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A COMPARATIVE STUDY OF AMAZON AND FLIPKART WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

The rapid growth of e-commerce in India has significantly transformed consumer shopping behavior, particularly in urban and semi-urban regions. Amazon and Flipkart have emerged as leading players in this digital space, consistently adopting innovative strategies to boost customer satisfaction and strengthen their market positions. This study offers a comparative analysis of these two major platforms within Coimbatore, a prominent economic center in Tamil Nadu. The research examines various factors such as product variety, pricing strategies, delivery performance, customer service quality, user interface design, promotional efforts, and overall customer satisfaction. Data was gathered through surveys, online reviews, and interviews with active e-commerce users in the area. The findings uncover notable differences in consumer opinions and preferences, providing key insights into the respective advantages and areas for improvement of each platform. Additionally, the study outlines strategic recommendations that e-commerce companies can implement to expand their reach in Tier-2 cities.

KEYWORD: Innovative, Consumer, Satisfaction and E-Commerce

INTRODUCTION

E-commerce has transformed the shopping experience by allowing consumers to make purchases online using internet-connected devices such as smartphones, laptops, and tablets. Shoppers can easily explore product options, compare prices, and complete transactions without the need to visit brick-and-mortar stores. Payments are facilitated through multiple channels, including credit/debit cards and digital wallets, with products either delivered to the doorstep or accessed digitally. This digital shift has significantly changed the landscape of traditional retail, emphasizing the need to closely examine online consumer behavior—particularly in a rapidly expanding market like India.

AMAZON

Established by Jeff Bezos in 1994, Amazon started as an online bookstore and gradually transformed into one of the largest global e-commerce platforms. Entering the Indian market

in 2013, Amazon quickly gained popularity and recognition. It is renowned for its extensive product range, efficient delivery system, and strong customer-focused strategies. The platform emphasizes reliability and ease of use, offering services like Amazon Prime, which includes benefits such as fast, free shipping, exclusive discounts, and access to video and music streaming. To strengthen its presence in India, Amazon has formed local alliances, introduced digital payment options like Amazon Pay, and invested heavily in infrastructure to expand into rural areas and tier-2 cities.

FLIPKART

Founded in 2007 by IIT Delhi graduates Sachin Bansal and Binny Bansal, Flipkart began as an online bookstore and soon diversified into categories like electronics, fashion, home essentials, and more. It has played a pivotal role in the evolution of India's e-commerce landscape. Flipkart is widely recognized for its flagship Big Billion Days sale and key acquisitions, including Myntra and Jabong, which have helped deepen its appeal among Indian shoppers. The company's emotional resonance with consumers, combined with Walmart's 77% stake acquisition in 2018, has strengthened its market position and global backing. Flipkart continues to stand out through region-specific strategies, robust seller support, and hassle-free return policies.

STATEMENT OF PROBLEM

This study focuses on examining the online shopping experiences of consumers in Coimbatore with regard to Amazon and Flipkart. It aims to explore how factors such as customer preferences, perceptions, and satisfaction influence their purchasing behavior. Additionally, the research investigates consumer openness to buying pre-owned products and their overall outlook on digital retail platforms.

OBJECTIVES

1. To assess customer satisfaction levels with Amazon and Flipkart.
2. To understand patterns in consumer purchasing behavior.

SCOPE OF STUDY

This study focuses on analyzing the online shopping behavior of consumers in Coimbatore, specifically in relation to Amazon and Flipkart. It explores how individual preferences, customer attitudes, and levels of satisfaction influence e-commerce purchasing decisions. The research also considers consumer receptiveness to buying used products and their general perceptions of online retail platforms.

REVIEW OF LITERATURE

- **Abhijit Mitra (2012 & 2013)** Mitra's research highlighted how e-commerce has helped eliminate geographical limitations, enabling access to products in previously underserved regions. He predicted significant growth in India's e-commerce sector and emphasized the importance of infrastructure and consumer trust in driving adoption.
- **Francis (2012)** Francis examined the rising impact of the internet on both personal lifestyles and workplace efficiency. His findings suggested that increasing reliance on digital platforms for shopping decisions is a key factor contributing to the expansion of e-commerce.
- **Wells et al. (2016)** This study analyzed online impulse buying behavior, identifying a strong link between website quality—such as visual design, user-friendliness, and secure payment systems—and spontaneous purchases. The authors argued that improving user experience can significantly enhance sales performance.
- **Blackwell (2017)** Blackwell's work focused on the psychological drivers of online consumer behavior. He noted that beyond price and product quality, elements like cultural background, lifestyle, family influence, and social context significantly shape e-commerce purchase decisions.
- **Kotler & Keller (2016)** In their marketing framework, Kotler and Keller explored how brand perception and positioning influence customer choices. Their insights

emphasized the need for brands to consistently deliver value and actively engage consumers to build long-term loyalty.

- **Chaffey (2019)** Chaffey investigated the importance of digital marketing strategies in e-commerce success. His research concluded that platforms using personalized, data-driven marketing approaches are more likely to attract and retain a dedicated customer base.

ANALYSIS AND INTERPRETATION OF DATA

RANK ANALYSIS

Table No: 1

Table showing rating of last purchased e-commerce websites by the respondents

Rating	5	4	3	2	1	Total	Rank
Amazon	71	157	3	4		446	1
Flipkart	34	44	13	7	2	401	2
Ajio	20	36	33	9	2	363	3
Meesho	19	39	20	21	1	354	4
Myntra	23	36	18	11	12	347	5

INTERPRETATION

Based on customer satisfaction levels, respondents ranked Amazon first, followed by Meesho in second place, Flipkart third, Myntra fourth, and Ajio fifth.

WEIGHTED AVERAGE SCORE METHOD

Table No: 2

Table showing factors influencing while purchasing through online sites

Factors	Very satisfied (5)	Satisfied (2)	Neutral (3)	Dis satisfied (2)	Very Dissatisfied (1)	Total	Weighted erage score	Rank
Quality	56	18	11	05	10	405	4.05	1
Price	21	55	13	06	03	379	3.79	2
Image	19	26	47	07	01	355	3.5	3
Packaging	13	34	26	24	03	330	3.3	4
Delivery	34	10	13	19	21	308	3.08	5

INTERPRETATION

Respondents indicated that product quality is the most influential factor affecting their satisfaction with online purchases. This is followed by considerations such as price, product images, packaging, and delivery services.

FINDINGS

The primary objective of this study is to analyze and interpret the findings discussed in the earlier chapters. It identifies key insights through methods such as ranking analysis and

weighted average techniques. The final chapter presents a summary of these findings and offers a set of recommendations based on the conclusions drawn from the research.

SUGGESTIONS

1. Flipkart's performance is generally perceived to be inferior to that of Amazon.
2. Many users reported that Amazon offers better packaging, delivery services, and product quality compared to Flipkart.
3. On Flipkart, several products, especially apparel, often arrive in the original supplier's packaging, indicating a lack of attention to presentation.
4. Conversely, Amazon has established a strong reputation for ensuring that all products are securely and safely packaged, regardless of the item.

CONCLUSION

Online shopping has emerged as a significant technological advancement alongside the growth of the Internet. This study examined the satisfaction levels of customers using Flipkart and Amazon, comparing their experiences across both platforms. The innovative strategies employed by these e-commerce giants to expand their reach and attract more consumers are commendable. Both companies have worked extensively to broaden their networks with the goal of connecting with as many customers as possible. Although customers generally express satisfaction with online shopping, issues such as delivery delays and challenges with product returns remain. In this highly competitive market, leadership is crucial. According to the consumer survey, Flipkart excels in website usability and order tracking, while Amazon strongly competes by delivering superior product quality. Despite being a global company, Amazon has successfully adapted to the Indian market and established a strong presence. While it may take time for Flipkart to fully catch up, both platforms are performing well within India's e-commerce landscape, making shopping more convenient and comfortable for consumers. Even though Flipkart is relatively newer than Amazon, it continues to provide strong competition.

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