

Customer Perception Towards Online Shopping In Amazon On Seasonal Offers With Special Reference To Chennai City

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ABSTRACT:

This research is concentrated on the perception of the customer through online shopping in amazon in the seasonal offer periods. the customers plays a vital role in the seasonal offer. for the decision of purchase it helps them to increase more number of purchases. Because of the economic slowdown condition in the medium of markets and also less involvement in consumer spending for that needs the amazon are working to cut down the prices further. This paper is to identify the consumer perception of amazon on seasonal offers and to analyze the satisfaction level among consumers of offer sales with relating Gender. this paper is mainly focused on primary data analysis. and also the tools of the research are percentage and Mann Whitney U test The sample size is 200. By finding out via statistical tools we can identify the perception and satisfaction level towards customers on amazon online shopping at seasonal offer periods.

INTRODUCTION :

Online shopping is meant by the e-commerce which indicates to purchase directly from a seller of the using a web browser of goods and services. An online shop evolves the buying methods which not includes of the structure of building constructive shops or from mortar retailers the process of this method is known business to consumer. One of the largest online shopping corporations are amazon it is based in the United sates.

The e-commerce company like amazon are getting more involvement in the seasonal offers sales. Because of the economic slowdown condition in the medium of markets and also less involvement in consumer spending for that needs the amazon are working to cut down the prices further .Usually amazon will offering cut commissions across categories to bring down the prices low .It will leads to for the festive season sales boosting by amazon.

Normally e-tailers are offering the incentives during the festive season sales ,but for the amazon they are reportedly offering major waivers across divisions like fashion , accessories

and consumer electronics. Further, for select apparels, the 15% commission is being offered to be reduced to 10%. These repudiation are improves to be in the mobiles by increasing manner. We are seeing commission waivers of as much as 50% in some segments like power banks, chargers and cables, the report quoted merchant as saying. For keeping extra stocks of their products in the fulfillment centers in the form of large or mid-sized sellers are not been given any new estimates so as amazon wants to clear the existing inventory from last two quarters.

In the selection of categories the online shoppers are been giving the high percentage of the offering price of percentage to the customers this idea will be improvise the skills of the selling technique of giving charging less commissions to the retailers for this act more customers will be seeks to buy the products in the particular online shopping. In the data of the record of Amazon earn commissions that are in the 15-30% range, based on product categories and tier of sellers. Therefore, It would depend on the category and volume of sales. For the purpose of the higher sales the ecommerce market places would have to charge the higher commission but they are ready to sacrifice. These offers for waiving off margins come at a time when the ecommerce industry is already facing the wrath of government and stakeholders for deep discounting and commissions.

REVIEW OF LITERATURE :

Kanwal Gurleen. (2012) focuses on the understanding of demographic profiles of adopters and non-adopters of on-line looking. For this purpose the info from four hundred respondents was collected within the style of questionnaires. The study has been conducted in three cities of geographic region, a sample of urban respondents were elite from the Jalandhar, Ludhiana and Amritsar The paper additionally analyses the assorted reasons for adoption and non-adoption of on-line looking.

Sayed Rajab Nikhashem, Farzana Yasmin, Ahsanul Haque. (2011) Studied that investigated individuals' perception of on-line shopping for tickets (e-ticketing) similarly as why some people use this facility whereas some UN agency don't use it follow the standard thanks to fulfill their wants are examined. the end result of this analysis showed a comprehensively integrated framework.

Yu-Je Lee, Ching-Lin Huang, Ching-Yaw subgenus Chen the aim of this study is to use structural equation modeling (SEM) to explore the influence of on-line store consumers' perception on their purchase intention. Results of this study show that product perception, looking expertise, and repair quality have positive and important influence on consumers' purchase intention, however perceived risk has negative influence on consumers' purchase intention, and looking expertise is most vital.

Isaac J. archangel (2007) studied on-line consumers' risk perceptions and can reveal a "cognitive map" of their attitudes and perceptions to on-line risks. it absolutely was accomplished by deciding on-line risk dimensions, and revealing position of every on-line hazard or activity within the issue house diagram. an element house diagram captures a

graphical illustration of the results of the correlational analysis. This study remains current and results aren't on the market however.

Soonyong Bae, Taesik Lee (2010) they investigate the result of on-line shopper reviews on consumer's purchase intention. Above all, The results show that the result of on-line shopper reviews on purchase intention is stronger for females than males. The negativity result, that buyers square measure influenced by a negative review over by a positive review, is additionally found to be additional evident for females. These findings have sensible implications for on-line sellers to guide them to effectively use on-line shopper reviews to interact females in on-line looking.

RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY:

- To identify the consumer perception of amazon on seasonal offers
- To analyze the satisfaction level among consumers of offer sales with relating Gender

SOURCE OF DATA

Both primary and secondary data are used for the study. The primary data are collected by using questionnaire method. Secondary data are collected from books, journals, company manuals, company website.

SAMPLE:

Convenience sampling was used for the survey. 200 customers using online shopping amazon were selected as sample. The questionnaires were distributed to the respondents in the selected sample.

LIMITATIONS OF THE STUDY

- 1.The study was focused only in the location of chennai.
- 2.Time constrain arise for data collection.

ANALYSIS AND INTREPRETATION:**Table 1: Profile of the Respondents**

Socio Economic Profile of the Respondents		Frequency	Percentage (%)
Gender	Male	99	49.5
	Female	101	50.5
Age	20-28	117	58.5
	29-38	59	29.5
	39-48	4	2.0
	above 48	20	10.0
Education Qualification	Diploma	36	18.0
	UG	143	71.05
	PG	7	3.5
	OTHERS	14	7.0

Source: Primary Data

The above table shows that socio economic profile of the Customer perception in online shopping in amazon at seasonal offer. It is clearly understood that Online shoppers in amazon are high in Female category on gender as 101. For the age category of 20-28 Years with 117 employees. Out of 200 employees 143 employees completed their education in UG.

Table -2 Mann Whitney U test for significant difference between Mean Rank of Gender with respect to Customer Perception towards in Amazon online shopping in seasonal offers .

Customer Perception towards online shopping in amazon at seasonal offer time	Mean rank for Gender		Z value	P value
	Male	Female		
Waiting for offer time to purchase	88.44	112.85	3.746	0.000
Suffering from backache problem due to long online shopping hours.	80.59	120.85	5.561	.000*
Attractive offers made to Purchase	90.38	96.76	1.418	0.146
Wrong product were sent by amazon	90.21	110.64	1.231	0.038

Source: Primary Data**Note:** * denotes associate at 5% level

Since the P value is < 0.05 Where H_0 is rejected in association of the Gender and the factors of Customer perception towards online shopping in amazon at seasonal offer period. Hence the data is not follows the normal distribution. if it is not follows the normal distribution then we can follow the non -parametric test.

MAJOR FINDINGS :

- It is clearly understood that the online shoppers in amazon are high in female category in gender as 101
- In the age category of 20-28 years with 117 customers
- For the Education category out of 200 customers 143 employees were completed UG
- Since the P value are < 0.05 Where H_0 is rejected in association of the Gender and Customer perception in Amazon online shopping at seasonal offer time.

SUGGESTIONS:

- In the customer satisfaction the management of amazon online shopping website corporate are advised to provide the more time period for discounts and offers to attracts even more number of customers.
- The quality of content in website can the improvise even more for the betterment of the customers.
- Approach towards customers can be develop for the delivery executives in the sense of giving training to the delivery executives.
- Comparing Product in the website can be develop for identify the proper needs for the customers.
- By sending product to the customer, the process of this work can be improved for avoiding of sending wrong goods to customers.

CONCLUSION :

Nowadays online shopping becoming most popular in the selling of products by the way of promoting more offers and discounts to grab the customers for buying . In the online shopping the amazon are doing the great job to the customers by giving seasonal offers to the customers so that customers are ready to purchase more on that particular seasonal offer periods . for grabbing the target audience the online promotional tool is very much essential for this kind of seasonal offers . The satisfaction for the seasonal offers for the customers is getting increases. the way the amazon is satisfying the customer is very clear and putting

effective work over on the internet by giving proper description and friendly using website for customers is helps to stay in the amazon online website to purchase even more so overall the amazon providing good services and also customers are getting satisfied in the seasonal offers.

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