# Consumer Satisfaction towards E-Commerce

(A Comparative Study of Amazon India and Flipkart with respect to gender)

Vaishali Joshi

Research Scholar, Department of Business Administration,

University of Rajasthan, Jaipur.

## Abstract

Consumer satisfaction plays an important role when it comes to the E-commerce industry. At a global level, the outcome of Consumer satisfaction leads to loyalty (e.g. Consumer retention) which is very strongly related to the profitability and long-term growth of a firm [Reichheld ,1995]. Consequently, it is very useful to determine the key antecedents or factors that influence Consumer satisfaction with ecommerce websites. To find the factors for consumer satisfaction for the e-commerce sites, two major players Amazon, India and Flipkart comparative study was done. The study was undertaken with the objective to compare the Consumer satisfaction towards E-commerce (A Comparative Study of Amazon India and Flipkart) with respect to Company, Product, Price, Staff & Services and Delivery. Tool was administered on 500 male and female consumers of Amazon and Flipkart to collect data. The present study reveals that the total consumer satisfaction level of Amazon India was found higher in comparison to Flipkart. The result of the analysis is presented in the form of tables and interpreted appropriately.

Key words – satisfaction, dimensions, gender.

## Introduction

Consumer Satisfaction cannot be defined in limited parameters; it varies from its usage to perception. Oliver (1997) addresses it as "*everyone knows what [satisfaction] is until asked to give a definition. Then it seems, nobody knows*"

Relationship between Consumer satisfaction and loyalty in an online context is moderated by involvement and partially mediated by trust. The results have two main implications:

1) Satisfaction is a good predictor of loyalty in Consumers highly involved, and
2) Satisfaction has a higher effect on loyalty than trust.

Therefore, firms should invest in improving Consumer satisfaction, which will lead then to higher trust. **(Castaneda, 2011)**

Due to the ease of surfing websites, these e-commerce websites face an uphill task in attracting, satisfying, and retaining Consumers. This study looks at some of the major key factors affecting Consumer satisfaction with regards to Ecommerce websites. In addition, it also aims to determine whether product brand, design

along with access, ease of ease of use of website and online payments, safety and security and pricing of products are direct antecedents of Consumer satisfaction.

## Need and Importance of Study

The e-commerce sector has developed a lot in the last few years due to rapid growth of the internet and changed the way business used to conduct before. In a free market scenario, a Consumer always has choices and he can select the products of his choice. He makes his decision derived based on his perception, which he formed during his past purchase experiences. Although a lot has been done however still there are things which need focused attention.

The number of Consumer grievances has gone up very high. Grievances come into existence when the expectations of Consumers and the real services of e-commerce companies do not match. It could arise due to delay in response or no response at all. Insurers must have a look at the situation and without any further loss of time; they need to fix the issues.

Minimum expected Consumer services can be provided by redressing Consumer grievances. However, the need of the hour is not a reactive way but a proactive approach which aims at focusing on the additional elements which can delight the Consumer and can help in Consumer retention and increase the loyalty of Consumers towards particular e-commerce websites.

## Rationale of the Problem

After reviewing the related literature, the researcher found some major gaps in the area. Very less research work has been carried out on the problem taken. Keeping in mind this, the researcher made up his mind to conduct the research work related to this area. Some questions arose in his mind:

- How gender impact the purchase decision and buying behavior?
- How consumer satisfaction can impact the consumer buying behavior?
- How does consumer satisfaction influence the product & services?
- What is the number & gender of consumers who are satisfied with the considered E-commerce companies?
- How to achieve Consumer satisfaction level in the e-commerce business?

To find out the answers of these questions, the following problem is selected by the researcher for the research work.

## Problem of Statement

The researcher selected the problem with the help of a guide underlying the following topic **Consumer Satisfaction towards E-Commerce** (A Comparative Study of Amazon India and Flipkart with respect to gender).

## Objectives of the Study

Below is the main objective of the proposed study:

- To study the male & female consumer satisfaction level of Indian consumers towards Amazon India.
- To study the male & female consumer satisfaction level of Indian consumers towards Flipkart.
- To study the consumer satisfaction level of Indian male and female consumers towards Amazon India and Flipkart.

## Research Hypothesis

- There is no significant difference in mean score of male & female consumer satisfaction level of Amazon India and Flipkart.

## Limitations of Research:

The aim of the present study is to achieve the above-mentioned objectives in full dimensions and accuracy; it may be hampered due to certain limitations. Some of the limitations of this study may be summarized as follows
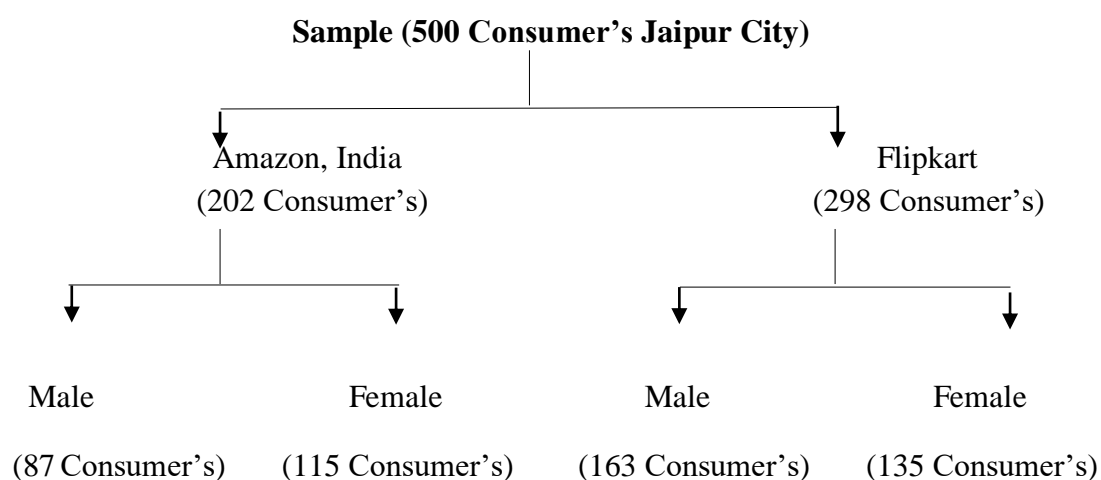
- This study is limited to two e-commerce companies only. (Amazon Indian and Flipkart)
- This present study is undertaken in Jaipur city and data is collected from the respondent for the year 2015-19.

## Sampling in the Present Study

In the present study, the researcher used Stratified Random sampling. In this sampling, the researcher has attempted to stratify the population in such a way that the population within a stratum is unique or homogeneous. The characteristic forms the basis of which it is being stratified.

## Sample

To collect the data researcher contacted the customers of the following company-

**Sample (500 Consumer's Jaipur City)**

Amazon, India
(202 Consumer's)

Flipkart
(298 Consumer's)

| Male | Female | Male | Female |
|------|--------|------|--------|
| (87 Consumer's) | (115 Consumer's) | (163 Consumer's) | (135 Consumer's) |

For the study a sample size of five hundred customers is selected. 202 Consumer's from Amazon, India and 298 from Flipkart.

**Tool:**

Customer satisfaction towards E-Commerce (self-made questionnaire).

**Statistics Methods**

Investing is a comprehensive and requires systematic series of information about some group of people or objects, describing and organizing the data, analyzing the information with the assistance of a unique statistical method, summarizing the evaluation and the use of these outcomes for making judgments, decisions and predictions.

The following statistical techniques were used for the analysis and interpretation of data.

a) Mean

b) t-test

c) ANOVA

**Result Interpretation and Analysis:**

$H_01$: The satisfaction level of Indian customers towards Amazon India is average concerning gender.

**H1:** The satisfaction level of Indian customers towards Amazon India is not average concerning gender.

**Table 1 : Satisfaction level of Male and Female Indian Customers towards Amazon India**

| Dimensions | Observations (n) | | Mean | | Satisfaction Level | |
|---|---|---|---|---|---|---|
| | **Female** | **Male** | **Female** | **Male** | **Female** | **Male** |
| Company | 87 | 115 | 41.72 | 42.71 | VS | VS |
| Product | 87 | 115 | 40.24 | 43.01 | VS | VS |
| Price | 87 | 115 | 39.93 | 42.97 | S | VS |
| Staff and Service | 87 | 115 | 39.62 | 42.59 | S | VS |

| Delivery | 87 | 115 | 40.83 | 43.15 | VS | VS |
|---|---|---|---|---|---|---|
| Overall Satisfaction | 87 | 115 | 201.92 | 214.43 | VS | VS |

**Table 1** represents the level of satisfaction of female and male Indian customers towards Amazon India. "Customer satisfaction towards e-commerce" tool is administered on female and male customers of Amazon India to assess their satisfaction levels towards different dimensions (Company, product, price, staff & service, delivery and, overall satisfaction). The tool categorizes customer satisfaction levels in five categories i.e. Very Satisfied (VS), Satisfied (S), Neither Satisfied nor Dissatisfied (NSND), Dissatisfied (D) and, Very Dissatisfied (VD). The mid-level (NSND) represents the average level of customer satisfaction towards different dimensions as given above. To test the difference between the mean scores of the groups, a null hypothesis ($H_01$) is formulated. An alternate hypothesis (H1) is also formulated if the null hypothesis fails to be rejected. The mean scores of female and male Indian customers towards different dimensions of the satisfaction shows that the satisfaction level of female and male customers towards Amazon India with relation to all dimensions and the overall level is above average (>NSND) as per the tool norms. Female customers are very satisfied in the following dimensions - Company, Product, and Delivery. Females are only satisfied in Price and Staff & service dimensions. Male customers are very satisfied in all dimensions of the tool. Also, the satisfaction level of female and male Indian customers towards Amazon India in the overall aspect is very satisfied. However, in all dimensions, including the overall aspect; the level of satisfaction of male customers is higher than female customers.



**Chart 1: Satisfaction level of Male and Female Indian Customers towards Amazon India**

**Chart 1** also shows that the columns related to the satisfaction level of male Indian customers towards Amazon India concerning different dimensions of the tool "customer satisfaction towards e-commerce" is higher than the columns related to female customers.

Thus, the null hypothesis "The satisfaction level of Indian customers towards Amazon India is average concerning gender" is rejected and the alternate hypothesis "The satisfaction level of Indian customers towards Amazon India is not average concerning gender" is accepted.

The reason behind the rejection of the null hypothesis was that-

1. The male customers are more satisfied with the company's brand image and up-gradation of the company's product and services as per new trends than female customers of Amazon India.

2. Male customers of Amazon India are also more satisfied than female customers with consistency in the quality of the product they receive and the payment options available for paying the price.

3. Male customers are more satisfied than the female customers with the pricing of the product, cashback facility, and refund procedures of Amazon India.

4. Male customers are more satisfied than the female customers with staff and services regarding response time, online security, and overall services of Amazon India.

5. Also, male customers of Amazon India are more satisfied than female customers with the timeliness delivery of products.

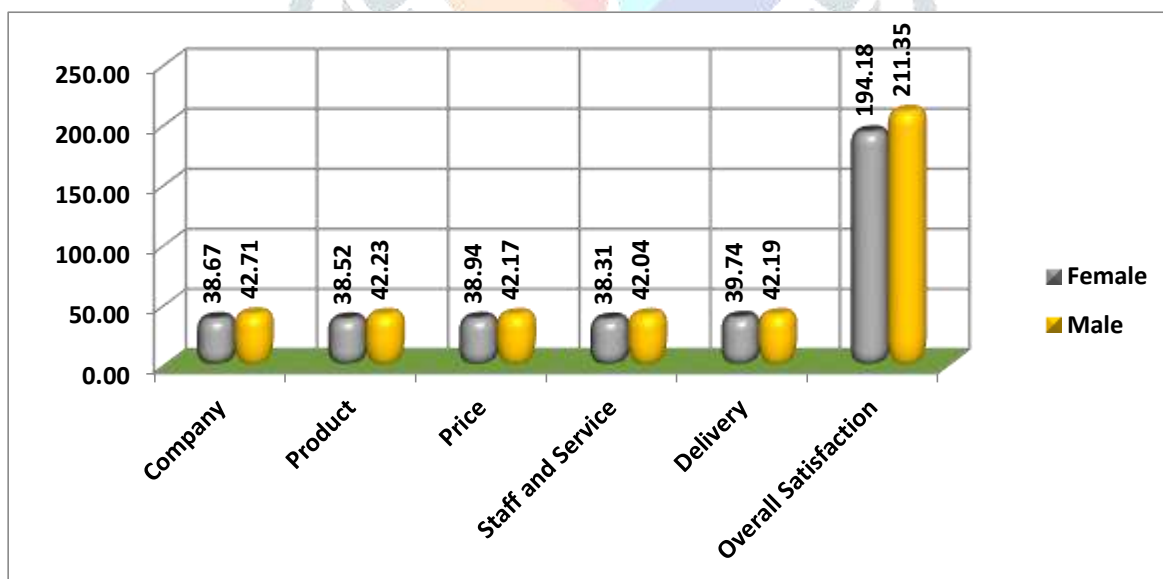**H$_0$2:** The satisfaction level of Indian customers towards Flipkart is average concerning gender.

**H2:** The satisfaction level of Indian customers towards Flipkart is not average concerning gender.

**Table 2: Satisfaction level of Male and Female Indian Customers towards Flipkart**

| Dimensions | Observations (n) | | Mean | | Satisfaction Level | |
|---|---|---|---|---|---|---|
| | Female | Male | Female | Male | Female | Male |
| Company | 163 | 135 | 38.67 | 42.71 | S | VS |
| Product | 163 | 135 | 38.52 | 42.23 | S | VS |
| Price | 163 | 135 | 38.94 | 42.17 | S | VS |
| Staff and Service | 163 | 135 | 38.31 | 42.04 | S | VS |
| Delivery | 163 | 135 | 39.74 | 42.19 | S | VS |

| Overall Satisfaction | 163 | 135 | 194.18 | 211.35 | S | VS |
|---|---|---|---|---|---|---|

**Table 2** represents the level of satisfaction of female and male Indian customers towards Flipkart. "Customer satisfaction towards e-commerce" tool is administered on female and male customers of Flipkart to assess their satisfaction levels towards different dimensions (Company, product, price, staff & service, delivery and, overall satisfaction). The tool categorizes customer satisfaction levels in five categories i.e. Very Satisfied (VS), Satisfied (S), Neither Satisfied nor Dissatisfied (NSND), Dissatisfied (D) and, Very Dissatisfied (VD). The mid-level (NSND) represents the average level of customer satisfaction towards different dimensions as given above. To test the difference between the mean scores of the groups, a null hypothesis ($H_02$) is formulated. An alternate hypothesis (H2) is also formulated if the null hypothesis fails to be rejected. The mean scores of female and male Indian customers towards different dimensions of the satisfaction shows that the satisfaction level of female and male customers towards Flipkart with relation to all dimensions and the overall level is above average (>NSND) as per the tool norms. Male customers are very satisfied in the dimensions: Company, Product, Price, Staff & service, and Delivery. Whereas Female customers are satisfied in dimensions like Company, Product, Price, Staff & service, and Delivery. Also, the satisfaction level of female and male Indian customers towards Flipkart in the overall aspect is satisfied and very satisfied. However, in all dimensions, including the overall aspect; the level of satisfaction of male customers is higher than female customers



**Chart 2: Satisfaction level of Male and Female Indian Customers towards Flipkart**

**Chart 2** also shows that the columns related to the satisfaction level of male Indian customers towards Flipkart concerning different dimensions of the tool "customer satisfaction towards e-commerce" is higher than the columns related to female customers.

Thus, the null hypothesis "The satisfaction level of Indian customers towards Flipkart is average concerning gender" is rejected and the alternate hypothesis "The satisfaction level of Indian customers towards Flipkart is not average concerning gender" is accepted.

The reason behind the rejection of the null hypothesis was that-

1. The male customers are more satisfied with the company's brand image and up-gradation of the company's product and services as per new trends than female customers of Flipkart.

2. Male customers of Flipkart are also more satisfied than female customers with consistency in the quality of the product they receive and the payment options available for paying the price.

3. Male customers are more satisfied than the female customers with the pricing of the product, cashback facility, and refund procedures of Flipkart.

4. Male customers are more satisfied than the female customers with staff and services regarding response time, online security, and overall services of Flipkart.

5. Also, male customers of Flipkart are more satisfied than female customers with the timeliness delivery of products.

$H_03$: there is no significant difference between the satisfaction levels of customers of Amazon India and Flipkart concerning gender.

H3: there is a significant difference between the satisfaction levels of customers of Amazon India and Flipkart concerning gender.
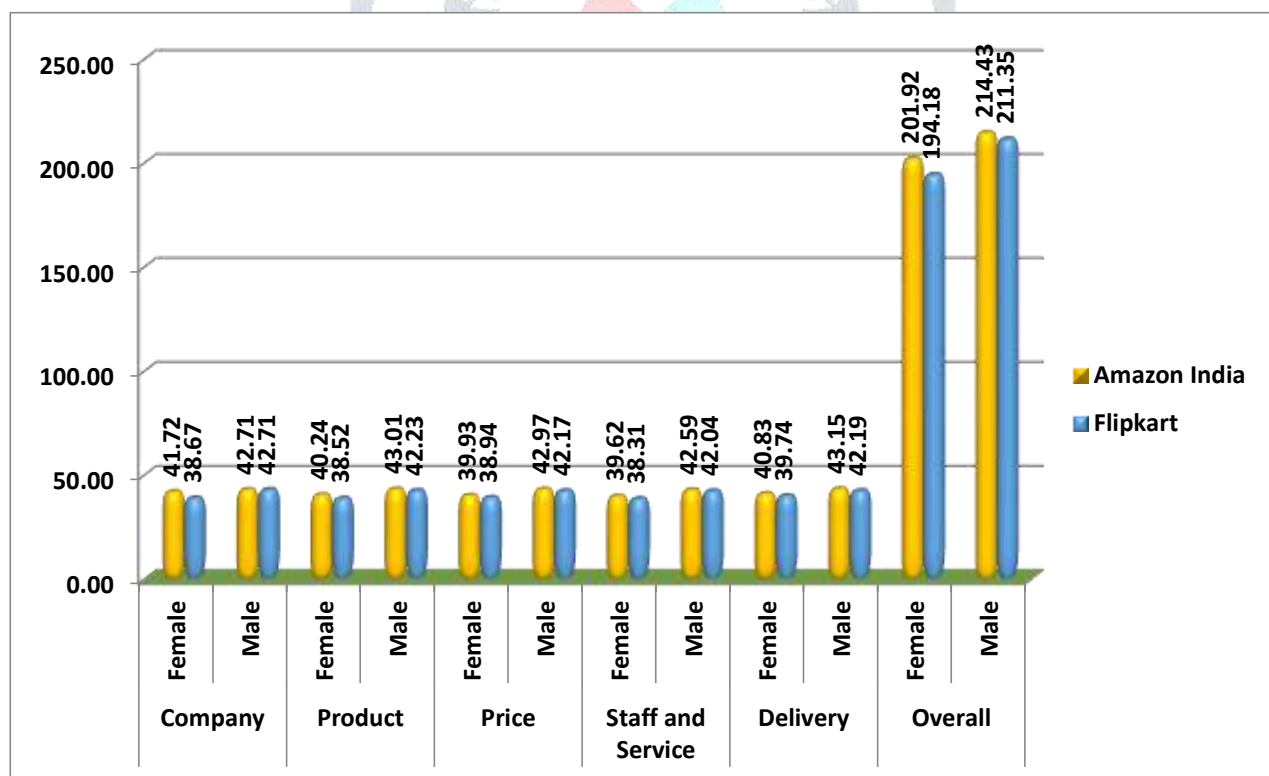
**Table 3 : Significance of Difference between satisfaction levels of Customers of Amazon India and Flipkart concerning Gender**

| Dimensions | Gender Groups | Company | | df | Mean | | SD | | t-Value | p-Value |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Amazon India | Flipkart | | Amazon India | Flipkart | Amazon India | Flipkart | | α=0.05 |
| Company | Female | 87 | 163 | 248 | 41.72 | 38.67 | 5.09 | 7.16 | 3.89 | 0.00 |
| | Male | 115 | 135 | 248 | 42.71 | 42.71 | 4.81 | 5.15 | 0.00 | 1.00 |
| Product | Female | 87 | 163 | 248 | 40.24 | 38.52 | 6.71 | 6.22 | 1.98 | 0.05 |
| | Male | 115 | 135 | 248 | 43.01 | 42.23 | 4.24 | 5.08 | 1.32 | 0.19 |
| Price | Female | 87 | 163 | 248 | 39.93 | 38.94 | 5.68 | 5.46 | 1.32 | 0.19 |
| | Male | 115 | 135 | 248 | 42.97 | 42.17 | 4.48 | 4.67 | 1.39 | 0.17 |
| Staff and Service | Female | 87 | 163 | 248 | 39.62 | 38.31 | 5.89 | 6.81 | 1.58 | 0.12 |
| | Male | 115 | 135 | 248 | 42.59 | 42.04 | 4.83 | 5.29 | 0.85 | 0.39 |
| Delivery | Female | 87 | 163 | 248 | 40.83 | 39.74 | 6.41 | 5.39 | 1.35 | 0.18 |
| | Male | 115 | 135 | 248 | 43.15 | 42.19 | 5.09 | 5.51 | 1.42 | 0.16 |
| Overall | Female | 87 | 163 | 248 | 201.92 | 194.18 | 27.49 | 26.09 | 2.15 | 0.03 |

| | Male | 115 | 135 | 248 | 214.43 | 211.35 | 19.15 | 22.42 | 1.17 | 0.24 |
|---|---|---|---|---|---|---|---|---|---|---|

**Table 3** represents the level of satisfaction of female and male Indian customers towards Amazon India and Flipkart concerning Gender. "Customer satisfaction towards e-commerce" tool is administered on female and male customers of Amazon India & Flipkart to assess their satisfaction levels towards different dimensions (Company, product, price, staff & service, delivery and, overall satisfaction). To test the difference between the mean scores of the groups, a null hypothesis ($H_03$) is formulated. An alternate hypothesis (H3) is also formulated if the null hypothesis fails to be rejected. The mean scores of female and male Indian customers towards different dimensions of the satisfaction shows that the satisfaction level of female and male customers towards Amazon India with relation to all dimensions and the overall level is above average (>NSND) as per the tool norms. Female customers are very satisfied in the following dimensions - Company, Product, and Delivery. Females are only satisfied in Price and Staff & service dimensions. Male customers are very satisfied in all dimensions of the tool. Also, the satisfaction level of female and male Indian customers towards Amazon India in the overall aspect is very satisfied. However, in all dimensions, including the overall aspect; the level of satisfaction of male customers is higher than female customers. In overall aspect male & female customers of Amazon, India are more satisfied than the male & female customers of Flipkart.



**Chart 3: Significance of Difference between satisfaction levels of Customers of Amazon India and Flipkart concerning Gender**

**Findings of the Research Study**

**Satisfaction level of Male and Female Indian Customers towards Amazon, India**

**Table 1** The mean scores of female and male Indian customers towards different dimensions of the satisfaction shows that the satisfaction level of female and male customers towards Amazon India with relation to all dimensions and the overall level is above average (>NSND) as per the tool norms. Female customers are very satisfied in the following dimensions - Company, Product, and Delivery. Females are only satisfied in Price and Staff & service dimensions. Male customers are very satisfied in all dimensions of the tool. Also, the satisfaction level of female and male Indian customers towards Amazon India in the overall aspect is very satisfied. However, in all dimensions, including **the overall aspect; the level of satisfaction of male customers is higher than female customers**.

**Satisfaction level of Male and Female Indian Customers towards Flipkart**

**Table 2** The mean scores of female and male Indian customers towards different dimensions of the satisfaction shows that the satisfaction level of female and male customers towards Flipkart with relation to all dimensions and the overall level is above average (>NSND) as per the tool norms. Male customers are very satisfied in the dimensions: Company, Product, Price, Staff & service and Delivery. Whereas Female customers are satisfied in dimensions like Company, Product, Price, Staff & service and Delivery. Also, the satisfaction level of female and male Indian customers towards Amazon India in the overall aspect is satisfied and very satisfied. However, in all dimensions, including the **overall aspect; the level of satisfaction of male customers is higher than female customers.**

**Significance of Difference between satisfaction levels of Customers of Amazon India and Flipkart concerning Gender**

**Table 3** The mean scores of female and male Indian customers towards different dimensions of the satisfaction shows that the satisfaction level of female and male customers towards Amazon India with relation to all dimensions and the overall level is above average (>NSND) as per the tool norms. Female customers are very satisfied in the following dimensions - Company, Product, and Delivery. Females are only satisfied in Price and Staff & service dimensions. Male customers are very satisfied in all dimensions of the tool. Also, the satisfaction level of female and male Indian customers towards Amazon India in the overall aspect is very satisfied. However, in all dimensions, including the overall aspect; the level of satisfaction of male customers is higher than female customers. In overall aspect **male & female customers of Amazon, India are more satisfied than the male & female customers of Flipkart.**

**References:**

- Evangelos, G & Yannis, S. 2005. Customer Satisfaction Evaluation: Methods for Measuring and Implementing Service Quality. London: Springer.

- Hayes Bob E. 2008. Measuring customer satisfaction and loyalty. Milwaukee, Wis: ASQ Quality Press.

- Kothari C.R., Research Methodology, Wishwa Prakashan, New Delhi, 1985 (Reprint 2003).

- Naresh K Malhotra; "Marketing Research", 3rd edition, Pearson education, Delhi – 2003.

- Philip Kotler; "Marketing Management" 11th edition, Prentice hall, New Delhi – 2002.

- Richard I. Levin, David S. Rubin, Statistics for Management, USA, Prentice-Hall, Inc, Seventh Edition, 2002.