BUYING BEHAVIOR OF AMAZON.IN CONSUMERS

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ABSTRACT

Background

Online shopping is a form of electronic commerce which facilitates consumersto directly buy goods or services from a seller at any time over the internet using a web browser. The consumerscan select the product of their interest by visiting the website of the retailer directly. The online customer must have an access to internet and a valid method of payment in order to complete a transaction such as credit card, debit card etc.

Materials and Methods

The proposed research work attempts to study the buying behavior of Amazon.in consumerswhich was undertaken in Kolenchery town. The respondents of the study were the consumers of online shopping site-Amazon.in. The data were suitably classified and analyzed based on the objective of the study. Analysis was done via statistical software 16.0. Statistical tools like percentages, chi-square test, rank test and Friedman repeated measures analysis of variance on ranks have been applied for analyzing the data.

Results

Clothing was the most preferred product which the consumersintended to buy from Amazon.in. Electronics items were ranked as second. The least preferred product was industrial equipment.

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Among the various services offered by Amazon.in, the service viz. 'Orders are protectively packed 'was rated as first by the consumers. The next best service was 'Prompt Delivery', It was revealed that the consumers faced the problem of 'out stock' withAmazon.in since the service, "There is no out of stock in amazon.in" wasthe least rated service.

Conclusion

Clothing is the most preferred product which the consumersintended to buy from Amazon.in. The least preferred product being industrial equipment. The best service offered by Amazon .in was "Orders are protectively packed". The next best service was 'Prompt Delivery'.

Key words:On line shopping, Amazon.in, Electronic commerce.

Manuscript

Introduction

Online shopping is a form of electronic commerce which enables the consumers to directly buy a range of services or different products, viz. clothes, foot wear, electronic equipment, smart phones etc from a seller by visiting the website of the retailer directlyover the internet using a web browser through a valid method of payment. An online store which enables business to buy from another businessis called business to business online shopping.

The range of products and services available for a firm, the photos and images of these products, product specifications, features, prices etc. are readily available on online stores on 24x7 basis. The consumers can search for the specific brand, model or item on on line store according to their convenience. There are broader selections, competitive pricing and greater access to information in Online stores. For business organizations also, it not only offers access to worldwide market, increased customer values etc. but also reducecost compared to brick and mortar store.E-Commerce follows the policy of low price strategy and service quality. Consumer isthe king in online shopping market where customer loyalty is more positively correlated to service level. Due to abundant business opportunities, there are a number of services being offered online. Amazon.in is the world leader in e-commerce market.

Bellman, Lohse and Johnson (1999)[1] examine the relationship among demographics, personal characteristics, and attitude towards online shopping. These authors find that people who have a more varied life style. And who are more time constrained tends to buy online more frequently, i.e., those who use the internet as a routine tool and /or those who are more time starved prefer shopping on the internet.

Liang and Lai(2000)[2] found that ,online shopping behavior(also called online buying behavior and internet shopping / buying behavior) refers to the process of purchasing products or services via the internet. The process consists of five steps similar to those associated with traditional shopping behavior.

Aminul Islam(2011)[3] consumers satisfaction on online shopping in malaysia justified that ,the factors that are affecting consumers intention and satisfaction to shop online .To shop on internet becomes an alternative for consumers since it is more comfortable than conventional shopping which usually attributed with anxious ,crowded ,traffic jam ,limited time ,parking space and etc.

Significance of the Study

The study is important because many people nowadays prefer purchasing most of the things they need through online department stores. Currently, online shopping trend is very much increasing because it enables the consumers to shop across multiple market places on 24x7 basis through internet. It facilitates the consumers to shop at online stores by simply clicking at the tip of a mouse. Consumers can purchase any item at any time online. Online shopping gained momentum due to a variety of reasons, viz. convenience, availability of products at consumers' door steps, gift vouchers, discount, low price, variety of products, etc.Amazon.in is the largest internet-based retailer in the world by total sales and market capitalization. It is started as an online bookstore, later diversified its activities to sell clothing, household appliances, toys,hardware electronic equipment, footwears,software, jewelry etc. In this context, the present study titled "Buying behavior of Amazon.in Consumers" assumes greater significance.

Scope of The Study

The scope of the study is limited to the buying behavior of Amazon.in.consumers. The consumers of the study include consumers of online shopping site-Amazon.in. The geographical area of the study is limited to Kolenchery town.

Objective of Study

To analyze the buying behavior of Amazon.in.consumers in Kolenchery Town.

Hypothesis of the study

H_{01} There is no significant difference in the rating of Amazon.in services among the consumersof Kolenchery Town.

Research Methodology

Selection of Sample

The respondents of the study included consumers of Amazon.in site. A sample of 60 consumersin Kolenchery town was selected by adopting convenience sampling method.

Data Collection

For analyzing the problem under study, both primary and secondary data were used. The primary data were collected by using well-structured questionnaires. The secondary data were collected from books, journal, and various websites.

Period of Study

The study was conducted during the period September 2017 to December 2017.

Tools of Analysis

The collected data were analysed through SPSS16.0 by using various statistical tools like Percentagesand Friedman repeated measures analysis of variance on ranks etc.

Buying Behaviour of Amazon.in Consumers -Analysis

The study revealed that 66.7 per cent of the consumerswere males and 33.3 per cent of the consumerswerefemales. (Table1).90 per cent of the consumersbelonged to the age group of below 40 years and the rest (10%) of the consumerswereof the age group of 40 to 60 years (Table 2). 45per cent of the consumerswere graduates, 37 per cent of them were postgraduates, 13per cent have pre-degree education and 5 per cent have technical education. (Table 3). 46.7per cent of the consumerswere students, 26.7per cent of the consumerswereself-employed, 21.7per cent of the consumerswere employees and 5per cent of the consumersweretechnicians (Table 4). 66.7 per cent of the consumers had a monthly family income between Rs.20000 to 30000and 20 per cent of them had a monthly family income between Rs.10000 to 20000.(Table 5). 56.7 per cent of the consumers had less than one-year of experience with Amazon.in .31.7 per cent of the consumers had 1 to 2 years of experience ,10 per cent of them had 2 to 3 years of experience and 1.7 per cent of them had 3 to 4 years of experience with amazon.in. (Table 6). 65per cent of the consumers madepurchases less than 4 times in a year through Amazon.in and 18.3per cent of them made purchases of 4to 8 times in a year from amazon.in. (Table 7). 81.7per cent of the consumers spent an average amount of less than Rs. 5000 in a month for their purchases from Amazon.in and 13.3 per cent of them spent an average amount of Rs.5000 to10000 in a month for the purchases fromamazon.in. (Table 8).Clothing (Mean score 13.82) was the most preferred productamong the consumerswhich they intended to buy from amazon.in. Electronics items (Mean score 13.53) were ranked as second, foot wears (Mean score 12.70) were ranked as third by the consumers. The least preferred product was industrial equipment (Mean score 2.75). Chi-square test shows a significant difference in the consumer preference of Amazon.in products. (Table 9).

The consumers rated the service, 'Orders are protectively packed' (Mean score =8.48) as the best service offered by Amazon.in. The next best service was 'Prompt Delivery' (Mean score=7.24) and the service, 'I find effectiveness of product search and comparison'(Mean score =6.97)was ranked as third (Table10).

The hypothesis of the study was that there is no significant difference in the rating of Amazon.in services among the consumersof Kolenchery Town. Fried man chi square test was applied to

know whether there is any significant difference in their rating.(Table11). It is understood that there is a significant difference in the rating among the consumers since the p value 0.000 is less than 0.01. Therefore, the null hypothesis **H_{01} stating that there is no significant difference in the rating of Amazon.in services among the consumersof Kolenchery Town is rejected.**

Conclusion

There has been drastic change in Online shopping in India. The change in consumers' product and service requirements and the explosion of growth in the ecommerce world has made it tougher for e-commerce sites to attract the critical mass of visitors needed to stay in business.The study revealed that clothing was the most preferred product which the consumers intended to buy from of Amazon.in. Most of the consumers were satisfied with almost all services of the amazon.in. The best service offered by amazon. in was the 'Orders are protectively packed'.

References

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Table1 Gender wise classification of the consumers

Gender	Frequency	Percent
Male	40	66.7
Female	20	33.3
Total	60	100.0

Source: Primary data.

Table2 Age wise classification of the consumers

Age	Frequency	Percent
Less than 20 years	9	15
20-40	45	75
40-60	6	10
60 years and above	0	0
Total	60	100.0

Source: Primary data

Table3 Educational qualification of the consumers

Qualification	Frequency	Percent
HSE	8	13
Graduation	27	45
Post Graduation	22	37
Technical Education	3	5
Total	60	100

Source: Primary data

Table 4 Occupation- wise classification of the consumers

Occupation	Frequency	Percent
Student	28	46.7
Self Employed	16	26.7
Technician	3	5.0
Employee	13	21.7
Agriculture	0	0
Total	60	100.0

Source: Primary data

Table5 Monthly Family Income of the consumers

Monthly Income(Rs)	Frequency	Percent
Below 10000	10	16.7
10000-20000	12	20.0
20000-30000	28	46.7
30000-40000	1	1.7
40000-50000	4	6.7
50000 and above	5	8.3
Total	60	100.0

Source: Primary data

Table6 Number of years of experience of the consumers with Amazon.in

Years	Frequency	Percent
Less than 1 year	34	56.7
1-2 Years	19	31.7
2-3 Years	6	10.0
3-4Years	1	1.7
Total	60	100.0

Source: Primary data.

Table7 Number of purchases made in a year from Amazon.in by the consumers

Number of purchases in a year	Frequency	Percent
Less than 4	39	65.0
4-8	11	18.3
8-12	1	1.7
12 and above	9	15.0
Total	60	100.0

Source: Primary data

Table8 Monthly Average Amount Spend on Purchase from Amazon.in

Amount(Rs.)(Monthly Average)	Frequency	Percent
Less than 5000	49	81.7
5000-10000	8	13.3
10000-15000	2	3.3
15000-20000	1	1.7
More than 20000	-	-
Total	60	100.0

Source: Primary data

Table9 Customer Preference of Amazon.in Products (Friedman repeated measures analysisof variance on ranks)

Products	Mean	Rank
Books	7.41	8
Clothing	13.82	1
Footwears	12.70	3
Watches	11.18	4
ElectronicItems	13.53	2
Sports goods	10.40	5
Groceries	7.13	9
Baby products	2.95	14
Music	6.30	11
Furniture	3.82	13
Car	6.62	10
Industrial equipment	2.75	15
Bag	8.07	6
Soft wear	5.38	12
Beauty and healthcare Products	7.95	7

Source: Primary data

$\chi2_=557.134$ with 14 degrees of freedom significant at 1% level.

Table10 Rating of Amazon.in Services by Consumers of (Test statistics)

Responses	N	Mean	SD
Shipping and handling charges are reasonable	60	3.78	.715
Products are cheaper in this site than others	60	3.82	.873
I find effectiveness of product search and comparison	60	3.88	.640
Efficient refund mechanism	60	3.70	.830
Orders are protectively packed	60	4.22	.666
More discounts, free gifts and promotional offers are available in Amazon.in than other sites	60	3.72	.940
The time between placing and receiving an order is short	60	3.68	.833
There is no out of stock in amazon.in	60	3.03	1.119
Prompt Delivery	60	3.95	.723
Quick Replacement of Damaged product	60	3.65	.880
Not much difference in price quoted and price paid for the products purchase	60	3.75	.728
The overall product quality is worth the money I spent on shopping from amazon.in	60	3.70	.766

Source: Primary data

Table 11 Rating of Amazon.in Services by Consumers (Friedman repeated measures analysis of variance on ranks)

Responses	Mean	Rank
Shipping and handling charges are reasonable	6.72	4
Products are cheaper in this site than others	6.72	4
I find effectiveness of product search and comparison	6.97	3
Efficient refund mechanism	6.31	7
Orders are protectively packed	8.48	1
More discounts, free gifts and promotional offers are available in Amazon.in than other sites	6.38	6

The time between placing and receiving an order is short	6.10	9
There is no out of stock in amazon.in	4.26	11
Prompt Delivery	7.24	2
Quick Replacement of Damaged product	6.08	10
Not much difference in price quoted and price paid for the products purchase	6.49	5
The overall product quality is worth the money I spent on shopping from amazon.in	6.26	8

Source: Primary data

$\chi2$=68.461 with 11 degrees of freedom significant at 1per cent Level.