
A STUDY ON CONSUMER PLEASURE TOWARDS E-SHOPPING

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ABSTRACT

E-shopping has revolutionized the retail industry, offering convenience, variety, and competitive pricing to consumers worldwide. This study explores consumer satisfaction and preferences towards e-shopping, with a specific focus on Amazon. By analyzing factors such as frequency of purchase, payment modes, discount offers, delivery reliability, and customer service experiences, the research provides a comprehensive understanding of consumer behavior and satisfaction levels. The study is based on primary data collected from respondents segmented by age, gender, and occupation. The analysis also highlights the challenges faced by consumers, such as delivery delays, out-of-stock items, and payment issues, though the majority expressed high levels of satisfaction with Amazon's overall service.

Keywords: Customer Satisfaction, Purchasing Pattern, Customer loyalty, Amazon

1. INTRODUCTION

The online shopping trend around the world spread very fast. —The Neilson Company conducted survey in 2010 and polled over 27000 internet user in 55 market from as a in pacific, Europe, middle east, north America a to look at how consumers shop online (Neilson, 2010). Globally online shopping is made on books and cloths as per survey data. Most people are interested to purchase and bought usually books and cloths. Alternative names are: e-web store, e-shop, e-store, internet shop, web-store, online store, and online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app. Internet makes life simple and innovative. People are doing business online and trade has become more easy and fast. Internet provides new ways to promote business. Website becomes the essence of online business as to show their services and products. Internet gathers all competitors and consumers in one place. It brings new lane to promote, advertise products and services in market. Online consumers are always seeking new products, new attractiveness and the most important thing being price compatibility with their budget. The internet is best way to save time and money through purchasing online within their range of budget at home or in anywhere. Online consumers don't have limits to online shopping.

In recent years, e-commerce has revolutionized the way consumers shop, offering unparalleled convenience, diverse product choices, and competitive pricing. Among the major players in e-commerce, Amazon stands out as a global leader, influencing shopping behaviors and consumer expectations. With its user-friendly interface, efficient delivery network, and extensive range of products, Amazon has become synonymous with online shopping for millions of customers worldwide.

The rapid growth of e-commerce platforms like Amazon has not only transformed traditional retail but also brought about significant changes in consumer attitudes, preferences, and satisfaction. While the ease of shopping online attracts a growing number of users, it is crucial to understand the factors that contribute to consumer pleasure and loyalty, such as product quality, pricing, discounts, replacement policies, delivery efficiency, and customer service.

This study seeks to explore **consumer pleasure towards e-shopping**, focusing specifically on Amazon. It aims to investigate key aspects such as consumer awareness, preferences, satisfaction levels, and challenges encountered during the e-shopping experience. The findings of this research will provide valuable insights into consumer behavior and expectations, helping businesses like Amazon enhance their services and maintain customer loyalty in an increasingly competitive market.

By analyzing demographic factors, shopping frequency, satisfaction with replacement policies, and reliability perceptions, this study attempts to capture a comprehensive view of consumer experiences with Amazon. Furthermore, it evaluates the significance of various factors like age, gender, and shopping behavior in shaping consumer pleasure, providing actionable insights for Amazon and similar e-commerce platforms to optimize their offerings.

Online shopping is the process of buying goods and services through internet. Since the development of World Wide Web, retailers sought to sell their goods and services through internet. It offers you to Access to products and services which are not handy in local market. Online shopping is described as a computer activity performed by a consumer via a computer based interface, where consumer's computer is connected to retailer's digital storefront through a network (Haubl & Trifts, 2000).

2. REVIEW OF LITERATURE

Wilson, Zeithaml, Bitner and Gremler's (2008) view, the marketing is not like the traditional marketing anymore. It has turned into relationship marketing now which means customers also involve the whole business process. Who should take their customers into consideration and know what customers really needs (Wilson et al., 2008).

Oliva, Oliver & MacMillan (1992), primarily proposed the theory of "expectation inconformity", that is, when the goods' practical situation is beyond their expectation the customers will feel satisfied. However, contemporarily come up with that the products and service quality will also directly affect the customers' satisfaction.

Lee & Lin (2005) identified the main factors influencing the customer perception of the e-service quality online shopping: website design (degree of users friendliness), reliability (reliability and security), responsiveness (responsiveness and helpfulness), trust (trust and mechanisms provided by a website), and personalization (differentiating services to satisfy specific individual needs).

3. OBJECTIVES OF THE STUDY

- To study about customer satisfaction towards amazon.
- To identify the offers and replacement.
- To identify what type of product are sold in amazon.
- To determine the impact of factors towards online shopping experience of amazon
- To know the price level issued by the amazon

4. NEED FOR THE STUDY

To know the customer satisfaction and the services done by the amazon to capture the customer and to determine the offer and discount issued by the amazon to attract the customer and to know the preference level of the customer towards amazon.

5. SCOPE OF STUDY

- The aim of the study is to know about the customer satisfaction
- This study is to know how much the customer satisfied with the product offered by amazon
- Customer satisfaction towards offers, discount, replacement, interest, and trust will be the main study of this project.

6. LIMITATIONS OF THE STUDY

- The Amazon online shopping firm is considered for the study
- The answer to the questionnaire largely depends upon the mind setup of the respondents.
- Respondent's opinion may not be free from bias.
- The sample size was limited to 100 responses.

7. RESEARCH METHODOLOGY

DESCRIPTIVE RESEARCH: Descriptive research includes surveys and fact findings enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In social science and business research we quite often use the term Ex Post Facto Research for descriptive research studies. The main characteristics of this method are that the researcher has no control over the variables; he can only report what has happened or what is happening. Most ex post facto research projects are used for descriptive studies in which the researcher seeks to measure such items as, for example, frequency of shopping, preferences of people, or similar data. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlation methods.

DATA COLLECTION:

a) PRIMARY DATA:

The primary data are those which are collected afresh and for the first time, and thus happen to be original in character.

b) SECONDARY DATA:

The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process.

SAMPLING

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a judgement or inference about the aggregate or totality is made. In other words, it is a process of obtaining information about an entire population by examining only a part of it.

SAMPLING SIZE

Direct questionnaire method was used to identify the sample for this study. Responses are collected from 100 customers.

SIMPLE RANDOM SAMPLING

Simple random sampling is the method of sample selection. Which gives each possible sample combination an equal probability of being picked up and each item in the entire population to have equal chance of being included in the sample.

QUESTIONNAIRE DESIGN:

The questionnaire was conducted by 20 questions framed according to objectives of the study; it is a closed ended model.

Table 1: Preference and Frequency of Purchase

Particulars	Categories	Frequency	Percent	Cumulative Percent
Age	15-25	36	36.0	36.0
	26-35	20	20.0	56.0
	36-45	36	36.0	92.0
	Above 45	8	8.0	100.0
Gender	Male	46	46.0	46.0
	Female	54	54.0	100
Occupation	Self Employed	36	36.0	36.0
	Professional	12	12.0	48.0
	Salaried	30	30.0	78.0
	House Wife	6	6.0	84.0
	Student	16	16.0	100.0
	Total	100	100.0	
Preference on Online Shopping	Yes	100	100.0	100.0
Frequency of Purchase from Online Purchasing	Weekly	23	23.0	23.0
	Monthly	41	41.0	64.0
	Occasionally	36	36.0	100.0

The table 1 provides data on customer demographics, preferences, and shopping frequency related to online purchasing. Most customers fall into the 15-25 and 36-45 age groups (36% each), with the lowest representation from those above 45 (8%). A slight majority (54%) are female customers. The largest group is Self-Employed (36%), followed by Salaried individuals (30%), with Housewives (6%) being the smallest group. All respondents (100%) prefer online shopping. Monthly purchases (41%) are the most common, while 23% shop weekly, and 36% shop occasionally.

Table 2: Awareness and Products Purchased from Amazon

Particulars	Categories	Frequency	Percent	Cumulative Percent
Preference on Amazon Online Shopping Medium through which Amazon got introduce	Yes	100	100.0	100.0
	Advertisement	30	30.0	30.0
	Internet	36	36.0	66.0
	Neighbours	14	14.0	80.0
Product Purchased from Amazon	Friends/Relatives	20	20.0	100.0
	Clothing, Shoes & Jewellery	34	34.0	34.0
	Electronics & Computers	36	36.0	70.0
	Health & Beauty Products	22	22.0	92.0
	Others	8	8.0	100.0

Source: Primary Data

The table 2 provides insights into customers' awareness of Amazon and the types of products they purchase. 100% of respondents prefer shopping on Amazon, showing its strong market presence. Internet (36%) is the most common medium through which customers learn about Amazon, followed by advertisements (30%). Electronics & Computers (36%) is the most frequently purchased product category, with Clothing, Shoes & Jewelers (34%) close behind. Other categories like Health & Beauty Products (22%) and Others (8%) are less popular.

Table 3: Discount Offers, Value of Purchase and Problem faced by Customers

Particulars	Categories	Frequency	Percent	Cumulative Percent
Frequent Buyer of Amazon	Yes	66	66.0	66.0
	No	34	34.0	100.0
	Total	100	100.0	
Discount Offered	Weekly	22	22.0	22.0
	Monthly	36	36.0	58.0
	Daily	8	8.0	66.0
	Festival Season	34	34.0	100.0
Value of Purchase in a Year	Below 1000	32	32.0	32.0
	1001-3000	33	33.0	65.0
		31	31.0	96.0

Problems Faced	3001-5000	4	4.0	100.0
	Above 5001			
	Out of Stock	20	20.0	20.0
	Payment Issues	16	16.0	36.0
	Replacement Issues	4	4.0	40.0
	Delay in delivery	36	36.0	76.0
No issues	24	24.0	100.0	

Source: Primary Data

This above table highlights majority (66%) are frequent Amazon buyers. Monthly and festival discounts are the most common (36% and 34%, respectively). Most customers (65%) spend between ₹1001-5000 annually, while few (4%) spend above ₹5001. Delay in delivery is the most reported problem (36%), while a significant portion (24%) face no issues at all.

Table 4: Mode of Payment, Replacement and Delivery issues

Particulars	Categories	Frequency	Percent	Cumulative Percent
Mode of Payment on Amazon	Credit/Debit Card	32	32.0	32.0
	Cash on delivery	48	48.0	80.0
	EMI	18	18.0	98.0
	Gifts of Product	2	2.0	100.0
Availing Offers from Amazon	Yes	30	30.0	30.0
	No	70	70.0	100.0
Replacement of Amazon Products	Yes	34	34.0	34.0
	No	66	66.0	100.0
Reasons for preferring Amazon	Fast Delivery	52	52.0	52.0
	Easy Payment	14	14.0	66.0
	Quality & Quantity	13	13.0	79.0
	Time Saving	21	21.0	100.0
Delivery on mentioned Date	Perfectly Same	47	47.0	47.0
	Same	20	20.0	67.0
	Almost Same	17	17.0	84.0
	Different	16	16.0	100.0
Delivery of the ordered products	Mentioned Date	49	49.0	49.0
	Before Mentioned Date	28	28.0	77.0
	After Mentioned Date	23	23.0	100.0

Source: Primary Data

The table 4 provides insights into customers' preferences and experiences with Amazon regarding payment modes, availing offers, replacement services, delivery, and reasons for choosing Amazon. Cash on Delivery is the most preferred payment mode (48%). A majority (70%) do not avail Amazon's offers, while only 30% do. Most customers (66%) have not replaced any product purchased from Amazon. Fast Delivery is the primary reason for choosing Amazon (52%). Delivery accuracy is high, with 67% receiving products on the exact or a very close date to the one mentioned. 77% of deliveries are either on time or earlier than promised, but 23% report delays.

Table 5: ANOVA OF Gender and Reliability

Gender	N	Mean	Std. Deviation
Male	46	3.717	.9108
Female	54	4.000	.8687
Total	100	3.870	.8950

Source: Primary Data

The above table presents the results of an ANOVA (Analysis of Variance) study on the relationship between **gender** and **reliability** in the context of customer experiences or perceptions. The table summarizes descriptive statistics; the actual ANOVA test results (p-value, F-statistic) would indicate whether the difference in reliability scores between males and females is statistically significant. If the p-value is below a predetermined threshold (e.g., 0.05), the difference would be considered significant.

Table 6: Significance of Gender and Reliability

Particulars	Sum of Squares	Df	Mean Square	F	F Sig.
Between Groups	1.984	1	1.984	2.514	.116
Within Groups	77.326	98	.789		
Total	79.310	99			

Source: Primary Data

The above table summarizes the results of an **ANOVA test** conducted to evaluate the significance of the relationship between **gender** and **reliability**. Although females have a slightly higher average reliability score than males, the ANOVA results suggest that the difference is **not statistically significant**. Gender does not have a meaningful impact on the perception of reliability in this dataset.

Table 7: ANOVA of Gender and Satisfaction on Replacement

Gender	N	Mean	Std. Deviation
Male	46	4.609	.4934
Female	54	4.519	.5043
Total	100	4.560	.4989

Source: Primary Data

The above table presents the descriptive statistics from an **ANOVA analysis** exploring the relationship between **gender** and **satisfaction with replacement**. While the descriptive statistics indicate slight differences in satisfaction between genders, the actual significance of these differences can only be determined by examining the **ANOVA test results** (e.g., p-value, F-statistic). If the p-value is below a predetermined threshold (e.g., 0.05), the difference would be considered statistically significant.

Table 8: Significance of Gender and Satisfaction on Replacement

Particulars	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.202	1	.202	.810	.370
Within Groups	24.438	98	.249		
Total	24.640	99			

Source: Primary Data

It is observed from the above table that F value (0.810) is not statistically significant at five percent level which indicates that there is no internal difference among male and female respondents towards satisfaction towards replacement by Amazon.

Table 9: ANOVA of Age and Reliability

Age	N	Mean	Std. Deviation
15-25	36	3.750	.9373
26-35	20	4.000	.8584
36-45	36	4.000	.7928
Above 46	8	3.500	1.1952
Total	100	3.870	.8950

Source: Primary Data

The above table provides the descriptive statistics for the **ANOVA analysis** examining the relationship between **age groups** and **reliability**. The total mean reliability score is **3.870**, suggesting that perceptions of reliability are generally positive across all age groups.

Table 10: Significance of Age and Reliability

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.560	3	.853	1.067	.367
Within Groups	76.750	96	.799		
Total	79.310	99			

Source: Primary Data

It is observed from the above table that F value (1.067) is not statistically significant at five percent level which indicates that there is no internal difference among various age group respondents towards product reliability on Amazon.

Table 11: ANOVA of Age and Satisfaction on Replacement

Age	N	Mean	Std. Deviation
15-25	36	4.583	.5000
26-35	20	4.700	.4702
36-45	36	4.500	.5071
Above 46	8	4.375	.5175
Total	100	4.560	.4989

Source: Primary Data

The above table presents the descriptive statistics from an **ANOVA analysis** examining the relationship between **age groups** and **satisfaction on replacement**. The total mean satisfaction score is **4.560**, indicating generally high satisfaction across all age groups.

Table 12: Significance of Age and Satisfaction on Replacement

Particulars	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.815	3	.272	1.095	.355
Within Groups	23.825	96	.248		
Total	24.640	99			

Source: Primary Data

It is observed from the above table that F value (1.095) is not statistically significant at five percent level which indicates that there is no internal difference among various age group respondents towards satisfaction on replacement.

8. FINDINGS AND SUGGESTIONS

- 15-25 years and 36-45 years age group. They each account for 36 percent of the total respondents. Male respondents were slightly more than female respondents with 54 respondents and 46 respondents. Based on the occupation self-employed respondents dominated rest of the respondents. All the respondents preferred to use online shopping. The occasional purchasers were 36 percent, monthly purchasers were 41 percent and weekly purchasers were 23 percent.
- It is observed from the above table that F value (2.514) is not statistically significant at five percent level which indicates that there is no internal difference among male and female respondents towards product reliability on Amazon.
- The amazon e-commerce sites should takes the primary issues really serious as well as the delivery of product with better return policies to make themselves credible before the eyes of the customer.
- Consumer should be educated on online shopping procedures with proper steps to be followed while online shopping
- Can make very delivery to all priced product
- Amazon focused on the review given by customer for changes begin the product
- The Amazon should add some offers with the products is every quartes so as to gain more and move no of customers
- If amazon would provide different designs to variety of products, they can gain more no of customers and can easily satisfy them
- The amazon is making tremendous mark among the customer, because whatever the product is their packing will obviously safe and secure, so they can maintain it for ever, to retain customer.

9. CONCLUSION

A Study on online shopping is a new technology that has been created along with the development of the Internet. The study consisted with the aspects in which customers of Amazon are satisfied and the Customer satisfactions of the sites. The innovative thinking of online shopping sites to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers. Based upon customer's survey, However, The study highlights that Amazon enjoys widespread consumer satisfaction and loyalty in the e-shopping domain. High reliability, quality service, and efficient logistics contribute to its success. While certain challenges such as delayed deliveries and stock issues remain, these are not significant enough to deter overall consumer pleasure.



Amazon's ability to cater to diverse demographics and maintain high satisfaction levels makes it a leader in the e-commerce industry. Continuous improvement in areas like inventory management and customer support can further enhance consumer experiences.

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