



ROLE OF TRUST IN ONLINE MARKET PLATFORM (AMAZON, FLIPKART, NYKAA AND MYNTRA)

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Abstract:

This study investigates the critical role of trust in shaping consumer behavior within leading online market platforms: Amazon, Flipkart, Nykaa, and Myntra. Trust is a fundamental factor influencing users' decisions to engage, transact, and remain loyal to these platforms. The research focuses on understanding the key dimensions of trust, including platform reliability, security, seller credibility, and user experience.

Through a comparative analysis, this study examines how these platforms build and maintain trust through features like robust payment systems, transparent product information, authentic user reviews, and responsive customer support. It also explores the impact of trust on user satisfaction, repeat purchases, and platform sustainability.

The findings from this study provide valuable insights for platform operators, marketers, and policymakers to enhance trust-building strategies, foster positive user experiences, and promote a thriving online marketplace ecosystem.

Key Words: Trust, inline market platform, payment system, trust building strategies.

INTRODUCTION

The rise of online market platforms has revolutionized the way consumers shop, offering unparalleled convenience and a vast array of products at their fingertips. Platforms like Myntra, Amazon, Flipkart, and Nykaa have become household names, catering to diverse consumer needs ranging from fashion and lifestyle to electronics and beauty products. Central to the success of these platforms is the concept of trust, which plays a pivotal role in shaping consumer behaviour and driving long-term engagement. The role of trust extends beyond transactional aspects to encompass ethical considerations such as sustainability, fair pricing, and responsible business practices. Online market platforms that prioritize transparency in their operations, engage in ethical sourcing, and actively listen to customer feedback are more likely to earn and retain trust in the long run.

OBJECTIVES OF THE STUDY

- To find out the satisfaction level and trust of customers towards online Purchase of Amazon ,flipkart, nykaa and myntra
- To analyse features that consumers expect at an online shopping of Amazon, flipkart, Nykaa, Myntra

RESEARCH METHODOLOGY

The research design should start, include, select, develop, specify, provide, and conclude the research questions, comprehensive literature, appropriate research methods, instruments, procedures of data analysis, clear and concise interpretation of research results and end with conclusions and recommendations.

The research design for the current study is descriptive in nature. In the present study, extensive primary data was collected methodically.

SAMPLE SIZE

The primary data is obtained by collecting responses through questionnaires from 110 respondents.

SAMPLE DESIGN

The sampling is based in Coimbatore City and the Questionnaire is distributed across all working-class communities, businesses & Students. As the questionnaire was in Google Survey Form, it was easy to reach different sampling units in Coimbatore City.

The researcher used sampling design on Probability sampling design (Random sampling)

AREA OF STUDY

The present study is an attempt to collect the data from the people of Coimbatore city.

SOURCE OF DATA COLLECTION**PRIMARY DATA**

The primary data was collected from the respondents using a questionnaire through google forms.

SECONDARY DATA

The secondary data is collected from articles and magazines

STATISTICAL TOOLS AND ANALYSIS

The objectives formed are for the identification of behavioural patterns of the public and based on the adaptability is measured. The following tools were used for the analysing the data

- Percentage analysis
- Descriptive analysis
- Chi square

TABLE NO 1
AGE GROUP OF THE RESPONDENTS

SNO	AGE (in years)	NO OF RESPONDENTS	PERCENTAGE
1	Below 18	19	17.3%
2	19 – 21	26	23.6%
3	22 – 25	42	38.2%
4	26 – 29	13	11.8%
5	Above 30	10	9.1%
TOTAL		110	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

The table shows most respondents are young adults, with the largest group being 22 – 25 year olds (38.2%). Above 30s are the least represent (9.1%).

TABLE NO 2

YEARS OF EXPERIENCE IN ONLINE SHOPPING

SNO	YEARS OF EXPERIENCE IN ONLINE SHOPPING	NO OF RESPONDENTS	PERCENTAGE
1	Less than 1 year	13	11.8%
2	2-3 years	28	25.5%
3	4-5 years	37	33.6%
4	5-6 years	20	18.2%
5	Above 6 years	12	10.9%
TOTAL		110	100 %

(SOURCE: PRIMARY DATA)

Interpretation

In the above table 4.7 over 63% have experience with most (33.6%) shopping online for 4 – 5 years.

Chi-Square Tests:

TABLE NO:3

MARITAL AND PAYMENT METHOD FOR ONLINE SHOPPING PLATFORM

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.158 ^a	4	.007
Likelihood Ratio	12.392	4	.015
Linear-by-Linear Association	5.968	1	.015
N of Valid Cases	110		

INTERPRETATION:

The chi-square test yields a p-value of 0.015, indicating that the observed differences were not statistically significant at the 0.05 level. This indicates thus there is insufficient evidence to reject the alternate hypothesis.

FINDINGS AND SUGGESTIONS

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

1. Majority (38.2) are 22 - 25 age group.
2. 72.7% of the respondents are female
3. Majority of the respondents 74.5% are unmarried
4. 36.4% of the respondents level is below 20,000
5. Majority of the respondents 30.9% are schooling
6. Majority of the respondents 60.9% are private employee.
7. 33.6% of the respondents have 4 - 5 years of online shopping experience
8. Majority of the respondents 44.5% are neutral in recommending online shopping
9. 26.4% of the respondents rarely do online shopping
10. Majority of the respondents 44.5% are neutral in accuracy of products advertised compared to online store
11. 50.9% of the respondents are neutral in trustworthiness of responsive online store
12. Majority of the respondents 44.5% are using COD in payment method of online platform
13. 32.7% are using advanced search filter option
14. 25.5% are highly personalized recommendations based on browsing and purchase history in product recommendation.
15. 40.9% are neutral in secure consumer communication

CHI-SQUARE ANALYSIS

- There is significant relationship between marital status and method for online shopping platform.
- There is a significant relationship between age and what payment for online shopping platform.

SUGGESTIONS

Transaction Security: Ensuring secure transactions through robust payment gateways, encryption, and authentication mechanisms builds trust among users.

Product Authenticity: Guaranteeing the authenticity of products sold on the platform through verified sellers and strict quality control measures enhances trust.

Customer Reviews and Ratings: Encouraging genuine customer feedback and displaying transparent ratings and reviews help in building trust by providing insights into product quality and seller reliability.

Return and Refund Policies: Clear and fair return and refund policies build confidence among customers, assuring them of hassle-free solutions in case of any issues with their purchases.

Ethical Business Practices: Adhering to ethical business practices, such as fair pricing, transparent terms and conditions, and responsible advertising, strengthens trust and fosters long-term relationships with customers.

Responsive Customer Support: Offering prompt and helpful customer support services, including easy access to help channels, resolves queries and issues swiftly, reinforcing trust in the platform

CONCLUSION

Trust plays a pivotal role in the success of online market platforms such as Amazon, Myntra, Nykaa, and Flipkart. These platforms invest in building strong brand reputations and ensuring reliable service to instill confidence in their users. They prioritize transaction security, offering robust measures to protect user data and financial information. Guaranteeing product authenticity further enhances trust among consumers. Responsive customer service and user-generated content, like reviews and ratings, also contribute significantly to building trust. Flexible return and refund policies demonstrate a commitment to customer satisfaction, ultimately fostering a sense of reliability and dependability that underpins the success of these platforms in the competitive e-commerce landscape.

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