A COMPARITIVE STUDY BETWEEN AMAZON AND FLIPKART WITH REFERENCE THROUGH COIMBATORE CITY

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Abstract –

The evolution of e-commerce in India has dramatically reshaped shopping habits, especially within urban and semi-urban environments. Among the top contenders in this digital marketplace, Amazon and Flipkart lead the industry, continuously introducing new strategies to enhance user satisfaction and secure market dominance. This research presents a comparative evaluation of these two platforms within the Coimbatore region—a key economic hub in Tamil Nadu. The study investigates several dimensions including product assortment, pricing models, delivery effectiveness, customer support, user interface, promotional tactics, and overall consumer contentment. Data collection involved surveys, online feedback, and interviews with active e-commerce users in the city. The analysis reveals significant differences in consumer perception and preferences, offering valuable insight into platform-specific strengths and improvement areas. It also highlights key approaches that e-commerce brands can adopt to gain traction in Tier-2 cities..

1. INTRODUCTION :

E-commerce has revolutionized how people shop by enabling purchases through digital platforms using internet-enabled devices like smartphones, laptops, and tablets. Consumers can conveniently browse products, compare prices, and place orders

2422

without visiting physical stores. Payments are made through various modes like credit/debit cards or digital wallets, and products are delivered directly or accessed digitally. This shift has altered traditional retail dynamics, prompting an in-depth understanding of online consumer behavior—especially in a growing market like India.

AMAZON:

Founded by Jeff Bezos in 1994, Amazon began as an online bookstore and evolved into one of the world's most comprehensive digital marketplaces. In India, Amazon launched its operations in 2013 and has since become a household name. Known for its vast product catalog, advanced logistics network, and customer-centric approach, Amazon has consistently focused on trust and convenience. It offers services like Amazon Prime, which provides benefits such as free fast delivery, exclusive deals, and access to video/music streaming. Amazon has also invested in local partnerships, digital payment solutions like Amazon Pay, and infrastructure to penetrate deeper into rural and tier-2 markets.

FLIPKART:

Flipkart was founded in 2007 by Sachin Bansal and Binny Bansal, alumni of IIT Delhi. Originally established to sell books, it quickly expanded into electronics, fashion, home goods, and more. Flipkart has been instrumental in shaping India's e-commerce industry. Known for its Big Billion Days sales and strategic acquisitions (such as Myntra and Jabong), Flipkart has built a strong emotional connection with Indian consumers. In 2018, Walmart acquired a 77% stake in Flipkart, boosting its global reach and financial muscle. Flipkart continues to differentiate itself through localized strategies, seller support, and easy returns.

2. STATEMENT OF PROBLEM:

This research centers on consumer experiences with Amazon and Flipkart among residents of Coimbatore. It specifically addresses how customer preferences, attitudes, and satisfaction levels shape online buying decisions. The study also touches on users' willingness to purchase secondhand items and their broader attitudes toward digital retail.

2423

3. OBJECTIVES:

- To assess customer satisfaction levels with Amazon and Flipkart.

- To understand patterns in consumer purchasing behavior.

4. SCOPE OF STUDY:

This research centers on consumer experiences with Amazon and Flipkart among residents of Coimbatore. It specifically addresses how customer preferences, attitudes, and satisfaction levels shape online buying decisions. The study also touches on users' willingness to purchase secondhand items and their broader attitudes toward digital retail.

5. REVIEW OF LITERATURE :

1. Abhijit Mitra (2012 & 2013)

Mitra's studies emphasized the transformational role of e-commerce in breaking geographical barriers. He forecasted rapid growth in the Indian market, noting how e-commerce facilitates access to products previously unavailable in remote areas. His work also highlighted infrastructure and trust as crucial factors in adoption.

2. Francis (2012)

Francis pointed out the growing influence of the internet on lifestyle and professional productivity. The study suggested that consumer dependence on digital platforms for purchasing decisions is increasing, which directly impacts e-commerce growth.

3. Wells et al. (2016)

This research focused on impulse buying behavior online. The authors found a strong correlation between website quality (visual appeal, ease of navigation, payment security) and spontaneous purchases. They proposed that enhancing user experience can significantly boost sales.

2424

4. Blackwell (2017)

Blackwell studied the psychological aspects of consumer behavior in e-commerce. He emphasized that factors like culture, lifestyle, family background, and social influence play a major role in online shopping decisions, beyond just price and quality.

5. Kotler & Keller (2016)

In their marketing textbook, they discuss how consumer perceptions and brand positioning affect buying decisions. Their principles underscore the need for consistent value communication and user engagement to retain customers.

6. Chaffey (2019)

Chaffey explored the role of digital marketing in e-commerce success. According to his research, platforms that integrate data-driven marketing techniques and personalization are more likely to build loyal consumer bases..

6. ANALYSIS AND INTERPRETATION OF DATA

RANK ANALYSIS

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

Rating	5	4	3	2	1	Total	Rank
Amazon	71	15	7	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:

2425

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.

WEIGHTED AVERAGE SCORE METHOD

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 Average 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:

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

7. FINDINGS:

2426

The objective of the study is to analyse and interpretation made in previous chapters of the study, it has Specified the following major findings.. The study has been analyzed using techniques of ranking analysis and weighted average. The final chapter is an attempt to summarize the Endings of the study based on which few suggestions have been made.

8. SUGGESTIONS:

- 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.

- But in Amazon, it made a mark among us, because whatever the product is their packing will obviously safe and secure.

9. 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.In this competitive market one has to be lead and rest will follow. Based upon consumer's survey, Flipkart satisfies the customer in terms of website usage, and order tracking. However, Amazon gives tough competition to Flipkart which satisfies the customer in the aspect of quality of products. Even though it is an international company it understood Indians very well and made its roots stronger in India. It may take some time to overcome, but definitely both are doing very well in Indian e-commerce market. They made consumers work

more easy and comfortable. Flipkart is also giving very tough competition to Amazon even though it is new company when compared to Amazon.

2428