CUSTOMER EXPERIENCE SURVEY: A COMPARATIVE STUDY ON AMAZON AND FLIPKART ONLINE WEBSITES

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Abstract: *Internet has now become an essential part of every individual's needs and the way in which people work and has become an integral part of our lives. Integrating different online information management tools with the help of Internet, many innovative companies have created systems for taking orders, payment processing, customer service, marketing data collection, and online feedback. E-commerce, or Internet commerce, has made shopping online so much easier for everyone, with lots of different products and easy ways to buy. We've taken a look at the strategies of two major e-tailers (Flipkart and Amazon) and compared them to each other. We've looked at the challenges of e-commerce, their business models, how they finance themselves, how they make money, how they grow, and how they stay afloat. We've also looked at how shoppers shop online, what differentiates them, and what products they get. The two biggest e-commerce companies in India have both made a name for themselves, but who will be the big winner or who will be the leader? A comparison between Flipkart and Amazon.com shows the different strategies that can be used to succeed in the e-commerce space and the different opportunities that exist in India.*
keywords used are: e-commerce, e-tailer, online shopping, shopping experiences strategies.

Introduction

From last few years, online shopping has experienced a massive growth in Indian market that changes a more economic and convenient way of shopping. Online shopping is the process of buying goods or services from the sellers in the real time over the internet. Internet has transcribed our life from the transactional shopping era to modern or online shopping era. The online shopping makes shopping so comfortable and innovative for users. Online shopping provides consumers with more information and opportunities to compare with wide range of product, competitive pricing alone with convenience and smooth way of finding desired products online E-commerce offer more satisfaction to online shopping users who seek convenience way of shopping. Now days. Internet provides a new way to promote business and websites that are the essence of online business as it shows their product and services online to potential customers. Internet gathers all manufactures, customer and competitors in the one platform.

This study looks at how satisfied customers are with Amazon and Flipkart, two of the biggest players in India. It looks at the different factors that affect customer satisfaction, like product variety, affordability, payment methods, delivery time, and exchange process. Shopping online is a great way to save time and money, and you can do it from anywhere, anytime. Customer satisfaction is a measure of customer satisfaction, which refers to customer satisfaction at any stage of the purchasing process. In essence, online shoppers' experience is contingent upon the product or service offered by the store, as they are unable to experience it in-person. Therefore, it is not surprising that the information displayed on the website is highly relevant, not only when searching for a product or service but also when making a purchase.

Objectives

- To understand and estimate the consumer perception and factors affecting their behavior for choosing e-commerce sites.
- To know how consumers are evaluating sites for their purchases.
- To understand tactics and methods those are used by e-commerce players to grab the customers in India.

Statement of Problem

In India e-commerce evaluated like a giant with huge opportunity and success rate. There are so many big and small players in market. Are they really going to sustain in market for a long time and is there success rate for them. What are customers expecting from them and are they ready to fulfil their requirements. The study is to understand both parties' requirements and procedures.

Data Collection

The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed.

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. In essence, the questions asked were tailored to elicit the data that will help for study. The data was collected through questionnaire in form of google form to understand their experience and preference towards their loyal company.

Secondary Data

To make primary data collection more specific, secondary data will help to make it more useful. It helps to improve the understanding of the problem. Secondary data was collected from various sources such as different business websites and published papers, journals etc

Limitations of the Study

- There is very much confidential data
- The analysis has been done based on personal opinions of respondents individually and not focus groups or experts.

Literature Review

Samadi and Ali (2010) compared the perceived risk level between internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the internet shopping environment.

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 by **Abhijith miltra "E-commerce in India review" in 2013**

Miyazaki and Fernandez (2001) substantiated that the prior experience was found to affect the intention and behavior significantly and in a variety of ways. The results of this study imply that the technology acceptance model should be applied to electronic commerce research with caution. In order to develop a successful and profitable web shop, understanding customers' needs is essential. It has to be ensured that products are as cheap in a web shop as purchased from traditional channels. According to Sharma and Mittal (2009) in their study "prospects of e-commerce in India", mentions that India is showing tremendous growth in the e-commerce

Method of Data Analysis

For the analysis purpose SPSS version was used. Factor analysis was performed to determine the correlation between the variables and highly correlated variables are combined and represented by a factor. This is to ensure data reduction, instead of several variables they are represented by few major factors.
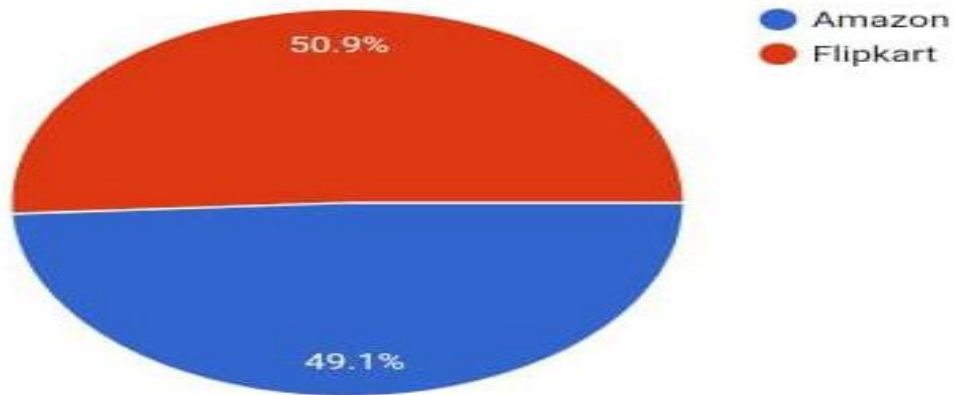
Sampling unit

Data has been collected from students and friends.

Research has done with the help of 55 respondents

Method Of Data Analysis

Data has been collected from students and friends with in prescribed group and research has done with the help of 55 respondents

Respondent is most impressed with E-commerce site?

Interpretation: From above table we can interpret that 49.1% respondents have chosen amazon website and 50.9% of respondents have chosen flip kart. Hence it declared that most of the respondents have chosen for flip kart.

❖ How often do u shop online in Amazon?
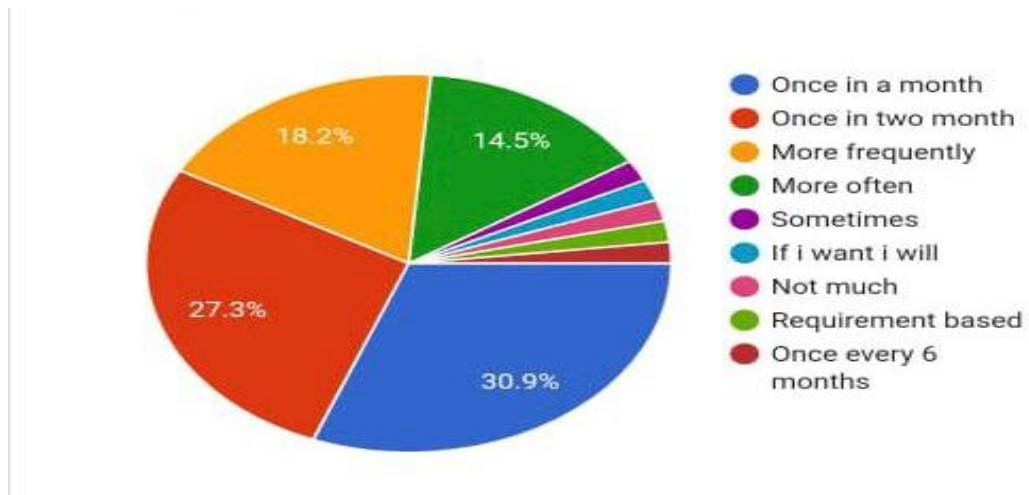
Interpretation

From the above table we can interpret 30.9% of the respondents have chosen to shop once in a month, 27.3% of the respondents have chosen two month once 18.2% of the customers have chosen frequently, 14.5% of the respondents have chosen more often and remaining 1% of the respondents have chosen another option as not much and once in every 6 months.

How often do you shop online in flip kart?
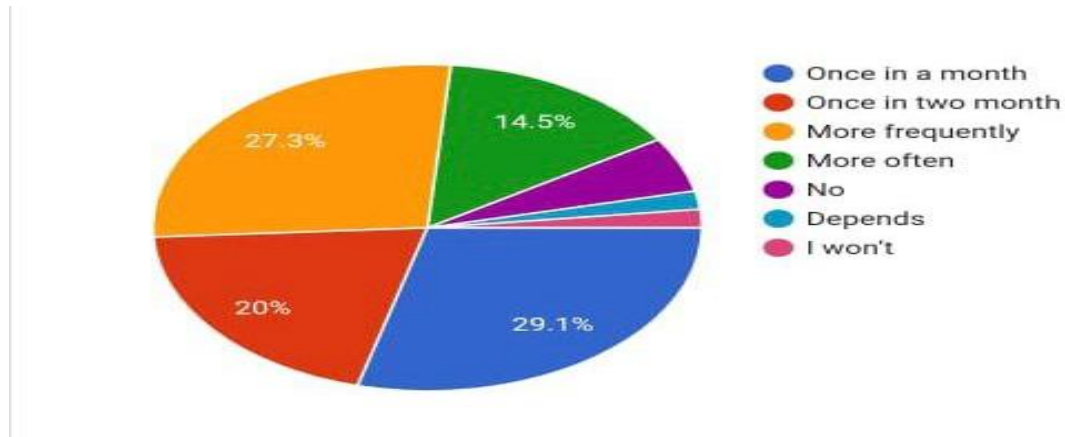
Interpretation

From the above diagram we can conclude that 27.3% of the respondents have chosen more frequently and 20% of the respondents have chosen once in a month and 29.1% of the respondents have chosen whenever it is required, 14.5% of the respondents have chosen more often and surprising fact is that 9.1% of the respondents have chosen an option NO where not at all purchased by using flip kart.

Respondent is more satisfied with which site pricing?
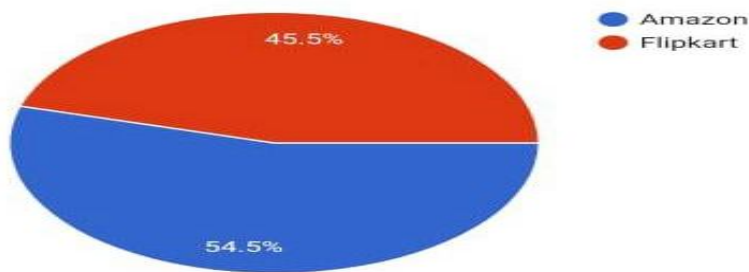
Interpretation

Price is the most important aspect while purchasing. when E-commerce site can offer what we needed with reasonable price, then everyone will go after that site only. From the above pie chart we can conclude that 54.5% of the respondents have satisfied with amazon site for price compared with flip kart .where 45.5% of the respondents were satisfied with flip kart pricing.
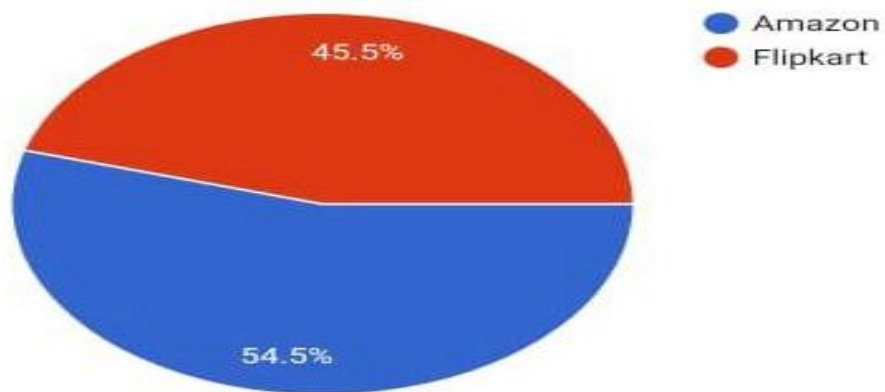
Respondents would like to suggest to others?
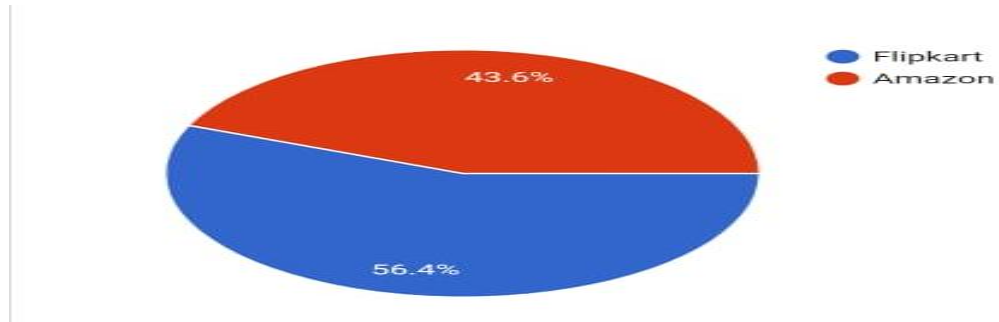
Interpretation

From the above pie chart we got a clarity that based upon the respondents view which 56.4% of the respondents have chosen flip kart website to suggest their family and friends and 43.6% of the have suggested amazon to others.

Respondents satisfied in terms of customer care and delivery service?

Interpretation

From product order to delivery of the product its company responsibility to fulfill customer's requirements. Immediate responses to customer problems always brings a positive image .From above pie chart it is concluded that 54.5% of the respondents have chosen amazon which gives an immediate response to customers doubts and 45.5% of the respondents have chosen flip kart.

Overall satisfaction on whole parameters?
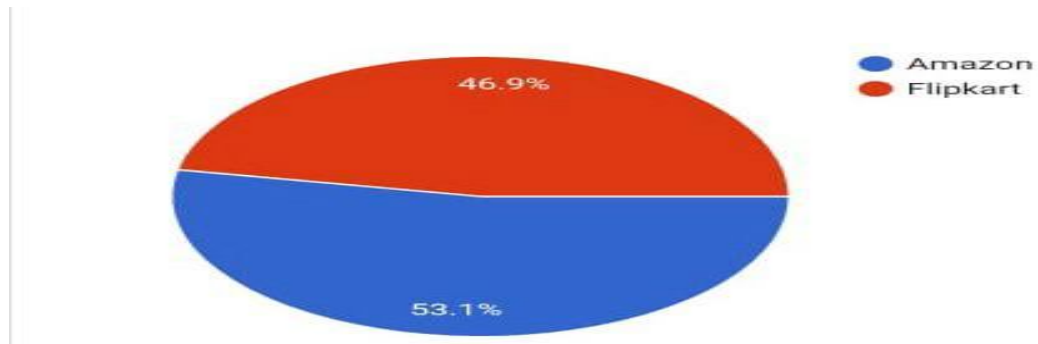
Interpretation

The overall view by comparing both amazon and flip kart, 53.1% of the respondents have satisfied in all aspects of amazon when compared to flip kart.

Hypothesis Testing

Ho: There is no significant relationship between age and online site preferred

Correlations

		age	online site preffered
age	Pearson Correlation	1	-.182
	Sig. (2-tailed)		.188
	N	55	54
online site preffered	Pearson Correlation	-.182	1
	Sig. (2-tailed)	.188	
	N	54	54

Interpretation

From the above analysis Pearson correlation of age and online site preferred was found to be negative and statistically significant (r=-0.182, p<0.01) hence null hypothesis accepted and alternative hypothesis is rejected. This shows that the online site preferred does not depend on age.

Ho: there is no relationship between age and cosmetics, clothing

Correlations

		gender	cosmetics and clothes
gender	Pearson Correlation	1	.013
	Sig. (2-tailed)		.927
	N	55	55
cosmetics and clothes	Pearson Correlation	.013	1
	Sig. (2-tailed)	.927	
	N	55	55

Interpretation

From the above analysis Pearson correlation of gender and cosmetics and clothing was found to be positive and statistically significant (r=0.13, p<0.01) hence null hypothesis rejected and alternative hypothesis is accepted. This shows that gender influences clothing.

Findings

1. From this research we can interpret that 49.1% respondents have chosen amazon website and 50.9% of respondents have chosen flip kart

2. From the survey table we can interpret 30.9% of the respondents have chosen to shop once in a month, 27.3% of the respondents have chosen two month once 18.2% of the customers have chosen frequently, 14.5% of the respondents have chosen more often and remaining 1% of the respondents have chosen another option as not much and once in every 6 months.

3. 54.5% of the respondents have satisfied with amazon site for price compared with flip kart.

4. 56.4% of the respondents have chosen flip kart website to suggest their family and friends and 43.6% of the have suggested amazon to others.

5. It is concluded that 54.5% of the respondents have chosen amazon which gives an immediate response to customer's doubts and 45.5% of the respondents have chosen flip kart.

6. The overall view by comparing both amazon and flip kart, 53.1% of the respondents have satisfied in all aspects of amazon when compared to flip kart.

Conclusion

This study compared Flipkart to Amazon India and found that Amazon is rated higher than Flipkart. A lot of people chose Amazon in different ways, but Flipkart is still the leader. It's probably because they have a great selection of high-quality products and better customer service. Most people use cash on delivery, and debit and credit cards are the most popular. Most returns are in fashion, skincare, and personal hygiene items. A lot of the returns are due to late delivery or bad quality, but Amazon India has the highest score for customer's return experience - that means it's easy for sellers to return the items.

It looks like fashion and electronics are the most popular things people buy online. There are a lot of similarities between Amazon and Flipkart, like how they set prices, how customers feel about them, and which online shopping site customers prefer. It's also clear that both companies are competing with each other. People are drawn to Flipkart, but a lot of people chose to switch to Amazon India because of its better quality. Amazon India should learn

from their mistakes and balance out their competition with Flipkart.

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