A Comparative Study of Customer Satisfaction towards Amazon and Flipkart with Special Reference to Coimbatore City

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ABSTRACT:
The Internet allows people from all over the world to get connected inexpensively and reliably. As a technical infrastructure, it is a global collection of networks, connected to share information using a common set of protocols. Also, as a vast network of people and information, the Internet is an enabler for e-commerce as it allows businesses to showcase and sell their products and services online and gives potential customers, prospects, and business partners access to information about these businesses and their products and services that would lead to purchase. 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-tailers and those are Flipkart and Amazon.Comparsions have been done by considering quality, strategies they used, offers and discounts and customer' ratings and reviews of their experiences. Amazon and Flipkart are big players, they made their own mark in India. The study shows only the conclusion between these two sites which plays more effective among the customers.
Keywords: E-commerce, Customer review, Online Shopping, Shopping Experiences, Strategies.

1.1 INTRODUCTION:
Satisfaction should be considered a vital component of any business because it provides marketers and business owners with a metric that can be used to measure and improve business performance from a customer perspective. Not only is it a leading indicator of consumer repurchase intentions and loyalty, but it is also a great way to understand if they will become long term repeat customers or even advocates. On the other hand, it can also provide the initial warning signs that a customer is unhappy and potentially at risk of leaving. With all this considered, customer satisfaction can provide businesses with crucial information to understand what aspects are successful and where improvements need to be made.

1.2 STATEMENT OF THE PROBLEM:
Defected in product that leads to the customer peace of mind decreases.
➢ Delay in delivery of goods and products is also one of the problems that affect the serenity of the customer.
➢ Some goods or product, which customer needs may not be available sometimes
➢ Or occasionally the product will not be currently available to the address of the customer

1.3 OBJECTIVES:
• To analyse the satisfaction level of consumer towards the online shopping.
• To analyse the socio-economic background of customer.
• To analyse the satisfaction levels of the customers of the selected online products.
• To identify the difficulty in the online shopping.

1.4 SCOPE OF THE STUDY:
• The aim of the study is to know about customer satisfaction.
• The study is to know how much the customer satisfied with the product offered by Flipkart and Amazon.

- Customer satisfaction towards offers, discounts, replacements, interest and trust will be the main study of the project.

1.5 METHODOLOGY OF THE STUDY:
Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall result design, data collection methods, and analysis procedure.

Sample design
Convenient sampling method is adopted for the purpose of study.

1.6 DATA COLLECTION:
Data was collected to both primary data and secondary data sources. Primary data was collected through questionnaire. The study was done in the form of direct personal interviews.

1.6.1 Primary data
A primary data is a data which is collected for the first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire.

1.6.2 Secondary data
Secondary data consist of information that already exists somewhere, having been collected for some other purpose. In this study, the secondary data was collected from studies, journals and websites.

1.7 PERIOD OF THE STUDY:
This study is based on a primary data collection. The study was conducted for a period of three months from December 2019 to February 2020.

1.8 TOOLS USED FOR THE STUDY:
The rules of statistics in research is to function as a tool in designing research, analysing the data, drawing its conclusion from most research studies result in large volume of raw data that must be suitable reduced so that the same can be read easily and can be used for future analysis. The tools used are

- Simple percentage analysis
- Weighted average analysis
- Chi square analysis
- Co-relation.

1.9 LIMITATION OF THE STUDY:
The information can be biased due to questionnaire. Accuracy of the primary data collected depends upon the authenticity of the information filed by the respondents of questionnaire. Due to the shortage of time the sample size is limited to 150 only.

LITERATURE REVIEW
Ahuja (2018), makes a study on customer perception towards the purchase of electronic goods through Amazon and Flipkart. The study hovers around four basic aspects of viz. Gender and satisfaction level towards Amazon, Gender and satisfaction level towards Flipkart, Income and satisfaction level towards Amazon and Income and satisfaction level towards Flipkart. The paper finds out that males are more interested in purchasing electronic goods online than females. However, people get the interest to purchase electronic goods online only when they are exposed to offers irrespective of their age and income.

Balasubramanian& Isswarya (2017) in their research paper discusses on the customer satisfaction level between Flipkart and Amazon among the customers in an educational institution. The data were collected from 179 samples who basically post graduate students and the tools for analysis were simple statistical tools like a percentage. The study also ponders upon investigating the major factors that ultimately impact customer satisfaction towards Flipkart and Amazon.

S.NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
A	Below 2 lakhs	77	51.33
B	2-4 lakhs	43	28.66
C	4-6 lakhs	20	13.33
D	Above 6 lakhs	10	6.66
	Total	150	100

The questionnaire focuses upon the various domains which customers generally emphasises upon while shopping online like order tracking and delivery, website usage, product availability, payment procedures etc.

The paper concludes by stating that in the war between Flipkart and Amazon; Flipkart wins by providing an efficient delivery system, user-friendly website and exact tracking facility.

Burt and Sparks (2003) check the interaction between retail processes and e-commerce. The study finds that with the benefits of internet and inclusion of cost reductions methods in operations, one can enhance its competitive position in process, structure and relationship terms. The paper also discusses the benefits of e-commerce and the uncertainty of the future e-commerce industry. The paper concludes by suggesting that new business models and formats should be developed for retailers and e-commerce to improve the activities of all sorts.

Dahiya Richa (2012), conducts a study on the role of demographic factors and their impact on the shopping behaviour of online customers. The study opines that e-business is a new form of business in India which has tremendous potential. It has been growing significantly ever since its introduction in the country.

Sharma and Mittal (2009) in their study "Prospects of e-commerce in India", mentions that 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.

SIMPLE PERCENTAGE ANALYSIS:
ANNUAL INCOME OF THE RESPONDENTS
SOURCE: Questionnaire
INTERPRETATION
In this above table shows the annual income of the respondents. 51.33% of the respondents are earning below 2 lakhs, 28.66% of the respondents are earning between 2-4 lakhs,13.33% of the respondents are earning between 4-6 lakhs and 6.66% of the respondents are earning above 6 lakhs.
Majority 51.33% of the respondents are earning below 2 lakhs.

SATISFACTION ON ONLINE SERVICE

S.NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
A	Flipkart	61	40.66
B	Amazon	89	59.33
	Total	**150**	**100**

SOURCE: Questionnaire

INTERPRETATION
In the above table reveals the kind of satisfaction received by the respondents in online service. 59.33% of the respondents are satisfied from amazon, 40.66% of the respondents are satisfied from Flipkart for their online service.
Majority 59.33% satisfied from amazon.

PROBLEMS ENCOUNTERED IN ONLINE SHOPPING SITE

S.NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
A	Flipkart	85	56.66
B	Amazon	65	43.33
	Total	**150**	**100**

SOURCE: Questionnaire

INTERPRETATION
In the above table reveals the problems encountered by respondents in online shopping site. 56.66% of the respondents are faced more from Flipkart, 43.33% of the respondents are faced less problem from Amazon comparing to other.

Majority 56.66% of the respondents from Flipkart are encountered more problems.

WEIGHTED AVERAGE ANALYSIS:

TABLE 4.3.1

RATINGS OF AMAZON

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Delivery of the product	52 260	70 280	22 66	2 4	4 4	150 614	4.09
Quality	26 130	84 336	33 99	5 10	2 2	150 577	3.85
Online payment	39 195	68 272	33 99	7 14	3 3	150 583	3.89
Discount and Offers	32 160	74 296	35 105	5 10	4 4	150 575	3.83
Assurance	31 155	56 224	47 141	12 24	4 4	150 548	3.65
Delivery on time	39 195	69 276	32 96	8 16	2 2	150 585	3.90
Response of delivery man	38 190	70 280	32 96	7 14	3 3	150 583	3.89
Return of goods	37 185	65 260	31 93	13 26	4 4	150 568	3.79
Shipping charge	21 105	69 276	40 120	15 30	5 5	150 536	3.57
Claim of guarantee and warranty	27 135	59 236	39 117	16 32	9 9	150 529	3.53
EMI Facility	35 175	61 244	42 126	6 12	6 6	150 563	3.75
Choice of availability of products	40 200	79 316	22 66	4 8	5 5	150 595	3.97
Reviews on products	31 155	68 272	38 114	9 18	4 4	150 563	3.75

INTERPRETATION

The above table justifies the satisfactory level of the respondents in amazon. The highest mean score is 4.09 for delivery of the product.

TABLE 4.3.2
RATINGS OF FLIPKART

FEATURES	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Delivery of the product	50 250	63 252	26 78	6 12	5 5	150 597	3.98
Quality	31 155	74 296	41 123	2 4	2 2	150 730	4.86
Online payment	31 155	72 288	39 117	5 10	3 3	150 573	3.82

Discount and Offers	29 145	71 284	38 114	9 18	3 3	150 564	3.76
Assurance	30 150	59 236	42 126	5 10	4 4	150 526	3.50
Delivery on time	39 195	65 260	41 123	3 6	2 2	150 586	3.90
Response of delivery man	33 165	60 240	43 129	9 18	5 5	150 557	3.71
Return of goods	26 130	65 260	44 132	12 24	3 3	150 549	3.66
Shipping charge	22 110	62 248	52 156	11 22	3 3	150 539	3.59
Claim of guarantee and warranty	26 130	61 244	47 141	12 24	4 4	150 543	3.62
EMI Facility	23 115	66 264	43 129	14 28	4 4	150 540	3.6
Choice of availability of products	37 185	69 276	31 93	10 20	3 3	150 577	3.84
Reviews on products	28 140	69 276	40 120	8 16	5 5	150 557	3.71

INTERPRETATION
The above table justifies the satisfactory level of the respondents in. The highest mean score is 4.09 for delivery of the product.

5.1 FINDINGS
5.1.1 PERCENTAGE ANALYSIS
- Majority 53.33% of the respondents are between 20-30 years of age
- Majority 61.33% of the respondents are male.
- Majority 70% of the respondents are unmarried.
- Majority 62.66% of the respondents from 2-4 members in family.
- Majority 60% of the respondents are under graduation level.
- Majority 51.33% of the respondents are earning below 2 lakhs.
- Majority 39.33% of the respondents are from rural area.
- Majority 54% of the respondents are students.
- Majority 32% of the respondents are shops once in a month in online.
- Majority 47.33% of the respondents are preferred by both online sites.
- Majority 36% of the respondents are used to purchase once in two months.
- Majority 32% of the respondents are used to purchase once in a month.
- Majority 55.33% of the respondents are pays by cash on delivery.
- Majority 59.33% satisfied from amazon.
- Majority 44% of the respondents are by online review.
- Majority 56.66% of the respondents from Flipkart are encountered more problems.
- Majority 57.33% satisfied from amazon on terms of pricing.
- Majority 59.33% suggested to amazon for others.
- Majority 51.33% of the respondents are used to purchase on in case of needs.
- Majority 41.33% of the respondents are neither agree nor disagree.
- Majority 40% of the respondents are by cheap quality of the products.
- Majority 27.33% of the respondents are purchase accessories on Flipkart.
- Majority 30.66% of the respondents are purchase clothing on Amazon.

5.1.2 WEIGHTED AVERAGE ANALYSIS
- The table shows the satisfaction level on ratings of Flipkart.
- The table shows the satisfaction level on ratings of Amazon.

5.1.3 CORELATION
- Correlation co-efficient value between Age and Mode of payments=0.50522
- Correlation co-efficient value between Annual Income and Problems faced in online

shopping=0.679964.

5.1.4   CHI SQUARE
☐ The P value (0.866) is greater than the significant Value (0.05), so then null hypothesis is accepted.

☐ The P value (0.93) is greater than the significant Value (0.05), so then null hypothesis is rejected.

☐ the P value (0.135) is greater than the significant Value (0.05), so then null hypothesis is accepted.

5.2 SUGGESTION:
➤ Flipkart is performing ok but not good enough.

➤ There are so many cases where people felt that packing might have been better than this. Either it may be big or small / expensive or not product has to be treated with care.

➤ Some of the products mostly apparels are turning out with original cover of supplier, which shows negligence of them.

➤ In this issue Amazon made a mark among us, because whatever the product is their packing will obviously safe and secure.

5.3 CONCLUSION
➤ The study consisted with all the work flows of major e-commerce players in India, Flipkart 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 easier and more 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.

➤ Flipkart is also giving very tough competition to Amazon even though it is new company when compared to Amazon.

➤ Maybe it takes some time to overcome, but definitely they are doing very well in Indian e-commerce market.

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