

# **Project Report**

**“Study on customer satisfaction with online shopping services of  
Amazon”**

**Submitted to**

**G. S. College of Commerce & Economics, Nagpur**

**Affiliated to**

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

**Submitted by**

**Anushka Tiwari**

**Under the Guidance of**

**Prof. Afsar sheikh**

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**G.S. College Of Commerce & Economics, Nagpur**

**Academic Year 2022 – 23**



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**G.S. College Of Commerce & Economics , Nagpur**

**Academic Year 2022 – 23**



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## **CERTIFICATE**

This is to certify that “Anushka Tiwari“ has submitted the project report titled “(Study of customer satisfaction with online shopping services of 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 Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**Prof. Afsar Sheikh**

**(Project Guide)**

**Prof. Afsar Sheikh**

**(Co-ordinator)**

**Place:**

**Date:**



## **DECLARATION**

I here-by declare that the project with title “**Study on customer satisfaction with online shopping services of 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.

**Anushka Tiwari**

**Place:**

**Date:**



## **ACKNOWLEDGEMENT**

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

I am extremely thankful to my **Project Guide Prof.Afsar sheikh** for his guideline throughout the project. I tender my sincere regards to **Co-ordinator, Prof. Afsar Afsar sheikh** for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

**Anushka Tiwari**

**Place:**

**Date:**

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## **Introduction**

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

## **History of online shopping**

One of the earliest forms of trade conducted online was IBM's online transaction processing (OLTP) developed in the 1960s, which allowed the processing of financial

transactions in real-time. The computerized ticket reservation system developed for American Airlines called Semi-Automatic Business Research Environment (SABRE) was one of its applications. There, computer terminals located in different travel agencies were linked to a large IBM mainframe computer, which processed transactions simultaneously and coordinated them so that all travel agents had access to the same information at the same time.[2] At some point between 1971 and 1971, students at Stanford and MIT used the internet precursor ARPANET to make a deal to exchange marijuana, but the interaction doesn't qualify as e-commerce because no money was transferred online.

The emergence of online shopping as it is known today developed with the emergence of the Internet. Initially, this platform only functioned as an advertising tool for companies, providing information about their products. It quickly moved on from this simple utility to actual online shopping transaction due to the development of interactive Web pages and secure transmissions. Specifically, the growth of the Internet as a secure shopping channel has developed since 1994, with the first sales of Sting's album Ten Summoner's Tales. Wine, chocolates, and flowers soon followed and were among the pioneering retail categories which fueled the growth of online shopping. Researchers found that having products that are appropriate for e-commerce was a key indicator of Internet success. Many of these products did well as they are generic products which shoppers did not need to touch and feel in order to buy. But also importantly, in the early days, there were few shoppers online and they were from a narrow segment: affluent, male, 30+. Online shopping has come a long way since those early days and – in the UK – accounts for significant percentage (depending on product category as percentages can vary).

## Company profile

Amazon.com, Inc. is an American multinational technology company focusing on e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. It has been referred to as "one of the most influential economic and cultural forces in the world", and is one of the world's most valuable brands. It is one of the Big Five American information technology companies, alongside Alphabet (Google), Apple, Meta (Facebook), and Microsoft.

Amazon was founded by Jeff Bezos from his garage in Bellevue, Washington, on July 5, 1994. Initially an online marketplace for books, it has expanded into a multitude of product categories, a strategy that has earned it the moniker The Everything Store. It has multiple subsidiaries including Amazon Web Services (cloud computing), Zoox (autonomous vehicles), Kuiper Systems (satellite Internet), and Amazon Lab126 (computer hardware R&D). Its other subsidiaries include Ring, Twitch, IMDb, and Whole Foods Market. Its acquisition of Whole Foods in August 2017 for US\$13.4 billion substantially increased its footprint as a physical retailer.

Amazon has earned a reputation as a disruptor of well-established industries through technological innovation and "aggressive" reinvestment of profits into capital expenditures. As of 2023, it is the world's largest online retailer and marketplace, smart speaker provider, cloud computing service through AWS, live-streaming service through Twitch, and Internet company as measured by revenue and market share. In 2021, it surpassed Walmart as the world's largest retailer outside of China, driven in large part by its paid subscription plan, Amazon Prime, which has over 200 million subscribers worldwide. It is the second-largest private employer in the United States.

Amazon also distributes a variety of downloadable and streaming content through its Amazon Prime Video, Amazon Music, Twitch, and Audible units. It publishes books through its publishing arm, Amazon Publishing, film and television content through Amazon Studios, and has been the owner of film and television studio Metro-Goldwyn-Mayer since March 2022. It also produces consumer electronics—most notably, Kindle



e-readers, Echo devices, Fire tablets, and Fire TVs.

Amazon has been criticized for customer data collection practices, a toxic work culture, tax avoidance, and anti-competitive behavior.



### **History:**

Amazon was founded on July 5, 1994, by Jeff Bezos, who chose the Seattle area for its abundance of technical talent, as Microsoft was in the area.

Amazon went public in May 1997. It began selling music and videos in 1998, and began international operations by acquiring online sellers of books in the United Kingdom and Germany. The following year, it began selling music, video games, consumer electronics, home improvement items, software, games, and toys.

In 2002, it launched Amazon Web Services (AWS), which initially focused on providing APIs for web developers to build web applications on top of Amazon's ecommerce platform. In 2004, AWS was expanded to provide website popularity statistics and web crawler data from the Alexa Web Information Service. AWS later shifted toward providing enterprise services with Simple Storage Service (S3) in 2006, and Elastic Compute Cloud (EC2) in 2008, allowing companies to rent data storage and computing power from Amazon. In 2006, Amazon also launched the Fulfillment by Amazon program, which allowed individuals and small companies (called "third-party sellers") to sell products through Amazon's warehouses and fulfillment infrastructure.

Amazon purchased the Whole Foods Market supermarket chain in 2017.

During the COVID-19 pandemic, Amazon introduced a hazard pay of \$2-per-hour, changes to overtime pay, and a policy of unlimited, unpaid time off until April 30, 2020. The hazard pay increase expired in June 2020, and the paid time-off policy in May 2022. Amazon also introduced temporary restrictions on the sale of non-essential goods, and hired 100,000 more staff in the US and Canada. Some Amazon workers in the US, France, and Italy protested the company's decision to "run normal shifts" despite many positive COVID-19 cases. In Spain, the company has faced legal complaints over its policies. A group of US Senators wrote an open letter to Bezos in March 2020, expressing concerns about worker safety.

On February 2, 2021, Amazon announced that Jeff Bezos would step down as CEO to become executive chair of Amazon's board in Q3 of 2021. Andy Jassy, previously CEO of AWS, became Amazon's CEO. In January 2023, Amazon announced job cuts for over 18,000 workers, in an attempt to cut costs.

## Research study

- **Problem definition**

Today with technological and digital advancements almost everything can be done online, almost every service is available at fingertips. Similarly, online shopping is a type of service which is shifted online by customers on a large scale.

However, not everyone today is comfortable with the online mode of shopping. This is because of various reasons like, it is not so comfortable to judge and analyse the product before shopping, the product may not be available for customer at desired time, it becomes difficult to understand the exact requirement of customer, etc.

So, this is what the exact problem is, the online shopping is useful in various aspects and especially for customers today, but it is still not so developed that it can fulfill the needs of customers in desired manner.

Online shopping is in demand today, but various factors are still absent in this service due to which it lags behind the offline mode of shopping. However, it is very necessary to fill the loopholes present in the online shopping services as day by day life of people is becoming busier than before and thus online shopping will become a necessity in future, where such shortcomings may lead to the failure of online shopping mode to fulfill the demand.

- **Objectives:**

According to the problem defined above the primary objective of this research project is to find various shortcomings of online shopping services and the problems faced by customers with online shopping services, so that effective solutions for such problems can be discovered and implemented, so that this can be made more convenient for customers.

Hence, in order to achieve this objective, it is splitted into various parts, so following are the objectives for this research project:

**1) To analyse various factors influencing the delivery of online shopping services.**

A customer gets satisfied with his shopping when he gets the desired quality of the product , but satisfaction with online shopping is not just limited to the quality of product but it involves another major factor which is the delivery of product.

On the other hand , there are various factors involved in this service which makes it difficult to supply product from one place to other or makes it difficult for service provider to perform his service in desired manner and at desired time.

So , the first objective of this research is to find out the problems faced by customers as well as service providers with delivery services.

**2) study the entire process of online shopping services and to figure out the problems faced during execution of such services.**

This is the most important and major objective of this research project which is to analyse the various factors influencing online shopping services and to find the shortcomings in those factors in order to come up with a solution on them.

**3) observe whether people prefer online shopping over offline or not and if yes , then for which sort of commodities?**

The scope of this research is extended to find out the ratio of customer's preferring online shopping over offline shopping , and also to figure out that which commodities are preferred to be purchased online , while , which sort of commodities are likely to be purchased offline by customers.

**4) come up with shortcomings of online shopping service and to find out ways in order to make them more convenient.**

To find out various shortcomings of this service and associated with different factors ,and to put a effective solution for it.

- **Hypothesis:**

**1. Null hypothesis: There is a significant relationship between service quality and online customer satisfaction.**

The possible outcome for this research may suggest that there is a direct impact of service quality on customer satisfaction. It means, customer satisfaction can be increased by improving the service quality of online shopping services. Indirectly, it means that online shopping is a controllable factor.

**2. Alternate hypothesis: there is no significant relationship between service quality and customer satisfaction.**

This result may also have another outcome which states that customer satisfaction is not influenced by the service quality of online shopping. That means, the customer satisfaction in online shopping is a factor which cannot be controlled.

- **Scope of the study:**

As compared to the objectives of this research the scope of study is very limited, it only studies the experiences of online shopping customers of Amazon company and not the online shopping industry as a whole. So, it might happen that the shortcomings in online shopping services of Amazon are already fulfilled by some other shopping platforms.

The scope is also very limited as, the problems faced by customers of Amazon can only be noticed and the users of some other platforms may be dealing with other major problems.

So, this study is only limited to the innovations and shortcomings of Amazon company and not the entire online shopping industry.

## **Research Methodology**

### **TYPE OF RESEARCH USED.**

Research can be classified in many different ways on the basis of methodology of the research, the knowledge it creates, the user groups, the research problem it investigates, etc. Following is the methodology that we have used in research:

#### **Quantitative Research:**

In natural and social sciences, and sometimes in other fields, quantitative research is the systematic empirical investigation of observable phenomena via statistical, mathematical, or computational techniques. The objective of quantitative research is to develop and employ mathematical models, theories, and hypotheses pertaining to phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships.

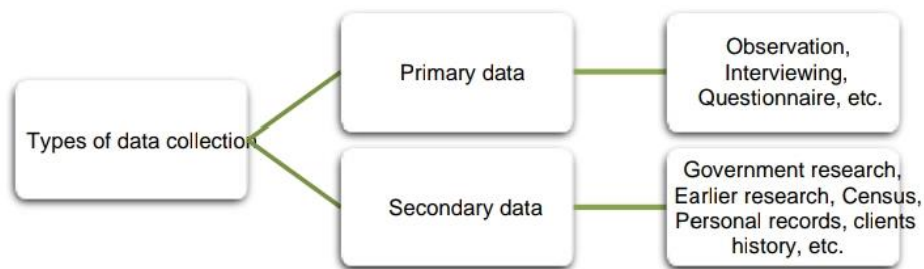
Quantitative research is generally closely affiliated with ideas from 'the scientific method', which can include:

- The generation of models, theories and hypotheses.
- The development of instruments and methods for measurement.
- Experimental control and manipulation of variables.
- Collection of empirical data.
- Modelling and analysis of data.

## QUANTITATIVE RESEARCH

ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> <li>● Specific research problem</li> <li>● Clear independent and dependent variable</li> <li>● High level of reliability</li> <li>● Minimum personal judgement</li> </ul>	<ul style="list-style-type: none"> <li>● Limited outcomes due to structured method</li> <li>● Unability to control the environment</li> <li>● Expensive (large number of respondents)</li> </ul>

### TYPES OF DATA USED



Here, we have used both Primary and Secondary Data while conducting research.

### **What is primary data?**

Primary data is the data collected directly by the researchers from main sources through interviews, surveys, experiments, etc. primary data are usually collected from the source –where the data originally, originated from and are regarded as the best kind of data in research.

In this project questionnaire method for survey is used for collection of primary data.

## **What is Secondary Data?**

Secondary data is the data that have been already collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data cannot be obtained at all.

Here various websites, books and journals are been referred for secondary data.



## **DATA ANALYSIS AND INTERPRETATION**

### **DATA ANALYSIS.**

Analysis of data is a process of inspecting, cleaning, transforming, and modelling data with the goal of discovering useful information, suggesting conclusion, and supporting decision making. The process of evaluating data using analytical and logic reasoning to examine each component of data provided... Data from various source is gathered, reviewed and then analyzed to form some sort of finding or conclusion.

Why do we analyze data?

The purpose of analyzing data is to get usable and useful information. The analysis, irrespective of whether data is quantitative or qualitative, may:

- Describe and summaries the data.
- Identify relationship between variables.
- Compare variables.
- Identify difference between variables.
- Forecast outcomes.

The research method used was survey through questionnaire.

A sample size of 36 people was taken.

### **Analysis of secondary data:**

1) what are the various factors influencing the delivery of online shopping services?

The result reveals that service quality of online shopping depends on ten distinct quality factors like fulfillment, system availability, privacy, efficiency, organized website, product quality, compensation, contact, responsiveness and branded product availability. From the analysis it can be concluded that 25.6% variance in the customer satisfaction can be explained by the service quality dimensions and three service quality dimensions namely fulfillment, system availability and product quality are found positively related with customer satisfaction towards online shopping in the country.

2) What are the problems faced during execution of online shopping services?

- **Cyber & Data Security:**

When it comes to eCommerce, one of the biggest challenges faced is security breaches. There is a lot of information/data that is involved while dealing with eCommerce and a technical issue with data can cause severe damage to the retailer's daily operations as well as brand image.

- **Online Identity Verification:**

When a shopper visits an eCommerce site, how would the retailer know if the person is who they say they are? Is the shopper entering accurate information? Is the shopper genuinely interested in the eCommerce products? If you do not have the accurate details or information, how do you proceed?

- **Attracting the Perfect Customer:**

Shoppers have a myriad of options to choose from these days. If they are looking to buy a handbag, they do some thorough research before finalizing on one. If

shoppers have several options, how do you make sure they pick you? How do you go about finding that perfect customer that wants your product, at your rate and to the places you can ship?

- Customer Experience:

Customer experience or user experience is key to a successful eCommerce website. Shoppers expect a similar if not same experience as one they would get in a brick and mortar store. The flow of the website, the segmentation of the website and the retail personalization of products based on the shopper's preferences are imperative.

- Customer Loyalty

Here are two facts that show the importance of customer loyalty:(a) It can cost up to 5 times more to acquire a new customer than retaining an existing one and (b) the success rate of selling to a current customer is 60-70% compared to only 5-20% success rate of selling to a new customer.

The above two facts are testament to how important customer retention or loyalty is. Once a customer makes a purchase or utilizes a service from a retailer, they have to make sure that they keep this customer for life.

- Converting Shoppers into Paying Customers:

One of the biggest ecommerce challenges is to convert visitors into paying customers. An eCommerce website might have a lot of traffic, a lot of clicks and impressions but they aren't making the sales they anticipated. What can they do to get more sales?

- Competition & Competitor Analysis:

the less you offer customers the more likely they are to actually purchase something. A lot of people these days are fatigued by all the options that are out there. A simple search (personalized search) for something like headphones will give you thousands of options – how does one make a choice?

From a retailer's standpoint, how do they stand out from the crowd? How do they bring shoppers to their website, instead of buying a similar product from their competitors?

- **Price & Shipping:**

We have all heard of customers that prefer to purchase products from places that have free shipping. eCommerce giants like Amazon provide such attractive shipping deals that customers seldom want to look at other places. How does one bring down costs for shipping?

- **Product Return & Refund Policies:**

According to ComScore, more than 60% of online shoppers say that they look at a retailer's return policy before making a purchase. When an eCommerce site says "no returns or refunds" it makes a shopper nervous and less likely to trust the retailer. When shopping online, customers want the flexibility of making a mistake that doesn't cost them.

- **Choosing the Right Technology/Partners To Fix Your eCommerce Challenges:**

Choosing the right technology or partner will make or break your business. A retailer's growth might be stunted because their technology is limiting them or because they have hired the wrong agency to help them manage their projects.

There are a lot of aspects that need to be in place for a successful retail business, but a good technology foundation is crucial.

- **Customer Support:**

With the scale of eCommerce increasing rapidly and with the rising number of users facing everyday issues with eCommerce services, Customer support has been augmented with chatbots which enable faster processing and response to tickets. However, many customers find themselves feeling uncomfortable or dissatisfied with automated responses from chatbots.

- **Cross-border eCommerce:**

A lot of eCommerce sites tend to stagnate due to the lack of interaction with customers outside their geographical and linguistic range. Users that do not speak the primary language used on the site tend to look for other retailers that can offer them a better user experience. Moreover, the differences in pricing, tax rates, etc., deter users from purchasing across borders.
- **Marketing Budgets:**

With digital marketing becoming the norm for most eCommerce businesses, more companies are flocking towards their digital and social media ad spends. With the demand for clicks and virtual advertising space increasing, so does the price. This can become very expensive for small and medium-sized retailers and in fact, this is one of the biggest eCommerce challenges that they face.
- **Going Omnichannel:**

Selling your products through multiple channels enables you to increase your overall revenue and Average Order Value(AOV). A customer that shops on multiple channels is likely to spend three-times more than the average customer. However, if not done right, some channels might lead to losses if they don't attract the right customers and the required volume of customers.
- **Data Privacy:**

Customers today are aware of the importance of their data and the need for data privacy. Device manufacturers like Apple are going the extra mile to ensure that their users' data are kept safe from third-parties. However, user data can also enable platforms to provide them a better user-experience.
- **Logistics:**

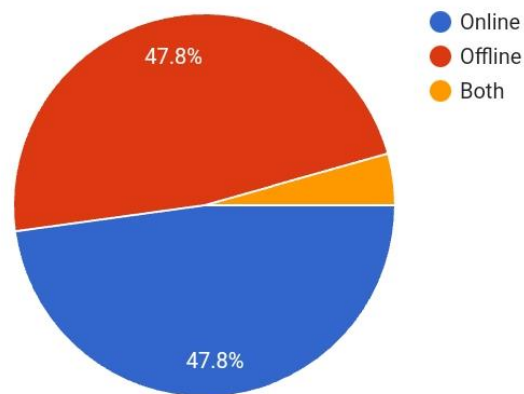
Companies across the world are affected by supply chain issues every year, and considering it is a layered process, issues and errors occur at multiple steps during the process, which leads to added expenses and delays.

- **Store Agility:**  
How rapidly can you roll out new features, post and market fresh content? Due to the rapid evolution of ecommerce, it is crucial that you implement an agile company model. Staying relevant and up-to-date with trends is crucial for eCommerce businesses to survive and thrive and provide their customers the best possible user-experience.
- **Customer Expectations:**  
Modern consumers these days are increasingly informed and aware with the advent of new technology and exposure to multiple brands and services. The modern consumer has high expectations for the kind of products and services they pay for and are constantly on the lookout for better experiences.
- **Placement of Elements within your page:**  
This might come across as surprising – but the design and placement of important elements such as the navigation bar, tabs etc., on your website can significantly impact your conversions and sales because your user-interface contributes to the customer’s experience on your site. Users tend to be wary of sites that they cannot easily navigate through .
- **Sustainability:**  
Retailers are now being incentivized to market their goods and delivery services as having a low environmental impact due to the increased global attention on sustainability due to consumer demand. Nearly 60% of consumers are ready to alter their purchase patterns in order to lessen their impact on the environment.

**Analysis of primary data :**

Preference of online/offline mode of shopping:

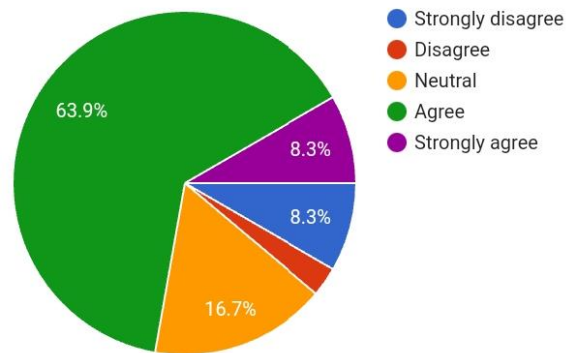
Online	Offline	Both
47.8%	47.8%	4.4%

**Interpretation:**

Here, 47.8% of customers find online mode of shopping more convenient and exactly same number of customers find offline mode more convenient. However, only 4.4% of customers find both the modes equally convenient. Hence, it can be concluded that both online and offline modes of shopping mode are equally preferred by customers at present.

User experience about Amazon app/website:

Amazon app/website is user friendly	
Strongly agree	8.3%
Agree	63.9%
Neutral	16.7%
Disagree	2.8%
Strongly disagree	8.3%



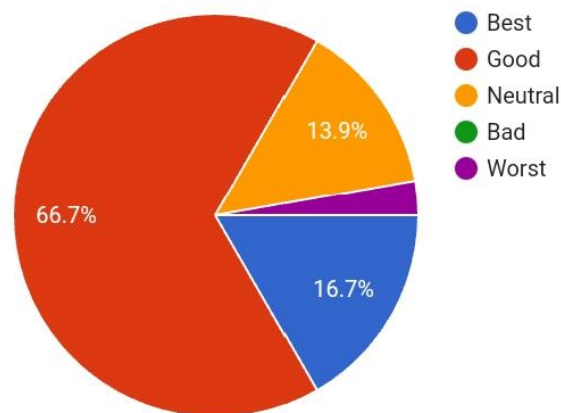
### Interpretation:

Here, Among 36 user's of Amazon 63.9% customers agree and 8.3% customers strongly agree that the online application/website of 'Amazon' is user friendly. It means 72.2% of customers find the online application/website user friendly. However, 16.7% of customers have neutral opinion and 11.1% of customers do not find it user friendly. Hence, the online application/website of Amazon can be said user friendly.



## Customer care services of Amazon:

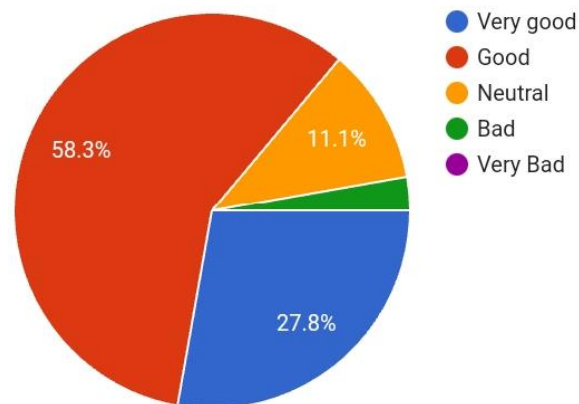
How are the customer care services of Amazon	
Best	16.7%
Good	66.7%
Neutral	13.9%
Bad	0%
Worst	2.7%

**Interpretation:**

Here, 66.7% of user's find customer care services of Amazon good, while 16.7% and 13.9% user's find it best and neutral respectively. However, a very little proportion of customers i.e., 2.7% of them find it worst. The above data indicates that majority of customers are satisfied by Amazon's customer care services.

### Payment mechanism of Amazon:

How's the payment mechanism of Amazon	
Very good	27.8%
Good	58.3%
Neutral	11.1%
Bad	2.8%
Very Bad	0%

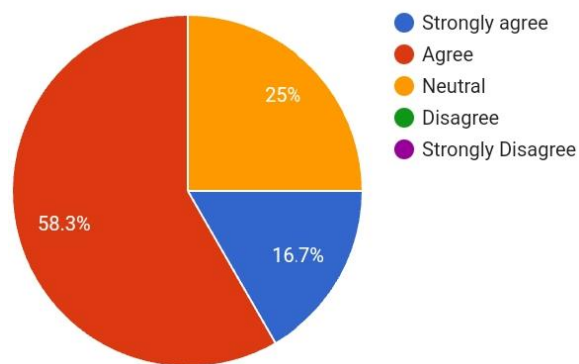


### Interpretation

Payment mechanism of 'Amazon' is good and very good according to the 58.3% and 27.8% of customers respectively. 11.1% being neutral and 2.8% find it bad. However, any customer don't find it very bad. Therefore, it can be concluded that customer satisfaction is high in respect to Amazon's payment mechanism.

## Reliability of information about products:

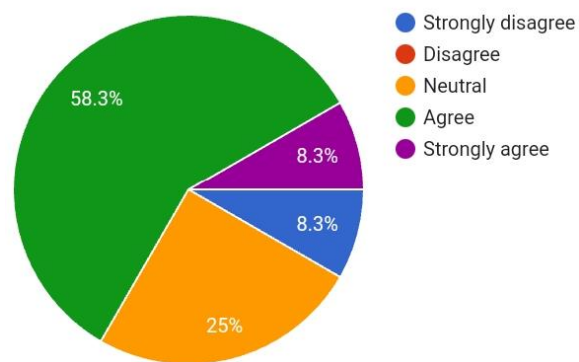
Information provided about products is reliable	
Strongly agree	16.7%
Agree	58.3%
Neutral	25%
Disagree	0%
Strongly disagree	0%

**Interpretation:**

58.3% of customers agree, and 16.7% of customers strongly agree that the information provided on Amazon about the product is reliable for online shopping. While, 25% of them have a neutral opinion on it. There is no negative opinion for this question at all. Hence, it is clear that information reliability provided about the product on Amazon is highly reliable.

### Information about current status of ordered product:

Information about current status of orderd product is true	
Strongly agree	8.3%
Agree	58.3%
Neutral	25%
Disagree	0%
Strongly disagree	8.3%

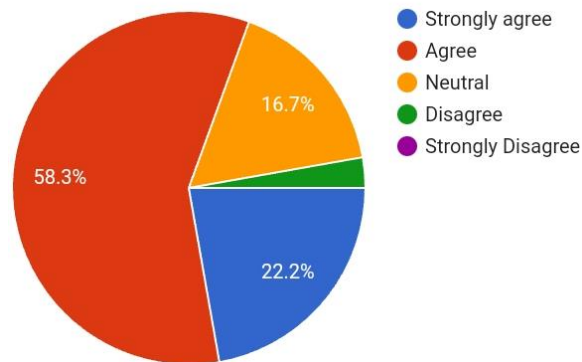


### Interpretation

58.3% and 8.3% of customers agree and strongly agree that they are satisfied with the information about the current status of the product . While, 25% of customers have neutral opinion and 8.3% customers strongly disagree with the same . This indicates that customer satisfaction is high with respect to current status of their products is Average.

Notifications about current offers:

Notifications about current offers is received timely	
Strongly agree	22.2%
Agree	58.3%
Neutral	16.7%
Disagree	2.8%
Strongly disagree	0%

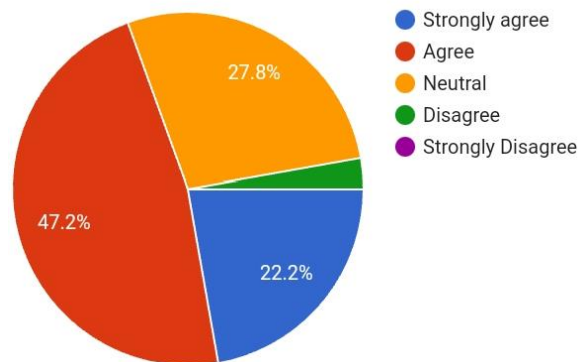


**Interpretation:**

58.3% and 22.2% of customers agree and strongly agree that they receive notifications about current offers timely. 16.7% of customers have a neutral opinion, while 2.8% of customers disagree for the same. From this data it can be concluded that customers are satisfied with the notifications about current offers.

Delivery of product on time:

Products are received timely	
Strongly agree	22.2%
Agree	47.2%
Neutral	27.8%
Disagree	2.8%
Strongly disagree	0%

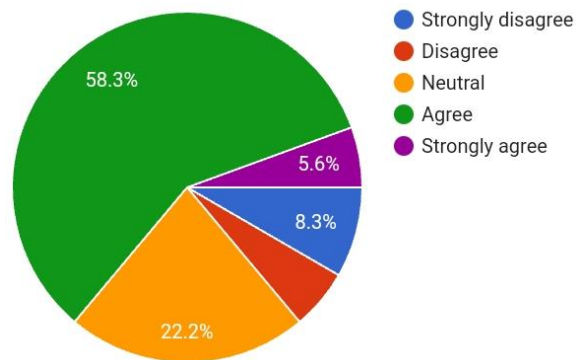


### Interpretation

Here, getting the product on prescribed date is agreed and strongly agreed by 47.2% and 22.2% customers, respectively. While, 27.8% of customers have neutral opinion and 2.8% customers disagree with it. It means customers are satisfied with the time taken for delivery of products.

## Price worthiness of product quality:

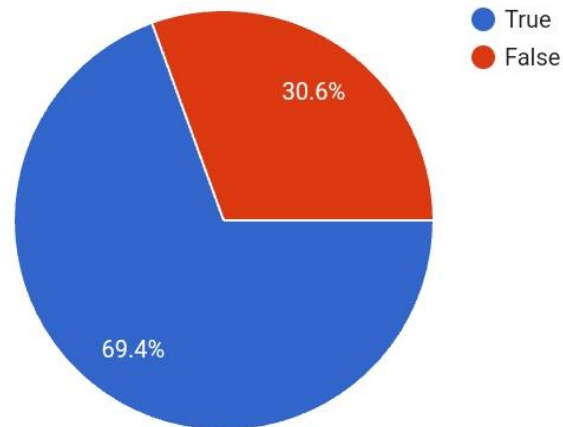
Quality of products is price worthy	
Strongly agree	5.6%
agree	58.3%
Neutral	22.2%
Disagree	5.6%
Strongly disagree	8.3%

**Interpretation**

Price worthiness of Amazon products is agreed and strongly agreed by 58.3% and 5.6% of customers respectively. 22.2% of them have neutral opinion on it and 8.3% and 5.6% of customers strongly disagree and disagree, respectively. Hence, there is an average satisfaction among customer's about price worthiness of product quality.

Resemblance of product, with the image of it on site/app.

Products vary from the images shown on site/app	
True	69.4%
False	30.6%



**Interpretation:**

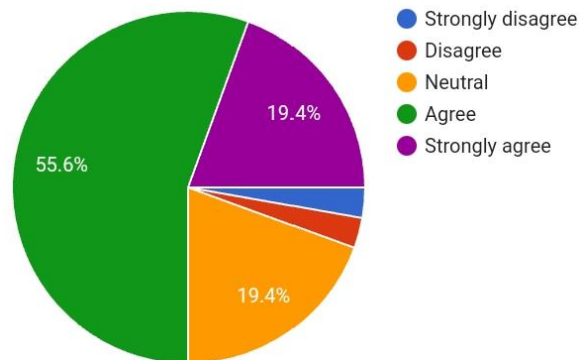
69.4% of customers get variations in product as compared to the images shown on website. While, 30.6% of them don't find variations in product. Hence, it can be concluded that products are not as expected by the customers.

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### Product safety in packaging and transportation:

Packaging and transportation keeps the product safe	
Strongly agree	19.4%
Agree	55.6%
Neutral	19.4%
Disagree	5.6%
Strongly disagree	5.6%

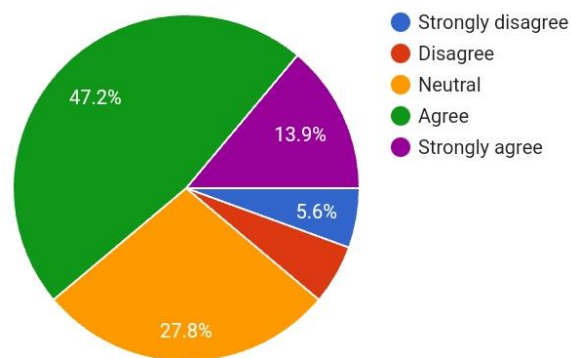


### Interpretation:

55.6% of customers agree and 19.4% customers strongly agree that the packaging and transportation of products keep them safe. However, 5.6% of customers strongly disagree and disagree for the same . 19.4% of customers have a neutral opinion on it.Hence, it can be concluded that customer's are satisfied with the packaging and transportation of Amazon online shopping services.

Return and exchange method:

Return and exchange method is convenient	
Strongly agree	13.9%
Agree	47.2%
Neutral	27.8%
Disagree	5.5%
Strongly disagree	5.6%

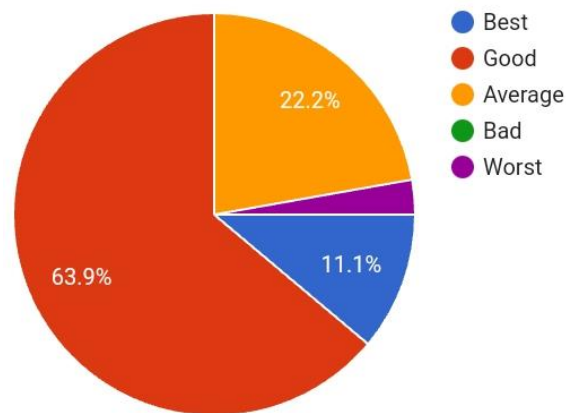


**Interpretation:**

13.9% of customers and 47.2% customers strongly agree and agree that the return and exchange method of Amazon is convenient. 5.6% customers strongly disagree and 5.5% of customers disagree. While, 27.8% customers have neutral opinion on it. It means customer's are satisfied with return and exchange methods.

## Product quality:

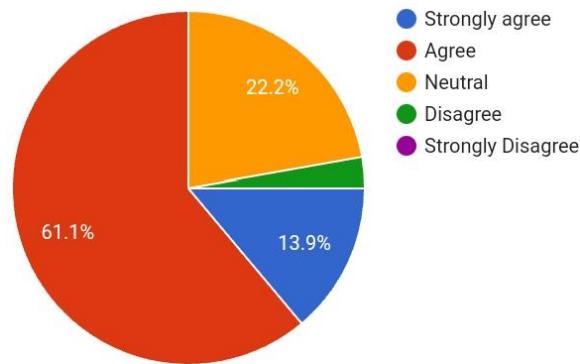
How's the product quality of Amazon?	
Best	11.1%
Good	63.9%
Average	22.2%
Bad	0%
Worst	2.8%

**Interpretation:**

Quality of products is found good by 63.9% of customers and best by 11.1% of customers. 22.2% of customers found the product quality average, 2.8% of customers find the worse product quality. It proves that customer's are highly satisfied with the product quality

### Efficiency of a shopping on Amazon:

Shopping on Amazon is efficient	
Strongly agree	13.9%
Agree	61.1%
Neutral	22.2%
Disagree	2.8%
Strongly disagree	0%

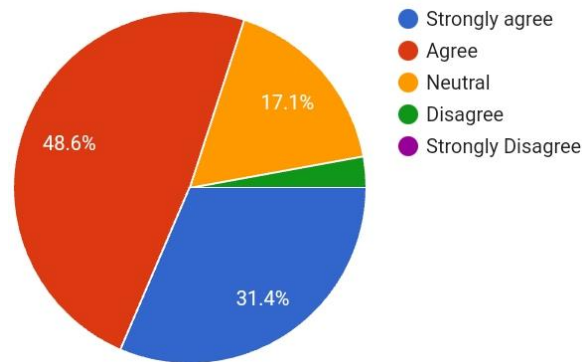


### Interpretation:

Efficiency of online shopping on Amazon is agreed and strongly agreed by 61.1% and 13.9% of customers. Where, 2.8% customers disagree with the same and 22.2% of customers have neutral opinion on it. Hence, it can be concluded that customers are highly satisfied with the price of products on Amazon.

### Variety of products on Amazon:

Amazon offers variety in it's products	
Strongly agree	31.4%
Agree	48.6%
Neutral	17.1%
Disagree	2.9%
Strongly disagree	0%



#### Interpretation:

31.4% and 48.6% customers strongly agree and agree that the Amazon offers variety of products. 17.1% of customers have a neutral opinion and 2.9% customers disagree with it. Hence, it can be concluded that customers are satisfied with the variety of products on Amazon.

## **Findings, Conclusion and limitation**

### **Findings:**

- Here, 47.8% of customers find online mode of shopping more convenient and exactly same number of customers find offline mode more convenient. However, only 4.4% of customers find both the modes equally convenient. Hence, it can be concluded that both online and offline modes of shopping mode are equally preferred by customers at present.
- Here, Among 36 user's of Amazon 63.9% customers agree and 8.3% customers strongly agree that the online application/website of 'Amazon' is user friendly. It means 72.2% of customers find the online application/website user friendly. However, 16.7% of customers have neutral opinion and 11.1% of customers do not find it user friendly. Hence, the online application/website of Amazon can be said user friendly.
- Here, 66.7% of user's find customer care services of Amazon good, while 16.7% and 13.9% user's find it best and neutral respectively. However, a very little proportion of customers i.e., 2.7% of them find it worst. The above data indicates that majority of customers are satisfied by Amazon's customer care services.
- Payment mechanism of 'Amazon' is good and very good according to the 58.3% and 27.8% of customers respectively. 11.1% being neutral and 2.8% find it bad. However, any customer don't find it very bad. Therefore, it can be concluded that customer satisfaction is high in respect to Amazon's payment mechanism.
- 58.3% of customers agree, and 16.7% of customers strongly agree that the information provided on Amazon about the product is reliable for online shopping. While, 25% of them have a neutral opinion on it. There is no negative opinion for this question at all. Hence, it is clear that information reliability

provided about the product on Amazon is highly reliable.

- 58.3% and 8.3% of customers agree and strongly agree that they are satisfied with the information about the current status of the product . While, 25% of customers have neutral opinion and 8.3% customers strongly disagree with the same . This indicates that customer satisfaction with details of current status of their products is Average.
- 58.3% and 22.2% of customers agree and strongly agree that they receive notifications about current offers timely. 16.7%of customers have a neutral opinion, while 2.8% of customers disagree for the same.From this data it can be concluded that customers are satisfied with the notifications about current offers.
- Here, getting the product on prescribed date is agreed and strongly agreed by 47.2% and 22.2% customers, respectively.while, 27.8% of customers have neutral opinion and 2.8% customers disagree with it.It means customers are satisfied with the time taken for delivery of products.
- Price worthiness of Amazon products is agreed and strongly agreed by 58.3% and 5.6% of customers respectively. 22.2% of them have neutral opinion on it and 8.3% and 5.6% of customers strongly disagree and disagree, respectively.Hence, there is an average satisfaction among customer's about price worthiness of product.
- 69.4% of customers get variations in product as compared to the images shown on website. While, 30.6% of them don't find variations in product.Hence , it can be concluded that products are not as expected by the customers.
- 55.6% of customers agree and 19.4% customers strongly agree that the packaging and transportation of products keep them safe. However, 5.6% of customers strongly disagree and disagree for the same . 19.4% of customers have a neutral opinion on it.Hence, it can be concluded that customer's are satisfied with the packaging and transportation of Amazon online shopping services.

- 13.9% of customers and 47.2% customers strongly agree and agree that the return and exchange method of Amazon is convenient. 5.6% customers strongly disagree and 5.5% of customers disagree. While, 27.8% customers have neutral opinion on it. It means customer's are satisfied with return and exchange methods.
- Quality of products is found good by 63.9% of customers and best by 11.1% of customers. 22.2% of customers found the product quality average, 2.8% of customers find the worse product quality. It proves that customer's are highly satisfied with the product quality.
- Efficiency of online shopping on Amazon is agreed and strongly agreed by 61.1% and 13.9% of customers. Where, 2.8% customers disagree with the same and 22.2% of customers have neutral opinion on it. Hence, it can be concluded that customers are highly satisfied with the price of products on Amazon.
- 31.4% and 48.6% customers strongly agree and agree that the Amazon offers variety of products. 17.1% of customers have a neutral opinion and 2.9% customers disagree with it. Hence, it can be concluded that customers are satisfied with the variety of products on Amazon.



- Following are the difficulties faced while providing online shopping services:
  1. Cyber data security
  2. Online identity verification
  3. Attracting the perfect customer
  4. Customer experience
  5. Customer loyalty
  6. Converting shopper's into paying customers.
  7. Competition and competitor analysis.
  8. Price and shipping
  9. Product return and refund policy.
  10. Choosing right technology partners
  11. Customer support
  12. Cross-border e-commerce

**Conclusion:**

From the above data analysis and interpretation it can be concluded that the customer satisfaction of online shopping services of Amazon is at a average level. However , problems faced by the service providers too. Hence , it can be concluded that there is significant relationship between the service quality and customer satisfaction.

**Limitation:**

This research however has a very limited scope , as it was limited to only 36 customers , and Amazon is a platform very a lot of customers shop . Also , it is limited in relation to the objectives of study as , the objective of this study was to figure out problem with the online shopping services , but the research is limited to the online shopping services of Amazon only.

**Suggestions**

As , factor of customer dissatisfaction is the related to the quality of product.i.e., it's price worthiness and resemblance of product with that of image. Amazon should work upon the quality of products and should try to make the products price worthy.

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## Appendices

### Questionnaire

Q.1) I find 'Amazon' App/website user friendly.

A) Strongly agree

B) Agree

C) Neutral

D) Disagree

E) Strongly agree

Q.2) How are the customer care services of 'Amazon'?

A) Best

B) Good

C) Neutral

D) Bad

E) Worst

Q.3) Payment mechanism of 'Amazon' is:

A) Very good

B) good

C) Neutral

D) Bad

E) Very bad

Q.4) I find information provided by Amazon about it's product reliable.

A) Strongly agree

B) Agree

C) Neutral

D) Disagree

E) Strongly disagree

Q.5) I am satisfied with the information provided about the current status of my ordered product.

A) Strongly agree

B) Agree

C) Neutral

D) Disagree

E) Strongly disagree

Q.6) I receive the notifications about current offers timely.

A) Strongly agree

B) Agree

C) Neutral

D) Disagree

E) Strongly disagree

Q.7) I receive the products on prescribed date.

A) Strongly agree

B) Agree

C) Neutral

D) Disagree

E) Strongly disagree

Q.8) Quality of products is price worthy.

A) Strongly agree

B) Agree

C) Neutral

D) Disagree

E) Strongly disagree

Q.9) There is no variation in product quality , when compared to the picture shown.

A) True

B) False

Q.10) The packaging and transportation of product , keeps the product safe.

A) Strongly agree

B) Agree

C) Neutral

D) Disagree

E) Strongly disagree

Q.11) I find the return and exchange method of Amazon convenient.

A) Strongly agree

B) Agree

C) Neutral

D) Disagree

E) Strongly disagree

Q.12) How's the quality of products received?

A) Best

B) Good

C) Average

D) Bad

E) Worst

Q.13) I find it efficient to shop on Amazon.

A) Strongly agree



B) Agree

C) Neutral

D) Disagree

E) Strongly disagree

Q.14) Amazon offers large variety of products.

A) Strongly agree

B) Agree

C) Neutral

D) Disagree

E) Strongly disagree