

CASE STUDY REPORT

Submitted by

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REPORT OF CASE STUDY

A COMPARATIVE STUDY

BETWEEN FLIPKART AND AMAZON

ABSTRACT

Flipkart and amazon are the most frequently used online shopping sites. This study is conducted to compare both these shopping sites and to know which among them is more preferable. Shopping sites are compared on the basis of customer service, delivery services, price of products and user friendly interface. Along with these problems encountered with the shopping sites are also considered. The target group we took for our study were both UG as well as the PG students.

1. INTRODUCTION

1.1 OBJECTIVES OF STUDY

- To know which site is more satisfactory in terms of customer care and delivery services.
- To know which site is more satisfactory in terms of price of products.
- To identify the site which encounters more issues.
- To identify the most commonly faced problem in online shopping.
- To know which site is more user friendly.
- To know most influencing factor for online shopping.
- To know the relationship between the attitude of the respondents to prefer online sites and their rate of causing issues.

2.METHODOLOGY

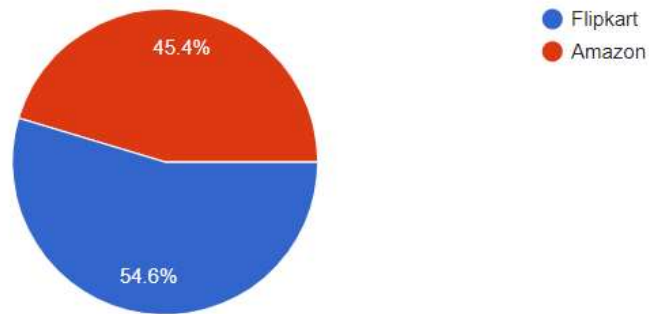
The first step for the survey was to create a questionnaire. Questionnaire was used for data collection with help of google forms. It consists of close ended questions which had options that can be chosen by the respondents. Sampling method we used for our survey was snowball sampling. Snowball sampling is a non-probability sampling in which existing subjects provide referrals to recruit samples required for case study. The main analysis tool used for the survey is the excel application. With the help of the pivot table we have cross tabulated values to find the dependency between certain factors.

3.RESULTS AND DISCUSSIONS

1. To know which site is more satisfactory in terms of customer care and delivery services.

Row Labels	.With which online service are you more satisfied in terms of customer care and delivery services?
Amazon	49
Flipkart	59
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Grand Total	108

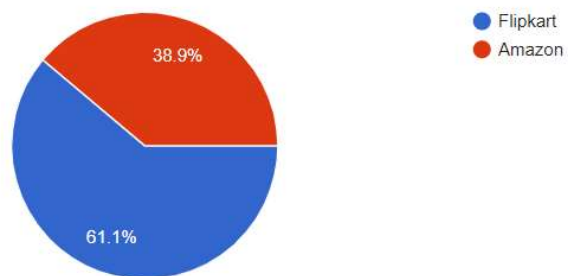
108 responses



2.To know which site is more satisfactory in terms of pricing.

Row Labels	Count of :In terms of pricing with which online shopping site are you satisfied?
Amazon	42
Flipkart	66
Grand Total	108

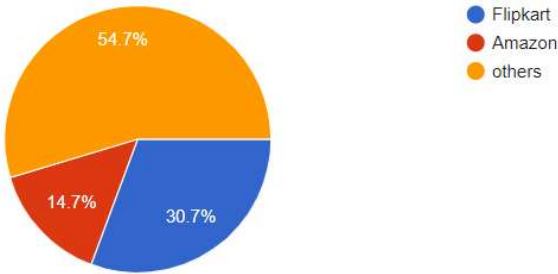
108 responses



3. To know the site with more issues.

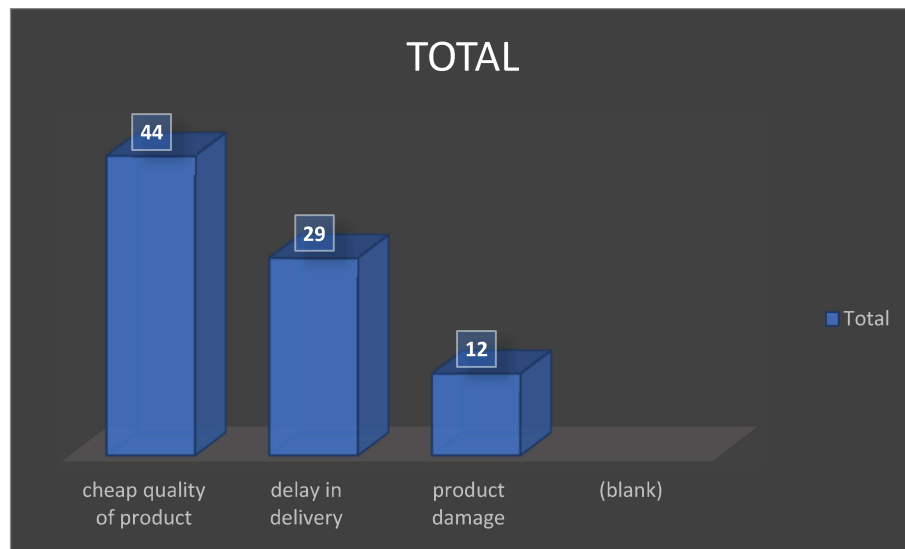
Row Labels	Count of :If yes,by which one did you face problems?
Amazon	11
Flipkart	23
others	41
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Grand Total	75

75 responses



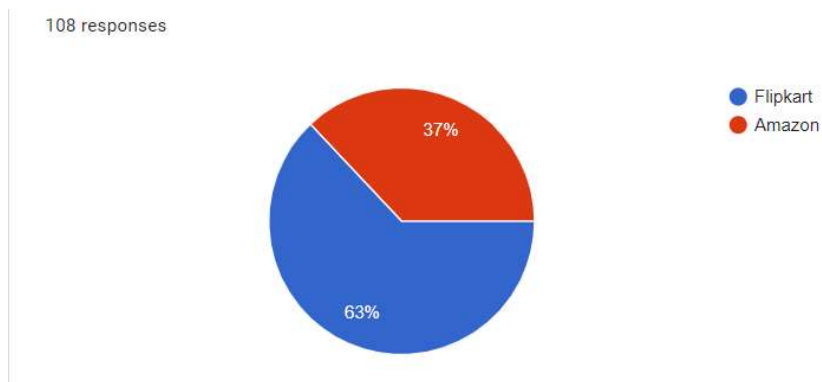
4. Commonly faced problems in online shopping.

Row Labels	Count of 9.What kind of problem did you face with online shopping?
cheap quality of product	44
delay in delivery	29
product damage	12
(blank)	
Grand Total	85

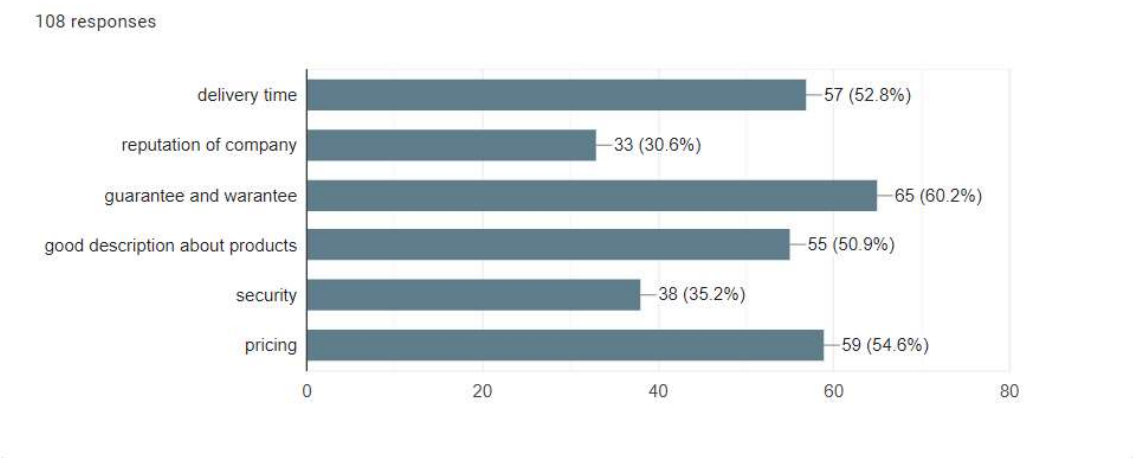


5. Site which is more user friendly.

Row Labels	Count :According to you which site is more user friendly?
Amazon	40
Flipkart	68
(blank)	
Grand Total	108

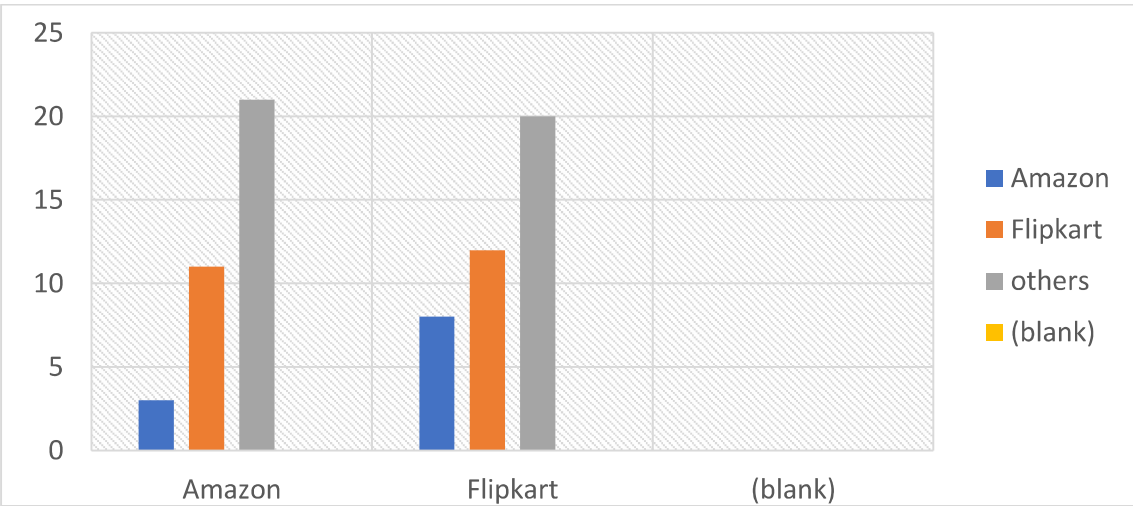


6. To know most influencing factor for online shopping.



7.To know the relationship between the attitude of respondants to prefer sites and their rate of causing problems

Count of: If yes, by which one did you face problems?	Column Labels				
Row Labels	Amazon	Flipkart	others	(blank)	Grand Total
Amazon	3	11	21		35
Flipkart	8	12	20		40
Grand Total	11	23	41		75



CONCLUSIONS

- Flipkart is more satisfactory in terms of customer care and delivery services.
- Users have chosen flipkart in terms of price of products.
- Users have faced more problems with flipkart while comparing with amazon.
- Cheap quality of products is the most commonly faced problems in online shopping.
- Flipkart is more user friendly while comparing with amazon.
- Guarantee and warrantee are the most influencing factors in online shopping.
- There is no dependency between the attitude of the respondents of preferring online shopping sites and problems created by these sites.