

SYNOPSIS

A STUDY ON THE LEVEL OF CUSTOMER SATISFACTION TOWARDS AMAZON.IN

Abstract

The rapid development of the internet has strongly impact upon the worldwide marketing environment. Currently it has become one of the popular approaches for business and customer to perform trade over the internet. Businesses have been coming up with creative ways to promote their product via online

Thus it describes how modern market is replacing the traditional markets. This study is take in place to identify the factors that may influence customer's online shopping satisfaction.

Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase

INTRODUCTION

The Internet, as a mean for both firms and individuals to conduct business, is nowadays one of the most widely used non-store formats. With popular trends and demands the concept of the Internet as the way forward to increase profit margins, companies new and old are creating websites here and there. The significance for retailers to having a web site is that a web site is informational and transactional in nature, as the web site can be used for advertising and direct marketing; sales; customer support and public relations. It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace.

Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image. Branding is when that idea or image is marketed so that it is recognizable by more and more people, and identified with a certain service or product when there are many other companies offering the same service or product. Advertising professionals work on branding not only to build brand recognition, but also to build good reputations and a set of standards to which the company should strive to maintain or surpass. Branding is an important part of Internet commerce, as branding allows companies to build their reputations as well as expand beyond the original product and service, and add to the revenue generated by the original brand. Initially, Branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot iron stamp, and was subsequently used in business, marketing and advertising.

OBJECTIVE OF THE STUDY

- To study the level of Customer Satisfaction towards AMAZON.IN in Hyderabad City
- To Study the Customer Preference Towards Online Shopping in Hyderabad City.
- To study the Consumer buying behavior towards online shopping in Hyderabad city
- To find out the customer satisfaction from online shopping.
- To propose suitable suggestions for enhancing consumers satisfaction
- Through online shopping
- •To show the benefits of online shopping

NEED OF THE STUDY

Factors of customer satisfaction service of quality reliability of service knowledge of the staff
Being kept informed of progress The way service kept its promises The way the service handled
any problem Friendliness of staff y How sympathetic staff were to your needs Speed of enquiries
Number of time had to contact the service.

RESEARCH METHODOLOGY

Research Design

A research design is a type of blueprint prepared depending on various types of blueprints available for the collection, measurement and analysis of data. A research design calls for developing the most efficient plan of gathering the needed information. The design of the research study is based on the purpose of the study.

“Research means different things to different people” and the intention behind it are to investigate innumerable data, theories, experiences, concepts and law. “The procedural framework within which the research is conducted” is the definition of research methodology. The two broad and distinct approaches to social research cover the Quantitative and Qualitative methods of enquiry.

The quantitative paradigm on the other hand intends to gain a deeper understanding, knowledge and insight into a particular situation or phenomenon, by providing answers to questions of ‘how?’ rather than ‘what?’. Unlike qualitative research which occurs in natural settings, quantitative research is where hypotheses are established.

Data collection

The data required for understanding will be collected from various online customers. In order to conduct the study digital survey was conducted through facebook and e-mail. And those responses are collected in a spreadsheet and further analysis was done.

The data collection method in this particular research comprises of two forms: namely primary and secondary data. One needs to be careful while using secondary data as maybe the collected data may be biased as the collector of that original data might have highlighted only a partial picture or another aspect may be that data may be quite old and also the data quality could be unknown.

Primary data

“Data collected specifically for the research project undertaken” is the definition of primary research as provided by Saunders et.al (2003: pp. 486).

Primary data is generally originated by any researcher to address any specific problem or issue at hand, where the only drawback is that it can be expensive and time-consuming. The various ways of gathering primary data is through surveys, focus group and observations.

In this study, the primary data is collected through well-formed questionnaire with the help of a digital survey. The questionnaire consists of quantitative and qualitative multiple choice questions and the respondents are asked to choose the one choice which suits them the best amongst the multiple choices.

Secondary Data

Prerequisite to the collection of primary data is a careful scrutiny of the existing secondary data (Malhotra, 2005). The Data that is collected from existing journals, reports and statistics from private and public institutions are called Secondary data. For this specific study the collection of secondary data was done primarily from marketing journals already available on this topic. Secondary data helps the author to comprehend the perception of Indian consumers on online shopping.

Thus the study carried out has analyzed the primary data with the rationale and validation of the present secondary data.

Sample technique

Choosing a study sample is an important step in any research project since it is rarely efficient, practical, or ethical to study whole populations. In this study the sampling strategy used is convenient sampling. **The sample size is 100.** A small part of something intended as representative of the whole, or a subset of a population. In this research simple random sampling is being used.

Data collection

The data collection would be:

PRIMARY DATA:	Questionnaire
SECONDARY DATA:	Journals, Internet, newspaper etc.

Sample design

Online customers of Hyderabad city are included under this research and tell their satisfaction level.

Data source

Both Primary and Secondary source of data would be used .The major type of information is used from primary data.

LIMITATIONS OF THE STUDY

The problem faced during the research and after the data collection were

- 1) Time constraint- since the time span for the thesis was only three months an in depth study and analysis became a little difficult.
- 2) Sample size- the sample size of the study is only 100 which do not give a comprehensive result. The conclusion of the study may not have resulted to an accurate outcome due to the sample size being small.
- 3) Bound to only Hyderabad- the other limitation of the study was it was limited to only the Hyderabad which constitutes of a different set of samples. The buying behavior of an individual varies from place to place. It is considered that the area between Hyderabad to Secunderabad has an affluent set of families hence their buying behavior towards online shopping be different from the samples that stay beyond Hyderabad
- 4) Questions left blank- certain question have been left blank which does not allow an accurate analysis.

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

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- ***ANALYSIS OF CONSUMER BEHAVIOUR ONLINE***
Author: Dejan Petrovic

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SUSHMITA CHOUDHURY AGARWAL, ET Bureau Apr 22, 2013 (The Economic Times)