COMPARATIVE STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING IN AMAZON AND FLIPKART WITH SPECIAL REFERENCE TO COIMBATORE TOWN.

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Abstract:

E-commerce is trading of services and products with the help of internet. It introduced new possibilities in trading and attracted attention of traders. E-commerce offers products and services through websites, a customer simply has to visit an ecommerce website and browse various offering through browser catalog, a customer can select multiple offerings and can add them to the shopping cart, once the shopping is done the customer can checkout and proceed to payment section where various online payment options are available like internet banking, credit card, debit card etc. An attempt has been made to critically examine the comparison of customer satisfaction of two big e-tailers and those are Flipkart and Amazon. Both these big players made their own mark in India.

A comparative study of Customer satisfaction between Amazon and Flipkart delivers the information about the factors that impacts customer satisfaction to succeed in e-commerce market. This paper is an attempt to analyze customer satisfaction level of Amazon and Flipkart,If a response is promised in a certain time ,does not happen and responding the customer.Data have been collected through survey in coimbatore town.

Introduction:

Online shopping is a form of electronic commerce which allows customers to buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interact-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet.

Amazon

Amazon.com,Inc.(/ˈæməzɒn/ AM-ə-zon) is an American multinational technology company based in Seattle, Washington, which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is one of the Big Five companies in the U.S. information technology industry, along with Google, Apple, Microsoft, and Facebook The company has been referred to as "one of the most influential economic and cultural forces in the world", as well as the world's most valuable brand.

Flipkart

Flipkart is an e-commerce company headquartered in Bangalore, Karnataka, India, and registered in Singapore.The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

The service competes primarily with Amazon's Indian subsidiary and domestic rival Snapdeal As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones. Flipkart also owns PhonePe, a mobile payments service based on the Unified Payments Interface.

Objectives

- To understand the satisfaction level of consumer.
- To know the socio economic factor.
- To know taste and preference of consumer.
- To know buying pattern of consumer.

- To know the difficulties faced by the consumer.

Scope of study

The present study has been confined to study on consumer buying behaviour towards purchasing used products. The study has been covered only from the customers of Coimbatore city. The focused on online shopping customers. The scope of the study limits to know factors influencing customer satisfaction, their eagerness to buy used products, their preference towards online shopping of used goods.

Statement of the problem

Today's business world is highly competitive. Every firm is in the race to win more and more customers. It seems like every business organization is in like a virtual war with one another where one organization attacks another with their strategies and the other defends itself. This war is also evident in the e-commerce industry as well, which is the fastest growing industry across the globe. E-commerce is that sphere where almost every other organization is trying to blend itself up to in order to meet the competitive scenario. This study is thereby an attempt to study the competitive scenario between the two giant e-commerce firms in India viz. Amazon India and Flipkart adopt in order to retain their respective market positions and thereby attain more customer base.

Limitation of study

- Study has been carried out for a period of 3 months by considering the time constraint.
- Sample size has been taken 225.
- Inference will be drawn from the information provided by the respondents.
- The survey ins conducted only in selected areas in Coimbatore town.
- Customer response may vary from one to another.

Review of literature:

- **Ruchi Nayyar (2010)** in the study of website factors on online shopping buying behaviour and the study found that online shoppers perceive different factors such as website design, fulfillment/reliability, privacy/security and customer service affecting online purchase activity differently.

- **Blackwell (2011)** studied the customer investigation on e-shopping and his study revealed that the study of consumer behaviour is a complex and broad subject which encompasses the factor such as demographics, lifestyles, personality, values, culture and family which play a part in consumer behaviour decision making process

- **Abhijit mitra. (2013),** "e-commerce in India-a review", international journal of marketing, financial services & management research. Concluded that

the e-commerce has broken the geographical limitations and it is a revolution-commerce will improve tremendously in next five years in India.

- **Saravanan S and Brindha Devi K (2015**), "A Study on Online Buying behaviour with special reference to Coimbatore city" focused on online shoppers' preferences and problems on various online shopping marketers. Higher computer literacy makes internet shopping smarter. Their awareness about the internet also makes them better positioned to identify and take decision for products and services.

- **Dr. Vijayalakshmi & Dr.R.Lakshmi (2018)1** Mostly youngsters and youth generation(19-30 age group) are very much interested in online buying because they know about Technology and e-shopping.

Frequency Table:

Percentage analysis:

DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO PREFERENCE OF ONLINE SITE

ONLINE SITE	NO OF RESPONDENT	PERCENT
Amazon	116	42.2
Flipkart	50	18.2
Snapdeal	33	12.0
Others	26	9.5
Total	225	81.8

Source : Primary Data

Interpretation

It is clear from are the table 4.1.14 than 116(42.2) are belongs to amazon and 50(18.2%) are belongs to flipkart and 33(12.0%) are belongs to snapdeal and 26(9.5%) are belongs to others.It is found from the table that majority 42.2% of respondents are belongs amazon.

Chi square test:

Comparisons between age of the respondents and preferences 'of payments when shopping online

HYPOTHESIS:

Null hypothesis (H0): There is no association between age of the respondents and whether the respondents preference of payments when shopping online.

Alternative hypothesis (H1): There is an association between age of the respondents and whether the respondents preference of payments when shopping online.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.804a	9	0.456

Significant= p<=0.05, not significant =p> 0.05

INTERPRETATION:

The above table shows the association between age of the respondents and whether the respondents preference of payments when shopping online.

The calculation value (0.456) is greater than significant value (0.05), so the null hypothesis is accepted. We conclude that there is an association between age of the respondents and whether the respondents preference of payments when shopping online.

Likert scale

RESPONDENTS OVERALL SATISFACTION OF FLIPKART

WITH CHOICE OF MORE BRANDS

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE	TOTAL SCORE
1	STRONGLY AGREE	29	4	116
2	AGREE	110	3	330
3	MODERATE	71	2	142
4	STRONGLY DISAGREE	15	1	156
	TOTAL	225		603

(Source: primary data)

LKERT SCALE = $\sum$(fx / Total no. of respondents)

$= 603/225$

$= 2.68$

Likert scale value is 2.68 greater than the mid value (3). So the customers are agree with the choice of more brands in flipkart.

RESPONDENTS OVERALL SATISFACTION OF AMAZON

WITH CHOICE OF MORE BRANDS

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE	TOTAL SCORE
1	STRONGLY AGREE	54	4	216
2	AGREE	67	3	201
3	MODERATE	63	2	126
4	STRONGLY DISAGREE	41	1	41
	TOTAL	225		584

(Source: primary data)

LKERT SCALE = $\sum$(fx / Total no. of respondents)

= 584/225

= 2.59

Likert scale value is 2.59 greater than the mid value (3). So the customers are agree with the choice of more brands in amazon.

Correlation:

COMPARISION BETWEEN DOMICILE AND KIND OF PROBLEM

DID YOU FACED.

H0=There is no relationship between Domicile and Kind of problem did you faced.

H1=There is a relationship between Domicile and Kind of problem did you faced.

correlation		
	Person correlation	Asymptotic significance (2-sided)
Person correlation	-.046	.495

Source: primary Data

Interpretation

In the above table, the significant value(.495) is greater than the P value (0.05), so the null hypothesis is accepted. We conclude that there is no relationship between domicile and kind of problem did you faced.

Rank Analysis

Rank the features that you prefered in amazon

Factors	1(6)	2(5)	3(4)	4(3)	5(2)	6(1)	Total	Rank
Price	25	41	42	35	37	45	225	VI
	13	46	88	126	162	203	638	
Quality	27	47	47	42	33	29	225	IV
	14	51	98	142	180	211	696	
Offers &discount	31	45	39	37	37	36	225	V
	16	54	96	134	171	207	678	
Brand preference	28	53	52	42	29	21	225	III
	15	55	108	155	190	215	738	
Delivery on time	27	59	58	42	22	17	225	I
	14	57	116	166	198	217	768	
Premium membership	28	55	56	43	25	18	225	II
	15	56	112	161	195	217	756	

Interpretation

From the above table, it is found that majority of the people prefer the delivery on time as the primary features followed by,premium membership,brand preference,quality, offers&discount, finally price.

Majority of the respondents consider delivery on time as the primary features while choosing amazon.

Findings, Suggestions and conclusion:

PERCENTAGE ANALYSIS

- The majority of respondents (31.3%)of people shop online once in month .
- The majority of the respondents (25.1%) of people choose the cash on delivery.

- The majority of the respondents (26.9%) of peoples agree with they make purchasing decisions due to promotional activities.
- Majority of the respondents (24.7%) of peoples want to make purchase on weddings.
- Majority of the respondents(24.7%) of peoples are quit confident with their personal information is kept confidential when purchasing online.

CHI-SQUARE:

- We conclude that there is an association between age of the respondents and whether the respondents preference of payments when shopping online.

- We conclude that there is an association between gender of the respondents and whether the respondents preference of online site.

LIKERT-SCALE:

- Likert scale value is 2.68 greater than the mid value (3). So the customers are agree with the choice of more brands in flipkart.

- Likert scale value is 2.56 greater than the mid value (3). So the customers are agree with the choice of more varieties in flipkart.

- Likert scale value is 2.56 greater than the mid value (3). So the customers are agree with the choice of more varieties in flipkart.

- Likert scale value is 2.59 greater than the mid value (3). So the customers are agree with the choice of more brands in amazon.

- Likert scale value is 2.6 greater than the mid value (3). So the customers are agree with the choice of more varieties in amazon.

- Likert scale value is 2.57 greater than the mid value (3). So the customers are agree with the quality of product in amazon.

CORRELATION

- We conclude that there is no relationship between domicile and kind of problem did you faced.

- We conclude that there is no relationship between marital status and occasions do you make purchase

- **RANK ANALYSIS**

- Majority of the respondents consider quality of product as the primary features while choosing flipkart.

- Majority of the respondents consider delivery on time as the primary features while choosing amazon.

SUGGESTION

- Flipkart is performing ok but not good enough. There are so many cases where people felt that packing might have been better than this.
- Either it may be big or small / expensive or not product has to be treated with care.
- Some of the products mostly apparel's are turning out with original cover of supplier, which shows negligence of them.
- In this issue Amazon made a mark among us, because whatever the product is their packing will obviously safe and secure.

CONCLUSION

The study consisted with all the work flows of major e-commerce players in India, Flipkart and Amazon. How they are performing and how they are running perfectly in the competitive world has been explained. The innovative thinking of them 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. They made consumers work more easy and comfortable. In this competitive market one has to be lead and rest will follow. Based upon consumer's survey we got our clear winner and it is Amazon. Even though it is an international company it understood Indians very well and made its roots stronger in India. Flipkart is also giving very tough competition to Amazon even though it is new company when compared to Amazon. May be it takes some time to overcome, but definitely they are doing very well in Indian e-commerce market.

WEBSITES :

WWW.google.com

WWW.scribd.com

WWW.flipkart.com

WWW.amazonindia.com

WWW.flipkart.com