



A Comparative Study on Ethnic Dresses in Amazon and Flipkart

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ABSTRACT

E-commerce has gained a lot of popularity in recent years. It has increased the shopping experience for the customers as people have a wide range of options to choose from according to their needs and preferences in the comfort of their home. Internet become more powerful and basic tool for every person's need and the way people work. Two such popular and preferred online retail companies are amazon and Flipkart. This examination is basically analyses the coordination's investigation, promoting system and publicizing organization utilized between these E-business site at worldwide and corporate level. An expressive measurements strategy has been embraced for this investigation by utilizing essential information from different sources like different business sites and paper articles. The consultation shows that flipkart is providing more satisfaction to most of the customers in comparison to amazon.

Keywords: flipkart, Amazon, E-shopping, online shopping, ethnic dresses.

1. INTRODUCTION

- Amazon is an American multinational technology company. It is an e-commerce platform based in Seattle, Washington, founded by Jeff Bezos on July 5, 1994. Amazon is among the big five companies in the U.S. information technology industry. The company initially started as an online bookselling company, but eventually, it has drastically expanded and now sells electronics, software, video games, apparel, furniture, food, toys, jewelry, and many more.
- Flipkart is a Singaporean e-commerce company. It was founded in the year 2007 by Sachin Bansal and Bunny Bansal. The headquarters of the company is located in Bangalore, Karnataka. Initially, the company started as an online bookselling company but later on ventured into selling several other products such as electronics, apparel, home essential, groceries, and life.
- Ethnic wear online for women sets the style of Indian woman. You will find a variety of sarees, Indian designer suits, lehenga cholis, cotton and party wear suits and DESINER KURTIS. These designs define tradition of every women. These dresses have managed to create a style for itself in the market. You do not to resist from selecting the dresses of your choice.

II. REVIEW OF LITERATURE

- **Dr.K.Kumar2019** : E-commerce is trading of services 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. A comparative study of Customer satisfaction between Amazon and Flipkart delivers the information about the factors that impacts customer satisfaction to succeed in e-commerce market. This paper is an attempt to analyze customer satisfaction level of Amazon and Flipkart.
- **Nandini Balasubramanian1 2017**: E-commerce is anything that involves an online transaction. E-commerce (electronic commerce or EC) is the buying and selling of goods and services on the Internet, especially the World Wide Web. By integrating various online information management tools using Internet, various innovative companies have set up systems for taking customer orders, facilitate making of payments, customer service, collection of marketing data, and online feedback respectively. 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. A comparative study of Customer satisfaction between Amazon and Flipkart delivers the information about the factors that impacts customer satisfaction to succeed in e-commerce market. This paper is an attempt to analyze customer satisfaction level of Amazon and Flipkart.

The primary data was collected. 179 samples are collected through a structured questionnaire. Data were analyzed through simple statistical methods like percentage. The major findings of the study is that majority of the customers are satisfied with Amazon.

- **Goyal (2015):** studies about the perception of Indian customers towards online shopping. The study focuses on discovering the factors that induce online sales and identify the loopholes in it. Furthermore, the study also aims to find out the most and the least popular categories of products that are purchased online. The paper finds out that online shopping is growing rapidly, yet there are many cases where people find the deals online but prefer purchasing offline. The researcher also states there exist a reverse trend as well where people touch and feel the product offline but purchase it online.

III. STATEMENT OF THE PROBLEM

Today's business world is highly competitive. Every firm is in the race to win more and more customers. It seems like every business organization is in like a virtual war with one another where one organization attacks another with their strategies and the other defends itself. This comparison is also evident in the e-commerce industry as well, which is the fastest growing industry across the globe. E-commerce is that sphere where almost every other organization is trying to blend itself up to in order to meet the competitive scenario. This study is thereby an attempt to study the competitive scenario between the two giant e-commerce firms in India viz. Amazon India and Flipkart adopt in order to retain their respective market positions and thereby attain more customer base.

IV. OBJECTIVES OF THE STUDY:

- To understand and estimate the consumer perception and factors affecting their behavior for choosing e-commerce sites.
- To know how consumer are evaluating E-commerce sites for their purchases.
- To study the quality of services offered by the flipkart and amazon online shopping website.
- To study the availability of dresses in the website.

V. RESEARCH METHODOLOGY

The research has been conducted in order to Analyze comparison between amazon and Flipkart. For this purpose, the questionnaires were also chosen because most of the students are in the age group of 18-28, who is said to be primary users of Flipkart and amazon.

Sampling techniques:

The methodology adopted for collecting data and interpretation of data is presented below.

Techniques of data collection:

For the purpose of collecting primary data from customers relating to the selected area questionnaire have been designed and supplied to the respondents. To have a clear first-hand information about the opinion on the server rendered the researcher has made a number of visits to the selected areas.

Sample size:

The size of sample is 100. It was decided arbitrarily.

Source of data:

- o Primary data
- o Secondary data

Primary data

Primary data was collected from various people and their opinion and information for the specific purposes of study helped to run the analysis. The data was collected through questionnaire to understand their experience and preference towards their loyal company. **secondary data**

Secondary data were collected for the study from magazines, newspapers and websites

VI. LIMITATIONS OF THE STUDY

- The sample size is 100 of the respondents.
- The research was conducted within a limited period three months

- The sample size is limited to 100 respondents so the result may not be accurate since the ➤ Response of entire population is not taken into consideration.
- Survey was restricted to particular age group because respondents willing to fill are college students.
- Analysis was done based upon personal opinion of respondents individually, not from any focus groups or experts.

VII. ANALYSIS & INTERPRETATION

INTRODUCTION

The chapter is divided into two parts into first part the percentage analysis was carried out the sample respondents. The second part deals with the ranking scores for each category of the respondent are provided to obtain the level of satisfaction towards various factors over the study.

ANALYSIS

After the data have been collected, the researcher turns to the task of analyzing them. The analysis of the data requires a number of closely related operations such as establishment of categories, the application of these categories to raw data through coding, tabulation and then drawing statistical inferences.

Analysis work after tabulation is generally based on the computation of various percentage, coefficient etc.

INTERPRETATION

Interpretation refers to the task of drawing inferences from the collected facts after an analytical and / or experimental study. The task of interpretation has two major aspects.

1. The effort to establish continuity in research through linking the results of a given study with those of another.
2. Establishment of some explanatory concepts.

Interpretation is the device through which the factors that seem to explain what has been observed by researcher in the course of the study can be better understood and it also provides a theoretical conception which can serve as a guide for further researches.

FROM WHERE DID YOU HEAR ABOUT ONLINE SHOPPING WEBSITE

Table – 1

S.NO	HEAR ABOUT ONLINE SHOPPING	NUMBER OF THE RESPONDENTS	PERSENTAGE
1	TELEVISION	20	20%
2	FRIENDS	48	48%
3	FAMILY MEMBERS	12	12%
4	OTHERS	20	20%
	TOTAL	100	100%

INTERPRETATION

From the 100 respondents 20% respondents selected television, 48% respondents selected friends, 12% respondents selected family members, 20% respondents selected others.

MAJORITY OF THE RESPONDENTS CHOSEN FRIENDS OPTION (48%)



WHAT MODE OF PAYMENT DO YOU PREFER FOR ONLINE SHOPPING

TABLE – 2

S.NO	MODEOF PAYMENT	NUMBER OF RESPONDENTS	PRESENTAGE
1	CASH ON DELIVERY	70	70%
2	DEBIT CARD	11	11%
3	CREDIT CARD	7	7%
4	NET BANKING	12	12%
5	OTHERS	0	0%
	TOTAL	100	100%

INTERPRETATION

From the 100 respondents 70% respondents chosen cash on delivery and 11% respondents have chosen debit card and 7% respondents have chosen credit card and 12% respondents have chosen net banking.

MAJORITY OF THE RESPONDENTS CHOSEN CASH ON DELIVERY (70%)**DOSE PROMOTIONAL ACTIVITIES IMPACT YOUR PURCHASING DECISION**

Table – 3

S.NO	DECISION	NUMBER OF RESPONDENTS	PERSENTAGE
1	STRONGLY AGREE	27	27%
2	AGREE	20	20%
3	NEUTRAL	28	28%
4	DISAGGREE	12	12%
5	STRONGLY DISAGREE	13	13%
	TOTAL	100	100%

INTERPRETATION

From the 100 respondents 27% respondents chosen strongly agree and 20% respondents chosen agree and 28% respondents chosen neutral 12% respondents chosen disagree and 13% respondents chosen strongly disagree.

MAJORITY OF THE RESPONDENTS CHOSEN NEUTRAL (28%)**WHICH E-COMMERCE WEBSITE GIVES MORE DISCOUNT AND OFFERS**

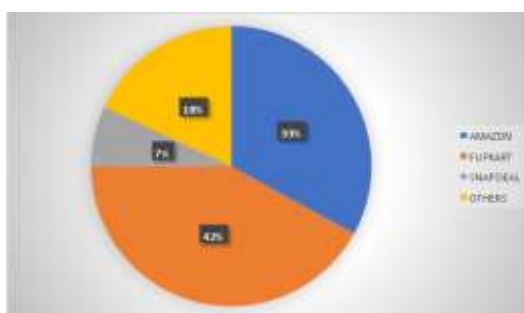
Table – 4

S.NO	OPTION	NUMBER OF RESPONDENTS	PERSENTAGE
1	AMAZON	33	33%
2	FLIPKART	42	42%
3	SNAP DEAL	7	7%
4	OTHERS	18	18%
	TOTAL	100	100%

INTERPRETATION

From the 100 respondents 42% respondents chosen flipkart and 33% respondents chosen amazon and 7% respondents snap deal and 18% of the respondents chosen others.

MAJORITY OF THE RESPONDENTS CHOSEN FLIPKART (42%)



VIII. SUGGESTION

Based on the above major findings of the study the following suggestion are offered for greater level of satisfaction. In respect of the customer.

FLIPKART

- Modification in television advertisement has to be done to make the advertisement more effective.
- Attractive offers along with the products can be increased in order to overcome the competition.
- Price should be reduced.

AMAZON

- Have to solve the problems faced while shopping and make it easier to shop.
- Modification in television advertisement has to be done to make the advertisement more effective

IX. 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 innovation thinking of them to reach more and more consumers is appreciable. They increase their network as much as possible with ultimate aim of reaching more and more customers. They made consumer work easier and more comfortable. In the 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 completion to amazon even though it is new company when compared to amazon maybe it takes some time to overcome. But definitely they are doing very well in Indian e-commerce market.