

A Comparative Study on Customer Satisfaction Between Amazon and Flipkart with Special Reference to Kovilpatti

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Abstract: *A comparative study between Amazon & flipkart has the primary goal to comprehend the work process utilized in Amazon & flipkart and strength, shortcoming, opportunity and dangers of the E-trade locales and figure influencing their conduct picking between them. An expressive measurements strategy has been embraced for this investigation by utilizing essential information by organized poll and auxiliary information assortment from different sources like different business sites and paper articles. The conclusion shows that Amazon is providing more satisfaction to most of the customers in comparison to flipkart.*

Keywords: Flipkart, Amazon, E-Shopping, Online Shopping, Customer Perception

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