



A Comparative Study on Consumer Preference Towards Amazon and Flipkart

K. Sindhu Priya¹, Arutchelvan R G M²

¹Assistant Professor Sri Krishna Adithya College of arts & Science

²Sri Krishna Adithya College of arts & Science

Abstract:

This study explores consumer preferences between two major Indian e-commerce platforms: Amazon and Flipkart. With the rapid growth of online retail in India, understanding what drives consumer loyalty and satisfaction is essential. The study uses a structured questionnaire distributed among 200 respondents to evaluate factors such as pricing, product variety, user experience, delivery service, return policy, and brand perception. Statistical analysis reveals key insights into consumer behavior and their inclination toward either platform. The findings aim to assist marketers and strategists in shaping customer-centric online experiences.

Keywords: digital trade, electronic, interchange, e-commerce

Introduction

India's e-commerce market has seen unprecedented growth in the past decade, with Amazon and Flipkart dominating the sector. While both platforms offer similar services, consumer preferences vary significantly depending on product categories, service satisfaction, trust, and regional factors.

Objectives:

- ☐ To understand the factors influencing consumer choice between Amazon and Flipkart.
- ☐ To compare satisfaction levels across various parameters.
- ☐ To identify which platform holds a competitive edge in different areas.

Research Methodology:

Research Design:

Descriptive research using a quantitative survey method.

Sampling:

- **Sample size:** 200 respondents
- **Sampling method:** Stratified random sampling across metro and non-metro cities.

Data Collection:

- Primary data: Structured online questionnaire
- Secondary data: Company reports, journal articles, news sources

Tools Used:

- Likert scale (1-5) to gauge satisfaction
- SPSS for statistical analysis (mean, standard deviation, chi-square test)

Literature Review

- **Singh & Agarwal (2021)** highlighted delivery reliability as a significant driver for repeat purchases in Indian e-commerce.
- **Ramesh et al. (2020)** found that consumers aged 18–35 favored Amazon for electronics but Flipkart for apparel.
- **Verma (2019)** argued that customer support responsiveness is more consistent with Flipkart, leading to higher satisfaction scores in tier-2 cities.

This study builds on these insights with a comparative, data-driven approach.

Findings:

- **Brand Loyalty:** 40% of consumers consistently use Amazon; 30% prefer Flipkart; 30% are category-switchers.
- **Trust Factor:** Amazon is considered more reliable in delivery and product quality.
- **Price Sensitivity:** Flipkart has a stronger appeal during festive discounts.

Conclusion:

Amazon holds a marginal lead in terms of consumer preference, primarily driven by interface quality and brand trust. Flipkart remains a strong contender due to aggressive pricing and regional penetration. Consumers are becoming more pragmatic, often comparing both platforms before making a purchase. Recommendations:

For Amazon:

- Increase regional language support.
- Expand localized seller base.

For Flipkart:

- Improve delivery consistency in rural areas.
- Invest in UX and customer service automation.

Limitations:

- The study is limited to online consumers aged 18–45.
- Data is primarily collected from urban and semi-urban regions.
- Preference dynamics may evolve post-survey due to ongoing service improvements.

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