to protect the citizens of our country. And so is the whole world. Lockdown – a very well known word across nations. Covid19 has introduced us to many such words which we despise.

With people bound to stay at home it's common to see them spending their time daily more on the internet for business, marketing, entertainment, work and learning.

As E-Commerce is the demand of present time, businesses, customers, and nations, in a few years time will become compulsory to use for any transaction. Today they are a necessity due to the conditions but once things start returning to normal is this going to be a long term change?

E-Commerce being the online buying and selling process is the primary reason behind the growth of Internet users. E-Commerce for the Internet is as important as a heart is for a body. A lot of reasons present for customers today prefer shopping online include convenience, price comparisons, no crowds at stores, no need for physical travel, and gifts to our loved ones that can send more easily. And has majorly helped us during this pandemic.

The situation is rapidly changing. The amount of people deemed safe to gather in a single place has dwindled from thousands, to hundreds, to ten. Restaurants, bars, movie theaters, and gyms in many major cities are shutting down. Meanwhile many office workers are facing new challenges of working remotely full time.

Essentially, people are coming to terms with the realities of our interconnected world and how difficult it is to temporarily separate those connections to others. To say that we are living in unprecedented times feels like an understatement.



One of the responses we've seen to how people are approaching this period of isolation and uncertainty is in huge overnight changes to their shopping behaviors. From bulk-buying to online shopping, people are changing what they're buying, when, and how.

As more cities are going under lockdowns, nonessential businesses are being ordered to close, and customers are generally avoiding public places. Limiting shopping for all but necessary essentials is becoming a new normal. Brands are having to adapt and be flexible to meet changing needs.

The statements given by experts says that "That said, it's unlikely that COVID-19 would survive on your purchased items from the time they were packed to the time you received your package (especially with the slowdown in the delivery system). And shipping conditions make a tough environment for COVID-19 as well, so it's not likely you'll be exposed via the package itself, either.

## E-commerce – what is it?



The beginnings of e-commerce can be traced to the 1960s, when businesses started using EDI to share business documents with other companies. In 1979, the American National Standards Institute developed ASC X12 as a universal standard for businesses to share documents through electronic networks.

After the number of individual users sharing electronic documents with each other grew in the 1980s, the rise of eBay and Amazon in the 1990s revolutionized the e-commerce industry. Consumers can now purchase endless amounts of items online, from e-tailers, typical brick-and-mortar stores with e-

commerce capabilities. Now, almost all retailer companies are integrating online business practices into their business models.

**E-commerce** (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business (**B2B**), business-to-consumer (**B2C**), consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably.

## Types of E-commerce

**Business-to-business (B2B)** e-commerce refers to the electronic exchange of products, services or information between businesses rather than between businesses and consumers.

**Business-to-consumer (B2C)** is the retail part of e-commerce on the internet. It is when businesses sell products, services or information directly to consumers

**Consumer-to-consumer (C2C)** is a type of e-commerce in which consumers trade products, services and information with each other online.

**Consumer-to-business (C2B)** is a type of e-commerce in which consumers make their products and services available online for companies to bid on and purchase.

**Business-to-administration (B2A)** refers to transactions conducted online between companies and public administration or government bodies.

**Consumer-to-administration (C2A)** refers to transactions conducted online between individual consumers and public administration or government bodies.

## What makes E-commerce popular in these crucial times?

- Availability - Aside from outages or scheduled maintenance, e-commerce sites are available 24x7, allowing visitors to browse and shop at any time. Brick-and-mortar businesses tend to open for a fixed number of hours and may even close entirely on certain days.

- **Speed Access** - While shoppers in a physical store can be slowed by crowds, e-commerce sites run quickly, which is determined by compute and bandwidth considerations on both consumer device and e-commerce site. Product pages and shopping cart pages load in a few seconds or less. An e-commerce transaction can comprise a few clicks and take less than five minutes.
- **Wide Availability** – E-commerce enables brands to make a wide array of products available, which are then shipped from a warehouse after a purchase is made. Customers will likely have more success finding what they want.
- **Ease** - Customers shopping a physical store may have a hard time determining which aisle a particular product is in. In e-commerce, visitors can browse product category pages and use the site search feature to find the product immediately.
- **International reach** - Brick-and-mortar businesses sell to customers who physically visit their stores. With e-commerce, businesses can sell to any customer who can access the web. E-commerce has the potential to extend a business' customer base
- **Lower costs** - pure play e-commerce businesses avoid the cost associated with physical stores, such as rent, inventory and cashiers, although they may incur shipping and warehouse costs.
- **Personalization and Product recommendations** - E-commerce sites can track visitors' browse, search and purchase history. They can use this data to present useful and personalized product recommendations, and obtain valuable insights about target markets.

## COVID-19 PANDEMIC – A BRIEF



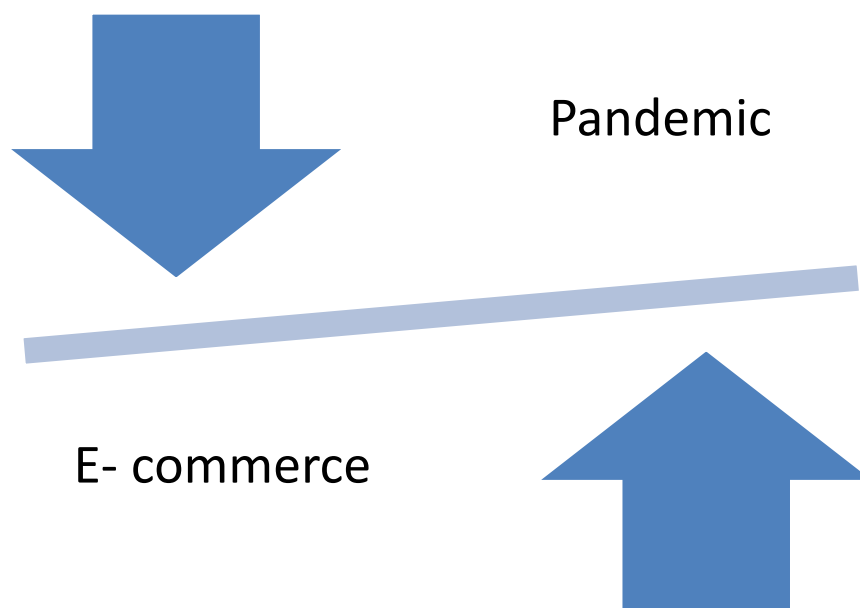
The **COVID-19 pandemic**, also known as the **coronavirus pandemic**, is an ongoing global pandemic of coronavirus disease 2019 (COVID-19), which is caused by severe acute respiratory syndrome coronavirus 2. The virus was first identified in December 2019 in Wuhan, China. The World Health Organization declared a Public Health Emergency of International Concern on 30 January 2020, and later declared a pandemic on 11 March 2020. As of 24 June 2021, more than 179 million cases have been confirmed, with more than 3.89 million confirmed deaths attributed to COVID-19, making it one of the deadliest pandemics in history.

The severity of COVID-19 symptoms is highly variable, ranging from unnoticeable to life-threatening. Severe illness is more likely in elderly COVID-19 patients, as well as those who have underlying medical conditions. COVID-19 transmits when people breathe in air contaminated by droplets and small airborne particles. The risk of breathing these in is highest when people are in close proximity, but they can be inhaled over longer distances, particularly indoors. Transmission can also occur if splashed or sprayed with contaminated fluids, in the eyes, nose or mouth, and, rarely, via contaminated surfaces. People remain contagious for up to 20 days, and can spread the virus even if they do not develop any symptoms.

Recommended preventive measures include social distancing, wearing face masks in public, ventilation and air-filtering, hand washing, covering one's mouth when sneezing or coughing, disinfecting surfaces, and monitoring and self-isolation for people exposed or symptomatic. Several vaccines have been developed and widely distributed in most developed countries since December 2020. Current treatments focus on addressing symptoms, but work

is underway to develop medications that inhibit the virus. Authorities worldwide have responded by implementing travel restrictions, lockdowns and quarantines, workplace hazard controls, and business closures. Numerous jurisdictions have also worked to increase testing capacity and trace contacts of the infected.

The pandemic has resulted in significant global social and economic disruption, including the largest global recession since the Great Depression of the 1930s. It has led to widespread supply shortages exacerbated by panic buying, agricultural disruption, and food shortages. However, there have also been decreased emissions of pollutants and greenhouse gases. Numerous educational institutions and public areas have been partially or fully closed, and many events have been cancelled or postponed. Misinformation has circulated through social media and mass media, and political tensions have been exacerbated. The pandemic has raised issues of racial and geographic discrimination, health equity, and the balance between public health imperatives and individual rights.



In India, 700 million of internet users in India by 2020 are expected to increase 974 million by 2025. Indian E-commerce trade is expected to surpass US E-commerce trade and reach world's 2<sup>nd</sup> largest market by 2034. In 2018, online shoppers were 120 million and it may increase 220 million by 2025 . E-

commerce is about 0.76% of GDP in 2017 and 0.9% of GDP in 2018. Because of this pandemic retail sales are bowl-shaped by 5.7% than before, whereas e-commerce shopping boomed by 2% just in 2 weeks after lifting up partial lockdown rules.

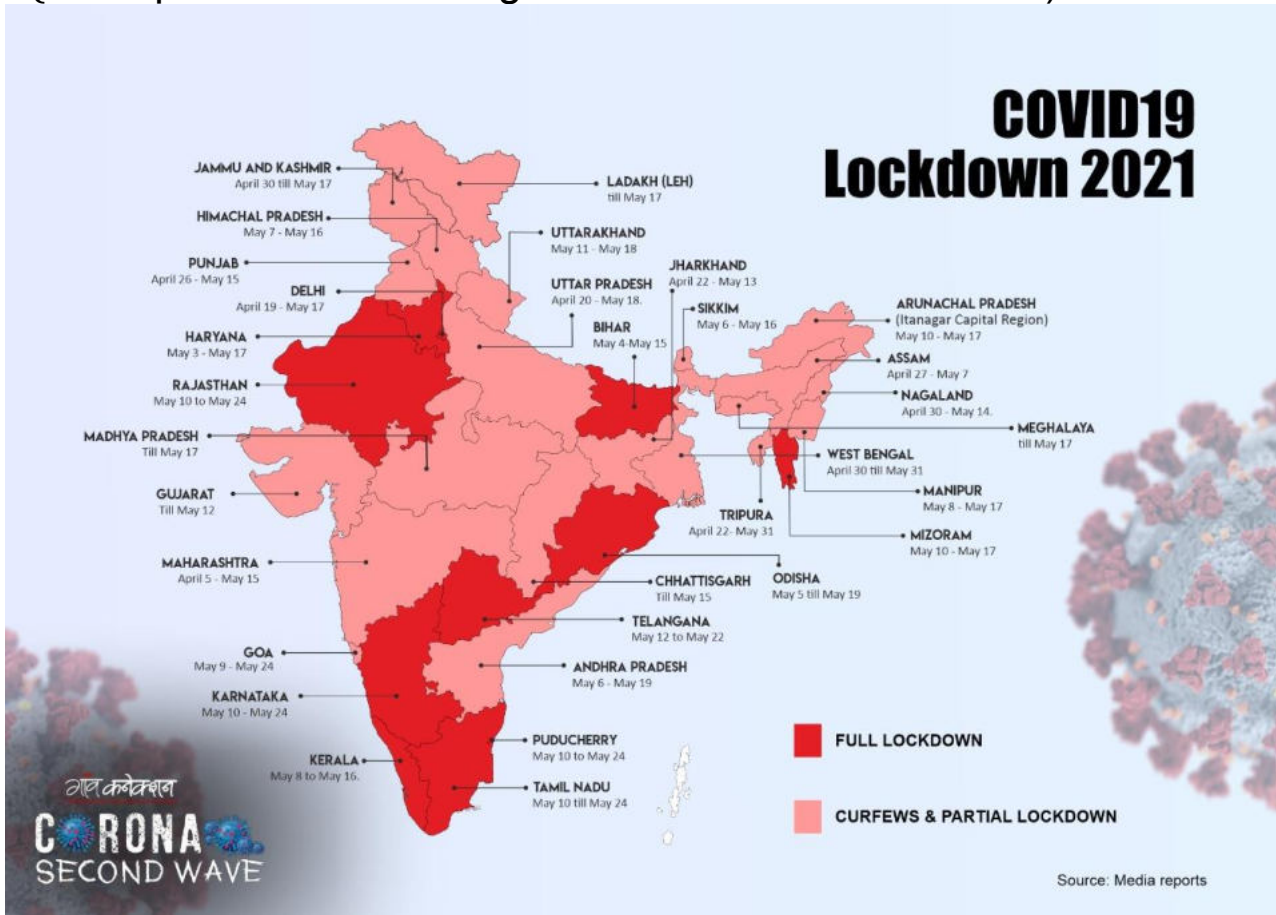
Customer behaviour is dynamic in nature. Customer preferences changes on time. This is a study which grows hastily, and marketers need to understand the consumers buying patterns, their likes, and to what extent the product offers are reaching consumer expectations, etc. This is an ongoing process. To help marketers this online sales and purchases are introduced, which helps customer to get the desired product from all over the world at any time as per his ease (Dr. M. Vidya & Dr. P. Selvamani , 2019).

As the world begins its slow pivot from managing the COVID-19 crisis to recovery and the reopening of economies, it's clear that the period of lockdown has had a profound impact on how people live. The period of contagion, self-isolation, and economic uncertainty will change the way consumers behave, in some cases for years to come.

The World Health Organization addresses the concern as well, by saying that it is safe to receive packages from locations with reported COVID-19 cases. From their website: "The likelihood of an infected person contaminating commercial goods is low and the risk of catching the virus that causes COVID-19 from a package that has been moved, travelled, and exposed to different conditions and temperature is also low."

And many other such statements helped the consumers in making the smart choice of going online for ordering needful products.

( A Map for understanding the second wave lockdown)



### 3. AMAZON – “Aapki Apni Dukaan”



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**Amazon.com, Inc.** is an American multinational technology company based in Seattle, Washington, which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is one of the Big Five companies in the U.S. information technology industry, along with Google, Apple, Microsoft, and Facebook. The company has been referred to as "one of the most influential economic and cultural forces in the world", as well as the world's most valuable brand.

Jeff Bezos founded Amazon from his garage in Bellevue, Washington, on July 5, 1994. It started as an online marketplace for books but expanded to sell electronics, software, video games, apparel, furniture, food, toys, and jewelry. In 2015, Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization. In 2017, Amazon acquired Whole Foods Market for US\$13.4 billion, which substantially increased its footprint as a physical retailer. In 2018, its two-day delivery service, Amazon Prime, surpassed 100 million subscribers worldwide.

Amazon is known for its disruption of well-established industries through technological innovation and mass scale. It is the world's largest online marketplace, AI assistant provider, live-streaming platform and cloud computing platform as measured by revenue and market capitalization. Amazon is the largest Internet company by revenue in the world. It is the second largest private employer in the United States and one of the world's most valuable companies. As of 2020, Amazon has the highest global brand valuation.



Amazon distributes downloads and streaming of video, music, and audiobooks through its Amazon Prime Video, Amazon Music, Twitch, and Audible subsidiaries. Amazon also has a publishing arm, Amazon Publishing, a film and television studio, Amazon Studios, and a cloud computing subsidiary, Amazon Web Services. It produces consumer electronics including Kindle e-readers, Fire tablets, Fire TV, and Echo devices. Its acquisitions over the years include Ring, Twitch, Whole Foods Market, and IMDb.

### **Products and services**

Amazon.com's product lines available at its website include several media, apparel, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal-care items, industrial & scientific supplies, kitchen items, jewelry, watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items and toys & games.

In August 2019, Amazon applied to have a liquor store in San Francisco, CA as a means to ship beer and alcohol within the city. Amazon has separate retail websites for some countries and also offers international shipping of some of its products to certain other countries. In November 2020, the company started an online delivery service dedicated to prescription drugs. The service provides discounts up to 80% for generic drugs and up to 40% for branded drugs for Prime subscribe users. The products can be purchased on the company's website or at over 50,000 bricks-and-mortar pharmacies in the United States.

Amazon.com has a number of products and services available, including:

- AmazonFresh
- Amazon Prime
- Amazon Web Services
- Alexa
- Appstore
- Amazon Drive
- Echo
- Kindle
- Fire tablets
- Fire TV
- Video

- Kindle Store
- Music
- Music Unlimited
- Amazon Digital Game Store
- Amazon Studios
- AmazonWireless
- Amazon Academy

Time period	Key developments at Amazon
1994–1998	Amazon started off as an online bookstore selling books, primarily competing with local booksellers and <a href="#">Barnes &amp; Noble</a> . It <a href="#">IPOs</a> in 1997.
1998–2004	Amazon starts to expand its services beyond books. It also starts offering convenience services, such as Free Super Savers Shipping.
2005–2011	Amazon moves into the <a href="#">cloud computing</a> area with <a href="#">Amazon AWS</a> , as well as the crowdsourcing area with <a href="#">Amazon Mechanical Turk</a> . By being an early player, it eventually dominates the <a href="#">cloud computing</a> scene, allowing it to control much of the physical infrastructure of the Internet. <sup>[72]</sup> Amazon also offers the <a href="#">Amazon Kindle</a> for people to purchase their books as <a href="#">eBooks</a> , and by 2010, more people buy ebooks than physical books from Amazon.
2011–2015	Amazon starts offering streaming services like Amazon Music and Amazon Video. By 2015, its market capitalization surpassed that of Walmart.

## HOW AMAZON WORKS?

In 1995, Amazon.com sold its first book, which shipped from Jeff Bezos' garage in Seattle. In 2021, Amazon.com sells a lot more than books and around 800,000 square feet in size, sortable fulfillment centers can employ more than 1,500 full-time associates.

The story is an e-commerce dream, and Jeff Bezos was Time magazine's Person of the year 4 year later after the start. The innovation and business savvy that sustains Amazon.com is legendary and , at times, controversial: The company owns dozens of patents on e-commerce processes that some argue should remain in the public domain. In this article we'll find out what Amazon does, what makes it different from other E-commerce Websites and how its technology infrastructure supports its multi-pronged approach to online sales.

### ⇒ Working

Amazon.com sells a lots and lots of stuff. The direct Amazon-to-buyer sales approach is really no different from what happens at most other large , online retailers except for its range of products. You can find beauty supplies, clothing, jewellery, gourmet food, sporting goods, pet supplies, books, CDs, DVDs , almost anything else you might want to buy. What makes Amazon a giant is in the details. Besides its tremendous product range , Amazon makes every possible attempt to customize the buyer experience.

When you arrive at the homepage, you'll find not only special offers and featured products, but if you've been to Amazon.com before, you'll also find recommendations for you. Amazon knows you by your name and tries to be your personal shopper.

The embedded marketing technique that Amazon employees to personalize your experience I probably the best example of company's overall approach to sales: to know your customer very, very well.

Customer tracking is an Amazon stronghold. If you let the website stick a cookie on your hard drive, you will find yourself on the receiving end of all sorts of useful features that make your shopping experience pretty cool, like recommendations based on past purchases and list of reviews and Guides written by users who purchased the products you are looking at.

The Other main feature that puts amazon.com on another level is the multilevel E-Commerce strategy it employs. Amazon.com let's almost any one self almost any things using its platform. You can find trade sales of merchandise sold

directly by Amazon, like the books that sold back in the mid 90's out of Jeff bezos' garage only now that shipped from a very big warehouse. Since 2000, you can also find goods listed by third party seller- individuals, small companies and retailers like target and Toys R Us. You can find used good refurbished good and auctions. You could say that Amazon is simply the ultimate hub for selling Merchandise on the web, accept that the company has recently added a more extroverted angle to it strategy.

In addition to the affiliate program that lets anybody post Amazon links earn a commission on click-through sales, there's now a program that lets those associates build entire Web sites based on Amazon's platform. They can literally create mini Amazon Web sites if they want to, building on Amazon's huge database of products and applications for their own purposes. As long as any purchases go through Amazon, you can build a site called Amazonish.com, pull products directly from Amazon's servers, write your own guides and recommendations and earn a cut of any sales. Amazon has become a software developer's playground.

To know :

### **Amazon Patents**

Amazon has tried to patent nearly every aspect of its E-commerce architecture, drawing more than a little controversy for the affiliate program patent it won back in 2000.

Reportedly, other E-commerce sites were already using affiliate programs that looked a lot like the one Amazon developed and patented. Here are just a few Amazon's dozens of patents:

- Internet-based customer referral system, U.S. Patent 6,029,141, feb 22, 2000
- Content Personalization based on actions performed during a current browsing session , U.S. Patent 6,853,982, feb 8 2005.
- Methods and system for integrating transaction mechanisms over multiple internet sites, U.S. Patent 6,882,981, April 19, 2005.
- Use of Product viewing histories of users to identify related products, U.S. Patent 6,912,505, June 28, 2005.

## Amazon's Marketing Strategy-

Amazon's strategy in India holds lessons for the e-commerce giant in other markets, as well as for U.S. companies aiming to expand their international reach. The key is to act "glocally" – combining global scale and resources with a deep and granular understanding of each market, while empowering the R&D and customer-service teams to tailor solutions and systematically solve problems.

The key to Amazon's strategy in India is its ability to think globally but act locally – leveraging its massive scale, logistics capabilities and balance sheet while creating customized local offerings developed ground-up for the Indian market.

- 1. Deep customer understanding:** Amazon has invested time, energy, and resources to understand the nuances of India's consumer market. For example, Amazon realized that Indian consumers are not comfortable buying online or they may lack the education to read online product reviews. So it has plans to establish [kiosks](#) in small local retail locations that set up entrepreneurs to offer an "assisted buying" service for consumers.
- 2. Accommodating bandwidth challenges:** Amazon realized that over 500 million Indian consumers still use feature phones with slow network connections. So it has designed a slimmed down version of its app to adjust to slower network speeds. The modified app still allows for a decent browsing experience, while accommodating the reality of network constraints.
- 3. Using Artificial Intelligence to find addresses:** Residential addresses in India are often only best estimates of location, which makes delivery a challenge. Amazon is using machine learning and artificial intelligence (AI) to bring better precision to delivery, including a 0-to-100 confidence score for an address.

4. **Ferretting out fake products and fraud.** E-commerce in India has been plagued by a plethora of [fake reviews](#), which has made buyers wary. Amazon is working to improve trust among buyers and sellers by combating fraud and fake reviews for third-party products on its site, while promoting safer products. Amazon's Indian team has designed algorithms to detect fake reviews, fraudulent transactions, and fake products.
  
5. **Expanding logistics and fulfillment:** Amazon is expanding its network of [fulfillment centers](#) in India by five, raising the total to 67. Amazon understands the importance of expanding its infrastructure and delivery network to improve the customer experience and enable tens of thousands of small and medium businesses to fulfill orders more efficiently.
  
6. **Onboarding assistance for third-party sellers:** In addition to carrying products from major sellers, such as [Samsung](#) with promotions for the local market, Amazon is facilitating e-commerce for smaller retailers that offer unique products. Amazon has created an innovative initiative called "Tatkal" (which means "instantaneous" in Hindi) to demonstrate how a small seller can be ready to sell on Amazon's site within 60 minutes. Amazon uses vans that visit smaller retailers and suppliers. The vans have a photo studio so Amazon employees can take pictures of products, catalog them, and get sellers ready to sell.
  
7. **Local R&D:** Amazon's largest R&D center outside of Seattle is in Bangalore. This signals its commitment for the long haul to understand the nuances of the market and to create user experience innovations specifically for the Indian market.

## What makes Amazon different from its competitors ?

There are several things in which Amazon excels, and is probably as good as or better than any other company. In no particular order:

1. **Logistics:** Amazon is a fantastically efficient logistics company. Its ability to move and store inventory and fulfill orders is, I believe, unmatched. This is a combination of a worldwide network of warehouses (“fulfillment centers”), a huge investment in software and systems to automate and streamline, and a cultural commitment to efficiency.

Beyond helping Amazon compete — allowing it to keep low margins and fast delivery times — it’s actually empowering hundreds of thousands of *other* businesses to reach a national — or even international — audience, through programs like FBA and Amazon Global.

2. **Customer Obsession:** I wouldn’t say that Amazon’s customer obsession is unique; other companies are even more customer-focused. But it’s not just a slogan; it’s a real part of the culture here, at every level. Amazon wants its customers to be happy, not just as a way to drive the bottom line, but as a goal in itself. Obviously Amazon does this because it believes that keeping customers happy will *eventually* translate to the bottom line, but it’s quite OK with waiting a long time for that eventuality.

Speaking as an Amazon *customer* now, I have almost zero worry when I order from Amazon or from an FBA seller. I know I’ll get what I ordered, and in the rare case I don’t, Amazon will take care of me: reimburse me, send me the right thing, compensate me with a coupon, etc.

3. **Brand:** Amazon is almost synonymous with online retail, especially in the US and Western Europe. According to a survey, even though slightly more people use Google to search for products, more than half of them won’t make an online purchase without first checking Amazon. Amazon is also viewed very favorably by most consumers, and has a very strong reputation for good customer service.

4. **A long-term vision:** Amazon is consistently willing to sacrifice short-term profit for long-term growth. To quote from an article, for example: *"The conventional wisdom about Amazon is that its prices are so low that it earns no money. But Thomas Paulson, principal at Minneapolis-based Inflection Capital Management, points out that, when you strip out its enormous investment in itself, Amazon earns exceptional profits."* Perhaps most amazing is that investors seem to not care. I can't remember where I saw this quote, who it was attributed to, or its exact wording, but it's a good one: *"Amazon is a scheme to redistribute wealth from shareholders to consumers"*. Investors seem to trust Bezos and his vision, and are willing to finance Amazon's growth at dizzying multiplier levels.
  
5. **A strong internal culture:** For a company so big, so diverse, and so fast-growing, being able to maintain this kind of consistent culture is incredibly important. This might also be the #1 risk as Amazon keeps growing at a breakneck speed.
  
6. **Market power:** with size and reach comes power. If you're a book publisher or an electronics device maker, for example, you don't want to be on Amazon; you *need* to be on Amazon. With *very few* exceptions, you need Amazon far more than it needs you. This allows Amazon to drive very hard bargains with those manufacturers and other suppliers, which most often get translated to better prices for consumers, again sacrificing margins to maintain customer trust and grow the brand.
  
7. **Diversity:** unlike Apple, for example, that owes almost all its revenue and profit to the iPhone, Amazon makes its money in several very different ways. Some of it is from traditional retail, i.e. buying things and selling them for more money. Some comes from services to other retailers: the marketplace, logistics services, etc. And then there are AWS, which is a money-printing machine, media production, devices (primarily Kindle, Kindle Fire, and Echo), and the growing advertising business. This gives Amazon both an opportunity to take advantage of growth in different markets, and a certain hedge against adverse conditions in any one of those.



## Amazon in the times of Covid19 Pandemic –

### For its Employees:

- ✓ The top concern is to ensure the safety and health of their employees and their contractors around the world. Amazon made over 150 significant process changes in operations Network and whole foods market stores to help teams stay healthy and then conducted daily audits of the measures to put into place.
- ✓ Amazon has procured hundred million face mask and a required that they be worn by all associate drivers and support staff in their operations network. They purchased more than 1000 thermal cameras and 31000 thermometer. Which they are using to conduct mandatory daily temperature check for employees and support staff throughout their operation site and whole foods market stores.
- ✓ A team of amazonians from research scientist and program managers to procurement specialist and software engineer has move from their normal De jobs to a dedicated team working to build incremental testing capacity. The team is building its first lab and has Begin a pilot to test Frontline employees.
- ✓ In March and and April they announced plans to and have now hired 175000 people in their fulfillment and delivery network in response to increased customer demand and to assist existing employees. They are happy to welcome these new hires and are still continuing to higher to meet the increased demand in these difficult Times.
- ✓ In March the increased pay for early employees from \$2 per hour in the US and Canada and two euros per hour in many European countries. They also double the regular early based for overtime hours worked a minimum of 34 dollars and are in the US and increase from time and a half. The investment in increased pay for early employees and partners during covid-19 will nearly v700 million dollars through may 16, As said by the reports.

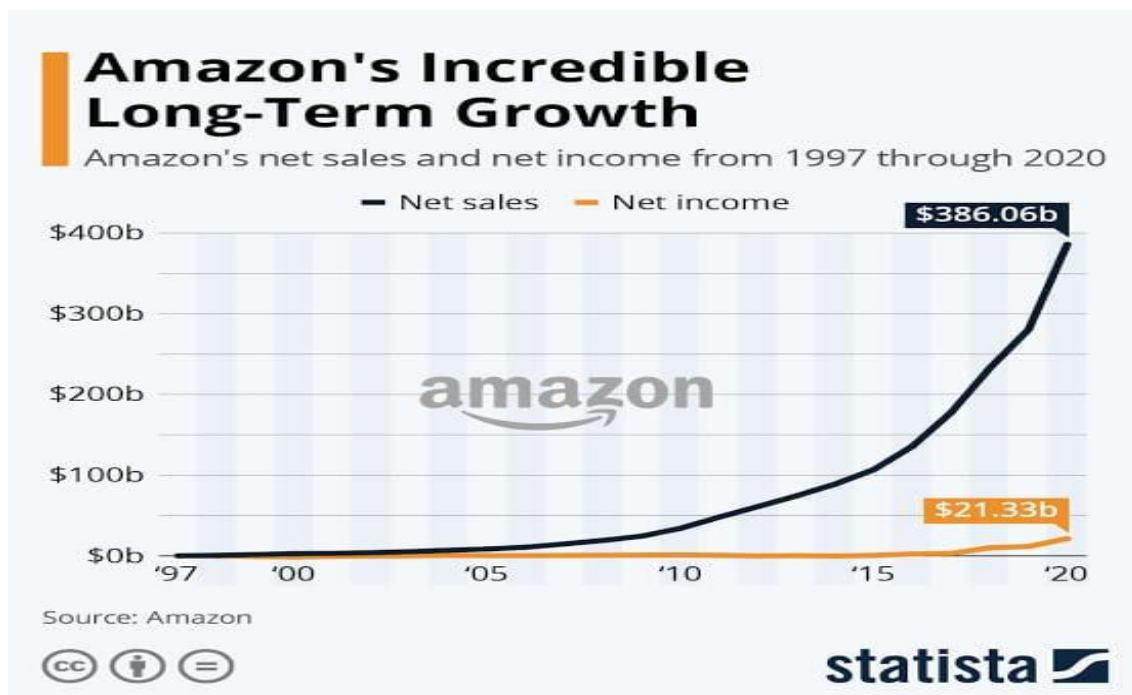
## For its Customers:

- ✓ Amazon prioritise the stocking and delivery of essential items to ensure the fastest delivery of household stable medical supplies and other critical products in the times of covid-19.
- ✓ They have been acting aggressively to help protect customers from bad actors and have removed over 1 million offers from their stores due to covid based pricing gouging. They have suspended more than 10000 selling account globally for violating their fair pricing policies.
- ✓ They have been working hard to increase order capacity for prime now Amazon fresh and whole foods market. They have expanded whole foods market grocery pickup from roughly 80 stores to more than 150, adjusted store ask for selected location to focus exclusively on fulfilling online grocery orders during certain times, and have made it easier for customers to see when the next delivery window is available on Prime now, Amazon fresh and whole foods market homepages.
- ✓ Amazon implemented additional safety measures within their whole food market stores including providing plexiglass barriers between cassius and customers at checkout rolling out enhance cleanliness and sanitization protocol and enforcing social distancing guidelines. And have been strict about it.
- ✓ Alexa is helping customers stay informed and connected and can now answered tons of thousands of questions related to covid-19. Amazon is working to provide accurate and timely information from official Government and new sources globally Alexa also provides and experience that helps customers in various parts of the world check their risk level for covid-19.
- ✓ The time to return the product has been increased for better read and assurance to the customer.
- ✓ Amazon has continued with ongoing and hands-on cleaning process in their physical stores.

- ✓ They are increasing contactless delivery to keep their customers safe adding on to this the cash on delivery option has declined and online payment is given much more preference.

## Financial growth of FY2020

- Net sales increased 38% to \$386.1 billion, compared with \$280.5 billion in 2019. Excluding the \$1.4 billion favorable impact from year-over-year changes in foreign exchange rates throughout the year, net sales increased 37% compared with 2019.
- Operating income increased to \$22.9 billion, compared with operating income of \$14.5 billion in 2019.
- Net income increased to \$21.3 billion, or \$41.83 per diluted share, compared with net income of \$11.6 billion, or \$23.01 per diluted share, in 2019.



## 4. Relevance of Study

**“ To understand the consumer’s behaviour, buying decisions regarding the E-Commerce site Amazon in the course of Pandemic.”**

The history of e-commerce started over 40 years ago when the introduction of early Technology electronic data interchange and tele shopping in the 1970 paved the way for modern day e commerce store as we know it today.

Online shopping became possible then the internet was open to public. Amazon was one of the first E-Commerce site in the US to start selling products online and thousands of business followed it through.

The next decade then saw the rise of M-commerce.

What led was the inclination of the new generation from spending huge amount of time in stores to buying things online. The middle-aged adults and seniors chilled out at the power of clicks and non cash payments.

The E-Commerce business was slowly taking its space in India the Teens and adults were getting used to the new purchasing method.

When pandemic broke in 2019 and the physical stores were closed and the lock down happened. It made things difficult.

- Basic need items became difficult to find.
- The shortage of groceries worried the customers.
- Medicine ,self care and hygiene products became unavailable.

E commerce aur m-commerce came to rescue. There is now a noteworthy change in buyers mentality and the shopping conduct.

Now,

The adults and seniors started to learn the use of m- commerce hesitantly.

The lockdown has post purchase to question their shopping habits including cost awareness preference inclination from neighbourhood items and the emotional move toward internet business.

This study will help us know –

- Which age group accepted this in times of pandemic.
- And whether this inclination is to remain post pandemic or not.

## 5. Objectives of the study

By this research the major aim is –

- **To know the most preferred E-commerce website for shopping during pandemic**

There are tons of E-commerce websites available to customers , which are very similar and helps customer to get their desired products with the ease of just one click away and to be delivered at their preferred location.

But which among the most popular websites was preferred by people in the times of Pandemic?

- **To analyze and understand the change in consumer behaviour in Pandemic**

The times before the Pandemic and post-Pandemic are assumed to be poles apart. Numerous changes are expected to occur from buying patterns , behaviour and classification of needs. The question is what are the changes we can notice now and might remain post-Pandemic.

- **To understand the reasons behind the change**

The research will help us understand if or not there are any changes in consumer behaviour. If there are any what can be the reasons behind the shopping behaviour.

- **To understand the category of products consumer preferred to be delivered at door step**

The numerous E-commerce websites offer a wide range of products. Some are an everyday part of our lives while some are purchased out of deliberate decisions. This project might help us understand what category of product was preferred by consumers to be delivered at the door step in the course of Pandemic.

## 6. Need for study

The purpose of research is to inform action. Thus, the study should seek to contextualize its findings within the larger body of research. Research must always be of high quality in order to produce knowledge that is applicable outside of the research setting. Furthermore, the results of your study may have implications for policy and future project implementation.

- **To know the revenue growth of Amazon in FY20**

We'll take a look at Amazon's Financial growth over the years and in the quarterly basis of FY2020.

- **Which age group adapted to this inclination to E-Commerce more**

The study will help us know if there was any difference in customers of various age group that used to prefer the app earlier vs now.

- **To know the response towards Amazon's services during Pandemic**

The main reason behind this study is to know about the response that Amazon received from India during the course of Pandemic.

## 7. Limitations

Although full efforts have been made in the following study but certain conditions bring out the limitations in the project and before making any conclusion the limitations should be kept in mind.

- The company information provided is secondary due to the Covid19 restrictions.
- The revenue generated is secondary data of FY20, it may vary with lockdown 2.0.
- The study is done with limited resources available on internet.

## 8. Hypothesis

A **hypothesis** is a suggested solution for an unexplained occurrence that does not fit into current accepted scientific theory. The **basic** idea of a hypothesis is that there is no pre-determined outcome.

A research hypothesis is a specific, clear, and testable proposition or predictive statement about the possible outcome of a research study based on a particular property of a population, such as presumed differences between groups on a particular variable or relationships between variables.

A hypothesis introduces a research question and proposes an expected result. It is an integral part of the scientific method that forms the basis of scientific experiments. Therefore, one needs to be careful and thorough when building hypothesis. A minor flaw in the construction of hypothesis could have an adverse effect on the experiment.

The hypothesis or the result that we expect from the study might be :

**H0 - Amazon experienced no Consumer Behaviour changes in Pandemic.**

**H1 - Amazon experienced several Consumer Behaviour changes in Pandemic.**



## 9. Research Methodology

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

Research methodology simply refers to the practical “how” of any given piece of research. More specifically, it’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

For example, how did the researcher go about deciding:

- What data to collect (and what data to ignore)
- Who to collect it from (in research, this is called “sampling design”)
- How to collect it (this is called “data collection methods”)
- How to analyse it (this is called “data analysis methods”)

the methodology chapter should justify the design choices, by showing that the chosen methods and techniques are the best fit for the research aims and objectives, and will provide valid and reliable results. A good research methodology provides scientifically sound findings, whereas a poor methodology doesn't.

### **Sources of Collection of Data:**

Data collection is an extremely challenging work which needs exhaustive planning, diligent work, understanding, determination and more to have the capacity to complete the assignment effectively. Data collection begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, we have to utilize a certain tool to gather the data from the chosen sample.

Normally we can gather data from two sources namely primary and secondary. Data gathered through perception or questionnaire review in a characteristic setting are illustrations of data obtained in an uncontrolled situation.

Secondary data is the data acquired from optional sources like magazines, books, documents, journals, reports, the web and more.

**Primary Data** -Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source—where the data originally originates from and are regarded as the best kind of data in research.

The sources of primary data are usually chosen and tailored specifically to meet the demands or requirements of a particular research. Also, before choosing a data collection source, things like the aim of the research and target population need to be identified.

**Secondary Data** - Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past.

A researcher may have collected the data for a particular project, then made it available to be used by another researcher. The data may also have been collected for general use with no specific research purpose like in the case of the national census.

A data classified as secondary for a particular research may be said to be primary for another research. This is the case when a data is being reused, making it a primary data for the first research and secondary data for the second research it is being used for.

Primary data will be gathered via questionnaires and secondary data will be gathered collected from various articles, books and company website available online.

## **RESEARCH DESIGN**

The research design refers to the overall strategy that aims to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. The study is about analyzing the coordination of e-commerce and logistics in Amazon. The study focuses on the need and importance of logistics in successful ecommerce business which has lead Amazon to become a major player in e-commerce industry. For the purpose of the study Primary data & Secondary data were collected. Primary data was collected through questionnaires and secondary data was collected from various articles and company website.

## **SAMPLING DESIGN**

A sample refers to a smaller, manageable version of a larger group. It is a subset containing the characteristics of a larger population. Samples are used in statistical testing when population sizes are too large for the test to include all possible members or observations. A sample should represent the population as a whole and not reflect any bias toward a specific attribute. The process of using samples is called as sampling.

There are many sample options, but the two main categories of sampling design are **probability** sampling and **non-probability** sampling.

**Probability sampling** means that you use a **completely random** sample from the group of people you're interested in. By using a completely random sample, the results of your study will be **generalisable** to the entire population. In other words, you can expect the same results across the entire group, without having to collect data from the entire group.

**Non-probability sampling**, on the other hand, **doesn't use a random sample**. For example, it might involve using a convenience sample, which means you'd interview or survey people that you have access to, rather than a truly random sample. With non-probability sampling, the results are typically not generalisable.

❖ **Universe of the study**

People in various Parts of our country those who are using e-commerce websites and applications.

❖ **Sample Design**

The study is done by using convenience sampling method with 95% confidence and 5% margin of error. A sample of 100 people have been taken from various parts of India, Respondents are mainly teenage students, young adults and adults above 40 who use or are aware about the e-commerce websites and applications.

❖ **Research Period**

Research work is carried out in 45 days.

❖ **Research instrument**

The data was collected through questionnaires & questions were designed in closed ended form.

❖ **Sampling Method**

The data gathered was analyzed using percentage analysis, and graphs.

❖ **Data Collection**

Data was collected through Questionnaire form, internet, and historical information related to company was gathered from various news articles, journals and company website.

❖ **Sample Size-** About 100 people of 3 different age groups will be asked to fill the questionnaire keeping in mind the covid constraints.

The 3 categories will be:

- Teenagers with the wide knowledge about trends.
- Young adults in corporates.
- Adults of the age group 40 and above.

## 10. Data Interpretation

**Data** interpretation is the process of reviewing data through some predefined processes which will help assign some meaning to the data and arrive at a relevant conclusion. It involves taking the result of data analysis, making inferences on the relations studied, and using them to conclude.

The data will be interpreted on the basis of raw data that will be gathered through the questionnaire circulated amongst Consumers.

Research is incomplete without data collection and collecting only secondary data will also make a research incomplete. It becomes necessary to collect adequate amount of data to conclude the research. There are several ways of collecting the data which depends on costs, time and other resources at the disposal of the researcher.

### **Data collection technique:-**

Other than collecting data from secondary sources the data was collected from self-administered questionnaire which was a suitable option to collect primary data.

### **Development of tool:-**

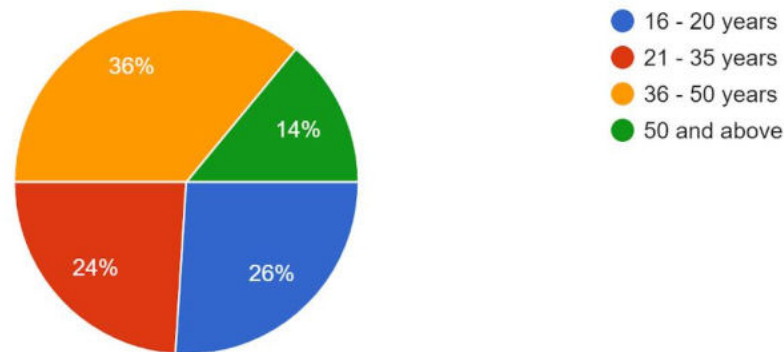
Keeping in mind the objectives and need of the study a questionnaire was prepared which focused on two parts, part I focused on collecting the personal information of the respondent and the second part focused on the questions related to the the customers preferences, Knowledge about various aspects of their user experience with Amazon, their choice of products, and many such. The questionnaire was distributed to 4 age groups 16-20 [Teens] , 21-35 , 36-50 , 50 and above engaged in online shopping.

**Description of the questionnaire:** - The questionnaire was prepared in two parts

Part I contained the questions related to the personal details of the respondent. Part II contained the questions related to the services of the Amazon regarding its delivery and the customers preferences.

## Age Group

100 responses



As evident from this chart, you may notice the awareness and Popularity of Online shopping amongst various age group over the years.

26% from the 16- 20 age group prefer online shopping,

24% from the 21- 35 age group,

36% from the 36- 50 age group,

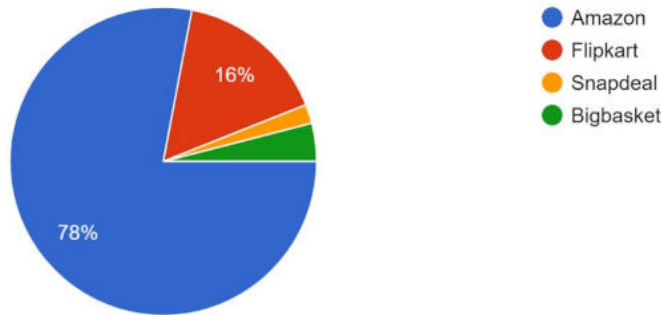
And last 14% from 50 and above, this section has grown significantly over the Pandemic and many years.

### **Procedure of data collection:-**

To collect the data a self administered questionnaire was prepared and the link of the same was distributed among various respondents with a request to fill the form. They were briefed about the ongoing study and need of the survey. It is the most extensively used method of data collection as it is economic and requires less time. Before distributing the forms a pilot study was undertaken to observe the weakness of the forms and after removing the weakness the form was distributed to the respondents and such pilot study was done to ensure that the data collection is effective and relative to the study.

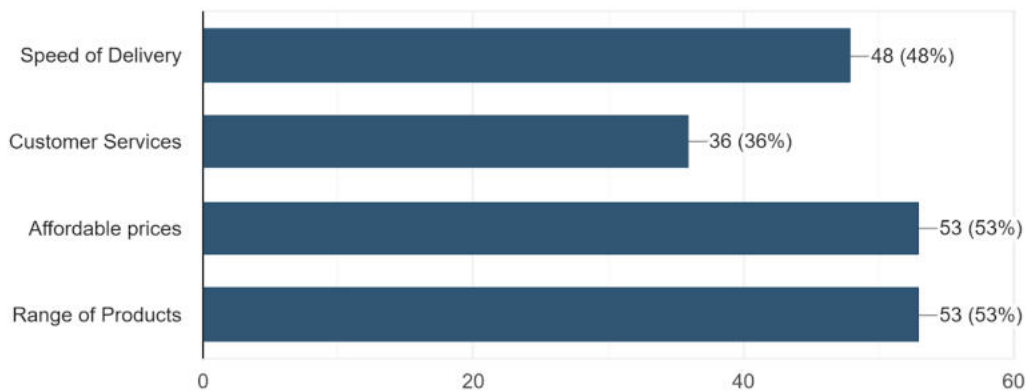
# Analysis and Interpretation

Which website do you buy products from ?  
100 responses



The very first question asked was “which website do you prefer to buy products from?” Out of 100 respondents 78% said they prefer Amazon over any other E-commerce sites, This shows the domination that Amazon holds in Indian Markets. But the 22% respondents preferring the other sites are Amazon’s opportunity. Amazon can use this and try to convert this gap’s preferences in its favour.

What do you like about the website ?  
100 responses

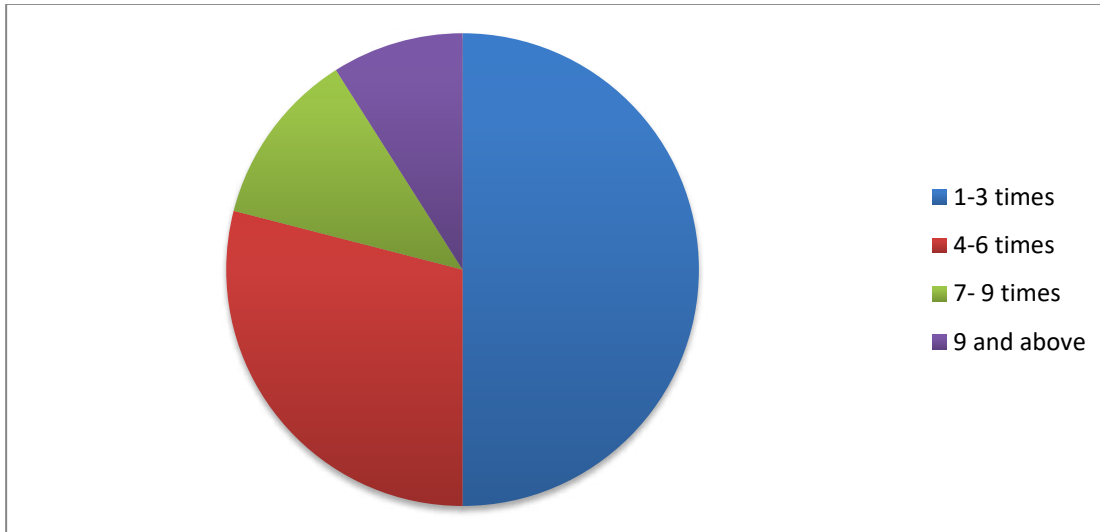


The next question asked to the respondents was why they would prefer Amazon and this question was given as multiple choice questions, to which 48% respondents said that they prefer Amazon because of its faster and better delivery which clearly indicates the efficiency of Amazon in their delivery services and logistics management, highest was the range of products which states that Amazon is constantly working and bringing products ranging from smallest to huge in size, and an extremely wide variety.

The affordable pricing clearly draws numerous customers to Amazon, creating a wide opportunity.

How often did you shop in the past 15 months?

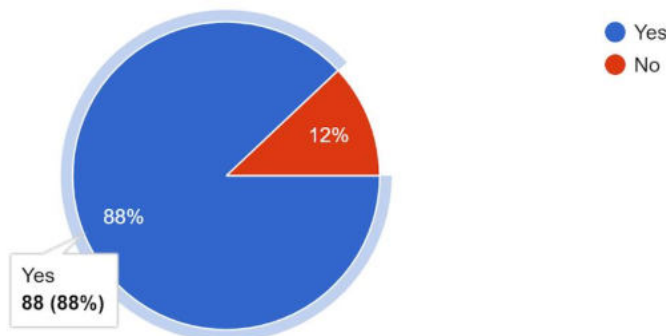
100 responses



The next question asked was how often did respondents shop in the past 15 months of the Pandemic. To which 50% replied 1-3 times a month, 29% responded 4-6 times a month, 12% responded 7-9 times a month, and the last 9% responded 9 and above. Which clearly gives us an idea about how people preferred Amazon or any other E-commerce to purchase products in the Course of Pandemic when things were arduous and risky to find and purchase.

Did you prefer online shopping before The Pandemic?

100 responses

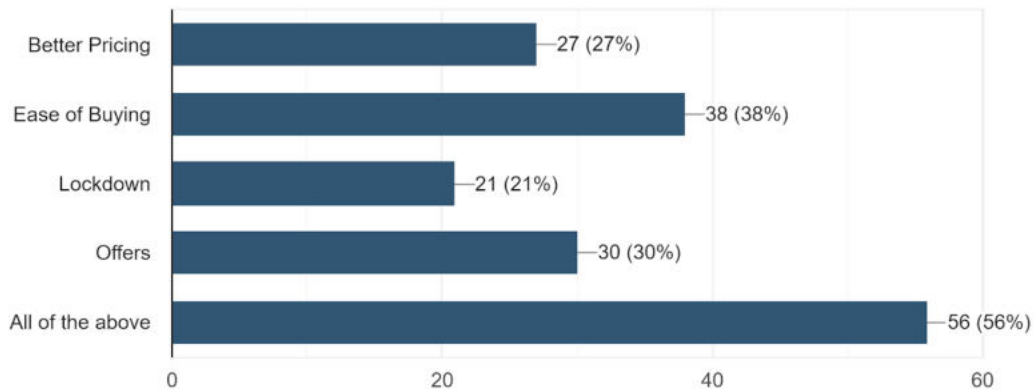


The followed question was “did you prefer online shopping before The Pandemic” to which 88% responded yes, this is a huge change that we have seen in the changing buying behaviour of the consumers. While the latter 12% responded a No, this could be read as a success to the whole E-commerce industry, as the Pandemic brought in newer inclinations towards e-commerce.



### Reasons to shop online?

100 responses



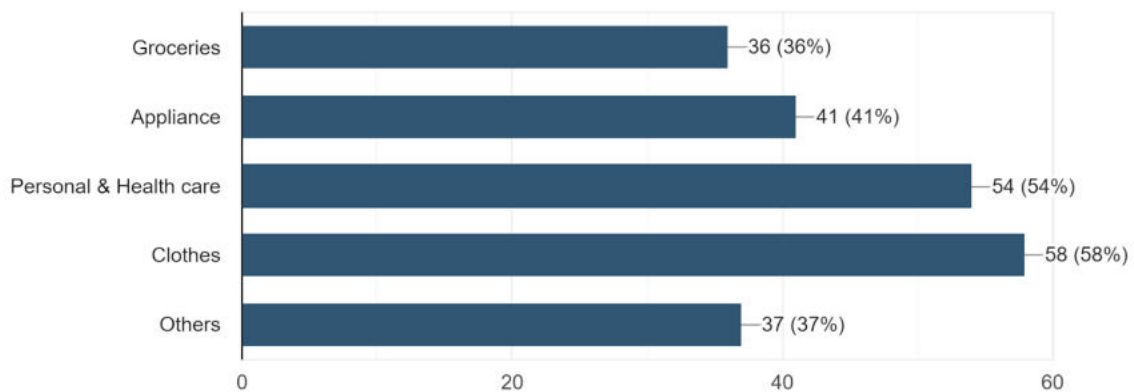
The next question was “what are the reasons to shop Online” which was checkbox to ensure people can give multiple reasons to shop online, to which the response clears 70% of the queries to why the 12% inclined to shop online and the rest 88% stuck to various E-commerce for shopping the needful.

It says the 27% prefer online shopping due to the better pricing offered. 38% preferred E-commerce due to the ease it provides to the consumer. 21% inclined towards E-commerce due to the Lockdown restrictions and safety.

30% are attracted to the offers that they receive while shopping online, Which brings us to conclude these are the points that customer looks for when they go online to shop.

### What category of Products did you buy?

100 responses



The question that followed asked “what category of products did you buy?” To which the responses clears us the category that people wanted to be delivered at their door steps.

To which 36% said groceries’

41% responded appliances,

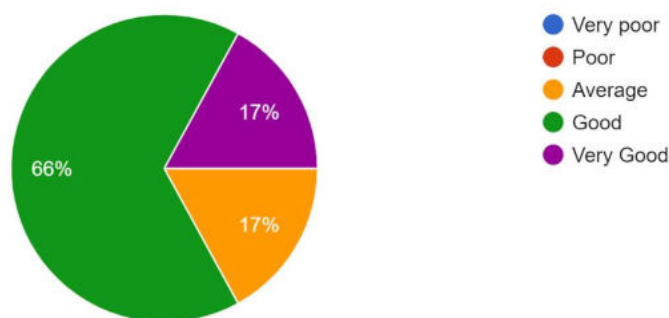
54% responded Personal health and care products,

58% said clothes which was huge,

And 37% said other.

How was your overall experience with website services?

100 responses

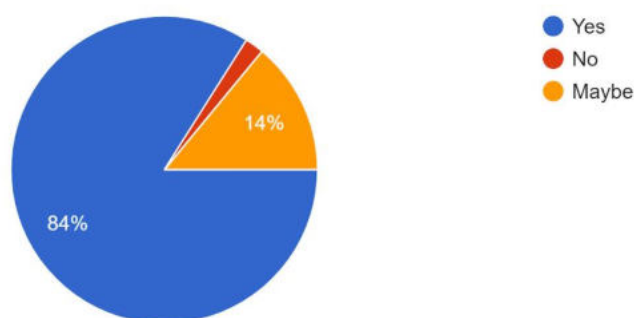


The question that followed Enquire “ how was the consumer’s overall experience with the website?”

To which majority that was 66% out of the sample size responded good and 17% responded very good , This leaves Amazon with a scope for improvements in some forms.

Would you continue to use online shopping after The Pandemic?

100 responses



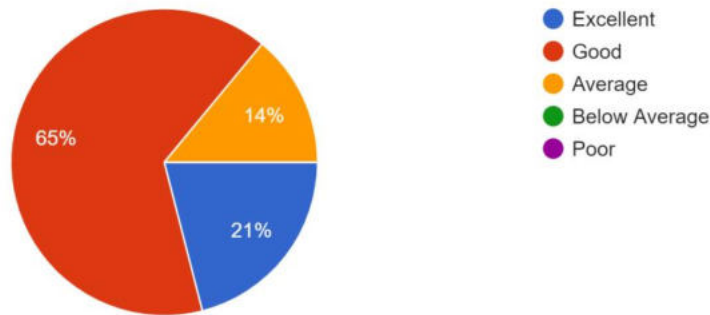
On being asked “would they continue to shop online after Pandemic?”

84% responded Yes , which is a huge success in this decade and the growth of E-commerce.

14% responded Maybe which leaves scope for the website for improvisation, And the rest 2% still believes in the brick and mortar commerce.

10) How do you rate the Amazon delivery agents?

100 responses



Another question asked to the respondents was to rate the delivery agents of Amazon, because it also depends on the agents to make sure that the shopping experience of customers is satisfactory. In the response to the question 21% respondents said that the agents are excellent and 65% respondents said that the agents are good whereas only 14% said that the agents are average. No negative response states that the agents of Amazon delivery services are good enough and they don't pose any question on unsatisfactory experience of customers.

## 11. Conclusion

The purpose of the thesis is to “**Consumer Behaviour to E-Commerce during Pandemic - Case Study on Amazon**” to fulfill our purpose we used 3 aims to achieve the purpose better. They are:

- (i) To know the most preferred E-commerce website for shopping during pandemic
- (ii) To analyze and understand the change in consumer behaviour in Pandemic
- (iii) To understand the reasons behind the change
- (iv) To understand the category of products consumer preferred to be delivered at door step

Amazon India has started to get attention of this coordination, and also it has been well popularized. During this study it is evidently clear that Amazon is very popular in India compared to other E-commerce websites due to numerous reasons amongst various age groups.

There has been a good change in the behaviour of people, and inclination can be seen due to the lack of resources that was available in the Pandemic. Apart from this better pricing, Ease of buying, and offers were also a component in driving people towards itself.

When asked about the various category of products people preferred to buy in the times of pandemic or to be delivered at their doorstep, Clothes were the most voted ones, followed by personal and healthcare, appliances, groceries and others. This shows about the trust Amazon has of its customers.

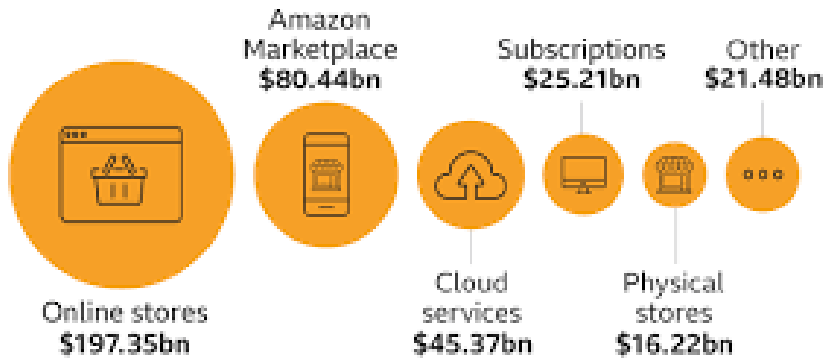
The needs of this Study was to know:-

- (i) To know the revenue growth of Amazon in FY20
- (ii) Which age group adapted to this inclination to E-Commerce more
- (iii) To know the response towards Amazon's services during Pandemic

- (i) To know the revenue Amazon generated in FY2020 –

The below diagram gives a better idea about how Amazon generates its Revenue.

## What's making Amazon its money?

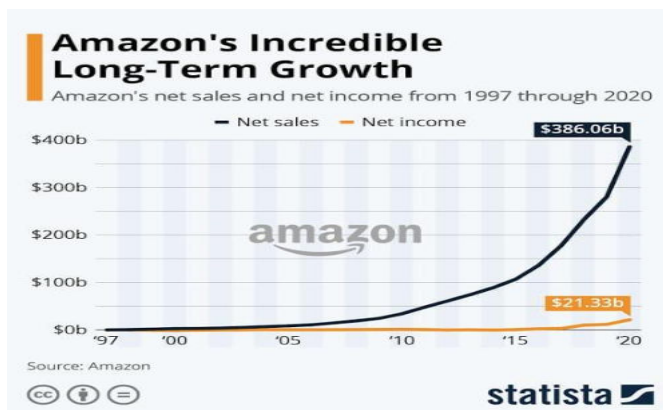


Source: BBC Research

BBC

Net sales increased 38% to \$386.1 billion, compared with \$280.5 billion in 2019. Excluding the \$1.4 billion favorable impact from year-over-year changes in foreign exchange rates throughout the year, net sales increased 37% compared with 2019.

### Annual net revenue of Amazon from 2006 to 2020, by segment



(ii) Which age group adapted to this inclination to E-Commerce more –  
From the questionnaire created the conclusion driven was that the age group 36 to 50 and above has adapted to the online shopping in these times of Pandemic.

(iii) To know the response towards Amazon's services during Pandemic.  
A positive response to Amazon's E-commerce service can be seen from observation gathered by the sample data. Which helps us conclude the fact that Amazon has infact seen a growth in these times of Covid19 Pandemic.

## 12. Suggestions

- Out of 100 respondents 78% respondents said that they will prefer Amazon over any other company, this shows that the company has great hold in the market but there are 22% respondents who prefer competitors also. To convert these respondents into own customers Amazon should find out the shortcomings and reasons that why respondents prefer other sites.
- When asked about the reason of preference,48% respondents said that they prefer Amazon because of its faster & better delivery services.53% responded because of the affordable prices and another 53% Range of products But in online shopping one of the main aspects of shopping is faster delivery and to cover this gap it is suggested that Amazon should provide even better services to the customers at the time of heavy orders or festive seasons.
- When asked whether they preferred online shopping before Pandemic 12% said that they didn't shop online much, but when asked if they would prefer online shopping after the Pandemic 14% were unsure about this. Amazon can look into this fact, My assumption can be the bad experience to which Amazon has begun its step to remove false reviews so that only the authentic reviews can help customer decide better, the other lag might be the difficulty in operating the app for the older age group.

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## 14. Annexure

Survey Questions: - The following set of questions was given to respondents for the purpose of study designed in Google Forms

1) Name - \_\_\_\_\_

2) Age group – (choose any one)

- 16 – 20 age
- 21 – 35 age
- 36 – 50 age
- 50 and above

3) Which website do you buy products from ? (choose any one)

- Amazon
- Flipkart
- Snapdeal
- Bigbasket

4) What do you like about the website? (Can choose multiple answers)

- Speed of delivery
- Customer services
- Affordable prices
- Range of products

5) How often did you shop in the past 15 months? (Choose any one)

- 1-3 times
- 4-6 times
- 7-9 times
- 9 and above

6) Did you prefer online shopping before Pandemic?(choose any one)

- Yes



- No

7) Reasons to shop online?(can choose multiple answers)

- Better Pricing
- Ease of Buying
- Better offers
- Lockdown
- All of the above

8) What category of Products did you buy? (can choose multiple answers)

- Groceries
- Appliance
- Personal and healthcare
- Clothes
- Others

9) How was your overall experience with website services?

- Very poor
- Poor
- Average
- Good
- Very good

10) Would you continue to use online shopping after The Pandemic?

- Yes
  - No
  - Maybe
-