

Research Paper On “Online Shopping Amazon”

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ABSTRACT

Today's consumer goods market is highly competitive, making marketing more vital than ever to survive. The goal of this work is to shed light on the study of e-commerce. The goal of the project is to provide MBA students with real-world experience. This has opened a window into the inner workings of a business and provided a real-world application of classroom knowledge. This promotes self-direction, autonomy, and active student learning. My original goal with this venture was to serve as an e-commerce industry trailblazer and marketing associate. During the course of the training, I contributed to the "ONLINE SHOPPING " Project..

HOME AMAZON.I learned a lot from taking part in this survey. For this assignment, I analysed the data, drew conclusions, and proposed solutions based on my findings.

INTRODUCTION OF JEFF BEZOS

It's a great time to share stories about famous businessmen with the audience. A New Mexican whose birthday is January 12th, 1964. His major focus at Princeton was on electrical engineering and computer science. After finishing his education, he found work on Wall Street. When he joined D.E.Shaw in 1990, he was the company's youngest-ever SVP. After working there for four years, he decided to start amazon.com. I believe you're looking for JEFFERY P. BEZOS.

Bezos's education was the first step on his path to entrepreneurship. Students in fourth through fiftieth grades were invited to attend The Dream Institute summer camp middle schoolers and junior high schoolers. Bezos made his primary group read the identical books. Bezos picked Amazon over Cadabra because it begins with A and honors the Amazon River in South America. Amazon shares received his \$300,000 inheritance. He warned Amazon's early investors of a 70% failure rate. Bezos always wanted Amazon to go beyond selling books online. Amazon's third year was Bezos' IPO. In reaction to Fortune and Barrons, Bezos prophesied that the internet will kill online booksellers. Bezos broadened the company's focus to include consumer goods and, in 1998, began offering digital downloads of music and videos. Bezos utilized \$54 million from the company's stock issuance in 1997 to aggressively acquire numerous smaller rivals. While its cash balance shrank by \$350 million that year, Bezos borrowed \$2 billion from banks. Bezos oversaw the 2002 launch of Amazon Web Series, a service that compiles information from various sources (such as television weather reports and website traffic statistics). Amazon's rapid spending and lack of new revenue led to financial difficulties by the end of 2002. He fired 14% of Amazon's workforce and closed down distribution centres when the company nearly went bankrupt. Despite having a rough go of it financially, Amazon managed to turn a \$400 million profit in 2003. Bezos introduced the Kindle in November 2007. Bezos wanted readers to feel the same "flow state" while reading that they do while playing video games, he said in a 2008 profile for Time. Amazon Web Services and the CIA signed a \$600 million contract that was negotiated by Bezos in 2013. Amazon became the biggest online retailer that October. Bezos presents himself publicly as a brilliant but mysterious and cold-blooded corporate titan, as reported by New York Times reporter Nellie Bowles. In the 1990s, Bezos became notorious for maximising Amazon profits at the expense of charitable contributions and social programmes. He gave the impression in business dealings of being thrifty with Amazon's and his own money. Despite being a multibillionaire and driving a 1996 Honda Accord and hanging his clothing on a rack at his Amazon HQ office, Bezos had a favorable image as a quirky, geeky character in the early 2000s. Bezos' first significant honor was Time's 1999 Person of the Year. American authorities selected him in 2008. American authorities agree. World Report.

REVIEW OF LITERATURE

It is the intention of this section to delve deeply into the topic of the dissertation by analysing relevant studies, books, and articles. Both current findings and long-held hypotheses are reviewed.

Books about Internet marketing: As more and more businesses move their operations online, traditional mass marketing will give way to more intimate one-on-one interactions. Online marketing gives businesses immediate access to a large pool of potential customers and allows for rapid responses to their questions and concerns. Internet marketers with user-friendly websites leverage computer-to-computer or one-on-one engagement with potential clients. While being the first to market with an online, personalised approach certainly has its perks, the challenges that come with it can't be ignored. Customer interaction skills are

essential. Due to the widespread availability of modern communication and information technologies, businesses now have more opportunities to interact with their customers.

How crucial is Internet marketing for a business?

This is a tricky question to give a concrete answer to. Different companies engage in various types of business. Some examples of businesses that rely heavily on online sales are Amazon, Flipkart, Snapdeal, and Alibaba, to name just a few. UPM, on the other hand, is the largest producer of forest products in the world, and its website serves only as an introduction to the company and its products.

Consumers also use traditional media This shift towards online marketing as the new frontier of market communication is being led by social media sites like Facebook, blogs, Twitter, YouTube, and LinkedIn (Steltzner, 2009).

Objective of the study

- The study's primary objective is to investigate the nature of QWL and its relationship to "life beyond work" in today's high-tech, high-touch workplaces. So that work has real purpose and the employee can achieve incredible heights.
- Establish proper rules for putting the QWL idea into practice.
- Advantage to studying Amazon's history.
- Finding out how Amazon intends to help women.
- To gain insight into the Amazon success story .

RESEARCH METHODOLOGY

The first thing you should do is develop a research strategy. This calls for careful planning of the research strategy to be employed. It's a thorough plan for getting the job done when it comes to gathering information. Research employs exploratory, descriptive, and experimental approaches. The investigator can use it to solve a variety of economic and social issues. After completing data analysis, the researcher is responsible for drawing conclusions. Only through interpretation can a researcher shed light on the causal mechanisms underlying his findings. After data analysis, inferences or interpretations must be made. The current investigation was descriptive in nature. Descriptive studies typically involve a cross-sectional data collection approach to learning about the current state of affairs. Descriptive research aims to describe phenomena and situations in great detail using information gleaned from interviews and other sources. When a Survey Using surveys, information can be gathered by asking questions of those most likely to have the answers. As much detail as possible should be included in the stated objectives. One definition of the survey design is "gathering information about a large number of people by interviewing a small sample of them."The definition can be broadened to include other methods of data collection used by survey researchers (such as questionnaires, personal observation, etc.) in addition to interviews. The use of questionnaires in surveys is a common method in descriptive research. Research conducted through surveys typically employs a larger sample size. The issues at hand are the ones that already exist, whether they be conditions or relationships, beliefs, processes, obvious effects, or developing tendencies. This means that in surveys, we only consider factors and occurrences that already exist. We have here an excellent example of fieldwork.

EXPLORATORY RESEARCH DESIGN

Exploratory research is another name for formative research. By defining a problem or developing a hypothesis that can be tested in practise, this type of research aims to pave the way for subsequent, more in-depth analysis. Finding new ways of thinking is the primary goal of these kinds of research.

DESIGN OF SAMPLES

Taking a representative sample from a larger population requires a well-thought-out strategy, or "sample design." Below are some of the more common methods used in sampling design selections:

Varieties of empirical research (pending)The sample size of 100 represents a statistically significant subset of the target audience from which inferences can be drawn. Shoppers From All Over The Indian Internet

SAMPLING METHOD:

- Non-probability sampling method : Convenience Sampling

SAMPLE TECHNIQUE:

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- Percentage analysis
- Tabulation
- Graphical
- Average mean

LIMITATION

We tried our hardest to make this project reliable and honest. Nonetheless, despite these realities, restrictions were present when the project was first conceived. The main limitations are as follows: To begin, this study's information was provided by the participants themselves. This study was planned on a tight budget due to the fact that I was not privy to the resources available to the official research team. There is a time limit on this investigation. Fourth, there was a discrepancy between older and younger respondents.5. There was some reluctance and hesitation on the part of respondents when they were being questioned. Research conducted today may be deemed irrelevant tomorrow as consumer behaviour is dynamic. Less owners conceived of and implemented their online marketing plans. I used a combination of semi-structured interviews and online research to gather information about the companies. To evaluate their efficacy, Web analytics, email templates, and digital advertising were examined. I arranged 62 workplace interviews. Interviews averaged 60 minutes. Data from semi-structured interviews and corporate records revealed five themes. Five main themes: (a) lack of planning framework; (b) lack of Internet marketing knowledge and competence; (c) usage of Internet marketing channels and technologies; (d) lack of a systematic approach to Internet marketing management; and (e) failure to appropriately

CONCLUSION

- Airline tickets continue to be the most popular online purchase, while clothing ranks last.
- The safest method of payment is cash on delivery, followed by credit cards and finally online bank transfer.
- Online stores need to provide comprehensive descriptions of their goods and services, as well as reassuring assurances of security and on-time delivery, to attract and retain customers. Consumers shopping online don't care about "Attractive offers" with funny one-liners.
- Most employees who have shopped online have had a good experience.

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