

A Comparative Analysis of Customer Satisfaction between Amazon and Flipkart: A Study Conducted in NCR Region of India

Nikita Arora

MBA Student, ABES Engineering College, Ghaziabad

*** Dr. Ajay Singh**

Associate Professor, ABES Engineering College, Ghaziabad

Dr. Parul Agarwal

Associate Professor, ABES Engineering College, Ghaziabad

** Corresponding Author*

Abstract: E-commerce includes an online transaction. Electronic commerce (e-commerce or EC) is the purchase and sale of goods and services on the Internet, especially on the World Wide Web. By integrating multiple web information management tools over the Internet, companies have implemented order intake, payment facilitation, customer service, marketing data collection and online feedback systems. In this paper researchers has tried to critically review the comparison of customer satisfaction rates between two major Players, Flipkart and Amazon. The two big players have made a name for themselves in India. A comparative customer satisfaction survey between Amazon and Flipkart provides information on factors that affect customer satisfaction in order to succeed in the e-commerce marketplace. This paper attempts to analyze customer satisfaction from Amazon and Flipkart. Primary data was collected. 70 samples are collected through a structured questionnaire. The data was analyzed using descriptive statistics and cross tabulations using SPSS Software. The main findings of the study are that most customers are more satisfied with Amazon as compared to Flipkart.

Keywords: E-commerce, E-Player, Customer Satisfaction, Online transaction, Online Shopping

Introduction

E-Commerce: The number of internet users worldwide has grown steadily and this growth has created opportunities for global and regional e-commerce. This number is expected to reach 445 million users in 2020.[1] Internet penetration is increasing and e-commerce is becoming increasingly secure. The impact of electronic commerce is already evident in all areas. Many implicit and explicit definitions of e-commerce are based on past experiences rather than possible future ones. There are different ways to define e-commerce between different people, different books

E-commerce is any type of commercial or electronic transaction in which information is transmitted over the Internet. Or electronic commerce is defined as the use of computers and electronic networks to do business with customers or other companies on electronic networks or on the Internet.[2,3]

Literature Review

For the above stated objectives, a detailed review of literature has been done and the information collected and utilized for the research works have been presented are as follows As stated in a study [4] Customer satisfaction with online shopping. He said the various options on the Internet encourage Internet users to search online and eventually buy online since there are more than 460 million Internet users. in India. 4 to 6 hours a day, with sensitivity to price, convenience, variety, easy payment solutions and the challenges of online shopping. As studied [5]. Customer satisfaction with online shopping with special reference to the group of young people in Jorhat Town" The study concludes that customers who shop online are satisfied with the price, quality product and easy from the use. mobile platform and delivery time in remote areas. This research explicitly points out that online marketing should give more importance to the price factor. In a study [6]. Factors Affecting Online Customers Shopping revealed that the most important factor, online shopping-influencing security, followed by reliable shopping and design and features Web site The least important factor influencing the negotiation of purchases is not a significant combination of security and design features / website response and general online shopping behavior. As found in a research [7] An online store is the traditional way of shopping for consumers to

change," he concludes in his research that is a successful online business not just an attractive site with dynamic technical features, but also relationships with the customers. to earn money. Money The success of an e-tailer business in India depends on its popularity, brand, unique and fair policies, relationships with customers, etc. A study [8] on online buying behavior with a particular reference to the city of Coimbatore" focused on the preferences and problems of online shoppers in several online shopping sellers . A better knowledge of computing makes online shopping smarter. Their knowledge of the Internet also allows them to better identify and make decisions about products and services. In a Study[9] on Customer Preferences and Satisfaction with Online Websites with Special Reference to the City of Coimbatore". in the comfort of their home or office. Most customers are satisfied with online shopping, but the only difficulty is that they are not completely safe. The government needs to improve the laws on the safety of online websites so that online customers feel safe when they pay by credit card, credit card or online. Another study [10] A Comparative Study Between Flipkart and Amazon in India", he conducted a study to critically examine several corporate and commercial strategies of two large companies, including Flipkart and Amazon. account the challenges of e-commerce, its model Marketing, financing, revenue generation, growth, survival strategies, buyers' online shopping experience, value-added differentiation and product offerings The two major players have created their own brand in India, which satisfies the customer in every aspect

Research Problems

In India, electronic commerce is classified as a giant with great opportunities and success rates. There are so many big and small players in the market. Will they stay in the market for a long time in future also and is there a success rate for them? What do customers expect from them and are they ready to meet their requirements? The study aims to understand the requirements and procedures of both parties

Research Objectives

The purpose of writing this research paper is to:

- Understand the perception of consumers and the factors that influence their behavior in the choice of e-commerce sites.
- understand the Tactics and methods used by various e-commerce players to get customers attracted.
- Make a comparative analysis of the main players (Amazon & Flipkart)
- Study the barriers which exist between e-commerce sites and customers.

Hypothesis

- H1: There is no association between demographic factors (Age, Income, occupation and gender) and online buying behavior of the customer (frequency of purchase, payment method, occasion of purchase)
- H2: There is no significance difference in the satisfaction level of the customers of both major players .

Research Methodology

The research methodology includes several steps, such as problem identification, secondary data collection, data analysis by graphical techniques and comparative analysis.

Research Design

Descriptive: The purpose of descriptive research is to describe the characteristics of various aspects, such as the market potential of a product / company or demographic data and the attitudes of consumers who buy the product using primary data collected

Sampling techniques: the convenience and judgmental sampling technique was used.

Data Collection

The purpose of any data collection is to collect quality information and then translated to arrive at the analysis of the data and to develop a convincing and credible response to the issues that have been raised.

Secondary data

To make the collection of primary data more specific, secondary data helps to make it more useful. It helps to understand the problem better. Secondary data has been collected from a variety of sources, including various commercial websites and published articles.

Primary Data: The primary data was obtained from several persons, and their opinion and information for the specific purposes of the study helped to conduct the analysis. Essentially, the questions asked were focused on obtaining the data that helped the study. The data was collected through a questionnaire to understand your experience and preference for your loyal business.

Data Collection Tool: Data collected through a structured questionnaire.

Data analysis tool: Data analysis is done using graphical techniques such as the column chart and the comparative analysis is represented by a bar chart. The data collected was analyzed using simple but powerful statistical techniques such as number of frequencies, percentages and average ranges.

Data Analysis & Interpretation

Demography of respondents:

Table 1
RESPONDENTS' DEMOGRAPHICS

Factors	group	Frequency	%
Age	Less than 25	35	50.0
	Between 25 to 35	25	35.7
	More than 35	10	14.3
	Total	70	100
Gender	Female	42	60
	male	28	40
	Total	70	100

This research contains the empirical extracted result from the data collected. It provides demographic information about the respondents and a statistically analyzed information collected from survey . it can be interpreted from the above table that out of 70 respondents, 50% of people are under 25 years old, 35.7% of people are between 25 and 35 years old and 14.3% of respondents in the group of more than 35. We have many more shopping online among 25 and almost all students. At the same time, 35.7% of people between the ages between 25 to 35 use online shopping. All of these people are attracted to ecommerce websites that offer a wide range of products everywhere and also with their services. Another demographic factor that we consider is gender. Females prefer online shopping more than males . We can interpret this according to your preferences, that you get several international products that are not available online, which makes them simple and effective over time.

Table 2
RELATIONSHIP BETWEEN OF GENDER AND HOW OFTEN THEY SHOP ONLINE

		How often respondent shop online				Total
		Once in a month	Once in two month	More frequently	Very rare	
Gender	Female	10	8	8	16	42
	Male	11	3	9	5	28
Total		21	11	17	21	70

Interpretation: From the previous chart, we can interpret that among the 70 respondents, women are more interested in online shopping than men because of the wide variety of e-commerce varieties. And they are also leaders as male respondents in different categories. Where men are frequent buyers, women surveyed shop online at least once and run the men. Although respondents are high but are very rare online shoppers.

Table 3
RELATIONSHIP BETWEEN OF AGE AND PAYMENT METHOD

		Respondent payment method			Total
		Debit card	Credit card	Cash on delivery	
Age	Less than 25	9	2	24	35
	Between 25-35	5	3	17	25
	More 35	5	2	3	10
Total		19	7	44	70

Interpretation: From the above table, we can interpret that the mentality of respondents is different in terms of money and security. Most young people under the age of 25 receive money on delivery. And after this age group of 25 to 35, the respondents also receive a cash payment. E-commerce sites also facilitate payment methods by providing vending machines to the delivery agents. Slippers make it easy for customers and dispatchers to work. Because some payments are not exactly round numbers, they can be in rupees like 513 or 1007. When customers have to pay that kind of money, it will sometimes be difficult for the delivery child to change. Thanks to the use of automatic pushers we can avoid all these interruptions.

Table 4
RELATIONSHIP BETWEEN GENDER AND PRICE SATISFACTION

		Satisfied with the sites					Total
		Flipkart	Amazon	Snapdeal	Paytm	Others	
Gender	Male	11	8	2	7	0	28
	Female	13	17	5	5	2	42
Total		24	25	7	12	2	70

Interpretation: According to the above price table, there were large differences of opinion among the respondents. The respondent, with the exception of Snapdeal, has an almost identical view of all e-commerce sites. Flipkart leads in the men's survey and then almost with the same percentage of Amazon and Paytm are there. Paytm had a great impact on men because of its huge coupons and discounts. When it comes to female responses, Amazon leads the rest of the big e-commerce players in India. Where there are so many exclusive e-commerce sites specifically for girls, they always choose recognized and leading e-commerce sites such as Amazon and Flipkart..

Table 5
RELATIONSHIP BETWEEN AGE AND OCCASIONS

		interested in buying particularly for					Total
		Festivals	To gift	Offers	Family function	Others	
Age	Less than 25	1	5	19	3	7	35
	Between 25-35	6	1	13	2	3	25
	More 35	0	0	6	0	4	10
Total		7	6	38	5	14	70

Interpretation: From the table above, we can interpret that e-commerce sites play their cards very well, since neither gender nor age are an obstacle when there are many offers available on e-commerce sites. If respondents under 25 are interested in buying, while online offers are present in other occasions, such as festivals, family function, etc. Interviewees between the ages of 25 and 35 (probably employees) are also interested in the offers and use them. These age groups also performed at festivals.

Table 6
RESPONDENT IS MOST IMPRESSED WITH WHICH E-COMMERCE SITE

	Frequency	Percent	Valid percent	Cumulative Percent
Flipkart	28	40	40	40
Amazon	33	47.1	47.1	87.1
Others	9	12.9	12.9	100
Total	70	100	100	

Table 1.6 Sites impression in respondents mind

Interpretation: The most popular ecommerce website for customers is Amazon. Amazon is with 47.1% of Flipkart, which interests 40% of respondents. And the rest of the e-commerce sites are not even available for Flipkart and Amazon. It clearly shows that Flipkart and Amazon are the largest e-commerce market in India.

Table 7
RESPONDENT IS MORE SATISFIED WITH WHICH SITE PRICING

	Frequency	%	Valid percent	Cumulative percent
Flipkart	24	34.3	34.3	34.3
Amazon	25	35.7	35.7	70
Snap Deal	7	10	10	80
Paytm	12	17.1	17.1	97.1
Others	2	2.9	2.9	100
Total	70	100	100	

Interpretation: Price, the most important aspect when buying. If an ecommerce website can provide what we need for a reasonable price, everyone will only visit this page. From the above table, most people from Amazon and Flipkart are impressed with a small change. Although paytm offers all products at very low prices, people are interested in the best.

Table 8
RESPONDENTS FACED PROBLEM WITH DIFFERENT ISSUES

	Frequency	Percent	Valid percent	Cumulative percent
Delivery time	15	21.4	21.4	21.4
Damage in Item	10	14.3	14.2	35.6
Product quality	29	41.4	41.4	77.
Non delivery	7	10	10	87.
Other	9	12.9	12.9	100
Total	70	100	100	

Interpretation: From ordering the product to delivering the product, the responsibility of the company is to meet customer requirements. Customers expect that they have paid, if anything happens, they will be reluctant to buy again. From the above table, most respondents (41.4%) have problems with the quality of the product and then have problems with the delay in delivering the product.

Table 9
RESPONDENTS OPINION ON FLIPKART CUSTOMER CARE

	Frequency	Percent	Valid percent	Cumulative percent
Strongly agree	12	17.1	17.1	17.1
Agree	33	47.1	47.1	64.3
Neither agree nor disagree	10	14.3	14.3	78.6
Disagree	9	12.9	12.9	91.4
Strongly disagree	6	8.6	8.6	100.0
Total	70	100.0	100.0	

Interpretation: Respondents will opt for e-commerce sites if they are fully satisfied with their full services. After the purchase, the company must also take care of the customer's requirements. Flipkart has shaped the heart of the customer. Respondents (47.1%) are satisfied with Flipkart's customer service. This really is a better result for Flipkart because people are positive about it.

Table 10
RESPONDENTS OPINION ON FLIPKART CUSTOMER CARE SERVICES

	Frequency	%	Valid %	Cumulative percent
Strongly agree	21	30.	30.0	30.0
Agree	25	35.7	35.7	65.7
Neither agree nor disagreed	14	20	20.0	85.7
Disagree	6	8.6	8.6	94.3
Strongly disagree	4	5.7	5.7	100.0
Total	70	100.0	100.0	

Interpretation: Amazon has shown once again that it will always be one step ahead of the rest of the market. The majority of Amazon customers (30%) are very happy with Amazon's customer service, making Amazon an unbeatable winner. From the previous tables, we understood that customers are afraid of product damage and product quality is the main issue that needs to be considered. These barriers did not exist at Amazon because of their amazing collaborations and branded packages that caught the attention of customers and made people loyal.

Suggestions

Flipkart works well, but not good enough. There are so many cases people thought the packaging could have been better. Or it can be big or small / expensive or a product should be handled with care. Some of the products, mainly clothing, come with the original cover of the supplier, which indicates negligence. In this issue, Amazon has left a mark among us, because whatever the product may be, its packaging will of course be safe.

Conclusion

The study covered all the workflows of major ecommerce players in India, Flipkart and Amazon. How they explained how they work and how they function perfectly in competition. The innovative thinking of them to reach more and more consumers is palpable. They have expanded their network as much as possible to reach more and more customers. They made consumers easier and more comfortable to work with. In this competitive market you have to be a leader and the rest will follow. Based on the

consumer survey, we have received our clear winner and it is Amazon. Although it is an international company, the Indians understand it very well and strengthen their roots in India. Flipkart also gives Amazon a very tough competition, even if it's a new deal compared to Amazon. It may take some time to get over it, but they are very good in the Indian ecommerce market.

References

- [1]. Sharma, Mittal. Prospects of e-commerce in India. *Asian Journal of management and research*.2009; 3(2): 396-408.
- [2]. Gangeshwar DK. E-Commerce or Internet Marketing: A Business Review from Indian Context. *International Journal of u- and e- Service, Science and Technology*.2013; 2(4): 20-33.
- [3]. Mitra A.E-Commerce in India-A Review. *International Journal of Marketing, Financial Services & Management Research*.2013; 2: 4-7.
- [4]. Gurleen K. Consumers Perception Towards online Shopping. *International journal of management & Information Technology*.2012; 1: 115-122.
- [5]. Goswami A, et.al. Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town. *Indian Journal of Research*, 2013; 3(4): 239-241.
- [6]. Dhevika VPT, Latasri OTV, Karmugil S. Factors Affecting Online Shopping of Customers. *Research journal's Journal of Marketing*.2014; 2(4): 220-235.
- [7]. Pant A. An Online Shopping Change the Traditional Path of Consumer Purchasing. *International Journal of Business and Management Invention*.2014; 3(2): 39-42.
- [8]. Saravanan S, Brindha DK. A Study on Online Buying behavior with special reference to Coimbatore city. *International Journal of Commerce, Business and Management*,2015;4(1): 2-8.
- [9]. Mohana PS, Anusuya D. A Study on Customer Preferences and Satisfaction towards selected online websites with special reference to Coimbatore city. *Indian Journal of Research*, 2014; 3(11): 11-20.
- [10]. Francis SK, Habeeb S. A Comparative study between Flipkart and Amazon India. *International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices*.2016; 1(8): 3-11.