An Empirical Investigation of customer's perspective towards Amazon shopper in Mysore City

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Abstract—**Digital India is the upshot of many innovations and technological advancements keep the customer on top of the scale of change and ensure their preferences wide variety of products and services is touch point's where the consumer is spending their time on internet-based shopping. In spite of high penetration rate of internet and high population the contribution of online shopping has been increased. it is imperative to attract new customers and increase customer's retention and to achieve these objectives it is crucial to implement online shopping. The main objectives of this study is to highlight the demographic profile of Amazon shopping customers in Mysuru City and to assess the major reasons for customers chosen Amazon shopping and also analyzes the customer satisfaction level related goods and services provided by the Amazon shopping. Finally this paper examines the main problems faced by customers related to Amazon shopping. The present study has been collected from primary data was collected on the basis of questionnaire, the population or sample size for study was only 150 customers of Amazon online shoppers. For the purpose of analysis of data based on normality test applied for parametric tests such as, mean, standard deviation, one sample t - test etc. Finally this study results majority of the customers are opined that Amazon are the major digital shopping sites used to buy the different categories of product and also quantity issues of products and difficulties in e-payments are the major problems faced by customers through Amazon shopping sites in India.**

Index Terms—**Digitalization, On-line shopping, Amazon, Customer Services.**

I. THE PROLOGUE

The present scenario online shopping trend spread very fast around the country.The Neilson Company conducted survey in 2010 and polled over 27000 internet user in 55 market from as a in pacific, Europe, middle east, north America a to look at how consumers shop online‖(Neilson, 2010). Globally online shopping is made on books and cloths as per survey data. Most people are interested to purchase and bought usually books and cloths. Alternative names are: e-web-store, e-shop, e-store, internet shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer 's mobile optimized online site or app. Internet makes life simple and innovative. People are doing business online and trade has become easier and faster. Internet provides new ways to promote business. Website becomes the essence of online business as to show their services and products. Internet gathers all competitors and consumers in one place.

Online shopping is a kind of electronic commerce, which allows consumers to directly buy goods or services from a person who sells over the Internet using a web search engine. Globally, large number of people is buying through online because it is more convenient to them. Online shopping has become popular in 1999-2000.Amazon.com, instituted a history by becoming the pioneer bookstore with a presence only on the internet. Later, Yahoo.com and MSN.com also instituted online shopping channels where people could buy more than just books. Consumer's mentality and shopping models are changing very fast. Online shopping is going to become mainstream in the coming years.

According to a study, In India overall 72% of young people access internet on regular basis. While online shopping is still not popular in India, but the numbers are growing every year. Amazon says that India's e-commerce business bounced by more than 80% in 2013 and the trend is likely to continue for at least the next five – six years. Flipkart Co-founder Sachin Bansal said that the e-commerce business in India is expected to reach around $50-70 billion by 2020 on

the back of fast developing internet connected population and development in related infrastructure like amount payment and delivery systems. It is expected that, over half billion Indians will switch to smart phones in the next five to six years. This will be a big driver of e-commerce business in India

the U.S.'s and more than doubles Europe's. Of these, 500 million, around 35 percent, are internet users. As perresearches the yearly growth rate of internet users is highest in India around six million users join every month.

II. REVIEW OF LITERATURE

Bahru (2014), he emphasized a study on "The Impact of Electronic Customer Relationship Management on Consumers Behavior". He further explains the behavior of consumers toward organizations and the emergence of electronic commerce that brought a positive change towards business in a global market. He focus is to discuss the positive and negative impacts of electronics customer relationship management (E-CRM).

Nazir (2016), he addressed a study on "How Online Shopping Is Affecting Consumers Buying Behavior in Pakistan?".He analyzed factors affecting the consumers directly for online shopping. To this end, a survey was conducted and the 120 questionnaires were distributed among the students of different universities and the general public. Finally he come out with the results of the survey analysis has shown that most of the people already shopping online and prefer to make their purchases online.

Narang (2018), made attempt in this paper to understand Digital India – as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens and digitally empowered society, with good governance for citizens by bringing synchronization and co-ordination in public accountability, digitally connecting and delivering the government programs and services to mobilize the capability of information technology across government departments in India.

Gupta (2019), he attempt a study on "Comparative Study of Online and Offline Shopping: A Case Study of Rourkela in Odisha".He tries to recognize that, how consumer measure channels for their purchasing. Specifically, it progresses a conceptual model that addresses consumer value perception for using the internet shopping versus the traditional shopping.He mainly finds out that female are more into online shopping than male. Since last two years as population are more aware of the technology the online shopping increased immensely fairly important to go for e-shopping.

Mahalaxmi (2020), she conducted a study on "A Study on Impact of Digital Marketing in Customer Purchase Decision in Trichy".She examine the implication of digital marketing in consumer purchase decision and to find out that the consumers are aware of digital marketing and the digital channels influence in their purchase decision and she carried out through survey from50 respondents.The findings revealed that customers are aware of digital marketing and they prefer to by electronic and shopping goods through digital channels in their purchase behavior and this study is performed particular geographical area to judge the purchase decisions of all customers of various regions of Trichy.

Muthumani (2021), he focused a study on "Problems Faced by Customers on Online Shopping in Virudhunagar District".He attempt is made to know the products purchased by consumers from online stores and to identify the types of problems faced by consumers while buying goods from online shopping and this study is based on primary data. Finally he give suggestions a consider the advantages and disadvantages carefully so the researcher can make an informed decision about what's best for customer also given to overcome the problems faced by online shopping consumers in Virudhunagar District.

Gopinath (2022), he conducted a study on the customer's satisfaction towards Amazon with Special Reference to South Chennai. He mainly focused on the purchasing pattern of the consumers, to evaluate the satisfaction level of services provided by Amazon,.He collected data from 100 respondents the study area of South Chennai city. Finally this study results shopper can visit web site and shop just sitting in form of computer. Ability of the internet contains wide range of collecting information, supplying a service or purchasing a product Amazon should work towards them so that it can increase its customers.

III. OBJECTIVES OF THE STUDY

1. To highlight the demographic profile of Amazon shopping customers in Mysuru City;
2. To assess the major reasons for customers chosen Amazon shopping site;
3. To analyzes the customer satisfaction level related goods and services provided by the Amazon shopping.;
4. To examine the main problems faced by customers related to Amazon shopping; and
5. To offer suggestions in the light of the study.

IV. RESEARCH METHODOLOGY

The present study has been collected from both primary and secondary sources. The primary data was collected on the basis of issuing questionnaire. Sample for the study was Amazon online shopping customers in Mysuru City. The total population size is indefinite; therefore sample size is universe, for study only 150 respondents, which is considered optimum for the study. The method of sampling used is convenient simple random sampling. Secondary data was gathered from different sources such as, Internet, website, Professional Magazines, refereed journals related on digitalization of customer services. For the purpose data analyze applied test of normality of data. *A significant test means the sample distribution is not shaped like a normal curve (p < 0.05).* The sample size is small N = 17 therefore to test the normality of data used Shapiro-Wilks W test (P=0.538). therefore the data is normally distributed we applied parametric test mentioned, one way ANOVA, mean, standard deviation, one sample T-test etc.

V. HYPOTHESES

- H1: There is no significant difference between demographic profiles of Amazon shopping customers.
- H2: There is no significant relationship between major reasons for customers chosen Amazon shopping site.
- H3: There is a significant relationship between customer satisfaction level related goods and services provided by the Amazon shopping company.
- H4: There is no significant difference among problems faced by customers related to Amazon shopping.

VI. ANALYSIS AND INTERPRETATION

1. Demographic Profile of Amazon Customers:
Table No.1 visualizes the demographic profile of Amazon online shopping users in Mysuru city. The overall respondents numbering, 150 customers out of that 90 respondents are belongs to male category and 60 respondents are belongs female category this shows male customers more used Amazon shopping. In the context of age pattern, majority of the respondents numbering, 65 and 45 customers belongs to age group of between 19-30 years and between 30-40 years respectively, this shows younger and middle age generations were more used Amazon shopping compared to adult generation. Further the educational background of the respondents majority numbering, 70 and 50 respondents were post graduates and graduates respectively. In the context of occupation of customers, majority numbering, 40 and 35 respondents were belongs to private employee and businessmen respectively. In the context of monthly income level of the customers, Majority numbering, 45 and 62 respondents were belongs to monthly income level of between Rs. 20,000 to Rs.30,000 and above Rs. 30,000 respectively. Further majority 60 and 50 respondents are opinioned that monthly and when required they use Amazon shopping sites respectively. To calculate, independent chi square test for data of gender profile, age pattern occupation and frequency of purchase from Amazon of the respondents, the P value (Sig 2-tailed) is 0.001,0.000, 0.002 and 0.004 which is less than the Alpha value of 0.05, it was found to be significant. Therefore the results indicate that the stated null hypothesis to be rejected and alternative hypothesis is accepted. Further the data of age pattern, education background and level of monthly income, the P value (Sig 2-tailed) is 0.0078 and 0.091, which is more than the Alpha value of 0.05, it was found to be Insignificant. Therefore the results indicate that the stated null hypothesis to be accepted and alternative hypothesis is rejected.

Table No.1 Demographic Profile of Online Customers

Personal Factors	Classification	Frequency	Chi Square Test
Gender	Male	90	*3.481* *P=0.001* *(H0 Significant)*
	Female	60	
Age Pattern	Below 18 years	25	*6.502* *P=0.000* *(H0 Significant)*
	Between 19-30 Years	45	
	Between 31-45 Years	65	
	Above 45 Years	15	
Educational Background	Under graduation	30	*4.812* *P=0.078* *(H0 In Significant)*
	Graduation	50	
	Post Graduation	70	
Occupation	Housewife	20	*5.108* *P=0.002* *(H0 Significant)*
	Students	25	
	Private Employees	40	
	Government Employees	30	
	Business and others	35	
Level of Monthly Income	Below Rs.10000	15	*4.321* *P=0.091* *(H0 In Significant)*
	Between Rs.10000-20000	28	
	Between Rs. 20000-30000	45	
	Above Rs. 30000	62	
Frequency of Purchase from Amazon	Weekly	40	*3.627* *P=0.004* *(H0 Significant)*
	Monthly	50	
	When Required	60	

Source: Field Survey.

2. **Reasons for customers chosen Amazon for Shopping:**

Table No.2 shows that reasons for customers chosen Amazon for Shopping in Mysuru City. The following are the reasons mentioned below such as, wide variety choice of products, easy buying procedures, lower prices and combo offers, faster services and easy payment system. Majority of the customers numbering, 52 (35%) and 32 (21%) are opinioned lower prices and combo offers and wide variety choice of products are the major reason for customers opted digital channels to buy the products respectively.

Table No.2 Reasons for customers using Amazon shopping

Reasons	Frequency	Percentages
Wide variety choice of products	32	21.00
Easy buying procedures and delivery	25	16.00
Lower prices and combo offers	52	35.00
Faster delivery services for prime customers	23	15.00
Easy payment system	18	13.00
Total	150	100.00
ONE WAY ANOVA Test	*F=3.714* *P=0.000* *Degree of Freedom=04*	

Source: Field Survey.

Table No.2. The *ONE-WAY ANOVA test* describe to test the significant difference between the mean score among the reasons for customers chosen Amazon for Shopping, the P value is 0.000, which is less than the Alpha value of 0.05, which states that the null hypothesis to be rejected and alternative hypothesis is accepted.

3. Customer satisfaction towards goods and services provided by Amazon Shopping:

Table No.3 indicates that customer satisfaction level towards goods and services provided by Amazon Shopping. The goods and services purchased through Amazon shopping as been categorized as follows, clothes and foot ware, electronics and mobile phones, cosmetics care product/fashion accessories, household products, food items, medicine and books, Amazon UPI , Amazon TV channels, Amazon Prime Reading and Amazon pantry etc.Majority of the customers numbering, 75(50%) and 24(16%) are opinioned frequently more purchased the products of clothes, footwear *(Rank I),* electronics and mobile phones *(Rank II)* are using Amazon shopping respectively. In the context of services provide by the Amazon shopping, majority of the customers numbering, 60 (40%) and 45(30%) are opinioned customers are use more Amazon UPI money transfers and Amazon prime pantry services from Amazon shopping sites respectively.

Table No.3 Customer Satisfaction level towards goods and Services.

Types of Goods	Online Shopping users		Rank
	Frequency	Percentage	
Clothes and foot ware	75	50.00	*I*
Electronics and Mobile Phones	24	16.00	*II*
Cosmetics care product/Fashion accessories	19	12.00	*IV*
Household products and food items	20	13.00	*III*
Medicine and Books	12	08.00	*V*
Total	150	100.00	
One Sample T- Test	*T=2.143* *P=0.088* *Degree of Freedom=04*		
Types of Services	Frequency	Percentage	Rank
Amazon prime videos and music	25	16.00	*III*
Amazon UPI Money Transfers	60	40.00	*I*
Amazon TV channels	15	10.00	*IV*
Amazon Prime Reading	10	04.00	*V*
Amazon Prime Pantry	45	30.00	*II*
Total	150	100.00	
One Sample T- Test	*T=3.102* *P=0.063* *Degree of Freedom=04*		

Source: Field Survey.

Table No.3.The *one Sample T- test* describe to test the significant difference between the types of goods purchase through Amazon shopping, the P value is 0.088, which is more than the Alpha value of 0.05, which states that the null hypothesis to be accepted and alternative hypothesis is rejected. Further to test the significant difference between the types of services provided through Amazon shopping, the P value is 0.063, which is more than the Alpha value of 0.05, which states that the null hypothesis to be accepted and alternative hypothesis is rejected.

4. Problems Faced by Customers in Amazon shopping:

Table No.4 represents that problems faced by customers through Amazon shopping. This study

mentioned some of the major problems faced by customers in Amazon shopping of has been classified as follows, deliver of damaged product, high delivery charges, wrong product delivery, quantity issues of products and difficulties in e-payments. Majority of the customers numbering, 60(40%) and 28(19%) are opinioned quantity issues of products and difficulties in e-payments are the major problems faced by customers through Amazon shopping.

Table No.4 Problems faced by customers in Amazon shopping

Problems Faced by Customers	Online Shopping users	
	Frequency	Percentage
Replacement of damaged product	18	11.00
High Delivery Charges	24	16.00
Wrong Product Delivery	20	14.00
Quantity Issues of products	60	40.00
Difficulties in E-payments	28	19.00
Total	150	100.00
Kruskal –Wallies Z-Test	*Kruskal –Wallies Z-Test=3.752* *Asymp. Sig.(2-tailed)=0.005* *Mean Rank=25.17* *Degree of Freedom=04*	

Source: Field Survey.

Table No.4, The Kruskal–Wallies Z-Test it's a category of nonparametric test. Describe to test the significant difference between the Problems Faced by Customers through Amazon shopping; the P value (Sig 2-tailed) is 0.005, which is less than the Alpha value of 0.05, which states that the null hypothesis to be rejected and alternative hypothesis is accepted.

VI. SUGGESTIONS FOR THE STUDY

❖ The Amazon e-commerce sites should takes the primary issues really serious as well as the delivery of product with better return policies to make themselves credible before the eyes of the customer

❖ The Amazon is making tremendous mark among the customer, because whatever the product is their packing will obviously safe and secure, so they can maintain it for ever, to retain customer

❖ The customers feel that delivery of the product is one week and more than one week. So the online company should reduce the period of the product delivery within 2-3 days.

❖ The majority of the customers are faced the problem of quality issue among product through digital online shopping. Therefore internet online shopping companies should more attentions about the delivery of right product to the customers.

❖ Proper awareness must be made available to all adult persons of different occupation and online websites must ensure about the quality and right of the information to their customers.

❖ The digital online transactions must be ensured of web security and confidential card information of the customers.

VII. CONCLUSION

This paper contributes to impact of digitalization on customer services through using Amazon shopping sites. Digitization is the social transformation started by the massive adoption of digital technologies to generate process, share and manage digital information. This research clearly highlights that online shopping is having a vast scope in the study area. With the help of the internet, consumers can shop anywhere, anything and anytime easily. The trend of buying through online shopping is increasing day by day. Finally this study concludes the Online shopping is more popular among younger and middle generations customers are opinioned that Amazon are the major shopping sites were used to buy clothes, footwear, mobile phones and electronic items are the different categories of product purchases using this

digital online sites and also this study identifies the quantity issues of products and difficulties in e-payments are the major problems faced by customers through Amazon shopping sites in Mysore City.

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