

A COMPARATIVE STUDY: AMAZON V/S FLIPKART

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ABSTRACT

Internet has become powerful and basic tool for every person's need and the way people work by integrating various online management tools using internet, online shopping has made it easy for everyone with their product variations and simple way to buy things. An attempt has been made critically to examine and compare various aspects such as customer satisfaction, product range, user experiences, market share, customer service and many more of two big E-tailors i.e. Flipkart and Amazon.

Amazon is a global e-commerce and technology conglomerate founded by Jeff Bezos in 1994. It started as an online bookstore and has since evolved into one of the world's largest online retailers. On the other hand Flipkart is a prominent Indian e-commerce company founded by Sachin Bansal and Binny Bansal in 2007. Initially an online bookstore, it has grown to become a comprehensive online marketplace offering a wide array of products.

Both these big players have made their own mark in India, but who is going to be ultimate winner? or be the top one, is going to be “A COMPARATIVE STUDY ON AMAZON AND FLIPKART” which delivers the information about the different strategies that helped the company to be successful in e-commerce market.

Keywords: Product Authenticity, Customer Service, Consumer Attitude, Consumer Perception.

INTRODUCTION

The value of India's e-commerce sector is currently valued at around US\$25 billion. It is expected to grow by \$200 billion over the next 10 years. E-commerce websites like Flipkart and Amazon have made life so easy for consumers as anyone can buy anything they want to buy at a discount from their home, office or anywhere with the help of one click, you name it simple, without even going to the store and get the product delivered right to your doorstep. This shopping innovation not only brings a large number and variety of goods to potential consumers, but also offers numerous business activities and a huge market.

Social media is no longer known only as a medium that allows its users to present themselves on the Internet, but also as a medium for selling certain products to consumers, so-called online shops. Nowadays, more and more people say that they prefer online shopping to traditional shopping because of the numerous online shopping or marketing via the Internet is the use of technology to produce better marketing.

REVIEW OF LITERATURE

1. **Taaneshwar,(2022).**The author has done the study on marketing strategy of FLIP-KART AND AMAZON.IN The author has investigated the marketing tactics used by Amazon and Flipkart. Descriptive research methodology was engaged in the study. T-test and ANOVA are the statistical tools that the author utilised. According to author's analysis of consumer surveys, Amazon emerged as the clear winner. Despite being a multinational corporation, it developed deeper roots in India thanks to its deep understanding of Indians. Even while Flipkart is a much younger company than Amazon, it is nevertheless giving the latter a very tough fight.
2. **Huseynov and Yildirim (2021).** The authors have done the study on Privacy issues in online marketing.The lack of in-person interaction is frequently the biggest barrier to online retail sales, followed by the confidentiality of personal data and the security of online financial transactions, according to a study the authors conducted on privacy concerns faced by users of online portals. The writers have gathered feedback from more than 500 responders. The authors draw the conclusion that there is secrecy concern in online portals based on the descriptive research approach they employed.
3. **Martin dodge (1999).**The author has conducted research on the origins of Amazon.com by looking into the hype around the "world's largest book store," according to the Centre for Advanced Spatial Analysis. Descriptive research approach is employed. A survey with 150 responses was done. Conclusion: By offering top-notch customer service, Amazon.com has developed as one of the most promising e-commerce enterprises.
4. **Samadi and ali (2018).**The authors have done the study on customer satisfaction on online portals. The authors have collected over 250 responses for the survey and has used descriptive research methodology in their study. The authors conclude that e- commerce gateways provide goods, services in a variety of categories, to name a few apparels and accessories for gents and ladies, fitness and beauty products, books and magazines, Computers and peripherals, software, electronics, household appliances, jewellery, entertainment, goods, gift articles, real estate.

OBJECTIVE OF THE STUDY

- To compare customer satisfaction levels between flip-kart and amazon.
- To analyse factors influencing the customers towards choosing e-commerce sites.
- To understand how consumers evaluate e-commerce sites before making a purchase.
- To know which site provides better facilities and services to customer.

STATEMENT OF THE PROBLEM

In India, e-commerce is regarded as a giant with huge potential for success. There are huge Number of big and little businesses in the market. Do they intend to stay in business for a Very long time Are they prepared to meet the needs which their clients have in mind. In the context, the study tries to look into and contrast the tactics used by Amazon and Flipkart, two significant e-commerce companies, in their quest for profitable growth, long- term client retention, and consumer loyalty. Understanding the demands and behaviours of both parties is the study's aim.

METHODOLOGY

Descriptive research aims to accurately and systematically describe a population, situation or Phenomenon. It can answer what, where, when and how questions. In this comparative study between amazon and Flipkart, essentially aiming to describe and analyses various aspects of these two e-commerce platforms, such as their customer service, product range, user Experiences, market share, and more.

SOURCES OF DATA COLLECTION

Primary Data

Primary info was gathered from a variety of sources, and the analysis was aided by their Insight and knowledge of the study's particular goals. In essence, the questions posed were designed to generate information useful for research. The information was gathered by a Survey using a structured questionnaire, which included a number of questions to assess Respondents' preferences for sticking with their current provider.

Secondary Data

Secondary info will help to make primary data collecting more precise and useful. Contributes a better comprehension of the issue. Secondary info was gathered from a variety of sources, including books, journals, and websites for businesses.

SAMPLING METHOD

Non-probability is a type of sampling method used in research where not every member of Population has a known, non-zero chance of getting selected for the sample. it's a method of Sampling where the selection of participants is not based on random chance, and the sample Might or may not be representative of the entire population. Non-probability approaches are often used when it's difficult or impractical to access all associates of the population, or when The study is exploratory in nature.

POPULATION AND SAMPLING UNIT

People who do online shopping in Amazon and Flipkart are the sampling unit for the study.

SAMPLING METHOD

Non-probability is a type of sampling method used in research where not every member of Population has a known, non-zero chance of getting selected for the sample. It's a method of Sampling where the selection of participants is not based on random chance, and the sample Might or may not be representative of the entire population. Non-probability approaches are often used when it's difficult or impractical to access all associates of the population, or when the study is exploratory in nature.

SAMPLING SIZE

100 respondents are chosen as sample size for the study.

STATISTICAL DESIGN

The data collected is represented in a tabular form and analysed using statistical tools such as Percentage analysis. SPSS software is used to determine the relationship between two Variables. The data is presented through percentage and bar chart analysis which helps to judge The level of consumer behaviour by indicating variables in accurate manner.

DATA ANALYSIS AND INTERPRETATION

TABLE NO.1: TABLE SHOWING OPINION OF RESPONDENTS TOWARDS AMAZON

	Excellent	Very Good	Good	Average	Poor
Product range	27	33	28	12	0
Pricing	18	14	33	34	1
Packing	21	44	35	0	0
Delivery handling	20	43	15	22	0
Customer support	23	30	23	12	12
Loyalty programs	29	24	13	14	20
Subscription services	27	26	21	23	3
Exclusive products	20	33	22	25	0
Cash back offers	31	33	26	10	0
product authenticity	23	30	23	12	12

ANALYSIS:

The table represents that 33 respondents rated amazon's product range is very good, 28 respondents rated good, 27 respondents rated excellent, 12 respondents rated average and 0 respondents rated poor and that 34 respondents rated the amazon's pricing as average, 33 respondents rated good, 18 respondents rated excellent, 14 respondents rated very good and 1 respondent rated poor. It represents that 44 respondents rated amazon's packing as very good, 35 respondents rated good 21 respondents rated excellent, 0 respondent rated average and 0 respondent rated poor. It denotes that 43 respondents rated amazon's delivery handling as very good, 22 respondents rated average, 20 respondents rated excellent, 15 respondents rated good and 0 respondent rated poor. The above table represents that 30 respondents rated amazon's customer support as very good 23 respondents rated excellent, 23 respondents rated good, 12 respondents rated average and 12 respondents rated poor and it represents that 29 respondents rated amazon's loyalty programs as excellent, 24 respondents rated very good, 20 respondents rated poor, 14 respondents rated average, and 13 respondents rated good.

GRAPH NO.1: GRAPH PRESENTING THE OPINION OF RESPONDENTS



INTERPRETATION:

The graph presents respondent opinions on various facts of Amazon's services. Notably, Amazon's product range, packing, and delivery handling are seen in a positive light, with a majority of respondents rating them as "Very Good" or "Excellent." Pricing and customer support, on the other hand, elicit mixed responses, with opinions ranging from "Good" to "Poor." Loyalty programs, subscription services, and product authenticity exhibit varying degrees of favourability and scepticism among respondents. In contrast, cash back offers and exclusive products receive generally positive assessments. Overall, the table highlights the diverse range of opinions held by respondents regarding different aspects of Amazon's offerings.

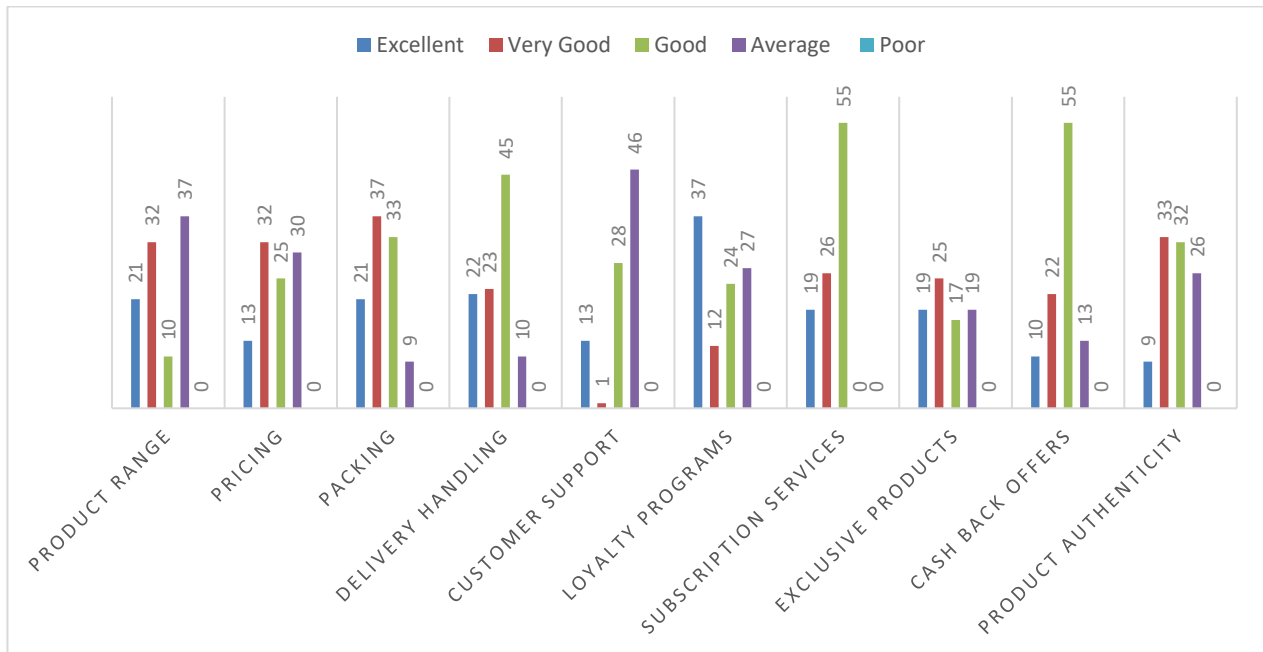
TABLE NO 2: TABLE SHOWING THE OPINION OF RESPONDENTS TOWARDS FLIPKART.

	Excellent	Very Good	Good	Average	Poor
Product range	21	32	10	37	0
Pricing	13	32	25	30	0
Packing	21	37	33	9	0
Delivery handling	22	23	45	10	0
Customer support	13	1	28	46	0
Loyalty programs	37	12	24	27	0
Subscription services	19	26	55	0	0
Exclusive products	19	25	17	19	0
Cash back offers	10	22	55	13	0
Product authenticity	9	33	32	26	0

ANALYSIS:

The above table represents that 37 respondents rated flip-kart's product range as average, 32 respondents rated very good, 21 respondents rated excellent, 10 respondents rated good and 0 respondent rated poor. The above table represents that 32 respondents rated flip-kart's pricing as very good, 30 respondents rated average, 25 respondents rated good, 13 respondents rated excellent and 0 respondents rated poor. The above table represents that 37 respondents rated flip-kart's packing as very good, 33 respondents rated good, 21 respondents rated excellent, 09 respondents rated average and 0 respondents rated poor. It represents that 46 respondents rated flip-kart's customer support as average, 28 respondents' rated good, 13 respondents rated excellent, 13 respondents rated very good, and 0 respondents rated poor and it represents that 37 respondents rated flip-kart's loyalty programs as excellent, 27 respondents rated average, 24 respondents rated good, 12 respondents rated very good and 0 respondents rated poor. The above table represents that 55 respondents rated flip-kart's subscription services as good, 26 respondents rated very good, 19 respondents rated excellent, 0 respondents rated average, and 0 respondents rated poor. The above table represents that 29 respondents rated flip-kart's exclusive products as average, 27 respondents rated good, 25 respondents rated very good, 19 respondents rated excellent, and 0 respondents rated poor. The above table represents that 55 respondents rated flip-kart's cashback offers as good, 22 respondents rated very good, 13 respondents rated average, 10 respondents' rated excellent, and 0 respondents rated poor. The above table represents that 33 respondents rated flip-kart's product authenticity as very good, 32 respondents rated good, 26 respondents rated average, 9 respondents rated excellent, and 0 respondents rated poor.

GRAPH NO.2: GRAPH PRESENTING THE OPINION OF RESPONDENTS



INTERPRETATION:

The graph offers a comprehensive view of respondent opinions concerning various aspects of Flipkart's services. Notably, Flipkart is commended for its efficient packing and delivery handling, with a majority of respondents rating these aspects as "Very Good" or "Excellent." Subscription services and cash back offers also receive predominantly positive ratings, with many respondents finding them appealing. However, opinions on product range, pricing, customer support, and loyalty programs are more mixed, with varying degrees of positive and negative feedback. While packing and delivery are notable strengths, addressing concerns in areas like customer support and pricing could help further improve customer satisfaction and loyalty. Additionally, the positive response to exclusive products and product authenticity suggests potential areas for differentiation and trust-building in the market.

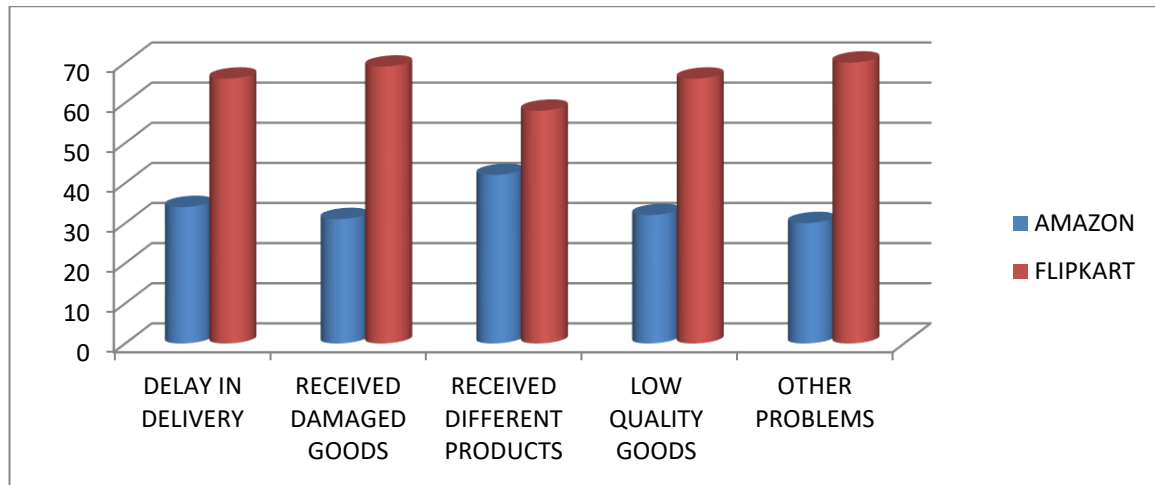
TABLE NO.3: TABLE SHOWING DIFFERENT PROBLEMS FACED BY RESPONDENTS WHILE SHOPPING ONLINE.

Parameter	Amazon	Flip-kart
Delay in delivery.	34	66
Received damaged goods.	31	69
Received completely different product.	42	58
Low quality goods.	32	68
Other problems.	30	70

ANALYSIS:

The table of content shows that a larger number of respondents i.e., 66 have faced the problem of "delay in delivery" while shopping on Flipkart, compared to Amazon 34. The table shows that 69 respondents reported receiving damaged goods when shopping on Flipkart, whereas 31 faced this issue on Amazon. The above table of content shows that 58 respondents encountered the issue of receiving a completely different product when shopping on Flipkart, while 42 faced this issue on Amazon. The table shows that 68 respondents received low-quality goods when shopping on Flipkart, whereas 32 faced this problem on Amazon. Table shows that 70 respondents encountered other various problems while shopping on Flipkart, while 30 faced similar issues on Amazon.

GRAPH NO.3: GRAPH PRESENTING DIFFERENT PROBLEMS FACED BY RESPONDENTS WHILE SHOPPING ONLINE



INTERPRETATION:

From the above graph it can be interpreted that a significant number of respondents on both platforms reported encountering low-quality goods. However, it is noteworthy that Flipkart customers seem to have experienced a higher incidence of these problems compared to Amazon shoppers, particularly in the cases of delivery delays, damaged goods, and low-quality products. Furthermore, a substantial number of respondents, especially those using Flipkart, reported facing other issues while shopping online. These findings underscore the importance for online retailers to prioritize efficient and reliable delivery services, product quality control, and customer support to address these challenges and enhance the overall online shopping experience for their customers.

HYPOTHESIS

1. CHI-SQUARE

- Hypothesis**

(H0): There is no significant relationship between Income and spending pattern.

(H1): There is a significant relationship between income and spending patterns

Case- Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
INCOME * HOW OFTEN DO YOU SHOP ONLINE?	100	100.0%	0	0.0%	100	100.0%

INCOME * HOW OFTEN DO YOU SHOP ONLINE? Cross-tabulation

Count

	HOW OFTEN DO. YOU SHOP ONLINE?			Total
	ONCE A MONTH	ONCE IN TWO MONTH	MORE REGULARLY	
INCOME NOT APPLICABLE	37	5	7	49
25000- 49999	8	6	3	17
50000-74999	4	7	6	17
75000-99999	7	4	4	15
100000-149999	0	0	2	2
Total	56	22	22	100

Chi-Square Test

	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-square	24.539 ^a	8	.002
Likelihood Ratio	24.051	8	.002
LinearbyLinear Association	11.529	1	.001
N of valid Cases	100		

- a. 9 cells (60.0%) has expected count less than 5. The minimum expected count is .44.

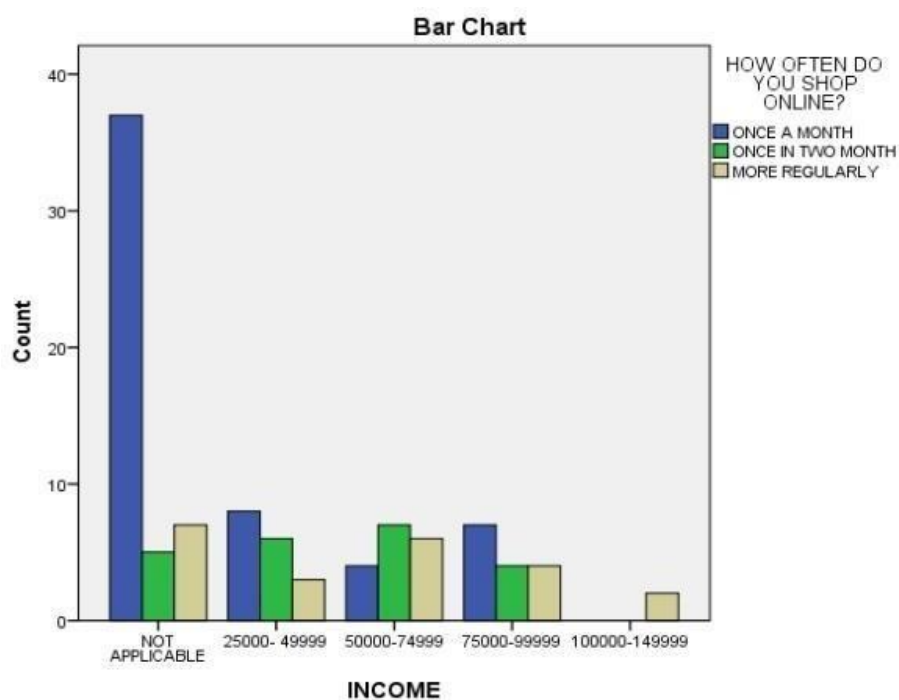
INTERPRETATION

Asymp (P Value) = 0.002 Level

of significance = 0.05(LOS 0.05

> P value 0.002)

- As level of significance is higher than P value, Alternate hypothesis H1 is accepted and null hypothesis H0 is rejected
- Therefore, there is association between income and spending patterns
- Hence, there is a significant relationship between income and spending patterns



2. ONE-WAY ANOVA

• Hypothesis

(H0): There is no significant relationship between making payments and secure payment gateway.

(H1): There is a significant relationship between making payments and secure payment gateway.

DESCRIPTIVES

HOW DO RESPONDENTS MAKE PAYMENT WHEN YOU SHOP ONLINE?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Mini m um	Maxi mum
					Lower Bound	Upper Bound		
AMAZON	53	2.3962	1.04402	.14341	2.1085	2.6840	1.00	4.00
FLIPKART	47	2.4894	1.08091	.15767	2.1720	2.8067	1.00	4.00
Total	100	2.4400	1.05715	.10572	2.2302	2.6498	1.00	4.00

ANOVA

HOW DO RESPONDENTS MAKE PAYMENT WHEN YOU SHOP ONLINE?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.216	1	.216	.192	.662
Within Groups	110.424	98	1.127		
Total	110.640	99			

INTERPRETATION

P value is 0.662

Level of Significance = 0.05

• From the above ANOVA table calculated at a degree of freedom is 0.192 where P value is 0.662.

At a level of significance of 5% i.e., 0.005, from the output P value greater than LOS 0.005.

- Therefore, null hypothesis H_0 is accepted and alternative hypothesis H_1 is rejected.
- Hence, there is no significant relationship between making payments and secured payment gateway.

FINDINGS AND SUGGESTIONS

The data from the tables indicates that Amazon tends to have a more favourable perception among respondents compared to Flipkart across several aspects of their online shopping experience. Amazon received higher ratings for product range, pricing, packing, delivery handling, customer support, loyalty programs, and cashback offers. In contrast, Flipkart received fewer "Excellent" ratings and had a more mixed response from respondents, particularly in areas like customer support. These findings suggest that while both platforms have their strengths, there is room for improvement in addressing common issues faced by online shoppers, such as product quality and delivery reliability. Improving the user interface through user-friendly design, personalized product recommendations, and a simplified checkout process is paramount, alongside logistics optimization with expedited shipping, real-time order tracking, and efficient last-mile solutions. Elevating customer service, offering 24/7 support, and integrating AI chat-bots while maintaining quality standards and diversifying offerings is essential. Equally crucial is ensuring security through robust payment gateways and data protection protocols to build trust and provide an exceptional customer experience in the competitive market and finally active customer feedback integration is crucial for improvement.

CONCLUSION

In this competitive era one has to win and rest should follow. Based on the survey, got a clearwinner and its amazon. Although it's a foreign based company, it understood the Indian market very well and has become the number one platform for online shopping. Flipkart is also a very good company and it is trying to satisfy the customers, in the next few decades flip-kart may make its roots stronger and become a leading company. Amazon places an emphasis, on security as evidenced by its payment gateways and strict data protection measures. The company continually improves its app offering updates and exclusive perks to enhance user engagement and convenience. In this competitive era one has to win and rest should follow. Based on the survey, got a clear winner and its amazon. Although it's a foreign based company, it understood the Indian market very well and has become the number one platform for online shopping. Flipkart is also a very good company and it is trying to satisfy the customers, in the next few decades flip-kart may make its roots stronger and become a leading company

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