



A COMPARATIVE STUDY ON E-COMMERCE PORTALS- (AMAZON and FLIPCART)



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ABSTRACT

Many Indians today are embracing e-retailing with enthusiasm. Popular portals such as Flipkart, Amazon are spearheading the conversion of offline shoppers into online bargain hunter. Only those companies that can successfully engage customers through novel ideas, quality products and seamless services will flourish. So a comparative study on the big players in the e-commerce market will enrich the knowledge on customer requirements. Thus this study was carried on in Coimbatore city with 200 sample respondents by adopting convenient sampling technique.

KEYWORDS : E Commerce , Online Shopping , Customer Awareness, Offline Shoppers, 'Online' and 'In-Store'

INTRODUCTION

Twenty years ago the word 'shopping' meant going out of your house, maybe to a shopping complex, a store or a mall, select the goods you like, pay for the same and then check out instantly. Twenty years down the line everything seems changed, upside down. Today 'shopping' comes with two adjectives serving the very word as options: 'online' and 'in-store'.

The act of purchasing products or services over the Internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item.

Shopping is one of the essential part of our daily life. We're using different types of shops to buy different kind of things every day. Today we can divide our life into two parts-

1. Physical life
2. Virtual life

In physical life, we meet each other physically. But, in virtual life we're using digital technologies (like internet) to meet each other. Today virtual life is also very true as our real life, we are doing almost everything in our virtual life. Yes! everything like- talking, communicating, entertainment, business, banking, playing, shopping, educating, etc.

Online shopping started at 1994 by pizza Hut. In the same year a German company Inter shop Communication introduced world's first online shopping system. After that Amazon (1995) and e Bay (1996) was launched one by one. Now online shopping is so much popular that E-commerce B2C product sale in USA touched around \$200 billion, it is almost 1/10 of total retail product sale in USA. Research says that online retailer in the USA will worth around \$300 billion by 2015. People choose their favorite items from variety of online shopping sites comparing price and quality. No need to go physical shops. So people will have more time to spent with their family. Just need a computer and a payment sending option (like-net banking, credit card, ATM card). Almost all kinds of items can be brought through online shopping system



Amazon:-

Amazon is the world's largest online retailer. The company was founded in 1994 by Jeff Bezos. The company operates different portals for different countries and 'Amazon.in' is one of them. Apart from being a retailer, Amazon is also a technology company and created 'Kindle' which is an eBook reader for customers who download digital books from the website. Amazon was a late entrant in India and has to make it mark among Indian audience.

Flipkart.com:-

Flipkart.com was founded by Sachin Bansal and Binny Bansal in 2007 as an online retail portal selling books. The company soon expanded into all verticals of online retailing and strengthened itself by acquiring the online electronics retailer Letsbuy.com in 2012. The company has gained a secured footing in India over the years and recently became the first online retailer in India to cross the GMV figure of \$1 billion in March 2014, beating its own expectation of crossing that mark in 2015. It is also the most visited online retailer in India and the brand has a highest recall value among online shoppers.

STATEMENT OF THE PROBLEM

Online Shopping plays an important role in day-to-day Life. Many of the educated people are using these websites. There are many online shopping website available, customer attitudes and preference on purchase of products are influenced by various factor.

In present scenario, the leading online shopping website are Flipkart and Amazon. This study aims to focus on comparative Analysis of the leading online shopper Flipkart and Amazon.

OBJECTIVES OF THE STUDY

- ☞ To identify the demographic profile of online shoppers.
- ☞ To understand the customer awareness on e-commerce portals Flipkart.com and Amazon.com
- ☞ To discover the key factor that influence online buying behavior of consumers in India

RESEARCH METHODOLOGY

Area of study:-

The data have to be collected from the respondents in the Coimbatore city at convenient random sampling method.

Sources of data:-

This study covers 200 samples selected in the basis of convenient random sampling methods. To collect the primary data questionnaire is framed in a simple and understand way.

Tools of Analysis:-

This study was analysed with primary data by using Simple percentage Analysis.

LIMITATION OF STUDY:-

- ☞ The study consisting only Coimbatore city .
- ☞ Limited only 200 respondents due to time limitation.

DATA ANALYSIS AND INTERPRETATION

Table 1- Demographic profile and awareness of respondents towards e commerce portals Flipcart and Amazon

| | Particulars | No of respondents | Percentage |
|-------------------------------------|----------------------------|-------------------|------------|
| GENDER | Male | 93 | 46.5 |
| | Female | 107 | 53.5 |
| AGE | Below 20 | 58 | 29 |
| | 21-35 | 101 | 50.5 |
| | 36-50 | 34 | 17 |
| | Above51 | 7 | 3.5 |
| MARITAL STATUS | Married | 74 | 37 |
| | Unmarried | 126 | 63 |
| | Up to school level | 36 | 18 |
| | College level | 123 | 61.5 |
| | Professional qualification | 39 | 19.5 |
| | Others | 2 | 1 |
| | OCCUPATION | Business | 48 |
| | Student | 99 | 49.5 |
| | Employee | 42 | 21 |
| | Others | 11 | 5.5 |
| MONTHLY INCOME | Below 20000 | 25 | 12.5 |
| | 20001-40000 | 65 | 32.5 |
| | 40001-60000 | 38 | 19 |
| | Above 60000 | 72 | 32.5 |
| BUY PRODUCTS THROUGH ONLINE | Yes | 171 | 85.5 |
| | No | 29 | 14.5 |
| SOURCE OF AWARENESS | Television ad | 52 | 26 |
| | Internet | 77 | 38.5 |
| | Friends | 69 | 34.5 |
| | Others | 2 | 1 |
| FACTORS INFLUENCING PURCHASE | Time savings | 70 | 35 |
| | Price is less | 64 | 32 |
| | Brand analysis | 39 | 19.5 |
| | Comparison | 27 | 13.5 |

Table-2 Percentage analysis on Customers satisfaction

| Particulars | Very good | Good | Moderate | Bad | Very bad | | | | | |
|---------------------|-----------|---------|----------|---------|----------|---------|-------|---------|-------|---------|
| | Total | percent | Total | percent | Total | percent | Total | percent | Total | percent |
| Cash on delivery | 126 | 63 | 55 | 27.5 | 17 | 8.5 | 1 | .5 | 1 | .5 |
| EMI | 34 | 17 | 109 | 54.5 | 41 | 20.5 | 12 | 6 | 4 | 2 |
| Credit & debit card | 62 | 31 | 80 | 40 | 52 | 26 | 6 | 3 | 0 | 0 |
| Pay pal | 41 | 20.5 | 94 | 47 | 54 | 27 | 8 | 4 | 3 | 1.5 |

FINDINGS

Online shopping is preferred mostly by female respondents for various reasons and subsequently the age group in between 21- 35 are trend setters in the online shopping. Most of them in that age group who opt e commerce portals are unmarried because of increase in purchasing power of youth and popularity of social status. Mostly influenced by peer group with a monthly income around 40000. Maximum number of respondents use e commerce portals especially amazon and flipcart for buying the products. The majority of the respondent indicates that they are satisfied with cash on delivery.

SUGGESTION

In online shopping female respondents are more, so that they have to focus on male respondents. Flipkart should increase the product availability ,so that frequent purchase will be made. In Flipkart the delivery is made soon ,but Amazon should improve in their delivery. Now a days Flipkart is running good in their service like wise Amazon should improve in their service.

CONCLUSION

Consumer buys goods from the online shopping website on the basis of factors like offers and discounts, variety of product available, free home delivery,

website user friendliness and cash of delivery payment option. Comparative study on online shopping towards flipkart and amazon "Online shopping stores are beneficial for the consumer". Out of the agreed respondent to buy online products, most of the respondent would think that it would be beneficial to shop produce online on the basis of factors like easy to order, variety, discounts/ offers, saves time and avoid long queues. Both the website are as same as in the subject, but both has different kinds of approach with the customer. while comparing both the website the product availability, free home delivery and cash on delivery payment are same.

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