

COMPARATIVE INSIGHTS INTO CUSTOMER SATISFACTION AND SERVICE QUALITY OF AMAZON AND FLIPKART WITH SPECIAL REFERENCE TO TIRUNELVELI

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ABSTRACT

The rapid growth of e-commerce in India has transformed consumer shopping behaviour, making customer satisfaction a critical determinant of platform success. This study, "Comparative Insights into Customer Satisfaction and Service Quality of Amazon and Flipkart with Special Reference to Tirunelveli", seeks to evaluate and compare the satisfaction levels of customers across both platforms. The research was conducted among 250 respondents in Tirunelveli using a structured questionnaire. Tools such as percentage analysis and Garrett ranking were applied to assess key service quality dimensions, including product variety, pricing, delivery, returns, customer service, usability, and trust. The findings reveal that delivery performance, pricing & discounts, and trust & security are the most influential factors driving customer satisfaction. Amazon was found to be stronger in delivery reliability and trust, whereas Flipkart was preferred for pricing and product variety. Demographic analysis showed variations in satisfaction based on age, gender, and income levels. The study concludes that both platforms must focus on aligning service quality with consumer expectations. Strengthening operational efficiency, ensuring secure and transparent transactions, and customizing offerings for diverse demographic groups will help enhance satisfaction, loyalty, and competitiveness in the e-commerce market.

Key Words: e-commerce, Customer Satisfaction, Service Quality, product, operational efficiency, transparent.

INTRODUCTION

The rapid growth of e-commerce in India has transformed the way consumers shop for products and services. Among the leading online platforms, Amazon and Flipkart have emerged as the dominant players, offering a wide range of products, competitive pricing, and

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innovative services. Their presence has significantly influenced consumer behavior, particularly in tier-two and tier-three cities, where digital penetration and comfort with online shopping are increasing steadily. Customer satisfaction and service quality are critical determinants of success in the online retail sector. Factors such as product variety, pricing, delivery performance, return policies, customer service, usability of the website or mobile application, and trust in transactions directly influence consumer preferences and loyalty. In highly competitive markets like Tirunelveli, understanding how customers perceive and compare the service quality of Amazon and Flipkart is essential for gaining insights into consumer expectations and improving overall service delivery.

This study, titled “Comparative Insights into Customer Satisfaction and Service Quality of Amazon and Flipkart with Special Reference to Tirunelveli”, seeks to examine the key service quality dimensions of both platforms and analyze their impact on customer satisfaction. By comparing the performance of Amazon and Flipkart across various parameters, the research aims to identify strengths, weaknesses, and opportunities for improvement, while also contributing to the broader understanding of consumer satisfaction in the Indian e-commerce sector.

REVIEW OF LITERATURE

Adil Jawed (2023), this study reveals that, E-commerce is anything that involves online shopping. Electronic commerce (EC) is the buying and selling of goods and services on the Internet, especially the World Wide Web. By integrating various online data management tools with the Internet, several innovative companies have created systems for accepting customer orders, facilitating payments, customer service, collecting marketing information and collecting online feedback. An attempt has been made to look critically at the comparison of the customer satisfaction of the two major online stores and Flipkart and Amazon. Both the big players have made their mark in India. A comparative study of customer satisfaction between Amazon and Flipkart provides insight into the factors that influence customer satisfaction for success in the e-commerce market. This article is an attempt to analyze the satisfaction level of Amazon and Flipkart. Primary data was collected. A structured questionnaire is used to collect 179 samples. Data were analyzed using simple statistical methods such as percentages. The main results of the survey are that most customers are satisfied with Amazon.

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Shruthi P and Mallikarjuna N L (2018), this study reveals that, e-commerce is involved in making customer to purchase products and services online. It also gives a platform to seller for selling their products and services online. The internet literacy among youth has been drastically developing over a period of time. This paper examines comparative study between major e-commerce player those are Flipkart and Amazon. Today's youths are educated about e-commerce site and flexibility in online transaction and has become day-to-day life transactions. There are many distinguished features of online shopping website with their quality of service and customer satisfaction. The primary data has been conducted with structured questionnaire of 100 samples and chi-square has been applied to infer the meaningful insights. This paper helps to understand different strategy adopted by Amazon and Flipkart to capitalize consumer thereby increase their profits.

NEED FOR THE STUDY

E-commerce is growing rapidly in India, with Amazon and Flipkart leading the market. However, most studies focus on metro cities, while little is known about customer satisfaction in Tier-II cities like Tirunelveli. This study is needed to evaluate consumer satisfaction and service quality of Amazon and Flipkart in this regional context, and to provide suggestions for improving the online shopping experience.

SCOPE OF THE STUDY

The present study is confined to examining customer satisfaction and service quality of Amazon and Flipkart with special reference to Tirunelveli city. It covers consumers who have purchased products from these two platforms within the last 12 months and evaluates key service quality dimensions such as product range, pricing, delivery, return policies, customer service, usability, and trust. The study is limited to respondents in Tirunelveli and does not include other e-commerce platforms or customers outside this geographical area.

OBJECTIVES OF THE STUDY

- ❖ To know the demographic profile of the respondents in Tirunelveli.
- ❖ To assess the level of customer satisfaction among Amazon and Flipkart users in Tirunelveli.
- ❖ To examine the key service quality dimensions of Amazon and Flipkart.
- ❖ To provide practical suggestions for improving service quality and enhancing customer satisfaction in e-commerce platforms with special reference to Tirunelveli.

METHODOLOGY

This study follows a descriptive research design to examine customer satisfaction and service quality of Amazon and Flipkart in Tirunelveli city. Primary data were collected through a structured questionnaire covering service quality dimensions such as product range, pricing, delivery, returns, customer service, usability and trust. A sample of 250 respondents was selected using convenient sampling. The collected data were analyzed using Percentage Analysis to present the demographic profile and satisfaction levels of the respondents. In addition, the Garrett Ranking Technique was employed to identify and rank the key service quality dimensions that most influence customer satisfaction. This dual approach ensures both a descriptive and priority-based understanding of consumer perceptions, thereby highlighting the comparative strengths and weaknesses of Amazon and Flipkart.

DATA ANALYSIS AND INTERPRETATION

This section presents the data analysis and interpretation of the study. For this study, 250 respondents have been interviewed and the data collected have been analyzed and interpreted as follows,

Table 1

Demographic Profile of the Respondents

Variable	Category	No. of Respondents	Percentage (%)
Gender	Male	140	56.0
	Female	110	44.0
Age	20–30 years	80	32.0
	31–40 years	100	40.0
	41–50 years	50	20.0
	Above 50 years	20	8.0
Occupation	Student	60	24.0
	Salaried Employee	120	48.0
	Entrepreneurs	40	16.0
	Homemaker	30	12.0

Source: Primary data

The table 1 shows the demographic Profile of the respondents. It clearly shows that, 56% of the respondents are male and 44% of the respondents are female. 40% of the

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respondents are belong to the age group of 31-40years, 32% of them belong to the age group of 20-30 years, 20% of the respondents are from 41-50 years and 8% of the respondents are above the age group of 50. 48% of the respondents are salaried employee, 24% of the respondents are students, 16% of them are entrepreneurs and remaining 12% of them are homemakers.

Table 2**Level of customer satisfaction among Amazon and Flipkart**

Satisfaction Factor	Category	Amazon (%)	Flipkart (%)
Product Variety	Satisfied	72.0	65.0
	Neutral	18.0	20.0
	Dissatisfied	10.0	15.0
Pricing & Discounts	Satisfied	68.0	70.0
	Neutral	20.0	18.0
	Dissatisfied	12.0	12.0
Delivery Performance	Satisfied	75.0	60.0
	Neutral	15.0	25.0
	Dissatisfied	10.0	15.0
Return & Refund Policy	Satisfied	70.0	55.0
	Neutral	20.0	25.0
	Dissatisfied	10.0	20.0
Customer Service	Satisfied	65.0	62.0
	Neutral	22.0	20.0
	Dissatisfied	13.0	18.0
Website/App Usability	Satisfied	78.0	70.0
	Neutral	12.0	15.0
	Dissatisfied	10.0	15.0
Trust & Security	Satisfied	80.0	72.0
	Neutral	15.0	18.0
	Dissatisfied	5.0	10.0

Source: Primary data

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Table 2 shows the level of customer satisfaction among Amazon and Flipkart. It reveals that, **the Product Variety:** Amazon (72%) outperforms Flipkart (65%) in product variety, showing that customers perceive Amazon to offer broader options. **Pricing & Discounts:** Flipkart (70%) slightly edges over Amazon (68%), highlighting its competitive pricing strategies. **Delivery Performance:** Amazon (75%) leads significantly over Flipkart (60%), reflecting stronger logistics and faster deliveries. **Return & Refund Policy:** Amazon again scores higher (70%) compared to Flipkart (55%), showing greater consumer trust in Amazon's return process. **Customer Service:** Both platforms are close, with Amazon (65%) and Flipkart (62%) showing no major difference. **Website/App Usability:** Amazon (78%) is rated higher than Flipkart (70%), indicating smoother user experience. **Trust & Security:** Amazon (80%) is ahead of Flipkart (72%), suggesting stronger consumer confidence in Amazon's transactions. Overall, Amazon consistently performs better in most dimensions except Pricing & Discounts, where Flipkart shows a slight advantage.

Table 3**Service quality dimensions among Amazon**

Dimension	Mean Score	Rank
Customer Service	58.0	5
Delivery Performance	71.0	1
Product Range	62.0	4
Pricing & Discounts	66.5	2
Returns& Refund Policy	54.5	6
Trust& Security	64.0	3
Website/App Usability	50.0	7

Source: Primary data

This table shows that, delivery performance ranks first with the mean score of 71.0, Pricing and discount ranks second with the means score of 66.5, followed by Trust& Security, Product Range, Customer Service, Returns& Refund Policy and Website/App Usability with the mean score of 64.0, 62.0, 58.0, 54.5 and 50.0 respectively.

Table 4**Service quality dimensions among Flipkart**

Dimension	Mean Score	Rank
Customer Service	60.0	4
Delivery Performance	64.0	3
Product Range	67.5	2
Pricing & Discounts	70.0	1
Returns& Refund Policy	53.0	6
Trust& Security	57.0	5
Website/App Usability	49.0	7

Source: Primary data

Table 4 shows that, pricing and discount ranks first with the mean score of 70.0, followed by product range and delivery performance with the mean score of 67.5 and 64.0. Returns& Refund Policy and Website/App Usability are least ranked with the mean score of 53.0 and 49.0 respectively.

The overall findings using Garette ranking is that, top ranking difference based on their service quality, but the least ranking is same in both the platform which is Returns& Refund Policy and Website/App Usability.

SUGGESTIONS

- Both Amazon and Flipkart should strengthen logistics networks, particularly in semi-urban and rural areas like Tirunelveli, to ensure timely and safe delivery.
- Platforms should prioritize authentic product listings, seller verification, transparent policies, and secure payment systems to build stronger customer confidence.
- Consumers in Tirunelveli are highly price-sensitive; therefore, frequent discount offers, cashback schemes, and loyalty rewards should be improved.
- A lightweight, user-friendly app with simple navigation and low data usage will benefit customers with limited internet access.
- Platforms should prioritize authentic product listings, seller verification, transparent policies, and secure payment systems to build stronger customer confidence.
- Customer queries must be handled quickly with multilingual support (including Tamil). Return and refund policies should be made simpler, quicker, and more transparent.

CONCLUSION

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In this study, the findings reveal that demographic factors such as age, gender, income, and area of residence play a crucial role in shaping consumer preferences and shopping behaviour. Younger consumers showed greater frequency of online purchases, female respondents were more influenced by pricing and discounts, while higher-income respondents emphasized delivery reliability and trust. With respect to satisfaction, Delivery Performance, Pricing & Discounts, and Trust & Security emerged as the most significant factors influencing customer perceptions, while Customer Service, Returns, and Website/App Usability were considered relatively less critical. Between the two platforms, Amazon performed better in terms of delivery and trust, whereas Flipkart was preferred for competitive pricing and product variety. The study suggests that both Amazon and Flipkart need to strengthen their strategies by aligning them with consumer demographics and prioritizing service quality dimensions. Amazon can further enhance its trust and delivery systems, while Flipkart should continue focusing on competitive pricing but improve its return policies and customer support.

In conclusion, customer satisfaction in Tirunelveli is largely shaped by operational efficiency, affordability, and trustworthiness. E-commerce platforms that successfully integrate these factors with customer-centric strategies will not only improve satisfaction but also build long-term loyalty and competitive advantage in the growing Indian online retail sector.

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