

# 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

## I. INTRODUCTION

### FLIPKART:

Flipkart is an e-commerce company founded in 2007 and graduated from the Delhi Indian Institute of Technology, both by Mr Sachin Bansal and Bunny Bansal. Even before they both worked for Amazon. Flipkart's Bangalore, Karnataka headquarters. It is registered and processed in Singapore by a Singapore-based company. Earlier Flipkart was named

"DigiFlip," but later on it shipped its own medical and household appliance to "Citron" brand. During the period Flipkart extending his services from books to different items like electronic, merchandise, climate control system, air cooler, writing material provider, and digital book.

### AMAZON:

Amazon.com, founded by Jeff Bezos in 1994, is an American electronic commerce company based in Seattle. On July 5, 1994, Jeff Bezos renamed the company "Cadabra," and the site went live as amazon.com in 1995. Due to the fact that Cadabra.com sounded suspiciously like cadaver, Bezos changed the name to amazon.com. Furthermore, a name that began with the letter "A" was considered special. It is the United States' largest online association. Amazon.com began as an online book store, but over time expanded to include DVDs, VHSs, CDs, video and MP3 downloads/continuous, software, PC games, electronic apparel, furniture, food, toys, and accessories.

## II. LITERATURE REVIEW

"Web-based company in India-a study," Abhijit Mitra, global diary of ads, financial administrations, and board analysis, 2013. It is reasoned that web-based business has breached geological barriers, and that the unrest trade in India will increase dramatically in the next five years.

D.k. Gangeshwar, "Internet business or web advertising: a business survey from the Indian environment," in International Journal of U-and E-Administration, Research, and Innovation, vol. Inferred that web-based business has a bright future in India, despite the fact that security, privacy, and reliance on innovation are some of the drawbacks of web-based business, the internet business has a bright future.

**III. RESEARCH METHODOLOGY**

**OBJECTIVE**

- To comprehend and gauge the customer insight and variables influencing their conduct for picking online business locales.
- To get strategies and techniques that're utilized by internet business players to get the clients in India.
- To know how shoppers are assessing online business locales for their buys

**DATA COLLECTION**

The objective for all information assortment is to catch quality proof that at that point means rich information investigation and permits the structure of a persuading and dependable response to questions that have been presented.

**PRIMARY DATA**

Basic information from different people was collected and their evaluation and information was used to explain the specific reasons behind the assessment. The evaluation was carried out. Basically, the applications submitted were specifically designed to motivate the data for study. The data were collected by means of a verbal inquiry to understand their experience and their tendency towards a reliable partnership.

**SECONDARY DATA**

To make essential information assortment more explicit, optional information will assist with making it more valuable. It assists with improving the comprehension of the issue. Auxiliary information was gathered from different sources like distinctive business sites and distributed papers.

**LIMITATION**

- There was such a lot of private information of organizations that are not uncovered.
- Overview was limited to specific age bunch since respondents willing to fill are under studies.
- Examination was done dependent on sincere belief of respondents exclusively, not from any center gatherings or specialists.

**IV. DATA ANALYSIS**

For the investigation reason spss was utilized. Factor investigation was performed to decide the relationship between the factors and profoundly associated factors are joined and addressed by a factor. This is to guarantee information decrease, rather than a few factors they are addressed by barely any main considerations. Relapse investigation, to recognize the effect of the elements distinguished in factor examination (free factors) on consumer loyalty (subordinate variable)

How Often Respondent Shop Online

	Frequency	Percent	Valid percent	Cumulative percent
Once in month	21	30.0	30.0	30.0
Once in two month	11	15.7	15.7	45.7
More frequency	17	24.3	24.3	70.0
Very rare	21	30.0	30.0	100.0
Total	70	100.0	100	

How often respondent shop online

Interpretation: From the above table we can decipher that how regularly respondents are getting along shopping on the web. It became propensity for picking internet shopping rather than physical shopping. Here 30% of respondents are ordinary to such an extent that they do shop online in any event once in month. That opens more approaches to internet business individuals to prevail in market.

Favoured Online Site By Respondent

	Frequency	Percent	Valid percent	Cumulative percent
Flipkart	29	41.4	41.4	41.4
Amazon	28	41.4	41.4	82.9
Snapdeal	6	8.6	8.6	93.4
Paytm	4	5.3	4.3	92.7
Others	3	5.3	4.3	92.7
Total	70	100.0	100.0	100.0

**Respondent online site preference**

Interpretation: We can decipher from the above table that 82,9% of the people selected were similar both Amazon and Flipkart. Also, other internet operators, for instance, are too low in the opposition to achieve Amazon and Flipkart targets, for example snapdeal (8.6%) and paytm (4.3%). In contrast to its competitors, paytm offers colossal limitations

**Respondents Opinion On Amazon Customer Care**

	Frequency	Percent	Valid percent	Cumulative percent
Valid Strongly agree	21	30.0	30.0	30.0
Agree	25	35.7	35.7	65.7
Neither agree nor disagree	14	20.0	20.0	85.7
Disagree	6	8.6	8.6	94.3
Strongly disagree	4	5.7	5.7	100.0
Total	70	100.0	100.0	

**Respondent opinion on Amazon customer care**

Interpretation: From past tables we comprehended clients are frightened of harm of the item and nature of items are significant issues to be thought of. These obstructions were not there in Amazon in light of its image coordinated efforts and its astonishing pressing caught client's eye and made individuals faithful to it.

**V. CONCLUSION**

The examination included almost all streams of major online companies in India, Flipkart & Amazon. It has been clarified how they work and how they run totally in the serious world. The inventive way in which they reach ever more customers is evident. However, with the extreme point of reaching a growing number of clients, they expanded their organisation as reasonably expected. They made it easier and pleasant for shoppers to work. One has to lead and rest in this serious market. We have our reasonable champion and it is Amazon in view of the review by shopper. Despite its global nature, it has largely understood Indians and has strengthened its foundations in India. Flipkart also gives intensive rivalry to Amazon, although it is in contrast to Amazon as a new organisation. It may require certain investments to survive, but in Indian internet business, they certainly do a very good job

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