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Consumer Perception Towards Amazon India

Dr. Mona Mehta

Vice-Principal, Nagindas Khandwala College, Mumbai.

1) Introduction

"The customer is always right" has been taken to an extreme with the evolution of e-commerce and the digital retail landscape. Consumers have ideas of what they expect from online shopping. Online retailers are doing all they can to make shoppers happy.

Online shopping also known as e-tail from "electronic retail" or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser app. An online shop evokes the physical analogy of buying products or services at a bricks and mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

Michael Aldrich an English entrepreneur invented online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. He believed that videotext, the modified domestic TV technology with a simple menu-driven human-computer interface, was a 'new, universally applicable, participative communication medium the first since the invention of the telephone.' This enabled 'closed' corporate information systems to be opened to 'outside' correspondents not just for transaction processing but also for e-messaging and information retrieval and dissemination, later known as e-business.

Consumer perception applies the concept of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make.

Amazon was the first online bookstore and one of the largest bookstore and online store in global market. It was founded in 1994 by Jeff Bezos. Amazon sells a wide range of product, books, music videos, mp3 DVDs, clothes, kitchen items, electronic goods and others. Every company has its highs and lows, Amazon has been able to manage the problems and sustain in competitive market.

2) Objectives

- 1) To evaluate the consumer perception towards Amazon