

A Comparative Study Between Amazon & Flip Kart With Special Reference To Coimbatore City

Dr. K. Prince Paul Antony¹, Theneswaran. T²

^{1,2}Dept of B.Com PA

^{1,2}Sri Ramakrishna College of Arts & Science, Coimbatore.

Abstract- *On-line shopping provides a business revolution. Many companies using internet to cutting of marketing costs which results in the reduction of price of their products and services and stay highly competitive markets. Consumer behaviour can be defined by an applied discipline as some decisions are significantly affected by their behaviour or expected actions. The research work is carried out to find the market level, financial growth and to know the buying knowledge of the customer towards On-line shopping on Flip kart and Amazon. This will be helpful to understand the leading brand of the e-commerce industry, customer preference, buying behaviour and its marketing strategy, since e-commerce is one of the pillars of the country's growth and does wonders for the country's economic progress. This research results that perceived benefit scales, investigates factors that influence consumer's attitude, preferences, satisfaction, and risk involves while using Amazon & Flip kart apps. This paper focuses on the difference on Amazon and Flip kart On-line shopping apps.*

Keywords- E-commerce, Consumer behaviour, perceived benefits, Risks

I. INTRODUCTION

Before some years advancement of technology made shopping through laptops. Now a days product is reached in our doorstep. In this modern world it is very difficult to move on a business without the help of internet. Internet plays a major role in many business activities even in marketing. The e-commerce sites Has been rapidly increased in the developing countries like India E-commerce today is a remarkable experience. It has transformed traditional shopping beyond recognition. It is so much better than any other way of shopping that it has already attracted a great many of e-commerce-lovers.

Today we can purchase nearly anything On-line. In fact, retail experts say that On-line shopping will soon overtake traditional shopping in monetary terms. On-line shopping is a activity or action of buying product or services over internet.it means going On-line, landing on an seller's website, selecting something and arranging for its delivery.

consumer behaviour is said to be an applied discipline as some decisions are significantly affected by their behaviour or action. many companies started using the internet with the aim of reducing marketing cost of a product.

Now a days, companies are also use internet to convey, communicate and disseminate information, to sell the product, to take feedback and, also to conduct satisfaction survey with customer.in this study, we can determine various degrees of influence socio-economic and internet related centres on consumer attitude towards On-line shopping the methodology includes modelling consumer attitudes based on gender, age, income, educational status and other determinants. The result suggests that demographic characteristics such as gender, age, income, education, and frequency of willingness to shop On-line apps like Amazon and flip kart E-commerce also covers purchasing mechanisms via Internet (for B-To-B). A client who purchases on the Internet is called a **CYBER - CONSUMER**. Companies like Flip kart, Amazon, etc. created the On-line retail industry by putting the entire customer experience from browsing products to placing orders to paying for purchases - on the Internet. The paper examines the growth and opportunities in the Indian e-tailing sector by focusing on the current and future wave of the big giant in India.

II. STATEMENT OF THE PROBLEM

Analysing the consumer behaviour towards buying through On-line shopping on Amazon and flip kart is done. The basic information is that the motivation of the consumer behind buying but it is equally important to find the consumer perception and behaviour towards On-line shopping. On-line shopping method affects the actual buying behaviour. The research is to work on factors that influence customer to buy in On-line form of buying from Amazon and flip kart. Even though consumer will buy On-line may affect individual needs and these needs can be rectified. Taking all into account, the survey is conducted to know the perception of consumer in buying On-line shopping.

III. OBJECTIVES OF THE STUDY

- To know the socio-economic profile of the customers of the Amazon and Flip kart.
- To determine the customers preference and satisfaction level of On-line shopping apps.
- To understand improvement of e-commerce and On-line spending of products.
- To analyse the risk involved in On-line shopping apps like Amazon and Flip kart.

IV. RESEARCH METHODOLOGY

Research methodology helps to solve problems by a systematize method. Research methodology is a science of study and research is done systematically. In various stages there are generally adopted by a researcher to study his problem and logics behind the research. It is essential to know not only the research method but even to know the methodology. The procedure for the research for the researcher is describing, predicting, and explaining phenomenon are called methodology. Different methods and procedure are used for collecting, generating, and evaluating data. A sample for the study was determined on the basis, of the assumption that the reaction of the people will represent the entire target population. The sample sizes were 50 respondents. Simple Random Sampling method is being used for this study.

V. REVIEW OF LITERATURE

Ernst and Young (2000), reported that internet users purchased On-line because of good product selection, competitive prices, and ease of use but were concerned about shipping costs, lack of opportunity to prior examining the products, as well as the confidentiality of credit card and personal information.

Petrovic Dejan (2006), explained that the most relevant behavioural characteristics of On-line consumer and examine the ways they find, compare, and evaluate product information.

Mukherjee and Wrintankar (2016), opinion that the e-commerce giants have cut their commission in order, to get the business from big and preferred sellers. The portals ensure that the savings are passed on to the customers hence the customers would be on the gaining side.

Demangeot and Broderick (2010), revealed that perceived ease of use does not affect the behavioural pattern in this case rather influenced by security and privacy issues. No relationships is built between the customer and the On-line shopping in the presence of perceived On-line risk.

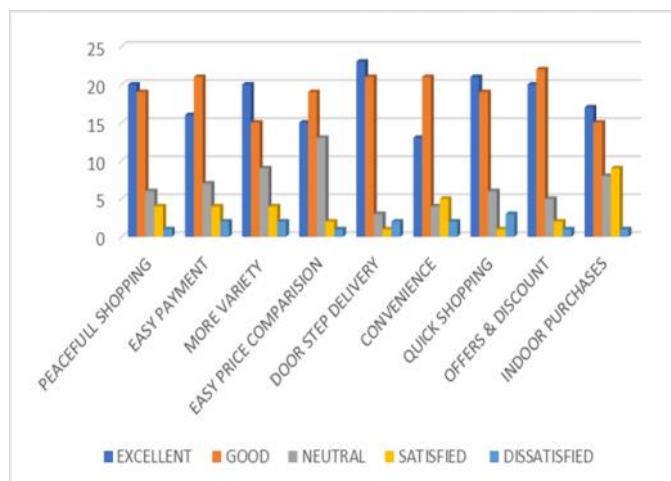
PERCENTAGE ANALYSIS METHOD

VARIABLE	CATEGORY	RESPONSES	PERCENTAGE
PLATFORM	AMAZON	27	54
	FLIP KART	23	46
	TOTAL	50	100
HOW DO YOU COME TO KNOW ABOUT ONLINE SHOPPING	ADVERTISEMENT	17	34
	SOCIAL MEDIA	19	38
	FRIENDS AND FAMILY	14	28
	TOTAL	50	100
HOW OFFEN YOU SHOP ONLINE	MONTHLY ONCE	14	28
	FREQUENTLY	13	26
	DURING FESTIVEL SEASON	23	46
	TOTAL	50	100
SPENDINGS PER ANNUM	BELOW RS5,000	29	58
	RS5,000-10,000	8	16

	RS10,000-30,000	7	14
	ABOVE RS30,000	6	12
	TOTAL	50	100
PAYMENT METHOD YOU PREFER	PAYMENT APPS	5	10
	CREDIT CARD	5	10
	DEBIT CARD	7	14
	NET BANKING	6	12
	CASH ON DELIVERY	27	54
	TOTAL	50	100
WHETHER YOU RECEIVE THE SAME PRODUCT DISPLAYED	YES	37	74
	NO	13	26
	TOTAL	50	100
CHALLENGES YOU FACED IN ONLINE SHOPPING	LACK OF PRODUCT I WANT	20	40
	SLOW CHECKOUT TIME	18	36
	SLOW WEBPAGE RESPONSE TIME	12	24
	TOTAL	50	100

WHY DO YOU PREFER ONLINE SHOPPING RATHER THAN OFF LINE SHOPPING:

- **58%** of respondents say that they spend 5000 or below 5000 per annum for their on-line purchases
- **54%** of customers say that they are comfortable to pay the cash on delivery time
- **74%** of respondents say that they have received the product which was displayed in the screen
- **40%** of respondent say that they face the challenges like lack of product which they are in need



VI. FINDINGS

- **54%** of people say that they prefer to use Amazon for their on-line shopping
- **38%** of respondents say that they are aware and have knowledge of on-line shopping by social media
- **46%** of respondents say that they often prefer to shop in on-line only during festival season

VII. SUGGESTION

of Indian people and became the largest On-line store in India. To increase the growth of the On-line platform various techniques is being followed to make the consumer to buy products in On-line method. Now a days On-line shopping method has been reached in many rural areas so buying behaviour of the consumer may differ so if they are clearly knowledge about On-line shopping, it reaches every corner of India. The study shows that Amazon is preferred by more number of customer because they increased their network to reach more customer and make them more easy and comfortable to shop in their On-line platform.

VIII. CONCLUSION

On-line shopping apps nowadays became fast in India, people don't find adequate time to go for retail shopping, because of fast pace of life. The internet has become a major source in the digital era where On-line shopping has gained significance not only by the entrepreneurs but also among the consumers.

This study has been carried out to know the comparison between Amazon and Flip kart On-line shopping apps. The use of technology has opened new doors and opportunities that enables for a more convenient lifestyle today. Anytime anywhere ,24*7 On-line shopping facilities, in wide range of products, brands, offers and discounts are some of the significant factors in On-line shopping apps that influenced consumer to prefer On-line shopping apps.

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