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A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN AMAZON AND FLIPKART WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

E-commerce's explosive expansion has changed how consumers purchase, making online retailers like Amazon and Flipkart major players in the Indian retail sector. With an emphasis on Coimbatore city specifically, this study compares how satisfied customers are with online purchasing on these platforms. The study assesses a number of variables that affect consumer satisfaction, such as product diversity, cost, payment security, delivery services, user interface, and special offers. A standardized questionnaire was used to survey a sample of 120 people, and chi-square tests, correlation analysis, rank analysis, and percentage analysis were used to examine the data. The results show that both platforms provide a competitive purchasing experience, but Amazon is more trusted for product quality and delivery dependability, while Flipkart is preferred for pricing and offers. Furthermore, it was discovered that promotional activity and security concerns affected consumer trust and purchasing decisions

KEYWORDS: Indian retail sector, purchasing

I.INTRODUCTION

Online shopping has grown steadily in the Indian market over the past few years, becoming a more convenient and cost-effective method of shopping. For the current generation of online shoppers, the Internet has transformed our lives through transactional buying technology. Online shopping offers consumers more information, the chance to independently assess a vast array of products, competitive pricing, convenience, and a simple way to locate the products they want. Customers that prefer convenience in their purchase methods find greater satisfaction in e-commerce nowadays. Because it allows firms to show case their products and make them available to potential clients online, the Internet offers a new means of promoting websites and enterprises, which are the foundation of online commercial enterprise.

II.OBJECTIVES OF THE STUDY

- To compare and evaluate the level of customer satisfaction with Flipkart and Amazon
- Examining how buyers view the prices on both platforms, including discounts, deals, and overall value or the money
- To evaluate perceptions of payment security.
- To assess the familiarity and adoption of mobile shopping apps among Amazon and Flipkart

III.SCOPE OF THE STUDY

The focus of the current study is on customer purchasing behavior about product purchase and customer satisfaction. The study has solely included data from Coimbatore city's consumers. Customers that shop online were the primary. This study is to understand the variables that affect consumer satisfaction, and their eagerness for online goods buying.

IV.LIMITATIONS

When evaluating the results, it is important to take into account the many limitations of this study. First of all, it is only available in Coimbatore, which restricts the results' applicability to other areas with distinct customer habits. Furthermore, there may be biases in the results because the sample size of 120 respondents might not accurately reflect the wide range of tastes of all online customers. Because the study only lasted three months, it might not have taken into account seasonal changes in internet buying patterns. Additionally, the study uses respondents' self-reported data, which may be skewed by recollection errors or personal biases. Other important components like brand loyalty, after-sales service, and changing technology characteristics were not thoroughly examined, even though important factors like pricing, product variety, payment security, and delivery services were examined.

V.LITERATURE REVIEW

- **Ravichandran P & Venkatesh M (2021)** In the study of “The impact of delivery services customer satisfaction in online shopping”. It evaluates how delivery services such as shipping speed and packing quality affect Coimbatore customer’s satisfaction with online retailers like Amazon and Flipkart.
- **Gopal, A.,& Venkat, R. (2022)** This study examines customer satisfaction among online shopping including information on elements like price, product, quality, delivery time, and customer experience.
- **Selvarani, T., & Suresh, P. (2023)** “Comparative consumer behavior in online shopping platforms”, South Asian journal of business and management cases concluded that, using factors including return policies, payment methods, and product trust worthiness, this study examines customer behavior and satisfaction levels in the online platforms. On the other hand, the primary barriers to internet buying are respondents' attitudes on the safety of online payments, individual privacy and trust, unclear return and warranty policies, and a dearth of individualized customer support.

VI.HYPOTHESES:

- **H0:** The null hypothesis (H_0) assumes no significant difference in customer satisfaction levels between the two platforms
- **H1:** The alternative hypothesis (H_1) suggests that variations in service quality, promotions, and user experience influence customer preferences.

VII.DATA ANALYSIS AND INTERPRETATION

7.1. Correlation analysis

Your study's correlation analysis looks at the connections between several elements that affect Amazon and Flipkart customers' pleasure. In particular, the study finds a substantial positive connection (Pearson's $r = 0.808$) between income level and age, suggesting that people's income levels tend to rise as they get older. Given that the p-value is zero and the correlation is statistically significant, it is improbable that the observed link is the result of chance. According to the analysis, a customer's age and financial stability may have an impact on their online buying preferences and spending habits.

Factors	Correlation	Age	Income level
Age	Pearson Correlation	1	.808**
	Sig. (2-tailed)		0
	N	120	120
Income level	Pearson Correlation	.808**	1
	Sig. (2-tailed)	0	
	N	120	120

7.2. Chi-square

The study uses the Chi-Square (χ^2) analysis to look at how categorical factors that affect customer satisfaction on Amazon and Flipkart are related. A statistically significant link is indicated by the Pearson Chi-Square test result ($\chi^2 = 15.037$, $df = 2$, $p = 0.001$), since the p-value is less than 0.05. Further supporting this link is the Likelihood Ratio ($\chi^2 = 15.477$, $df = 2$, $p = 0$). Furthermore, the Linear-by-Linear Association ($\chi^2 = 6.763$, $df = 1$, $p = 0.009$) indicates a linear link between variables, indicating that modifications to one category have a structured impact on another. Using a sample size of 120 respondents, the test results show that consumer satisfaction is strongly impacted by aspects like platform preference, price perception, and payment security concerns. This suggests a number of interconnected factors shape the shopping habits and faith that customers have in Amazon and Flipkart.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.037 ^a	2	0.001
Likelihood Ratio	15.477	2	0
Linear-by-Linear Association	6.763	1	0.009
N of Valid Cases	120		

VIII. CONCLUSION

Pricing, product variety, payment security, and delivery services are the main determinants of customer satisfaction between Amazon and Flipkart in Coimbatore, according to this survey. The results indicate that Amazon is dependable for product quality and quicker delivery, while Flipkart is favored for its affordability and deals. Promotional activities and payment security have a big impact on customer trust, which affects their purchasing decisions. While both platforms offer a competitive purchasing experience, consumer satisfaction can be increased with enhancements to return policies, customer service, and personalization. Businesses must adjust to shifting customer expectations as e-commerce develops further in order to preserve customer loyalty and competitiveness.

REFERENCE

- **Ravichandran P & Venkatesh M (2021)** – "The Impact of Delivery Services on Customer Satisfaction in Online Shopping," evaluating delivery speed and packaging.
- **Gopal A & Venkat R (2022)** – Comparative analysis of price, product quality, and customer experience in online shopping.
- **Selvarani T & Suresh P (2023)** – "Comparative Consumer Behavior in Online Shopping Platforms," discussing return policies, payment methods, and product trust.

