Customer Experiences, Expectations and Satisfaction Level Towards Services Provided by Amazon

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ABSTRACT

Amazon is well known for its disruption of the well-established industries through technological innovation and for the mass scale. It is one of the world's largest e-commerce marketplace. Jeff Bezos had founded Amazon on the July 5, 1994, in Bellevue, Washington. The company was initially started as an online marketplace for books but later expanded to sell electronics products, software, video games, apparel, furniture, food, toys, and jewelry products as well. In 2015, Amazon surpassed the Wal-Mart as one of the most valuable retailers in the United States by market capitalization.

In 2017, Amazon had acquired Whole Foods Market for $13.4 billion, which vastly increased Amazon's presence as a brick-and-mortar retailer. In 2018, Bezos announced that this process is two-day delivery service, Amazon.com's product lines available at its website include several media (books, DVDs, music CDs, videotapes and software), apparel, baby products, consumer electronics products , beauty products, gourmet food, groceries, health and personal-care items, industrial & scientific supplies, kitchen items, jewelry, watches, lawn and garden items as well.

Customer Satisfaction is represent as the buzzword used by the business people for the success of organization in the present days.The research had focused on the purchasing pattern of the consumers, to evaluate the satisfaction level of services provided by Amazon, Customer loyalty and their expectations is usually viewed as the power force of the relationship between the attitude of individual's relative and repeat patronage. Customer can buy anything from online such as books, household's product, toys, hardware and software etc. Moreover, in just few decades the Internet has become more popular to the adult and young shopper because the Internet offers significant advantages to them.

Customer loyalty is considered as one of the most over used phrases in business today. For fulfilling these objectives, the descriptive research design has been used. The data from the multiple respondents have been collected. The survey involved gathering a wide information about the company, its products, customer satisfaction and the impact of various competitive firms on the company. Shoppers can easily visit the web site and shop just sitting in form of computer. Ability of the Internet contains wide range of collecting information, supplying a service or purchasing a product Amazon should work towards them so that it can increases its customers and finally profit.

Keywords: Customers Satisfaction, Purchasing Patterns, Customer loyalty, Amazon company, Organization, Internet

INTRODUCTION

Amazon of India launched its operations in the year June 2013. The company soon tried to launched its website Amazon.in that is offering the customers a wide variety of choices in the apparel sector, groceries, household items, books, movies, television shows and the almost everything that a person requires in their current days. On the very first day of its operations, the company had received the more than 10,000 orders. Amazon India is one of the subsidiary of US-based e-commerce giant Amazon Inc. Jeff Bezos had founded the parent company that is Amazon in 1994.

The company required to explore other countries for the sales increment and the growth of the company. So, it did not stop limit to its operations to the United States, and soon launched its operations in various other countries. Amazon looked upon China as a lucrative option because of its huge market area, well-developed infrastructure, and Internet for the connectivity. Hence, earlier Amazon had expanded its operations to China.

However, it did not prove to be that much fruitful that it is expected because of the more or huge competition by local e-commerce companies such as Alibaba. So, it further tried to expanded its operations and looked for some viable options. The Amazon analyzed that India as a country having a great potential and it was sure that India will turn out to be fruitful for its well increase growth. Hence, Amazon came to India and started launched its operations here in 2013. In a very short time phase, Amazon India has acquired as an eminent position in the Indian e-commerce world space and has become a major shopping giant for the millions of the customers. Amazon India is the currently offering millions of products on its various platform and has millions of registered users.

It has an endless list of various products under broad categories and sub-categories such as mobile phones, computers, men's and women's fashion, books, sports & fitness, electrical & electronic items, movies, music, cars, motorbikes and so on. Amazon India did not concise its expansion and operations here, it has started and operating a Global store which allows the customers to buy directly from sellers in the United States and different countries.

Recently the company launched Amazon prime in India, which provides or served various services to its customers like streaming video etc. It currently delivers to one of most of the serviceable PIN codes in India. It has connected millions of sellers and buyers in a network map, making the shopping a much easier over the task for people. It caters to more than 20,000 Indian sellers and has the 41 fulfillment centers across 13 states in India which is a huge data.

In India, the popular advertisement based or depicting of Amazon claiming it to be "APNI DUKAAN" is turning out to be successful in grabbing millions of customers. It has become a reliable and convenient source of buying and selling for people. An American technology entrepreneur Jeff Bezos founded the parent company, Amazon in 1994 in the United States. Thereafter, it started its operations in various countries in the world such as China, India, Japan, France, Singapore. Amazon was launched in India in 2013. Amit Agarwal leads and handles Amazon India; he is currently recognized as the Managing Director of the company, that is Amazon India

The online shopping trend around the world spread very fast. —The Neilson Company conducted survey in 2010 and polled over 27000 internet users in 55 market from as a in pacific, Europe, middle east, north America a to look at how consumers shop online (Neilson, 2010). Globally online shopping is made on books and cloths as per survey data. Most people are interested to purchase and bought usually books and cloths. Alternative names are e-web-store, e-shop, e-store, Internet shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer 's mobile optimized online site or app. Internet makes life simple and innovative. People are doing business online and trade has become more easily and fasts and efficient day by day.

Internet provides the new ways to promoting a business. Website becomes the essence or lifeline of online business as to show their services and products. Internet gathers all competitors, buyers, sellers and consumers in one place. It brings new lane or criteria to promote, advertise products and services in market. Online consumers are always trying to seeking new products, new attractiveness and the most important thing being price compatibility with their budget and quality aspects.

Background of the idea
The online shopping trendis to be increasing around the world spread very fast like a web. —The Neilson Company had conducted a crucial survey in 2010 and polled over 26000 internet users in or around 55 market from as a in pacific, middle east, north America to look out at how consumers shop online (Neilson, 2010). Globally online shopping is generally made on books and cloths as per the survey data. Most of people are quite alot interested to purchase sold and bought usually books and cloths and other accessories. Alternative names of e shopping are: e-web-store, e-shop, e-store, internet shop, web-store, online store, online storefront and virtual store. Mobile commerce describes purchasing product from an online retailer's mobile optimized online site or app or further many more. Internet makes everyone's life simple and innovative and more realistic and interesting. People are doing more and more business online and trade has become more popular and easier and fast day by day. Internet provides new ways to promote business and inculcating with new and more customers.

Website are becoming the essence or lifeline of online business as to show their services and products uniquely. Internet gathers all information of competitors and consumers in one place and provides optimum solutions. It brings new lane or way to promote, advertise products and services in market. Online consumers are always seeking new products uniqueness, new attractiveness and the most important thing being price compatibility with each other along with their budget. The internet is considered as the best way to save time and money through purchasing product online within their range of budget at home or in anywhere. Online consumers don't have limits to online shopping endless shopping can take place. They also use the internet for comparison of various prices of goods and services, news, visit social networks and many more search information and so on. Online shopping behaviors completely depends upon factors such as shopping motives, personality variables, and last factor of shopping incentives, etc.

The main purpose of this research is to analyse online consumer behaviour in a systematic way. What would be factors that affect online shopper while making the decision to buy new goods and services from internet, to buy more and more items and give information about the various innovative product from website. Online shopping is

recognized as the process of buying goods and services through internet or Ecommerce. Since the development of WWW, retailers sought to sell their goods and services through interne which offers you to Access the products and services which are not handy or solded in the local market. Online shopping is described as a computerised activity performed by a consumer through a computer based interface, where consumer's computer is connected to retailer's digital storefront through a network or hub switch(Haubl&Trifts, 2000).The company started to begin selling music and videos in 1998, at which time it began or tried to start its operations internationally by acquiring online sellers of books in United Kingdom and Germany etc. 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 along with others started Amazon Web Services (AWS), which provided the data on Web site popularity, Internet traffic patterns and the other statistics for marketers, suppliers and developers. In 2006, the organization grew its AWS and different portfolio when Elastic Compute Cloud (EC2), that rents data storage via the Internet, were made available soon. That same year, the company started Fulfillment and Upliftment by Amazon which managed the inventory of individuals and small companies by selling their belongings through the company internet site. In 2012, Amazon bought Kiva Systems to automate its inventory-management business as it is important to collect a stock, purchasing Whole Foods Market and supermarket chain five years later in 2017and many more.

Products and services provided by Amazon

Amazon.com's products lines available all over world at its website include several media (books, DVDs, music and software), apparel products, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal-care items, industrial & scientific supplies, kitchen items, jewelry, watches, lawn and garden items automotive items and toys & games. In August 2019, Amazon applied to have a liquor store and factory in San Francisco, recognized as a means to ship beer and alcohol within the city and other parts. Amazon has separate retail websites for some countries and also offers international shipping as a new introduction for some of its products to certain other countries at the required prices.

Amazon has a number of endless or various products and services that are made available, including:
1-AmazonFresh
2-Amazon Prime
3-Amazon Web Services
4-Alexa talking
5-Appstore for apps
6- Amazon Drive
7-Echo
8-Kindle
9-Fire tablets as tablets
10- Fire TV
11-Video
12-Kindle Store
13-Music as a new Way
14- Music Unlimited
15-Amazon Digital Gaming Store zone
16-Amazon Studios

17-Market opportunity analysis SWOT and pestle

Opportunities of Amazon

By rolling and checking out its online payment system, Amazon has the excellent opportunity to scale up its working considerably considering the fact that concerns over online shopping as far as security mode and privacy are much concerned with among the top most important issues on the minds of consumers which creates a serious effect. Further, this would improve or enhancing the company's different margins as it lets it reap downing the advantages of using its own payment gateway in the scenario.

Another or the second opportunity, which Amazon can capitalize or invest on, relates to it rolling out more products under its own brand instead of being a forwarding site or a mediator for the third-party products. In different words, it can further increase the number of products that comes under its own brand being instead of completely selling and stocking the products in huge mount and quantities made by its partners in the market.

The third opportunity, Amazon can come up with the increment in the portfolio of its offerings wherein its stocks and more products than the norm are currently helding which places it in a position of strength and profitability and comfort as this can translate into higher revenues and more savings.

The fourth opportunity which Amazon has in terms of expanding its global footprint or blueprint and open more and more sites in the emerging markets, which would certainly give or leads its an edge in the uber-competitive online retailing market section

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Online shopping has never been so popular in earlier times. Who doesn't like to do a quick find about what they're actually looking for, read a couple reviews, and then buy the product — all without changing out of your PJs messages jokes and many more? No endless lines of shoppers, no need to talk to pushy salespeople. You can get exactly what you need or required, when you want it Amazon has quickly become the leader in e-commerce shopping sector. And it's the first step for everything from books to baby heart and monitors it along with it. The company has increase share in the factors such as reliable, accessible, and the online catalogue is nothing to sniff at without it.

Political Factors: A dependency on stability

Amazon is an e-commerce offering or an online catalog or list of various products for users all over the globe including every counry. Because they operate overseas across various boundaries, Amazon must abide or forbidden by political and legal rules and regulations in each location at different region. But among many of them can act as an interfere or connector with online purchases. Amazon relies a share on government support to implement, distribute, and profit — hence all thanks and credit goes to the internet. And now they're expanding and excelling into physical locations. Regardless, this company relies heavily on political stability (in all countries) and e-commerce support, but they're also affected by cybersecurity and different aspects bills too.

Economic factors: The competition and the competitors

If the current economic condition is positive, businesses flourish and reaches on hieghts. Amazon isn't about an exception to the rule but to lead. Luckily, retailers is one

of those industries that can take an economic beating and still remain profitable and economical in different sector. It's not indestructible, but people will always try to have a need for items sold by retailers. Disposable income is higher these days, allowing people to spend more frivolously on luxurious items and entertainment — plenty of both found on Amazon not else anywhere.

But that also means more competition for Amazon among different competitors for example, Walmart is putting significant focus on their online system and their demanding products. They're offering more products to be bought online and sent to the home or to their stores. They've even redone process of their website, with improved searchability for purchasing, to be easily accessible for all users. Although few can take Amazon head-on but Wal-Mart is ready for the battle.

Social factors: So much to shop, so many happy to do so and more

Most people wouldn't believe that Amazon is negatively impacting the public's health, but critics say otherwise something else. Obesity and important factor that is increasing among adults and children more than ever before due to foods etc. The government is under pressure to improve the lifestyles by introducing new bills in markets and changing how fast food chains manage nutritional information and proteins.

And with Amazon introducing more innovative ways than ever to receive your products without having to leave the couch or the specific area they've come under fire. Their expansion into the grocery industry, enabling customers to receive groceries to their doorstep within hours, may negatively impact the well-being of the consumer because they don't have to venture outside for food anymore.

Technological factors: Advancing the ways to meet customer demands

Amazon is a technological company, so these factors can greatly impact their profits. They rely heavily on varying degrees of technology to distribute their products to customers. They're experimenting with new and creative ways for customers to receive their packages. In 2017, Amazon began testing their new initiative: drone deliveries. It's not as easy as it sounds. They must comply with government regulations to allow the use of drones in this way. But a major obstacle is how these drones can actually deliver these packages to the customer.

The idea is there. The implementation is quite far off, if it ever makes it off the ground (pun intended). But it does show that Amazon is considering new methods of shipping, clearly displaying their creativity and technological knowledge. That said, if this were to come into play, it could rip jobs away from even more people, since the drones will be carrying all the hard work.

RESULTS AND DISCUSSION

Customers Relationship Management (CRM) is the combination of hardware, software, process, application and management commitment to improve customer service, retain customer and provide analytical capabilities. The dynamic process of managing a customer and company relationship such that customer select to continue mutuallly beneficial commercial exchanges and participating in exchanges that are unprofiy to the company.

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

things about their customers at any time. It could do a perfect data collection work and understand well what customers' needs and building send relationships with customers is one of the keys to make business successful.

Human being builds relationships satisfaction fire which means that the customers overall evaluation of their experiences and tha expectation with the product or service.

The basic idea of this project is to improve the quality of the products which leads to add satisfaction, which turn makes customers more loyal further leads to more profit. Customers satisfaction is referring to the value of the subjective experience of good value has a very good relationship. At the researches indicated that the customers satisfaction with online business has a positive works on their loyalty.

Customer loyalty is a self-reinforce system in which the firm delivers superior value consistency and keep high-quality to customers. The marketing literature defined that customers loyalty can be divided into two distinct ways:
The first can be evaluated loyalty as an attitude which create a personal different feelings overall accessory of products, services or organisation. These feelings define the individual's degree of loyalty.
The second evaluation of loyalty is behavioral. Example of loyalty behaviors include from the same supplier to continue to purchase services, increasing the dimension and boundary of a relationship, or the recommendation. The behavioral viewpoint of loyalty is similar to define the loyalty in the literature of service management.

There are three measures of customers loyalty that could be devised by loyalty:
- ➢ Customer's primary behavior - recent effect, frequency and sum of purchase.
- ➢ Customer's secondary behavior - customer recommendations, endorsements and spreading in the word.
- ➢ Customer's purpose to re-purchase - that is means the customer ready to re-purchase products or services in the future.

The economic benefits of high customer loyalty are essential when they consistently deliver superior value and win customer loyalty, market share, revenues and profitability all go up and the cost of acquiring new customers goes down. When the firm has lots of loyal customers, it will receive lots of benefits. The economic benefits that a firm receives from cultivating close relationships with its customers, a variety of customer behavior benefits and human resource management benefits are also often received.

Online shopping plays an important role in the modernization. Many of the educated peoples are using these websites and connected with mobile phone also. The attitude and preference of customers on purchasing products through online are affected by various factors.

In the current scenario, one of the leading online shopping websites includes Amazon. Taking this aspect into account, a study is conducted to know the attitude towards online shopping on Amazon. Primarily proposed the theory of "expectation inconformity", that is, when the goods' practical situation is beyond their expectation the customers will feel satisfied. However, contemporarily come up with that the products and service quality will also directly affect the customers' Satisfaction.

The main factors influencing the customer perception of the e-service quality online shopping:

- Website design (degree of users' friendliness)
- Reliability (reliability and security)
- Responsiveness (responsiveness and helpfulness)
- Trust (trust and mechanisms provided by a website)
- Personalization (differentiating services to satisfy specific individual needs).

The term customer experience as such is not owned by anyone but it is generally attributing which defined it as "the process of strategically managing a customer's entire experience with a product or company. Customer experience comprises the cognitive, emotional, physical, sensorial, spiritual, and social elements that mark the customer's direct or indirect interaction with other market actor—in essence, the raw data contained in all direct or indirect interactions that then come together as an overall experience.

Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company. Customer experience management is used for understanding the customer satisfaction and loyalty levels.

The highlighted experiences are the overall outcome of the customer's perception which is created when they try to understand and utilize the product. Moreover, it was found out social encounters facilitates the development of social bond. The services are becoming more commoditized and the foremost companies have started competing on experiences. The experiences delivered to customers have to be planned, managed, staged, and delivered to the customer. Customer experience has emerged as a great differentiator for the organizations.

In the initial 1970s and 1980s, quality and functionality were the key differentiators. In the 1990s, brand and pricing of the product were the key and subsequently the flow of information, the quality of service and delivery became the norm.

The customer was offered product and service by the companies based on their assumptions; what customer expects from the product. Creating value for the customers became the emphasis of the marketing managers as they shifted their approach. Subsequently the concept of relationship marketing became the focus of the marketers.

Relationship marketing remains challenged by evidence that customers who are enjoying good relationship with the organization still might not return to the Service provider. At an operational level, buyer-seller relationships in business to consumer markets have generally failed in their attempts to emulate the interpersonal relationships. Brand and emotional attachment became the subject of interest for the marketers in the academic literature in context of customer experience in the mid-2000s. Creating favorable customer experience is the most preferred way to generate customer loyalty and competitive advantage for the company.

Experiences are about the perceived value which is derived by the individual from such interactions. The online customer experience (OCE) model to identify factors which affect the customer experience in online channels. Hedonic experience and sociability experience are also key factors in understanding customer experience along with

pragmatic experience while availing the services. Also, the various dimensions of customer experience which offers a more comprehensive view of the construct.

The evolution of customer experience has forced the marketers to adopt new strategies and tools to grow their business in more holistic manner. We are highlighting certain cases, tools and strategies which have changed the marketing for the good.

Objective of the study
- To study about customer satisfaction towards amazon.
- To identify the offers and replacement.
- To identify what type of products are sold in amazon.
- To determine the impact of factors towards online shopping experience of amazon.
- To know the price level issued by rhe amazon.

Need of the study
To know the customer satisfaction and the services done by the amazon to capture the customer and to determine the offers and discount issued by amazon to attack the customer and to know the preference level of the customer towards amazon.

Scope of the Study
- The aim of the study is to know about the customer experience, expectation and satisfaction level.
- This study is to know how much the customer satisfied with the products offered by amazon.
- Customers satisfaction and expectation towards offers, discount, replacement, interest and trust will be the main study of this project.

My business plan is to start an internet company and it can be called "Amazon". Web usage is growing 2,300 percent a year. I was thinking that,"what kind of business plan might make sense in the context of the growth?".

After making a list of the "top 20" products that we could potentially sell on the internet, I believe that we can started on things which has low cost and universal demand like books as beginning.

The idea application of Amazon tells the customers that don't give into any other service providers until you've use "Amazon application ", "our simple essential insights will spare you the pain of spending days or weeks on your products search.

Suggested "Amazon application "idea should not only believe in putting customers first but also in ownership from its team. Ownership matters when you're building a great company.

Amazon idea should be IT group who have massive responsibility, as it oversees an enormous system that is extremely reliable.

Amazon idea business like other ideas should get serious about progressive Web Applications. There will be application for Amazon idea, but most service providers now seem more concerned with their mobile websites. This constitutes a natural maturing of

the market as service providers figure out how to cater to their most loyal customers (apps), while opening wide the doors to new customers (web).

It is this thirst for new customers that increasingly drives a focus on superior mobile web experiences. focus on superior mobile web experiences.
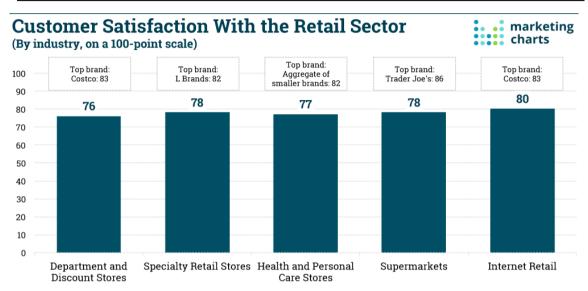
- The amazon e-commerce sites should take the primary issues really serious as well as the delivery of product with better return policies to make themselves credible before the eyes of the customer.
- Consumer should be educated on online shopping procedures with proper steps to be followed while online shopping.
- Can make very delivery to all priced product.
- Amazon focused on the review given by customer for changes begin the product.
- The Amazon should add some offers with the products is every quartes so as to gain more and move no of customers.
- If amazon would provide different designs to variety of products, they can gain more no of customers and can easily satisfy them.
- The amazon is making tremendous mark among the customer because whatever the product is their packing will obviously safe and secure, so they can maintain it forever, to retain customer.

A study on online shopping is the new technology that is created along with the development of the internet. The study consisted with the aspects tha customers of amazon are satisfied. The innovative thinking of online shopping sites is to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more new consumers based upon customers survey. However, Amazon satisfies they're on the aspects of the quality of the products.

Statistics Data
Amazon has many years been the king of e-commerce by several measure including brand valuation where shoppers begin their searches on time spent on e-commerce websites and even as a place for retailers to spend their advertising dollars. Jeff Bezos is well-known to focus on customer experience and in previous years amazon also held on to the American Customer Satisfaction Index's (ACSI) top spot for internet retail.

Customer Satisfaction With the Retail Sector
(By industry, on a 100-point scale)

marketing charts

	Department and Discount Stores	Specialty Retail Stores	Health and Personal Care Stores	Supermarkets	Internet Retail
Top brand	Costco: 83	L Brands: 82	Aggregate of smaller brands: 82	Trader Joe's: 86	Costco: 83
Score	76	78	77	78	80

Published on MarketingCharts.com in March 2019 | Data Source: The American Customer Satisfaction Index (ACSI)

Based on interviews with 62,486 customers of department and discount stores, supermarkets, internet retail, gas stations, consumer shipping and the U.S. Postal Service. Surveys were conducted 1/16-12/26/18 save for internet retail, which represents the holiday period only (10/8-12/26/18)

CONCLUSIONS

The amazon e-commerce sites should take the primary issue really serious as well as delivery of products with better return polices to make themselves credible before the eyes of the customer.

- Consumer should be educated on online shopping procedures with proper steps to be followed while doing online shopping.
- Can make very delivery to all priced products.
- Amazon focused on the reviews given by customers for making changes in the product.
- The amazon should add some offers with their products to attract their customers to buy the product through amazon.
- If amazon would provide different designs to variety of products, they can gain a greater number of customers and can easily satisfied their customers.
- The amazon is making tremendous mark among the customer because whatever the product is their packing will obviously safe and secure, so they can maintain it forever, to retain customer.

A Study on online shopping is a new technology that has been created along with the development of the Internet. The study consisted with the aspects in which customers of Amazon are satisfied and the Customer satisfactions of the sites.

The innovative thinking of online shopping sites to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers. Based upon customers survey, However, Amazon satisfies the customer in the aspect of quality of products.

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Appendices

Table 1
Gender wise classification

Particulars	No. of respondents	Percentage
Male	26	43
Female	34	57
Total	60	100

Source: Primary data

From the above table it shows that, 57 % of the respondents are Female and 43% of the respondents are female. So, it concluded that majority of the respondents are Female.

Table 2
Age wise classification

Particulars	No. of respondents	Percentage
Below 20 years	15	25
20 -40 years	40	67
Above 40 years	5	8
Total	60	100

Source: Primary data

From the above table, its inferred that 67% of the respondents are in the age group of 20 -40 years, 25% of the respondents are below 20 years and remaining 8% of the respondents are Above 40 years.

Table 3
Occupation Status of the Respondents

S. NO	Occupation of the Respondent	No of Respondent	Percentage
1	Student	23	46
2	Business	20	40
3	Service	8	16
4	Professional	9	18
Total		60	100

Above table 4 reveals that 46% of the respondents Occupation are student, 40% of the respondents are business, 16% of the respondents are service, and 18% of the respondents are professional activities.

Table 4
Online Shopping Websites Visited by the Respondents

S.NO	Online shopping websites	No of Respondent	Percentage
1	Amazon.com	34	68
2	Flipkart.com	26	52
3	eBay.com	8	16
4	Myntra.com	5	10
5	Snapdeal.com	14	28
6	Olx.com	8	16
7	Others	12	24
Total		60	100

Above Table 4 reveals that 68% of the respondents visited Amazon.com, 52% of the respondents visited Flipkart.com, 16% of the respondents visited eBay.com, 10% of the respondents visited myntra.com, 28% of the respondents visited Snapdeal.com, 16% of the respondents visited Olx.com, 24% of the respondents visited other websites.