A COMPARATIVE STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS E-COMMERCE PLATFORMS AMAZON AND FLIPKART

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ABSTRACT:
The rapid expansion of e-commerce in India has transformed consumer purchasing behavior, with Amazon and Flipkart emerging as dominant players. The main objective of the study is to analyse consumer preferences and satisfaction levels toward these platforms. Key factors such as product variety, pricing, delivery efficiency, website usability, customer service, and return/refund policies were examined in the study to find out the level of satisfaction and preference of the consumers. The research aims to identify the strengths and weaknesses of both platforms and how these factors influence consumer choice. Primary data was collected through a sample of 120 respondents from the different locations from in and around of Coimbatore District, while secondary data was gathered from existing literature. Statistical tools were used for data interpretation. The study provides insights into consumer expectations and offers suggestions for e-commerce platforms to improve their services. By addressing customer concerns and focusing on innovation, both Amazon and Flipkart can enhance user experience and maintain their competitive edge in India's growing online retail market.
Keywords: Online Shopping, Flipkart, Amazon, E-Commerce.

INTRODUCTION OF THE STUDY
In the era of globalization the world market has grown immensely. Internet connects people from one side of the world to another side of the world. E-commerce has grown alongside to internet and consumers have a huge freedom of choice to opt a product. In India E-commerce platforms play a major role in the supply of goods. Majorly there are two big companies in the field of E-commerce in India and those are Amazon and Flipkart. Both of these platforms are big players in the field and have a sturdy image in the Indian marketplace.

The e-commerce sector grew very rapidly in India, thanks to increased internet penetration, proliferation of smartphones, change in consumer preference, and the comfort of doorstep delivery. With rising competition, however, customer satisfaction and preference become the new battle lines for such platforms. This comparative study will try to analyze consumer preferences and satisfaction levels toward Amazon and Flipkart. It aims to find the factors that are affecting customer preference and satisfaction, such as quality, pricing, product variety, delivery efficiency, user interface, customer service, and return policies.

Knowing these factors will provide useful insights into the strengths and weaknesses of each platform and how they impact consumer behavior. The study will be relevant to understand how such platforms cater to the expectations of customers and what drives consumer loyalty in a competitive e-commerce landscape and which is more successful in Indian market.

Amazon and Flipkart are the market leaders in Indian E-Commerce, Amazon India entered the Indian e-commerce market in 2013 and quickly gained traction due to its extensive product catalog, fast delivery services, and reliable customer support. Amazon's Prime membership program has been a game-changer, offering benefits such as free and expedited shipping, access to exclusive deals, and Prime Video streaming. The company leverages its global expertise in logistics and AI-driven recommendations to enhance customer experience, making it a preferred choice for quality-conscious buyers. Amazon also maintains a vast network of fulfillment centers across India, ensuring quicker delivery, even in remote areas. Whereas Flipkart, founded in 2007 by Indian entrepreneurs

Sachin and Binny Bansal, was among the pioneers that shaped India's e-commerce landscape. Unlike Amazon, Flipkart initially focused on books before expanding into diverse product categories. Acquired by Walmart in 2018, Flipkart has continued to cater to Indian consumers by emphasizing affordability and localization. The platform is known for its deep discounts, frequent sale events like the Big Billion Days, and exclusive tie-ups with smartphone brands. Flipkart also supports numerous small and medium Indian businesses through initiatives like Flipkart Samarth, empowering local artisans and traders. Furthermore, the study will explore how factors like Product range, Pricing, Usability, Delivery, Return process impact consumer preference and satisfaction by examining the comparative success of Amazon and Flipkart. Ultimately, the research will serve as a guide for businesses, consumers, and policymakers, highlighting the evolving nature of e-commerce and its impact on consumer choices.

OBJECTIVES OF THE STUDY:
- To analyse the socio-economic background of the respoindents.
- To investigate the major factors that impact customer satisfaction towards Amazon and Flipkart.
- To analyse the perception level of consumers towards the online shopping.

STATEMENT OF THE PROBLEM:
Consumers face millions of problems as they enter the whole world of online shopping. Amazon and Flipkart are the largest E-commerce platforms and they reach millions of people everywhere. So it is crucial to examine their behavior and recognize what they require and want. Since online purchasing has increased customer's demand as it is the new form of purchasing. So it is vital to know the consumers demands to pick out and recognize their online consumers.

Defect in the product leads to decrease in peace of mind to the customer, Delay in delivery of goods also affect the serenity of the customer. Some goods or products, which customer needs may not be available sometimes and occasionally the product will not be delivered to the preferred address of the customer. The results of this study hold important implications for both Amazon and Flipkart to enhance their service aspects related to the above dimensions.

REVIEW OF LITREATURE:
Tejasri (2023) analysed that "A Comparative Study of Customer Satisfaction towards Online Shopping in Amazon and Flipkart with Special Reference to Coimbatore city". This study identifies the demographic factors of the respondents of Coimbatore city and assesses how satisfied they are with amazon and flipkart. It states Amazon has a slightly higher level of consumer satisfaction compared to Flipkart because of the key determinant factors like product quality, delivery speed, and customer service. Percentage analysis and ranking methods were used in the study and the suggestions to improve product quality, enhance delivery speed and provide excellent customer service.

Nithya (2021) examined that the customer satisfaction towards amazon and flipkart. This study is used to know the difficulties of online shopping. It says that Amazon has understood Indian consumers' demands and wants so well, compared to Flipkart and Flipkart is a tough competitor to the international company "Amazon" in Indian E-commerce market. Percentage analysis, chi-square and correlation tools were in the study and it suggests amazon performs all the activities well and flipkart has some flaws in packaging, supply, etc.

Isswarya (2017) in her study examined that the respondents perception, major factors which impacts customer satisfaction and to compare satisfaction levels of customers of amazon and flipkart. It says that Flipkart satisfies the customer in terms of website usage, delivery and order tracking and Amazon has better product quality compared to Flipkart. Percentage analysis and pie chart analysis

were used in the study and it suggests that flipkart has increased its targeted audience and boosted its market and sales.

Nikita Chauhan (2023) analysed the factors influence the customers to choose either Amazon or Flipkart through their study on "A Comparative Study between Amazon and Flipkart". It says that Flipkart is a much younger company than Amazon and thus it has some negligence in packaging, shipping and supply but Amazon grabs the customers over there by performing good in all those activities. Percentage Analysis and Variance test is being used in the study and it suggests choosing Amazon besides minding its price, product range etc., Flipkart does not have the caliber of Amazon to satisfy the customers.

Shamsher (2022) in his study examines the global perspective of changing consumer behaviour during COVID- 19 and reveals the sustainability of which behavioral changes are permanent. The results of the study revealed four aspects of behavioral changes. These are the changes in consumer behaviour and the changes in brand loyalty. This study has important implications for professionals and academicians in adopting marketing decisions by integrating the fluctuating demands of consumer through communicating suitable marketing strategies to survive the transference of consumer behaviour instigated by the pandemic.

Mehneti-Bajrami, Fidan Qerimi and Arberesha (2022) conducted the study on the impact of digital marketing and traditional marketing on consumer buying behaviour. They measure the impact of digital marketing and traditional marketing on consumer buying behaviour by analyzing their motives and reasons related to the orientation and purchase of products and services through social media and identifying the differences in marketing strategies used depending on the demographics of respondents.

Habeeb Sayed (2016) states that the study analyse the customers perception and marketing methods used by two of those respective online shopping platforms.The study specifies the expansion of network of both amazon and flipkart to reach the market and grab more customers. SPSS software is used as the research tool, percentage analysis is used for data interpretation and the study suggests that flipkart delivers in time but has more negligence and amazon satisfies all the factors.

RESEARCH METHODOLOGY:
Research design is simply the framework or the plan for a study is used to guide in collecting and analysing the data. The convenient sampling technique is around 120 respondents. The study is focuses on the area of A Comparative Study on Consumer Preference and Satisfaction towards E-Commerce Platforms Amazon and Flipkart.

METHOD OF DATA COLLECTION:
PRIMARY DATA:
Primary data is the data is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well structured questionnaire was framed and filled by the respondents. The questionnaire comprises of close ended questions. In close ended questions, checklist questions and multiple choice questions are used.

SECONDARY DATA:
Secondary data are collected from previously published research papers, web sites etc, and close-ended questions are incorporated in the questionnaire for the collection of data
TOOLS TO BE USED
1. Percentage Analysis
2. Chi-square test
3. ANOVA
4. Mean Ranking
5. Weighted Average Score

LIMITATIONS OF THE STUDY:
- Time constraint.
- Lack in exposure of confidential data of the companies.

DATA ANALYSIS AND INTERPRETATION:
PERCENTAGE ANALYSIS:
Table 1 – Demographic Profile of the Respondents

Demographic Variables		No. of Respondents	Percentage
Age	Below 18	6	5
	18 – 25	90	75
	25 – 40	21	17.5
	Above 40	3	2.5
Gender	Male	85	70.8
	Female	35	29.2
Occupation	Student	87	72.5
	Professional	11	9.2
	Business	10	8.3
	Employee	12	10
Educational Qualification	HSC	25	20.8
	UG	77	64.2
	PG	18	15
Marital Status	Married	21	17.5
	Unmarried	99	82.5
Area of Residence	Rural	20	16.7
	Urban	72	60
	Semi-Urban	28	23.3
Monthly Income	Less than Rs.25,000	74	61.7
	Rs.25,001 - Rs.50,000	20	16.7
	Rs.50,001 - Rs.75,000	15	12.5
	More than Rs.75,000	11	9.2

The above table shows that, out of 120 respondents, 75% of the respondents belong to the age group of 18 – 25, 70.8% of the respondents are male respondents, 72.5% of the respondents are students, 64.2% of the respondents are under graduate holders, 82.5% of the respondents are unmarried, 60% of the respondents are residing in urban area, 61.7% of the respondents monthly income is less than Rs.25,000.

Table 2 – Frequency of Online Shopping

Frequency	No. of Respondents	Percentage
Daily	5	4.2
Weekly	12	10
Monthly	51	42.5
Rarely	52	43.3
Total	**120**	**100**

From the above table it is clear, out of 120 respondents, 4.2% of the respondents does online shopping on a daily basis, 10% of the respondents does online shopping on a weekly basis, 42.5% of the respondents does online shopping on a monthly basis and the remaining 43.3% of the respondents does online shopping rarely. This shows that majority of the respondents are not using online shopping platforms so frequently.

Table 3 – Online Shopping Platforms

Platforms	No. of Respondents	Percentage
Amazon	80	66.7
Flipkart	40	33.3
Total	**120**	**100**

The above table shows that, out of 120 respondents, 66.7% of the respondents prefer AMAZON to shop online and 33.3% of the respondents prefer FLIPKART to shop online. This shows that majority of the respondents prefer amazon over flipkart.

Table 4 – Preference of Product Categories in Specified Platforms

Products Type	Amazon		Flipkart	
	No. of Respondents	Percentage	No. of Respondents	Percentage
Electronics	86	71.6	34	28.4
Fashion Apparels	61	50.8	59	49.2
Home Appliances	83	69.1	37	30.9
Books & Stationery	73	60.8	47	39.2
Accessories	70	58.3	50	41.7
Provisions/Groceries	68	56.6	52	43.4

The above table shows that, out of 120 respondents, 71.6% of the respondents choose amazon and 28.4% of the respondents choose flipkart to purchase electronics, 50.8% of the respondents choose amazon and 49.2% of the respondents choose flipkart to purchase fashion apparels, 69.1% of the respondents choose amazon and 30.9% of the respondents choose flipkart to purchase home appliances, 60.8% of the respondents choose amazon and 39.2% of the respondents choose flipkart to purchase books & stationeries,58.3% of the respondents choose amazon and 41.7% of the respondents choose flipkart to purchase accessories, 56.6% of the respondents choose amazon and 43.4% of the respondents choose flipkart to purchase provisions and groceries.

Table 5 – Amount Spent on Online Shopping

Amount Spent	No. of Respondents	Percentage
Less than Rs.2000	65	54.2
Rs.2001 to Rs.4000	40	33.3
Rs.4001 to Rs.6000	8	6.7
More than Rs.6000	7	5.8
Total	**120**	**100**

The above table shows that, out of 120 respondents, 54.2% of the respondents spend less than Rs.2,000 in online shopping, 33.3% of the respondents spend between Rs.2,001 to 4,000, 6.7% of the respondents spend between Rs.4,001 to 6,000 and the remaining 5.8% of the respondents spend more than Rs.6,000 in online shopping. This proves that half the amount of total respondents spend less than Rs.2,000 in online shopping.

Table 6 – Time Spent on Online Shopping

Time Spent	No. of Respondents	Percentage
Less than 1 hour	83	69.2
1 hour – 3 hours	31	25.8
More than 3 hours	6	5
Total	**120**	**100**

Table 6 clear that out of 120 respondents, 69.2% of the respondents spend less than one hour in online shopping, 25.8% of the respondents spend 1 hour to 3 hours in online shopping and 5% of the respondents spend more than 3 hours in online shopping. The majority of the respondents use online shopping platforms less than an hour.

Table 7 – Mode of Payment

Mode of Payment	No. of Respondents	Percentage

Cash on Delivery	52	43.3
UPI	52	43.3
Credit card / Debit card	16	13.4
Total	**120**	**100**

The above table indicates that, 43.3% of the respondents use cash on delivery for shopping online another 43.3% of the respondents use UPI to shop online and the remaining 13.4% of the respondents credit/debit cards for online shopping. This clears that 86.6% of the total respondents use cash on delivery and UPI as a preferred payment method.

CHI SQUARE ANALYSIS:
Ho: There is no significant association between Demographic Variables of the Respondents and the Frequency of Online Shopping.
Table 8 – Demographic Variables * Frequency of Online Shopping

S. No	Demographic Variables	p. value	Significance
1	Age	0.078	Not significant
2	Gender	0.362	Not Significant
3	Occupation	0.050	Significant
4	Educational Qualification	0.009	Highly Significant
5	Marital Status	0.067	Not Significant
6	Area of Residence	0.029	Significant
7	Monthly Income	0.013	Highly Significant

This table presents the results of an ANOVA test analyzing the influence of various demographic factors on a dependent variable comparing amount spent on online purchasing. Age (F = 5.603, p = 0.001), Education Qualification (F = 11.085, p = 0.000) and Monthly Income (F = 13.023, p = 0.000) has highly significant effect, indicating age, education and income differ significantly. Marital Status (F = 3.129, p = 0.028) has significant effect, indicating marital status plays a role. Gender (F = 1.901, p = 0.133), Occupation (F = 2.118, p = 0.102), Area of Residence (F = 0.807, p = 0.493) has no significant effect. This suggests that socioeconomic and educational factors play a greater role in determining online shopping activity.

ANOVA:
Ho: There is no significant difference in the Amount Spent on Online Shopping across different Demographic Groups of the Respondents.
Table 9 – Demographic Variables * Amount Spent on Online Purchasing

		Sum of Squares	df	Mean Square	F	Sig.
Age	**Between Groups**	4.302	3	1.434	5.603	0.001
	Within Groups	29.689	116	0.256		
	Total	33.992	119			
		Sum of Squares	df	Mean Square	F	Sig.
Gender	**Between Groups**	1.121	3	0.374	1.901	0.133
	Within Groups	22.804	116	0.197		
	Total	23.925	119			
		Sum of Squares	df	Mean Square	F	Sig.
Occupation	**Between Groups**	6.016	3	2.005	2.118	0.102
	Within Groups	109.851	116	0.947		
	Total	115.867	119			

		Sum of Squares	df	Mean Square	F	Sig.
Educational Qualification	**Between Groups**	9.802	3	3.267	11.085	0.000
	Within Groups	34.190	116	0.295		
	Total	43.992	119			
		Sum of Squares	df	Mean Square	F	Sig.
Marital Status	**Between Groups**	1.248	3	0.416	3.129	0.028
	Within Groups	15.419	116	0.133		
	Total	16.667	119			
		Sum of Squares	df	Mean Square	F	Sig.
Area of Residence	**Between Groups**	0.906	3	0.302	0.807	0.493
	Within Groups	43.419	116	0.374		
	Total	44.325	119			

		Sum of Squares	df	Mean Square	F	Sig.
Monthly Income	**Between Groups**	30.634	3	10.211	13.023	0.000
	Within Groups	90.957	116	0.784		
	Total	121.592	119			

This table presents the results of an ANOVA test analyzing the influence of various demographic factors on a dependent variable comparing amount spent on online purchasing. Age (F = 5.603, p = 0.001) has highly significant effect, indicating age groups differ significantly. Gender (F = 1.901, p = 0.133) has no significant effect, suggesting no meaningful difference. Occupation (F = 2.118, p = 0.102) has no significant effect. Education Qualification (F = 11.085, p = 0.000) has strong significant effect, showing a substantial difference among groups. Marital Status (F = 3.129, p = 0.028) has significant effect, indicating marital status plays a role. Area of Residence (F = 0.807, p = 0.493) has no significant effect. Monthly Income (F = 13.023, p = 0.000) is highly significant, suggesting strong differences among income groups. Thus, Age, Education Qualification, Marital Status, and Monthly Income significantly impact the dependent variable, while Gender, Occupation, and Area of Residence do not.

MEAN RANK:
Table 10 – Determinant Factors to Purchase the Products through of Online Shopping

Factors	Amazon		Flipkart	
	Mean	Rank	Mean	Rank
Product Range	3.81	III	3.43	II
Pricing	3.59	VI	3.25	IV
Delivery Timeliness	3.74	IV	3.54	I
Website/App Usability	3.94	I	3.33	III
Customer Support	3.63	V	3.16	VI
Return/Refund Process	3.88	II	3.20	V

The analysis of factors determining the satisfaction level of customers in online shopping reveals that Amazon is satisfying the customers more, compared to Flipkart. As the average mean score of Amazon is 3.76 whereas the average mean score of Flipkart is 3.31. Product range secures III rank in amazon with a mean score of (3.81) and II rank in flipkart with a mean score of (3.43), Delivery timeliness secures I rank in flipkart with the mean score of (3.54), Website/App Usability secures I rank in amazon with a mean score of (3.94) and III rank in flipkart with a mean score of (3.33). This

concludes that Amazon satisfies the customers in website/app usability and Flipkart satisfies the customers in delivery timeliness.

WEIGHTED AVERAGE SCORE ANALYSIS :
Table 11 – Factors Determining the Level of Satisfaction

Factor	Weighted Average Score	Rank
Better Prices	4.10	I
Faster Delivery	4.07	II
Better Customer Service	3.67	VI
More Variety of Products	3.93	III
Exclusive Offers	3.85	IV
User Friendly	3.79	V
Return/Refund Process	3.66	VII

The ranking of factors which determines the satisfaction level of customers towards online shopping reveals key factors. The highest ranked factor is "Better Prices" with a weighted average score of 4.10 which shows that customers prefer online shopping and gets satisfied because of better prices. "Faster Delivery" follows closely with a weighted average score of 4.07, highlighting the importance of delivery of goods. The Third rank is secured by "More Variety of Products" with a weighted average score of 3.93 which symbolize the vast availability of goods in online shopping platforms. The Fourth rank is secured by "Exclusive Offers" with a weighted average score of 3.85, which demonstrates the importance of offers and discounts to satisfy customers. The Fifth rank is secured by "User Friendly" with a weighted average score of 3.79, which represents that the website/app enhancement is needed and must be user friendly to the customers.

SUGGESTIONS:
- Amazon has to improve delivery timeliness to compete with Flipkart's efficiency.
- Amazon should focus on affordability by offering better discounts and pricing strategies.
- Flipkart has to enhance website/app usability to provide a smoother shopping experience.
- Improved customer service and return/refund could make Flipkart to meet Amazon's standards and both the platforms need to strengthen refund policies to build customer trust.
- Expand product variety, especially in high-demand categories and Enhance customer engagement through loyalty programs and better offers.
- Talking about the positive remarks such as product range, usability, return/refund process amazon performs the best in those and flipkart has its own working model and needs more improvements to meet amazon's standards.

CONCLUSION:
The study highlights that while both Amazon and Flipkart hold strong positions in the Indian e-commerce market, Amazon leads in overall customer satisfaction due to its superior service quality, diverse product range, efficient return policies, and user-friendly interface. Flipkart, on the other hand, remains a strong competitor, particularly excelling in delivery timeliness and affordability, which appeals to a significant segment of consumers. However, the research also reveals areas for improvement in both platforms Amazon could enhance its delivery efficiency to match Flipkart's speed, while Flipkart needs to focus on refining its website usability and customer service. The findings suggest that consumer loyalty is driven not just by price or product variety but also by trust, convenience, and post-purchase support. For sustained growth, both companies must continuously innovate, address customer pain points, and tailor their strategies to evolving consumer preferences. Ultimately, by focusing on consistent quality and customer-centric practices, both platforms can strengthen their market leadership and foster deeper consumer trust.

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