



A Study on Customer Satisfaction Towards Online Shopping Platforms Through Amazon and Flipkart

¹Mr. Hrishikesh R Tenginmath, ²Dr. Rajeshwari Tapashetti

¹Post Graduate, ²Professor

¹Department of Management Studies

¹Basaveshwar Engineering College Bagalkote

Abstract: The growth of internet technology and digitalization has made online shopping an essential part of consumers' daily lives. Amazon and Flipkart are the two leading e-commerce platforms widely used by customers in Bagalkote due to their convenience, wide product range, attractive offers, and doorstep delivery. This study aims to examine customer satisfaction towards these platforms and identify the factors that influence their shopping experience. The study is based on primary data collected from 100 respondents through a structured questionnaire, while secondary data were gathered from journals, books, and websites. The collected data were analyzed using MS Excel and SPSS with statistical tools such as descriptive analysis, Pearson correlation, ANOVA, and the Independent Sample t-test. The findings reveal that product quality, pricing and offers, delivery services, and payment security with return policies significantly influence customer satisfaction. The study also shows that age, monthly income, and online shopping experience affect customer satisfaction, while gender, education, and occupation do not have a significant influence. Overall, customers are satisfied with both Amazon and Flipkart, with no significant difference in their overall satisfaction levels. The study provides valuable insights that can help e-commerce companies improve their services, strengthen customer trust, and enhance the overall online shopping experience.

Index Terms – Introduction, Literature Review, Research Methodology, Analysis and Interpretation, Findings, Suggestion, Conclusion

I. INTRODUCTION

The rapid growth of the internet and digital technology has changed the way people shop. Today, online shopping has become an important part of daily life because it allows customers to purchase products anytime and anywhere with just a few clicks. The availability of smartphones, affordable internet services, secure payment options, and fast home delivery has made online shopping more convenient than traditional shopping. Among the various e-commerce platforms in India, Amazon and Flipkart are the most popular and widely used. Both platforms offer a wide range of products, attractive discounts, easy return policies, and reliable delivery services, making them the preferred choice for many consumers. As a result, online shopping has become increasingly popular in cities as well as semi-urban areas like Bagalkote. Customer satisfaction plays a vital role in the success of any online shopping platform. It is influenced by factors such as product quality, pricing, delivery speed, payment security, customer service, and return policies. Satisfied customers are more likely to continue shopping and recommend the platform to others. This study focuses on customer satisfaction towards Amazon and Flipkart among consumers in Bagalkote. It aims to identify the factors that influence customer satisfaction, compare the performance of both platforms, and provide suggestions to improve the overall online shopping experience.

II. LITERATURE REVIEW

1. **"A Comparative Analysis Between Two Major Players of E-Commerce Sector in India: Amazon and Flipkart"** by Dr. Rashmi R. Hunnur & Prajwal M.S. (2022) examined customer preferences towards Amazon and Flipkart after COVID-19 in Bagalkote. The study found that Amazon was preferred for reliability, while Flipkart attracted customers through offers and affordability.
2. **"Customer Perception Towards Amazon & Flipkart: A Comparative Analysis"** by Dr. Somabhusana Janakiballav Mishra, Debasish Rout, Dr. Ranjan Kantha & Binita Majhi (2022) compared customer perceptions of Amazon and Flipkart. The study concluded that Amazon performed better in reliability, while Flipkart was appreciated for its user-friendly interface and payment options.
3. **"Empirical Investigation of Customer Experience & Services Quality Towards Amazon and Flipkart Shopping Sites"** by B.H. Lakshmanagowda (2024) analyzed customer satisfaction in Mysore. It found that product quality, pricing, delivery, and after-sales service significantly influence customer satisfaction.
4. **"Evaluating Consumer Experience and Satisfaction in Amazon's Online Shopping Platform"** by Nalla Yamunadevi et al. (2025) assessed customer satisfaction with Amazon. The study concluded that customers were satisfied with product variety and return policies but expected better delivery performance.
5. **"To Study Purchase Intention of Customers Towards E-Commerce Sites: A Case Study of Flipkart & Amazon"** by Roohi Naaz & Rupa Khanna Malhotra (2020) examined factors affecting online purchase intentions. The findings highlighted that trust, convenience, secure payment, and timely delivery are the major drivers of online shopping.
6. **"Factors Influencing Online Purchase Behaviour of Customers in Tier III Cities of India: A Factor Analysis Approach"** by Naveen Kumar & Upasana Gupta (2017) studied online buying behaviour in Tier III cities. The research found that convenience and trust encourage online shopping, while payment security concerns remain a challenge.
7. **"A Study about Impact of Customer Characteristics on Online Purchase Behavior in Indian Context"** by Upasana Kanchan & Naveen Kumar (2015) examined demographic factors affecting online shopping. The study concluded that younger and educated consumers are more likely to purchase online.
8. **"A Comparative Study of Online Shopping Consumer Perception on Myntra, Flipkart and Amazon"** by Niyasha Patra, Labani Mitra & Sourav Kumar Das (2023) compared consumer perceptions across three platforms. The study found Amazon and Flipkart preferred for reliability, while Myntra was favoured for fashion products.
9. **"Customer Satisfaction in Online Shopping – A Comparative Study Between Amazon and Flipkart"** by Sino Shajan (2020) compared customer satisfaction between Amazon and Flipkart. The findings showed higher customer satisfaction with Amazon due to better service quality and timely delivery.
10. **"A Study on Consumer Satisfaction Towards Amazon Online Retailing, With Special Reference to Bangalore City"** by Phuntsok Gyatso (2023) analyzed customer satisfaction among Amazon users. The study concluded that website usability, service quality, and delivery significantly influence satisfaction.
11. **"Customer Satisfaction Towards Flipkart and Amazon: A Comparative Study"** by Kiran Chaudhary & Suneel Kumar (2016) compared customer satisfaction levels between the two platforms. Amazon was preferred for reliability, while Flipkart attracted customers through competitive pricing.
12. **"Development of Fashionable Products through Online Retailing: A Case Study on Amazon and Flipkart"** by K. Madhura & Niyaz Panakaje (2022) examined online fashion retailing strategies. The study concluded that both companies effectively meet fashion trends but should improve quality consistency and return management.
13. **"A Comparative Study Between Flipkart and Amazon India"** by Shipra Bhutani Uppal & Nikita Chauhan (2023) compared the business strategies of Amazon and Flipkart. The findings showed Amazon focuses on technology and customer trust, while Flipkart emphasizes affordability and localized marketing.
14. **"The Role of Consumer Behaviour Towards Online Shopping – An Empirical Evidence of Amazon, Flipkart, E-Bay and Myntra"** by Dr. R. S. Chodisetty & Mr. S. Sreekanth examined factors influencing online shopping behaviour. The study concluded that website usability, secure payment systems, and customer reviews strongly influence purchase decisions.
15. **"A Case Study of Customer Awareness and Satisfaction Related to Flipkart Online Shopping"** by Dr. P. Yadaiah (2023) assessed customer satisfaction towards Flipkart. The study found that convenience and product variety increase satisfaction, while delivery and product quality require improvement.

16. "A Study of Consumer Attitude Towards Online Shopping in India and Its Impact" by Komal B. Sharma (2020) examined consumer attitudes towards online shopping. The study concluded that secure payments, timely delivery, and easy return policies positively influence customer satisfaction.

17. "A Study on Customer Satisfaction Towards Online Shopping Apps" by R. Jeyalakshmi & Sinduja G. (2024) analyzed customer satisfaction with shopping applications. The study found that app performance, payment security, and timely delivery are the major factors affecting customer loyalty.

18. "An Analytical Study on Online Consumer Buying Behaviour with Reference to E-Shopping Portals (B2C)" by Atul A. Pise, Rohini Suresh Sawalkar & Vimal Deep Saxena (2021) examined online buying behaviour. The findings highlighted convenience, website usability, and secure payment systems as key determinants of online purchases.

19. "E-Commerce Companies, Online Shopping and Customer Satisfaction: A Comparative Study of COVID-19 Lockdown in India" by Ephrem Habtemichael Redda, Vilas B. Gaikar & Berhane Aradom Tedla (2021) compared customer satisfaction during the COVID-19 lockdown. The study emphasized the importance of service quality, product assurance, and transparent transactions in improving customer satisfaction.

20. "Determinants of Customer Satisfaction in Online Grocery Shopping" by Imran Ali & Mohammad Naushad (2021) identified the factors influencing online grocery shopping satisfaction. The study concluded that convenience, product quality, and reduced perceived risk are the strongest determinants of customer satisfaction.

III. RESEARCH METHODOLOGY

3.1 Research Gap

Online shopping through platforms such as Amazon and Flipkart has become increasingly popular in Bagalkote due to its

convenience, wide product range, and attractive prices. However, customers still face several challenges, including delayed

deliveries, poor product quality, misleading offers, payment security concerns, and inadequate customer support. These issues

affect customer satisfaction and may vary among different groups of consumers based on their age, occupation, gender, and

shopping experience. Therefore, this study aims to compare customer satisfaction towards Amazon and Flipkart in Bagalkote by

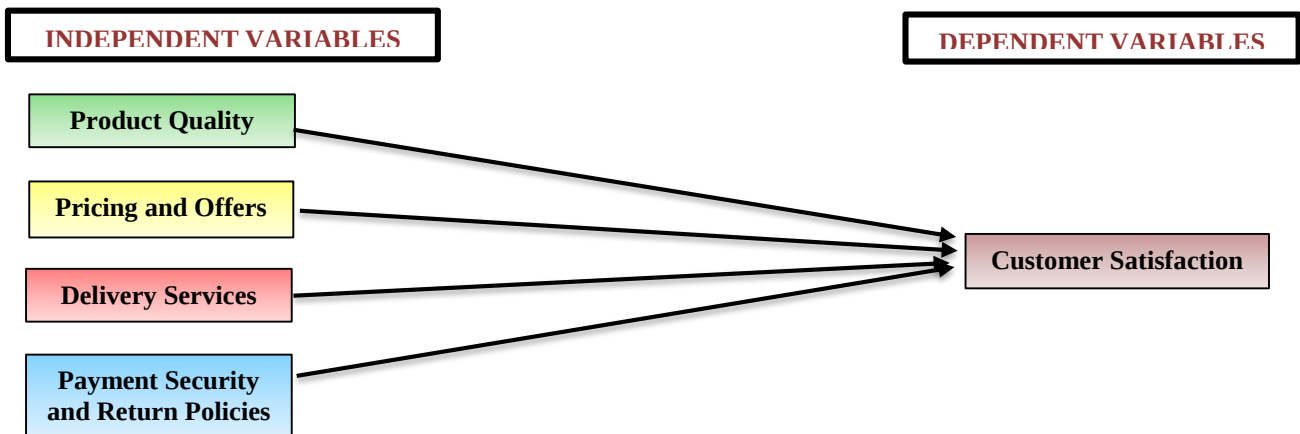
identifying the key factors influencing customer satisfaction and the common problems faced by online shoppers. The findings

will help provide suggestions to improve service quality, strengthen customer trust, and enhance the overall online shopping experience.

3.2 Objectives

- To identify the key factors influencing customer satisfaction, such as product quality, pricing & offers, delivery services, payment security and return policies.
- To analyze the impact of demographic factor (age, gender, income, education, occupation and online shopping experience) on customer satisfaction and platform preference in bagalkote.
- To understand the challenges and issues faced by customer while shopping online through Amazon and Flipkart.
- To study overall customer satisfaction levels among Amazon and Flipkart consumers in Bagalkote.

3.4 Theoretical Framework



3.5 Hypotheses

H1: Product Quality - Customer Satisfaction

There is a significant-relationship between product quality & customer satisfaction towards Amazon and Flipkart in Bagalkote.

H2: Pricing & Offers - Customer Satisfaction

Pricing and promotional offers significantly influence-customer satisfaction towards Amazon and Flipkart in Bagalkote.

H3: Delivery Services - Customer Satisfaction

Delivery services have a significant positive-impact on customer satisfaction towards Amazon and Flipkart in Bagalkote.

H4: Payment Security & Return Policies - Customer Satisfaction

Payment security and return policies have a significant effect on customer satisfaction towards Amazon and Flipkart in Bagalkote.

H5: Demographic Factors – Customer Satisfaction

There is a significant-difference in customer satisfaction based on demographic-factors such as-age, gender, income, education, occupation, & online shopping experience towards Amazon and Flipkart in bagalkote.

H6: Amazon vs Flipkart – Customer Satisfaction

There is a significant-difference in customer-satisfaction levels between Amazon and Flipkart users in bagalkote.

3.6 Research Methodology

Type of Research

- Descriptive Research

Sources of Data

- Primary Data: Data will be-Collected with Structured Questionnaires by Surveying.
- Secondary Data: Research Journals, Articles, Website

Sample Plan

- Sample Method: Convenience Sampling, Non-Probability Sample
- Sample Frame: Bagalkote City
- Sample Size: 100
- Sample Unit: The Customer in Bagalkote who have Purchased-Products from Amazon or Flipkart

Data Analysis- tools

- SPSS, MS Excel

3.6 Scope of the Studies

This study focuses on customer satisfaction towards Amazon and Flipkart among online shoppers in Bagalkote. It examines the

impact of factors such as product quality, pricing, delivery services, payment security, offers, and return policies on customer

satisfaction. The study also analyzes how demographic factors like age, gender, education, income, and online shopping

experience influence customer preferences. Additionally, it identifies the common challenges faced by customers while shopping

online and provides suggestions to improve service quality and enhance the overall online shopping experience

3.6 Limitations

- Study is restricted to consumers in Bagalkote, so findings may not-represent customer satisfaction levels in other-cities or regions.
- The study is limited to two e-commerce platforms Amazon and Flipkart & does not include other platforms.
- Study relies-on responses collected through-questionnaires, which may contain-personal bias, inaccurate recall, or subjective
- opinions.
- The sample-size is limited to 100 participants, which-may not represent all online shoppers in bagalkote.

IV. ANALYSIS AND INTERPRETATION

Correlation

CORRELATION TEST:

H1 - Product Quality - Customer Satisfaction

H1: Product Quality - Customer Satisfaction

There is significant relationship between-product quality and customer satisfaction towards Amazon and Flipkart in Bagalkote.

H0: Product Quality – Customer Satisfaction

There is no-significant relationship-between product quality & customer satisfaction towards Amazon and Flipkart in Bagalkote.

Correlations

		Product Quality	Customer Satisfaction
ProductQuality	Pearson Correlation	1	.594**
	Sig. (2-tailed)		.000
	N	100	100
CustomerSatisfaction	Pearson Correlation	.594**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Analysis

The Pearson-Correlation test was conducted to examine relationship between-product quality and customer satisfaction towards

Amazon and Flipkart in Bagalkote. correlation value (r) is 0.594, which indicates a moderate positive-relationship between the

two variables. The significance value (p-value) is 0.000, which is less than standard-significance level of 0.01. The analysis was

conducted with sample size of 100 respondents.

Interpretation

The results clearly show that product-quality has significant positive relationship with customer satisfaction. This means that

when-customers receive good quality products that match their expectations, their satisfaction level increases. Since the p-value

(0.000) is lower than 0.01, the relationship is statistically-significant. Therefore, the null hypothesis (H0) is rejected and the

alternative hypothesis (H1) is accepted.

H2 - Pricing and Offers - Customer Satisfaction

H2: Pricing & Offers - Customer Satisfaction

Pricing and promotional offers significantly influence-customer satisfaction towards Amazon and Flipkart in Bagalkote.

H0: Pricing & Offers – Customer Satisfaction

Pricing and promotional offers do not significantly influence-customer satisfaction towards Amazon and Flipkart in Bagalkote.

Correlations

		Pricingand Offers	Customer Satisfaction
PricingandOffers	Pearson Correlation	1	.568**
	Sig. (2-tailed)		.000
	N	100	100
CustomerSatisfaction	Pearson Correlation	.568**	1
	Sig. (2-tailed)	.000	
	N	100	100

**, Correlation is significant at the 0.01 level (2-tailed).

Analysis

The Pearson-Correlation test was conducted to examine relationship between pricing & offers and customer satisfaction towards

Amazon and Flipkart in Bagalkote. The correlation value (r) is 0.568, which shows a moderate positive-relationship-between the

two variables. significance value (p-value) is 0.000, which is less than significance-level of 0.01. analysis was conducted using

responses from 100 respondents.

Interpretation

The results indicate that pricing & promotional offers have significant positive-influence on customer satisfaction. This means

customers feel-more satisfied when they receive reasonable prices, discounts, cashback offers, and attractive deals while shopping

online. Since the p-value (0.000) is less-than 0.01, the relationship is statistically-significant. Therefore, null hypothesis (H0) is

rejected and the alternative hypothesis (H2) is accepted.

H3 - Delivery Services - Customer Satisfaction

H3: Delivery Services - Customer Satisfaction

Delivery services have-significant positive impact on customer satisfaction towards Amazon and Flipkart in Bagalkote.

H0s: Delivery Services – Customer Satisfaction

Delivery services do not have significant impact on customer-satisfaction towards Amazon and Flipkart in Bagalkote.

Correlations

		Delivery Services	Customer Satisfaction
DeliveryServices	Pearson Correlation	1	.359**
	Sig. (2-tailed)		.000
	N	100	100
CustomerSatisfaction	Pearson Correlation	.359**	1
	Sig. (2-tailed)	.000	
	N	100	100

**, Correlation is significant at the 0.01 level (2-tailed).

Analysis

The Pearson-Correlation test was conducted to identify relationship-between delivery services and customer-satisfaction towards

Amazon and Flipkart in Bagalkote. correlation value (r) is 0.359, which indicates a positive relationship between two variables.

The significance value (p-value) is 0.000, which is less-than significance level of 0.01. The test was conducted with sample size of 100 respondents.

Interpretation

The results-show that delivery services have-significant positive impact on customer- satisfaction. This means that timely

delivery, proper handling of products, and reliable delivery services increase customer satisfaction levels. Since the p-value

(0.000) is less than 0.01, the relationship is statistically-significant. Therefore, null hypothesis (H0) is rejected and the alternative

hypothesis (H3) is accepted.

H4 - Payment Security and Return Policies - Customer Satisfaction

H4: Payment Security & Return Policies - Customer Satisfaction

Payment security and return policies have a significant-effect on customer satisfaction towards Amazon and Flipkart in Bagalkote.

H04: Payment Security & Return Policies – Customer Satisfaction

Payment security and return policies do not have significant effect on customer satisfaction towards Amazon and Flipkart in Bagalkote.

Correlations

		Payment Security and Return Policies	Customer Satisfaction
Payment Security and Return Policies	Pearson Correlation	1	.318**
	Sig. (2-tailed)		.001
	N	100	100
Customer Satisfaction	Pearson Correlation	.318**	1
	Sig. (2-tailed)	.001	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Analysis

The Pearson Correlation test was-conducted to examine relationship between payment security & return policies and customer

satisfaction towards Amazon and Flipkart in Bagalkote. correlation value (r) is 0.318, which shows positive relationship between

the two variables. The significance-value (p-value) is 0.001, which is lower than significance level of 0.01. The analysis was

conducted with sample size of 100 respondents.

Interpretation

The results indicate that payment security & return policies have significant positive effect on customer satisfaction. This-means

customers feel more-satisfied when online payments are safe, secure, and when return and refund processes are simple and

reliable. Since the p-value (0.001) is less than 0.01, the relationship is statistically-significant. Therefore, the null hypothesis (H0)

is rejected and the alternative hypothesis (H4) is accepted.

ANOVA

H5: Demographic Factors Gender – Customer Satisfaction

Alternative Hypothesis (H₁): Gender – Customer Satisfaction

There is significant difference in customer-satisfaction among different gender groups towards Amazon and Flipkart in Bagalkote.

Null Hypothesis (H₀): Gender – Customer Satisfaction

There is no significant-difference in customer satisfaction among-different gender groups towards Amazon and Flipkart in

Bagalkote.

ANOVA

Customer Satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.365	1	.365	.052	.821
Within Groups	691.025	98	7.051		
Total	691.390	99			

ANALYSIS

An ANOVA test was conducted to examine whether there is significant difference in customer satisfaction among-different

gender groups towards Amazon and Flipkart in Bagalkote. The ANOVA table shows that between-group sum of-squares is 0.365,

while the within-group sum of squares is 691.025. The calculated-mean square value between groups is 0.365 and within groups

is 7.051. The obtained F value is 0.052 with degrees of freedom (df) of 1 and 98. The significance value (p-value) is 0.821. Since

the significance value of 0.821 is greater-than standard-significance level of 0.05, the result is statistically not significant. This

indicates-that there is no significant difference in customer-satisfaction between male & female respondents.

INTERPRETATION

The findings reveal that gender-does not significantly influence-customer satisfaction towards Amazon and Flipkart in Bagalkote.

Both male & female customers show almost similar opinions, experiences, and satisfaction levels regarding online shopping

platforms. As the significance value is 0.821, which is higher than 0.05, the null hypothesis is-accepted and the alternative

hypothesis is rejected. Therefore, it can be-concluded that gender does not-create a significant difference in customer-satisfaction

towards Amazon and Flipkart in Bagalkote.

ANOVA – H5: Demographic Factor Age Group– Customer Satisfaction

Alternative Hypothesis (H₁): Age Group – Customer Satisfaction

There is significant difference in customer satisfaction-among different-age groups towards Amazon and Flipkart in Bagalkote.

Null Hypothesis (H₀): Age Group – Customer Satisfaction

There is no significant-difference in customer satisfaction among-different age groups towards Amazon and Flipkart in Bagalkote.

ANOVA					
CustomerSatisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	72.917	4	18.229	2.800	.030
Within Groups	618.473	95	6.510		
Total	691.390	99			

ANALYSIS

A One-Way ANOVA test was conducted to examine whether customer satisfaction differs among different age-groups towards

Amazon and Flipkart in Bagalkote. The ANOVA-table shows that the between-group sum of squares is 72.917 and the within

group sum of squares is 618.473. The calculated F value is 2.800 with degrees of freedom (df) of 4 and 95. The significance value

(p-value) obtained is 0.030, which is less than standard-significance level of 0.05. Since p-value is below 0.05, the result indicates

that there is statistically significant difference in customer-satisfaction among different age groups.

INTERPRETATION

The findings show that customer-satisfaction towards Amazon and Flipkart varies according to age group of respondents.

Different age-categories have different opinions, expectations, and experiences while shopping online. Younger customers may

prefer convenience, discounts, and faster delivery, while older customers may focus more on trust, product quality, and secure

transactions. As the significance value is 0.030, which is less-than 0.05, null-hypothesis is rejected and the alternative hypothesis

is accepted. Therefore, it can be concluded-that age has a significant-influence on customer satisfaction towards Amazon and Flipkart in Bagalkote.

ANOVA – H5: Demographic Factor Education – Customer Satisfaction

Alternative Hypothesis (H₁): Education – Customer Satisfaction

There is significant difference in customer satisfaction-among respondents-with different educational qualifications towards

Amazon and Flipkart in Bagalkote.

Null Hypothesis (H₀): Education – Customer Satisfaction

There is no-significant difference in customer satisfaction-among respondents-with different educational qualifications towards

Amazon and Flipkart in Bagalkote.

ANOVA

CustomerSatisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	61.166	4	15.292	2.305	.064
Within Groups	630.224	95	6.634		
Total	691.390	99			

ANALYSIS

A One-Way ANOVA test was conducted to examine whether customer satisfaction differs among respondents with different

educational qualifications towards Amazon and Flipkart in Bagalkote. The ANOVA table shows that the between-group sum of

squares is 61.166, while the within-group sum of squares is 630.224. The calculated F value is 2.305 with degrees of freedom (df)

of 4 and 95. The significance value (p-value) obtained is 0.064. Since p-value of 0.064 is greater than standard significance level

of 0.05, the result is statistically not significant. This indicates that there is-no major difference in customer-satisfaction among respondents with-different educational qualifications.

INTERPRETATION

The findings-indicate that educational-qualification does not have significant influence-on customer satisfaction towards Amazon

and Flipkart in Bagalkote. Respondents-with different educational backgrounds such as SSLC, PUC, Graduate, Postgraduate, and

Others show almost similar opinions and experiences regarding online shopping platforms. As the significance value is 0.064,

which is higher-than 0.05, null hypothesis is accepted and alternative hypothesis is rejected. Therefore, it can be-concluded that

educational-qualification does not create significant difference in customer satisfaction towards Amazon and Flipkart in

Bagalkote.

ANOVA – H5: Demographic Factor Occupation – Customer Satisfaction

Alternative Hypothesis (H₁): Occupation – Customer Satisfaction

There is a significant-difference in customer satisfaction among-respondents with different occupations towards Amazon and

Flipkart in Bagalkote.

Null Hypothesis (H₀): Occupation – Customer Satisfaction

There is no significant-difference in customer satisfaction-among respondents-with different occupations towards Amazon and Flipkart in Bagalkote.

ANOVA

CustomerSatisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	49.101	3	16.367	2.446	.069
Within Groups	642.289	96	6.691		
Total	691.390	99			

ANALYSIS

A One-Way ANOVA test was-conducted to examine whether customer satisfaction differs among respondents with-different

occupations towards Amazon and Flipkart in Bagalkote. ANOVA table shows that between-group sum of-squares is 49.101,

while the within-group sum of-squares is 642.289. The calculated F value is 2.446 with degrees of-freedom (df) of 3 and 96. The

significance-value (p-value) obtained is 0.069. Since the p-value of 0.069 is greater than-standard significance level of 0.05, the

result is statistically not significant. This means- there is no major difference in customer satisfaction among respondents belonging to different occupational groups.

INTERPRETATION

The findings indicate that occupation-does not significantly-influence customer satisfaction towards Amazon and Flipkart in

Bagalkote. Respondents from different-occupational backgrounds such as students, employees, business people, and homemakers

show almost similar opinions and experiences regarding online shopping platforms. As the significance value is 0.069, which is

higher-than 0.05, null hypothesis is accepted and alternative hypothesis is-rejected. Therefore, it can be-concluded that occupation

does-not create a significant difference in customer satisfaction towards Amazon and Flipkart in Bagalkote.

ANOVA – H5: Demographic Factor Monthly Income – Customer Satisfaction**Alternative Hypothesis (H_1): Monthly Income – Customer Satisfaction**

There is significant difference in customer satisfaction-among respondents-with different monthly income levels towards

Amazon and Flipkart in Bagalkote.

Null Hypothesis (H_0): Monthly Income – Customer Satisfaction

There is no significant-difference in customer satisfaction among-respondents with different monthly income levels towards Amazon and Flipkart in Bagalkote.

ANOVA

CustomerSatisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	69.627	3	23.209	3.583	.017
Within Groups	621.763	96	6.477		
Total	691.390	99			

ANALYSIS

A One-Way ANOVA test was-conducted to examine whether customer satisfaction differs among respondents with different monthly income levels towards Amazon and Flipkart in Bagalkote. The ANOVA table shows that the between-group sum-of squares is 69.627, while the within-group sum of-squares is 621.763. The calculated F value is 3.583 with degrees of freedom (df) of 3 and 96. significance value (p-value) obtained is 0.017. Since p-value of 0.017 is less than the standard significance level of 0.05, the result is statistically-significant. This indicates that customer satisfaction-differs significantly among respondents with different monthly-income levels.

INTERPRETATION

The findings-show that monthly income has-significant influence on customer-satisfaction towards Amazon & Flipkart in Bagalkote. Customers-belonging to different income-groups have-different expectations, purchasing behavior, and opinions regarding online shopping services. Higher-income and lower-income consumers may evaluate factors such as pricing, discounts, product quality, and delivery services differently. As significance value is 0.017, which is less-than 0.05, the null-hypothesis is rejected and the alternative hypothesis is accepted. Therefore, it can be-concluded that monthly income creates a significant difference in customer satisfaction towards Amazon and Flipkart in Bagalkote.

ANOVA – H5: Demographic Factor Online-Shopping Experience – Customer Satisfaction

Alternative Hypothesis (H₁): Online Shopping Experience – Customer Satisfaction

There is significant-difference in customer satisfaction-among respondents with-different levels of online shopping experience towards Amazon and Flipkart in Bagalkote.

Null Hypothesis (H₀): Online Shopping Experience – Customer Satisfaction

There is no significant-difference in customer satisfaction-among respondents with-different levels of online-shopping experience towards Amazon and Flipkart in Bagalkote.

ANOVA

CustomerSatisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	66.546	3	22.182	3.408	.021
Within Groups	624.844	96	6.509		
Total	691.390	99			

ANALYSIS

A One-Way ANOVA test was-conducted to examine whether customer satisfaction differs among respondents with-different levels of online shopping experience towards Amazon and Flipkart in Bagalkote. The ANOVA-table shows that between-group sum of squares is 66.546, while the within-group sum of squares is 624.844. The calculated mean-square value between groups is 22.182 and within groups is 6.509. The obtained F value is 3.408 with degrees of freedom (df) of 3 and 96. significance value (p-value) is 0.021. Since the significance value of 0.021 is less than standard significance-level of 0.05, the result is statistically significant. This indicates that there is significant-difference in customer satisfaction among -respondents with different levels of online-shopping experience.

INTERPRETATION

The findings reveal that-online shopping experience has significant influence on customer satisfaction towards Amazon and Flipkart in Bagalkote. Customers-with more online shopping experience may have-better knowledge about product selection, payment methods, delivery services, and return policies, which can affect their-satisfaction levels differently compared to less experienced users. As the significance value is 0.021, which is lower than 0.05, null hypothesis is rejected and alternative hypothesis is accepted. Therefore, it can be-concluded that online shopping experience-significantly affects customer satisfaction towards Amazon and Flipkart in Bagalkote.

INDEPENDENT SAMPLE T-TEST

H6: Amazon vs Flipkart – Customer Satisfaction

There is a significant-difference in customer satisfaction levels between Amazon and Flipkart users in bagalkote.

H0: Amazon vs Flipkart – Customer Satisfaction

There is no-significant difference in customer satisfaction between Amazon and Flipkart users in bagalkote.

Group Statistics

	Preferre d ...	N	Mean	Std. Deviation	Std. Error Mean
CustomerSatisfaction	Amazon	20	19.7500	2.38140	.53250
	Flipkart	35	19.1429	2.94202	.49729

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
CustomerSatisfaction	Equal variances assumed	1.753	.191	.786	53	.435	.60714	.77202	-.94133	2.15561
	Equal variances not assumed			.833	46.730	.409	.60714	.72860	-.85883	2.07311

ANALYSIS

An Independent Sample t-test was conducted to examine whether there is significant difference in customer satisfaction levels between Amazon and Flipkart users. The group statistics show that Amazon users (N = 20) have a mean satisfaction score of 19.7500 with standard deviation of 2.38140, while Flipkart users (N = 35) have mean score of 19.1429 with standard deviation of 2.94202. Levene's Test-for Equality of Variances shows significance value of 0.191, which is greater than 0.05. Therefore, equal variances are assumed. The t-test results show a t value of 0.786 with 53 degrees-of freedom and a significance value (p value) of 0.435. Since the p-value of 0.435 is greater than standard significance-level of 0.05, the result is statistically not significant. This means there is no significant difference in customer satisfaction levels between Amazon and Flipkart users.

INTERPRETATION

The findings indicate that customers using Amazon and Flipkart have almost similar levels of satisfaction towards online shopping platforms in Bagalkote. Although Amazon users show a slightly higher mean satisfaction score (19.7500) compared to Flipkart users (19.1429), the difference is very small and not statistically significant. As the significance value is 0.435, which is greater than 0.05, the null hypothesis (H_0) is accepted & the alternative hypothesis (H_6) is rejected. Therefore, it can be concluded that there is no significant difference in customer satisfaction between Amazon and Flipkart users in Bagalkote.

V. FINDINGS, SUGGESTIONS, CONCLUSION

5.1 Findings

1. The study shows that out of 100 respondents, 58 respondents (58%) are male and 42 respondents (42%) are female. This shows that male respondents participated slightly more in the study. However, both genders actively use Amazon and Flipkart for online shopping in Bagalkote.
2. Out of 100 respondents, 61 respondents (61%) belong to 21–30 age group, followed by 21 respondents (21%) in 31–40 category. Around 8 respondents (8%) belong to the 41–50 age group, while 7 respondents (7%) are below 20 years and only 3 respondents (3%) are above 50 years. This indicates that young adults are the major users of online shopping platforms in Bagalkote.
3. In terms of education out of 100 respondents, 43 respondents (43%) are graduates, 25 respondents (25%) are postgraduates, 13 respondents (13%) belong to other educational backgrounds, 12 respondents (12%) completed PUC, and 7 respondents (7%) completed SSLC. This shows that educated consumers are more involved in online shopping.
4. Regarding occupation out of 100 respondents, 34 respondents (34%) are students, 30 respondents (30%) are employees, 25 respondents (25%) are involved in business activities, and 11 respondents (11%) are homemakers. This shows that students and working professionals are the major users of online shopping platforms Amazon and Flipkart in Bagalkote.
5. Out of 100 respondents, 36 respondents (36%) earn between Rs.10,001–Rs.20,000, which is the largest group. Around 31 respondents (31%) earn below Rs.10,000, 16 respondents (16%) earn between Rs.20,001–Rs.40,000, and 17 respondents (17%) earn above Rs.40,000. This shows that most online shoppers belong to low and middle-income groups and prefer affordable products and discounts.
6. The study shows that out of 100 respondents, 40 respondents (40%) have 3–5 years of online-shopping experience, 33 respondents (33%) have 1–3 years of experience, 14 respondents (14%) have more

than 5 years-of experience, and 13 respondents (13%) have less than 1 year of experience. This shows that-most respondents are experienced online shoppers.

7. The study shows that 45% of respondents use both Amazon and Flipkart, 35% prefer Flipkart, and 20% prefer Amazon. This indicates-that most customers compare both platforms before purchasing products online.
8. For the statement “The products received from Amazon/Flipkart match the descriptions provided online,” 3 respondents strongly disagreed, 1 disagreed, 33 were neutral, 32 agreed, and 31 strongly agreed. This shows that 63 respondents were satisfied and believed the products matched the online descriptions.
9. For the statement “The quality of products purchased meets my expectations,” 1 respondent strongly disagreed, 7 disagreed, 24 were neutral, 53 agreed, and 15 strongly agreed. A total of 68 respondents felt that the product quality met their expectations.
10. For the statement “Products are delivered in good condition without defects,” no respondents strongly disagreed, 8 disagreed, 42 were neutral, 37 agreed, and 13 strongly agreed. This indicates that 50 respondents were satisfied with condition of products delivered.
11. For the statement “The images and specifications accurately represent the actual product,” 1 respondent strongly disagreed, 15 disagreed, 16 were neutral, 36 agreed, and 32 strongly agreed. Overall, 68 respondents believed that the product details shown online were accurate.
12. For the statement “Overall, I am-satisfied with the product quality offered by Amazon/Flipkart,” 2 respondents strongly disagreed, none disagreed, 9 were neutral, 24 agreed, and 65 strongly agreed. This shows that 89 respondents were-overall satisfied with the product quality provided by Amazon and Flipkart.
13. The statement “Prices on Amazon/Flipkart are reasonable compared to other platforms,” 3 respondents strongly disagreed, 23 disagreed, 42 were neutral, 22 agreed, and 10 strongly agreed. This shows that many-customers had mixed opinions about pricing, while only 32 respondents felt the prices were reasonable.
14. For the statement “Discounts and offers provided are attractive and beneficial,” 2 respondents strongly disagreed, 16 disagreed, 33 were neutral, 35 agreed, and 14 strongly agreed. A total of 49 respondents felt the offers and discounts were attractive and useful.
15. Statement “I feel that the price charged is fair for the quality received,” 1 respondent strongly disagreed, 11 disagreed, 26 were neutral, 46 agreed, and 16 strongly agreed. Around 62 respondents believed that the pricing was fair according to the product quality received.
16. Regarding the statement “Cashback and promotional deals increase my satisfaction,” 2 respondents strongly disagreed, 10 disagreed, 22 were neutral, 38 agreed, and 28 strongly agreed. A total of 66 respondents agreed that cashback and promotional offers improve their shopping satisfaction.
17. For the statement “Pricing transparency (no hidden charges) improves my shopping experience,” 1 respondent strongly disagreed, 1 disagreed, 18 were neutral, 26 agreed, and 54 strongly agreed. A strong majority of 80 respondents appreciated transparent pricing without hidden charges.
18. The statement “Products are delivered within the promised time” received mixed responses from customers, where 48 respondents remained neutral, 29 strongly agreed, and 8 agreed that deliveries arrive on time, while 12 disagreed and 3 strongly disagreed. This indicates that delivery timing is satisfactory for some customers-but not fully consistent for everyone.
19. For the statement “Delivery personnel handle packages carefully,” 43 respondents agreed and 5 strongly agreed that packages are handled properly. At the same time, 24 respondents were neutral, while 23 disagreed and 5 strongly-disagreed, showing that some customers still face issues with package handling.
20. The statement “Order tracking and delivery updates are accurate” received highly positive feedback, where 35 respondents agreed and 40 strongly agreed. Only 8 respondents disagreed and 1 strongly disagreed, while 16 respondents remained neutral regarding tracking accuracy.

21. For the statement “Delivery services are reliable and consistent,” the majority of respondents shared positive opinions, as 47 respondents agreed and 24 strongly agreed. Meanwhile, 20 respondents stayed neutral, while only 8 disagreed and 1 strongly disagreed about delivery reliability.
22. The statement “Overall, I am satisfied with delivery services of Amazon/Flipkart” received the strongest positive response, with 54 respondents strongly-agreeing and 28 agreeing. Only 2 respondents disagreed and none strongly disagreed, while 16 respondents remained neutral about the overall delivery service experience.
23. The statement “Online payment methods provided are safe and secure” received mixed opinions from respondents, where 12 respondents strongly -isagreed, 28 disagreed, 35 remained neutral, 10 agreed, and 15 strongly agreed. This shows that many-customers are still uncertain about the security of online payment systems.
24. For the statement “I feel confident while making digital payments on Amazon/Flipkart,” 25 respondents agreed and 12 strongly agreed, while 31 respondents disagreed and 10 strongly disagreed. Around 22 respondents stayed neutral, indicating that customer-confidence in digital payments is moderate and differs from-person to person.
25. The statement “The return and refund process is easy and convenient” showed balanced responses, where 23 respondents agreed and 11 strongly agreed. At the same time, 42 respondents remained neutral, while 19 disagreed and 5 strongly-disagreed, showing that many customers are unsure about the convenience of the return process.
26. For the statement “Refunds are processed within a reasonable time period,” 37 respondents agreed and 10 strongly agreed that refunds are processed properly. However, 42 respondents gave neutral responses, while 8 disagreed and 3 strongly disagreed, which indicates that refund experiences are not fully-consistent for all customers.
27. The statement “Clear return policies increase my trust in the platform” received a highly positive response, where 35 respondents agreed and 32 strongly agreed. Only 1 respondent disagreed and none strongly disagreed, while 32 respondents remained neutral. This clearly shows that transparent return policies help in building customer trust.
28. The statement “The platform meets my expectations consistently” received a strong positive response, where 30 respondents agreed and 43 strongly agreed. Around 23 respondents remained neutral and only 4 disagreed, showing that most customers feel Amazon and Flipkart meet their expectations regularly.
29. For statement “I intend to continue-shopping on Amazon/Flipkart in the future,” 43 respondents agreed and 10 strongly agreed, while 43 respondents stayed neutral and only 4 disagreed. This indicates that-many customers are willing to continue online shopping, but some users-are still uncertain about future purchases.
30. The statement “I would spread positive word of mouth about my online shopping experience through Amazon/Flipkart” showed that 37 respondents agreed and 8 strongly agreed. However, 41 respondents remained neutral and 14 disagreed, which suggests that-customers are satisfied but not all-are highly motivated to promote the platforms to others.
31. For statement “I would recommend Amazon/Flipkart to others,” 41 respondents agreed & 13 strongly agreed, while 44 respondents remained neutral and only 2 disagreed. This shows that most-respondents are ready to recommend the platforms, although many customers still have moderate confidence levels.
32. The statement “I am satisfied with my overall online shopping experience on Amazon/Flipkart” received the highest positive response, where 29 respondents agreed and 64 strongly agreed. Only 1 respondent disagreed and 29 remained neutral, indicating very high-level of overall customer satisfaction.

HYPOTHESES FINDINGS

33. The Pearson Correlation test-shows that product quality & customer satisfaction have a moderate positive-relationship with a correlation value (r) of 0.594, significance value (p-value) of 0.000, and sample-size of 100 respondents, which-means customers-are more satisfied when they receive better quality products from Amazon and Flipkart.
34. The Pearson-Correlation test shows that pricing and offers have moderate positive relationship-with customer satisfaction, with a correlation value (r) of 0.568, p-value of 0.000, and responses collected from 100-respondents, which means-customers are more satisfied when Amazon and Flipkart provide reasonable prices, discounts, cashback offers, and attractive promotional deals.
35. The Pearson-Correlation test shows that delivery services have positive relationship with customer satisfaction, with a correlation value (r) of 0.359, significance value (p-value) of 0.000, and sample size of 100 respondents, which means timely delivery, accurate tracking, and proper handling of products help improve customer satisfaction towards Amazon and Flipkart.
36. The Pearson Correlation test-indicates that payment security and return policies have positive relationship with-customer satisfaction, with a correlation value (r) of 0.318, p-value of 0.001, and responses collected from 100 respondents, showing that customers feel-more satisfied when online payments are safe and return or refund processes are simple and reliable.
37. The ANOVA test result-shows that gender does not create-significant difference in customer satisfaction towards Amazon and Flipkart, as F value is 0.052 and the significance value (p-value) is 0.821, which is-greater than 0.05, indicating that-both male and female respondents have almost-similar satisfaction levels regarding online shopping services.
38. The ANOVA test-result shows that customer satisfaction differs-among different age groups, with an F value of 2.800, significance value (p-value) of 0.030, between-group sum of squares of 72.917, within-group sum of squares of 618.473, and responses collected from 100 respondents, indicating that age has-significant influence on customer satisfaction towards Amazon and Flipkart.
39. The ANOVA test on educational qualification & customer satisfaction shows that the between-group sum of squares is 61.166, within-group sum of squares is 630.224, the calculated F value is 2.305, and the significance value (p-value) is 0.064 with 100 respondents, which is higher than 0.05, indicating that-educational qualification does not create significant difference in customer satisfaction towards Amazon and Flipkart in Bagalkote.
40. The ANOVA test on occupation and customer satisfaction shows that the between-group sum of squares is 49.101, within-group sum-of squares is 642.289, the calculated F value is 2.446, and the significance value (p-value) is 0.069 with 100 respondents, which is higher than 0.05, indicating that-occupation does not create-significant difference in customer satisfaction towards Amazon and Flipkart in Bagalkote.
41. The ANOVA test on monthly income and customer satisfaction shows that between-group sum of squares is 69.627, within-group sum of squares is 621.763, the calculated F value is 3.583, and the significance value (p-value) is 0.017 with 100 respondents, which is less than 0.05, indicating-that monthly income creates a significant difference in customer-satisfaction towards Amazon and Flipkart in Bagalkote.
42. The ANOVA test on online shopping experience and customer satisfaction shows-that the between-group sum of squares is 66.546, within-group sum of squares is 624.844, the calculated F value is 3.408, and the significance value (p-value) is 0.021 with 100 respondents, which is less-than 0.05, indicating that online shopping experience creates a significant difference in customer-satisfaction towards Amazon and Flipkart in Bagalkote.
43. The Independent Sample t-test results show that Amazon users (N = 20) have a mean satisfaction-score of 19.7500 with standard deviation of 2.38140, while Flipkart users (N = 35) have a mean-score of 19.1429 with standard deviation of 2.94202, and calculated t value is 0.786 with a significance value (p-value) of 0.435, which is-greater than 0.05, indicating that there is no significant-difference in customer satisfaction levels between Amazon and Flipkart users in Bagalkote.

5.2 Suggestion

- Amazon and Flipkart should continue improving product quality and ensure that customers receive products exactly as shown in the online descriptions and images.
- The platforms should provide better quality checking and seller monitoring to reduce complaints about defective or low-quality products.
- More discounts, cashback offers, and affordable pricing should be introduced because most customers belong to low and middle-income groups and prefer value-for-money products.
- Delivery services should be improved by ensuring products are delivered safely and within the promised time to increase customer satisfaction.
- Proper packaging and careful handling of products during delivery should be maintained to avoid damage and improve customer trust.
- Amazon and Flipkart should strengthen online payment security and create awareness about safe digital payment methods so that customers feel more confident while shopping online.
- The return and refund process should be made easier, faster, and more transparent to reduce customer confusion and improve convenience.
- The platforms should provide personalized offers and recommendations based on customer age, income level, and shopping experience to improve satisfaction levels.
- Customer support services should be improved by responding quickly to complaints, refund issues, and delivery-related problems.
- Amazon and Flipkart should regularly collect customer feedback and reviews to understand customer expectations and continuously improve their services.
- Since most respondents are satisfied with online shopping services, the platforms should focus on maintaining customer trust, loyalty, and long-term relationships through better service quality and attractive offers.
- Both Amazon and Flipkart should introduce innovative features, better user experience, and reliable services to remain competitive and attract more customers in the future.

5.3 Conclusion

The study on customer-satisfaction towards online shopping platforms through Amazon & Flipkart concludes that online shopping has become highly popular among people in Bagalkote, especially among young, educated, and experienced users. Most customers are satisfied with both platforms because they provide convenience, a wide-range of products, attractive discounts, reliable delivery services, and easy shopping experiences. The study found that product quality, pricing and offers, delivery services, payment security, and return policies play an important role in influencing customer-satisfaction. Customers appreciated accurate product details, cashback-offers, transparent pricing, and efficient delivery tracking systems. At the same time, some respondents faced issues such as delayed deliveries, payment security concerns, refund delays, and improper package handling, which affected their satisfaction levels. The research also showed that factors like age, income, and online shopping experience create differences in customer satisfaction, while gender, education, and occupation do not have much impact. Overall, both Amazon and Flipkart provide almost similar satisfaction levels to customers, and the study suggests that improving payment security, delivery consistency, refund processes, and customer support services can further increase customer trust, loyalty, and satisfaction towards online shopping platforms in Bagalkote.