

PROJECT WORK ON

"A Study on "AMAZON"

IN

KALWAKURTHY TOWN

BY

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GOVERNMENT MODEL DEGREE COLLEGE – KALWAKURTHY

Submitted in partial fulfillment of the degree of

UNDER GRADUATION

Submitted to

DEPARTMENT OF COMMERCE

GOVERNMENT MODEL DEGREE COLLEGE –KALWAKURTHY

NAGARKURNOOL (DIST)

PALAMURU UNIVERSITY

BATCH:-2019-2022

Guided by:-

J.HUSSAIN

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CERTIFICATE

This is to certify that the project titled "A Study on AMAZON"
in Kalwakurthy town submitted to in partial
fulfillment for the award under graduation degree in commerce was carried
out by K. Meghama, C. Shireesha, A. Rajeswari, Y. Anjamma
A. Vithal Nayak, M. Rakesh Under my guidance this has not been submitted to
any other university or institution for the award of degree/diploma certificate.

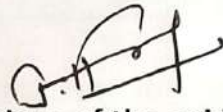
Name & Address of guide

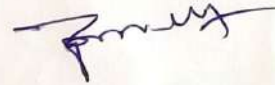
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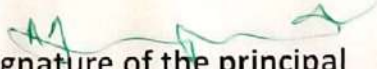
DEPARTMENT OF COMMERCE
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CERTIFICATE

This is to certify that K. Meghama, C. Shireesha, A. Rajeswari, Y. Anjamma
A. Vittal Nayak, M. Rakesh students of B.Com Computer
Application III year Hall tickets No. 19033015405515, 5506, 5501, 5525, 5502, 5517
have successfully completed the project titled A Study on "AMAZON"
in Kalwakurthy town. in partial fulfillment of requirement
of bachelor of commerce during academic year 2019-2022.

Date: March-1-2021

Place: Kalwakurthy.


signature of the principal

PRINCIPAL
Govt. Degree College
KALWAKURTHY
Dist. Nagarkurnool.

DECLARATION

We are declared that the project title 'A Study on "AMAZON" in Kaluakurthy town is original in nature and is a bonafide work carried out by me. The project is submitted in partial fulfillment of the requirement for award of degree of bachelor of commerce. The report has been submitted either in part or full for any other degree or diploma earlier to this university or any other university.

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CHAPTER-1

Introduction

The first chapter is consisting of 5 parts. This chapter introduced the background of Amazon and elaborated the importance of the customer relationship and customer loyalty. And then clearly stated the motivation of the paper. The last two parts are explained our research limitations and the outline of our thesis.

Amazon.com, Inc. (NASDAQ: AMZN), a Fortune 500 company based in Seattle, which is the one of the earliest began to the e-commerce company. It was opened on the World Wide Web in July 1995 and today offers Earth's Biggest Selection. It also included three subsidiaries, they are Alexa Internet, a9.com and Internet Movie Database, IMDB. Amazon.com and other sellers offer millions of unique new, refurbished and used items (Amazon, 2011).

Amazon bookstore (amazon.com) is one of the biggest bookstores in the world. It provides 310 million books directory, more than the global any bookstore of storing books to 15 times more above. To run the special business needs neither large buildings nor great numbers of staff. Even though there are only 1600 employees in Amazon bookstore. The sales reach 37.5 million dollars per capita, which are 3 times those of Barnes & Noble, the largest bookstore in the world, which has 27,000 employees (Hamiton, 2008).

The commercial activities of Amazon bookstore focus on marketing and the after service. That is, they aim at attracting customers, while building good image for the company.

To become a customer-oriented company is the mission of Amazon.com (He & Zhang, 2003). The biggest online bookstore—Amazon began to profit in 2002. This is a piece

of good news to global electronic commerce development. However, in the following years, electronic commerce suffered from loss.

A survey conducted by the Temkin Group revealed that Amazon has been at the highest rates of customer loyalty in America. Three factors were taken into account in the chart of customer loyalty, including hesitation to switch to other company, readiness to buy more goods from the company and readiness to recommend it to others. The survey showed that customer loyalty had fallen to a new low with just 17% companies getting to the 'very strong' mark for loyalty.

Thanks to its ability to attract repeat customers, Amazon ranks high on the list of customer loyalty at the rate of 68%. The customers choose Amazon again because of its ability to get them the right results. Amazon's performance in customer loyalty stands out when most online companies received significantly lower ratings (Grant, 2011).

CRM is a combination of hardware, software, process, applications and management commitment to improve customer service, retain customer and provide analytical capabilities (Romano & Fjermestad, 2002). The dynamic process of managing a customer-company relationship such that customer elect to continue mutually beneficial commercial exchanges and are dissuaded from participating in exchanges that are unprofitable to the company (Wiley, 2002).

CRM is not only the implementation of a technology solution about information on their customers, but also CRM could deliver strategic market relationships. It could know all the things about their customers all the time. It could do a perfect data collection work and understand well what customers' needs (Donaldson & O'Toole, 2007)

Building sound relationships with customers is the one of the keys to make business successful. Humans build relationships all their lives, be it with their friends, family, employers, colleagues or peers. As humans, we like to stick to what we know, and this behavior reflects in the choices people make regarding which business organizations

to deal with. Building customer relationships is as important to business as the price and quality of what are selling.

The enterprise goes through efforts to consolidate and further development with the customers to establish a long-term and stable relationship. In fact, the customer is willing to take this kind of feeling to tell their friends. The effects of this "propaganda" is absolutely much more effective than the enterprise cost a huge commercial shooting. Speaking of the enterprise, the customer retention can bring lower cost than attract a new customer. According to statistics, attract a new customer needs is the cost of maintaining an old customer required cost 5 – 10 times (Xi, 2009). Customer loyalty is usually viewed as the power force of the relationship between the attitude of individual's relative and repeat patronage. Customer loyalty is one of the most over used phrases in business today (Shaw, 2000). In the business environment the concept of customer loyalty is important because it is considered to be a profitable link. Loyalty is an economic necessity and a competitive necessity (Reichheld, 2001). Customer loyalty means to attract the target customers, in order to make them repurchase the products.

The loyalty is as primarily an attitude that sometimes leads to a relationship with the brand to understand the customers spending behavior and satisfaction is very important. And the critical result of the customer behavior and satisfaction is customer loyalty (Nykamp, 2001).

Along with market competition aggravating, the customer loyalty has become the determinant element that influences the enterprise's long-term profits. As a sign of the market share, customer loyalty is more meaningful than that to customer measured market share. As a result, enterprise's managers prefer to pay much more attention to improving customer loyalty aspects, so that to make the enterprise gain critical competitive advantage in the fierce competition.

Economists do some researches on the TOP500 enterprises and find that, the loyal customers are not only doing repurchase enterprise products and services to save