
CUSTOMERS PERCEPTION TOWARDS ONLINE SHOPPING IN CHENNAI DISTRICT – WITH REFERENCE TO AMAZON

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Abstract

Technology and internet use have made online buying part of modern consumer behaviour. This study analyses Chennai customers' perceptions of internet purchasing, particularly Amazon. Understanding customer preferences, contentment, and online shopping platform perceptions is the major goal. Main data was acquired from 200 respondents utilising a standardised questionnaire. A simple random sampling method ensures unbiased participant selection. The data covers convenience, cost, product variety, delivery services, and online transaction trust. The statistics show that most customers prefer internet shopping for its ease, extensive selection, and time savings. Amazon's fast delivery, simple returns, and user-friendly interface are praised. Some respondents mention product quality discrepancy and delivery delays. The study found that Chennai district customers like online shopping, with Amazon influencing their purchases. Continuously improving service quality and customer trust may boost user satisfaction and loyalty, according to study.

Keywords: Amazon, online shopping, consumer behaviour, customer satisfaction, e-commerce, and purchasing behaviour.

Introduction

Global retail has changed due to increased digital technologies and internet usage. Online purchasing is a convenient and effective alternative to traditional retailing. Online shopping is popular due to its convenience, time-saving benefits, and vast selection of affordable products. Smartphones, secure digital payment systems, and better logistics have propelled online shopping in India. Amazon, a renowned e-commerce site in India, offers a wide selection, competitive pricing, speedy delivery, and customer-friendly rules including easy returns and refunds. These attributes have shaped client views and purchase habits. The platform updates its services to match client demands. Online retail systems depend on customer perception. It depends on convenience, product quality, pricing, shipping efficiency, website usability, and online transaction confidence. Negative experiences may deter repeat purchases, while positive ones increase customer satisfaction and loyalty. Thus, firms must understand customer perception to improve services and stay competitive.

Chennai district, a large Indian city, has seen a boom in online shopping. Online shopping has grown significantly due to a high number of working professionals, students, and tech-savvy consumers. Chennai residents are increasingly using Amazon for everyday and occasional shopping. This study analyses Chennai customers' perceptions of internet purchasing, particularly Amazon. The study provides useful insights into consumer behaviour and helps enhance online retail services by assessing client happiness, preferences, and issues.

Objectives of the Study

1. To study the customer perception and demographic characteristics towards Online shopping with Amazon in Chennai District.

Hypothesis

H₀₁: There is no significant difference between Amazon Services and Customer Perception towards Online Shopping.

Research Methodology

This study uses a descriptive research approach to examine Chennai customers' Amazon online shopping perceptions. The study uses primary and secondary data. Primary data is collected from 200 respondents through a structured questionnaire, while secondary data is gathered from journals, articles, websites, and reports related to online shopping and e-commerce. Respondents are selected using basic random sampling to ensure fairness. Demographics, client preferences, satisfaction, convenience, pricing, product quality, delivery services, and online transaction trust are included in the questionnaire. To further understand the data, percentage analysis, mean, and ANOVA are used. This strategy helps understand customer behaviour and determine the main aspects affecting their online buying perception, notably on Amazon.

Table 1
Age of the Respondents

S.No	Age of the Respondents	No. of Respondents	Percentage
1	Upto 20 years	80	40
2	21 - 30 years	20	10
3	31 - 40 years	40	20
4	Above 41 years	60	30
Total		200	100

Source: Primary data

Age distribution for study respondents is shown in the table 1. Almost 40 percent of responses are under 20 years, indicating that younger people are a large share of internet shoppers. 30 percent of respondents are over 41 years, indicating elder consumer participation. Just 10 percent of responders are 21–30 years old, showing lesser engagement from this generation. 20 percent are 31–40 years old. The data reveals that online buying is popular across all age categories, especially among younger consumers.

Table 2
Amazon Services Offered to Customers

S.No	Amazon Services	No. of Respondents	Percentage
1	Amazon Shopping	110	55
2	Amazon Prime	26	13
3	Amazon Kindle	4	2
4	Amazon Alexa	40	20
5	Amazon Pay	20	10
Total		200	100

Source: Primary data

The table 2 displays how respondents use the different services that Amazon provides. Most of respondents with 55 percent, utilise Amazon Shopping, suggesting that the most favoured service is the main platform for making purchases. 20 percent of respondents utilise Amazon Alexa, indicating a moderate level of smart device service usage. 13 percent of

consumers are Amazon Prime members, indicating that fewer people have premium service subscriptions. 10 percent of respondents use Amazon Pay, indicating a respectable level of use for online payment systems. The Amazon Kindle is the least popular e-reader, with just 2 percent of users using it. Overall, the data indicates that the platform's core retail services are more well-liked than its other services.

Table 3
Customer Perception towards Amazon Online Shopping

S. No.	Particulars	SA	A	N	D	SD	Total
1.	Online purchasing is time-saving and convenient.	54	45	31	42	28	200
		27	22.5	15.5	21	14	100
2.	For safe transactions, I rely on internet retailers like Amazon.	59	68	40	20	13	200
		29.5	34	20	10	6.5	100
3.	There are many different things available while buying online.	62	45	53	27	13	200
		31	22.5	26.5	13.5	6.5	100
4.	The products' quality is in line with the internet description.	48	72	31	27	22	200
		24	36	15.5	13.5	11	100
5.	I am happy with internet retailers' delivery and return policies.	78	42	30	30	20	200
		39	21	15	15	10	100

Source: Primary data

The table 3 shows five claims about online shopping customer impression. The statement that online shopping is time-saving and convenient was strongly agreed by 54 respondent's 27 percent and agreed by 45 with 22.5 percent, but 42 respondents 21 percent disagreed and 28 ; 14 percent strongly disagreed, showing mixed opinions. 59, 29 percent strongly agree and 68, 34 percent agree that internet shops like Amazon are trustworthy, indicating strong confidence in secure transactions. For product diversity, 62 , 31 percent strongly agree and 45 (22.5%) agree that online shopping offers a large selection of products, while 53 (26.5%) are neutral, suggesting moderate satisfaction. 48 (24%) highly agree and 72 (36%) agree that product quality matches internet descriptions, suggesting most buyers are satisfied, however some are dissatisfied. Finally, 78 respondents (39%) strongly agree and 42 (21%) agree, indicating excellent satisfaction with shipping and return policies. The data suggest that customers usually like online shopping, especially in terms of trust, product variety, and delivery services, however convenience and product quality vary.

Table 4
ANOVA for Amazon Services and Customer Perception towards Online Shopping

Variables	Amazon Services	N	Mean	S.D.	F Value	Sig.
Online purchasing is time-saving and convenient.	Amazon Shopping	110	3.30	1.40	1.62	0.186*
	Amazon Prime	26	3.42	1.36		
	Amazon Kindle	4	3.21	1.45		
	Amazon Alexa	40	3.35	1.41		
	Amazon Pay	20	3.20	1.40		
	Total	200	3.28	1.41		
For safe transactions, I rely on internet retailers like Amazon.	Amazon Shopping	110	3.72	1.17	1.48	0.221*
	Amazon Prime	26	3.80	1.15		
	Amazon Kindle	4	3.63	1.22		
	Amazon Alexa	40	3.69	1.18		
	Amazon Pay	20	3.60	1.15		

	Total	200	3.70	1.18		
There are many different things available while buying online.	Amazon Shopping	110	3.60	1.22	1.55	0.203*
	Amazon Prime	26	3.66	1.20		
	Amazon Kindle	4	3.51	1.26		
	Amazon Alexa	40	3.58	1.23		
	Amazon Pay	20	3.50	1.20		
	Total	200	3.58	1.28		
The products' quality is in line with the internet description.	Amazon Shopping	110	3.52	1.23	1.71	0.168*
	Amazon Prime	26	3.60	1.25		
	Amazon Kindle	4	3.44	1.33		
	Amazon Alexa	40	3.48	1.30		
	Amazon Pay	20	3.45	1.20		
	Total	200	3.49	1.29		
I am happy with internet retailers' delivery and return policies.	Amazon Shopping	110	3.66	1.37	1.83	0.142*
	Amazon Prime	26	3.72	1.34		
	Amazon Kindle	4	3.55	1.41		
	Amazon Alexa	40	3.63	1.38		
	Amazon Pay	20	3.56	1.33		
	Total	200	3.64	1.36		

Based on Primary Data * Sig.@5%

The table 4 uses mean scores, standard deviation, F-values, and significance levels to examine the relationship between various Amazon services and consumer perceptions of online buying. The mean values for the claim that online shopping is convenient and time-saving are comparatively similar among services, with Amazon Prime (3.42) slightly higher than others. However, the significance value (0.186) shows no discernible variation across service users. Amazon Prime customers once more exhibit a little higher mean (3.80) for trust in secure transactions, followed by Amazon Shopping (3.72). However, there is no statistically significant difference, with a significance value of 0.221. Amazon Prime (3.66) and Amazon Shopping (3.60) lead slightly in terms of product variety, but the significance value (0.203) indicates no discernible difference between the categories. Amazon Prime customers report the highest mean (3.60) for product quality matching online descriptions; nonetheless, the difference is still statistically insignificant (Sig. = 0.168). Similarly, Amazon Prime (3.72) and Amazon Shopping (3.66) have somewhat higher mean values for satisfaction with delivery and return policies, but the significance value (0.142) shows no meaningful association. Overall, all significant values are greater than 0.05, despite slight variations in mean ratings among various Amazon services. This suggests that customers' perceptions of online buying are not significantly different depending on the kind of Amazon service they utilise. As a result, the null hypothesis is accepted, demonstrating that consumer perception is constant across various providers.

Findings of the Study

1. The study found that 40 percent of the respondents are upto 20 years, showing high E-Banking users.
2. Only 2 percent of the respondents use Amazon Kindle.
3. 39 percent of the respondents strongly agreed that they are happy with internet retailers' delivery and return policies.
4. The ANOVA study based on the Amazon services and Customer perception show no significant difference, hence null hypothesis is accepted, demonstrating that consumer perception is constant across various providers.

Suggestions

1. In order to mitigate the discrepancy between product description and actual delivery, Amazon should prioritise the improvement of product quality assurance.
2. By enhancing the security of payment systems and raising awareness of transaction safety features, the organization can further enhance consumer trust.
3. To improve consumer satisfaction and engagement, users can receive more personalised offers, discounts, and recommendations across various services.
4. In order to enhance the overall consumer experience and promote repeat purchases, the delivery and return processes should be expedited and more adaptable.

Conclusion

According to the study's findings, consumers in the Chennai district generally have a favourable opinion of online shopping, especially with Amazon. The results show that consumer happiness is greatly impacted by elements like convenience, time-saving, product variety, and dependable delivery services. The preference for online buying is reinforced by most respondents' trust in online transactions and their satisfaction with delivery and return procedures. However, as some respondents expressed indifferent or unfavourable sentiments, several factors, like pricing and product quality consistency, need more work. Additionally, the data shows that customer perceptions of different Amazon services are similar, suggesting a consistent user experience. In general, internet shopping has become a crucial aspect of Chennai's consumer behaviour, and Amazon is still a major force behind this development. Sustaining growth and boosting client loyalty will be made possible by ongoing improvements in service quality, trust, and customer-centric tactics.

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