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A COMPARATIVE STUDY IN E-COMMERCE WEBSITES FLIPKART AND AMAZON

¹M. MOHANSABARI, ²Dr A.MALARVANNAN,

¹ Ph.D. (Full time) Research Scholar, ² Associate Professor and Head, Department of Commerce, Government arts College, Udumalpet, Tirupur (Dt), Tamil Nadu.

ABSTARCT

Internet became more powerful and basic tool for every person's need and the way people work. By integrating various online information management tools using Internet, various innovative companies have set up systems for taking customer orders, facilitate making of payments, customer service, collection of marketing data, and online feedback respectively. These activities have collectively known as e-commerce or Internet commerce. Online shopping made so easy for everyone with their product variations and simple way to buy things. An attempt has been made to critically examine various corporate and business level strategies of two big e-tailers and those are Flipkart and Amazon. E-commerce market of India is showing tremendous growth from the last couple of years and was expected to become the second-largest e-commerce market in the world by 2034.

INTRODUCTION

A website that allows people to buy and sell physical goods, services, and digital products over the internet rather than at a brick-and-mortar location. Through an e-commerce website, a business can process orders, accept payments, manage shipping and logistics, and provide customer service.

Amazon is the largest internet based company in the United States. Amazon.com started as an online bookstore, but soon diversified, selling dvds, vhss, cds, video and mp3downloads/streaming, software, video games, electronics, apparel, furniture, food, toys, and jewelry. The company also produces consumer electronics notably, kindle, fire tablets, fire TV and phone and is a major provider of cloud computing services.

Flipkart has launched its own product range under the name "dig flip", Flipkart also recently launched its own range of personal healthcare and home appliances under the brand "citron". During its initial years, Flipkart focused only on books, and soon as it expanded, it started offering other products like electronic goods, air conditioners, air coolers, stationery supplies and life style products and e-books. Legally, Flipkart is not an Indian company since it is registered in Singapore and majority of its shareholders are foreigners. Because foreign companies are not allowed to do multi-brand e-retailing in India.

STATEMENT OF THE PROBLUM

In India e-commerce evaluated like a giant with huge opportunity and success rate. There are so many big and small players in market. Are they really going to sustain in market for a long time and is there success rate for them. What are customers expecting from them and are they ready to fulfill their requirements. The study is to understand both parties' requirements and procedures.

OBJECTIVES

- To understand and estimate the consumer perception and factors affecting their behavior for choosing e-commerce sites.
- To know how consumers are evaluating e-commerce sites for their purchases.
- To understand the work flow of Amazon and Flipkart in India.

LIMITATIONS

- There was so much confidential data of companies that are not exposed.
- Survey was restricted to particular age group because respondents willing to fill are college students.
- Analysis was done based upon personal opinion of respondents individually, not from any focus group experts.

REVIEW OF LITERATURE

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.

D.k.gangeshwar. (2013),” e-commerce or internet marketing: a business review from Indian context”, international journal of u- and e- service, science and technology. Concluded that the e-commerce has a verybright future in India although security, privacy and dependency on technology are some of the drawbacks of e-commerce but still there is a bright future to e-commerce

Sharma and mittal (2009) in their study “prospects of e-commerce in India”, mentions that India is showing tremendous growth in the e-commerce. Undoubtedly, with the middle class of 288 million people, online shopping shows unlimited potential in India. The real estate costs are touching the sky. Today e-commerce has become an integral part of our daily life. There are websites providing any number of goods and services. The e-commerce portals provide goods and services in a variety of categories. To name a few: apparel and accessories for men and women, health and beauty products, books and magazines, computers and peripherals, vehicles, software, consumer electronics, household appliances, jewelry, audio, video, entertainment, goods, gift articles, real estate and services. Ashish gupta, senior managing director of helion venture partners and one of the first backers of Flipkart as an angel investor: “Flipkart has been absorbing companies that have some potential (letsbuy, myntra). In that process, some of the bets will go wrong, for sure. But that is par for the course. The company (Flipkart) is consciously taking bets that allow it to either grow or eliminate competition that reduces marketing spend and improves economics

METHODOLOGY

This study is mainly empirical in nature based on primary and secondary data.

COLLECTION OF DATA:

The primary data were collected with the help of questionnaire. It was consulted with the research supervisor, research experts. Then the rough draft of the questionnaire was prepared. After considering the suggestions given by the supervisor, research experts. The questionnaire was revised and the final draft was prepared. This draft was pre tested with 30 online purchase users. The purpose of the pilot study was to test was to test the quality of questions and to confirm the feasibility of the study. After that suggestions from the pretest were taken into account, the restructured questionnaire was prepared and used for collecting primary data.

Secondary data were collected from various books, journals, published and unpublished documents. A number of discussions were held with E-commerce websites knowledgeable persons in the field.

RESEARCH DESIGN

The achievement of slightly incident forcefully be contingent upon the way chosen for its application. This includes defenses of same frank enquiry to the careful on restraints as well. In additional arguments. They can call the methodology as the backbone of slightly research. It also includes research or exercise techniques.

Sample size	120
Sampling area	Tirupur District
Sampling Technique	Appropriate Sampling
Data Collection Tools	Organized questionnaire
Statistical Tools	Chi-square Test

ANALYSIS AND INTERPRETATION

Table 1 displays the organization of the E-commerce customers on the basis of their Gender

TABLE 1
Individual profile

Particulars	Gender	Number of customers	Percentage of Respondents
Gender	Male	71	59
	Female	49	41
	Total	120	100

The above table shows that of the total E-commerce websites purchasing customers taken for the study 71 customers are male.

Table 2

E-commerce websites buying behavior		Number of customers	Percentage of Customers
The website provide Various information about new product.	Yes	65	54
	No	55	46
All online apps were given to make comfortable payment	Yes	71	59
	No	49	41
The website is committed for online sales	Yes	59	49
	No	61	51
I can able to compare and select which suits my best.	Yes	45	38
	No	75	62
The products are delivered on time specified.	Yes	82	68
	No	38	32
The website provide a feature to compare the prices.	Yes	42	35
	No	78	65

TOTAL			100
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The above table shows that of the total E-commerce websites customers taken for the study 65 customers are have the website provide various information about new product. 71 customers are have All online apps were given to make comfortable payment .61 customers the websites is committed for online sales. 45 customers have I can able to compare and select which suits my best. 82 customers have the products are delivered on time specified.42 customers have the website provide a feature to compare the prices.

Table 3
Preference

H⁰: There exists no significant difference between genders in E-commerce websites of satisfaction

Gender	Level of satisfaction			Total	Df	Chi Square X ² Value	“P” Value	Ho
	Low	Medium	High					
Male	15 21.1 %	37 52.1%	19 26.8 %	71 100.0 %	2	0.559	1.162	Rejected
Female	11 24.4%	29 59.2%	9 18.4 %	49 100.0 %				
Total	26 21.7 %	66 55.0 %	28 23.3 %	120 100.0 %				

Source: Primary Data

The calculated value of chi-square is 0.559 and the “P” value is 1.162. Since the calculated P value is less than the 0.05 the null hypothesis has been rejected. Hence it is inferred that there is significant association between gender and level of preference.

FINDINGS OF THE STUDY

- (59%) of the Customers are male
- (54 %) of the customers are the websites provide various information about new product
- (49%) of the customers the website is committed for online sales
- (38%) of the customers I can able to compare and select which suits my best
- (68%) of the customers the products are delivered on time specified
- The calculated value of chi- square is 0.559 and the P value is 1.162. Since the calculated P value is less than the 0.05. The hypothesis has been rejected.

CONCLUSION

Study involved with all the work flows of major E-commerce players in India, Flipkart and Amazon. How they are performing and how they are running seamlessly in the competitive world the advanced 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 calm. In this competitive market one has to be lead and rest will follow.

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