

A Study on Customer's Satisfaction from Amazon Online Shopping during Covid-19 Pandemic

Himanshu Tiwari^{1*}, Kartik Uttarwar², Yatin Malvi³

^{1.*} S. B. Jain Institute of Technology, Management and Research, Maharashtra, India; e-mail: hodmba@sbjit.edu.in

^{2.} Priyadarshini Lokmanya Tilak Institute of Management Studies and Research, Maharashtra, India.

^{3.} S. B. Jain Institute of Technology, Management and Research, Maharashtra, India.

ABSTRACT

During the Covid-19 pandemic the preference for online shopping has increased and it has gained momentum. With the ongoing Covid-19 pandemic, online shopping is gaining more and more importance all across the world. The primary objective of the research is to study the factors influencing the online shopping experience and the level of customer satisfaction with respect to amazon. The primary data has been collected from 506 respondents. The data has been analyzed with the help of correlation and regression using SPSS.

The most important variable which leads to customer satisfaction is the availability of diversified products on Amazon, followed by availability of secured payment options on Amazon. The other variables contributing towards customer satisfaction is the feeling security while providing personal information while purchasing products using Amazon.

The variable which highly leads to customer dissatisfaction is the stock availability of the products on Amazon. The other variables which are contributing towards customer dissatisfaction are reliable information about product through online shopping

Keywords: customer satisfaction, online shopping, online shopping experience, online shopping offers.

SAMRIDDHI : A Journal of Physical Sciences, Engineering and Technology, (2021); DOI : 10.18090/samriddhi.v13spli02.20

INTRODUCTION

The business world of today is highly competitive, especially due to the ongoing Covid-19 pandemic. During Covid-19 pandemic, every business whether small or big intends to attract more and more customers which is possible only through online selling. This type of competition is evident in all type of businesses; it is distinctly visible in e-commerce industry during to ongoing Covid-19 pandemic. The competition among the e-commerce business is more in terms of selling prices and discounts offered by them.

The role of information and technology is vital in distributing goods and services alongside ease in transaction (Bui & Kemp, 2013; Kim & Li, 2009). Due to intense competition, the organizations use online portals to persuade an anticipated performance from the customers (Kim and Lennon, 2010) and (Mazaheri, Richard, Laroche, and Ueltschy, 2014).

Corresponding Author : Himanshu Tiwari, S. B. Jain Institute of Technology, Management and Research, Maharashtra, India; e-mail: hodmba@sbjit.edu.in

How to cite this article : Tiwari, H., Uttarwar, K., Malvi, Y. (2021). A Study on Customer's Satisfaction from Amazon Online Shopping during Covid-19 Pandemic. *SAMRIDDHI : A Journal of Physical Sciences, Engineering and Technology*, Volume 13, Special Issue (2), 226-231.

Source of support : Nil

Conflict of interest : None

Online shopping is referred to as the process of purchasing through online mode via websites (Monsuwe et al. 2004). Technology reception is the base for customer's reception for online shopping (Stoel and Ha, 2009). The online shopping involves the procedural nitty-gritty of an online store that stimulus awareness of consumers for using that technological process (Chen et al. 2002). The various intentions for online shopping has been studied by

Bosnjak, Galesic, and Tuten (2007) and Chiou and Ting (2011). The various factors inspiring online shopping has been researched by (Lee, Kim, & Fairhurst, 2009). The organizations must encourage a web atmosphere so that it permits customer's interface thus enhancing shopping experience (Dailey, 2004).

The traditional form of shopping is preferred by the consumers but gradually online shopping is gaining momentum. A survey was conducted by the Neilson Company in the year 2010 and sampled more than 27000 internet users in the pacific region, Europe, Middle East, North America in order to know how users do shopping (Neilson, 2010). Internet makes life simple and innovative. Due to the technology business is being carried out in an online mode which has delivered convenience Internet provides new ways to promote business. Website is playing a very crucial role in showcasing the various kinds of products and services being offered by the business. The internet is being used as a platform for the interaction between the business and the consumers. It is providing new avenues for promotion and advertisement of the products and services.

The consumers are always looking for new products along with attractive discounts. A lot of time, money and energy are saved via online shopping. Now a day's consumers are comparing prices of products and services on internet. Online shopping can be termed as a process of purchasing products and services over an internet without moving out from their residences. Online shopping has become more relevant during this time of Covid pandemic. Online shopping is helping the consumers to reduce the risk of Covid. The businesses are also ensuring contactless delivery of the products and services.

LITERATURE REVIEW

The study done gives an insight about the consumer's behaviours and preferences while doing online shopping. This study also brings into light the various problems which are being faced by the consumers while doing online shopping (Sanjeev Kumar and Savita Maan in the year 2013). The shopping experiences of the consumers are the combination of hedonic and utilitarian shopping value (Babin, Darden, & Griffin, 1994); (Liu & Forsythe 2010); (To, Liao, & Lin, 2007). Both the hedonic and utilitarian shopping values stimulate purchasing

actions thus leading to surge in online shopping (Kim & Eastin, 2011); (Sorce et al., 2005).

Trustworthy online sellers send signals to distinct themselves from sellers who are untrustworthy in the opinion of the consumers (MingyaoHu, Elliot Rabinovich and HanpingHou, 2014). Store environment is more influential than the promotion factors that are not accessible at the store (Baker, Grewal, and Parasuraman (1994). The organization must develop an environment via their website so as to influence the consumer's perception in a favourable manner (Eroglu, Machleit, & Davis, 2003).

The main aim of the study conducted by Chirag Parmar, (2015) is to study the major payment options available for the consumers during online shopping. There are various payment options available like debit card, credit card, digital wallet. Cash on delivery etc. The survey was conducted on 120 people in the city of Bikaner. The result indicates that the payment options available for the online shopping, considerably influences the consumers in India.

RESEARCH METHODOLOGY

Objectives

- To study the variety of products that is being sold on amazon
- To study the various kinds of offers being given by the amazon
- To study the factors influencing the online shopping experience on amazon
- To study the level of customer satisfaction with respect to amazon.

Hypothesis

1. Null Hypothesis: There is no relationship between customer satisfaction and quality of products offered.

Alternate Hypothesis: There is a relationship between customer satisfaction and quality of products offered.

2. Null Hypothesis: There is no relationship between customer satisfaction and brand of a product.

Alternate Hypothesis: There is a relationship between customer satisfaction and brand of a product.

Data Collection

The primary data and secondary data have been used for the purpose of the study. The structured questionnaire has been prepared for collecting primary. The questionnaire was given to the customers of the various banks who have taken loans. The sample size taken for the study is 506. The various published data from newspapers, internet, magazines, and bank reports have been used for gathering secondary data. The data is collected during the calendar year of 2021.

Tools Used

The primary data collected with the help of questionnaire will be analyzed with the help of SPSS. The primary data will be analyzed with the help of correlation and regression.

DATA ANALYSIS

Table-1 : Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	288	56.9	56.9	56.9
	Female	218	43.1	43.1	100
	Total	506	100	100	

The above graph shows that the male respondents are 56.9%, whereas the female respondents are 43.1%.

Table-2 : Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20 years	23	4.5	4.5	4.5
	21-25 years	160	31.6	31.6	36.2
	26-30 years	189	37.4	37.4	73.5
	31-40 years	84	16.6	16.6	90.1
	41-50 years	34	6.7	6.7	96.8
	51 years & above	16	3.2	3.2	100
	Total	506	100	100	

The above table shows that 69% of the respondents are in the age group of 21-30 years. Only 3.2% of the respondents are 51 years or more.

Table-3: Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Housewife	63	12.5	12.5	12.5
	Self-employed	88	17.4	17.4	29.8
	Service	157	31	31	60.9
	Student	158	31.2	31.2	92.1
	Other	40	7.9	7.9	100
	Total	506	100	100	

The above table shows that there are almost equal percentages of respondents belonging to service class and students which are 31% and 31.2% respectively.

Table-4: Monthly Family Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rs 5,000-10,000	39	7.7	7.7	7.7
	Rs 10,001-20,000	39	7.7	7.7	15.4
	Rs 20,001-30,000	76	15	15	30.4
	Rs 30,001-40,000	124	24.5	24.5	54.9
	Rs 40,001-50,000	96	19	19	73.9
	Above Rs 50,000	132	26.1	26.1	100
	Total	506	100	100	

The above table indicates that 26.1% of the respondents are having more than Rs 50,000 as their monthly income, followed by the respondents falling in the income group of Rs 30,001-40,000 which constitutes 24.5%. On the contrary, respondents in the income group of Rs 5,000-10,000 and Rs 10,001-20,000 are same, which constitutes 7.7% in each case.

Table-5: Frequency of Online Shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once in a week	10	2.0	2.0	2.0
	Once in two weeks	41	8.1	8.1	10.1
	Once in a month	102	20.2	20.2	30.2
	Once in six months	133	26.3	26.3	56.5
	Two or three times in six months	140	27.7	27.7	84.2
	Once in a year	80	15.8	15.8	100
	Total	506	100	100	

It is clearly evident from the above table that 27.7% of the respondents do online shopping 2-3 times in every six months. 26.3% of the respondents do online shopping once in six months. While 20.1% of the respondents are shopping online once in a month. There are only 2% of the respondents who do online shopping once in every week.

Table-6 : Buying Amazon Prime Membership

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	211	41.7	41.7	41.7
	No	131	25.9	25.9	67.6
	May be	164	32.4	32.4	100
	Total	506	100	100	

The above graph suggests that 41.7% of the respondents are willing to buy amazon prime membership. 32.4% of the respondents have still not decided whether they will buy the amazon prime membership or not. On the contrary, 25.9% of the respondents do not want to get amazon prime membership as they feel that there is no advantage of become a prime member.

Table-7: Offer Products of Fresh Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Offer Product	106	20.9	20.9	20.9
	Fresh Product	125	24.7	24.7	45.7
	Both	275	54.3	54.3	100
	Total	506	100	100	

The above table shows that 54.3% of the respondents purchase the product as per the requirement. The product can be on offer or fresh product. 24.7% of the respondents buy fresh products and 20.9% of the respondents purchase products which are on offer.

Table-8: Rely on Reviews of Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Offer Product	199	39.3	39.3	39.3
	Fresh Product	74	14.6	14.6	54
	Both	233	46	46	100
	Total	506	100	100	

The above table indicates that 46% of the respondents sometimes rely on the reviews of the product before purchasing the products, followed by 39.3% of the respondents which are of the opinion that they always depend upon the reviews of the product before buying them.

Table-9: Preferred Payment Option

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash on Delivery	172	34	34	34
	Credit Card	51	10.1	10.1	44.1
	Debit	109	21.5	21.5	65.6
	Net Banking	51	10.1	10.1	75.7
	Paytm Wallet	26	5.1	5.1	80.8
	UPI	97	19.2	19.2	100
	Total	506	100	100	

The above table shows that the most preferred payment options available by the respondents are cash on delivery which constitutes 34%. The second option preferred by the respondents is the usage of debit card when they purchase the products online. The least preferred payment option available by the respondents are the payment through Paytm wallet.

Table-10: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859a	0.738	0.729	0.42873

a. Predictors: (Constant), Sufficient Online Products on Amazon, Delivery of Product, After-Sales Service, Product Quality, Online Shopping Easy And Fast, Online Shopping Ensures Availability of Diversified Products, Feel Secured Providing Personal Information, Various Offers Available During Online Shopping, Secured Payment Option Available on Online Shopping, Online Shopping Gives Valuable Discount Offers, Packaging of Products, Shopping Experience, Reliable Information About Product Through Online Shopping, More Discount and Fast Delivery on Amazon Prime, Refund Process, Brand, Return Policy.

In the above table the value of R² is 0.738 which indicates that 73.8% of the variation in customer satisfaction is accounted for by the Sufficient Online Products on Amazon, Delivery of Product, After-Sales Service, Product Quality, Online Shopping Easy and Fast, Online Shopping Ensures Availability of Diversified

Products, Feel Secured Providing Personal Information, Various Offers Available During Online Shopping, Secured Payment Option Available on Online Shopping, Online Shopping Gives Valuable Discount Offers, Packaging of Products, Shopping Experience, Reliable Information about Product through Online Shopping, More Discount and Fast Delivery on Amazon Prime, Refund Process, Brand and Return Policy.

Table-11: ANOVA^A

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	253.32	17	14.901	81.068	0.0001
	Residual	89.7	488	0.184		
	Total	343.02	505			

a. Dependent Variable: Overall Customer Satisfaction
 b. Predictors: (Constant), Sufficient Online Products on Amazon, Delivery of Product, After-Sales Service, Product Quality, Online Shopping Easy And Fast, Online Shopping Ensures Availability of Diversified Products, Feel Secured Providing Personal Information, Various Offers Available During Online Shopping, Secured Payment Option Available on Online Shopping, Online Shopping Gives Valuable Discount Offers, Packaging of Products, Shopping Experience, Reliable Information About Product Through Online Shopping, More Discount and Fast Delivery on Amazon Prime, Refund Process, Brand Return Policy.

The significance value in the above table clearly indicates that both the null hypothesis has been rejected. In other words, there is a relationship between customer satisfaction and quality and brand of products offered.

Table-12: Rely On Reviews Of Products

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	0.122	0.1		1.217	0.224
Online Shopping Easy & Fast	0.018	0.023	0.02	0.759	0.448
More Discount & Fast Delivery on Amazon Prime	-0.038	0.022	-0.048	-1.754	0.08
Product Quality Leads To Customer Satisfaction	0.012	0.027	0.012	0.449	0.654
Brand Leads To Customer Satisfaction	0.001	0.026	0.001	0.033	0.974
Shopping Experience Leads to Customer Satisfaction	0.001	0.027	0.001	0.052	0.959
Reliable Information about Product Through Online Shopping	-0.026	0.026	-0.027	-0.991	0.322
Online Shopping Ensures availability of Diversified Products	0.855	0.026	0.86	33.004	0
Feel Secured Providing Personal Information	0.051	0.023	0.056	2.158	0.031
Return Policy Leads to Customer Satisfaction	0.019	0.027	0.02	0.71	0.478
Refund Process Leads to Customer Satisfaction	-0.008	0.028	-0.008	-0.284	0.777
Secured Payment Option Available on Online Shopping	0.061	0.026	0.06	2.289	0.023

Delivery of Product Leads To Customer Satisfaction	-0.018	0.028	-0.018	-0.641	0.522
Packaging of Products Leads to Customer Satisfaction	0.007	0.028	0.007	0.243	0.808
Online Shopping Gives Valuable Discount Offers	0.031	0.025	0.033	1.22	0.223
Various Offers Available During Online Shopping	-0.003	0.024	-0.003	-0.127	0.899
After-Sales Service Leads To Customer Satisfaction	-0.016	0.028	-0.016	-0.597	0.551
Sufficient Online Products on Amazon	-0.044	0.024	-0.05	-1.859	0.064
a. Dependent Variable: Overall Customer Satisfaction					

The above table clearly indicates the variable which highly leads to customer dissatisfaction is the stock availability of the products on Amazon, followed by the feature of more discount and fast delivery on Amazon Prime. The other variables which are contributing towards customer dissatisfaction are reliable information about product through online shopping, delivery of product, after sales service refund process and various offers available on Amazon. The organization must focus on the above factors so as to increase the customer satisfaction

CONCLUSION

The above study suggests that due to ongoing Covid-19 pandemic, more than 84% of the respondents are doing online shopping and only 16% of the respondents are doing online shopping once in a year. Close to two-fifth of the respondents are willing to buy amazon prime membership.

The above study also suggests that approximately half of the total respondents are purchasing both fresh products as well as products on offer. The respondents have agreed that they purchase the products as per their requirement. They also agreed that their requirement had a drastic change due to the ongoing Covid-19 pandemic. Approximately two-fifth of the respondents is of the opinion that they sometimes rely on the review available for the products but during ongoing Covid-19 pandemic the respondents have not given much weightage to the reviews. As per the study the most preferred payment option for online shopping is online payment by way of card, digital wallets and net banking. The respondents prefer to have contactless delivery of their products due to the ongoing Covid-19 pandemic. The study also indicates that 73.8% of ongoing Covid-19 pandemic the variation in customer satisfaction is accounted by all the independent variable put together. It is clear that

the most important variable which leads to customer satisfaction is the availability of diversified products on Amazon, followed by availability of secured payment options on Amazon. The variable which highly leads to customer dissatisfaction is the stock availability of the products on Amazon as the demand has increased drastically due to the ongoing Covid-19 pandemic. The study also suggested that during the ongoing Covid-19 pandemic, the customers have faced a lot of hardship while opting for a refund on amazon.

The amazon is ensuring that the customer is satisfied with the shopping experience even in the ongoing Covid-19 pandemic. The amazon also has work on the variables which are prime reason for the customer dissatisfaction. The amazon has to improve upon the availability of reliable information about product, delivery process of the product, after sales service and refund process.

REFERENCES

- [1] Babin, B. J., Darden, W. R., Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20(4), 644–656. https://aquila.usm.edu/fac_pubs/7202/.
- [2] Baker, J., Grewal, D., Parasuraman, A. (1994). The influence of store environment on quality inferences and store image. *Journal of the Academy of Marketing Science*, 22(4), 328–339. <https://link.springer.com/article/10.1177/0092070394224002>.
- [3] Bosnjak, M., Galesic, M., Tuten, T. (2007). Personality determinants of online shopping: Explaining online purchase intentions using a hierarchical approach. *Journal of Business Research*, 60(6), 597–605. <https://www.sciencedirect.com/science/article/abs/pii/S0148296306002244>.
- [4] Bui, M., Kemp, E. (2013). E-tail emotion regulation: Examining online hedonic product purchases. *International Journal of Retail & Distribution Management*, 41(2), 155–170. https://www.researchgate.net/publication/263377111_Etail_emotion_regulation_Examining_online_hedonic_product_purchases.
- [5] Chen, L., Gillenson, M.L. and Sherrell, D.L. (2002) "Enticing online consumers: an extended technology acceptance perspective. *International journal of Bank Marketing*, Vol. 26 No.5, pp. 511-35. [https://dl.acm.org/doi/abs/10.1016/S0378-7206\(01\)00127-6](https://dl.acm.org/doi/abs/10.1016/S0378-7206(01)00127-6).

- [6] Chiou, J. S., Ting, C. C. (2011). Will you spend more money and time on Internet shopping when the product and situation are right? *Computers in Human Behavior*, 27(1), 203–208.
- [7] Chirag Parmar (2015). A Comparative Study on Various Payment Options in Online Shopping. *International Journal on Recent and Innovation Trends in Computing and Communication*, 3(4), 2433-436. <https://ijritcc.org/index.php/ijritcc/article/view/4257>.
- [8] Dailey, L. (2004). Navigational web atmospherics: Explaining the influence of restrictive navigation cues. *Journal of Business Research*, 57(7), 795–803. [https://doi.org/10.1016/S0148-2963\(02\)00364-8](https://doi.org/10.1016/S0148-2963(02)00364-8).
- [9] Eroglu, S. A., Machleit, K. A., Davis, L. M. (2003). Empirical testing of a model of online store atmospherics and shopper responses. *Psychology & Marketing*, 20(2), 139–150. DOI:10.1002/mar.10064.
- [10] Kim, H., Lennon, S. J. (2010). E-atmosphere, emotional, cognitive, and behavioral responses. *Journal of Fashion Marketing and Management: An International Journal*, 14(3), 412–428. <https://www.emerald.com/insight/content/doi/10.1108/13612021011061861/full/html>.
- [11] Kim, Y. G., Li, G. (2009). Customer satisfaction with and loyalty towards online travel products: A transaction cost economics perspective. *Tourism Economics*, 15(4), 825–846. <https://doi.org/10.5367/000000009789955125>.
- [12] Kim, S., Eastin, M. S. (2011). Hedonic tendencies and the online consumer: An investigation of the online shopping process. *Journal of Internet Commerce*, 10(1), 68–90. <https://doi.org/10.1080/15332861.2011.558458>.
- [13] Lee, M. Y., Kim, Y. K., Fairhurst, A. (2009). Shopping value in online auctions: Their antecedents and outcomes. *Journal of Retailing and Consumer Services*, 16(1), 75–82. 10.1016/j.jretconser.2008.11.003.
- [14] Liu, C., Forsythe, S. (2010). Sustaining online shopping: Moderating role of online shopping motives. *Journal of Internet Commerce*, 9(2), 83–103. <https://doi.org/10.1080/15332861.2010.503848>.
- [15] Mazaheri, E., Richard, M. O., Laroche, M., Ueltschy, L. C. (2014). The influence of culture, emotions, intangibility, and atmospheric cues on online behavior. *Journal of Business Research*, 67(3), 253–259. DOI:10.1016/J.JBUSRES.2013.05.011.
- [16] Monsuwe, T.P.Y., Dellaert, B.G.C. and Ruyter, K.D (2004) "What drives consumers to shop online? A literature review", *International journal of Service Industry Management*, Vol. 15, No.1, pp. 102-121. <https://doi.org/10.1108/09564230410523358>.
- [17] Hu, M., Rabinovich, E., & Hou, H. (2015). Customer's complaints in online shopping: The role of signal credibility. *Journal of Electronic Commerce Research*, 16(2), 95-108.
- [18] Sanjeev Kumar and Savita Maan (2013). Status and Scope of Online Shopping: An Interactive Analysis through Literature Review. *International Journal of Advance Research in Computer Science and Management Studies*, 2(12), 100-108.
- [19] Sorce, P., Perotti, V., Widrick, S. (2005). Attitude and age differences in online buying. *International Journal of Retail & Distribution Management*, 33(2), 122–132. <https://www.emerald.com/insight/content/doi/10.1108/09590550510581458/full/html?skipTracking=true>.
- [20] Stoel, L. Ha, S. (2009) Consumer e-shopping acceptance: antecedents in a TAM," *Journal of Business Research*, Vol. 62 No. 5, pp. 565-71. [http://www.sciencedirect.com/science/article/pii/S0148-2963\(08\)00172-0](http://www.sciencedirect.com/science/article/pii/S0148-2963(08)00172-0).
- [21] To, Liao, C., Lin, T. H. (2007). Shopping motivations on Internet: A study based on utilitarian and hedonic value. *Technovation*, 27(12), 774–787. <https://doi.org/10.1016/j.technovation.2007.01.001>.