A Consumer Perspective Analysis Of Flipkart And Amazon: A Special Reference Of Gujarat

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ABSTRACT

E-Commerce portals are now trending in India. It is growing everywhere, and customers are showing interest in using these portals effectively. There are so many portals which are unique in their features and the design of websites. The e-commerce has broken the technological and geographical barriers over the years and has got huge amount of success which many economical analyst and experts never predicted and still it must go a long way ahead in India. By integrating various online information management tools using Internet, various innovative companies have set up systems for taking customer orders, facilitate making payments, customer service, collection of marketing data, and online feedback respectively. These activities are collectively known as e-commerce or Internet commerce. Online shopping made it so easy for everyone with their product variations and simple ways to buy things. 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 competitors Amazon.com delivers the information about the different strategies to succeed in e-commerce market and different opportunities available in India.

KEYWORDS: Online Shopping, Customers perceptions, Amazon, Flipkart, Shopping, Strategies, Price.

INTRODUCTION:

India's e-commerce sector is currently estimated to be worth around $25 billion. It is expected to grow $200 billion over the next 10 years 'commerce websites like Flipkart and Amazon have made life so easy for the consumers, as with the help of one click a person can purchase whatever he wants to buy on discount from home, office or anywhere you just name it without even going to the actual store and get the product delivered at his/her doorstep. India's e-commerce sector is currently estimated to be worth around $25 billion. It is expected to grow $200 billion over the next 10 years. Ecommerce websites like Flipkart and Amazon have made life so easy for the consumers, as with the help of one click a person can purchase whatever he wants to buy on discount from home, office or anywhere Online shopping has become a popular way of shopping for consumers. This innovation for shopping not only brings a great number and variety of merchandise to potential consumers but also offers numerous business activities and huge market. Social media is no longer known only as a media that facilitates its users to present themselves on the internet but also as media to sell some products to consumers known as an online shop. Because of the numerous advantages and benefits, more people say that they prefer online shopping over conventional shopping these days (Singh & Kashyap, 2007). Online shopping or marketing via internet is the use of technology (computer) for better marketing production. Online shops on Instagram now develop its function along the updated and the increase of people's needs. Companies that sell stuff such as clothes, makeup, shoes, have learned to use recent technologies like Instagram in order to be able to reach the potential buyer since almost everyone uses social media these days. Over these past years E-commerce has developed very fast because of many advantages related to buying on internet because of easier transaction and lower cost as compared to other types of shopping. Through online shopping everyone can buy faster, have more alternatives and can order various products or services at a lower price. In India e-commerce evaluated likes a giant with huge opportunity and success rate. There are so many big and small players in market. Are they really going to sustain in market for a long time and their success rate for them. What are customers expecting from them and are they ready to fulfill their requirements. The study is to understand both parties' requirements and procedures. The war between e-commerce companies in India is in peak, Flipkart is facing strong competition from Amazon India, e-bay, Junglee.com, Jabong.com, Snapdeal.com and Myntra.com like companies. Among the above companies Amazon.com is the strongest competitor of Flipkart. Recently Flipkart has won an economical battle against Amazon.com by purchasing one of its rivals myntra.com. Flipkart has acquired online fashion retailer Myntra.com in approx. Rs. 2,000 crore deals, this deal is considered to be the big milestone in the success of Flipkart. Flipkart mainly faces strong competition from Amazon.com as Amazon has declared that it will invest $2 billion in its Indian.

Flipkart: It was founded in 2007 by Sachin Bansal and Binny 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 2007 as Flipkart online services privately limited. It is an e-commerce company founded in 2007 and registered in Singapore, and it operates in India, where it is

headquartered in Bangalore, Karnataka. It has launched its own product range under the name "DIGI FLIP" with products including tablets, USB'S and laptops.

Amazon: It is an American electronic commerce company with headquarters in Seattle, Washington. It is the largest internet-based retailer in the United States. It started as an online bookstore, but soon diversified selling DVD's, Blu-rays, CD's, Videos' downloading, MP3 downloading, Software, videogames, electronics, apparel, furniture, food, toys and jewelers. It was separate retail websites for the United States, United Kingdom and Ireland, France, Canada, Germany, Italy, Spain, Netherland, Australia, Brazil, Japan, China, India, Mexico. Amazon also offers international shipping to certain countries for some of its products. In 2011 it had professed an intention to launch its website in Poland and Sweden.

Virender, 2019: Day-by-day taste, preference and choices vary regarding different factors such as the Internet emergence. However, this development needs some more understanding related to the consumer's behavior. Consumer behavior research identifies a general model of buying behavior that depicts the processes used by consumers in making a purchase decision Haque et al., 2018: However, brand image and quality of products, goodwill of country of origin also influence significantly on purchase intention of online products Huseynov and Yıldırım 2017: emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the Internet. D.K.Gangeshwar. 2016: 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 Sabbir Rahman, 2015 : In China, online shopping intention depends on consumers" age, income, and education as well as marital status most importantly their perceived usefulness Samadi and ali,2014: 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.

DATA COLLECTION: The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed. Primary data was collected from various people and their opinion and information for the specific purposes of study helped to run the analysis. In essence, the questions asked were tailored to elicit the data that will help the study. The data was collected through questionnaire to understand their experience and preference towards their loyal company. To make primary data collection more specific, secondary data will help to make it more useful. It helps to improve the understanding of the problem. Secondary data was collected from various sources such as different business websites and published papers. For the analysis purpose SPSS demo version was used.

STATISTICAL ANALYSIS OF DATA:

DEMOGRAPHICS:

Variables	Measuring group	Frequency	Percentage
Age	<25	50	50
	25-35	36	35.7
	>35	14	14.3
	TOTAL	100	100
Gender	MALE	40	40
	FEMALE	60	60
	TOTAL	100	100

Source: Own calculations

The above chart 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 100 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 have highest respondents who have been doing online shopping are less than 25 years and almost all of them belong 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 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 unavailable international products online, which made them easy and time efficient.

PREFERRED ONLINE SITE BY RESPONDENT:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FLIPKART	40	40.0	40.0	40.0
	AMAZON	40	40.0	40.0	80.0
	SNAPDEAL	10	10.0	10.0	90.0
	OTHERS	10	10.0	10.0	100.0
	TOTAL	100	100.0	100.0	

Sources: own calculation

Interpretation: From above table we can interpret that both Amazon and Flipkart were chosen by 80% of people equally. And rest of the e-commerce players such as Snapdeal (10%) and others (10%) are too low in the competition to reach the target of both Amazon and Flipkart.

RESPONDENT PAYMENT METHOD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DEBIT CARD	30	30.0	30.0	30.0
	CREDIT CARD	10	10.0	10.0	40.0
	CASH ON DELIVERY	60	60.0	60.0	100.0
	TOTAL	100	100.0	100.0	

Sources: Own calculation

E-commerce players have to gain confidence in providing security to customers' sensitive data. When respondents are questioned with payment method they will use while doing online shopping, most of the respondents choose cash on delivery method which is of 60%. We can analyze that cash on delivery is simple and perfect way to customer to proceed.

RESPONDENT IS MORE SATISFIED WITH WHICH SITE PRICING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FLIPKART	35	35.0	35.0	35.0
	AMAZON	40	40.0	40.0	75.0
	SNAPDEAL	15	15.0	15.0	90.0
	OTHERS	10	10.0	10.0	100.0
	TOTAL	100	100.0	100.0	

Sources: Own calculation

Price, the most important aspect while purchasing. When an e-commerce site can offer what we need with reasonable price, then everyone will go after that site only. From above table people are mostly impressed with Amazon and Flipkart with slight change.

RESPONDENTS OPINION ON FLIPKART AND AMAZON CUSTOMER CARE:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY AGREE	20	20.0	20.0	20.0
	AGREE	45	45.0	45.0	65.0
	NEITHER AGREE NOR DISAGREE	15	15.0	15.0	80.0
	DISAGREE	12	12.0	12.0	92.0
	STRONGLY DISAGREE	8	8.0	8.0	100.0
	TOTAL	100	100.0	100.0	

Sources : own calculation

Respondents will choose e-commerce sites when they are fully satisfied with their complete services. After purchase also, company have to take responsible for customer's requirement. Flipkart made its mark in customer's heart. Respondents (45 %) of them are happy with the Flipkart customer support. This is actually a better result to Flipkart, because people are positive towards it. Amazon proved once again, that it will be always one step ahead from the rest of the players in the market. Most of Amazon customers (31%) are very happy and strongly agree with customer support of Amazon, which made Amazon unbeatable winner ahead. From previous tables we understood customers fear damage to the product and quality of products is major issues to be considered. These barriers were not there in Amazon because of its brand collaborations, and its amazing packing grabbed customer's attention and made people loyal to it.

RANK OF BOTH THE E-RETAILERS ACCORDING TO RESPONDENTS OPINION ON CUSTOMER CARE (FRIEDMAN'S TEST): The Friedman test is the non-parametric alternative to the one-way ANOVA with repeated measures. It is used to test for differences between groups when the dependent variable being measured is ordinal. It can also be used for continuous data that has violated the assumptions necessary to run the one-way ANOVA with repeated measures. When you choose to analyze your data using a Friedman test, part of the process involves checking to make sure that the data you want to analyze can be analyzed using a Friedman test.

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
RESPONDENTS OPINION ON FLIPKART CUSTOMER CARE	100	2.4300	1.17426	1.00	5.00
RESPONDENTS OPINION ON AMAZON CUSTOMER CARE	100	2.2100	1.12182	1.00	5.00

Sources : Own calculation

Ranks

N=100	Mean Rank
RESPONDENTS OPINION ON FLIPKART CUSTOMER CARE	1.54
RESPONDENTS OPINION ON AMAZON CUSTOMER CARE	1.46

Test Statistics

N	100
Chi-Square	.941
df	1
Asymp. Sig.	.332

Friedman Test

Source: Own calculation

Test Statistics

N	100
Kendall's W	.009
Chi-Square	.941
Df	1
Asymp. Sig.	.332

Kendall's Coefficient of Concordance

From above table, it can be seen that the e-consumers tended to rank Flipkart more than the Amazon. The Friedman test, which evaluated differences in medians between the e-retailers concerns, is insignificant χ^2 (1, N = 100) = 0.941, p > 0.05. Kendall's W is 0.009, indicating no strong differences between the e-retailer rankings. Female respondents are showing more interest to do online shopping than male respondents. Customers prefer quality products from e-commerce sites, even it is bit expensive. Flipkart is trying very hard to reach the top position, but Amazon India is giving very tough competition. Amazon is leading in every aspect of survey such as price, preferred etc. Undoubtedly Flipkart and Amazon made their impact on customers very strongly and captured loyal customers. Every age group of people are interested in offers, if they are in need or not, they want to purchase. **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 apparel, 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. 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.

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 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 consumers is appreciable. They increased their network as much as possible with aim of reaching more customers. They made consumers work easier and more comfortable. In this competitive market one must be led 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 they are doing very well in Indian e-commerce market.

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