

CONSUMER SATISFACTION BETWEEN AMAZON AND FLIPKART

AUTHOR: 1 Dr.X. INFANTA	M.Com., PGDCA., M.Phil., Ph. D ASSISTANT PROFESSOR
AUTHOR: 2 DHAKSHANYA T	III B.COM A&F

ABSTRACT:

This journal article presents a comprehensive review of existing literature and studies examining consumer satisfaction between two leading e-commerce platforms, Amazon and Flipkart. The aim of this review is to synthesize and analyze the key findings, methodologies, and trends from relevant research articles published in the field. By exploring various dimensions of consumer satisfaction, such as service quality, product assortment, pricing, delivery, and customer support, this review offers insights into the similarities and differences in the satisfaction levels experienced by consumers on Amazon and Flipkart.

Keywords: consumer satisfaction, e-commerce platforms, Amazon, Flipkart, literature review, service quality, product assortment, pricing, delivery, customer support.

INTRODUCTION:

The advent of e-commerce has significantly transformed the way consumers shop, providing them with convenience, accessibility, and a wide range of products at their fingertips. In this digital era, Amazon and Flipkart have emerged as leading e-commerce platforms, revolutionizing the retail landscape in their respective markets. As these platforms continue to dominate the online retail space, understanding consumer satisfaction becomes crucial for their sustained success.

REVIEW OF LITERATURE:

- Kumar, S. and Jain, N. (2020). Consumer Satisfaction with Online Shopping: A Comparative study of Amazon and Flipkart. Journal of Emerging Technologies and Innovative Research, 7(6), 56-63.
- Jain, N, and Jain, V. (2020). Customer Satisfaction survey for online purchases with a particular on Amazon and Flipkart. Journal of Commerce and Management Thought, 11(3), 470-479.

- Kumari, S, and Shukla, S. K. (2021). Comparative study on customer satisfaction with the online shopping platforms Amazon and Flipkart. Journal of Management Research and Analysis, 8(1), 31-36.

- Kumar, S, and Patel, S. (2021). Comparative study of customer satisfaction towards Amazon and Flipkart with reference to product quality and price. International Journal of Advanced Science and Technology, 30(8), 778-789.

OBJECTIVES OF THE STUDY

- Comparison of amazon and flipkart consumer satisfaction level.
- Analysis of customer attitudes towards choosing e-commerce sites
- Investigate problems encountered by customers

SCOPE OF THE STUDY

E-commerce is growing rapidly, among the e-commerce companies operating in India, amazon and flipkart are the favorites. This study analysis and compares customer satisfaction, responsible factors, and people's preference between two organisations.

RESEARCH METHODOLOGY

In this study, primary Data was collected directly from the data set using a structured questionnaire. A simple random technique was also used. The sample size was 142 respondents. Data was collected for this amazon and flipkart users. Respondents use the e-commerce site to purchase products

and services. The aim of this study is to analyse the current situation of the e-commerce companies flipkart and amazon in the Indian market.

Source Of Data:

Primary Data

Primary data were collected from a variety of individuals and their opinions and information for the specific purposes of the study helped conduct the analysis. Data was collected using a questionnaire to understand their experiences and preferences for their loyal company.

Secondary Data

Secondary data includes information that already exists and has been collected from other sources. To fully understand the impact of social media, a detailed study was conducted using various sources. In this study, secondary data was collected from studies, reviews, journals and websites.

Sample Size:

In this study, the sample size is derived from questionnaires from 142 respondents.

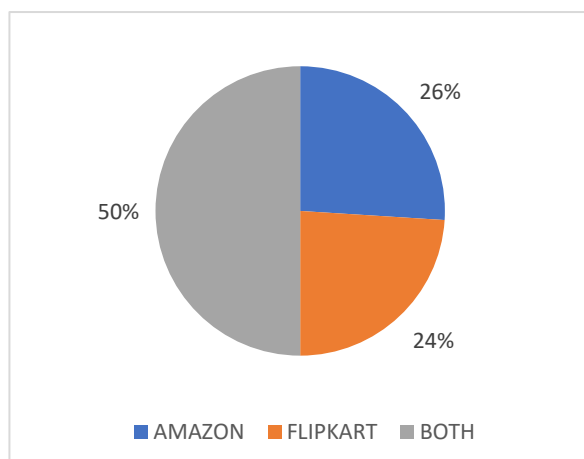
TOOLS FOR ANALYSIS

DATA ANALYSIS AND INTERPRETATION: TABLE SHOWING MOST PREFERRED E-COMMERCE SITE

PARTICULARS	NO.OF. RESPONDENTS	PERCENT AGE
AMAZON	37	26%
FLIPKART	34	24%
BOTH	71	50%
TOTAL	142	100%

INTERPRETATION:

The table above shows that 50% of the respondents use both services, 26% Amazon, and 24% Flipkart.



Examine consumer satisfaction towards amazon and flipkart the tools used for analysis is:

- Percentage analysis

FORMULA

Simple percentage = Number of respondents * 100 / Number of Samples

TABLE SHOWING FACTORS INFLUENCED IN CHOOSING ONLINE SHOPPING SITE

PARTICULARS	NO.OF. RESPONDENTS	PERCENT AGE
ADVERTISEMENTS	20	14%
NEWSPAPER	13	9.2%
SOCIAL MEDIA	82	57.8%
WORD OF MOUTH	27	19%
TOTAL	142	100%

INTERPRETATION:

The table above shows that 57.8% of the respondents are influenced by social media, 19% of the respondents are influenced by word of mouth, 14% of the respondents are influenced by advertising, and 9.2% of the respondents are influenced by newspapers.

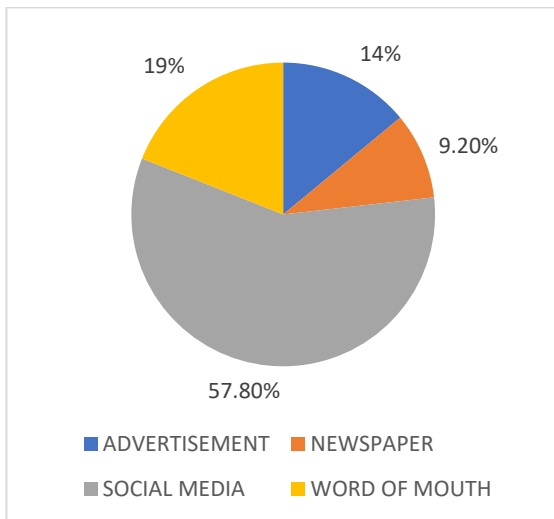


TABLE SHOWING WHICH ONLINE SHOPPING SITE DO YOU SUGGEST TO OTHER

PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
AMAZON	102	71.8%
FLIPKART	40	28.2%
TOTAL	142	100%

INTERPRETATION:

From the table above shows that 71.8% of respondents would suggest Amazon and 28.2% suggest Flipkart to others.

INTERPRETATION:

Based on the data in the above table, 57.7% of respondents choose e-commerce websites for convenience, 20.4% for trustworthiness, 16.2% for fast delivery, and 5.6% for low price.

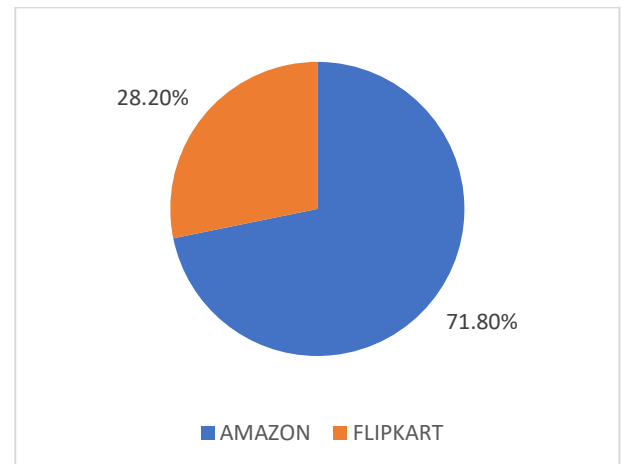
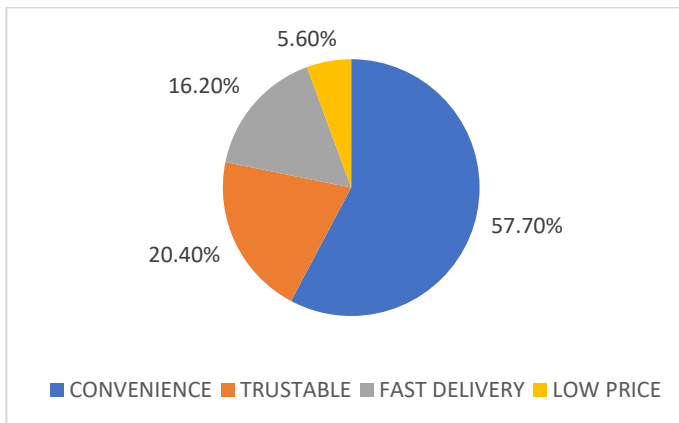


TABLE SHOWING MAIN REASON TO CHOOSE E-COMMERCE SITES

PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
CONVENIENCE	82	57.7%
TRUSTWORTHINESS	29	20.4%
FAST DELIVERY	23	16.2%
LOW PRICE	8	5.6%
TOTAL	142	100%



FINDINGS:

Most of the 50% of the respondents prefer both the e-commerce sites.

Majority 57.80% of the respondents are influenced by social media.

The majority of 71.80% of the respondents suggest amazon to others.

The majority, 57.70% of the respondents, choose to shop online for convenience.

SUGGESTIONS:

- Both the companies should try to reduce late delivery issues, especially at Flipkart. Both companies should improve their delivery speed as there is a high percentage of very dissatisfied customers.
- Amazon and Flipkart are doing well as few customers buy products offline. Awareness needs to be raised to increase online shopping.

- According to respondents, the company should continue to improve its promotional activities through TV, billboards, and even print to attract customers attention.
- The company must inform all customers when new products are introduced.

LIMITATIONS OF THE STUDY

- The sample size is 142 respondents.
- The study was conducted for a limited period of three months
- The sample size is limited to 142 respondents, so the result may not be accurate as responses from the entire population are not included.
- The analysis was conducted based on the personal opinions of each respondent, not on the basis of focus groups or experts.

CONCLUSION:

The study covered all the workflows of the major e-commerce players in India, Flipkart and Amazon, explain how they perform and how they exceed in a largely competitive world. The innovative approach they're using to reach further and further consumers is applaudable. They've expanded their network as much as possible with the ultimate thing of reaching further and further guests. They've made consumer's work lightly and more pleasurable. In this competitive request bone has to be supereminent and rest will follow.

According to a consumer's check both e-commerce spots offer the same competition, but repliers largely recommend amazon for product quality and client service. Although it's a transnational company, it has understood the Indians veritably well and embedded its roots in India. Flipkart is also a strong contender to Amazon, although its new business compared to Amazon. It may take a while, but they're doing veritably well in the Indian e-commerce request.

BIBLIOGRAPHY

- Kumar, S. and Jain, N. (2020). Consumer Satisfaction with Online Shopping A relative study of Amazon and Flipkart. Journal of Emerging Technologies and Innovative exploration, 7(6), 56- 63.

WEBSITE:

www.google.com
www.scribd.com
www.amazon.com

- Jain, N, and Jain, V. (2020). client Satisfaction check for online purchases with a particular on Amazon and Flipkart. Journal of Commerce and Management Thought, 11(3), 470- 479.
- Kumari, S, and Shukla, S.K. (2021). relative study on client satisfaction with the online shopping platforms Amazon and Flipkart. Journal of Management Research and Analysis, 8(1), 31- 36.
- Kumar, S, and Patel, S. (2021). relative study of client satisfaction towards Amazon and Flipkart with reference to product quality and price. International Journal of Advanced Science and Technology, 30(8), 778- 789.

www.flipkart.com

www.aboutamazon.com

www.amazonIndia.com

www.wikipedia.com