



“CONSUMERS’ PERCEPTION TOWARDS WEBSITE AND APPS OF FLIPKART, AMAZON AND EBAY- A DESCRIPTIVE STUDY.”

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ABSTRACT

E-commerce has grown phenomenally in the past decade for a various reason including changes in consumer lifestyles, technological advancements, increases in consumers income and spending, and rapid financial development throughout the world. The Present study focus on

Consumers’ Perception towards e-commerce website and apps like Flipkart, Amazon and E-bay. The main objective of this study to identify the perception of consumers towards business websites, apps and to evaluate the consumer awareness towards business websites, apps of Flipkart, Amazon and E-bay. The Present study focus on the website and delivery application that are used by the customer for online shopping.

Key Words: Online Shopping, Customer perception, Mobile Apps, E-Commerce, Service Provider Quality

1.INTRODUCTION

In the time of globalization alongside the Development of internet business, numerous business organisations begun their deals and showcasing endeavours by means of web. Online shopping is characterized as buying item from Internet retailers instead of a shop or store. It is a type of electronic trade which permits customers to straightforwardly purchase products from a vendor over the electronic media. Internet shopping is one of the fast-developing things. It is considered as mode for exchange among vendors and purchasers. Electronic business draws on innovations like versatile trade, store network, online exchange, electronic information exchange, stock administration framework, electronic asset moves. The noticeable internet retailing organizations in India are Flipkart, Amazon.com, Snap chat, Myntra and e-Bay and so on.

Today online business is an adage in Indian culture and it has become a basic part of our everyday life. The most well-known models of Multi Product E-Commerce are www.flipkart.com, www.Amazon.in, www.ebay.com and so on.

The purpose of the present study is to investigate the shopper insight towards site and application of flipchart, amazon and e-straight by the clients, to consider the fulfilment level of those stage clients dependent on various boundaries.

2.REVIEW OF LITERATURE

Nehas (2018) from her work she found that the customer's discernment on internet shopping changes from one individual to another and the insight is restricted partially with the accessibility of the authentic network and the openness to the web-based shopping.

Durmaz (2011) from his investigation titled — effect of social variables on internet had found that effect of social components implies a great deal.

Richa (2012) investigated customers in India and the examination tracked down that On-line shopping is a new thing in the field of E-Business and is unquestionably going to be the integral part of business. The greater part of the organizations is running their on-line entries to sell their items/benefits on-line.

Goswami (2013) study found that online clients are fulfilled in terms of Price, Quality of items, Ease of utilization and timely delivery at distant regions.

Gangeshwar (2013) presumed that the internet business has an exceptionally bright future in India although security, protection and reliance on innovation are a portion of the downsides of web-based business yet there is a splendid future to internet business.

Dellart (2011) discovered web-based shopping and expectation to shop online are not just influenced by convenience, value, and happiness, yet additionally by exogenous components like customer qualities, situational factors, item attributes, past web-based shopping encounters, and confidence in web-based shopping.

Satheesh Kumar(2022) in his study identified the perspective of customers on opportunities and challenges in the e-commerce, to identify performance of e-commerce and to address the challenges in the e-commerce market in India.

2.1. Statement of the Problem

It has been found from the various review of literature that there are diverse perspective and opinions on E-Commerce platforms, websites, apps of e-commerce service providers in India.

Hence, the researcher has tried to study the consumers' perception towards website and apps of flip kart, amazon, and e-bay in India.

2.2. Objectives of the Study

- To identify the perception of consumers towards e-commerce websites.
- To assess the factors influencing the customers to using e-commerce websites.
- To identify which feature is more preferred by the customers regarding e-commerce websites
- To assess the satisfaction level of respondents regarding services offered by e-commerce websites.

3. RESEARCH METHODOLOGY

Kumar et al (2016) has clearly followed research methodology as applicable to the research like types of research design, sampling method & size, source of data, instruments for data collection and tools for data analysis. The same order of research methodology has been followed here as detailed below:

3.1. Type of Research Design

Researcher has adopted descriptive research and presented the research work in a descriptive manner.

3.2. Sampling Method and Size

Convenient sampling method has been used by researcher to collect the responses from the target respondent. Researcher has taken 100 online buyers/customers as a sample size for study purpose

Data has been collected from both primary and as well as secondary source.

3.3. Source of Data

Data has been collected from both primary and as well as secondary source.

3.4. Instruments for Data Collection

Researcher has collected information through Google form based structured questionnaire from online buyers/customers.

3.5. Tools for Data Analysis

Tools for data analysis are descriptive analysis and weighted average ranking score method.

3.6. Limitations of the Study

1. The present study is subject to respondents' bias.
2. Outcome of research is applicable only to Bangalore, Karnataka.

4. DATA ANALYSIS AND INTERPRETATION Demographic Profile of Respondent Table No. 4.1. Demographic Profile of the Respondents

Gender	Number of Respondents	Percentage
Male	43	43%
Female	57	57%
Total	100	100%
Age Group	No. of Respondents	Percentage
18-25	59	59%
26-35	27	27%
36-40	12	12%
40& More	2	2%
Total	100	100%
Education Level	No. of Respondents	Percentage
PUC	10	10%
Graduation	46	46%
Post-Graduation	26	26%
Others	18	18%
Total	100	100%

Occupation	No. of Respondents	Percentage
Student	39	39%
Private Employee	25	25%
Government Employees	6	6%
Business	9	9%
Professionals	12	12%
Others	9	9%
Total	100	100%

Source of Data: Primary Data

Interpretation

Among the 100 respondents, 43% of them are male respondents and 57% of them are female. It shows the more number respondents are female respondents rather than male respondents. The above table describes that out of the 100 respondents, 59% of them are in the age group of 16- 25 years, 27% of them belongs to age group of 26-35 years, 12% of them belongs to 36-40 range and above 40years has 2% data has been examined from above table. So most of the respondents are between the age group of 18-25 years. Among the 100 respondents, 46% are from under graduation, 26% are from Post-Graduation level and 10% and 18% from, PUC and Others. we can understand most of the respondents has completed their Graduation. Among the 100 respondents, most of them are students 39%, 25% of them are Private Employee 6% are government employees, 9% are business persons, 12% are professionals and 9% are others. It is understood majority of the respondent are student.

Table No 4.2: Knowledge about E-commerce website

Particulars	No of Respondents	Percentage
Yes	85	85%
No	15	15%
Total	100	100%

Source of Data: Primary Data Interpretation

Among the 100 respondents, 85% said that they have knowledge about e-commerce sites.

Table No 4.3: Aware e-commerce websites

Particulars	No of Respondents	Percentage
Flip Kart	31	31%
Amazon	47	47%
E-bay	15	15%
Others	7	7%
Total	100	100%

Source of Data: Primary Data Interpretation

Among the 100 respondents, 31% are aware of Flipkart, 47% are aware of Amazon, 15% are aware of E-bay& Remaining 7% are aware of others. **Table No 4.4: Information source about E-commerce website**

Particulars	No of Respondents	Percentage
Friends	19	19%
Advertisement	44	44%
Internet	26	26%
Others	11	11%
Total	100	100%

Source of Data: Primary Data Interpretation

Among the 100 respondents, 44% said that they came to know about e-commerce website through advertisement, 19% said that they came to know about e-commerce website through friends, 26% said that they came to know about e-commerce website through Internet, 11% said that they came to know about e-commerce website through others.

Table No 4.5: Most Preferred website

Particulars	No of Respondents	Percentage
Flip Kart	39	39%
Amazon	44	44%
E-bay	11	11%
Others	6	6%
Total	100	100%

Source of Data: Primary Data Interpretation

Among the 100 respondents, 39% of the respondents said that their most preferred website is Flipkart, 44% of the respondents said that their most preferred website are Amazon, 11% of the respondents said that their most preferred website are E-bay& Remaining 6% of the respondents said that their most Preferred website are other than above. **Table No 4.6: Service are you taking from business website**

Particulars	No of Respondents	Percentage
Buying a Product	58	58%
Selling a Product	34	34%
Others	8	8%
Total	100	100%

Source of Data: Primary Data

Interpretation

Among the 100 respondents, 57% are say Buying a Product, 34% are say Selling a Product, 8% are say so majority of the respondent say Buying a product we can understand most of the respondent use this web site for buying a product.

Table No 4.7: Reason for buying in online

Particulars	No of Respondents	Percentage
Convenience ease to purchase, home delivery, available to shop 24*7	38	38%
Save Time	32	32%
Price	20	20%
Other	10	10%
Total	100	100%

Source of Data: Primary Data Interpretation

Among the 100 respondents, 38% are say Convenience ease to purchase, home delivery, available to shop 24*7, 32% are say save time, 20% are say Price & 10% are say others, so majority of the person use online buying in website because convenience ease to purchase, home delivery, available to shop 24*7.

Table No 4.8: Time spend on e-commerce website

Particulars	No of Respondents	Percentage
0-1	29	29%
1-2	45	45%
2-3	17	17%
3 & above	9	9%
Total	100	100%

Source of Data: Primary Data Interpretation

Among the 100 respondents, 29% are say 0-1Hr, 45% are say 1-2Hr, 17% are say 2-3Hr & 9% are say 3&above. So, we can easily understand most of the respondent spends 2-3hr every time using websites.

Table No 4.9: Mode of using website

Particulars	No of Respondents	Percentage
Laptop	20	20%
Mobile	57	57%
Tablet	15	15%
Others	8	8%
Total	100	100%

Source of Data: Primary Data Interpretation

Among the 100 respondents, 20% are say Laptop, 57% are say Mobile, 15% are say Tablet and remaining 8% are other, majority of say mobile so we can easily understand most of the respondent use website in mobile phone.

Table No 4.10: Customer experience towards e-commerce website

Particulars	No of Respondents	Percentage
Very Good	22	22%
Good	52	52%
Moderate	22	22%
Poor	4	4%
Very Poor	0	0%
Total	100	100%

Source of Data: Primary Data Interpretation

Among the 100 respondents, 22% are say Very Good, 52% are say Good, 25% are ay Moderate, 4% are say poor, and no one choose Very Poor so we can easily understand customer Experience towards e-commerce website is good.

Table No 4.11: Rate towards Amazon, Flipkart, E-bay

Particulars	No of Respondents	Percentage
Very Good	17	17%
Good	53	53%
Moderate	25	25%
Poor	4	4%
Very Poor	1	1%
Total	100	100%

Source of Data: Primary Data Interpretation

Among the 100 respondents, 17% are say Very Good, 53% are say Good, 25% are ay Moderate, 4% are say poor, and 1% are say Very Poor so we can easily understand customer rate towards Amazon, Flipkart, E-bay website is good.

Table No 4.12: Ways to increase using these websites

Particulars	No of Respondents	Percentage
Awareness	20	20%
Easy access	49	49%
Security	16	16%
Authentication	13	13%
Others	2	2%

Total	100	100%
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Source of Data: Primary Data Interpretation

Among the 100 respondents, 20% are say Awareness, 49% are say Easy Access, 16% are say Security, 13% are say Authentication, majority of the respondent say easy access so we can easily understand customer need easy access to increase their usage. **Table No 4.13: Customer feel towards Security while using website**

Particulars	No of Respondents	Percentage
Yes	79	79%
No	21	21%
Total	100	100%

Source of Data: Primary Data Interpretation

Among the 100 respondents, 79% are say yes and 21% are say No, so we can easily understand most of the respondent facing or they feel security issue while using website.

Table No 4.14: Impact of discount on buying behaviour

Particulars	No of Respondents	Percentage
Strongly Agree	19	19%
Agree	52	52%
Neutral	19	19%
Disagree	0	0%
Strongly Disagree	10	10%
Total	100	100%

Source of Data: Primary Data Interpretation

Among the 100 respondents, 19% are say Strongly agree, 52% are say Agree, 19% are say neutral, 0% are say disagree, and 10% are say Strongly disagree, majority of the people say agree so we can understand Discount make customer food order often. **Table No 4.15: Customer Satisfaction level towards website quality**

Particulars	No of Respondents	Percentage
Excellent	22	22%
Good	63	63%
Fair	11	11%
Poor	4	4%
Total	100	100%

Source of Data: Primary Data Interpretation

Among the 100 respondents, 22% are say Excellent, 63% are say Good, 11% are ay Fair, 4% are say poor, so we can understand quality service offered by website was good.

Table No 4.16: Customer buying online instead of going shop

Particulars	No of Respondents	Percentage
Yes	73	73%
No	27	27%
Total	100	100%

Source of Data: Primary Data Interpretation

Among the 100 respondents, 73% are say yes and 27% are say No, so we can easily understand most of the respondent buying online instead off visiting shop.

5. SUMMARY OF FINDINGS CONCLUSION AND SUGGESTIONS**5.1 SUMMARY OF FINDINGS**

- Majority 88% have knowledge about the business sites.
- It is found that 47% respondent are aware of Amazon website.
- It understand that know about the source of knowledge was 44% are getting from advertisement.
- Majority of respondent 85% of the respondent have knowledge about the e-commerce.
- We get information that is 44% of the respondent choose amazon for online shopping.
- Respondent of this study 61% of the customer use online website for getting information purpose.
- It is found that 38% of customer use Amazon for their business purpose.
- It is found that 58% of the customer use business sites for buying a product.
- 38% of the customer prefer online buying reason for Convenience ease to purchase, home delivery, available to shop 24*7.
- Majority of the 45% of the customer tell they use e-commerce website average a 1–2-hour one time.
- It is found 57% of the customer use mobile phone for browsing the e-commerce website.
- It is found 35% of the customer choose cash on delivery payment option while ordering through online shopping.
- Respondent of this study 52% of the customer experience was good about the ecommerce website.
- It is found 53% of the respondent rating towards websites is good about the Amazon, Flipkart, E-bay websites.
- Majority of the respondent 41% are use Amazon, Flipkart, E-bay website for they are getting quality service.
- It is found 37% of the user say customer use less website because of lack of knowledge.
- It is found 49% of the respondent say they need easy access to increase the use website.
- 79% Respondent of this study say they feel that have security in online website, so it is no security issue in online websites.

- Majority of the respondent 52% customer say like discount it will be impact to their buying behaviour.
- It is found 38% of the customer say they face payment issue sometimes only.
- It is found 63% of the customer getting good satisfaction with service quality offered by the ecommerce website.
- 60% of the customer getting satisfied with packing quality offered by the e-commerce website.
- It is found 73% of the respondent say they choose buying online instead of visiting store.

5.2. SUGGESTIONS

- Good navigation in website ensures that users can move around the site or app effortlessly, find what they need, and complete tasks without confusion.
- Security perceptions are also influenced by visible security features like two-factor authentication, trust seals, and clear data protection measures.
- The checkout process should be streamlined, with clear steps and easy-to-use forms. It's important to minimize friction during checkout to reduce cart abandonment rates.
- Offering various channels for customer support, such as live chat, email, or phone, can enhance the user experience.
- Providing detailed product information, reviews, and transparent pricing can help users make informed decisions and feel that they are getting value for their money.
- User feedback, surveys, and analytics can help businesses gauge and improve overall satisfaction.

5.3. CONCLUSION

E-commerce supports customers to get product through online and it save time and money. Majority of the people preferred online shopping because of discounts, 24/7 availability of service. Amazon is the one of the popular e-commerce websites compared to other e-commerce platforms. Customer spend 1 to 2 hour as an average time online and it reaches target audience and it is concluded that compared to offline shopping, online shopping was most preferred by the customer and they are highly satisfied with online shopping.

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