**SENTIMENT ANALYSIS ON CONSUMER REVIEWS OF ONLINE SHOPPING**

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**INTRODUCTION**

Online shopping has become increasingly popular over traditional shopping in recent years because it is convenient, cheaper, and saves time. It is part of e-commerce. It is increasing day by day. In online shopping, the buyer goes online to search for products on the seller's website and chooses the product to purchase. It is also possible to pay Cash on delivery or the buyer can pay online via the Internet. The most popular online shopping websites are Amazon, Flipkart, Myntra, etc. It is easy to order the products to doorsteps with just by a few taps without moving anywhere.

Shopping search engines show the availability and price of the same goods at several e-retailers. When a customer makes to purchasing decision that may be influenced by their interactions with search engines, recommendations, online reviews, and other information, the brand of the company may not be able to influence or control the customer's behavior. People are more likely to utilize their mobile phones, computers, tablets, and other digital devices to obtain information in contemporary retail situations. Online product reviews and user-generated content, which are often offered through social media, some other online shopping apps, etc., may affect customer decision-making in an online shopping environment.

Most online sellers utilize their shopping to accumulate several goods and change quantities, just like they would in a real shopping basket, once a specific product has been found and chosen on the seller's website. The next step is the checkout procedure, where the payment and shipping information is gathered, if necessary. Some retailers enable customers to create a permanent online account so that part or all of this data needs to be entered just once. Once the transaction is over, the customer frequently gets an email confirmation.



**SENTIMENT ANALYSIS**

Sentiment refers to the positivity or negativity expressed in text. Sentiment analysis provides an effective way to evaluate written or spoken language to determine if the expression is favorable, unfavorable, or neutral, and to what degree. Because of this, it gives a useful indication of [how the customer felt](https://www.qualtrics.com/experience-management/customer/customer-emotion/) about their experience. If an online review made a comment about a brand or product online or answered a large-scale [market research survey](https://www.qualtrics.com/experience-management/research/common-types-of-surveys/), there’s a chance your responses have been through sentiment analysis.

Sentiment analysis is part of the greater umbrella of text mining, also known as [text analysis](https://www.qualtrics.com/experience-management/research/text-analysis/). This type of analysis extracts meaning from many sources of text, such as [surveys](https://www.qualtrics.com/experience-management/research/survey-basics/), reviews, public social media, and even articles on the Web. A score is then assigned to each clause based on the sentiment expressed in the text. For example, (-1) for negative sentiment, (+1) for positive sentiment, and (0) for neutral sentiment. It is also known as “Opinion Mining”.

**PROS AND CONS OF SENTIMENT ANALYSIS**

Sentiment analysis is a powerful tool that offers a number of advantages, but like any research method, it has some limitations.

**ADVANTAGES**

* Accurate, unbiased results
* Enhanced insights
* More time and energy available for staff due to higher-level tasks
* Consistent measures you can use to track sentiment over time

**DISADVANTAGES**

* Best for large and numerous data sets. To get real value out of sentiment analysis tools, you need to be analyzing large quantities of textual data on a regular basis.
* Sentiment analysis is still a developing field, and the results are not always perfect. You may still need to sense-check and manually correct results occasionally.

**STATEMENT OF THE PROBLEM**

India has witnessed a restless rapidity of trade development over the past years. The Indian Economic growth could actually exceed and believed that the country has the potential to deliver faster growth over the next fifty years. There is increased superiority in the online shopping pattern of customers, which has resulted in the emergence of big trade chains in most metros; mini-metros and towns being the next target. Customer tastes and preferences are changing, leading to a drastic revolution in lifestyles and spending patterns, which in turn is giving rise to new business opportunities. The generic growth is likely to be driven by changing lifestyles and by strong pathways in income, which in turn will be supported by favorable demographic patterns. Nowadays, online shopping is increasingly preferred by customers. They select their products through various online shopping apps by purchasing them and satisfy through them. The buying decisions of the respondents are influenced by different factors. The increase in demand for consumer goods and expendables has boosted the sale through online shopping. In the present scenario, more technical programs in terms of production, processing, and marketing of goods and services. Apart from the rise in purchasing power among the public, drastic changes have taken place in the standard of living of people, work time, culture, and time constraints. They contribute to problems in numerous aspects of people’s lives. Online marketing companies and agencies notice this and record it. They are making excellent use of this chance to market the goods online at the convenience of the customer. Despite so, when individuals shop for goods and services online, they often encounter or experience a variety of issues. i.e., shop online and enjoy the convenience of simple purchases at any time using a mobile device, computer, laptop, tablet, etc.,

The researcher is interested to know about the buying behavior of female and male consumers with regard to online shopping. Thus, it has made it significant for the researcher to focus on gender-based online shopping towards fashion products. This study provides answers to the following questions:

* How far the respondents are aware of online shopping?
* What are the factors influencing consumers to prefer online shopping?
* What are the opinion, purchase intention and perception of consumers towards online shopping?
* What is the level of satisfaction of the respondents towards online shopping?
* What are the problems faced by the respondents towards online shopping?

**SCOPE OF THE STUDY**

The study has been undertaken to examine the comparison of gender-based online shopping towards fashion products. The scope of the study is restricted to the objectives of studying the profile of the respondents, consumers’ opinions and perceptions towards online shopping, consumers’ level of satisfaction towards online shopping, and problems faced by the consumers towards online shopping.

**OBJECTIVES OF THE STUDY**

The main objectives of the study is to review the products, based on the comments by using sentiment analysis.

**RESEARCH METHODOLOGY**

A scientific approach to the research methodology is very much essential to evaluate the research problem systematically. The appropriate method will improve the validity of the findings. It is necessary for the research and is a systematic way of solving the research problem.

**Sample Size**

The number of items selected from the total population constitutes the sample size. A sample of 50 respondents was selected to carry out the present study.

**Tools used for the study**

* Sentiment Analyzer

**A SYNOPTIC VIEW ON SENTIMENT ANALYSIS**

1. [5.0 out of 5 stars Excellent service](https://www.amazon.in/gp/customer-reviews/R3YFWKR9GHJ8Y/ref=cm_cr_arp_d_rvw_ttl?ie=UTF8&ASIN=B00SZDLGSO) **(POSITIVE)**

Reviewed in India 🇮🇳 on 24 November 2021

Very good service and good collection in stock. Almost all varieties shown about daily need products. So affordable. We are satisfied.

[2.](https://www.amazon.in/gp/profile/amzn1.account.AHFABXH3N7IRJM5BAU5MY3FTIQ3A/ref=cm_cr_srp_d_gw_btm?ie=UTF8) [1.0 out of 5 stars Service support of customer very poor quality, no one response they supply poor quality item..](https://www.amazon.in/gp/customer-reviews/R3I47HDVQALMEM/ref=cm_cr_srp_d_rvw_ttl?ie=UTF8&ASIN=B00SZDLGSO) **(NEGATIVE)**

Reviewed in India 🇮🇳 on 13 December 2022

I recommend do not purchase any electric item online, if products having fail in warranty period they not support any thing.  
Thank you

3.[5.0 out of 5 stars Excellent](https://www.amazon.in/gp/customer-reviews/R1SXR4FSRD5T4O/ref=cm_cr_srp_d_rvw_ttl?ie=UTF8&ASIN=B07NZ869BJ) **(POSITIVE)**

Reviewed in India 🇮🇳 on 24 November 2021

[Size: 34Colour: BLACK](https://www.amazon.in/MADHU-FASHION-Banaras-Traditional-Stitched/product-reviews/B07NZ869BJ/ref=cm_cr_srp_d_rvw_fmt?ie=UTF8&formatType=current_format)[Verified Purchase](https://www.amazon.in/MADHU-FASHION-Banaras-Traditional-Stitched/product-reviews/B07NZ869BJ/ref=cm_cr_srp_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews)

Fitted as desire. Quality product received indeed

4. [1.0 out of 5 stars Bad quality](https://www.amazon.in/gp/customer-reviews/RIVMJWL69QOQO/ref=cm_cr_srp_d_rvw_ttl?ie=UTF8&ASIN=B071NP8F9J) **(NEGATIVE)**

Reviewed in India 🇮🇳 on 14 May 2022

[Verified Purchase](https://www.amazon.in/Doms-Supersoft-Wooden-Pencils-Staedtler/product-reviews/B071NP8F9J/ref=cm_cr_srp_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews)

There are two colour mising and quality of colour are also not good

5. [5.0 out of 5 stars Quality](https://www.amazon.in/gp/customer-reviews/R2WY65CQ9EYQTH/ref=cm_cr_srp_d_rvw_ttl?ie=UTF8&ASIN=B00SZDLGSO) **(POSITIVE)**

Reviewed in India 🇮🇳 on 14 December 2019

I like it affordable and also good

6. [1.0 out of 5 stars No warranty or guarantee given by seller or Amazon](https://www.amazon.in/gp/customer-reviews/R3IXYCEVBYRZ4H/ref=cm_cr_srp_d_rvw_ttl?ie=UTF8&ASIN=B08BT15BG8) **(NEGATIVE)**

Reviewed in India 🇮🇳 on 17 September 2021

[Verified Purchase](https://www.amazon.in/DP-7045B-Rechargeablel-Distance-Rechargable-Emergency/product-reviews/B08BT15BG8/ref=cm_cr_srp_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews)

No guarantee or warrant given by seller and amazon

7. [1.0 out of 5 stars Amazon is a fraud online shopping platform to use customer money and making profit](https://www.amazon.in/gp/customer-reviews/R3R2663AR6JOPE/ref=cm_cr_srp_d_rvw_ttl?ie=UTF8&ASIN=B00SZDLGSO) **(NEGATIVE)**

Reviewed in India 🇮🇳 on 30 July 2021

Amazon using your money for more than 4days and making money ( interest ) profit from Bank on using customer money if u ask their executive why it's taking so much time they will always said we done our process problem with your bank basically they not refund your money in your account basically Amazon using your money and making money profit (interest) from their bank in today's digital technology only few minutes will take to refund but they don't do that they used your money when you make payment instant amount will be deducted from account when u ask for refund why it's take 3 to 5 working days because they used your money for their own benifit and making profit

8. [5.0 out of 5 stars Go for it](https://www.amazon.in/gp/customer-reviews/R2KIV0C7OKURUE/ref=cm_cr_srp_d_rvw_ttl?ie=UTF8&ASIN=B08RYSPSYW) **(POSITIVE)**

Reviewed in India 🇮🇳 on 12 January 2021

[Verified Purchase](https://www.amazon.in/JAGGER-LAYSAN-quarter-connection-bathroom/product-reviews/B08RYSPSYW/ref=cm_cr_srp_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews)

Nice product as expected 5\* quality and performance was good

9. [5.0 out of 5 stars Nice product](https://www.amazon.in/gp/customer-reviews/RW6NMI2MG9ECT/ref=cm_cr_srp_d_rvw_ttl?ie=UTF8&ASIN=B07YCJDFNK) **(POSITIVE)**

Reviewed in India 🇮🇳 on 26 November 2021

[Verified Purchase](https://www.amazon.in/Funspot-Double-Magnetic-Whiteboard-Blackboard/product-reviews/B07YCJDFNK/ref=cm_cr_srp_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews)

Value for money

10. [1.0 out of 5 stars Regarding mobile Samsung m53 waste service from Amazon](https://www.amazon.in/gp/customer-reviews/RET451WZB46ND/ref=cm_cr_srp_d_rvw_ttl?ie=UTF8&ASIN=B00SZDLGSO) **(NEGATIVE)**

Reviewed in India 🇮🇳 on 6 May 2022

Hi all, I order mobile from Amazon samsung m53 price is around 26000. Waste quality product.As say camera is 108 mp but not a 108 mp. Very low clearity. Battery backup issue  
Mobile display is very poor. So I contact to Amazon they say only replacement not return so don't buy products from Amazon. Very bad service from Amazon

11. 5.0 out of 5 stars AMAZING😊😍😘 **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 21 March 2023

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

You can search anything I can even play gacha club on this and I can't get gacha club so yah AMAZING😎😁😊😮

12. 5.0 out of 5 stars Its not a game... but good! **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 18 March 2023

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

I LOVE IT I can play facts games like wow WEEEEEE BYE

13. 4.0 out of 5 stars It's good **(POSITIVE)**

Reviewed in Japan 🇯🇵 on 9 November 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

It's easy to use and feels good

14. 4.0 out of 5 stars  **(NETURAL)**

Reviewed in the United States 🇺🇸 on 8 December 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

I would recommend if you like this stuff but I'm just not into it

15. 4.0 out of 5 stars Pretty good **(NETURAL)**

Reviewed in the United Kingdom 🇬🇧 on 5 September 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

Not bad

16. 4.0 out of 5 stars Informative **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 14 November 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

Use it pretty much every day

7 people found this helpful

17. 4.0 out of 5 stars Good **(POSITIVE)**

Reviewed in the United Kingdom 🇬🇧 on 4 August 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

Good

18.5.0 out of 5 stars GREAT PRODUCT **(POSITIVE)**

Reviewed in the United Kingdom 🇬🇧 on 13 November 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

EASY TO USE AND PROVIDES INFORMATION QUICKLY.RECOMMENDED.

19. 4.0 out of 5 stars Pretty much Google Search for Android replacement **(NETURAL)**

Reviewed in the United Kingdom 🇬🇧 on 18 July 2020

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

I downloaded this on childs fire HD 10 for use with YouTube kids. It works well for what it's intended but doesn't really meet my needs. Under a child's profile (freetime) when screen goes off it comes out of apps which would reset this app so would have to navigate back to YouTube etc.. The app interface is easy to use and web page transitions are smooth with little delay to page loading times. Great for a quick search and web browse but no replacement for a main browser app. I used it to sideload Chrome Browser on childs profile (may void warranty)

20. 4.0 out of 5 stars Great to be able to 'google' **(POSITIVE)**

Reviewed in the United Kingdom 🇬🇧 on 11 November 2018

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

It's great to be able to 'Google' on my kindle fire.

If you click on the grid at the top right you also have access to gmail, Google maps etc. You can also access your search history by scrolling down to bottom of page and clicking on settings. This app really does make the fire tablet much more complete. I do use the Amazon Silk browser but I do think Google has the edge. Taken off a star as there doesn't appear to be a way to access or sync my Google bookmarks but you can't have it all I guess! Update: I've recently discovered you can save things to 'collections' on Google and they sync between my fire tablet and my Samsung phone. There's also a similar app you can install which takes you straight to your utube account which personally I use a lot

21. 2.0 out of 5 stars Not good for what I wanted it for **(NEGATIVE)**

Reviewed in the United States 🇺🇸 on 13 February 2023

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

I got this to read QR codes and apparently it does not work for that. They won't let me use the Google lens. They say its a security issue. I'm not sure why there is no way to read QR codes on the kindle fire. Other than that I'm sure it's a great app for searching.

22. 2.0 out of 5 stars Use with caution **(NETURAL)**

Reviewed in the United Kingdom 🇬🇧 on 20 November 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

If privacy is a priority to you be very careful with this app. It likes to turn back on settings that you have turned off. I only use this app occasionally when I have no other option but each time I do I have to go into settings first to switch of the spying etc before I use it.

23. 5.0 out of 5 stars Amazing!! **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 22 October 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

Works very well with Amazon fire tablet!!  
This is way better than the built in browser on Amazon fire tablet.

24. 5.0 out of 5 stars When You Need Info. Google Is there. **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 25 August 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

It's just easy to use, I use it all the time for work, basic info, and directions. It's one of the best.

25. 5.0 out of 5 stars Accurate, easy to use **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 17 June 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

I was truly glad to find this app. I must say that it is more precise than the Silk browser on Fire. There are pages of results. Best of all, product reviews are not heavily slanted toward Amazon products, which can be maddening!

26. 5.0 out of 5 stars Good app **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 2 November 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

It's a really good app

60 people found this helpful

27. 5.0 out of 5 stars I assume you mean on Google tablet? **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 11 June 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

When I purchased Amazon tablet, I was concerned about not being able to use any browser but the one that was pre installed. No, it was very easy to use Google Browser,Google everything.  
The tablet makes it very simple access Google

28. 5.0 out of 5 stars Works well I just have an old device **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 30 January 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

It's a good app on my other devices but when I installed it on my kindle fire it installed the oldest version and I can only install one update at a time so I'm gonna be updating this for a long time if I'm not feeling lazy And this issue isn't the apps fault it's probably cause im using a pretty old device that's why I'm giving this a 5 star

29. 4.0 out of 5 stars PRETTY Good **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 4 December 2019

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

Well, ya see I put pretty in the title, and no it's not bad. It's really good. My only complaint is that you can't open new tabs when you are in a tab. Other than that it's pretty good. Four stars. But, you NEED to get this app on your device, whether it it's phone, Kindle like me, Amazon Fire Tablet might be the same thing but, Just... Get the App

30. 5.0 out of 5 stars Works **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 13 October 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

It works. Haven't noticed any bugs

31. 4.0 out of 5 stars Search Google **(POSITIVE)**

Reviewed in the United Kingdom 🇬🇧 on 11 February 2018

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

The search engine I use the most and it delivers all the results I need quickly, Only downside is the pop up ads you get with past pages you have viewed slowing down certain web addresse's when they're loading up. Can be a pain when this occurs ,Google will say this assists you when your looking at different pages, I would say it generates revenue for them which is all fair and well but can spoil things a tad.

32. 4.0 out of 5 stars Works fine **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 31 August 2017

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

Seems to work fine, not as excited about the Kindle Fire as the IPad that I had before-seems to be slower. But of course half the cost takes into play. App's work but I'm still trying to get used to the switch over. I primarily read library books on portable devices so I can't complain too much....I only use the internet for driving directions and yelp. And it works most times, but not always. I have had to uninstall and re-install on a few app's which I didn't expect. But it's nice to an easy access to your Amazon Prime account easily without going to the Intranet. The ad's are annoying but I'm not willing to pay additional money to eliminate, small sacrifice in my opinion.

33. 5.0 out of 5 stars Very handy **(POSITIVE)**

Reviewed in the United Kingdom 🇬🇧 on 11 July 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

Used quite a lot

34. 4.0 out of 5 stars It is a Google hire HD 8 compatible app, **(POSITIVE)**

Reviewed in Japan 🇯🇵 on 7 July 2021

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

I want to use the Google app on Amazon's Hire HD 8 (tablet) and downloaded it. Since I was using it on my smartphone, I was able to log in with the same password, and identity verification was OK. It will be limited to Wi-Fi environment, but the image quality is not bad, and I thought that maps and photos are easier to see than smartphones

35. 1.0 out of 5 stars Fake app **(NEGATIVE)**

Reviewed in the United Kingdom 🇬🇧 on 6 May 2020

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

This app is a fake all those people who just said it is amazing it's NOT!!! I always try and use it when ever I go into a site for which, I search it always says "error crash landed closed app" WHY WOULD YOU!!!! HOW HAS IT CRASHED IT IS NOT A VEHICLE RIGHT!!!??? When ever I go to open app there is an explanation at top of Google the fake I just open app normally and it takes me to the APP STORE!!!!! Rubbish thing not a game not a searching web just throw it in the trash and wait for the bin man to take it away actually it isn't even worth waiting on how rubbish it is you couldn't sell a penny for that either it is just PURE GARBAGE THROW IT AWAY!!!! I wish I could pick up the app Google the Fake and DASH IT ACROSS THE ROAD IT IS A FAKE AND IF YOU DOWNLOAD IT YOU'LL SEE WHAT I MEAN PEOPLE I WISH I COULD GIVE IT 0 STARS BUT I CAN'T DO JUST IMAGINE A ZERO STAR FROM ME!!!

36. 5.0 out of 5 stars WOW SO GOOD THX **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 12 August 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10): This is better than I thought good

37. 4.0 out of 5 stars Gotta love Google, or else... **(NEGATIVE)**

Reviewed in the United States 🇺🇸 on 21 January 2020

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

Too many sponsored results, too much sensorship, not enough unpaid local results. Causes user to miss out on deals and support for the community around them. Otherwise, I love Google, great company doing what companies do, just like Walmart and Amazon, oh and can you please fix the issues with home app, becoming unusable since the addition of the free nest mini 'present'? Never met a crasser and more idiotic AI

38. 2.0 out of 5 stars Don't give much **(NEGATIVE)**

Reviewed in the United States 🇺🇸 on 21 November 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

Don't give clear information

39. 3.0 out of 5 stars The feeling of use is normal **(NETURAL)**

Reviewed in Japan 🇯🇵 on 4 August 2020

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

There is no particular problem with ease of use, but since the characteristics are unknown, I stopped using it.  
There's no problem even if you don't have it.

40. 5.0 out of 5 stars Use it and very helpful **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 23 August 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

Very helpful

41. 4.0 out of 5 stars Image’s quality **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 3 January 2019

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

This application works good as a searching engine or tool, it opens fast and I could say that there's no difference between the version made for the Amazon Fire HD 8 tablet and the original one but in the other hand, if you try to look for HD images or pictures de quality is not the same, the images and pictures shown in the google version made for the Amazon Fire HD 8 tablets have lower resolution.

6 people found this helpful

42. 5.0 out of 5 stars Great to restore GOOGLE **(NEGATIVE)**

Reviewed in the United Kingdom 🇬🇧 on 11 February 2021

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

I had to add GOOGLE to my Amazon 8H fire tablet, because it disappeared from my tablet, and, the only way to get it back was to get it through the tablet's apps. GOOGLE is far too good to loose , and ,I am very treadmill to be able to restore it.😉

43. 5.0 out of 5 stars value for money **(POSITIVE)**

Reviewed in the United Kingdom 🇬🇧 on 3 April 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

easy to use

7 people found this helpful

44. 5.0 out of 5 stars That was good. **(POSITIVE)**

Reviewed in Japan 🇯🇵 on 26 March 2022

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

I regret why I didn't keep it. It's very convenient.

45. 4.0 out of 5 stars good **(POSITIVE)**

Reviewed in the United Kingdom 🇬🇧 on 2 January 2019

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

its really good but it keeps bringing up this secure connection thing and the only choice for the question was close app but i didnt want to because i was trying to use it but its still good.  
And luckily it still types😁

46. 4.0 out of 5 stars Good. **(NETURAL)**

Reviewed in the United Kingdom 🇬🇧 on 9 February 2020

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

It's okay, but sometimes it has security errors and stuff like that so you have to be careful

47. 5.0 out of 5 stars Google on an Amazon tablet!!? **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 7 August 2021

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

I broke my phone recently and found my old fire tablet it to attic from like three years ago for the time being fill i get my new phone and this is amazing I love it just like the original Google browser

48. 4.0 out of 5 stars Excellent **(POSITIVE)**

Reviewed in the United Kingdom 🇬🇧 on 5 September 2020

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10): Excellent, 19 people found this helpful

49. 3.0 out of 5 stars I liked the fact that the app was available at Amazon’s ..**(NEGATIVE)**

Reviewed in the United States 🇺🇸 on 21 March 2018

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

I liked the fact that the app was available at Amazon’s App Store. I was less than thrilled that I had to pay for the service. I have said this before and I will say this again. My purchase of the fire tablet has been the worst purchase decision I have ever made. Android based tablets allow most apps to be downloaded and used for free including a kindle app. Apple does not provide a Nook app so that I can enjoy my library. I don’t want to spend more money for what I have already purchased. Proprietary is a dirty word.

50. 4.0 out of 5 stars Good but one problem **(POSITIVE)**

Reviewed in the United States 🇺🇸 on 29 May 2017

[Verified Purchase](https://www.amazon.in/search-google-com-Google-Search/product-reviews/B00SZDLGSO/ref=cm_cr_getr_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews&pageSize=10)

I love this app and it is much better than silk, but on my amazon fire I have to exit the app to turn the sound up and down, and no...its not just MY device! It happens on my mom’s dads and grandmas so I would LOVE if you could fix it! Past that this is an amazing app and I would definedly recommend it!

82 people found this helpful

**LIMITATIONS OF THE STUDY**

In spite of all possible efforts to make the analysis more inclusive and systematic, a study of the present type is bound to have certain limitations. Some of them are as follows:

* The study covers respondents in India. The consumer’s attitude may not be the same in other places because of difference in preference, lifestyle, and buying patterns.
* The data given by the respondents are limited to their own perceptions, opinion, emotion, knowledge, feelings, and awareness.
* The data collected for the study is quantitative being subject to the personal bias of the respondents.
* The research was limited to particular geographical areas which to some extent affect the generalizability of the study to similar environments.

**CONCLUSION**

Online Shopping play a vital role in influencing the perception of consumers for extension proposals. The consumers are looking forward for quality product, innovativeness, product width, attractive promotional schemes and affordable prices from the sellers. The perception of consumers in online shopping is fast changing caused by the creation of personality and status with the quality and comfort they deliver. Due to more awareness the consumers are ready to spend any price for comfort and quality. The offers and discounts are the essentials aspects that contribute more to prefer a particular products and services. Two factors are recognized that consumers towards Online Shopping; they are Intrinsic Pleasure and Prestige. The intrinsic pleasure included contentment and significance, in the same way prestige covers integrated status, impression and acceptance of the online shopping products. With creativity, skill and strategy, an online shopping can establish that sets itself apart from the competition and sparks a connection with its audience. Even the best businesses would seem dull without good products and services. Online shopping products are customers loyalty now a days. Every Company has to realise that new products and services is important because not only it makes a memorable impression on consumers but it allows the customers and clients to know what to expect from their company. It is a way of distinguishing oneself from the competitors and clarifying what it is that their company offer that makes the better choice.

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