



A COMPARATIVE STUDY ON CUSTOMER SATISFACTION BETWEEN AMAZON AND FLIPKART

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ABSTARCT:

Internet became more powerful and basic tool for every person's need and the way people work. By integrating various online information management tools using Internet, various innovative companies have set up systems for taking customer orders, facilitate making of payments, Customer service, collection of marketing data, and online feedback respectively. These activities have collectively known as e-commerce or Internet commerce. Online shopping made so easy for everyone with their product variations and simple way to buy things. An attempt has been made to critically examine various corporate and business level strategies of two big e-trailers and those are flip kart and Amazon. Comparison have been done considering e-commerce challenges, their business model, funding, revenue generation, growth, survival strategies, Shoppers' online shopping experience, value added differentiation, and product offerings. Both these big players 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 of Flipkart.com with one of the close competitor Amazon.com delivers the information about the different strategies to succeed in e-commerce market and different opportunities available in India.

Keywords: online sites, Customer Satisfaction, Customer Expectations

INTRODUCION:

Internet became more powerful and basic tool for every person's need and the way people work. By integrating various online information management tools using Internet, various innovative companies have set up systems for taking customer orders, facilitate making of payments, customer service, collection of marketing data, and online feedback respectively. These activities have collectively known as e-commerce or Internet commerce. Online shopping made so easy for everyone with their product variations and simple way to buy things. An attempt has been made to critically examine the comparison of customer satisfaction of two big entailers and those are Flip kart and Amazon. Both these big players made their own mark in India. A comparative study of Customer satisfaction between Amazon and Flip kart delivers the information about the factors that impacts customer satisfaction to succeed in e-commerce market...Nowadays, online shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers (Koo et al. 2008). That is, consumer-purchases are mainly based on the cyberspace appearance such as pictures, images, quality information, and video clips of the product, not on the actual experience (Brennan et al., 2008; Constantine's, 2004). As the Internet has now become a truly global phenomenon, the number of Internet users worldwide is expected to reach 1.8 billion by 2010 according to the survey of Click Stats, cited in Kotler& Armstrong (2008). These growing and diverse Internet populations mean that people having diverse tastes and purposes are now going to the Web for information and to buy products and services. Thus, the impact of these online shopping environments on consumer response necessitates a critical understanding for marketing planning

OBJECTIVE OF STUDY:

- To comprehend and gauge the customer insight and variables influencing their conduct for picking online business locales.
- To get strategies and techniques that is utilized by internet business players to get the clients in India.
- To know how shoppers are assessing online business locales for their buys.
- To comprehend the work stream of Amazon and Flip kart which are driving in India.
- To study intricacies and obstructions those are there in the middle internet business destinations and clients.
- To discover new freedoms and to prevail in those methods

METHODOLOGY:

For the analysis purpose SPSS was used. Factor analysis was performed to determine the correlation between the variables and highly correlated variables are combined and represented by a factor. This is to ensure data reduction, instead of several variables they are represented by few major factors. Regression analysis, to identify the impact of the factors identified in factor analysis (independent variables) on customer satisfaction (dependent variable).

Area of the study:

The area of the study on google form response 200

REVIEW OF LITERATURE:

The study of India is showing tremendous growth in the e-commerce. Undoubtedly, with the middle class of 288 million people, online shopping shows unlimited potential in India. The real estate costs are touching the sky. Today e-commerce has become an integral part of our daily life. There are websites providing any number of goods and services. The e-commerce portals provide goods and services in a variety of categories. To name a few: apparel and accessories for men and women, health and beauty products, books and magazines, computers and peripherals, vehicles, software, consumer electronics, household appliances, jewelry, audio, video, entertainment, goods, gift articles, real estate and services. Ashish Gupta, senior managing director of Hellion Venture Partners and one of the first backers of Flipkart as an angel investor: "Flipkart has been absorbing companies that have some potential. Let's buy. In that process, some of the bets will go wrong, for sure. But that is par for the course. The company Flipkart is consciously taking bets that allow it to either grow or eliminate competition that reduces marketing spend and improves economics."

International Journal of Marketing, Financial Services & Management Research. Concluded that the e-commerce has broken the geographical limitations and it is a revolution—e-commerce will improve tremendously in India. E-commerce or internet marketing: a business review from Indian context", International Journal of U- and E-Service, Science and Technology. Concluded that the e-commerce has a very bright future in India although security, privacy and dependency on technology are some of the drawbacks of e-commerce but still there is a bright future in e-commerce.

➤ D.K. Gangeshwar (2013) in his work "E-commerce or internet marketing: a business review from Indian context", concluded that the e-commerce has a very bright future in India despite of the fact that, there are many security, privacy threats occurring due to dependence on technology still prevails in the ecosystem

➤ Taweerat Jiradilok, Settapong Malisuwan, Navneet Madan, Jesada Siharaks (2014) conducted a study on the topic "The impact of customer satisfaction on online shopping purchasing". The main aim of the study was to understand the relationship of the antecedent factors in online shopping. The study revealed that website system quality and other factors including tangibility have no influence on the customers purchasing intention, and mostly empathy and value assurance are the important influential factors

➤ Saravanan S and Brindha Devi K (2015) both of them conducted a study on the topic "A case study on online buying behaviour with special reference to Coimbatore city". The main focus was on the preferences and problems on different shopping marketers. Internet literacy was also given due consideration as higher computer literacy makes the shopping much better. The awareness on internet helps them to be better positioned to identify and take better decisions.

➤ Shanbhog et al (2016) studied the attitude of customer towards direct and indirect selling online firms based on their reputation. After his analytical study he concluded that the customer prefer to use in that the selling of online platforms because of product quality, displaying of user review, offers for every product, attractive discounts and product varieties

➤ Jukariy and Singhvi (2018) analysed the main factors which affect the buying behaviour of students of MPUAT, Udaipur for online shopping. After completing the research he identified several factors including price, security, product quality, after sales service, multiple payment options as few factors affecting the students in online shopping.

Data Analysis and Interpretation:

VARIABLE	MEASURING GROUP	FREQUENCY	PERCENTAGE
AGE	<25	35	50.0
	25-35	25	35.7
	>35	10	14.3
	TOTAL	70	100
GENDER	MALE	28	40
	FEMALE	42	60
	TOTAL	70	100

TABLE: DEMOGRAPHICS OF THE RESPONDENTS

This chapter provides the empirical findings gleaned from the collected data. It provides demographic information of the respondents and the statistical analysis of the information collected from them. This is followed by the interpretation and discussion about our findings. The above table shows that out of 70 respondents 50% of people are in the age group of < 25 years, 35.7% of people are in the age group of 25-35 and 14.3% of people are in the group of >35. We are having highest respondents who do online shopping are less than 25 years and almost all those belongs to student category. At the same time 35.7% of age group 25-35 are utilizing online shopping well. All those people are attracted to e-commerce sites which are offering wide range of products to everywhere and also with their services. Another demographic factor we considered is gender. Female respondents are higher than the male respondents that who prefer online shopping. We can interpret that based upon their preferences that they are getting different and using international products online, which made easy and time efficient

PREFERRED ONLINE SITE BY RESPONDENT

	FREQUENCY	PERCENT	VALID PRODUCT	CUMULATIVE PERCENT
VALID FLIPKART	29	41.4	41.4	41.4
AMAZON	29	41.4	41.4	82.9
SNAPDEAL	6	8.6	8.6	91.4
PAYTM	3	4.3	4.3	95.7
OTHERS	3	4.3	4.3	100.0
TOTAL	70	100.0	100.0	

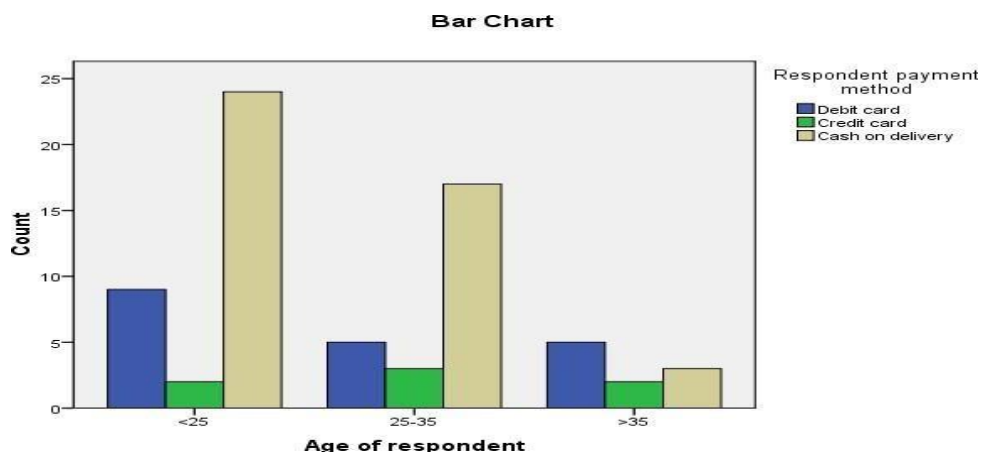
TABLE: RESPONDENT ONLINE SITE PREFERENCE

Interpretation:

From above table we can interpret that both Amazon and flip kart were chosen by 82.9% people equally. And rest of the e-commerce players such as snap deal (8.6%) and pay (4.3%) are too low in the competition to reach the target of both Amazon and flip kart. Eventhough pay is offering huge discounts when compared to its competitors

Interpretation:

From above table and graph we can interpret that the mindset of respondents are different when it comes to currency and its security. Most of the young people which are less than 25 years are going for cash on delivery. And after that age group of 25-35 years respondents are also going for cash on delivery. E-commerce sites are also making payment methods easier by providing swiping machines to delivery boys. Swiping machines made customers and as well as delivery boys works easy. Because some payments won't be exactly round figures, they may be in rupees such as 513 or 1007. When customers have to pay these kind of amount that will be difficult to delivery boy to return change some times. By using swipe machines we can avoid all these interrupts.



CROSS TABULATION OF AGE AND OCCASIONS

Count		Respondent is interested in buying particularly					Total
		Festivals	To gift	Offers	Weddings	Others	
Age respondent	of <25	1	5	19	3	7	35
	25-35	6	1	13	2	3	25
	>35	0	0	6	0	4	10
Total		7	6	38	5	14	70

CHI-SQUARE TEST:

HYPOTHESIS 1:

H₀: There is no significance difference in choosing online site & age groups

H₁: There is significance difference in choosing online site & age groups

Valid N	Percent	Missing N	Percent	Total N	Percent	
GENDER * HAVE YOU EVER DONE ONLINE SHOPPING	108	100.0%	0	0.0%	108	100.0%

Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	1.992 ^a	2	.369
Likelihood Ratio	3.207	2	.201
N of Valid Cases	108		

4 cells (66.7%) have expected count less than 5 .Themimum expected count is .32.

INTERPRETATION :

As the significance value of the hypothesis is less than 0.05.

The null hypothesis is rejected for the analysis which suggests that there is difference in choosing online site for shopping in different age groups.

CORRELATIONS :

HYPOTHESIS 2:

H₀: There is no significance difference in ratings of amazon & flipkart

H₁: There is difference in ratings of amazon & flikart

Mean	Std. Deviation	N	
RATINGS FORAMAZON	3.86	.930	106
RATINGS FOR FLIPKART	3.86	1.128	107

INTERPRETATION:

As the significance value of the hypothesis is more than 0.05

The null hypothesis is accepted for the analysis which suggests that there is difference in the ratings of amazon for different age groups.

FINDINGS:

- Female respondents are showing more interest to do online shopping than male respondents.
- Customers are preferring quality product from e-commerce sites, even it is bit expensive.
- Flip kart is trying very hard to reach the top position but Amazon India is giving verytough competition.
- Amazon is leading in every aspect of survey such as price, preferred and also suggesting to friends.
- Paytm have to take care of its products and customer service because of its cheap product quality and less variety of products making it loose customers.
- Undoubtedly Flip kart and Amazon made their impact on customers very strongly and captured loyal customers. And they are ready suggesting their online shopping siteto rest of their friends.
- Both Flip kart and Amazon India advertisings were very innovative and attractive. Both companies are expending so much money on advertising and promotions.

SUGGESTIONS:

Flip kart is performing ok but not good enough. There are so many cases where peoplefelt that packing might have been better than this. Either it may be big or small / expensiveor not product has to be treated with care. Some of the products mostly apparel's are turningout with original cover of supplier, which shows negligence of them. In this issue Amazonmade a mark among us, because whatever the product is their packing will obviously safe and secure.

CONCLUSION:

The study consisted with all the work flows of major e-commerce players in India, Flip kart and Amazon. How they are performing and how they are running perfectly in the competitive world has been explained. The innovative thinking of them to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers. They made consumers work more easyand comfortable. In this competitive market one has to be lead and rest will follow. Based upon consumer's survey we got our clear winner and it is Amazon. Even though it is an international company it understood Indians very well and made its roots stronger in India. Flip kart is also giving very tough competition to Amazon even though it is new company when compared to Amazon. May be it takes some time to overcome, but definitely they aredoing very well in Indian e-commerce market

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