A STUDY ON CONSUMER ANALYSIS OF ECOMMERCE WEBSITES WITH SPECIAL REFERENCE TO: AMAZON AND FLIPKART

DEEPANKAR SONKAR

ABSTRACT

This dissertation report has been written as part of the MBA programme requirements at Galgotias University for the academic year 2021-2023. The primary purpose of this research is to compare and contrast two popular online market places, Amazon and Flipkart, from the perspective of their customers. E-commerce website design, price, delivery alternatives, perceived utility, simplicity of use, trust, and privacy are just few of the issues that this research hopes to shed light on. The research is to examine the similarities and differences between Amazon and Flipkart, two of the largest online retailers in the world.

My supervisor, Ms. Pooja Singh, has been really helpful and supportive, and I appreciate all of her hard work. I am thankful that I was able to get as much knowledge as possible by working

with her. Kareena, a classmate of mine, came with me and helped me with data collection, so I owe her a debt of gratitude as well.

Finally, I'd want to express my gratitude to everyone who has shown support throughout my life.

INTRODUCTION

According to Adam Smith, the "consumer" is "the sole end and purpose of all production; and the interest of the product ought to be attended so far as it may be necessary to promote that of the consumer." As the global economy becomes more interconnected and more economic practises become globalised, the consumer has been the centre of attention in recent years. There is no denying that the availability, quality, and safety of today's market products and services have been significantly impacted by the development of contemporary technology. The word "consumer" is used to describe someone who buys products or services with the intention of using them. Online companies and consumers alike are increasingly engaging in monetary transactions entirely via electronic means.

The rapid global spread of the internet is causing a dramatic shift in how and where people shop for

and acquire products and services. Many companies have found that reducing their internet marketing budget allows them to compete more effectively in traditionally cutthroat markets and, as a result, offer their products and services at more affordable prices. Institutions inside the government are also gradually moving away from paper in favour of digital alternatives. Businesses utilise the internet for several purposes, including advertising, product and service trading, and consumer feedback gathering. In addition, you may use it to conduct surveys to gauge customer happiness.

Customers use the internet not just to make purchases, but also to compare other sellers' offerings in terms of pricing, features, and after-sale support. Consumers not only use the web to shop, but also to research, compare, and

LITERATURE REVIEW

It's common knowledge that it's impossible to effectively envision or finish a project without first doing a thorough analysis of relevant background material. The studies of reputable articles pertinent to the area are what allow us to see clearly what has been illuminated there and what remains in the shadows. Once we have a firm grasp on what has and has not been investigated, we can move forward in a methodical and purposeful fashion. Few primary research studies have been conducted on this subject. No serious studies on the topic have been conducted in India as of yet.

Research necessitates an in-depth familiarity with the fundamentals of the study at hand. We checked out every library and museum in the area. The strategy and key aims of the research were better understood after studying the relevant literature available in these libraries and institutes.

The consumer market's use of the internet is expanding at a rapid clip. Technology improvements have also boosted internet companies' ability to collect, manage, transfer, store, and analyse massive amounts of data on website users. Visitors may have knowingly submitted this information, or it may have been collected automatically. Concerns about the security of private information shared online are increasing as a direct result of advances in data collecting and use. The following are short abstracts of some of the many research that have been conducted in this field for your perusal:

A study by Sahoo et al. (2018) titled "An investigation into factors affecting online purchase intentions of Indian consumers on Amazon and Flipkart" The purpose of this study was to examine what influences Indian customers' decision to buy from Amazon and Flipkart online. Online shopping intent was shown to be most affected by the websites' aesthetics, breadth of offerings, cost, and quality of service to customers. The survey also indicated that consumers' levels of trust, reputation, and brand loyalty all played a part in influencing their decisions to make purchases on these sites.

RESEARCH OBJECTIVE

● To determine the elements, such as product quality, pricing, customer service, and delivery options, that influence consumers' decision-making while buying products from Amazon and Flipkart e-commerce websites.

● To identify the strengths and weaknesses of Amazon and Flipkart e-commerce websites in relation to other e-commerce platforms and give recommendations for improvements based on customer preferences and expectations for website navigation, design, and ease of use.

● To explore the role of trust and security in influencing consumers' purchase intentions on Amazon and Flipkart e-commerce platforms and determine how consumers perceive the security of their personal and financial information.

DATA COLLECTION METHOD

The aim of any data collecting is to gather high-quality evidence, which can then be used to conduct extensive data analysis and create a solid case for answering a given question.

Primary Data

It is an original primary data project with a clear research project goal. I must use the standard research instrument or tool—the questionnaire—for this project.

Secondary Data

DATA ANALYSIS

The research's goals were analysed in reference to those of a regular online shopper who had made numerous purchases. This was done since frequent online shoppers who made several purchases would be the ideal responders to offer information on online shopping. Because of this, it is quite important to determine which of your clients

routinely makes purchases via online channels. The following group of inquiries was posed to the people who took part in

LIMITATIONS

The study focuses only on two e-commerce websites, Amazon and Flipkart. There are many other e-commerce websites in India that were not included in this study, which could have provided valuable insights.

● The survey's sample size was capped at 100 customers, so it's possible that the sample doesn't accurately reflect the population as a whole. Additionally, the sample might have been biased towards frequent online shoppers, who might have different purchasing habits than infrequent shoppers.

● The survey's data was self-reported, which means it might not always be accurate. Customers might have given socially acceptable comments or may have misremembered their buying habits.

● The study was completed in a short amount of time, which might have affected the scope of the investigation. A longer time frame might have permitted for more thorough data gathering and analysis.

● The study was conducted in India, and the findings may not be generalization to other countries or regions with different e-commerce markets and consumer behavior

- ☐The study does not analyze the financial data of Amazon and Flipkart, which could provide valuable insights into their revenue streams, marketing expenses, and profit margins.

CONCLUSION

This study demonstrates that online buying in India has a very promising future. Consumers may shop for anything, anywhere, at any time via the internet, and there are secure and convenient payment methods available. Customers can compare prices between products and internet retailers. Even after becoming more and more popular, conventional shopping will still exist. There are still some situations in which we favour shopping at a store. The use of plastic money and debit and credit cards has brought stores to the websites and ultimately to the customers. But there is no turning back; as time goes on, e-shopping will become an even more significant aspect everywhere.

The results reveal that Flipkart and Amazon are both well-liked e-commerce platforms in India, where most users have made purchases. According to the report, consumers consider factors including pricing, product quality, delivery time, and website usability when selecting an e-commerce website.

The study also found that consumers shop online for a number of benefits, including comfort, cost-effectiveness, and access to a wider variety of goods. The survey also demonstrated the importance of customer loyalty and brand trust in influencing the success of e-commerce platforms. The study did, however, note a number of limitations, including the small sample size, self-reported data, and time limits. Therefore, more investigation is required to provide a more thorough understanding of Indian e-commerce consumer behaviour.

Overall, this study contributes to the existing literature on e-commerce consumer behavior and provides valuable insights for e-commerce websites to develop effective marketing strategies and enhance customer satisfaction. The findings of this study could be used by e-commerce websites to identify the factors that influence consumer behavior and tailor their offerings accordingly, to increase customer retention and loyalty.

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