



INDUS BUSINESS ACADEMY

“BUSINESS RESEARCH METHOD”

A

PROJECT REPORT

ON

**“A STUDY ON CONSUMER ATTITUDE
TOWARDS BRAND LOYALTY WITH RESPECT
TO AMAZON.COM”**

SUBMITTED TO

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STUDENT DECLARATION

We, hereby declare that the work embodied in this project report entitled “A STUDY ON CONSUMER ATTITUDE TOWARDS BRAND LOYALTY WITH RESPECT TO AMAZON.COM” represents the original work done by us (Group-7, Section ‘A’) under the supervision and guidance of **PROF.SMITA M. GAIKWAD.** Indus Business Academy, Bangalore during the academic Year 2019-2021.

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ABSTRACT

A Study on consumer attitude towards brand loyalty with respect to Amazon.com

- Customers shopping behaviour is very dynamic these days. From shopping from malls, shops, streets etc., customers now consider shopping on online websites. These websites have given an ease to the customer by providing delivery at their footsteps. Customers are now more brand loyal to these websites instead offline stores as we now think that there are more expensive than these sites. These websites also give offers, monthly or seasonally. One such website is Amazon. It is an E-commerce website based in Bangalore, having electronics, apparels, FMCG good and lifestyle products. Its competitors in India are Flipkart and Snapdeal. We have also noticed that Profits of Amazon are decreasing day by day. This research was conducted to know the reason behind these decreasing Profits.

CONTENTS

Sl.No	Topic	Page No
1.	Introduction <ul style="list-style-type: none">• E-Commerce Industry in India• Company Profile• Competitors of Amazon	05 10 14
2.	Review of Literature	15
3.	Research Methodology <ul style="list-style-type: none">• Problem Statement• Objectives• Data Collection• Hypothesis• Importance of Study• Gap Analysis	16 16 16 17 17
4.	Data Analysis and Interpretation	18
5.	Hypothesis Testing	20
6.	Findings	
7.	Suggestions	
8.	Conclusion	
9.	Bibliography	
10.	Annexure	



E-Commerce

Introduction

One of the most popular activities on the Web is shopping. It has much allure in it — you can shop at your leisure, anytime, and in your pajamas. Literally anyone can have their pages built to display their specific goods and services.

Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. It also pertains to "any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact. E-commerce is usually associated with buying and selling over the Internet, or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network. Though popular, this definition is not comprehensive enough to capture recent developments in this new and revolutionary business phenomenon. A more complete definition is E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals

The e-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much growth of the industry has been triggered by increasing internet and smartphone penetration.

HISTORY

History of ecommerce dates back to the invention of the very old notion of "sell and buy", electricity, cables, computers, modems, and the Internet. Ecommerce became possible in 1991 when the Internet was opened to commercial use. Since that date thousands of businesses have taken up residence at web sites.

At first, the term ecommerce meant the process of execution of commercial transactions electronically with the help of the leading technologies such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT) which gave an opportunity for users to exchange business information and do electronic transactions. The ability to use these technologies appeared in the late 1970s and allowed business companies and organizations to send commercial documentation electronically.

BENEFITS OF E-COMMERCE

Transaction costs. Three cost areas are significantly reduced through the conduct of B2B e-commerce.

First is the reduction of search costs, as buyers need not go through multiple intermediaries to search for information about suppliers, products and prices as in a traditional supply chain. In terms of effort, time and money spent, the Internet is a more efficient information channel than its traditional counterpart.

Second is the reduction in the costs of processing transactions (e.g. invoices, purchase orders and payment schemes), as B2B allows for the automation of transaction processes and therefore, the quick implementation of the same compared to other channels (such as the telephone and fax). Efficiency in trading processes and transactions is also enhanced through the B2B e-market's ability to process sales through online auctions.

Third, online processing improves inventory management and logistics. Disintermediation. Through B2B e-markets, suppliers are able to interact and transact directly with buyers, thereby eliminating intermediaries and distributors. However, new forms of intermediaries are

emerging. For instance, e-markets themselves can be considered as intermediaries because they come between suppliers and customers in the supply chain. Transparency in pricing. Among the more evident benefits of e-markets is the increase in price transparency. The gathering of a large number of buyers and sellers in a single e-market reveals market price information and transaction processing to participants. The Internet allows for the publication of information on a single purchase or transaction, making the information readily accessible and available to all members of the e-market. Increased price transparency has the effect of pulling down price differentials in the market. In this context, buyers are provided much more time to compare prices and make better buying decisions.

Market Size

Propelled by rising smartphone penetration, the launch of 4G networks and increasing consumer wealth, the Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017 Online retail sales in India are expected to grow by 31 per cent to touch US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

During 2018, electronics is currently the biggest contributor to online retail sales in India with a share of 48 per cent, followed closely by apparel at 29 per cent.

Investments/ Developments

Some of the major developments in the Indian e-commerce sector are as follows: Flipkart, after getting acquired by Walmart for US\$ 16 billion, is expected to launch more offline retail stores in India to promote private labels in segments such as fashion and electronics. In September 2018, Flipkart acquired Israel based analytics start-up Upstream Commerce that will help the firm to price and position its products in an efficient way. Paytm has launched its bank - Paytm Payment Bank. Paytm bank is India's first bank with zero charges on online transactions, no minimum balance requirement and free virtual debit card. As of June 2018, Google is also planning to enter into the E-commerce space by November 2018. India is expected to be its

first market. Reliance retail is going to launch online retail this year. It has already launched its food and grocery app for beta testing among its employees. E-commerce industry in India witnessed 21 private equity and venture capital deals worth US\$ 2.1 billion in 2017 and 40 deals worth US\$ 1,129 million in the first half of 2018. Google and Tata Trust have collaborated for the project ‘Internet Saathi’ to improve internet penetration among rural women in India.

Government initiatives

Since 2014, the Government of India has announced various initiatives namely, Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of such programs will likely support the e-commerce growth in the country. Some of the major initiatives taken by the government to promote the e-commerce sector in India are as follows: In order to increase the participation of foreign players in the e-commerce field, the Indian Government hiked the limit of foreign direct investment (FDI) in the E-commerce marketplace model for up to 100 per cent (in B2B models). The heavy investment of Government of India in rolling out the fiber network for 5G will help boost ecommerce in India. In the Union Budget of 2018-19, government has allocated Rs 8,000 crore (US\$ 1.24 billion) to BharatNet Project, to provide broadband services to 150,000 gram panchayats. As of August 2018, the government is working on the second draft of e-commerce policy, incorporating inputs from various industry stakeholders.

Achievements

Following are the achievements of the government in the past four years: Under the Digital India movement, government launched various initiatives like Udaan, Umang, Start-up India Portal etc. Under the project ‘Internet Saathi’, the government has influenced over 16 million women in India and reached 166,000 villages. Udaan, a B2B online trade platform that connect small and medium size manufacturers and wholesalers with online retailers and also provide

them logistics, payments and technology support, has sellers in over 80 cities of India and delivers to over 500 cities. According to the UN's eGovernance index, India has jumped 11 positions to 107 in 2016 from 2018 in 2014. The government introduced Bharat Interface for Money (BHIM), a simple mobile based platform for digital payments.

Road Ahead

The e-commerce industry been directly impacting the micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. The Indian e-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest e-commerce market in the world by 2034. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in e-commerce sector will also boost employment, increase revenues from export, increase tax collection by ex-chequers, and provide better products and services to customers in the long-term. ecommerce future. To attract more customers e-store-owners will have not only to increase the number of available services, but to pay more attention to such elements like attractive design, user-friendliness, appealing goods presentation, they will have to opportunely employ modern technologies for their businesses to become parts of ecommerce future. Experts predict a promising and glorious future of ecommerce in the 21st century. In the foreseeable future ecommerce will further confirm itself a major tool of sale. Successful ecommerce will become a notion absolutely inseparable from the web, because e-shopping is becoming more and more popular and natural. At the same time severe rivalry in the sphere of ecommerce services will intensify their development. Thus prevailing future trends of ecommerce will be the growth of Internet sales and evolution. Each year number of ecommerce deals grows enormous sales .



Introduction:

Amazon was founded by Jeff Bezos on July 5, 1994, in Bellevue, Washington. The company initially started as an online marketplace for books but later expanded to sell electronics, software, video games, apparel, furniture, food, toys, and jewellery. It is an American multinational technology company based in Seattle, Washington that focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is considered one of the Big Four technology companies along with Google, Apple, and Facebook. Amazon distributes downloads and streaming of video, music, audiobook through its Amazon Prime Video, Amazon Music, and Audible subsidiaries. Amazon also has a publishing arm, Amazon Publishing, a film and television studio, Amazon Studios, and a cloud computing subsidiary, Amazon Web Services. It produces consumer electronics including Kindle e-readers, Fire tablets, Fire TV, and Echo devices. In addition, Amazon subsidiaries also include Ring, Twitch.tv, Whole Foods Market, and IMDB. Among various controversies, the company has been criticized for technological surveillance overreach a hyper-competitive and demanding work culture tax avoidance and anti-competitive practices.

Type of Site	: Public
Founded	: July 5, 1994; 25 years ago
Headquarters	: Seattle, Washington and Arlington, Virginia, United States.
Area served	: Worldwide
Owner	: Amazon

Founder(s)	: Jeff Bezos
Key people	: Jeff Bezos, Werner Vogels
Revenue	: US\$232.887 billion(2018)
Employees	: 6,47,500(2018)
Subsidiaries	: A9.com, AbeBooks, Amazon Air, Alexa Internet...
Website	: www.amazon.com
Commercial	: Yes
Current status	: Online

History:

In 1994, Jeff Bezos incorporated Amazon. He chose the location Seattle because of technical talent as Microsoft is located there. In May 1997, the organization went public. The company began selling music and videos in 1998, at which time it began operations internationally by acquiring online sellers of books in United Kingdom and Germany. The following year, the organization also sold video games, consumer electronics, home-improvement items, software, games, and toys in addition to other items. In 2002, the corporation started Amazon Web Services (AWS), which provided data on Web site popularity, Internet traffic patterns and other statistics for marketers and developers. In 2006, the organization grew its AWS portfolio when Elastic Compute Cloud (EC2), which rents computer processing power as well as Simple Storage Service (S3), that rents data storage via the Internet, were made available. That same year, the company started Fulfilment by Amazon which managed the inventory of individuals and small companies selling their belongings through the company internet site. In 2012, Amazon bought Kiva Systems to automate its inventory-management business, purchasing Whole Foods Market supermarket chain five years later in 2017.

Product and Services:

Amazon.com has a number of products and services available, including:

Amazon Fresh

Amazon Prime

Amazon Web Services

Alexa

App store

Amazon Drive

Echo

Kindle

Fire tablets

Fire TV

Video

Kindle Store

Music

Music Unlimited

Amazon Digital Game Store

Amazon Studios

Amazon Wireless

Amazon Print and Media Advertising:

Amazon uses print and media advertising extensively in order to communicate its marketing message to the members of the target customer segment. Print advertising is used by Amazon extensively as well via magazines, journals, newspapers and billboards. In a latest move, Amazon started to print advertisement messages, pictures and cartoon characters from “Minions” movie on its shipping boxes. Viral marketing also plays an important role in Amazon marketing strategy. Amazon is one of the earliest adopters of viral marketing and the company is credited with the creation of the first affiliate program.

Amazon Sales Promotions:

Sales promotions is one of the main tools in Amazon marketing strategy used in a frequent manner. Amazon sales promotions techniques includes the following

Seasonal sales promotions:

Amazon announces seasonal sales promotions during holidays and festive periods, especially during Christmas and New Year holidays. The e-commerce giant also regularly organizes Prime Day midyear sales, which is also known as “Christmas in July” sales.

Money off coupons:

Amazon Prime members can use exclusive money off coupons from their favourite brands.

Competitor of amazon

In the long run, I believe the e-retail industry will resemble an oligopoly with Amazon and Flipkart emerging as the two strong players. Amazon has been successful in placating anxious customers well.

Flipkart lacks innovation. Not only was the entire idea of Flipkart a blatant imitation of Amazon by the Bansal's who were former employees at Amazon, but also things like Flipkart First, bookseller turned all-purpose retailer, psudeo-inventory based model (see the next post for details) etc have been borrowed from Amazon. Innovation and disruption are ultimately what leads to success for a company in the long run. And between Amazon and Flipkart, I will definitely place my money on Amazon- also the one with the greater experience.

sellers like Amazon over Flipkart. Flipkart competes with all other sellers through WS Retail. Though, Flipkart officially does not own WS Retail anymore, it is often alleged that has circumvented the law to show separate ownership of WS Retail (I'll talk about this is in a future post)

Amazon is partnering up strategically. Recently it partnered with the Future Group. "Under the partnership, Future Group's current portfolio of over 40 brands will be retailed exclusively online through the Amazon.in platform, the companies said in a statement." as per a Reuters report. Though this is not to say that the others aren't doing the same, but Amazon has really hit iron where it is the hottest with its partnership with Future Group (yeah, I just made up an idiom

LITERATURE REVIEW

S.No	Author	Theory
1.	Panel Srinivasan S.Srinivasan ,RolphAnderson & Kishore Ponnavolu	<p>It investigates the antecedents and consequences of customer loyalty in an online business-to-consumer (B2C) context. We identify eight factors (the 8Cs—customization, contact interactivity, care, community, convenience, cultivation, choice, and character) that potentially impact e-loyalty and develop scales to measure these factors.</p>
2.	Gefen, David (2002) "Customer Loyalty in E-Commerce," Journal of the Association for Information Systems: Vol. 3 : Iss. 1 , Article 2.	<p>The high cost of attracting new customers on the Internet and the relative difficulty in retaining them make customer loyalty an essential asset for many online vendors. This study addressed that achieving customer loyalty depends to a large extent on the vendor ability to build and maintain customer trust through quality service.</p>
3.	30 August 2013 Paul F. Nunes , Joshua Bellin , Ivy Lee & Olivier Schunck Strategy & Leadership, Vol. 41 No. 5, pp. 48-53.	<p>The study was on "Converting the nonstop customer into a loyal customer", with a burgeoning stream of online choices, fostering customer loyalty is a constant challenge. Companies must become masters of the new “nonstop customer” experience</p>

4.	Aminul Islam(2011)	consumers satisfaction on online shopping justified that , the factors that are affecting consumers intention and satisfaction to shop online .To shop on internet becomes an alternative for consumers since it is more comfortable than conventional shopping which usually attributed with anxious ,crowded ,traffic jam ,limited time ,parking space and etc.
5.	Allagui and temessek(2005)	the theoretical foundations of loyalty to a company of the internet are similar to those of traditional loyalty. It is defined as continuing relationship established between the consumer and a brand as long as repeat business is important and as customers have the chance to go somewhere else, companies must deliver high level of customer satisfaction to be successful
6.	Reichheld and Schefter(2000)	He claim that building superior customer loyalty is no longer one of the many ways to boost profits; it is essential for survival. Moreover, e-loyalty refers to a customer's intention to recommend it to others and say positive things about a certain company
7.	Prashant Palvia	It studies of B2C e-commerce have used intention theory to understand the role of good relations with the consumer in ensuring a successful sustained relationship. Therefore, a model that went beyond intention and included key relational concepts (satisfaction, value, loyalty, etc.) was developed. Trust and its components are a major part of this model, which was based on strong theoretical foundations.

8.	David A. Aaker(2001)	<p>It defines brand loyalty as the measure of attachment that a consumer has towards a brand. Brand loyalty according to him reflects how likely a consumer will be to switch brands when that brand makes a product change either in price or product features. Aaker states that the core of a brand's equity is based on customer loyalty. Therefore if customers buy with respect to features, price and convenience with little concern to the brand name, there is perhaps little equity.</p>
9.	Hsin Hsin Chang	<p>The impact of E-service quality, customer satisfaction and loyalty of e marketing: Moderating effect of perceived value.</p> <p>This study stated the inter relationships among the perception of e service quality, customer satisfaction and loyalty. It also stated that website owners should not only improve e service quality but also emphasize customer perceived value.</p>
10.	<p>International Journal of Trade, Economics and Finance, Vol. 4, No. 3, June 2013</p> <p>Sri Astuti Pratminingsih, Christina Lipuringtyas, and Tetty Rimenta</p>	<p>A high level of customer satisfaction will decrease the perceived need to switch service provider, thereby increasing customer repurchase and ultimately enhancing profitability of the organization and satisfaction will positively influence commitment. A high level of satisfaction provides the customer with repeated positive reinforcement that will create commitment and loyalty</p>

RESEARCH METHODOLOGY

Problem Statement:

- Failing to keep up with consumer's expectations
- Failing to focus on the customer experience as a whole

Objectives:

- To study consumer attitude on amazon brand
- To study consumer brand loyalty of amazon
- To study whether consumer loyalty is a lifetime entity or not.

Data Collection:

Primary Data

Through to the questionnaire survey research, designing and collecting sample data from 400 consumers of amazon from South Bangalore of different age groups, profession, gender and different income group through a structured questionnaire.

Secondary Data

The collection of secondary data from various sources like Research journals, Existing literature, Ebsco, J gate and Internet.

Population Size:4000

Sample size: 400

Sampling used:

Z-test is used for analysis

Hypothesis:

H_0 : Customer service will not positively affect brand loyalty

H_1 : Customer service will positively affect brand loyalty

H_0 : Consumer satisfaction will not positively affect brand loyalty

H_1 : Consumer satisfaction will positively affect brand loyalty.

IMPORTANCE OF STUDY

New customers tend to cost more to acquire, and don't spend as much money as loyal, repeat customers. This study examines whether this goal can be achieved to some degree through increased customer trust the feeling of assurance brought about through superior service quality. The study also examines which aspects of service quality contribute to this trust in Amazon. Attracting new customer's costs to amazon for at least 20% to 40% more than it costs. To recoup these costs and show a profit, Do amazon should increase customer loyalty?

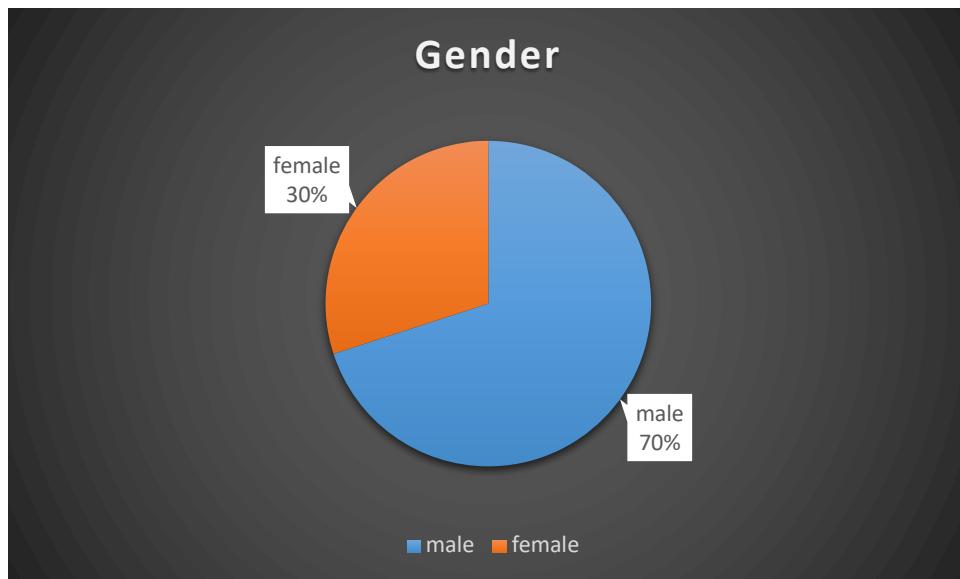
Gap Analysis:

From the secondary research conducted by us, we came to know that many pieces of researches have been done on this customer loyalty regarding various internet sites but they all are done in different countries and some or done by using the sample data from college students itself. The variables measured by them are also limited to measure customer satisfaction and thereby determining his loyalty towards the site or portal. Here in this research, we are using Reliability, Assurance, Tangibles, Empathy, Responsiveness as to measure customer satisfaction and trusts which has a direct impact on customer loyalty. We are also measuring customer loyalty through word of mouth and retention rate. From the literate review, we observed that some have already used these factors in their research but the gap observed here is that the factors are used individually which is not giving a valid result so we are taking into consideration of all the factors which influence the customer loyalty along with the factors to measure the validity.

Data Analysis and Interpretation

Q1.Gender

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
Male	280	70%	70%	70%
Female	120	30%	30%	100%
Total	400	100%	100%	

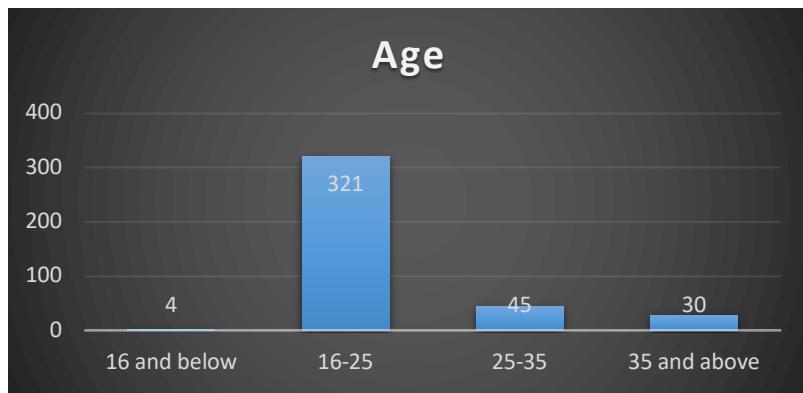


INTREPRETATION:

According to respondents revealed that the male gender is 70% and the remaining 30% are female. By this we found that maximum percentage of males were showing interest for survey.

Q2.Age

particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
16 and below	4	1%	1%	1%
16-25	321	80%	80%	81%
25-35	45	11%	11%	91%
35 and above	30	7%	7%	100%
Total	400	100%	100%	



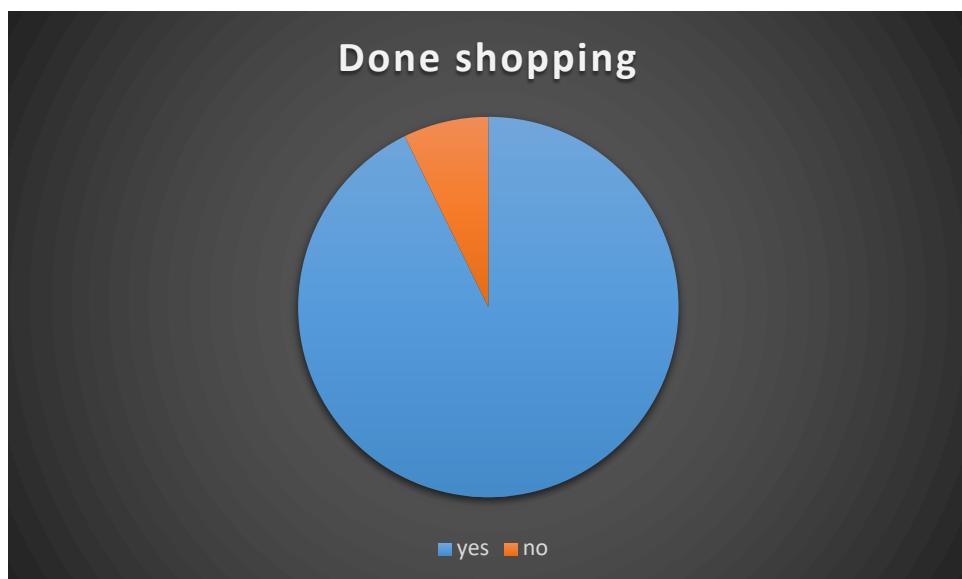
INTREPRETATION:

According to respondents revealed that the percentage of 16 and below is 1%; 16-25 is 80%; 25-35 is 11%; 35 and above is 7%. By this we found that maximum percentage of 16-25 age customers were showing interest for survey.

Have you done shopping:

particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
yes	371	93%	93%	93%
no	29	7%	7%	100%
total	400	100%		

Q3.Have you done shopping on amazon?



INTREPRETATION:

According to respondents revealed that the percentage of yes is 92% and no is 8%. By this we found that maximum percentage customers were showing interest for survey.

Q4. Value of amazon service compared with the price

Particulars	Respondents	Percentage	Valid Percentage	Cumulative percentage
Excellent	87	21.75%	21.5%	21.75%
very good	142	35.5%	35.5%	57.5%
good	141	35.25%	35.25%	92.5%
Fair	26	6.5%	6.5%	99%
poor	4	1%	1%	100%
Total	400	100%	100%	



Interpretation:

According to respondents revealed that the percentage of excellent is 21.75%, very good is 35.5%, good is 35.25%, fair is 6.5%, poor is 1%, By this we found that maximum percentage of good customers were showing interest for survey.

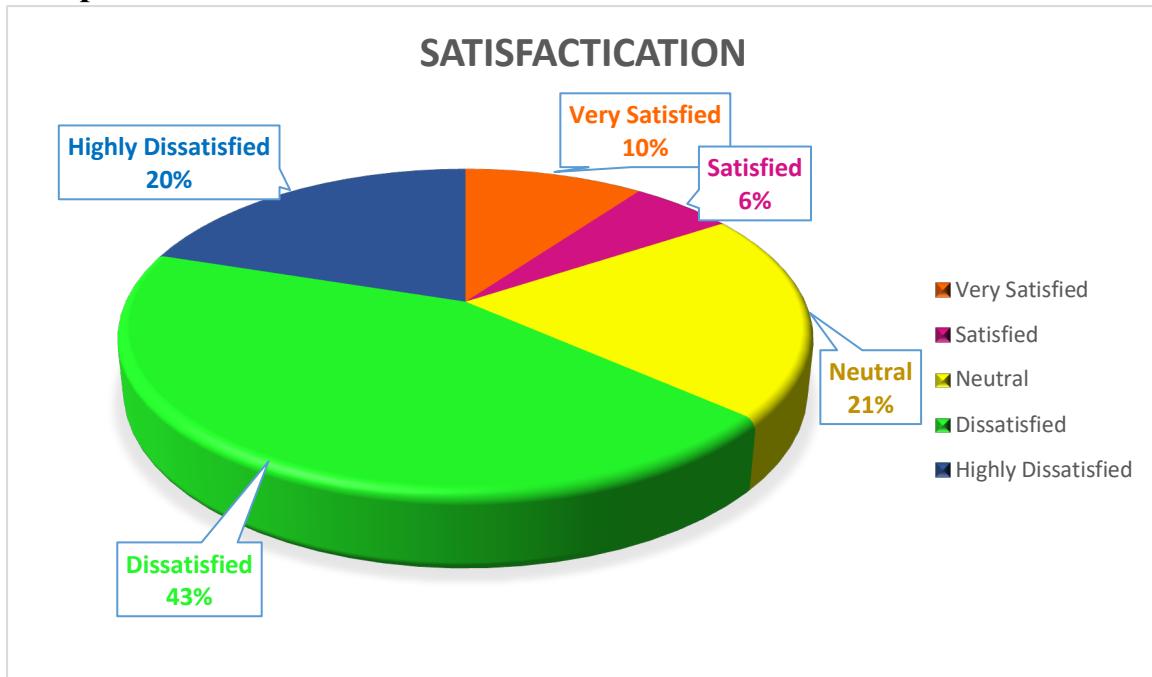
Q5. Are you satisfied with amazon products and services

Tabulation:

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
very satisfied	40	10.00	10.00	10.00
Satisfied	23	5.75	5.75	15.75
Neutral	83	20.75	20.75	36.50

Dissatisfied	174	43.50	43.50	80.00
Highly Dissatisfied	80	20.00	20.00	100.00
Sum	400	100.00	100.00	

Graph:



Interpretation:

From the above data we infer that 63% of the respondents are dissatisfied with amazon product and services, 21% are neutral and 16% are satisfied. Therefore, majority of the costumers are dissatisfied with product and services of Amazon.com.

Q6. How often do you shop on Amazon

Tabulation:

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
Once in a week	17	4.25	4.25	4.25
Once in a month	77	19.25	19.25	23.50
Only during offers & discount sales	81	20.25	20.25	43.75
Depends on the requirement	225	56.25	56.25	100.00
Sum	400	100.00	100.00	

GRAPH



Interpretations:

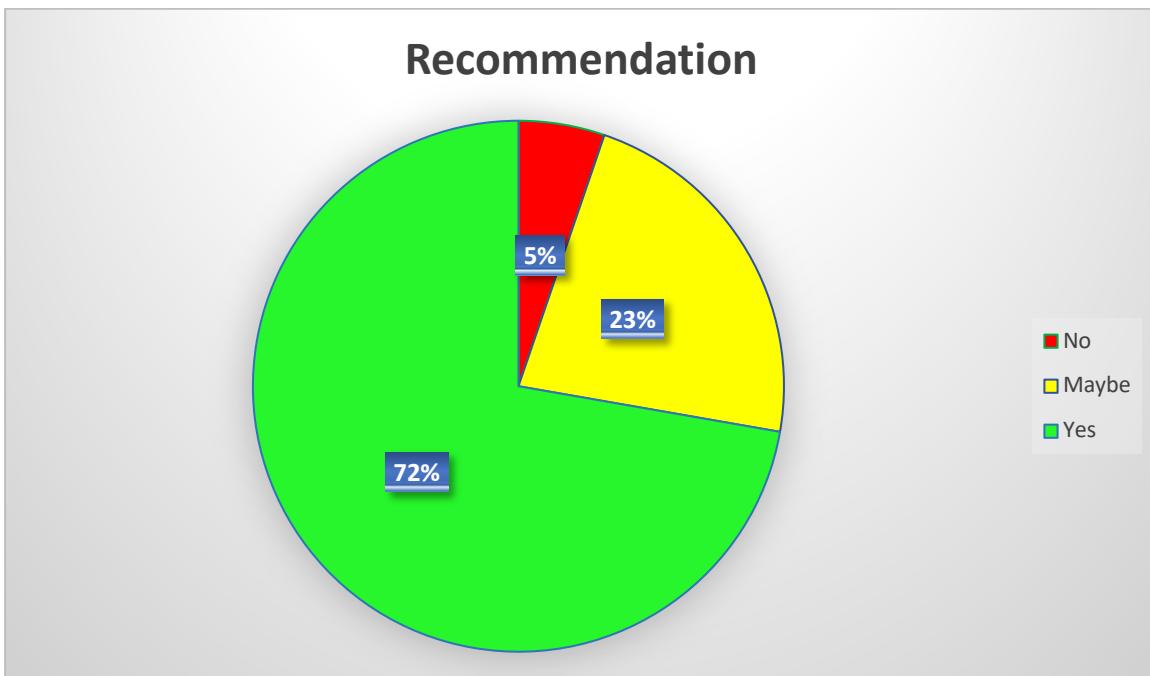
As we can see, 56.25% customers buy from Amazon when required, 20.25% on discount and sales offers, 19.25% on monthly basis and 4.25% on weekly basis. From the above data, we can infer nearly 56% of the customer focuses on the requirement of a particular product in their life rather than going for discounts and sales offers.

Q7. Do you recommend amazon to your friends for online shopping

Tabulation:

Particulars	Respondents	Percentage	Valid Percentage
No	21	5.25	5.25
Maybe	90	22.50	22.50
Yes	289	72.25	72.25
sum	400	100.00	100.00

Graph:



Interpretation:

72% of the customers recommends Amazon to their friends and family, 5 % does not and about 23% of the customers are neutral about it. We can infer that majority of the customers perceives Amazon as their primary choice for online shopping.

Q8. How often do you use Amazon to discover new products

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
N/A—I don't shop on Amazon.	12	3.01	3.01	3.01
Rarely—I purchase products/brands I know.	128	32.08	32.08	35.09
Sometimes—I occasionally try new products.	180	45.11	45.11	80.20
Frequently—I often try new products/brands.	79	19.80	19.80	100.00
Sum	399	100.00	100.00	

Graph:



Interpretations:

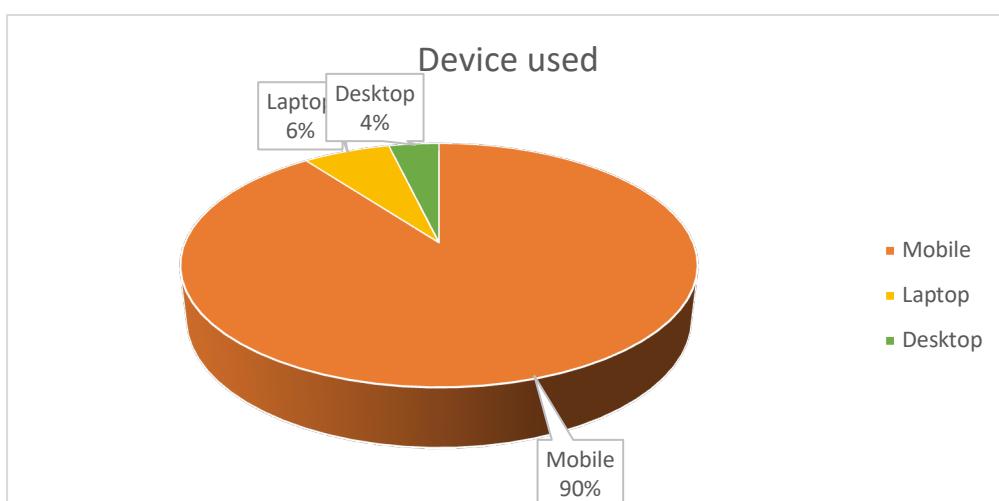
Nearly 35% of the customers rarely or don't use amazon to discover the incoming product in the market, 45.11% sometimes uses amazon and 19.80% frequently uses amazon. There is a transition state where most of the customers are using a combination of offline, word to mouth and amazon to discover new products.

Q9. Which device do you usually use when you buy something on Amazon

Tabulation:

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
Mobile	359	89.75	89.75	89.75
Laptop	26	6.50	6.50	96.25
Desktop	15	3.75	3.75	100.00
sum	400	100.00	100.00	

Graph:



Interpretations:

Majority of customers are using mobile phone as a medium to use amazon.com. and only 6% of customers are using laptop and 4% are using Desktop. Mobile is one of the easy to use and is most convenient therefore amazon app is most of the times represents company to the customers.

Q10. How often do you make purchases on Amazon without comparing prices on other sites?

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
Never—I always compare prices	129	32.25%	32.25%	32.25%
Sometimes—I occasionally check prices	204	51%	51%	83.25%
Frequently—I usually only consult Amazon	59	14.75%	14.75%	98%
N/A—I don't shop on Amazon	8	2%	2%	100%
Total	400	100%	100%	



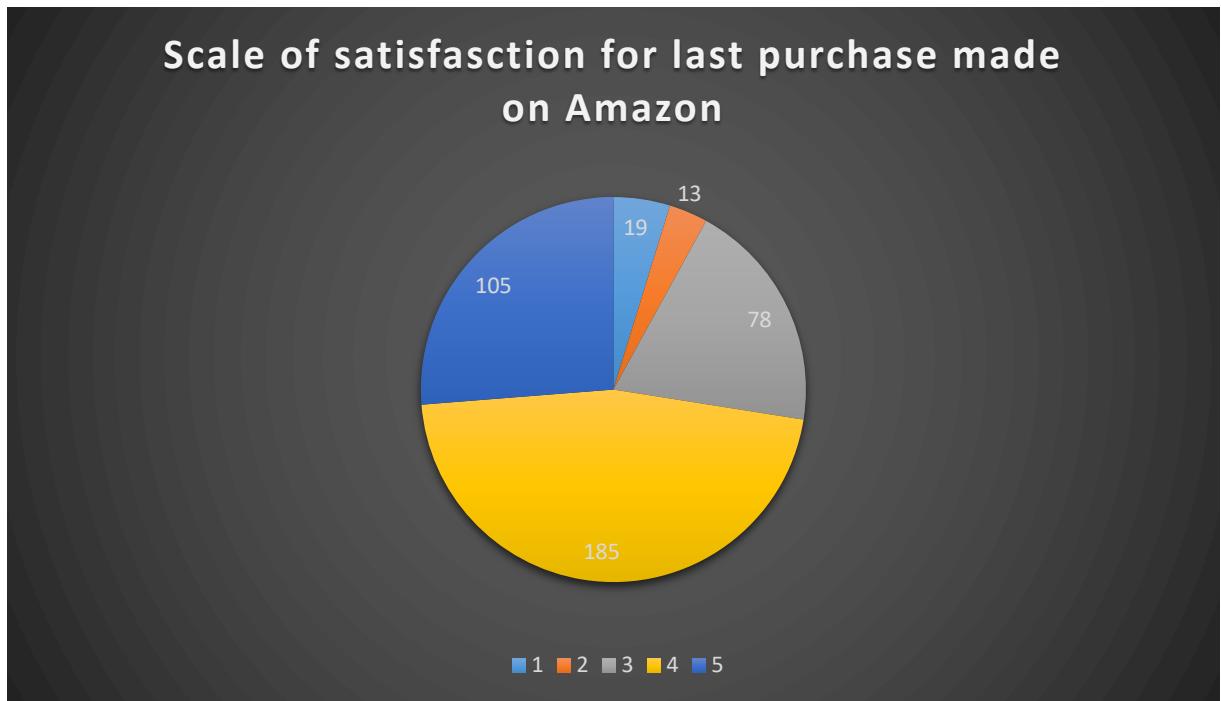
INTERPRETATION:

According to responses recorded, 129 always compare prices, 204 occasionally check the prices before purchasing, 59 only consult Amazon, and 8 never shop on Amazon.

Q11. The last time you made a purchase on Amazon, what was the ranking scale of your satisfaction

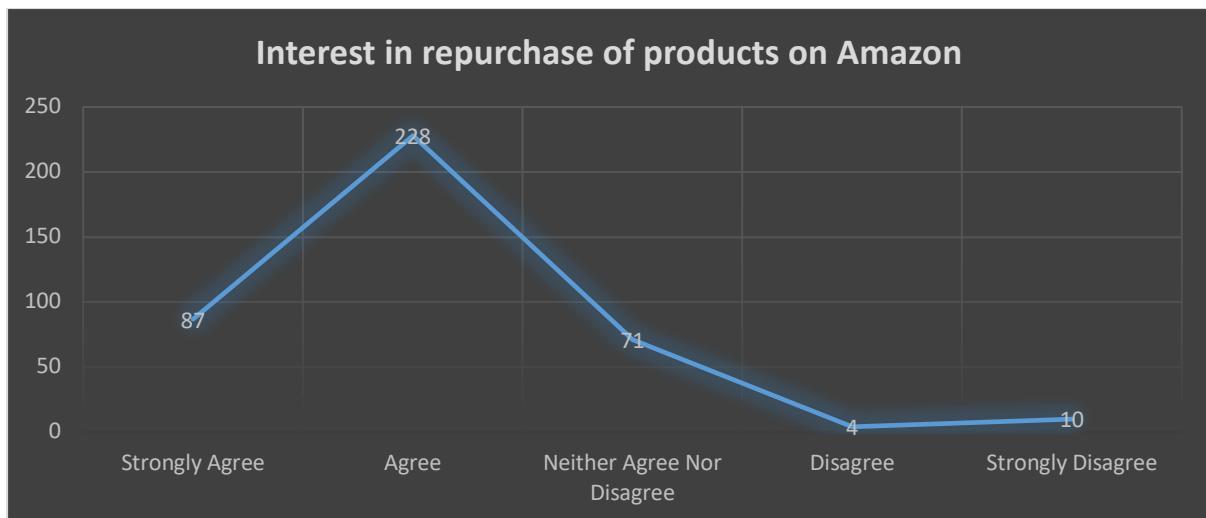
Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage

1	19	4.75	4.75	4.75
2	13	3.25	3.25	8.00
3	78	19.5	19.5	27.50
4	185	46.25	46.25	73.75
5	105	26.25	26.25	100.00
Total	400	100	100	



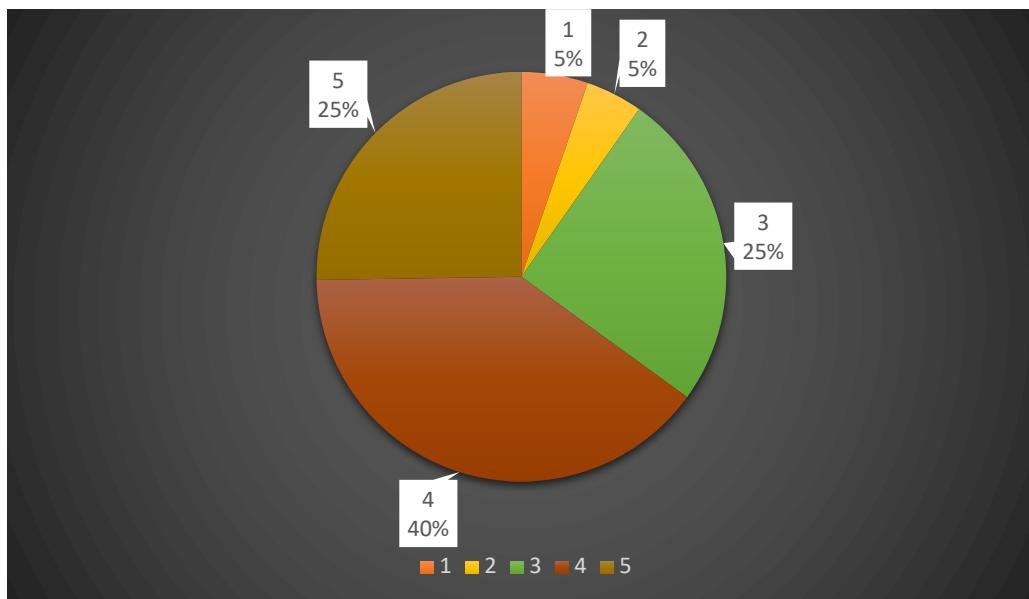
12. Are you interested to repurchase products from Amazon?

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
Strongly Agree	87	21.75	21.75	21.75
Agree	228	57	57	78.75
Neither Agree Nor Disagree	71	17.75	17.75	96.50
Disagree	4	1	1	97.50
Strongly Disagree	10	2.5	2.5	100.00
Total	400	100	100	



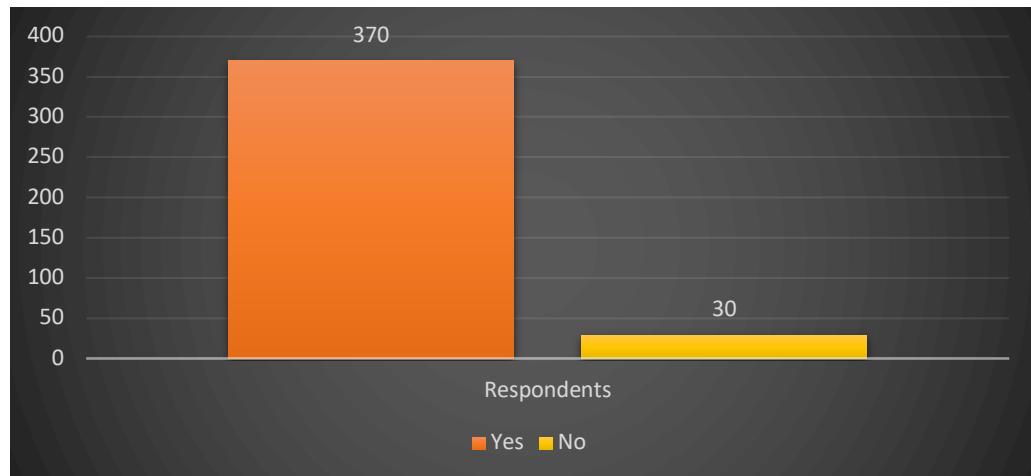
13. To which extent you choose amazon, compared to another if they were both offering same product

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
1	21	5.25	5.25	5.25
2	18	4.5	4.5	9.75
3	101	25.25	25.25	35.00
4	159	39.75	39.75	74.75
5	101	25.25	25.25	100.00
Total	400	100	100	



14. Are you satisfied with amazon

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
Yes	370	92.5	92.5	92.5
No	30	7.5	7.5	100
Total	400	100	100	



HYPOTHESIS TESTING - 1

H₀: Customer service will not positively effect brand loyalty

H₁: Customer service will positively effect brand loyalty

z-Test: Two Sample for Means

	Value of amazon service compared with the price	Are you satisfied with amazon products and services	
Mean	3.576441103	2.293233083	
Known Variance	1.36	0.83	
Observations	399	399	
Hypothesized Mean Difference	0		
Z	17.32054111		

P(Z<=z) one-tail	7.10E-05	
z Critical one-tail	1.644853627	
P(Z<=z) two-tail	0.103215	
z Critical two-tail	1.959963985	

INTERPRETATION:

From the above table of analysis we observe that Pvalue is more than 0.05 so in this case Null hypothesis will be rejected. So, we can say that customer service will positively effect consumer loyalty.

HYPOTHESIS TESTING-2

H₀:Customer satisfaction will not postively effect brand loyalty

H₁:Custome satisfaction will positively effect brand loyalty.

z-Test: Two Sample for Means

	Variable 1	Variable 2
Mean	1.07518797	3.859649
Known Variance	0.069	1
Observations	399	399
Hypothesized Mean Difference	0	
Z	-53.7946094	
P(Z<=z) one-tail	5.38E-06	
z Critical one-tail	1.644853627	
P(Z<=z) two-tail	0.09523	
z Critical two-tail	1.959963985	

INTERPRETATION:

From the above table of analysis we observe that p value is more than 0.05 so in this case null hypothesis will be rejected. So. We can coustmer satisfaction will positively effect consumer loyalty.

Findings:

- 70% of male 30% of female shop online in our survey
- 80% who shop on amazon are between the age of 16-25.
- 93% of the consumers who shop online are using amazon.
- According to respondents revealed that the percentage of excellent is 21.75%, very good is 35.5%, good is 35.25%, fair is 6.5%, poor is 1%, By this we found that maximum percentage of consumers are getting good services from amazon.
- From the above data we infer that 63% of the respondents are dissatisfied with amazon product and services, 21% are neutral and 16% are satisfied. Therefore, majority of the costumers are dissatisfied with product and services of Amazon.com.
- Nearly 56% of the customer focuses on the requirement of a particular product in their life rather than going for discounts and sales offers.
- We can infer that 72% of the customers perceives Amazon as their primary choice for online shopping.
- There is a trasition state where most of the customers are using a combination of offline, word to mouth and amazon to discover new products.
- Mobile is one of the easy to use and is most convenient therefore amazon app is most of the times represents company to the customers.
- 83.25% of Customers check prices occasionally comparing prices with other sites
- It clearly shows customers are satisfied with the service and product of Amazon with respect to recent purchase.
- 78% of the customers agree that they are interested in repurchasing products from Amazon
- It clearly shows that 65% of consumers are more loyal to amazon than its competitors
- 92.5% are satisfied with amazon.

Suggestions:

- Amazon should improve its quality of goods and services since many people are dissatisfied with amazon goods and service in our survey.
- Amazon should develop better and faster delivery system to areas which are not being covered like semi urban areas and some parts of the cities.
- Amazon should develop some flexible policies regarding returns and replacement of the products.
- Amazon should focus on fake goods, since many people are getting fake goods through amazon.
- The products should be met with the expectations or at least meet with the written description of the product on the site or the app
- Amazon to provide more description about the product.

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Annexures-1

1. Name
2. Gender
3. Age
- 4 . Have you done shopping on Amazon

- Yes
- No

- 5.Value of amazon service compared with the price

- Excellent
- Very good
- Good
- Fair
- Poor

6. Are you satisfied with amazon products and services?

1	2	3	4	5
<input type="radio"/>				

7. How often do you shop on Amazon

- Once in a week
- Once in a month
- Only during offers & discount sales
- Depends on the requirement

8. Do you recommend amazon to your friends for online shopping

- Yes
- No
- Maybe

9. How often do you use Amazon to discover new products

- Rarely- I purchase products/brands I know
- Sometimes- I occasionally try new products
- Frequently- I often try new products/brands
- N/A- I don't shop on Amazon

10. Which device do you usually use when you buy something on Amazon?

- Mobile
- Laptop or website

11. How often do you make purchases on Amazon without comparing prices on other sites?

- Never—I always compare prices
- Sometimes—I occasionally check prices
- Frequently—I usually only consult Amazon
- N/A—I don't shop on Amazon

12. The last time you made a purchase on Amazon, what was the ranking scale of your satisfaction

1 2 3 4 5
O O O O O

13. Are you interested to repurchase products from Amazon?

- Strongly agree
- Agree
- Neither Agree Nor Disagree
- Disagree
- Strongly Disagree

14. To which extent you choose amazon, compared to another if they were both offering same product

1 2 3 4 5
O O O O O

15. Are you satisfied with amazon

Yes



No



Annexure -2

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15
Prapulla	2	1	1	1	5	2	1	2	1	3	5	1	4	1
Babitha	1	1	1	3	4	3	1	2	1	2	4	2	4	1
Shiva	2	1	1	2	5	2	1	3	1	3	5	3	5	1
RajKumar	2	1	1	1	4	2	1	3	1	2	4	2	4	1
Rithik Shaw	2	1	1	1	5	2	1	2	1	2	4	2	4	1
Naga	2	1	1	1	5	1	1	1	1	2	4	1	5	1
Srikanth	2	2	1	1	5	4	1	3	3	2	5	1	5	1
Ravi Ugrah	2	1	1	2	5	2	1	3	1	2	5	1	4	1
Satya Pandey	1	1	1	1	5	1	1	3	1	2	4	3	3	1
Guddeti Abhiram	2	1	1	4	2	2	2	1	1	1	2	3	2	2
venkatesh	2	1	1	3	4	4	1	3	1	2	4	2	5	1
Nagarjuna Reedy V	2	1	1	3	3	4	1	1	1	1	4	2	3	1
Jagyanseni Mahabhoi	1	1	1	2	5	4		3	1	2	4	2	4	1
Neha Suresh	1	1	1	3	4	4	1	1	2	2	4	2	4	1
J. Laxminarayana	2	1	1	2	4	3	1	2	1	1	4	2	4	1
Bharat Rathi	2	1	1	2	4	4	1	1	1	3	4	2	4	1
Lithish Reddy	2	1	1	4	4	3	1	2	1	2	4	2	5	1
Christina	1	1	1	2	4	3	3	1	1	2	4	2	3	1
Monali Monson	1	1	1	3	3	2	3	3	1	3	3	5	5	1
Monali Monson	1	1	1	3	3	2	3	3	1	3	3	5	5	1
Pavan raj	2	1	1	3	3	4	3	1	1	1	3	3	3	1
Jay prakash	2	1	1	4	3	4	3	2	1	1	4	2	3	1
Kavya	1	1	1	2	3	3	1	2	1	2	3	3	3	1
Prathyusha	1	1	1	2	4	4	1	2	1	3	5	2	4	1
RAYIDI VARUN KUMAR	2	1	1	2	5	4	1	3	1	3	4	3	5	1
Abhishek Rajan	2	1	1	1	5	2	1	3	1	1	5	1	5	1
Haneesha	1	1	1	2	4	4	1	1	1	1	4	2	4	1
Mahendranath Reddy	2	1	1	1	4	2	1	2	1	2	4	2	2	1
Vishwaranjan Tudu	2	1	1	2	4	4	3	3	2	2	4	3	4	1
Raviteja Amara	2	1	1	3	4	2	1	2	1	1	4	3	4	1
Arnav Ray	2	1	1	1	5	2	1	3	1	1	5	2	5	1
Arpita mallik	1	1	1	3	3	4	3	2	1	2	3	3	3	1
Suhasini samal	1	1	1	2	4	3	1	1	1	2	4	2	4	1
Bhargav parvathareddy	2	1	1	3	4	4	1	3	1	1	4	1	5	1
Kramatur Reza	2	1	1	1	5	2	1	3	1	2	5	1	5	1
Vasanth	2	1	1	3	4	2	1	2	1	3	4	1	4	1
Jithin	2	1	1	3	3	3	3	2	1	1	3	3	1	1
Siba Prasad Tripathy	2	1	1	2	4	3	1	2	1	1	4	2	4	1
Anisha	1	1	1	2	5	4	1	1	1	2	5	2	5	1
Mukesh Pandraju	2	1	1	2	4	4	1	1	1	3	4	2	5	1
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Sumeet sagar	2	1	1	3	4	3	1	2	1	2	4	2	3	1
ABHINAV	2	2	1	3	2	3	2	2	1	2	3	3	3	1
Vaishali	1	2	1	3	4	4	1	2	1	2	4	2	4	1
Hema	1	1	1	2	4	3	1	2	1	2	4	2	4	1
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Harsha	2	1	1	3	4	4	1	1	1	1	3	2	4	2
Charan	2	1	1	2	4	4	1	2	1	3	4	1	4	1
Srinadh	2	1	1	1	5	2	1	2	1	3	5	1	5	1
Ram	2	1	1	1	5	4	1	3	1	1	5	1	5	1
Sravani	1	1	1	3	5	4	1	3	1	2	5	3	4	1
Ammulu	1	1	2	3	3	4	2		1	2	3	2	3	1
Vishnu chaitanya	2	2	1	3	4	4	1	1	2	2	4	3	4	1
Richa	1	1	1	3	4	4	1	2	1	2	3	2	3	1
Ma2j	2	1	1	3	4	4	1	2	1	1	5	1	5	1
H K Raghuram	2	3	1	2	5	2	1	2	1	2	3	2	3	1
Sreekanth Reddy	2	1	1	2	4	2	1	2	1	1	3	2	4	1
Ravi Teja Reddy	2	1	1	2	4	4	1	2	1	1	4	1	4	1
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Sai Rohit	2	1	1	2	4	4	1	3	1	2	4	2	4	1
Jeyendhar	2	1	1	2	5	4	3	2	1	2	4	3	1	1
D.Durga sreekanth	2	1	1	2	4	4	3	2	1	3	4	2	3	1
Bhanu Prakash	2	1	1	2	4	3	1	2	1	1	4	2	4	1
Srikanth	2	1	1	1	5	2	1	2	1	2	4	2	4	1
Revanth	2	2	1	3	3	4	1	2	1	2	3	3	3	2
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Naveen	2	1	2	4	3	3	3	4	1	4	3	3	3	1
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Naveen	2	1	1	1	4	1	1	3	1	1	4	2	4	1
Renuka	1	4	1	1	5	2	1	3	1	2	4	2	4	1
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Vamsi velaga	2	2	1	3	4	2	1	2	2	2	4	2	4	1
Tanu priya patnaik	1	1	1	2	5	1	1	1	1	2	5	1	5	1
Varma	2	1	1	2	4	4	1	2	1	2	5	2	3	1
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Vivek	2	1	1	1	5	1	1	2	1	2	5	1	5	1
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Satish chintala	2	3	1	2	4	2	1	2	1	2	4	2	4	1
CH UDAY KUMAR	2	2	1	2	4	4	1	2	1	2	5	1	5	1
Aakriti	1	1	1	3	4	3	1	2	2	1	3	2	4	1
Gopi	2	3	1	1	5	3	1	1	1	2	4	1	3	1
Suman sharma	1	1	1	4	4	4	3	2	1	1	4	2	4	1
Bharath	2	2	1	2	4	4	1	2	2	2	4	2	3	1
Thrikoteswar	2	1	1	1	5	4	1	2	1	2	5	2	4	1

Maneendra	2	2	1	1	5	2	1	1	1	2	5	1	5	1
Bharath	2	1	1	2	4	2	1	1	3	3	5	1	5	1
Prem	2	1	1	3	4	4	1	2	1	2	5	1	5	1
Rashmi	1	2	1	4	4	4	3	1	1	2	4	3	4	1
K SRINU	2	2	1	2	5	2	1	1	1	2	5	1	5	1
Liliya Rajeev	2	2	1	3	4	4	1	2	1	2	4	2	4	1
s v anjaneyulu reddy	2	1	1	5	1	3	3	1	1	2	2	3	2	2
Shaik khaja	2	1	1	1	5	3	3	2	1	1	5	1	4	1
U. DONALD VENKAT GOWD	2	1	2	3	4	4	1	2	1	2	5	2	4	1
A.H.Varadarajulu	2	3	1	2	5	3	1	2	1	2	5	2	5	1
Guntupalli Gopikrishna	2	1	2	1	5	3	1	1	1	3	5	2	5	1
Ch.mallikarjuna	2	1	2	4	4	4	3	4	1	1	4	3	3	2
N Venkateswararao	2	1	1	1	5	3	3	1	1	1	4	1	3	1
V Satya Sobhan	2	3	1	1	4	1	1	1	1	2	4	2	4	1
V Satya Sobhan	2	3	1	1	4	1	1	1	1	2	4	2	4	1
Ranjith	2	1	1	2	4	4	1	3	1	2	5	2	3	1
Chandra sekhar	2	1	1	3	4	4	3	1	1	2	4	2	4	1
Srujana	1	1	1	3	3	4	3	2	1	2	3	3	2	1
Ramu	2	1	1	3	4	3	3	2	3	2	4	2	4	1
vemulapati manikanta	2	1	1	3	3	4	1	2	1	1	4	5	3	1
Geetha	1	3	1	1	5	4	1	2	1	2	5	2	1	1
Naveen abburi	2	1	1	3	4	4	1	3	1	1	4	2	3	1
Naveen abburi	2	1	1	3	4	4	1	3	1	1	4	2	3	1
Priyanka	1	1	1	1	4	4	1	1	1	3	4	5	4	1
K. T. Aruna	1	3	1	3	5	4	1	2	1	1	4	2	3	1
omkar indla	2	1	1	1	3	3	3	1	2	2	2	1	2	1
Ravi Theja	2	1	1	3	4	4	1	3	1	2	5	2	4	1
Varaprasad	2	3	1	2	4	4	1	2	1	1	4	2	4	1
Sai Teja	2	1	1	2	5	4	1	1	1	1	5	1	5	1
Adinarayana	2	3	1	1	5	4	1	3	1	1	4	2	4	1
Koduriramabrahmam	2	2	1	1	5	2	1	1	1	1	5	1	5	1
Kothamasu vinay kumar	2	1	1	3	3	3	3	2	1	1	3	2	5	1
Mahitha yalamanchili	1	1	1	3	4	4	1	1	1	2	4	2	4	1
Nilisha	1	1	1	1	5	4	1	2	2	2	5	2	4	1
Keep offers atleast once a month	1	1	1	3	4	3	1	1	1	1	3	2	4	1
Keerthi	1	1	1	3	3	4	1	2	1	3	4	2	4	1
Sahith	2	1	1	1	4	2	1	2	1	1	5	3	5	1
Jagaramudi sreenu	2	1	2	4	2	3	2	3	1	2	1	3	3	2
Jai Ram Rameahwar	2	2	1	4	3	4	3	1	1	3	3	3	3	1
Srikanth	2	1	1	3	4	2	1	1	1	2	4	2	4	1
Vivek	2	1	1	2	4	3	1	2	1	1	4	3	3	1
Siva sai	2	1	1	2	5	3	1	2	1	3	5	2	4	1
Chennaiah	2	1	1	1	5	4	1	1	1	3	5	1	5	1

Venkatrao	2	1	1	2	4	3	1	2	1	2	4	2	4	1
ISHANI CHOMAL	1	1	1	2	4	4	1	1	1	2	4	2	4	1
Kumar reddy maram	2	1	1	1	4	4	1	3	2	3	4	2	5	1
Baji	2	1	1	1	5	4	1	2	2	1	1	1	2	1
Vikram V	2	1	1	2	4	4	1	2	1	1	4	2	4	1
Srikanth	2	1	1	1	5	2	1	3	2	3	5	1	5	1
Naga	2	1	1	1	5	1	1	1	1	2	4	1	5	1
Bhanu	2	1	1	2	4	4	1	1	1	2	3	2	3	1
Pokuri. Lakshmi mythili	1	1	1	3	4	1	1	3	1	1	4	2	2	1
Abhishek Chatterjee	2	2	1	2	5	2	1	3	1	3	5	1	5	1
Ibrahim	2	1	1	2	5	4	1	2	2	2	5	2	5	1
Sadiq	2	1	1	2	5	3	1	1	1	2	5	2	5	1
Sreeja	1	1	1	3	4	4	3	3	1	2	4	2	4	1
P.Asif khan	2	1	1	3	3	4	3	3	1	2	4	3	4	1
Manmadha rao	2	1	1	3	3	4	3	3	1	2	3	3	4	1
Mounika	1	1	1	4	3	4	1	2	1	3	4	2	4	1
Sai pradeep	2	1	2	2	3	4	3	2	1	2	3	3	3	1
Sai kiran	2	1	1	3	3	4	1	2	1	3	4	2	4	1
Srihari	2	1	1	2	4	4	3	1	1	1	5	1	5	1
Usman	2	1	1	2	4	4	3	1	1	1	5	1	5	1
Sri raj	2	1	2	2	3	4	1	1	1	1	3	3	3	1
Jay	2	1	1	3	3	4	3	4	1	2	4	2	4	1
Jagannadh	2	1	1	1	5	2	1	1	1	1	5	1	5	1
Praveen	2	1	2	3	3	4	1	2	1	1	4	1	5	1
Kiran	2	1	1	2	3	2	1	2	1	3	4	3	4	1
Phanindra kotla	2	1	1	3	3	3	1	2	1	2	3	3	3	2
Sai kumar	2	1	2	3	5	4	3	1	1	1	4	2	4	1
Prudhvi	2	1	1	3	3	3	3	2	1	1	3	3	3	1
Ram	2	1	1	2	4	4	1	1	1	2	4	4	4	1
Teja	2	1	1	3	3	4	2	1	1	2	1	2	2	1
Sravani	2	1	1	3	5	2	1	1	1	3	5	1	5	1
Vardhini	2	1	2	3	1	4	3	4	2	1	1	5	1	2
Ashwin	2	2	1	2	3	4	1	1	2	1	4	2	3	1
T.vamsi Lal Sai Chaitanya Yadav	2	1	2	3	4	4	2	3	1	2	4	2	4	1
Vinay	2	1	1	1	5	4	3	4	1	2	4	3	3	1
Phanith	2	1	1	2	4	4	1	2	1	3	4	2	4	1
Amareesh	2	1	1	4	3	4	3	1	1	2	2	3	2	2
pulihora prashanth	2	1	1	4	1	4	3	1	2	2	3	2	2	1
Sreeram	2	1	1	2	4	4	1	2	1	2	5	2	4	1
Sagar	2	1	1	1	5	3	1	1	1	1	5	1	5	1
Sahil gupta	2	1	1	2	4	2	1	2	1	2	4	2	4	1
Ahmad Saeed	2	1	1	3	4	4	3	1	1	1	4	2	4	1
Javvaji lokesh babu	2	1	1	2	3	2	2	1	1	1	3	3	3	1
Javvaji lokesh babu	2	1	1	2	4	2	2	2	1	2	3	3	4	1

Tejasree	1	1	1	3	3	3	1	1	1	2	3	2	3	1
Sriharsha	2	1	1	2	4	4	1	2	1	2	4	2	4	1
Satyajit Nayak	2	1	1	3	3	4	1	1	1	2	3	2	3	1
Namrata Singh	1	1	1	2	4	3	1	2	1	1	4	2	4	1
Chennupalli.venkata gopinadh	2	1	1	3	3	4	3	1	1	1	3	2	4	1
Ipshita	1	1	1	2	3	4	1	2	1	2	4	1	3	1
Kottapalli sarath	2	1	2	3	3	4	3	2	1	2	3	3	3	1
Mohammed Ahamed	2	1	1	3	3	4	3	3	1	2	3	3	2	1
Subba reddy	2	1	1	3	4	4	3	2	1	3	4	1	3	1
Sateesh Kumar	2	3	1	1	5	4	1	3	1	3	5	2	5	1
K.T.R.Prasad	2	3	1	3	4	4	1	2	1	2	4	2	3	1
Kamani Bhaskara Rao	2	1	2	3	4	4	2	2	1	4	3	2	3	1
Ch n v Lakshmi Narayana	2	1	1	3	4	2	1	2	2	3	4	2	3	1
Sai Ram.v	2	1	2	3	1	4	2	4	1	4	1	3	1	2
Ankita biswas	1	1	1	2	4	4	1	3	1	2	5	1	5	1
REDDYBOINA GUNA VARDHAN	2	1	1	3	4	3	1	3	1	1	4	3	4	1
Abdul rehman	2	1	2	3	4	4	3	1	1	1	5	2	5	1
Nikhil	2	1	1	3	3	2	3	3	1	2	3	2	5	1
Nikhil	2	1	1	3	3	2	3	3	1	2	3	2	5	1
Komala sirisha	1	1	1	2	5	3	1	2	1	2	5	1	5	1
Vyshnavi M	1	1	1	1	4	3	1	2	1	2	5	1	5	1
Srikanth	2	1	1	3	3	4	1	1	1	2	3	2	3	1
Awina	2	2	1	4	4	3	1	1	1	2	5	1	5	1
G v Nagaraju	2	2	1	2	4	3	1	2	1	2	4	3	4	1
Anusha	1	1	1	3	2	4	1	1	1	1	2	2	3	1
Nishanth	2	1	1	3	1	4	3	1	1	2	1	2	1	1
Hiya	1	1	1	2	1	4	1	2	1	3	5	3	5	1
Manikanta chekuri	2	1	1	1	5	2	1	1	1	2	4	2	4	1
Ch jagannadh	2	1	1	2	4	4	1	1	1	2	4	2	3	1
Ch jagannadh	2	1	1	2	4	4	1	1	1	2	4	2	3	1
p. Vi2d	2	1	1	1	1	4	3	1	1	1	5	1	5	1
S.Sai Prakash	2	1	2	3	3	4	2	3	1	3	3	2	4	2
Pallavi	1	1	1	3	3	4	1	1	1	2	4	2	3	1
Narendra	2	1	1	3	3	2	3	2	3	1	3	2	4	1
Nikhil	2	1	1	1	1	2	1	1	1	1	1	1	1	1
Nikhil	2	1	1	1	1	2	1	1	1	1	1	1	1	1
Ghy	1	2	1	3	3	4	1	2	1	1	5	2	3	1
Dhanush vinay	2	1	1	3	3	4	3	2	1	2	3	2	3	1
Kanchan	1	1	1	3	3	4	3	2	1	2	4	3	3	1
Brahma Reddy	2	1	1	3	3	4	1	3	1	1	5	2	5	1
Asha Pandey	1	1	1	2	3	4	1	1	1	1	4	2	4	1
SUMAN CHOWDARY	2	1	1	3	4	2	1	2	1	2	4	2	4	1
Ramu	2	1	1	3	3	3	3	2	3	2	4	2	4	1

Shruti	1	1	1	2	4	4	1	3	1	3	3	1	4	1
Rupadevi.chakka	1	1	1	5	5	2	1	2	1	2	5	3	5	2
VippVipparla	2	1	1	4	5	4	2	1	3	1	3	5	1	1
Sumanth	2	1	1	2	5	4	1	3	1	2	4	2	4	1
K.RAVI SHANKAR	2	1	1	4	1	4	1	3	1	3	3	2	3	1
Nagulmeera	2	1	2	3	4	3	3	2	1	1	4	3	4	1
Suhasini samal	1	1	1	2	4	3	1	2	1	2	3	2	4	1
Gopi Raju	2	1	1	2	1	4	1	3	1	1	2	2	2	1
Mekapati.vamsi jayanth	2	1	2	1	4	3	3	3	1	1	4	1	3	1
Shaik Mastan vali	2	1	2	3	1	4	2	4	1	4	5	5	5	2
Ch manikanta	2	1	1	1	4	3	1	2	1	2	4	2	4	1
Fasak	2	1	1	3	5	4	3	1	3	2	1	4	1	2
Layeba	1	1	1	3	4	2	1	2	1	2	4	2	5	1
Prasanna	1	1	1	3	2	3	1	1	1	2	2	2	3	1
Denny madhav nalli	2	1	1	2	4	4	1	2	1	2	4	2	4	1
Era	1	1	1	3	3	3	3	2	1	2	3	2	3	1
Vidhyashree V Mathur	1	1	1	3	2	4	1	2	1	2	1	2	2	1
harsha yakkala	2	1	1	2	1	2	1	1	1	3	5	1	5	1
Lalitha priya	1	2	1	1	1	4	1	3	1	3	5	1	5	1
Jyothisri	1	1	1	1	1	4	1	3	1	2	5	1	5	1
B pradeep roy	2	1	1	1	1	2	1	1	1	2	5	2	5	1
Jeelani	2	1	1	3	1	4	1	3	1	1	5	1	5	1
Praveen	2	1	1	2	4	2	1	1	1	2	3	3	4	1
M.sivaramakoti	2	1	1	1	1	4	1	2	1	2	5	1	5	1
Y V S Charitha Manasa	1	1	1	1	1	4	1	1	1	2	1	1	1	1
Jyothi	1	1	1	3	4	4	1	1	1	2	4	2	4	1
Venkatesh	2	1	1	3	3	3	3	3	1	3	4	2	3	1
Kavya penta	1	1	1	3	3	4	1	3	1	3	4	2	3	1
Satish	2	1	1	2	4	4	1	2	1	2	4	1	4	1
G.Sai Ma2j	2	1	2	3	2	2	1	3	1	1	3	2	3	1
Ganesh	2	1	1	3	1	4	1	1	1	1	4	3	4	1
Prudhvi	2	1	1	1	5	4	1	1	1	1	5	1	5	1
Iaksha rao	1	1	1	3	3	3	3	2	1	1	3	3	3	1
Mellacheruvu														
Subrahmanyam	2	3	1	2	4	3	1	2	1	2	5	2	5	1
Shivangini Bharadwaj	1	1	1	2	2	2	1	2	1	2	4	2	3	1
Prasanth	2	1	1	1	1	4	1	2	1	2	5	1	5	1
Uday	2	1	1	5	5	4	2	3	1	2	5	5	5	2
Phani kumar	2	1	1	2	4	4	1	1	1	1	4	2	4	1
Jagadeesh	2	2	1	2	4	2	3	1	1	2	4	2	4	1
Shanmitha	1	1	1	2	2	4	1	2	1	2	5	2	5	1
Denny madhav nalli	2	1	1	2	4	4	1	2	1	2	4	2	4	1
Ankit kumar	2	1	1	2	4	4	3	2	1	1	4	2	4	1
Likitha .S	1	1	1	3	4	4	3	1	1	2	3	2	4	1
Priya Agarwal	1	1	2	3	3	4	3	4	1	1	1	3	1	2

Vinaykumar	2	2	1	1	1	1	1	2	1	1	5	1	1	1
K.Yogitha	1	1	1	1	1	3	1	1	1	2	5	1	5	1
Vinay kumar	2	1	1	2	4	1	1	2	1	2	3	3	5	1
Dileep	2	1	1	1	5	4	1	2	2	2	5	1	5	1
Megha kumari	1	1	1	3	3	4	3	1	1	2	3	3	3	2
Chandini	1	1	1	2	1	4	2	3	3	1	5	2	4	1
JAYA KUMARI	1	1	1	2	1	3	1	1	1	1	1	2	1	1
Christina	1	1	1	3	4	4	1	1	1	1	5	2	4	1
Jyothi	1	1	1	3	1	4	1	2	1	2	5	1	5	1
Junaid	2	1	1	2	1	4	1	2	1	3	4	1	4	1
Tanish	2	1	1	4	4	2	1	1	1	1	2	3	3	2
Deepa	1	1	1	2	4	4	1	2	2	2	5	2	3	1
Rakesh. D	2	4	1	3	4	4	1	3	1	3	4	1	5	1
Nancy	1	1	1	3	4	4	3	1	1	1	4	2	4	1
VINAY TEJA	2	1	1	3	3	3	3	1	1	1	3	2	3	2
Bhavna	1	2	1	3	4	4	1	1	1	2	4	3	3	1
Sushmita roy	1	1	1	3	3	4	3	2	1	2	4	2	3	1
Basheer	2	1	1	1	4	4	1	2	1	3	4	2	3	1
Sahithya Pallapothula	1	1	1	2	4	4	1	2	1	2	5	1	4	1
Sherina	1	1	1	2	1	4	1	2	1	2	5	2	5	1
Priya	1	2	1	3	4	4	1	1	1	1	5	1	4	1
Merin Rachel	1	1	1	3	3	4	1	1	1	2	3	3	3	1
Sreedevi	1	3	1	2	4	1	1	3	1	2	4	2	4	1
Akash Pradhan	2	1	1	2	3	3	1	2	1	1	3	2	3	1
Siva Prasad														
Mamillapalli	2	1	1	3	4	4	3	2	1	1	4	2	3	1
Mahesh	2	1	1	2	1	4	1	2	1	2	4	2	4	1
Tanu singh	1	1	1	3	3	4	1	2	1	1	3	2	3	1
Chaitanya	2	1	1	3	3	4	3	2	1	2	3	3	2	2
Bheem	2	1	1	1	5	3	1	1	1	2	5	2	5	1
Madhu	1	1	1	3	3	4	3	4	3	4	3	3	4	2
Ma2j	2	1	1	3	3	4	3	2	1	2	3	2	4	1
Manhar Varma	2	3	1	1	5	4	1	1	1	1	5	1	5	1
Sujeet kumar sinha	2	2	1	1	1	4	1	2	1	1	1	1	1	1
shivani	1	1	1	2	3	4	3	1	1	1	3	3	3	1
Anjali	1	2	1	2	4	4	1	1	2	1	4	2	3	1
Manideep	2	1	1	1	4	4	1	2	1	2	4	1	4	1
Manasa	1	1	1	2	2	3	1	1	1	1	1	1	2	1
Ashwin	2	1	1	2	4	4	1	1	1	1	4	2	3	1
O.srihari	2	1	1	1	2	3	3	2	2	1	2	2	2	1
Abhishek Budhia	2	3	1	3	3	4	3	1	1	1	4	2	3	1
Sonam Verma	1	2	1	2	4	4	1	3	1	2	4	2	4	1
Renee Cherian	1	1	1	2	2	4	1	1	1	2	4	2	3	1
Om Prakash Sinha	2	3	1	1	5	4	1	3	1	2	5	1	5	1
Kavita Bhatted	1	3	1	3	4	4	3	2	1	2	3	3	3	1

Aishwarya ps	1	1	1	3	2	4	1	1	1	2	4	2	3	1
Rambabu Bhattad	2	3	2	3	4	4	3	4	1	4	4	3	3	1
Xyz	1	2	1	2	1	4	1	2	1	2	5	2	1	1
Komal Gulecha	1	1	1	3	4	3	1	1	1	2	4	2	4	1
Harsha	2	1	1	3	3	4	1	1	1	1	4	2	4	1
Aruni Chandra Sinha	2	3	1	1	1	4	1	1	1	3	1	2	3	1
Prakash varma	2	1	1	1	4	4	1	1	1	1	5	2	5	1
Dr Vaibhav Singh	2	2	1	3	3	1	3	1	1	2	3	2	3	1
Ishika Saluja	1	2	1	1	1	4	1	3	1	3	5	2	5	1
Rahul kandhi	2	1	1	2	4	2	1	2	1	1	4	2	5	1
Bhaiya niraj bhushan	2	3	2	4	5	4	3	4	3	4	3	3	3	1
I.B.SINHA	2	3	1	1	1	2	1	2	1	1	1	1	1	1
Damian	2	2	1	2	1	2	1	3	1	3	4	1	5	1
Ghanta Mohankrishna	2	2	1	1	1	4	3	1	1	1	1	3	1	1
Pappu Lal Srivastav	2	3	1	3	4	1	1	3	1	2	4	2	3	1
Sunil shrivastava	2	3	1	3	3	3	1	2	1	1	3	2	3	1
Akhila	1	1	2	3	3	4	3	2	2	1	3	3	3	2
Reena Mehrotra	1	3	1	3	4	4	1	2	1	2	4	2	4	1
Srinesh	2	1	1	2	5	1	1	1	1	2	4	2	4	1
vishal srivastava	2	2	1	2	1	4	1	1	1	2	2	2	1	1
SUSMITA C	1	1	1	1	2	3	1	3	3	2	5	1	4	1
Ajay Kumar Behera	2	1	1	1	5	3	1	1	1	2	5	2	5	1
tawseef ahmed munim	2	1	1	2	2	4	1	2	1	2	4	1	4	1
Priti Agarwala	1	1	1	3	4	3	1	2	1	1	4	2	3	1
Mahesh kundu	2	2	1	2	4	4	1	1	1	1	5	1	5	1
Shyaam das	2	1	1	1	2	2	1	2	2	2	4	2	5	1
Malli harsha	1	1	1	4	3	3	1	2	1	2	3	2	3	1
Soumya Chaddha	1	3	1	3	2	4	3	1	1	2	4	3	4	1
Prakash	2	1	1	3	3	3	1	2	1	1	5	2	4	1
Jain Jacob M	2	2	1	3	4	2	1	2	1	1	4	2	4	1
Sasi kumar	2	4	2	4	3	4	1	4	1	4	3	3	3	1
pushpa srivastava	1	3	1	2	3	2	1	2	1	2	3	2	3	1
Sarthak Das	2	1	1	2	4	4	1	2	1	2	5	3	4	1
Fredia	1	1	1	3	3	4	1	2	1	1	3	2	4	1
Samiksha	1	1	1	3	4	3	1	2	1	2	3	2	4	1
Bala	2	1	1	2	1	3	1	2	3	1	5	2	5	1
X	2	1	1	2	4	3	1	2	1	2	4	2	4	1
V Satya Sobhan	2	3	1	2	2	4	1	2	1	2	4	2	4	1
V Revathi	1	3	1	2	2	3	1	2	1	2	4	2	4	1
Bala	2	1	1	2	1	3	1	2	3	1	5	2	5	1
Abhishek	2	1	1	2	4	1	1	2	1	2	4	1	4	1
Kaushal	2	1	1	2	4	2	1	2	1	2	4	2	4	1
Hero	2	2	2	3	2	4	2	3	2	2	4	2	4	2
Karthik Turaga	2	1	1	1	4	4	1	3	1	2	5	2	5	1
Shyam	2	4	1	2	4	2	2	1	1	1	4	2	4	1

Manish	2	1	1	2	4	2	1	2	1	2	4	2	4	1
Manish	2	1	1	2	4	2	1	1	1	2	4	2	4	1
Kaushik	2	1	1	2	2	2	1	2	3	2	5	4	3	1
Manisha	1	2	1	2	5	3	2	3	1	3	4	3	4	2
Aditya kumar	2	1	1	3	3	4	3	2	1	2	3	3	3	1
Hema	1	2	1	3	5	2	2	2	1	2	4	2	4	1
Rajesh r	2	1	1	3	2	4	3	1	1	2	3	3	3	2
Sravani	1	1	1	2	4	4	3	2	2	2	4	2	3	1