



A Comparative Study on Online Shopping with Special Reference to Flipkart and Amazon

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ABSTRACT:

E-commerce is trading of service and products with the help of internet. It introduced new possibilities in trading and attracted attention of traders. E-commerce offers products and services through websites, a customer simply has to visit an ecommerce website and browse various offering through browser catalog, a customer can select multiple offerings and can add them to the shopping cart, once the shopping is done the customer can checkout and proceed to payment section where various online payment options are available like internet banking, credit card, debit card etc. An attempt has been made to critically examine the comparison of customer satisfaction of two big e-tailers and those are Flipkart and Amazon. Both these big players made their own mark in India.

INTRODUCTION:

The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. Now a day the internet holds the attention of retail market. Millions and millions of people shop online. On the other hand the purchasing of product from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of product just after the payment for the product. In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction.

Some go for the offline shopping, some for online and many go for both kind of shopping. The focus of the study is on the consumer choice to shop on internet and at the traditional stores at the information gaining period.

REVIEW OF LITERATURE:

Burt and Sparks (2012) check the interaction between retail processes and e-commerce. The study finds that with the benefits of internet and inclusion of cost reductions methods in operations, one can enhance its competitive position in process, structure and relationship terms. The paper also discusses the benefits of e-commerce and the uncertainty of the future e-commerce industry. The paper concludes by suggesting that new business models and formats should be developed for retailers and e-commerce to improve the activities of all sorts.

Pilar Puertas Molero (2019), Emotional Intelligence (EI) has become a key factor in educational environments, which facilitates and contributes to the mental well-being of teachers, and therefore, favours the teaching and learning process. However, education professionals are under constant stress. This stress is caused by a large number of social interactions, the new skills to be acquired, and the workload, developing in many situations the Burnout Syndrome.

OBJECTIVES:

1. To know the socio-economic factor.
2. To know the difficulties faced by the consumer.
3. To know customer level of satisfaction.
4. To research which site is much convenient for the users.
5. To know the buying pattern of the customer

SCOPE OF THE STUDY:

The present study has been confined to study on consumer buying behaviour towards purchasing used products. The study has been covered only from the customer of Coimbatorecity. The scope of the study limits to know factors influencing customer satisfaction, their eagernessto buy used products, their preference towards online shopping of used goods.

STATEMENT OF THE PROBLEM:

We face many millions of problems when we enter into the whole world of the online shopping. Amazon and Flipkart are the online shopping application site that nowadays reachedto millions of people everywhere.

LIMITATION OF THE STUDY:

1. The number of respondents is very less to access their satisfaction and perception towards Flipkart and Amazon.
2. Since the number of respondents is restricted to 125 in Peelamedu, generalizationcannot be done for the whole users of Flipkart and Amazon.

METHODOLOGY OF THE STUDY:

The data for the purpose of the present study have been collected through,

1. Primary data
2. Secondary data

PRIMARY DATA

Primary data has been collected through structured questionnaire.

SECONDARY DATA

The sources of secondary data include published data such as data from books, journals, periodicals, brochures, reports etc.

SAMPLE DESIGN & SIZE:

A sample of 125 respondents was chosen, using random sampling technique.

TOOLS USED FOR THE STUDY:

The data obtained were analyzed by the following tools,

1. Simple Percentage Analysis
2. Weighted Average Analysis
3. Rank Analysis

SIMPLE PERCENTAGE ANALYSIS :

TABLE 1
AGE OF THE RESPONDENTS

S.NO.	AGE IN YEARS	RESPONDENTS	PERCENTAGE
1	BELOW-25	55	44%
2	25—35	53	42.4%
3	ABOVE-40	15	12%
TOTAL		125	100

SOURCE: Questionnaire

INTERPRETATION

The above table reveals the age of respondents. It is clear that 44% of them are below-25years, 42.4% them are between 25-35 years, and 12% of them are above-40 years.

WEIGHTED AVERAGE ANALYSIS

TABLE 2
MOTIVES YOU TO BUY ONLINE SHOPPING

FEATURES	RESPONDENT S	TOTA L	PERCENTAGE
CONTACTLESS	21	125	16.8%
SAVES TIME	41	125	32.8%
DOORSTEP DELIVERY	40	125	32%
PAYMENT OPTIONS	23	125	18.4%

SOURCE: Questionnaire INTERPRETATION

The above table justifies, what motives to buy online shopping of the respondents. The highest mean percentage rises to % for saves time.

AVERAGE RANKING ANALYSIS

TABLE 3
AFFECTING BEHAVIOUR OF FLIPKART AND AMAZON SHOPPING

PREFERENCE	2 (5)	4 (4)	6 (3)	8 (2)	10 (1)	TOTAL	RANK
DELAY IN RETURN OF MONEY	21	19	34	33	18	125	V
	21	38	102	132	90	383	
DAMAGE OF GOODS	7	23	61	24	10	125	I
	7	46	183	96	50	382	
LESS QUALITY	10	28	45	22	10	125	III
	10	56	135	88	50	339	
PAYMENT	4	23	55	24	19	125	II
	4	46	165	96	95	406	
DELAY IN DELIVERY	12	23	54	29	7	125	IV
	12	46	162	116	35	371	

SOURCE: Questionnaire

INTERPRETATION

From the above table it is found that 1st rank goes to Damage of goods, 2nd Payment, 3rd rank goes Less quality, 4th rank goes to Delay on delivery, and 5th rank goes to Delay in return of money.

AVERAGE RANKING ANALYSIS

The average rank analysis is performed in the study to identify the priority of the different category of customers on various aspects considered for the study. Under this method the respondents are asked to rank the choices. This method is easier and faster. In this study the respondents are asked to rank the features of mobile banking from 1,2,3,4, and 5. It does not matter which way the items are ranked, item number one may be the largest or it may be the smallest. The scores of each expectation of 125 respondents were totalled and the total score has been arrived. Final ranking has been based on the total score and their ranks are given in the following table.

FINDINGS :

- Majority 44% of the respondents are Below-25
- It is concluded from the analysis that the majority of the respondents are motives to buy online shopping is to saves time.

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- It can be interpreted that most of the respondents are affected by damage of goods.

SUGGESTIONS :

- 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 product 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 be 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 innovative thinking of them to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers. They made consumers work easier and more comfortable. In this competitive market one has to be lead 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.

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