"A COMPARATIVE STUDY ON CUSTOMERSATISFACTION BETWEEN AMAZON AND FLIPKARTCUSTOMERS IN AN EDUCATIONAL"

UNDER THE GUIDANCE OF
Dr. Ved Prakash

Submitted By Adil Jawed

ABSTRACT

E-commerce is anything that involves online **shopping. Electronic** commerce **(EC)** is the buying and selling of goods and services on the Internet, especially the World Wide Web. By integrating various online **data** management tools **with the** Internet, **several** innovative companies have **created** systems for **accepting** customer orders, **facilitating** payments, customer service, **collecting** marketing **information** and **collecting** online **feedback.** An attempt has been made to **look** critically **at** the comparison of **the** customer satisfaction of **the** two **major online stores** and Flipkart and Amazon. Both **the** big players **have** made their mark in India. A comparative study of **customer** satisfaction between Amazon and Flipkart **provides insight into** the factors that **influence** customer satisfaction **for success** in **the** e-commerce market. This **article** is an attempt to analyze **the** satisfaction level of Amazon and Flipkart. **Primary** data was collected. **A structured questionnaire is used to collect** 179 **samples.** Data were analyzed **using** simple statistical methods **such as percentages.** The **main results** of the **survey are** that **most** customers are satisfied with Amazon.

1. INTRODUCTION

The Internet **has become a** more **efficient** and basic tool for every **person's needs** and the way people work. By integrating various online **data** management tools **with the** Internet, **several** innovative companies have **created** systems for **accepting** customer orders, **facilitating** payments, customer service, **collecting** marketing **information** and **collecting** online **feedback.** These activities **are** collectively known as **electronic commerce** or Internet commerce. **Their product varieties and easy way of buying things have made online** shopping so easy for **everyone.** An attempt has been made to critically examine the comparison of customer satisfaction **between the** two **leading online retailers,** Flipkart and Amazon. Both **the** big players **have** made their mark in India. A **Comparative Study** of Amazon and Flipkart **Customer Satisfaction Provides Insights into** the **Factors That Influence Customer Satisfaction to Succeed in** the **E-Commerce Market**.

2. OBJECTIVES OF THE STUDY

To **find out** the **respondent's** perception **about shopping on** Amazon and **Flipkart.**

- To investigate the **main** factors **affecting** customer satisfaction **with** Amazon and Flipkart.

- **Compare** the customer satisfaction **levels** of Amazon and Flipkart and the **prospects for a customer satisfaction e-commerce** provider.

1. REVIEW OF LITERATURE

A detailed literature review was conducted for the above-mentioned purposes and the information collected and used in the research is outlined below.

4 Kanwal Gurleen (2012), "Customer Satisfaction with Online Shopping", argued that the range of choices available on the Internet has encouraged people to search and ultimately buy online as India has more than 100 million Internet users. It has been found that people who use the Internet 5-7 hours a day have adopted online shopping. Price awareness, convenience and versatility, easy payment options and online shopping challenges are important factors in online shopping.

5 *Adrita Goswami et.al (2013) in a study on "Customer satisfaction with online shopping, especially the teenage group of Jorhat Town", claims that online customers are satisfied with aspects such as price, product quality and ease of use in mobile. platform and timely delivery to remote areas. This study clearly shows that the online marketer should pay more attention to the price factor and the after-sales factor.*

6 *Dhevika V.P.T, Latasri O.T.V, S Karmugil (2014) in their article "Factors affecting online shopping by customers" pointed out that the most important factor affecting e-shopping is security followed by - reliable purchase and - website design/features and Least. The influencing factor is - shopping, there is no significant relationship between respondents' information security and website design/features and their overall online shopping.*

7 *Ashish Pant (2014), "An Online Shopping Change the Traditional Path of Consumer Purchasing" noted in his research paper that a successful online store is not only a good-looking website with dynamic technical features, but also emphasizes relationship building. with money making clients. The success of any electronics company in India depends on its popularity, product image, unique and fair policies and customer relations etc.*

8 *Saravanan S and Brindha Devi K (2015), "A Study on Online Shopping Behavior Specially for Coimbatore City" focused on online buyer preferences and various problems of e-commerce merchants. Better computer skills make online shopping smarter. Their awareness of the Internet also allows them to better identify and receive* decision for products and services.

9 *Mohana Priya S and Anusuya D (2014), "A Study of Customer Preferences and Satisfaction with Selected Websites with Special Focus on Coimbatore City", argued that online shopping has grown over the years mainly because people find it convenient and convenient. from your home or office. Most customers are satisfied with the online store, but the only obstacle is that they are not completely secure. The government needs to improve security laws related to websites so that online customers feel safe when making bank, credit card or online payments.*

10Francis Sudhakar K, Habeeb Syed (2016), "A Comparative Study of Flipkart and Amazon India", conducted a study to critically examine the different corporate and business level strategies of two major online retailers, Flipkart, and Amazon. The benchmarking takes into account e-commerce challenges, their business model, financing, revenue generation, growth, survival strategies, online shopping experience of buyers, additional differentiation and product offering. Both the big players have made their mark in India. The survey ended with Amazon as the winner, who completely satisfied the customer.

5 METHOD

4.1 *Profile of the Respondents*

Master's students of the educational institution are included in the study. The majority of respondents belong to the 21-23- year-old age group (53.4%), followed by 24-26-year-olds (21.8%). In the gender classification, men (53.6 percent) have a higher response. This shows their interest in online shopping. According to the classification of annual family income, e-shopping is more preferred by respondents whose family earns 1-2000000 per year (33.5%), followed by families earning 2-3000000 per year (22.3%) and families earning more than 5000000. per year, prefer less. in online stores (11.2 percent). This clearly shows that annual income is not an obstacle for the respondents to make online purchases. In the classification of payment methods, Cash ranks high with 63.1 percent, followed by bank/credit card payments (20.1 percent) and internet banking (14.0 percent).

Table – 1: Profile of Respondents

| Characteristics	Percentage n=179	Characteristics	Percentage n=179
Gender		**Family Annual Income(in lakhs pa)**	
Male	53.6	1-2	33.5
Female	46.4	2-3	22.3
		3-4	17.3
		4-5	15.6
		Above 5	11.2
Age (in years)		**Payment Method**	
21 – 23 years	75.4	Debit/Credit Card	20.1
24-26 years	21.8	Cash on Delivery	63.1
26-28 years	2.8	Net Banking	14.0
		Third Party	2.8

4.1 Survey Instrument

We conducted a descriptive study to guide our research. The questionnaire was completed after a pilot study with 40 respondents. The first part consisted of three demographic data such as gender, age, and annual family income. The second section consisted of features that customers like about Amazon and Flipkart, such as on-time delivery, product quality, ease of shopping, etc.

4.1 Samples Design

For the purpose of the research, the samples were the students of the master of the educational institution. The counting method was used for data collection. Because the graduate student population itself is smaller, the entire population was included in the study.

There were 179 respondents, and the questionnaire was distributed to the same person.
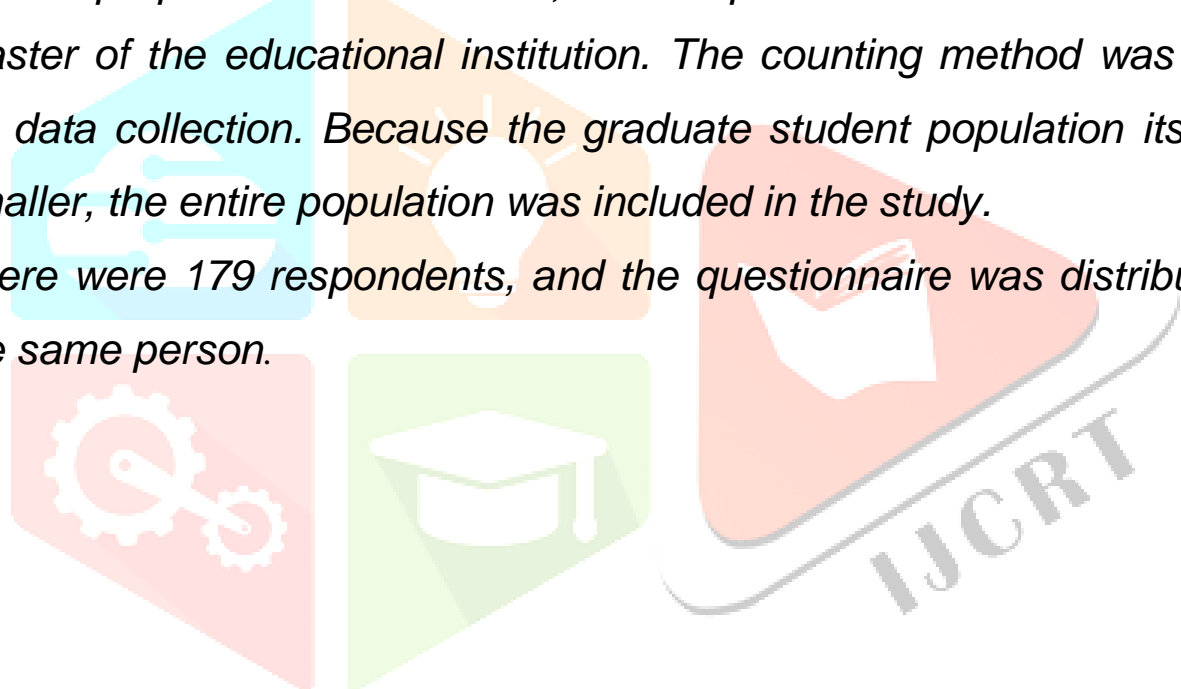
Comparative Analysis of Customer Satisfaction in Amazon andFlipkart

Table – 2: Comparative Analysis of Flipkart and Amazon.

Factors	Amazon	Flipkart	Amazon	Flipkart
Website Usage				
Ease of use in mobile platform	37.4	54.7	44.02	48.12
Availability of Product Information	44.1	50.8		
Product and Price Comparison	49.7	43		
Ease of search	45.3	48		
More app traffic in:	43.6	44.1		
Products				
Quality of Products	55.3	40.8	46.48	44.8
Product Collection & Variety	47.5	46.9		
Effective order matching delivery	43	50.8		
Stock availability	50.3	44.7		
Product damages high in:	36.3	40.8		
Delivery and Order				
Timely Delivery	43.6	50.8	41.88	51.7
Easy return policy	44.1	50.8		
Order cancellation procedure	37.4	54.7		
Order tracking facility	50.8	41.9		
Delivery at remote areas	33.5	60.3		
Payments				
Offers and Discounts	51.4	44.7	47.5	47.33
Payment facility	41.9	52		
Reasonable Price/Value for money	49.2	45.3		

Fig – 1: Comparative Analysis of Flipkart and Amazon.
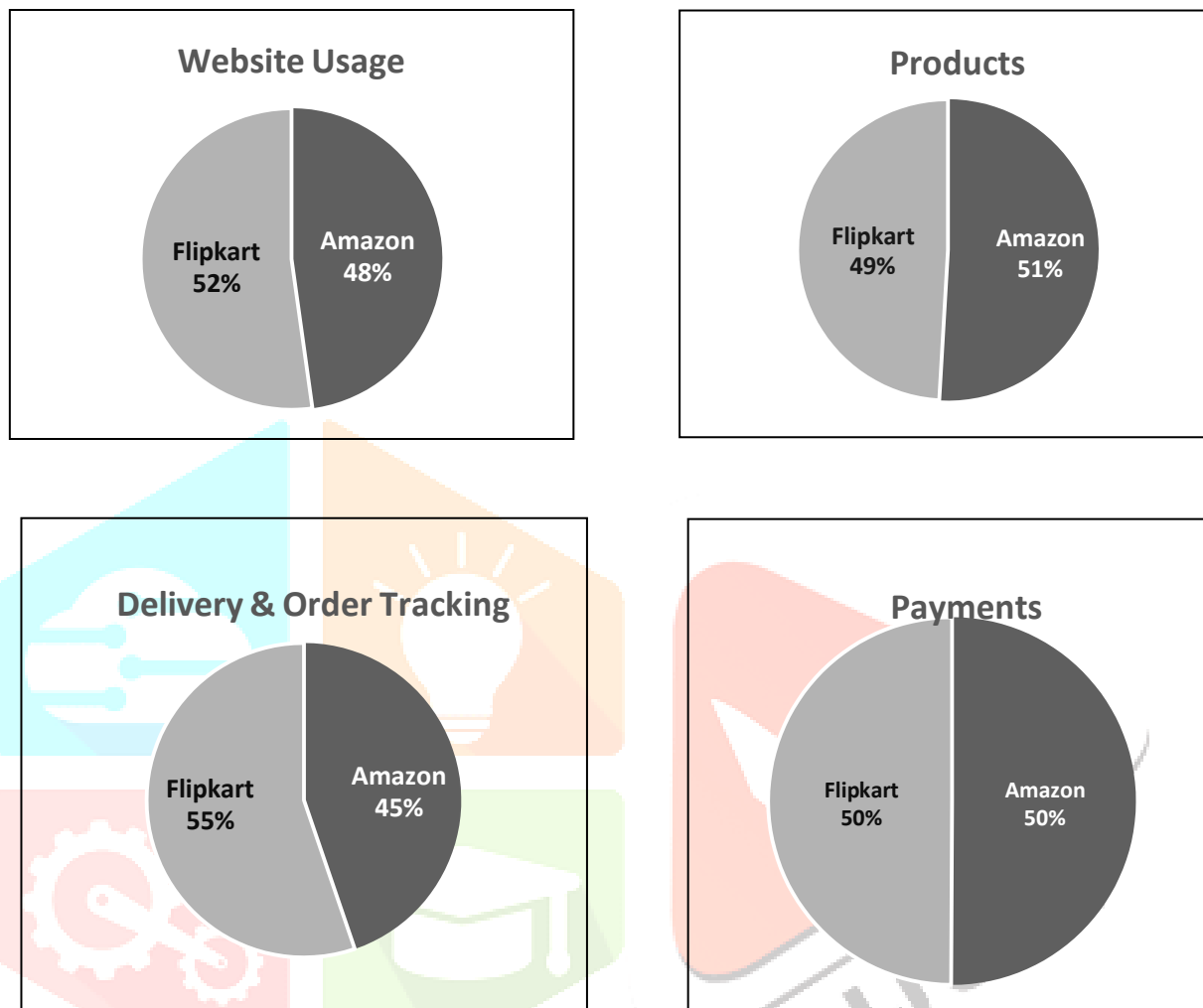
4.5 Discussion and Implications

From the above tables and graphs, it can be concluded that all four factors (website usage, products, delivery_order, payments) affect the customer satisfaction of Amazon and Flipkart. However, customers are very satisfied with using Flipkart website than Amazon with 52% and 48% respectively. Amazon has high quality and product range compared to Flipkart with 51% product factor. 55% of respondents are satisfied with Flipkart's on-time delivery and order tracking, which offers efficient services such as remote delivery and easy return policy. There are no differences in the payment options of both shopping sites, which means that both offer similar services in terms of payment method. That is why customers are very satisfied with Flipkart's services compared to Amazon's.

2. CONCLUSION.

Online shopping is a new technology that emerged with the development of the Internet. The study included a comparison of customer satisfaction between Flipkart and Amazon and the customer satisfaction of both websites. The innovative thinking of both online shopping sites to reach more and more consumers is remarkable. They expanded their network as much as possible with the aim of reaching more and more customers. In this competitive market, you must lead and the rest will follow. Based on the consumer survey, Flipkart satisfies the customer in terms of website usage, delivery and order tracking. But Amazon is giving tough competition to Flipkart which satisfies the customer in terms of product quality. Although it is a multinational company, it has understood Indians very well and has strengthened its roots in India. It may take some time but surely both of them are doing very well in Indian e-commerce.

REFERENCES

[1]. Sharma ja Mittal (2009), "E-commerce väljavaated Indias", Asian Journal of Management and Research, 3 (2), 396-408.

[2]. D.K.Gangeshwar. (2013), **"E-Commerce** or Internet Marketing: A Business Review **of** Indian **Context",** International Journal of u- and e- Service, Science and Technology, 2(4), 20-33.

[3]. *Abhijit Mitra. (2013), "E-Komerco en Hindio-A-Revizio", International Journal of Marketing, Financial Services and Management Research, 2, 4-7.*

[4]. *Kanwal Gurleen (2012), "Consumers Perception Towards Online Shopping", International Journal of Management and Information Technology, 1, 115-122.*

[5]. *Adrita Goswami et.al (2013), "Customer Satisfaction with Online Shopping with Special Focus on Teenage Group of Jorhat Town", Indian Journal of Research, 3 (4), 239-241.*

[6]. *Dhevika V P T, Latasri O T V, Karmugil S (2014), "Faktoroj influantaj klientajn enreta butikumado", Research Journal's Journal of Marketing, 2 (4), 220-235.*

[7]. *Ashish Pant (2014), "An Online Shopping Change the Traditional Path of*

Consumer Purchasing (Reta Butikumado- Ṡanĝo la Tradicia Pado de Consumer Purchasing)", International Journal of Business and Management Innovation,3 (2), 39-42.

[8]. *Saravanan S and Brindha Devi K (2015), "A Study on Online Buying Behavior with Special Reference to Coimbatore City", International Journal of Commerce, Business and Management, 4 (1), 2-8.*

[9]. *Mohana Priya S and Anusuya D (2014), "A study of customer preferences and satisfaction towards selected sites of special interest in Coimbatore", Indian Journal of Research, 3(11), 11- 20.*

[10]. *Francis Sudhakar K, Habeeb Syed (2016), "A comparative study between Flipkart and Amazon India", International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices, 1(8), 3-11.*