



ORIGINAL RESEARCH PAPER

Marketing

COMPARATIVE ANALYSIS OF CUSTOMER SATISFACTION BETWEEN AMAZON AND FLIPKART WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

E-commerce is trading of services and products with the help of internet. E-commerce offers products and services through websites, a customer simply has to visit an e-commerce website and browse various offering through browser catalogue, a customer can select multiple offerings and can add them to the shopping cart. An attempt has been made to critically examine the comparison of customer satisfaction of two big E-tailers and those are Flipkart and Amazon. 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 analyse customer satisfaction level of Amazon and Flipkart.

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. There are many reasons for doing business electronically. E-commerce has the potential to increase growth rate in trade, create competitive markets, and improves efficient and effective business processes. 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.

Amazon

Amazon.com, founded by Jeff Bezos in July 1994, is an American electronic commerce company based in Seattle. Amazon.com, Inc. (/ˈæməzn/ 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.

Flipkart:

Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, alumni of the IIT, Delhi and former Amazon employees. Flipkart is an e-commerce company headquartered in Bangalore, Karnataka, India, and registered in Singapore.

Research Methodology:

Research methodology is the specific procedures or techniques used to identify, select and analyse information about the research. Research methodology is a systematic way to solve the research problem.

Sources Of Data:

I) Primary Data:

Primary data is a data which is collected from the various peoples from Coimbatore city through questionnaires.

ii) Secondary Data:

Secondary data is a data which is collected from other sources like websites, etc.

Sample Design:

I) Sample Unit

The sample unit in this study is taken from the customers of Amazon and Flipkart from Coimbatore city.

II) Sample Size

In this study the sample size is taken from 149 respondents from Coimbatore city through questionnaires.

Area Of Study:

The study was conducted in Coimbatore city. This was taken from the customers of Amazon and Flipkart Coimbatore city.

Tools Used For Analysis: Frequency Analysis

Simple percentage refer to a special kind of ratio. These were used to describe relationship; they reduce everything to a common base and there by allow meaningful comparisons to be made.

Statement Of Problem

Today's business world is highly competitive. Every firm is in the race to win more and more customers. Hence it is necessary to understand online consumer behaviour. This study is thereby an attempt to study the competitive scenario between the two giant e-commerce firms in India viz. Amazon and Flipkart.

Objectives Of The Study

- To analysis the satisfaction level of customers.
- To study the problems faced by the customers.

Scope Of The Study

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

Need Of The Study

It is necessary to study on this concept to understand how people are aware and fine in using the online shopping gateway. It is necessary to understand the significance, preference of online transactions. The study particularly will be based on how it works, why it is significant, and final analysis of the primary data collected.

Limitations Of The Study

- The area of study is confined to Coimbatore city.
- The survey sample is limited to 149 respondents only.
- Analysis was done based upon personal opinion of respondents individually, not from any focus groups or experts.

Data Analysis And Interpretation

Table – 1 Demographic Profile Of Respondents

Factors	Options	No. of Respondents	Percentage
Gender	Male	67	45
	female	82	55
Age	15 - 18	11	7.4
	19 - 22	120	80.5
	23 - 26	8	5.4
	27 - 30	1	0.7
	Above 30	9	6
Marital status	Married	17	11.4
	Unmarried	132	88.6
Occupation	Student	98	65.7
	Private employee	15	10.1
	Home maker	7	4.7
	Business	8	5.4
	Farmer	21	14.1
Educational qualification	Schooling	11	7.4
	Diploma	3	2
	UG	127	85.9
	PG	7	4.7
Monthly income	No income	55	36.9
	10000 - 20000	44	29.5
	20000 - 30000	22	14.8
	30000 - 40000	18	12.1
	Above 40000	10	6.7

Interpretation:

From the above table, it is inferred that majority (55%) of the respondents are female. Thus it is observed that majority (80.5%) of the total respondents are grouped under 19 - 22 years of age. Thus it is observed that majority (88.6%) of total respondents are unmarried. Thus it is observed that majority (85.9%) of respondents are UG students. Thus it is observed that majority (65.5%) of the total respondents are students. Thus it is inferred that most (39.6%) of the respondents have no income.

Table - 2 To Analysis The Satisfaction Level Of Customers.

Factors	Options	No. of respondents	Percentage
Mode of purchase	Online mode	81	54.4
	Offline mode	68	45.6
Favourable price Offered by sites	Amazon	45	30.2
	Flipkart	45	30.2
	Both	59	39.6
Services Offered by sites	Amazon	48	32.2
	Flipkart	38	25.5
	Both	63	42.3
preferred sites by respondents	Amazon	44	29.5
	Flipkart	40	26.9
	Both	65	43.6

Interpretation

From the above table, it is observed that majority (54.4%) of respondents are purchasing products through online mode. It is observed that most (39.6%) of respondents says that both Amazon and Flipkart offers products for more favourable price. It is observed that most (42.3%) of total respondents are satisfied with the customer care services offered by both the Amazon and Flipkart online sites. It is clearly inferred that both Amazon and Flipkart is highly suggested by majority (43.6%) of total respondents for shopping through online.

Table - 3 To Study The Problems Faced By The Customers.

Factors	Options	No. of respondents	Percent age
Nature of Problems faced by respondents	Price drop immediately after ordering	51	34.2
	Receiving goods returned by others	37	24.9
	Deliver delays	44	29.5
	Lack of payment options	17	11.4

Time of delivering product	Amazon	48	32.2
	Flipkart	56	37.6
	Both	45	30.2

Interpretation

From the above table, it is observed that most (34.2%) of total respondents faced problems that price of the product drops immediately after ordering by the respondents. It is inferred that Flipkart delays in delivering the products to the customers by the majority (37.6%) of total respondents of online shopping users.

Findings

- Among the 149 sample respondents, majority of the respondents are female.
- Out of total respondent, majority of the respondents are grouped under the age group between 19 - 22.
- Most of respondents are unmarried.
- Out of the total respondents, majority of the respondents are students so they don't earn any kind of income.
- Majority of the respondents do purchase from online in every once a month.

Suggestions

- Both Amazon and Flipkart works well, Since few of the customers are buying products through offline, awareness need to be created for increasing online shopping mode.
- People generally consider price while purchasing products. So, the company should emphasize on competitive prices.
- Both the company should try to reduce the problems with delay in delivery, especially Flipkart. Both the companies should improve their delivery speed as there is high proportion of highly dissatisfied customers.
- The price of the product must to be constant after purchasing the product.
- Flipkart has to increase customer care services when compared to Amazon.

CONCLUSION

Online shopping is a new technology that has been created along with the development of the Internet. The study consisted with the aspects in which customers of Flipkart and Amazon are satisfied and the comparison between the Customer satisfactions of both the sites. They increased their network as much as possible with ultimate aim of reaching more and more customers. Flipkart is also giving very tough competition to Amazon even though it is new company when compared to Amazon.

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