



COMPARATIVE STUDY BETWEEN FLIPKART AND AMAZON IN COIMBATORE CITY

ARUN E¹, Ms.S.J.SNEHA²

REGISTER No: 212AK0838

² M.Com Assistant Professor

Sri Krishna adthiya college of arts and science

CHAPTER 1

INTRODUCTION AND DESIGN OF THE STUDY

Online shopping is a form of electronic commerce which allows customer to buy goods or services from a seller over the internet using a web browser or a moile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine which displays the same product's availability and pricing t different e-retailors as of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops ,tablet computers and smartphones .online customers must have access to the internet and a valid method of payment in order to complete a transactions such as credit card, An interact-enabled debit card, or a service up such as PayPal. For a physical products (paperback books or clothes),the e-trailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-trailer usually sends the files to the customers over the internet.

1.2 RESEARCH METHODOLOGY:

Research methodology is the specific procedures or techniques used to identify. Select and analyze information about the research methodology is a systematic way to solve the research problem.

1.2.1 SOURCES OF DATA

- A) Primary data.
- B) Secondary data

1.2.3 AREA OF STUDY:

The study was conducted in Coimbatore city. This was taken from the customers at amazon and flipkart Coimbatore city.

1.2.4 TOOLS USED FOR ANALYSIS:

Following tool is used in the study

- **Simple Percentage analysis.**

SIMPLE Percentage = (Total number of respondents /Total number of samplings) × 100

- **WEIGHTED AVERAGE METHOD**

Weighted average = (Total rank/No. of. Respondents) × 100

- **Rank analysis**

1.3 STATEMENT OF PROBLEM

Today's business world in highly competitive. Every firm 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 stragies and the other defends itself. This war is also evident in the e-commerce industry as well, which is the fastest growing industry across the globe.

1.4 OBJECTIVES OF THE STUDY

- To analysis the satisfaction level of customers
- To know buying buying pattern of customers

1.5 SCOPE OF THE STUDY

The present study has been confined to study on consumer buying behaviour towards amazon and flipkart. The study has been covered only from the customers of Coimbatore city. The focus is on online shopping customers.

1.6 NEED OF THE STUDY

It is necessary to study on this concept to understand how people are aware and fine in using the online shopping gateway. It is necessary to understand the significance, preference of online transactions. The study particularly will be based on how it works, why it is significant and final analysis of the primary data collected.

1.7 LIMITATIONS OF THE STUDY

- The area of study is confined to Coimbatore city.
- The survey sample is limited to 150 respondents only
- Analysis was done based upon personal opinion of respondents individually, not from any focus groups or experts
- Customer response may vary from one to another.

1.8 CHAPTER SCHEME

CHAPTER-1	Introduction, Company profile, Research methodology, Statement of problem, Objectives, Scope, Need, Limitations of study
CHAPTER-2	Review of literature
CHAPTER-3	Theoretical approach of the study
CHAPTER-4	Data analysis and interpretation
CHAPTER-5	Findings, suggestions and conclusions

CHAPTER -2

REVIEW OF LITERATURE

2.1 RELATED LITERATURE REVIEWS:

- ✓ **Abhijitmitra (2012):** "e-commerce in India-a review, international journal of marketing, financial services & management research. Concluded that the e commerce has broken the geographical limitations and it is a revolution-commerce will improve tremendously in next five years in India.
- ✓ **Francis (2012):** Internet became powerful and basic tool for every persons need and the way people work by integrating various online information management tools using internet.
- ✓ **ABHIJIT MITRA (2013):** "E-commerce in India-a review" , international journal of marketing financial services & management research. Concluded that the e-commerce has broken the geographical limitations and it is a revolution-commerce will improve tremendously in next five years in India.
- ✓ **D.K.GANGESHWAR (2013):** "e-commerce or internet marketing: a business review from Indian context" , International journal of u- and e- services, 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 but still there is a bright future to e-commerce.

CHAPTER – 3

OVERVIEW OF THE STUDY

3.1 INTRODUCTION TO ONLINE SHOPPING:

Online shopping is a form of [electronic commerce](#) which allows consumers to directly buy [goods](#) or [services](#) from a seller over the [Internet](#) using a [web browser](#) or a [mobile app](#). Consumers find a product of interest by visiting the [website](#) of the retailer directly or by searching among alternative vendors using a [shopping search engine](#), which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including [desktop computers](#), [laptops](#), [tablet computers](#) and [smartphones](#).

Amazon:



Amazon.com founded by Jeff Bezos in 1994, is an American electronic commerce company with headquarters in Seattle, Washington. Jeff Bezos incorporated the company as “CADABRA” on July 5, 1994 and the site went online as Amazon.com in 1995. Bezos changed the Cadabra.com to amazon.com because it sounded too much like cadaver. Additionally, a name beginning with “A” was preferential due to the probability it would occur at the top of any list that was alphabetized. It is the largest internet based company in the United States. Amazon has separate retail websites for United States, United Kingdom & Ireland, France, Canada, Germany, Netherland, Italy, Spain, Australia, Brazil, Japan, China, Mexico, with sites for Sri Lanka and South East Asian countries coming soon. Amazon also offers international shipping to certain other countries for some of its product. In the year 2011, it had professed an intention to launch its websites in Poland and Sweden. In the early June 2013, Amazon.com had launched their Amazon India marketplace without any marketing campaign. In July 2013, Amazon had announced to invest \$2 billion (RS.12000 Crores) in India to expand business, after its largest Indian rival Flipkart too had announced to invest \$1 Billion. Amazon delivered a record performance in 2020 with annual revenue up 38% to \$386 billion, a yearly increase of over \$100 billion. Amazon is the second-largest U.S. retailer behind Walmart, which has not reported its financial performance for 2020.

FLIPKART:



It is an E-commerce company founded in the year 2007, by Mr. Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of technology, Delhi. They had been working for Amazon.com previously. It operates exclusively in India, where it is headquartered in Bangalore, Karnataka. It is registered in Singapore and owned by a Singapore based holding company. Flipkart has launched its own products under the name “Digiflip”, Flipkart also recently launched its own range of personal healthcare and home appliances under the brand “Citron”. Legally, Flipkart is not an Indian company since it is registered in Singapore and majority of its shareholders are foreigners. Because foreign companies are not allowed to do multi-branded e-retailing in India, Flipkart sells goods in India through a company called WS Retail. Other third-party sellers or companies can also sell goods through the Flipkart platform. Flipkart now employs more than 15000 people. Flipkart allows payment methods such as cash on delivery, Credit or Debit card transactions, net banking, e-gift voucher and card swipe on delivery.

CHAPTER IV

ANALYSIS AND INTERPRETATION OF DATA

Data analysis involves examining, purifying, reshaping, and modeling data to uncover valuable insights, draw conclusions, and facilitate decision-making. It encompasses the transformation of raw data into actionable information that aids users in making informed decisions. This process entails gathering and scrutinizing data to address inquiries, validate hypotheses, or refute theories.

Data interpretation involves employing various analytical techniques to examine data and derive meaningful conclusions. This process enables researchers to categorize, manipulate, and condense information effectively, facilitating the resolution of essential inquiries.

The significance of accurate data interpretation is evident, particularly due to data often originating from various sources and entering the analysis process in disordered forms. Moreover, data analysis tends to be highly subjective, with interpretation goals varying across businesses and correlating with the data type. While processes vary based on data nature, the two primary categories are quantitative and qualitative analysis.

The following tools were used:

- Percentage Analysis
- Rank Analysis

- Weighted Average Score Method

Table No.4.1.1

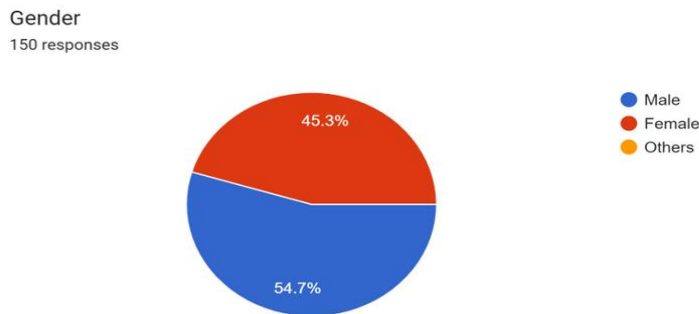
Table showing Gender of Respondents

Gender	Frequency	Percentage
Male	82	54.7%
Female	68	45.3%
Total	150	100%

Source: Primary data

Interpretation:

The data illustrates the distribution of genders within a given population. Of the total respondents, 54.7% are male, while 45.3% are female. This suggests a relatively balanced representation of genders in the sample population

Chart No.4.1.1**Chart showing Gender of Respondents****Table no. 4.2.1****Table showing how much you rate the last purchase in e-commerce websites**

prefer	5	4	3	2	1	Total	Rank
Amazon	97	31	12	4	6	659	1
Flipkart	42	51	35	13	9	554	3
Ajio	32	25	56	26	11	491	5
Meesho	60	33	26	26	5	567	2
Myntra	64	31	15	18	22	547	4

Interpretation:

The respondents ranked Amazon as 1 based on their satisfaction level followed by meesho as 2, flipkart as 3, myntra as 4, and Ajio as 5.

Table no 4.3.1**Table showing factors influencing you while purchasing through online sites?**

Prefer	Very satisfied (4)	Satisfied (3)	Neutral (2)	Dis satisfied (1)	Total	Weighted Average score	Rank
Quality	91	40	17	2	520	3.46	1
Price	45	57	37	11	436	2.90	4
Image	55	55	28	12	453	3.02	2
Packaging	55	50	35	10	450	3.00	3
Delivery	45	43	44	18	415	2.76	5

Interpretation:

The respondent feels that they are very satisfied with quality among the factors influencing you while purchasing through online sites followed by price, image, packaging and delivery.

CHAPTER-5

FINDINGS & SUGGESTIONS

5.1 FINDINGS OF THE STUDY:

From the analysis and interpretation made in previous chapters of the study, it has Specified the following major findings.

Percentage analysis:

- Most of the 66.7% of the respondents are belongs to the age group between of 19-25 Years.
- Most of 54.7%% of the respondents are belongs to Male respondents.
- Most of 34.67% of the respondents' response that online shopping site saves their time.
- Most of 50% of the respondents are agree that promotional activities impact Purchase decision through online shopping site.

5.2 SUGGESTION OF THE STUDY:

- The performance of Flipkart is not good enough as Amazon.
- There are so many cases where people felt that packing, delivery and products in Amazon might have been better than Flipkart online shopping site.
- In Flipkart, some of the products mostly apparel's are turning out with original cover of supplier, which shows negligence of them.

5.3 CONCLUSION:

Online shopping is a new technology that has been created along with the development of the Internet. The study consisted with the aspects in which customers of Flipkart and Amazon are satisfied and the comparison between the Customer satisfactions of both the sites. The innovative thinking of both online shopping sites 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. Although the customers are satisfied with online shopping they also face some problems like delay in delivery and receiving returned goods by others.

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