

# Comparative Analysis of Customer Satisfaction Between Amazon and Flipkart: A Case Study in Mysore City

**Priya.K, Assistant Professor, Department of MBA, GSSS Institute of Engineering & Technology for Women, KRS Road, Metagalli, Mysuru, India. nakshpriya1@gmail.com**

**Chaitra H.V, Assistant Professor, Sarada vilas college, Mysore, India.  
chaitrashetty92@gmail.com**

**Abstract -** This research compares consumer happiness on Amazon and Flipkart, two large e-commerce platforms, with an emphasis on Mysore. The study's goal is to compare and analyse customer satisfaction levels utilising a mixed-methods methodology. A standardised questionnaire is used to collect primary data from a representative sample of Mysore city clients, which is augmented by in-depth interviews. Customer satisfaction aspects include website usability, product assortment, pricing, delivery speed, customer service, and overall buying experience. The data is analysed using statistical analysis and thematic analysis. The study's findings shed light on Amazon's and Flipkart's strengths and weaknesses in terms of consumer satisfaction in Mysore. The findings demonstrate considerable disparities in satisfaction levels between the two platforms, as well as the factors influencing pleasure or discontent. The study adds to the current body of knowledge on e-commerce customer happiness and provides actionable recommendations for Amazon and Flipkart to improve their services and build client loyalty. The study's ramifications go beyond Mysore and provide a more comprehensive picture of client preferences and expectations in the Indian e-commerce sector. The research helps to improve the overall consumer experience in the industry, resulting in higher satisfaction and long-term growth.

**Keywords:** customer satisfaction, Flipkart, amazon.

## I. INTRODUCTION

The e-commerce industry has grown dramatically over the last decade, changing the way consumers shop and revolutionizing the retail environment. Customers now can purchase a wide selection of things from the comfort of their homes, thanks to the rise of online platforms such as Amazon and Flipkart. Understanding and addressing customer satisfaction has become critical for businesses to survive and create long-term connections with their customers as competition in the e-commerce sector increases (Md Sabri et al., 2022). This research compares and analyses customer satisfaction ratings between Amazon and Flipkart, two major competitors in the Indian e-commerce business, with a focus on the city of Mysore. Mysore is a vibrant city in southern India noted for its rich cultural legacy and expanding customer base. The study intends to provide insights that can assist these e-commerce platforms modify their tactics to fit the unique demands and preferences of customers in Mysore by studying customer satisfaction in this specific geographic context. As a complex concept, customer happiness incorporates different facets of the

buying experience. This research looks at factors such as website usability, product assortment, pricing, delivery speed, customer support, and overall buying experience. The research aims to discover the primary determinants of consumer happiness and potential areas for improvement for both Amazon and Flipkart by examining these parameters. A mixed-methods strategy is used to fulfil the study aims (Srinivasan et al., 2002). A structured questionnaire is designed to acquire quantitative data from a random sample of Mysore consumers. In addition, in-depth interviews with selected participants are undertaken to provide qualitative insights into their experiences and perspectives of both platforms. The combination of qualitative and quantitative data allows for a more comprehensive understanding of customer satisfaction and a more comprehensive view of the topic. The study's findings will add to the current body of knowledge on e-commerce customer happiness and provide vital insights for both Amazon and Flipkart in order to improve their services and nurture client loyalty. Furthermore, the study's ramifications go beyond Mysore, since the findings can be generalised to the larger Indian setting, aiding the e-commerce industry.

Understanding customer satisfaction and the elements that influence it is critical for e-commerce platforms to remain competitive in today's ever-changing industry. This study intends to address a research gap by comparing customer happiness in Mysore city between Amazon and Flipkart, providing insights that can drive strategic decisions and improvements in service offerings. By doing so, the research hopes to contribute to the overall improvement of the e-commerce customer experience and pave the path for the industry's long-term success.

## II. REVIEW OF LITERATURE

**1. (Gurleen, 2012)** "The Case of Punjab" investigates consumer attitudes of online purchasing in Punjab, India. The study contributes significantly to our understanding of customer behaviour in the setting of e-commerce. The author adopts a quantitative research approach, collecting data from a sample of consumers via a standardised questionnaire. Convenience, trust, product diversity, and price competitiveness are among the primary elements impacting consumer views, according to the study. Overall, this research gives insights into the aspects that determine customers' views about online shopping, with substantial consequences for e-commerce enterprises.

**2. (Balasubramanian, 2017)** Study investigates consumer satisfaction levels between Amazon and Flipkart in the setting of a learning institution. By focusing on a single client segment, this study offers an unusual perspective. The author uses a comparative study strategy and a structured questionnaire to collect data. The results shed insight on aspects of client satisfaction such as website usability, product quality, pricing, and delivery. The article provides useful insights into the preferences and levels of satisfaction of customers in an educational institution, helping to a better understanding of e-commerce dynamics in this specific context.

**3. (Kumari, 2020)** The study concludes a comparative examination of customer attitudes towards Amazon and Flipkart in Patna. Understanding consumer preferences and developing e-commerce strategies require a strong focus on customer attitudes. The study employs a quantitative research approach, with a standardised questionnaire used to collect data from Patna customers. The findings shed light on several aspects of client attitudes, such as product quality, pricing, delivery, and overall satisfaction. This article adds to the current research by investigating customer attitudes in the context of Patna, providing significant insights for e-commerce platforms looking to improve their services and satisfy customer expectations in the region.

**5. Rohini Baghel (2022).** - According to the literature analysis, product quality, variety, pricing, quality

information, security, and website design all have a substantial impact on consumer satisfaction in online

shopping in India. Consumers value product quality and variety, as well as pricing and discounts, and they rely on reliable information and trustworthy websites. It is critical for e-commerce platforms to address these elements in order to improve client satisfaction and loyalty.

**6. (Sam & Sharma, 2015)-** investigates the elements influencing Singaporean consumers' adoption or avoidance of internet purchasing. The study analyses many drivers and hurdles to online shopping adoption through a detailed examination, covering aspects such as convenience, trust, perceived risk, website design, product variety, and pricing. The study offers useful insights into the Singapore setting, providing light on the major aspects that determine consumer behaviour in online buying and can lead initiatives to increase consumer adoption in the e-commerce sector.

**7. (Tedla & Redda, 2021)** During the COVID19 Lockdown, E-Commerce Companies, Online Shopping, and consumer Satisfaction: A Comparative Study of India - addressed research topics on online consumer satisfaction (product, employee behavioural, and financial) of Flipkart, Snapdeal, and Amazon. The researcher used an integrated method for both the literature review and the survey. In terms of online buyer satisfaction, there is a statistically significant difference. Using K-W One Way ANOVA, they discovered that Flipkart consumers are more satisfied than Amazon and Snapdeal customers.

**8. (Amin & Kansana, 2016)-** The writers dive into numerous facets of e-commerce, such as its definition, types, benefits, obstacles, and possibilities for the future. The article investigates the rise of e-commerce and its consequences for firms and consumers. It addresses e-commerce benefits such as improved market reach, convenience, cost-effectiveness, and personalised buying experiences. Furthermore, the writers note e-commerce's obstacles, such as security concerns, trust concerns, logistics, and regulatory complications. The review article provides unique insights and analyses, making it an invaluable resource for researchers, practitioners, and policymakers interested in the dynamics of e-commerce and its possible ramifications for the corporate landscape.

**9. (Vora, 2018)-** study investigates consumer purchasing behaviour in both conventional and online stores, uncovering factors that influence choices. The findings can help organisations improve their marketing strategy and increase consumer happiness. The study has practical implications for firms looking to fulfil consumer preferences and improve their entire shopping experience by adding to the understanding of consumer behaviour in numerous shopping channels.

**10. (Vasic et al., 2019)-** investigates the impact of online shopping factors on customer satisfaction in the

Serbian market. The study gives useful insights into the drivers of customer happiness in online shopping by analysing characteristics such as website quality, product assortment, pricing, ease, and trust. The findings add to a better knowledge of consumer behaviour in the Serbian market, as well as practical implications for firms looking to improve customer happiness and optimise their online shopping experience.

### III. RESEARCH OBJECTIVES

1. To investigate the link between website usage and customer happiness.
2. To determine the influence of product attributes on customer satisfaction.
3. To assess the impact of the delivery and ordering processes on customer satisfaction.
4. To assess the importance of website usage, product characteristics, shipping and ordering processes in determining total customer satisfaction.

### IV. RESEARCH GAP

The lack of studies explicitly comparing both platforms in a localised setting is the research gap in the study on customer satisfaction between Amazon and Flipkart, with a special reference to Mysore City. While existing literature investigates customer happiness in e-commerce, there is a need for study that focuses on Mysore City's two key platforms. This study can offer localised insights about customer preferences and satisfaction levels by focusing on a specific geographic place. It will fill a study gap by comparing customer happiness between Amazon and Flipkart, offering useful information and recommendations for both platforms to improve their services in Mysore City.

### V. NEED OF THE STUDY

For various reasons, there is a clear need for consumer satisfaction research between Amazon and Flipkart, with a focus on Mysore City. To begin, understanding consumer satisfaction levels between the two major e-commerce platforms is critical for both organisations to find areas for improvement and keep a competitive edge. Second, the absence of specific studies comparing these platforms in a localised environment such as Mysore City creates a research gap that must be filled. This study will provide significant insights into the particular preferences, expectations, and satisfaction drivers of Mysore City customers, assisting in the formulation of customised tactics to improve customer satisfaction and loyalty.

### VI. RESEARCH HYPOTHESIS

Customers are more satisfied with Amazon than Flipkart

H01: There is no significant relationship between

website usage and customer satisfaction.

H11: Website usage has a significant impact on customer satisfaction.

H02: Product features have no significant influence on customer satisfaction.

H12: Product features significantly impact customer satisfaction.

H03: Delivery and ordering do not significantly contribute to customer satisfaction.

H13: Delivery and ordering have a significant impact on customer satisfaction.

### VII. ANALYSIS AND INTERPRETATION GENDER

The gender breakdown of the respondents is shown in the table. 36% (58) of the 160 responders were male, while 64% (102) were female.

Age distribution: The table depicts the age distribution of the respondents. Approximately 0.6% (1) of the 160 respondents were 18 years or younger, 74.4% (119) were between 19 and 29 years old, 20% (32) were between 30 and 39 years old, 4.4% (7) were between 40 and 49 years old, and 0.6% (1) were 50 years or older.

Gender	f	%
Male	58	36
Female	102	64
Total	160	100

#### Interpretation:

The table represents the gender distribution of Order and Delivery (DO), Payment Process (PY), and customer Satisfaction (CS) all have a high positive link with Product Features (PF). All associations are statistically significant ( $p < 0.05$ ).

Payment Process (PY) and Customer Satisfaction (CS) have a high positive link with Order and Delivery collected respondents during the study. Among 160 respondents 36% (58) were males and 64% (102) were females.

### CORRELATION

	WU	PF	DO	PY	CS
WU	-	-	-	-	-
PF	0.874**	-	-	-	-
	0 < 0.05				

DO	0.808** 0<0.05	0.852** 0<0.05	-	-	-
PY	0.802** 0<0.05	0.830** 0<0.05	0.868** 0<0.05	-	-
CS'	0.864** 0<0.05	0.880** 0<0.05	0.900** 0<0.05	0.892** 0<0.05	-

### Interpretation:

The following table displays the pairwise relationships between the variables:

Product Features (PF), Order and Delivery (DO), Payment Process (PY), and Customer Satisfaction (CS) all have a strong positive link with Website Usage (WU). All associations are statistically significant (p 0.05). (DO). All associations are statistically significant (p 0.05).

Payment Process (PY) is strongly related to Customer Satisfaction (CS). The connection is statistically significant (p 0.05).

All of the other variables (WU, PF, DO, and PY) are substantially positively linked with Customer Satisfaction (CS). All associations are statistically significant (p 0.05).

The high positive correlations imply that as the variables (such as Website Usage, Product Features, Order and Delivery, and Payment Process) improve, so does Customer Satisfaction. This implies that these elements are significant contributors to client happiness.

It is critical to understand that correlation coefficients merely measure the linear relationship between variables and do not suggest causality. As a result, while these correlations indicate linkages, more investigation is needed to demonstrate causal relationships between the variables.

### REGRESSION

Models	"R"	R-Squares	Adj., R-Squares	Std.Errors of the estimates
1)	0.945	0.892	0.890	1.013

ANOVA-Table

Models	Sums of Squares	"Df"	Means Squares	f	Signi.,
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1) Regressions	1321.325	4	330.33	321.681	00.00
Residual Total	159.168	155	1.027		
	1480.494	156			

Models		Un-standardized Coefficient		Std. Coefficient	t.	Sig.,
		B	Std. error	Beta		
1)	('Constant')	.157	.450		.349	.728
	WU	.207	.054	.219	3.852	.000
	PF	.166	.064	.166	2.591	.010
	DO	.249	.047	.321	5.292	.000
	PY	.286	.055	.301	5.230	.000

Customer satisfaction was found to be significantly influenced by the factors "Website Usage," "Product Features," "Order and Delivery," and "Payment Process" (p 0.05).

Customers are more satisfied with Amazon than with Flipkart, according to the data, with a p-value of 0.205 (0.05). This validates the research idea that Amazon customers are better satisfied.

### According to the ANOVA table:

Because the F-value is large and the p-value is near to zero, the regression model has a significant effect on the dependent variable (p 0.05).

### Table of Unstandardized Coefficients:

The coefficient of the constant term ('Constant') is 0.157, although it is not statistically significant (p > 0.05).

The independent variables 'WU' (Website Usage), 'PF' (Product Features), 'DO' (Order and Delivery), and 'PY' (Payment Process) all show significant coefficients (p 0.05), demonstrating that they have an effect on the dependent variable.

The standardised coefficients (Beta) indicate how important each independent variable is in explaining the dependent variable.

The significance of each coefficient is indicated by the t-values, with higher absolute values suggesting greater evidence against the null hypothesis.

## VIII. CONCLUSION

The study included 160 participants, with females accounting for 64% of the responders and males accounting for 36%. The age distribution found that the majority (74.4%) fell into the 19-29 age group, followed by 20% in the 30-39 age group, with the remaining age groups being underrepresented. In terms of annual income, 50% of



respondents earned less than one lakh, 27.5% earned between one and three lakhs, and a minuscule proportion (0.6%) earned more than ten lakhs. With a Cronbach's Alpha of 0.971, the study revealed a good level of dependability, showing consistent results upon replication.

Furthermore, the study discovered a substantial positive relationship between customer satisfaction and a variety of criteria such as website usage, product features, shipping and order processes, and payment processes. With p-values less than 0.05, all correlations were statistically significant. According to regression research, these independent factors have a considerable influence on customer satisfaction, emphasising their importance in shaping consumer experiences.

In addition, because the p-value was greater than 0.05, the research hypothesis that shoppers are more satisfied with Amazon than with Flipkart was accepted. This means that buyers were more satisfied with Amazon as an e-commerce platform.

## IX. SUGGESTIONS

**Gender Representation:** In order to gain a full picture of customer preferences and experiences across different demographics, future studies should aim for a more equal gender representation.

**Age Group Representation:** Future research should investigate increasing the sample size and ensuring a fairer distribution across various age groups in order to capture a broader range of opinions.

**Income Range:** Future research should incorporate a broader range of income categories to acquire deeper insights into the influence of income on customer happiness, allowing for a more comprehensive analysis.

**Correlation and Regression Analysis:** In order to improve consumer happiness, e-commerce platforms should prioritise increasing website usability, product features, shipping and order processes, and payment methods.

**Comparative Analysis:** Additional research might be conducted to acquire a more nuanced picture of customer preferences and satisfaction levels by delving into additional characteristics that distinguish e-commerce platforms such as Amazon and Flipkart.

**Product Information and Search:** While overall customer satisfaction was good, constant improvements in product information and search tools are critical for improving the entire customer experience.

**Product Quality:** While the majority of respondents reported satisfaction with product quality, e-commerce platforms should actively address any complaints or discontent in order to sustain customer loyalty and confidence.

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