

A Study on Consumer Buying Behaviour with Preference in Amazon

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Abstract: Background on line purchasing is a shape of digital trade which enables clients to without delay purchase items or offerings from a supplier at any time over the net the usage of an internet browser. The consumers can select the product of their interest by visiting the website of the retailer directly. The on-line client ought to have an get right of entry to to net and a legitimate approach of charge so as to finish a transaction such as credit card, debit card etc. Materials and Methods the proposed studies paintings tries to have a look at the shopping for conduct of Amazon.in purchasers which became undertaken in Parry's town. The respondents of the take a look at have been the purchasers of on-line buying site Amazon.in. he facts have been certainly categorised and analyzed primarily based totally at the goal of the take a look at analysis was done via statistical software SPSS Statistical tools like percentages, chi-square test, and t test have been applied for analyzing the data. Results Clothing was the most preferred product which the consumers intended to buy from Amazon.in. Electronics items were ranked as second. The least preferred product was industrial equipment. Among the diverse offerings provided through Amazon.in, the carrier viz. „Orders are protectively packed „become rated as first via way of means of the clients The next best service was Prompt Delivery”, It was revealed that the purchasers confronted the hassle of „outstock” with Amazon.in because the carrier, “There isn't any out of stock in amazon.in” was the least rated service. Conclusion Clothing is the maximum desired product which the consumers intended+ to buy from Amazon.in. The least desired product being business equipment. The best service offered by Amazon.

1. Introduction

Online buying is a shape of digital trade which permits the purchasers to atonce purchase a range of services ordifferent products, viz. clothes, foot wear, electronic equipment, smart phones etc. from a seller by visiting the website of the retailer directly over the internet using a web browser through a valid method of payment. An online store which enables business to buy from another business is calledbusiness to business online shopping.

2. Review of Literature

1) Ahuja (2018)

The study consisted of all aspects of major players in e-commerce in India, Amazon. It has been explained how they perform and how they influence customer behavior in a competitive world. Their modern thinking, gives and exposure are supporting to attain an increasing number of purchasers. They improved their community in order that they might recognize patron belief and make technique accordingly. They made it simpler and more convenient for customers to operate.

2) Poonam Deshprabhu, sadekar and Naila Pereira (2018)

They are studied in this mind-set toward on-line purchasing with the client. Their predominant aim changed into to decide the elements influencing client choice for on-line purchasing. This look at concluded that 5 elements outstanding in selling client delight with reference to on-line purchasing are secure.

Objectives

- 1) To recognize the logo desire of the patron.
- 2) To understand the consumer servicesatisfaction.

- 3) To realize the motive on patron choice making on unique logo.
- 4) To find the reason why consumer prefer Amazon.

3. Research Methodology

Research Design

Descriptive research design

Descriptive studies are a take a look at designed to depict the members in an correct way. More sincerely put, s'more simply put, descriptive research is all about describing people who part in the study.

Sampling techniques

Convenience Sampling

Sources of Data

Data is received from each the primary andsecondary to

- a) Primary data: Primary data was gatheredthrough standardized questionnaire in thisanalysis.
- b) Secondary data: Early studies, internet,books, magazine etc. gathered the secondary data.

Structure of Questionnaire

- 1) Demographic Questions
- 2) Variable Questions
- 3) Likert scaling Question
- 4) Suggestion Question

Sample size

The sample of the study is approximately 100

Volume 11 Issue 5, May 2022

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Period of Study

The study takes approximate time of 30 days.

Customer e- complaining behaviours using social media. Service Industries Journal, 35, 633– 654.

Hypothesis/ Analytical Tools

H0: There is no relation between gender and preference from Amazon.

H1: There is a relation between gender and preference of from Amazon.

H0: There isn't any relation among the price approach and shopping for selection taken with the aid of

H1: There is relation between the payment method and buying decision taken by consumer.

SPSS Tools

- 1) Chi-square test
- 2) One sample t-test

4. Findings

- 1) Amazon best serves the people between the age group of 21 to 50, this can be attributed to the awareness and capability of usage of technology is greater for the people of this age group
- 2) Most of the people who purchase from Amazon are students, Employees, business owners etc.
- 3) Most of people prefer Amazon in case of home deliveries as it is more convenient and time saving
- 4) Customers of Amazon spend an average of 10 minutes for each purchase.

5. Conclusion

In the contemporary situation globally the logo It can still work on resolving the issues which are faced by the customers such as stock issues and replacement of damaged products. Amazon can enhance its product first-rate and advertising on the products which clients are given least choice to buy Customers are very satisfied by the prompt delivery and efficient packing of the products. Despite of the crisis amazon is doing well and managing efficiently, effectively and economically to reach each and every customer.

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