A STUDY ON THE CUSTOMERS' SATISFACTION TOWARDS "AMAZON FRESH" ONLINE PLATFORM: AN CRITICAL ANALYSIS

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ABSTRACT

We face many millions of problems when we entered into the world of online shopping. Amazon also one of the online shopping applications sites that nowadays reached to millions of people everywhere. There are some problems that customer deals with like Defected in the product that leads to the customer peace of mind decreases Delay in the delivery of goods and products is also one of the problems that affect the serenity of the customer. The product which customers are choosing might been delivered wrong like, different in color or design etc.Some goods or product, which customer needs may not be available sometimes. Or occasionally the product will not be currently available to the address of the customer. This project is taking a look of consumer complacency with references to Amazon online shopping. The main objective of this project is to understand the customers' opinion towards amazon in Kanpur city and to analyse the customers' satisfaction towards online shopping on amazon. The study consisted with all the work flows of major e-commerce players they made consumers work easier and more comfortable and finally this project is concluded by saying that In India most of the people are used traditional means to buy their online store and for them it's going to take a few years to change. But the categories of peoples especially the elite group are using the system; there is a bright future for online stores.

Keywords: Online shopping, Customer, e-commerce, customers' satisfaction.

INTRODUCTION

This project is taking a look of consumer complacency with references to Amazon online shopping. Online shopping is now days used everywhere or in every corner of the world, and it's happening only because of internet, customers directly make an order of something they need through online. The meaning of online shopping is the process of buying goods and services from merchants over the Internet. Amazon is the one site that customers used for purchasing many products. Online shopping makes an easier for customer to choose different variety of product which they want, that the reason online shopping is properly used nowadays.

CONSUMER SATISFACTION AND LOYALTY IN THE ONLINE MARKET

Consumer satisfaction from the online experience and creating brand or site loyalty are critically important for companies that want to have a long run presence on the web. There are two approaches taken to include loyalty into consumers in an online context. One approach is to focus on concrete factors. For example, creating a convenient and well-designed online store and offering secure transactions are the keystones of satisfying e-consumers. However, all satisfied consumers do not become loyal. Personalization attempts and increasing the social value of online experiences are very important to make consumers build strong brand relationships in the cyber world. Even though the contend the opposite, some studies find that personalized web sites and customer groups are highly important on the consumer brand relationship particularly for experienced Internet consumers. Besides, businesses that can create trust and increase the perceived value of online shopping can turn their satisfied consumers into loyal ones in the e-marketing environment, too. The online environment accommodates so many opportunities for creating loyalty that even offline offering can be effectively facilitated with supporting after sale services provided through the Web.

PERIOD OF THE STUDY

The study was conducted during 3 months.

SAMPLE SIZE

A sample size of 120 respondents is taken to study belonging to Kanpur city.

SAMPLING PROCEDURE

The study was confined to Kanpur city. For the determination of collection of data, convenient sampling method has been adopted through questionnaire

DATA ANALYSIS AND INTERPRETATION

Table Shows the Source of Awareness of the Amazon

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Advertisement	32	26.7%
2	Magazines	25	20.8%
3	Newspaper	42	35%
4	Friends	21	17.5%
	TOTAL	**120**	**100**

Customer's Opinion on Frequency of Purchase

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Regularly	11	9.2%
2	Once in a week	30	25%
3	Once in a month	48	40%
4	Once in a year	31	25.8%
	TOTAL	**120**	**100**

Customer Satisfaction through Amazon

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Highly satisfied	26	21.7%
2	Satisfied	53	44.2%
3	Dissatisfied	32	26.7%
4	Highly dissatisfied	9	7.5%
	TOTAL	**120**	**100**

Customer's Factors Influencing

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Price	28	23.3%
2	Advertisements	35	29.2%
3	Offers	38	31.7%
4	Others	19	15.8%
	TOTAL	**120**	**100**

Customer's Difficulties through Amazon Shopping

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Delay in delivery	34	28.3%
2	Cheap quality of product	35	29.2%
3	Product damage	40	33.3%
4	Non delivery	11	9.2%
	TOTAL	**120**	**100**

SUGGESTION

This project has been made from the personal contact with the respondents who have purchased products and services through amazon. It is concluded that most of the respondents have a good opinion about the amazon through there are some problems to be improved by the vendors and service providers.

1.   Transactions should be safe and security assured to the people.

2.   There are so many cases where people felt that the product have been damaged while delivery. So, the products have to be treated with care.

3.   Customers face low level of satisfaction in amazon while making online purchases. In order to increase satisfaction among customers, more security features have to be incorporated, delivery time has to be reduced to a maximum extend.

CONCLUSION

The study consisted with all the work flows of major e-commerce players in India, and Amazon. How they are performing and how they are running perfectly in the competitive world has been explained. The innovative thinking of them to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more consumers. They made consumers work easier and more comfortable. In this competitive market one has to be lead and rest flow. Based upon consumers survey we got our clear winner and it is Amazon. Even though it is an international company it understood Indians very well and made its roots stronger in India. Amazon even though it is new company compared to Amazon. Maybe it takes some time to overcome, but definitely they are doing well in Indian e-commerce.

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