



## **A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS AMAZON AND FLIPKART ONLINE PURCHASE IN THENI TOWN**

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### **Abstract**

*Amazon and Flipkart are one of the leading online shopping websites in India. In this paper, an attempt has been made to find customers satisfaction towards amazon and flipkart. A sample of 120 respondents were conveniently selected from Theni town. Online shopping business transactions are conducted directly between a company and customers who are the end-users of its products or services. While most companies that sell their products/ services directly to customers. The research also concludes that even though amazon is giving branded and quality product but customer are very much attracted towards the best services of flipkart.*

**Key Words:** *Amazon, Flipkart, Online Shopping & Customer Satisfaction.*

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### **Introduction**

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-tailors and those are flip kart and amazon. Both these big players made their own mart 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.

Ever since internet has been introduced to the world, it has made a huge impact on people; business is one of such example where internet has made the difference. In July 1995 amazon.com started selling books online and the response they received was unexcepted as in short time span books sold online in all 50 stated if USA and 45 countries. Amazon presently offers music, movies, toys, electronics, and home equipment, there are seven differ international websites of amazon with distributed customer service centers in seven countries and over 17000 people work in amazon world wide. Today there are over 100 popular e-commerce websites are providing online services worldwide.

## **HISTORY OF THE STUDY**

### **AMAZON**

The parent company, amazon was founded by an American technology entrepreneur Bezos in 1994 in the united states, thereafter, it's started its operations in various country in the world such as china, India, japan, French, Singapore, Italy, Germany, UK, Spain, Netherlands, Canada, Mexico, Brazil and Australia Amazon. In was launched in india2013. Amit Agarwal leads and handles Amazon India, he is currently the managing director of the company, amazon India.

### **FLIPKART**

Flip kart was founded in 2007 by Sachin Bansal and Binney Bansal both alumni of the Indian institute of technology Delhi. They had been working for amazon.com previously. The business was formally incorporated as a company in October 2008 as flip kart online services pvt ltd. Flip kart now employs more than 4500 people, and is ranked among the top 10 Indian websites. Flip kart's offering of products on cash on delivery is considered to be one of the main reasons behind its success. Flip kart also allows other payments methods- credits or debit card transactions, net banking, e-gift voucher and card swipe on delivery.

## **SCOPE OF THE STUDY**

This study covers the ' A Comparative study customer satisfaction towards amazon and flip kart online purchase in Theni down Tamilnadu '.

## **OBJECTIVES OF THE STUDY**

- To understand and estimate the consumer perception and factors affecting their behavior for choosing e-commerce sites.
- To understand the workflow of amazon and flip kart in theni down.

- To compare the customer satisfaction level of amazon and flip kart customers and the aspects online shopping provider which satisfies the customer.
- To investigate the major factors that implies customer satisfaction towards amazon and flip kart.
- To find out new opportunities and to succeed in those procedure.

## PERCENTAGE ANALYSIS

Percentage method has been used to analysis the profile of the respondents, the percentage method is used to know the accurate percentage of the collected data, it is easy to graph at through the percentage the framework percentage method is

$$\text{Percentage of respondent} = \frac{\text{Number of respondent}}{\text{Total number of respondent}} * 100$$

## FINDINGS OF STUDY

### 1) Age wise distribution:

According to the age wise distribution out of 120 respondents there is 28% respondent are in the group of between 20-30 years and 20% respondent are in the group of between 31-40 years and 18% respondent are om the age group of below 20 years and 16% respondents are in the group of between the 41-50 years and same as the above 50.

### 2) Gender wise distribution

In this study out of 120 respondents 48(40%) respondents are male respondent and 72(60%) are female respondent.

### 3) Marital status wise distribution

In this distribution out of 120 respondents 33% respondents are married and 67% respondents are unmarried.

## REVIEW OF LITERATURE

Samadi and ali (2010) compared the perceived risk level between internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intension within the internet shopping environment.

D.K. Gangeshwar (2013),” 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 to e-commerce.

## ANALYSIS AND INTERPRETATION

The **age** wise classification of the respondents are given the following table.

S.NO	AGE	RESPONDENT	PERCENTAGE
1	Below 20 years	40	33
2	21-45 years	55	46
3	Above 45 years	25	20
Total		120	100

That out of 120 respondents taken for the study 55(46%) respondents are in the group of between 21-45 years and 25(20%) respondents are in the group of above 45 years 40(33%) are in the age of group of 20 years.

The **Gender** wise classification of the respondents are given the following table.

S.NO	GENDER	RESPONDENT	PERCENTAGE
1	Male	48	40
2	Female	72	60
Total		120	100

That out of 120 respondents taken for the study 48(40%) respondents are male respondent and 72(60%) are female respondent.

The **marital status** classification of the respondents are given the following table.

S.NO	MARITAL STATUS	RESPONDENT	PERCENTAGE
1	Married	40	33
2	Unmarried	80	67
Total		120	100

That out of 120 respondents are taken for the study 40(33%) respondents are married and 80(67%) respondent are unmarried.

## PURCHASE DURING IN ONLINE SHOPPING

S.NO	FACTOR	RESPONDENT	PERCENTAGE
1.	Once in a month	40	33
2.	Once in 2 months	32	27
3.	More frequently	20	17
4.	More often	28	23
Total		120	100

That out of 120 respondents are taken in the study 20 (40%) respondent are purchasing duration are purchasing duration in once in month and 32(27%) respondent are purchasing duration in once in 2 months and 28(23%) respondents are purchasing duration in most often and 20(17%) respondent are most frequently in purchase duration in online shopping.

The **Customer preference in online shopping** classification of the respondents are given the following table.

SL.NO	FACTORS	RESPONDENTS	PERCENTAGE
1	Amazon	50	42
2	Flip kart	70	58
	Total	120	100

That out of 120 respondents are taken in the study 50(42%) respondent are preferred in amazon and 70(58%) respondent are most preferred in flip kart product.

**Satisfaction of the price** of the respondent are given the following table.

SL.NO	FACTORS	RESPONDENTS	PERCENTAGE
1	Amazon	40	33
2	Flipkart	80	67
	Total	120	100

That out of 120 respondents are taken in the study 40(33%) respondent are satisfied with the price of amazon and 80(67%) respondent are satisfied with the price of flip kart product.

**Problem faced on online shopping** of the respondent are given the following table.

SL.NO	FACTORS	RESPONDENTS	PERCENTAGE
1	Amazon	70	58
2	Flipkart	50	42
	Total	120	100

That out of 120 respondents are taken in the study 70(58%) respondent are faced with the problem of amazon product and 50(42%) respondent are faced with the problems of flip kart product.

## Conclusion

Online shopping is a new technology that has been created along with the development of the Internet. The study consisted with the aspects in which customers of flip kart and amazon are satisfied and the comparison between the customer satisfactions of

both the sites. The innovative thinking of both online shopping sites to reach more and more consumer is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers. In this competitive market one has to be lead and rest will follow. Based upon consumer's survey, flip kart satisfied the customer in terms of website usage, delivery, and order tracking. However, amazon gives tough competition to flipkart which satisfies the customers in the aspect of quality of products. Even though it is and international company it understood Indians very well and made its roots stronger in India. It may take some time to overcome, but definitely both are doing very well in Indian-commerce market.

Online shopping is place a vital role among the various peoples for various purposes. The development of online shopping in more offers provided and fast delivery services. Most of the customers were get the awareness of the online shopping and they were get boon from the facilities. While amazon and flipkart product service it will give much more facility and customer get benefit from it. Flipkart product was satisfied the customer and other services.

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