IJNRD.ORG   **ISSN : 2456-4184**

INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT (IJNRD) | IJNRD.ORG

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON USER EXPERIENCE AND CHALLENGES FACED IN AMAZON

KIRITTI.M [1] & DR.PRINCY.A.S[2]

MBA Student, School of Management Studies,

Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India

Assistant Professor, School of Management Studies,

Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India

ABSTRACT

This study investigates the user experience and challenges encountered by consumers on the Amazon e-commerce platform. With its global prominence, Amazon plays a pivotal role in shaping online retail interactions. The research explores the nuances of user engagement, analyzing factors such as interface design, navigation, and overall satisfaction. Additionally, it delves into the challenges users confront while navigating the platform, providing insights that are essential for enhancing user-friendliness. The findings aim to contribute valuable perspectives for Amazon and the broader e-commerce industry, fostering a deeper understanding of user dynamics and informing strategies for continual improvement in the evolving digital retail landscape. Additionally, the study delves into the challenges users confront while engaging with Amazon, shedding light on potential areas for enhancement. By exploring the multifaceted aspects of user experience and identifying challenges, this research contributes valuable insights to inform strategies for refining and optimizing the user interface and services offered by Amazon, thus enhancing its position in the competitive e-commerce market. This research delves into the intricacies of user experience within the dynamic landscape of Amazon's e-commerce platform. Focusing on the diverse user base, the study meticulously examines the interface design, navigation processes, and overall satisfaction levels of users across different demographics. Furthermore, the research investigates the challenges encountered by users during their interactions with Amazon, shedding light on potential hurdles and areas for improvement.

KEYWORDS

User experience,Challeneges,Amazon

INTRODUCTION

In a world where online shopping has become as common place as your morning cup of coffee, it's no secret that the e-commerce industry has undergone a radical transformation. With the convenience of shopping from the comfort of your own home and the endless array of products at your fingertips, it's no wonder that e-commerce platforms have become an integral part of our lives. However, behind the seemingly effortless process of browsing, clicking, and buying, lies a complex web of strategies, challenges, and user experiences in one of the application called Amazon .

In today's digital age, E-commerce platforms have become the beating heart of the global economy. From buying a book to purchasing a car, it seems like everything is just a few clicks away. But have you ever wondered what goes on behind those pixels and shopping carts? That's precisely what we aim to explore in this research paper.

In the digital age, where a few clicks can bring a world of products to our doorstep, e-commerce platforms have become an integral part of our lives. These platforms have revolutionized the way we shop, making it more convenient, accessible, and often, more enjoyable. But

behind the scenes, there's a lot more than meets the eye. This research paper delves into the fascinating world of e-commerce, where strategies, challenges, and user experiences play pivotal roles in shaping our online shopping adventures.

OBJECTIVES OF THE STUDY

- Analyze the business and marketing done by Amazon.
- Identify and assess the major challenges faced by Amazon in their operations, growth, and sustainability.
- Investigate the design and usability elements on Amazon that contribute to a positive or negative user experience.
- Scrutinize customer feedback and preferences to understand their expectations and areas for improvement in Amazon.
- Evaluate the technological advancements and innovations implemented by Amazon to enhance user experience and platform functionality.

SCOPE OF THE STUDY

In the dynamic landscape of e-commerce, achieving success hinges on several key factors. First and foremost, user interface and experience design serve as the foundation, ensuring seamless navigation and engagement for customers. Understanding demographic variations is equally crucial, as it enables businesses to tailor their offerings to diverse consumer segments effectively. However, navigating technological challenges and innovations remains a constant endeavor, with companies striving to stay abreast of emerging trends and advancements. Moreover, ensuring global accessibility and localization enhances market reach, enabling businesses to cater to international audiences with culturally relevant experiences. Competitive benchmarking provides valuable insights, allowing companies to benchmark their performance against industry peers and identify areas for improvement. Mobile commerce optimization is another critical aspect, given the rising prevalence of smartphone usage for online shopping. Finally, prioritizing trust and security measures is paramount to safeguarding customer data and fostering long-term relationships built on reliability and integrity. By addressing these key elements, businesses can enhance their online presence and drive sustainable growth in the competitive e-commerce landscape.

NEED FOR THE STUDY

In the rapidly evolving landscape of online shopping, businesses are tasked with shaping the future through innovative strategies. Embracing global diversity while respecting local nuances ensures relevance across diverse markets. The continuous evolution and integration of technologies play a pivotal role in enhancing customer experiences and operational efficiencies. To stay ahead in the competitive e-commerce arena, companies must rise above the competition by offering unique value propositions and exceptional services. Trust and security in the digital realm are paramount, instilling confidence and fostering long-term customer relationships. Leveraging mobile commerce prowess enables seamless transactions on-the-go, catering to the needs of modern consumers. Ultimately, cultivating customer loyalty through personalized experiences and consistent delivery of value is essential for sustainable growth and success in the digital marketplace.

REVIEW OF LITERATURE

Sharma anukriti (2013) , The article entitled "A study on Ecommerce and Online Shopping: Issues and Influences". In this article an attempt is made to study the recent trends, influences, preferences of customers towards Ecommerce and online shopping and to give the suggestions for the improvement in online shopping websites. The study found that, most of the people who are engaged in making the decision of purchasing are in the age of 21-30 years. While making the websites for online shopping it must be designed in a very planned and strategic way.

Abhijit Mitra (2013), The article entitled "Ecommerce in India-A review". In this article an attempt is made to study the present status and facilitators of Ecommerce in India, analyze the present trends of Ecommerce in India and examine the barriers of Ecommerce in India. The study found that, there has been a rise in the number of companies taking up Ecommerce in the recent past. The study also found that, major Indian portal sites have also shifted towards Ecommerce instead of depending on advertising revenue. Nisha Chanana and Sangeeta

Goele (2012), The article entitled "Future of Ecommerce in India". In this article an attempt is made to study the overview of the future of Ecommerce in India and discusses the future growth segments in India's of Ecommerce. T

he study found that, various factors that were essential for future growth of Indian Ecommerce. The study also found that, the overall Ecommerce will increase exponentially in coming years in the emerging market of India.

Sarbapriya Ray (2011), The article entitled "Emerging Trends of Ecommerce in India: Some Crucial Issues Prospects and Challenges". In this article an attempt is made to present a snapshot of the evolution of Ecommerce business indicating the chronological order, category of Ecommerce business, description of organizations involved in E-business in India. The study found that, the role of government should be to provide a legal framework for Ecommerce so that while domestic and international trade are allowed to expand their horizons, basic rights such as privacy, intellectual property, prevention of fraud, consumer protection etc are all taken care of.

Green and Rao (1971), Green and Rao (1971) which enables us to elicit targeted responses by subjects about specific features of a product. Over time, this method has been tweaked and improved upon by numerous researchers, thus making the rank, ordering and choice elicitation tasks an effective tool for any marketing research study. Professor of Marketing as Columbia University, Oded Netzer advanced

the techniques developed by Rao et al. by identifying and addressing the gaps in traditional preference elicitation and estimation models. Specifically, Netzer focused on addressing three components of preference measurement: 1) the problem that the study intends to address, 2) design and approach of the data collection study and preference measurement task, 3) advanced preference estimation models.

Dzyabura et al. (2016), Dzyabura et al. improved and built a new data fusion model that improved upon the reliability of the online ratings data to predict offline preferences. They demonstrated that large discrepancies existed between the online and offline partworths when consumers evaluated products physically versus online. Since collecting large amounts of data offline is time consuming and extremely expensive, large online data sets can be combined with small offline data sets to better estimate offline preferences (up to 25% improvement).

Browntape (2017), Talks about What sells most in the Indian Ecommerce market?He says that according to a study by Google India, Ecommerce is growing in India at a massive rate. The number of online buyers in 2014 was 35 million as compared to the meagre 8 million in 2012.E- Commerce is a sector that become a phenomenon in India and something no one could ignore. Electronics attracted maximum attraction online from the consumers while Apparel and Accessories topped the sales charts.

RESEARCH DESIGN

The research design is the conceptual structure within research is conducted it constitutes the blueprint for the collection measurement and analysis of data. In the research survey conducted, the research design adopted is "DESCRIPTIVE RESEARCH DESIGN"

SOURCES OF DATA

- **PRIMARY DATA –** Questionnaire Given To 80 Respondents
- **SECONDARY DATA –** Websites, Published reports & review of literature from published articles

HYPOTHESIS

HYPOTHESIS – 1

(H0): There is no significant difference in the frequency of online shopping between different gender groups.

(H1): There is a significant difference in the frequency of online shopping between different gender groups.

HYPOTHESIS – 2

(H0): There is no significant difference in the levels of satisfaction with the overall user experience on Amazon among different age groups.

(H1): There is a significant difference in the levels of satisfaction with the overall user experience on Amazon among different age groups.

PERCENTAGE ANALYSIS

PARTICULARS					
AGE	UNDER 18	18-24	25-34	35-44	45&ABOVE
	5.25%	55.79%	28.42%	6.32%	4.21%
How satisfied are you with the overall user experinece provided by amazon	Very satisfied	Satisfied	Netural	Dissatisfied	Very dissatisfied
	44.21%	33.68%	11.58%	7.37%	3.16%
GENDER	Male	Female			
	63.16%	36.84%			

ANOVA

Gender of the respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.629	4	.157	.659	.622
Within Groups	21.476	90	.239		
Total	22.105	94			

How often do you shop online	Daily	Weekly	Monthly	Rarely	Never
	7.37%	32.63%	33.68%	25.26%	1.05%

INTERPRETATION

- From the above table it can be understood that 5.26% are under age of 18 ,55.79% are 18-24 years of the age ,28.42% are 25-34 years of the age, 6.32% are 35-44 years of the age, 4.21% are 45 & above of the age.
- From the above table it can be understood that 44.21% chose the option very satisfied ,33.68% chose the option satisfied ,11.58% chose the option neutral ,7.37% chose the option dissatisfied ,3.16% chose the option very dissatisfied.
- From the above table it can be understood that 63.16 % are male, 36.84% are Female.
- From the above table it can be understood that 7.37% chose the option Daily ,32.63% chose the option Weekly ,33.68% chose the option Monthly ,25.26% chose the option Rarely,1.05% chose the option Never.

INFERENCE

- Majority 55.29% of respondents are of 18-24 years of the age.
- Majority 44.21% of the respondents chose the option very satisfied for the question' How satisfied are you with the overall user experience provided by amazon?'
- Majority 63.16% of the respondents chose the option Male.
- Majority 33.68% of the respondents chose the option Monthly for the question 'How often do you shop online?'

INTERPRETATION

The p value 0.622 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and Alternate hypothesis (H1) is rejected.

Correlation

		Age of the respondents	How satisfied are you with the overall user experience provided by amazon?
Age of the respondents	Pearson Correlation	1	.042
	Sig. (2-tailed)		.684
	N	95	95
How satisfied are you with the overall user experience provided by amazon?	Pearson Correlation	.042	1
	Sig. (2-tailed)	.684	
	N	95	95

INTERPRETATION

The p value 0.042 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and Alternate hypothesis (H1) is rejected

FINDINGS

➤ Majority 63.16% of the respondents chose the option Male.
➤ Majority 55.29% of respondents are of 18-24 years of the age.
➤ Majority 67.37% of the respondents chose the option Bachelor's degree.
➤ Majority 35.79 % of the respondents chose the option Employed full-time & Student.
➤ Majority 33.68% of the respondents chose the option Monthly for the question 'How often do you shop online?'
➤ Majority 36.84% of the respondents chose the option Electronics for the question 'What type of products do you most frequently purchase online?'
➤ Majority 42.11% of the respondents chose the option good for the question' How is the product variety in amazon?'
➤ Majority 42.11% of the respondents chose the option important for the question' How important is pricing while making a purchase decision in amazon?'
➤ Majority 44.21% of the respondents chose the option important for the question' How important is the ease of navigation and user-friendliness in amazon?'
➤ Majority 28.42% of the respondents chose the option always for the question' Do you consider recommendations and reviews from other users when making a purchase decision?'
➤ Majority 30.53% of the respondents chose the option frequently for the question' Have you ever encountered technical issues while shopping online (e.g., website crashes, app crashes, payment problems)?'
➤ Majority 33.68% of the respondents chose the option frequently for the question' How often do you experience trust issues regarding the security of your personal information and payment details in amazon?'
➤ Majority 45.26% of the respondents chose the option none for the question' What challenges do you face with the delivery of products in amazon? '
➤ Majority 44.21% of the respondents chose the option very satisfied for the question' How satisfied are you with the overall user experience provided by amazon?'
➤ Majority 44.21% of the respondents chose the option likely for the question 'How likely are you to recommend amazon to a friend or family member?'
➤ Majority 49.47% of the respondents chose the option good for the question' How do you rate the customer support and problem resolution on amazon?'
➤ Majority 41.05% of the respondents chose the option strongly agree for the question 'Do you believe amazon has improved your shopping experience compared to traditional retail?'
➤ Majority 38.95% of the respondents chose the option Pricing for the question 'What factors influence your choice to use amazon the most?'
➤ Majority 35.79% of the respondents chose the option Monthly for the question 'How often do you use the amazon mobile app for shopping?'
➤ Majority 47.37% of the respondents chose the option important for the question 'How important is the availability of mobile app for Amazon?'
➤ Majority 34.74% of the respondents chose the option Occasionally for the question 'Have you ever abandoned a purchase due to concerns about the security of your payment information?'

➢ Majority 27.37% of the respondents chose the option Rarely for the question 'How often do you encounter issues related to payment methods (e.g., credit card declines, payment gateways not working) while shopping online?'

➢ Majority 41.05% of the respondents chose the option definitely for the question 'Would you be willing to pay a subscription fee for premium benefits on Amazon such as faster shipping or exclusive deals?'

➢ Majority 31.58% of the respondents chose the option Moderately influential for the question 'Would you be willing to pay a subscription fee for premium benefits on Amazon such as faster shipping or exclusive deals?'

➢ By using ANOVA for finding the relationship between the Gender of the respondents & how often do you shop online? The p value 0.622 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and Alternate hypothesis (H1) is rejected.

➢ By using CORRELATION for finding the the Age of the respondents & how satisfied are you with the overall user experience provided by amazon? we found that there is a positive correlation underlies between both the factors with the value of 0.01 level of significance and also found that strong relationship (0.042) found between each variable.

SUGGESTIONS

➢ Given that a significant proportion of respondents believe the current inventory management system contributes "Very Much" to operational efficiency, consider investing in advanced inventory tracking technology and streamlined processes to further improve efficiency.

➢ Since the majority of respondents rated customer support services positively, maintain high standards of responsiveness and effectiveness in addressing customer queries and concerns to enhance overall satisfaction.

➢ Given that many respondents were satisfied with the communication received regarding orders and shipments, continue to provide timely and informative updates to keep customers informed throughout the order fulfillment process.

➢ Focus on maintaining high standards in customer support, ensuring prompt problem resolution and gathering feedback. Prioritize the optimization and features of the mobile app, promoting app-exclusive deals for a seamless mobile shopping experience.

➢ Consider introducing or enhancing subscription-based services for premium benefits like faster shipping and exclusive deals. Consistently address payment-related concerns to minimize issues such as declined credit cards or payment gateway problems.

CONCLUSION

➢ Predominantly male and aged 18-24, with a majority holding a Bachelor's degree. A diverse user base, often balancing full-time employment and student responsibilities, engages in monthly online shopping. Electronics are the favored category, emphasizing a tech-centric shopping inclination.

➢ Users generally express satisfaction with product variety, pricing, and overall user experience. High trust levels in Amazon's security measures, with infrequent concerns about personal information. A smooth delivery experience, with the majority reporting no specific challenges.

➢ Users are likely to recommend Amazon, showing satisfaction with customer support and belief in its improvement over traditional retail. Competitive pricing stands out as a significant factor influencing users' choice of Amazon. A substantial monthly user base for the Amazon mobile app, emphasizing the importance of a seamless mobile experience.

REFERENCE

➢ Chakraborty, K. D. and Chatterjee, D., "E-Commerce", B. B. Kundu Grandsons, Kolkata, 2011, pp- 32-56

➢ Das, L., "Growing Trends of E-Commerce and Its Role in Consumers" Buying Pattern", International Journal of Marketing, Financial Services & Management Research, Vol.1, Issue 10, October 2012, pp- 200-209

➢ E-commerce Business Models and Concepts, E-Commerce: Business, Technology, and Society 2009, Fifth Edition, by Kenneth C. Laudon and Carol Guercio Traver, Published by Prentice Hall, a division of Pearson.

➢ Goole, S. and Channa, N., "Future of E-Commerce in India", International Journal of Computing & Business Research, Proceedings of „I-Society 2012" at GKU, Talwandi Sabo Bathinda, Punjab (Available Websites: http://www.researchmanuscripts.com/isociety 2012/7.pdf, 10/1/2014)

➢ Hari Carpathian, S., "Challenges and Opportunities of E-Commerce", International Journal of Marketing, Financial, Services & Management Research, Vol.1, No. 3, March 2012, pp- 98-108

➢ Jain, S. and Kapoor, B., "Ecommerce in India- Boom and the Real Challenges", VSRD International Journal of Business & Management, Vol. 2(2), 2012, pp- 47-53

➢ Lal, K. (1999). Determinants of the adoption of Information Technology: a case study of electrical and electronic goods manufacturing firms in India. Research Policy, 28, 667–680.

➢ E-Commerce- The Cutting Edge of Business, Bajaj & Nag- New Delhi 2000, P. Malhotra and B. Singh, "Determinants of internet banking adoption by banks in India", Internet Research, vol. 17, no. 3, (2007), pp. 323-339

➢ Electronic Commerce from Wikipedia- the free encyclopedia
➢ http://en.wikipedia.org/wiki/Electronic_commerce, 22/1/2014
➢ http://www.iamai.in/ecommerce/rsh_pay.aspx?rid=XvXKtpsoDMg=14/02/2014
➢ http://www.forrester.com/Trends+In+Indias+eCommerce+Market/fulltext/-/E-RES78361?docid=78361 ,9/02/2014
➢ http://www.slideshare.net/allinsights/growth-of-e-commerce-in-india, 29/01/2014
➢ http://www.nextbigwhat.com/indian-ecommerce-stores-297/, 5/02/2014 3738
➢ http://www.ibnlive.com/news/india-tech-market-pegged-at-243-bln-by-2011-gartner/58372-11.html., 22/02/2014
➢ http://yourstory.in/2013/01/indian-e-commerce-what-does-the-future- look-like/, 24/02/2014
➢ Prospect, Information on http://www.iprospect.com/search-engine- marketing-university/, (2008), 25/02/2014
➢ http://www.imgrind.com/10-advantages-of-internet-marketing/10, 17/02/2014
➢ http://www.ithinkinfotech.com/blog/business/e-commerce-statistics-in- india-2012-countrywide-growth-and-market-share.html, 8/02/2014
➢ http://articles.economictimes.indiatimes.com/2012-03-25/news/31236605_1_ecommerce-market-internet-users-onlinepurchases, 09/02/2014
➢ http://findarticles.com/p/articles/mi_m1TSD/is_2_6/ai_n25015739/?tag=content; col1, 25/02/2014