



# A COMPARATIVE STUDY ON CUSTOMER SATISFACTION BETWEEN AMAZON AND FLIPKART

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## Abstract

*The best management programmers recognize the importance of combining theoretical knowledge with real-world application. Training is an integral part of the curriculum because it provides students with the hands-on experience and broad perspective they need to succeed in their chosen fields. Indicative of the state of the economy and the country as a whole, it serves as a useful gauge. It's essential for success in the business world. The average graduate student has more self-assurance, intelligence, and worldview than the average person. Marketing research is essential to the success of modern businesses. In my opinion, this methodical and illuminating approach to market preparation is the way to go. This method has applications beyond simple commerce. I've decided to zero in on this topic because I believe it's crucial to acquire as much information as possible about any given topic, be it an idea, an event, an organization, a location, or a person. The first step is to fully immerse oneself in the relevant market in order to study its dynamics and locate openings to meet the felt or felt requirements.*

## Keywords

*Convenience, Amazon, Flipkart, and judgement.*

## 1. Introduction

India's massive population and rapidly expanding internet infrastructure have made it one of the world's most promising emerging markets. As more and more small and medium-sized enterprises (SMEs) in India embrace e-business, a fascinating shift has occurred towards online shopping across a broad spectrum of product categories in the Indian economy. The land-



scape of e-commerce is constantly expanding. The term "e-commerce" refers to the practice of conducting business dealings over the Internet.

Bangalore, Karnataka is home to Flipkart, an Indian e-commerce giant. One of India's biggest online retailers, it was established in 2007 by Sachin and Binny Bansal and generated sales of Rs 75 crore in 2011–2012. With the intention of making Flipkart successful, Sachin and Binny Bansal, who both attended the Indian Institute of Technology Delhi, abandoned their positions at Amazon.com. "One of the largest multi-category e-commerce destinations in India's, with a strong focus on customer service."

Flipkart, which started selling books online, has branched out into selling electronics. Smartphones, tablets, laptops, cameras, games, music, audio players, TVs, health care products, and even washing machines are now all available on Flipkart. Flipkart derives roughly 50% of its income from the sale of books. In India, digital and print book sales are both dominated by Flipkart.

The development of massive online marketplaces like Amazon and Flipkart is the focus of my research. Amazon.com India's headquarters are in New Delhi, and they offer eBooks for sale. Penn's M&T Engineering and Business dual degree programme inspired Wharton alumnus KunalBahl and IIT Delhi alumnus RohitBansal to found the company in February 2010. With more than 4 million products available from more than 50,000 sellers, Amazon has quickly become the most popular online marketplace in India.

For the 2012–13 fiscal year, Amazon predicted revenues of about 600 crore (about US\$94 million). When asked about the importance of m-commerce, Amazon's then-CEO KunalBahl said that between 15 and 20 percent of Amazon's sales came from mobile devices. As e-commerce has grown in popularity in India over the past two years, In the fiscal year 2013–14, Amazon.com projected that its platform sales will total more than Rs. 2,000 crore (\$310 million).

## 2. Objectives

- Marketing Strategies in the Online Retail Sector
- Examining the effectiveness of different customer acquisition strategies employed by Flipkart and Amazon
- Analysis of Contentment Levels of Customers
- Prospective online shopping in India: a study

## 3. Result Analysis

### Methodology

#### 3.1. Research Design

The plan for the study was carefully drawn up with the aims of the research in mind. The project was divided into two parts, which were labelled "A" and "B," respectively.

#### 3.2. Research Instruments

This research relies heavily on a detailed market survey conducted through unstructured interaction as its primary data source. Secondary sources, such as the Internet, company materials, etc., are mined for this information.

#### 3.3. Sample Procedure

The sampling technique used was predicated on the opinions of specialists.

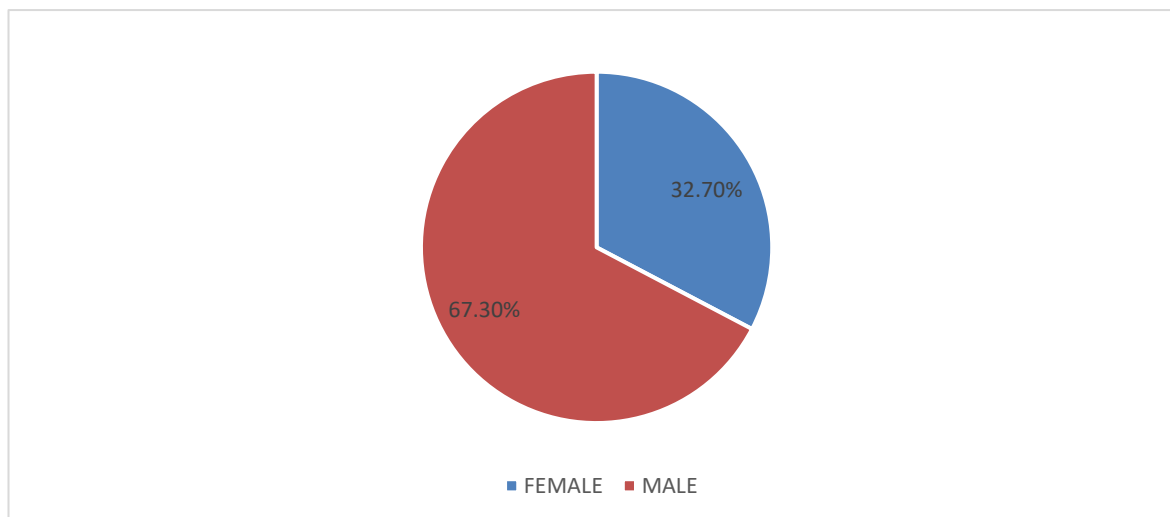


#### 4. Data Analysis and Interpretation

Sample Size – 52 individuals

**Table 1.** Q Gender

Particulars	No. of response	Percentage
Male	35	67.30%
Female	17	32.70%
Others	0	0%
Total	52	100%



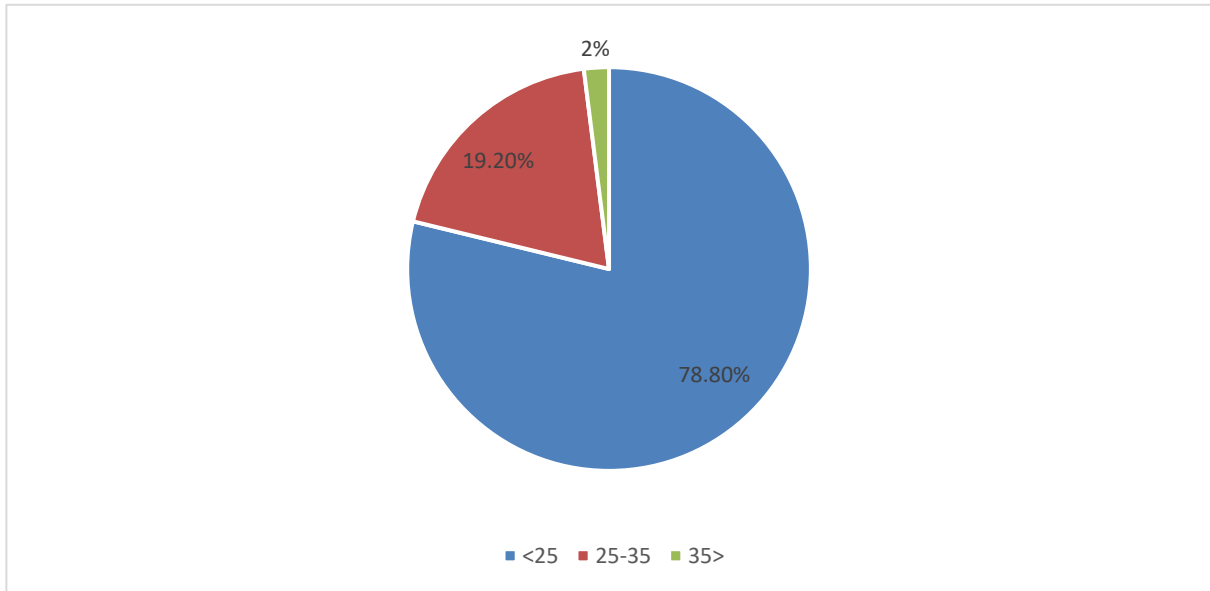
**Figure 1.** Percentage of the response on gender basis

#### Inference

- 67.30% of respondent were belonging to male category.
- 32.70% of respondent were belonging to female category.

**Table 2.** Age basis response

Age	No. of response	Percentage
Lesser 25 years	41	78.80%
25 to 35 years	10	19.20%
35 years	1	2%
Total	52	100%



**Figure 2.** Percentage of the response on age basis

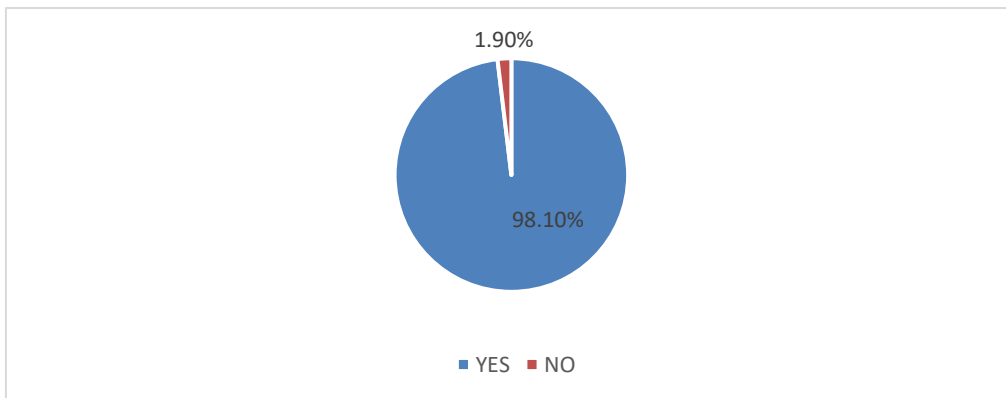
**Inference**

- 78.80% of respondents are having the age group lesser than 25 years.
- 19.20% of respondents are having the age group 25 to 35 years.
- 2% of respondents are having the age group of 35 years

**Table 3.** Online shopping

Q. Have you ever done online shopping?

Particulars	No. of response	Percentage
Yes	51	98.10%
No	1	1.90%
Total	52	100%



**Figure 3.** Percentage of the response on shopping behaviour basis

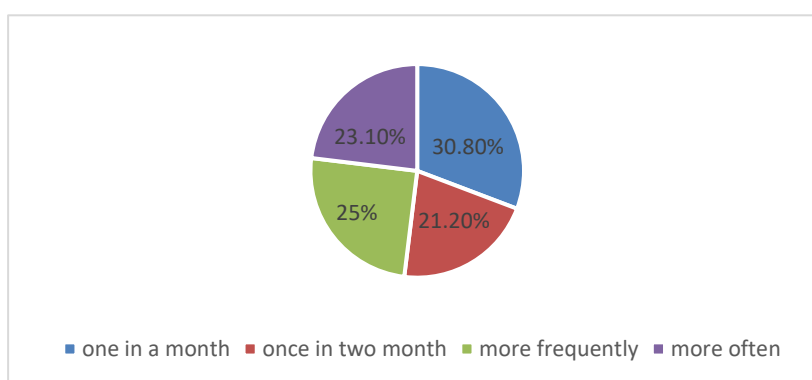
### Inference

- 98.10% of respondents ever done shopping online.
- 1.90% of respondents never done shopping online.

**Table 4.** Online shopping habit/frequency

Q. How often do you shop online?

Particulars	No. of response	Percentage
One in a month	16	30.80%
Once in two month	11	21.20%
More frequently	13	25%
More often	12	23%
Total	52	100%

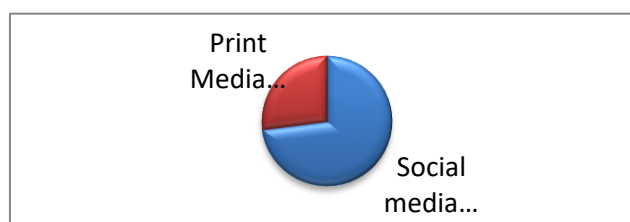


**Figure 4.** Percentage of the response on frequency of online shopping

### Inference

- 30.80% of respondents do online shopping one in a month.
- 21.20% of respondents do online shopping once in two month .
- 25% of respondents do online shopping more frequently.
- 23% of respondents do online shopping more often.

**3. What is the best strategy for promoting a brand?**

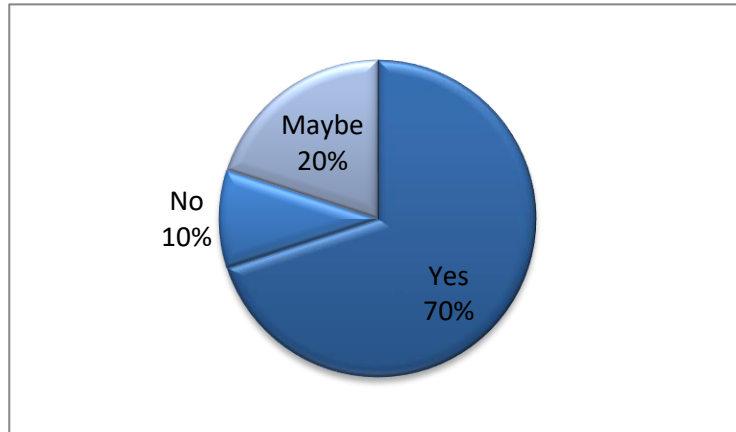


**Figure 5.** Response on promotion strategy

**Table 5.** Response on promotion strategy

Options	Number of responses	Percentage
On social media	53	47%
On print Media	26	28%

**4. Do you believe social media marketing will aid businesses in locating new clients?**

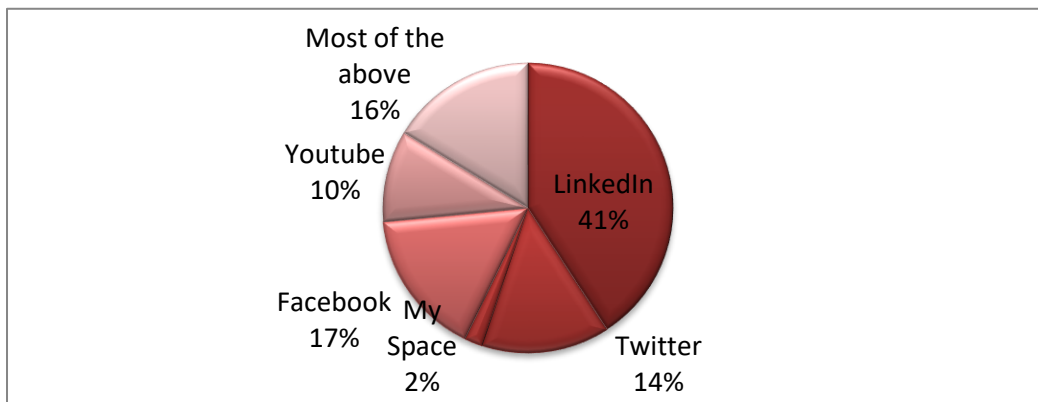


**Figure 6.** Response on believe in social media marketing

**Table 6.** Response on believe in social media marketing

Options	Number of responses	Percentage
On Yes	53	65%
On No	7	15%
On Maybe	15	10%

**5. Which social media site are you most comfortable using?**

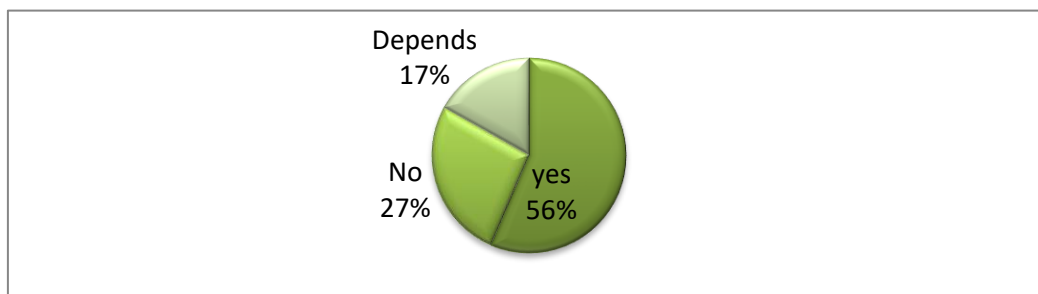


**Figure 7.** Response on user friendly

**Table 7.** Response on ease of use

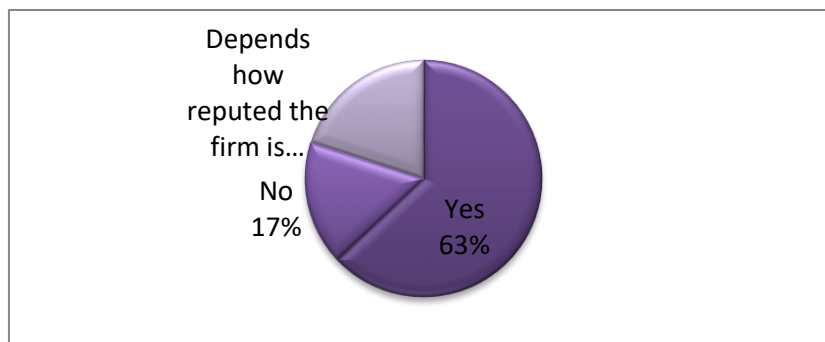
Options	Number of responses	Percentage
On LinkedIn	28	21%
On Facebook	34	26%
On Twitter	3	5%
On YouTube	25	18%
On My Space	4	4%
On Most of the above	26	26%

6. Do you think the whole price is considerably less than conventional advertising?

**Figure 7.** Opinion on cost of conventional advertising**Table 8.** Response on cost of conventional advertising

Options	Number of responses	Percentage
On Yes	53	58%
On No	22	26%
On Depends	18	15%

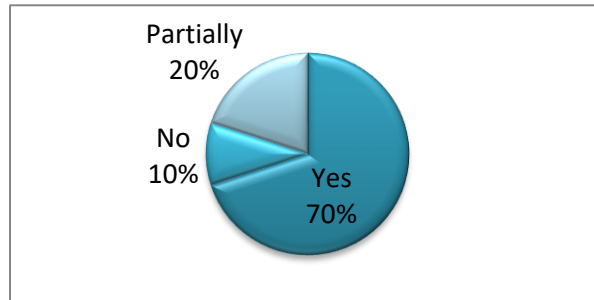
7. Is social media effective for B2B companies in attracting new clients or increasing sales?

**Figure 8.** Social media effectiveness for B2B companies

**Table 9.** Response on social media effectiveness for B2B

Options	Number of responses	Percentage
On Yes	58	64%
On No	16	19%
Depending on how well-known the company is.	17	22%

**8. "Various B2C clients can use social media to boost sales effectively." Do you agree?**

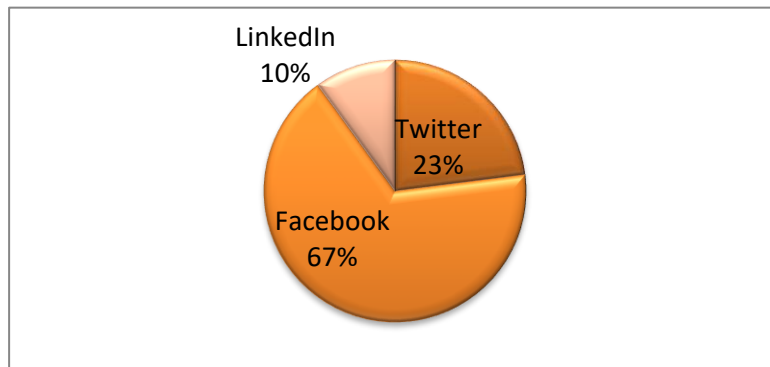


**Figure 9.** Use social media to boost sales effectively in B2C

**Table 10.** Response on use social media to boost sales

Options	Number of responses	Percentage
On Yes	64	73%
On No	7	17%
On Partially	28	22%

**9. Which social networking site do you believe to be the most successful for internet marketing?**



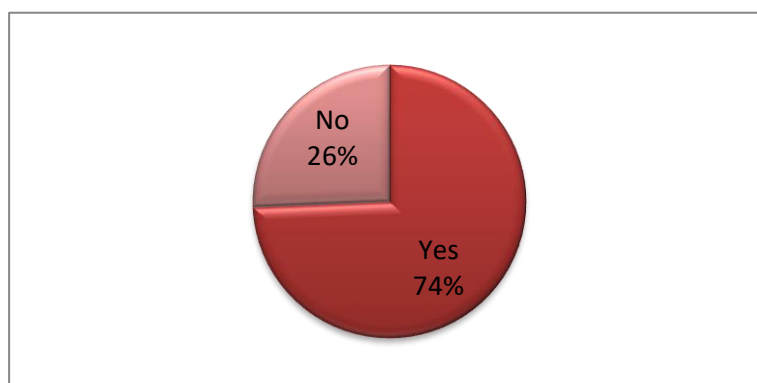
**Figure 10.** Social networking site most successful for internet marketing



**Table 11.** Response on power of social networking site for internet marketing

Options	Number of responses	Percentage
On Twitter	22	21%
On Facebook	59	65%
On LinkedIn	7	9%

#### 10. Do you follow your favorite brands on social networking sites like Facebook, Twitter, and LinkedIn?

**Figure 11.** Favorite brands on social networking sites**Table 12.** Response on favorite brands on social networking sites

Options	Number of responses	Percentage
Yes	68	77%
No	22	23%

## 4. Conclusion

Myntra, Jabong, Amazon, etc. are just a few of the many companies competing for customers and market share in India's booming e-commerce sector. Customers' perspectives have also been revitalized, and they now prefer shopping online because it is more convenient, offers a broader selection of products at better prices, and allows for easy returns and exchanges if they aren't satisfied. The findings of this study provide important context for understanding the e-commerce industry as a whole, from product sourcing to customer delivery. The history and inner workings of two major players were also common knowledge. This report is authentic and will shed light on the inner workings of the e-commerce market.

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