



A STUDY ON CUSTOMER SATISFACTION TOWARDS AMAZON ONLINE SHOPPING

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ABSTRACT

Online shopping means electronic commerce. Consumers buy products over the internet using a web browser or mobile applications. In the modern technology, most companies rely on electronic shopping for attracting new and existing customers. Amazon is the most popular and trustworthy website in online shopping. Amazon has offered a wide range of products to customers. Customer satisfaction is based on the price, quality, offers, discounts, fast delivery, secured payment, and return policy of the product. The aim of the study is to analyze the factors that influence customer satisfaction with Amazon online shopping. This research was collected from 250 respondents by using a Google forms. In this study tools used Percentage analysis, Friedman ranking test, ANOVA Test. The study concludes majority of the respondents are satisfying on Amazon online shopping.

Keywords: Online Shopping, Amazon, Customer Satisfaction, Product, Experience.