

# Assessing User Experience and Reviews on Ecommerce Platforms in India: A Comparative Study.

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**Abstract** — *E-commerce in India has expanded quickly, creating fierce rivalries among different platforms. Customer happiness and user experience are key components of successful e-commerce platforms. Four well-known e-commerce sites in India are compared in this research paper: Amazon, Flipkart, Ajio, and Myntra. A Google Form survey was used to gather primary data on different facets of the user experience. The study used statistical analysis to examine the variables affecting users' recommendations, including correlation analysis and the chi-square test for attribute independence. The results highlight the benefits and drawbacks of each platform and offer insightful information for both customers and e-commerce businesses.*

**Keywords**— *User experience, Flipkart, Ajio, Amazon, Myntra, E-commerce platforms, Websites' attribute and services, customer satisfaction.*

## I. INTRODUCTION

The way people shop in India has changed dramatically as a result of the e-commerce industry's explosive rise, and there is now a fiercely competitive market among different platforms. User experience and consumer happiness are crucial in determining the success of e-commerce platforms in this constantly changing environment. To attract and keep customers, businesses must understand the elements that result in a pleasant user experience and favourable ratings.

This research paper compares and contrasts the four most popular e-commerce sites in India: Amazon, Flipkart, Ajio, and Myntra. This study attempts to offer useful insights into the advantages and disadvantages of each platform by analysing user experiences and reviews and delivering a thorough evaluation of their performance.

By summarizing the results of this comparison study, we hope to shed light on how each e-commerce platform performs, pinpoint the critical variables that affect users' recommendations, and offer useful information to both consumers and e-commerce businesses. This study will add to the growing amount of information on user experience in the e-commerce sector and be an invaluable tool for platform development.

In the succeeding paragraphs of this research paper, we will examine pertinent literature on user experience in e-commerce, talk about the elements that affect consumer happiness, examine prior comparative studies on e-commerce platforms, and give our methodology, findings, and discussion. We want to provide a greater understanding of the user experience and reviews on Indian e-commerce platforms through this thorough analysis, ultimately assisting in the expansion and advancement of the e-commerce sector as a whole.

## II. LITERATURE REVIEW

The escalating prevalence of e-commerce in India can be attributed to the increased accessibility of the internet. Amazon.com has been identified as the dominant leader among the three prominent online shopping websites, having surpassed the others in eleven out of the sixteen attributes that were taken into consideration. Snapdeal.com received praise for its packaging and aesthetically pleasing website, whereas Flipkart.com was distinguished for its customer service and authentic promotions. The participants emphasized the necessity for enhancements in certain domains, including the exhibition of genuine merchandise, the establishment of more effective policies for product returns, and the provision of precise depictions of products. It is anticipated that the trend of online shopping in India will persist, given the projected increase in the number of internet users to 583 million by 2018. The COVID-19 pandemic has had a considerable impact on the e-commerce industry in India, resulting in a change in consumer behavior towards online shopping platforms like Amazon and Flipkart. The objective of this investigation is to examine the proclivity of consumers towards online purchasing in the aftermath of the pandemic and to comprehend the primary determinants that impact their online purchasing choices in the region of Bagalkot. This study utilizes descriptive and exploratory methodologies, with a particular emphasis on analyzing company profiles, market share, and consumer preferences. Although Amazon and Flipkart possess their respective merits and demerits, it is imperative for them to consistently enhance their services in order to remain competitive vis-à-vis emerging market contenders such as Reliance Retail, Paytm, India Mart, Tata Cliq, and Shoppers Stop. The growth of e-business, which has been made possible by the Internet and ICT, has been remarkable. This has led to the disruption of traditional business practices and a shift in consumer perceptions. The aforementioned benefits include the potential to broaden the scope of target markets, enhance customer engagement, increase product line diversity, and optimize cost-effectiveness. The study's findings indicate that Flipkart is the most widely used e-commerce platform in India, with Amazon, Snapdeal, and eBay following closely behind. The success of e-commerce is contingent upon the implementation of effective customer relationship management (CRM), which in turn requires enhancements in e-CRM practices. The realm of electronic commerce exhibits considerable promise for prospective growth, thereby augmenting the quality-of-service provision and elevating customer contentment. The phenomenon of online shopping has experienced significant growth across India, reaching not only major urban centers but also more isolated regions. E-commerce enterprises consistently endeavor to enhance the consumer's shopping experience, expanding their

geographical coverage to cater to a diverse clientele. The research findings indicate that there is no statistically significant disparity in the calibre of services and customer support provided by Amazon and Flipkart, underscoring the fierce rivalry between these two entities. Both corporations prioritize the maintenance of elevated standards and efficient engagement with their clientele. The advent of e-commerce has brought about a significant transformation in the manner in which individuals conduct their affairs and fulfil their requirements, with the internet assuming a pivotal role in facilitating diverse operations. Flipkart and Amazon are prominent contenders in the Indian e-commerce industry, having implemented efficacious tactics to streamline customer orders, payments, and feedback. This study provides a critical analysis of the business models, growth strategies, and customer experiences of major players in the Indian market. The findings reveal that Amazon holds the leading position while acknowledging the strong competition posed by Flipkart. Both firms have adeptly manoeuvred the competitive terrain and solidified their presence in the burgeoning e-commerce sector of India. The current study investigates the current status of Flipkart and Snapdeal, two notable contenders in the electronic commerce sector, as well as the obstacles they face. The results suggest that Flipkart presently holds a dominant position in the electronic market, whereas Snapdeal is undergoing substantial expansion in its efforts to rival Flipkart. The present analysis utilises secondary data acquired from a variety of sources, including online platforms and print media. The e-commerce industry in India has exhibited remarkable expansion and is projected to attain the second-highest position worldwide by the year 2034. This study undertakes a comparative evaluation of Flipkart and Snapdeal, two notable electronic commerce platforms in India, with a focus on technical and demographic factors. The performance of Flipkart in global marketing and website development that is user-friendly is noteworthy, as both platforms have played a significant role in the swift growth of e-commerce opportunities in India. The present study investigates the perspective of Indian consumers towards the practise of e-commerce, which has emerged as a prevalent avenue for marketing. The study conducted a survey of 316 internet users in India and identified several factors, including information availability, monthly income, and internet experience, that have a significant impact on customers' attitudes. The principal impediment that inhibits customers from participating in online shopping is their apprehension regarding the security of online transactions. The present case study underscores the significance of four fundamental benchmarks of performance for e-commerce frontrunners such as Flipkart.com and Amazon.in. These benchmarks include marketing promotions and customer acquisition, customer retention and loyalty, customer experience and satisfaction, and customer asset growth and value creation. Flipkart.com has been praised for its effective customer service and distribution, although it has been subject to censure for its swift expenditure. The advent of Amazon.in has led to heightened competition in the realm of e-commerce, thereby compelling both platforms to prioritise public perceptions and brand differentiation. The present research investigates the perceptions of consumers regarding the practice of online shopping in Sri Lanka, a nation that is currently undergoing swift advancements in the field of electronic commerce. This study centres on examining the influence of consumer attitudes on the online shopping

experience, taking into account various factors such as the benefits of online shopping, website quality, level of internet proficiency, and perceived risk. The investigation also recognizes the constraints of e-commerce. The potential positive outcomes of this study may serve as an impetus for a greater number of retail enterprises to integrate e-commerce into their operations, thereby contributing to the betterment of the broader community. During the contemporary digital age, consumers are significantly drawn to the diverse array of online resources that are accessible for the purpose of shopping. The present research endeavors to comprehend the determinants that impact the phenomenon of e-commerce in India, where consumer expenditure trends have undergone a transformation in recent times. The most popular products among online shoppers are books, electronic items, and apparel. Key factors that are deemed critical by these consumers include clear product information, convenience, time efficiency, security, and prompt delivery. The research findings indicate that the primary drivers of online shopping in Salem are the potential savings in time and transportation costs. Furthermore, the proliferation of digital technology is a key factor contributing to the growth of online buyers globally. The study's results indicate that there is a clear manifestation of contentment among online consumers. The study highlights the importance of pricing strategies and post-purchase considerations for e-commerce professionals, emphasising the need to prioritize customer satisfaction. In the contemporary business environment, it is imperative for online marketers to prioritize customer retention through the provision of satisfactory services while simultaneously devising innovative strategies to entice new customers. The objective of this study is to identify the variables that impact consumer behavior in an electronic commerce setting and investigate the correlation between electronic satisfaction and electronic loyalty. Through the incorporation of pertinent scholarly sources and the administration of a survey to a sample size of 200 participants, this investigation discerns the factors that influence consumers' decisions to make purchases online. Furthermore, the study establishes a noteworthy correlation between satisfaction and the intention to make future purchases, ultimately resulting in the development of customer loyalty. The research effectively achieves its primary aim.

### III. METHODOLOGY

#### A. *Research Objectives:*

1. To assess and compare the user experience on popular e-commerce platforms in India, namely Amazon, Flipkart, Ajo, and Myntra.
2. To examine the factors influencing customer satisfaction and recommendations on these platforms.
3. To analyze the performance of each platform in terms of various factors such as refund processing time, customer support, return and replacement experiences etc.
4. To explore the correlations among various attributes (e.g., user-friendliness, payment experience, delivery partner satisfaction) and their impact on likelihood of recommendation.
5. To provide valuable insights and recommendations for e-commerce platforms to enhance their user experience and customer satisfaction based on the findings of the study

### B. Data Gathering:

A Google Form survey was used to gather the majority of the data for this research study. The study is based on the responses we collected which were approximately 500. The purpose of the survey was to get feedback and experiences from e-commerce platform customers in India. In order to guarantee that participants represented a range of demographics and age groups, participants were chosen using a purposive sampling technique. Social media websites and e-commerce-related online forums were used to spread information about the poll.

### C. Sample Selection:

People who have used at least one of the four chosen e-commerce platforms—Amazon, Flipkart, Ajio, and Myntra—made up the sample for this study. Each of these platforms has to have had a purchase made by a participant. To achieve a thorough investigation, a wide range of participants were chosen.

### D. Survey Instrument:

Questions about various facets of the user experience on e-commerce platforms were included in the survey questionnaire that was created to satisfy the research objectives. The questionnaire asked about things like refund processing time, customer support quality, return and replacement experiences, user friendliness, payment experience, satisfaction with delivery partners, frequency of incorrect or defective items, adherence to anticipated delivery times, packaging quality, product range, product quality, pricing, and likelihood of recommendation. To collect qualitative data, the questions were created as multiple-choice questions.

### E. Data Analysis Methodologies:

#### Hypothesis Testing

Hypothesis testing is a statistical method used to determine the validity of a claim or hypothesis about a population based on sample data. It involves formulating a null hypothesis (H<sub>0</sub>) and an alternative hypothesis (H<sub>A</sub>). The null hypothesis assumes no significant difference or effect, while the alternative hypothesis suggests the presence of a significant difference or effect. Through data analysis, statistical tests are conducted to calculate a p-value, which represents the probability of obtaining the observed results if the null hypothesis is true. If the p-value is below a predetermined significance level (usually 0.05), the null hypothesis is rejected in favor of the alternative hypothesis, providing evidence for a significant effect or difference.

To generate insightful conclusions, the acquired data were properly statistically analyzed. To investigate the association between gender, age and choice preference towards online shopping websites, the chi-square test for attribute independence was performed. Through this test, it was possible to determine whether there were any statistically significant correlations between factors, gender, age and choice preference towards online shopping websites.

The formula of the chi-square test for independence is given as follows:

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where,

- " $\chi^2$ " is the chi-square statistic
- " $O_{ij}$ " is the observed frequency in the  $i^{\text{th}}$  row and  $j^{\text{th}}$  column
- " $E_{ij}$ " is the expected frequency in the  $i^{\text{th}}$  row and  $j^{\text{th}}$  column
- " $r$ " is the number of rows
- " $c$ " is the number of columns
- Degrees of freedom (df) =  $(r-1)(c-1)$

#### Hypothesis 1:

**H<sub>0</sub>:** Gender does not affect the choice preference towards online shopping websites.

**H<sub>1</sub>:** Gender affects the choice preference towards online shopping websites.

**Table1: Gender vs. Attributes**

	Ajio	Amazon	Flipkart	Myntra	Total
Female	42	163	98	74	377
Male	12	64	45	19	140
Total	54	227	93	93	517

#### P-value approach:

From the calculations using statistical tools for hypothesis, we found that, calculated p-value value of chi-square( $\chi^2$ ) is 0.234199918 which is greater than 0.05(5% level of significance). Hence, we fail to reject the null hypothesis concluding that gender does not affects the choice preferences.

#### $\chi^2$ value approach:

The calculated value of chi-square( $\chi^2$ ) = 4.2654

The tabulated value of  $\chi^2$  at  $(4-1)*(2-1) = 3$  degrees of freedom and 5% level of significance is 7.815.

#### Hypothesis 2:

**H<sub>0</sub>:** Age does not affect the choice preference towards online shopping websites.

**H<sub>1</sub>:** Age affects the choice preference towards online shopping websites

**Table2: Age vs. Attribute**

	Ajio	Amazon	Flipkart	Myntra	Total
18-24	37	133	96	59	325
25-34	11	49	19	12	91
35-44	5	18	7	17	47
45-54	0	22	18	5	45
55 & above	1	5	3	0	9
Total	54	227	143	93	517

#### P-value approach:

From the calculations using statistical tools for hypothesis, we found that, calculated p-value value of chi-square( $\chi^2$ ) is 0.004393 which is less than 0.05(5% level of significance). Hence, we reject the null hypothesis concluding that age affects the choice preferences towards online shopping websites.

### $\chi^2$ value approach:

The calculated value of chi-square( $\chi^2$ ) = 28.681

The tabulated value of  $\chi^2$  at (4-1)\*(5-1)= 12 degrees of freedom and 5% level of significance is 21.026.

### Correlations

Correlations reflect the strength and direction of relationships between variables. The correlation coefficient, ranging from -1 to +1, signifies the strength: values close to those extremes denote strong correlations, while values near 0 indicate weak or no correlation. A positive coefficient suggests a direct relationship, meaning as one variable increases, so does the other. Conversely, a negative coefficient implies an inverse relationship, where one variable increases as the other decreases.

In order to investigate the correlations between the variables, correlation analysis was also carried out. The goal of this investigation was to ascertain the relationship between particular characteristics, such as user friendliness, payment experience, and delivery partner satisfaction, and overall user happiness and likelihood of referral.

$$r_{xy} = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum(x_i - \bar{x})^2 \sum(y_i - \bar{y})^2}}$$

$r_{xy}$  = correlation coefficient between  $X$  and  $Y$

$x_i$  = the values of  $X$  within a sample

$y_i$  = the values of  $Y$  within a sample

$\bar{x}$  = the average of the values of  $X$  within a sample

$\bar{y}$  = the average of the values of  $Y$  within a sample

**Table 3: Correlation between recommendations and other variables**

Attribute	Correlation
Refund Processing Time	0.557367471
Customer Support	0.964926
Return/Replacement Experience	0.998796
User-Friendly Experience	0.937773
Payment Experience	0.994354
Delivery Partners	0.993165
Incorrect/Defective Items	0.861652
Delivery Timeframe	0.996295
Packaging Quality	0.892503
Festive Season Sales	0.942784
Non-Festive Season Discounts	0.985141
Product Range	0.998091
Satisfactory Product Quality	0.894404
Pricing	0.990687

Refund Processing Time (0.557): Refund processing time and suggestions have a moderately favorable association. This implies that a higher likelihood of good recommendations is connected with quicker refund processing. Customer Support (0.965): Customer support and recommendations have a very significant positive association. This suggests that customers are more likely to

provide good recommendations if they had a positive experience with customer service.

Experience with Returns and Replacements (0.999): There is a very substantial positive association between recommendations and return or replacement experience. This suggests that a quick and satisfactory return or replacement process has a significant impact on getting good recommendations.

User-Friendly Experience (0.938): User-Friendly Experience and Recommendations Have a strong positive correlation. This means that platforms or websites that offer a seamless user experience are more likely to get favorable reviews.

Payment Experience (0.994): Recommendations and payment experience have a very significant positive link. This suggests that there is a correlation between a simple and hassle-free payment process and an increased likelihood of good recommendations.

Delivery Partners (0.993): Recommendations and delivery partners have a very significant positive association. This implies that customers are more inclined to recommend trustworthy and effective delivery partners if they have had a great experience with them.

Statistical software was used to analyze the data, and the results were then evaluated to highlight key findings and reach insightful conclusions.

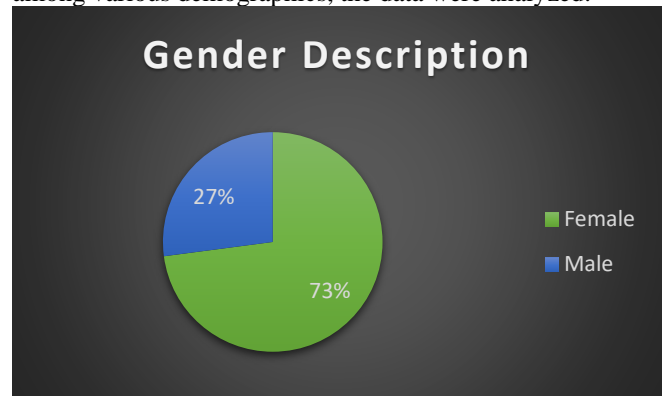
By using this technique, we made sure that data collection and analysis were done in a methodical manner to meet the goals of the study. It was possible to gain a thorough grasp of the variables affecting user recommendations and the overall user experience on the chosen Indian e-commerce platforms by combining survey data, the chi-square test, and correlation analysis.

## IV. RESULTS

### A. Demographic Profile of Respondents

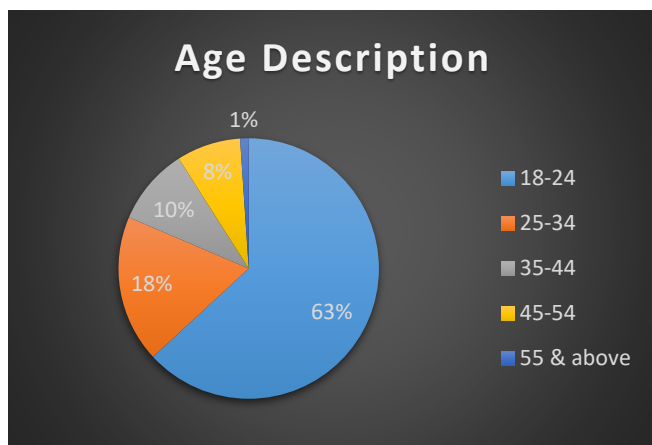
It is essential to comprehend the respondents' demographics since it enables the detection of any potential differences in user experiences and preferences depending on gender or age. These demographic data will be taken into account in the ensuing studies to gain a thorough knowledge of the user feedback and ratings on the chosen e-commerce sites.

Through particular survey questions about gender and age group, the study's respondents' demographic information was gathered. To ascertain how respondents were distributed among various demographics, the data were analyzed.



**Figure 1**

Upon examining the gender breakdown of the participants, it can be noted that 27% of the respondents were male while 73% were female.



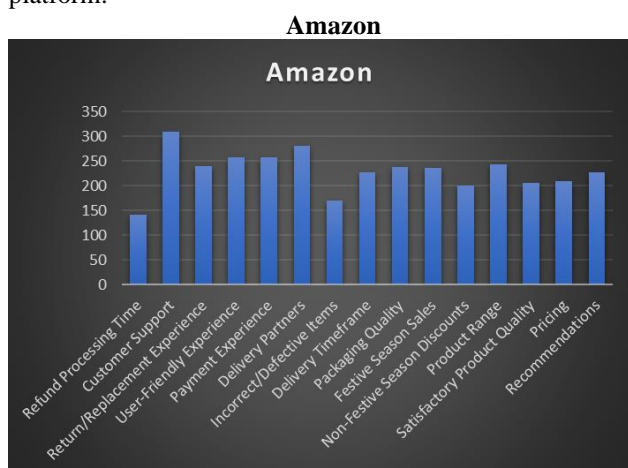
**Figure 2**

There was a breakdown of the responses by age group, including 18–24, 25–34, 35–44, 45–54, and 55 and over. Based on the analysis of the respondents' demographic information, it can be determined that maximum number of the participants fall within the age bracket of 18-24 years (63%), whereas 55 & above age group shows minimum participation of 1%. The remaining responses were split up into the various age groups.

Although the sample was diverse, it is crucial to remember that it might not be completely representative of the overall population. Nevertheless, the demographic profile offers a starting point for evaluating and deriving meaning from the findings about the user experience on Indian e-commerce platforms.

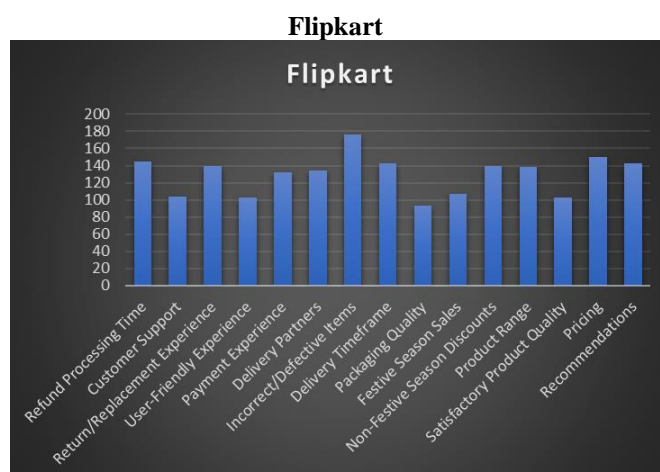
### B. Analysis of Individual Platform Performance

In this section, we present a detailed analysis of the performance of each e-commerce platform individually, namely Amazon, Flipkart, Ajo, and Myntra. The analysis focuses on various aspects of user experience and customer satisfaction to assess the strengths and weaknesses of each platform.



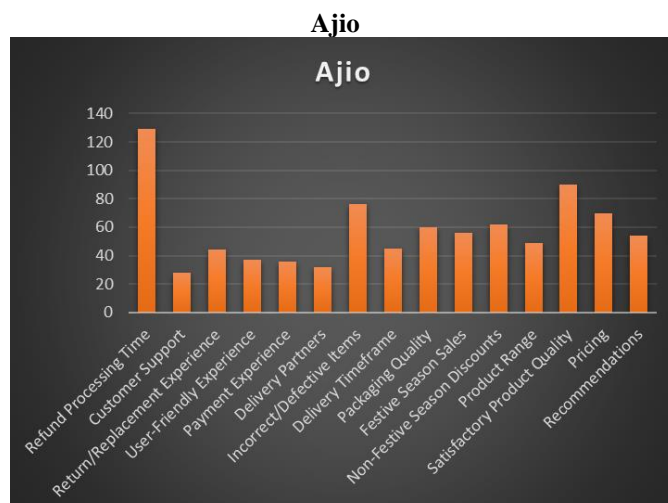
**Figure 3**

Our analysis indicates that Amazon has a strong customer support system in place. However, we have observed that their refund processing time can be longer than expected. In terms of user experience, Amazon has a user-friendly website and promises swift payment processing and commendable delivery partners. One area for improvement could be in ensuring that incorrect or defective items are not delivered to customers.



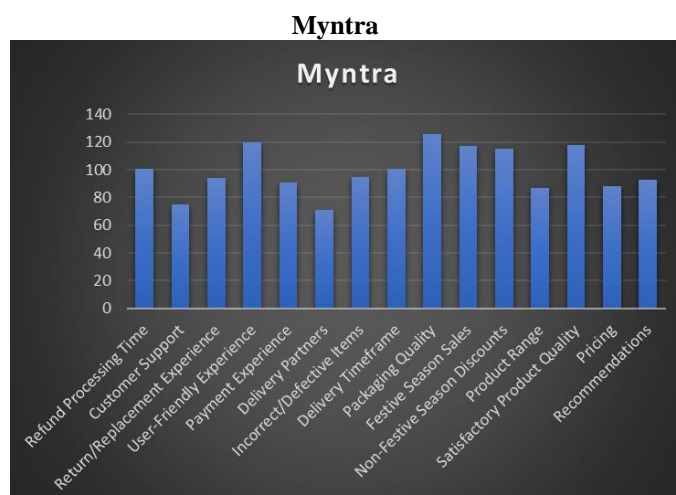
**Figure 4**

Based on our analysis, Flipkart has a stronger return/replacement experience compared to its competitors, and it offers non-festive season discounts more frequently. However, there is room for improvement in the area of delivering incorrect or defective items, and Flipkart should also focus on enhancing packaging quality.



**Figure 5**

Based on our analysis, Ajo is not as highly recommended by customers as other e-commerce platforms due to its limited product range and longer delivery timeframes. However, Ajo has remarkably good packaging and product quality.



**Figure 6**



According to our analysis, Myntra stands out for its superior quality of packaging and products. The website also offers better festive season sales compared to other e-commerce platforms. However, there is room for improvement in Myntra's customer support and pricing strategies.

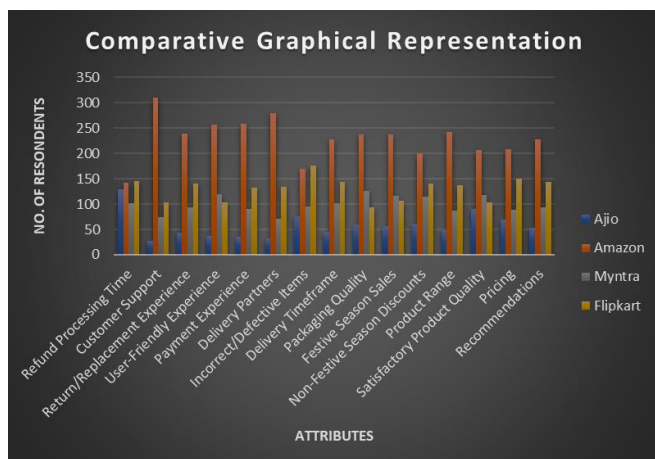
By conducting an in-depth analysis of the individual platform performance across these various aspects of user experience and customer satisfaction, this study provides valuable insights into the strengths and weaknesses of each e-commerce platform.

### C. Comparative Analysis of Platforms

In this section, we present a comparative analysis of the performance of the selected e-commerce platforms in India: Amazon, Flipkart, Ajio, and Myntra.

**Table 5: Attribute vs Choice Preference**

Attribute	Ajio	Amazon	Myntra	Flipkart	Best Website
Refund Processing Time	(3)129	(2)142	(4)101	(1)145	Flipkart.com
Customer Support	(4)28	(1)310	(3)75	(2)104	Amazon.com
Return/Replacement Experience	(4)44	(1)239	(3)94	(2)140	Amazon.com
User-Friendly Experience	(4)37	(1)257	(2)120	(3)103	Amazon.com
Payment Experience	(4)36	(1)258	(3)91	(2)132	Amazon.com
Delivery Partners	(4)32	(1)280	(3)71	(2)134	Amazon.com
Incorrect/Defective Items	(4)76	(2)170	(3)95	(1)176	Flipkart.com
Delivery Timeframe	(4)45	(1)228	(3)101	(2)143	Amazon.com
Packaging Quality	(4)60	(1)238	(2)126	(3)93	Amazon.com
Festive Season Sales	(4)56	(1)237	(2)117	(3)107	Amazon.com
Non-Festive Season Discounts	(4)62	(1)200	(3)115	(2)140	Amazon.com
Product Range	(4)49	(1)243	(3)87	(2)138	Amazon.com
Satisfactory Product Quality	(4)90	(1)206	(2)118	(3)103	Amazon.com
Pricing	(4)70	(1)209	(3)88	(2)150	Amazon.com
Recommendations	(4)54	(1)227	(3)93	(2)143	Amazon.com



**Figure 7**

The figure shows the comparative graphical representation of all the four e-commerce websites Ajio, Amazon, Myntra and Flipkart. As we can see that Amazon outstands in almost every sector but there is still a room for improvement in the

sectors like return/replacement timeframe, incorrect or defective items. Flipkart and Myntra also performs well in the sector of pricing and packaging which makes them stay in the business. Ajio on the other hand needs much more improvements in almost every sector because it has comparatively less users.

By conducting a comparative analysis of the e-commerce platforms based on the aforementioned factors, this study provides insights into the relative performance of each platform. The results of this analysis will be discussed in the subsequent sections to draw meaningful conclusions and provide recommendations for enhancing the user experience and customer satisfaction on these platforms.

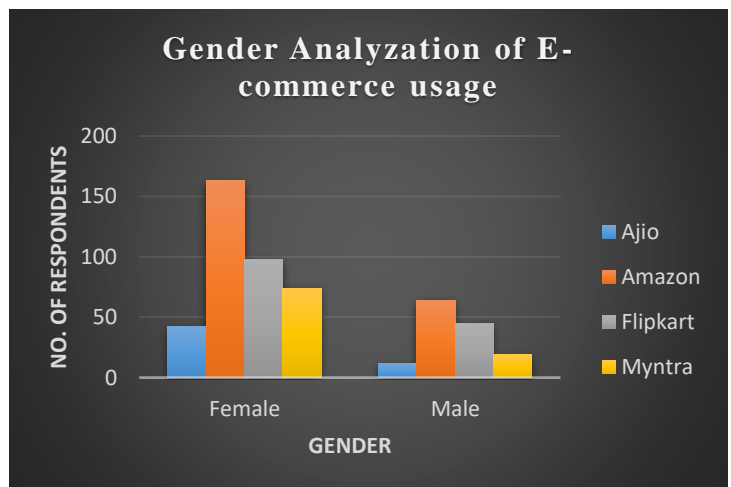
### D. Chi-Square Test for Independence

#### Hypothesis 1:

**Ho:** Gender does not affect the choice preference towards online shopping websites.

**H1:** Gender affects the choice preference towards online shopping websites.

The p-value for the chi-square test assessing the impact of gender on choice preferences of e-commerce platforms was calculated to be 0.234199918, higher than the 0.05 significance level. Therefore, the null hypothesis was not rejected, indicating that gender does not significantly affect the choice preferences. This suggests that other factors, such as personal preferences and user experience, have a stronger influence on platform selection. However, it's important to note that these conclusions are specific to the sample studied, and further research is needed for generalization.



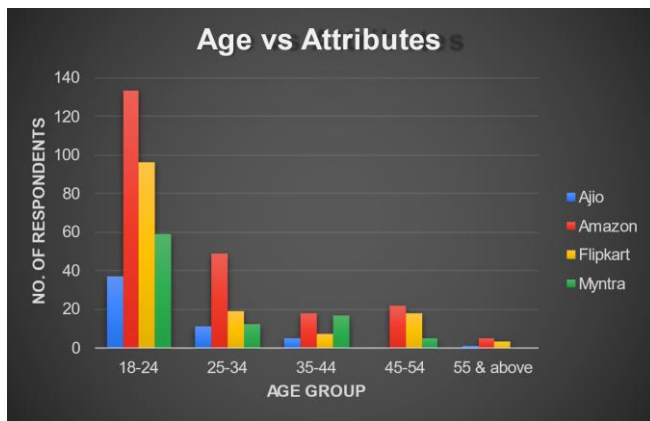
**Figure 8**

#### Hypothesis 2:

**Ho:** Age does not affect the choice preference towards online shopping websites.

**H1:** Age affects the choice preference towards online shopping websites.

The calculated p-value for the chi-square test analyzing the impact of age on choice preferences towards online shopping websites was found to be 0.004393, indicating statistical significance at the 5% level. Thus, the null hypothesis was rejected, concluding that age does significantly affect the choice preferences of respondents. This suggests that different age groups have distinct preferences when it comes to selecting e-commerce platforms. However, these conclusions are specific to the studied sample, and further research is needed to generalize the findings.



**Figure 9**

#### E. Correlation Analysis

Based on the correlations:

Refund Processing Time, Customer Support, User-Friendly Experience, Payment Experience, Delivery Partners, and Delivery Timeframe have positive and strong correlations with recommendations. This implies that positive experiences in these areas are associated with higher likelihood of positive recommendations.

Return/Replacement Experience, Product Range, Non-Festive Season Discounts, and Pricing also have very strong positive correlations with recommendations, indicating their significant influence on generating positive recommendations.

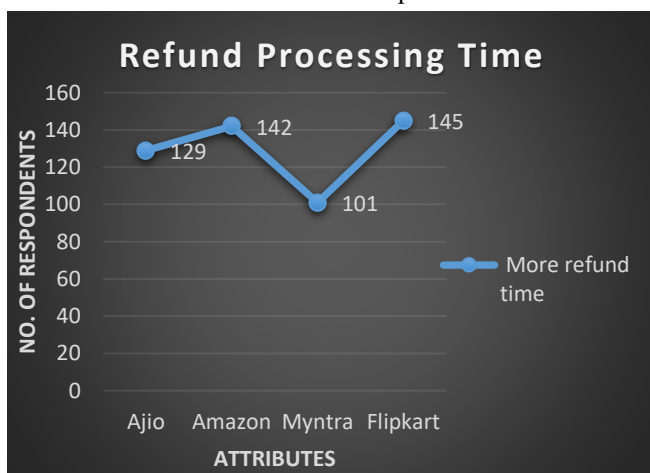
Incorrect/Defective Items and Packaging Quality have moderate positive correlations with recommendations.

Festive Season Sales and Satisfactory Product Quality have moderate positive correlations as well, indicating their moderate impact on recommendations.

These correlations provide insights into the attributes that strongly influence customer recommendations in the online shopping context.

#### F. Analysis of Individual Attribute.

1. Which website takes more time to process refunds?



**Figure 10**

According to the poll that was carried out, we discovered that Flipkart takes longer to process refunds than it does for other online shopping sites.

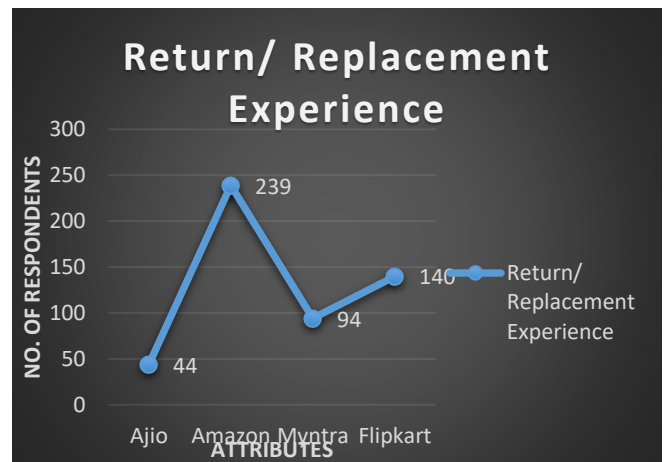
2. Which site has better customer support for queries and other concerns?



**Figure 11**

Amazon is regarded as providing superior customer service, both for questions and for a variety of other concerns.

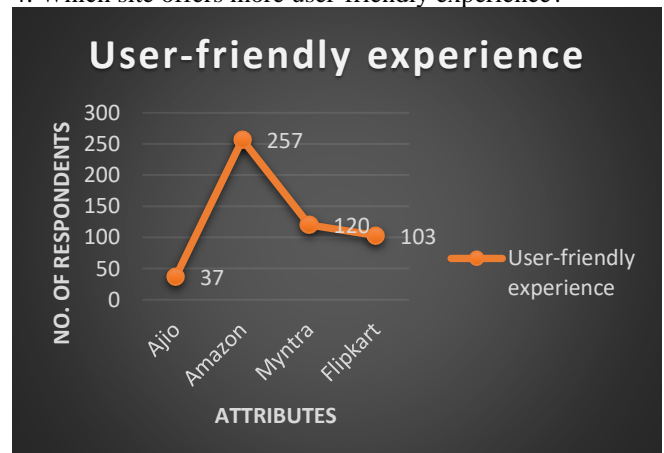
3. Which site offers better experience in terms of return or replacement of products?



**Figure 12**

The Amazon website provides a superior experience when it comes to the return or replacement of merchandise.

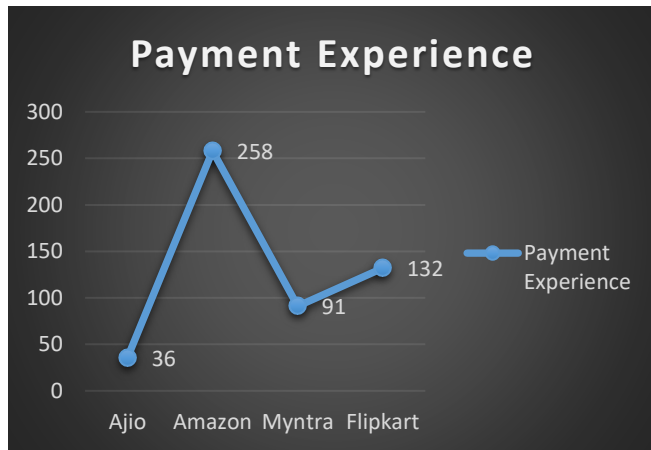
4. Which site offers more user-friendly experience?



**Figure 13**

The results of the survey that was carried out led us to discover that the Amazon website provides a user experience that is friendlier.

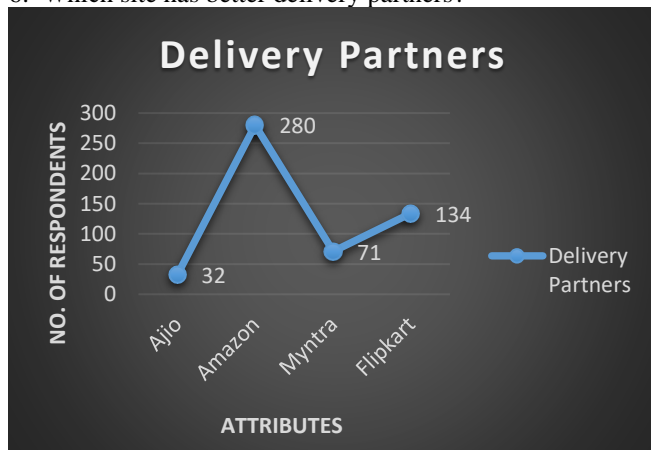
5. Which site offers a smoother payment experience?



**Figure 14**

The results of the survey that was carried out led us to learn that Amazon provides a more streamlined process for customers making payments.

6. Which site has better delivery partners?



**Figure 15**

We found out, through the survey that was carried out, that the Amazon site has better and helpful delivery partners.

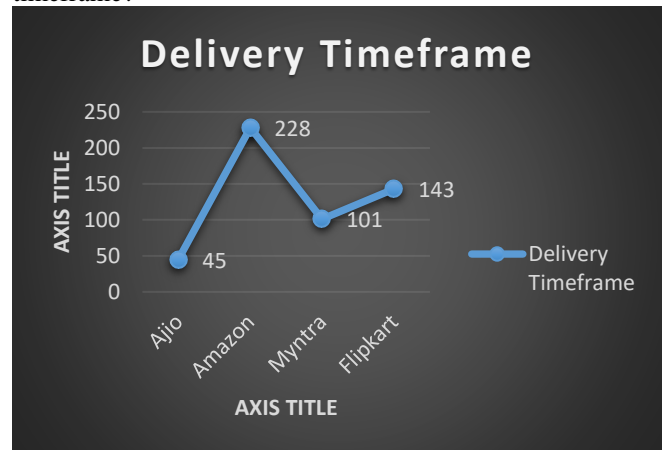
7. Which site has a higher frequency of delivering incorrect or defective items?



**Figure 16**

The likelihood of receiving inaccurate or flawed products from Flipkart is significantly higher than other sites.

8. Which site delivers products within the expected timeframe?



**Figure 17**

When compared to other sites, Amazon meets the delivery deadlines for its products within the allotted period.

9. Which site provides superior packaging for their products?



**Figure 18**

The findings of the survey that was carried out lead us to the conclusion that Amazon offers superior packaging for the products that they sell.

10. Which site would you choose during festive season sales?



**Figure 19**

According to the findings of the poll that was carried out, the majority of respondents indicated that the Amazon website is their go-to destination for holiday shopping due to the fact that it offers superior holiday season bargains.



11. Which site offers more deals and discounts during non-festive season?



**Figure 20**

In addition, among other websites, the Amazon site is preferred for deals that take place at off-peak times.

12. Which site has diverse range of products available?



**Figure 21**

According to the results of the survey that was conducted, Amazon carries a wide variety of products.

13. Which site provides products with satisfactory quality?



**Figure 22**

When compared to other online buying sites, the Amazon website offers products of a quality that is acceptable.

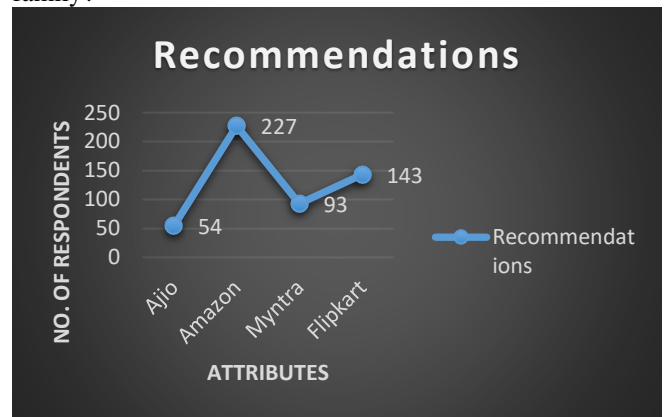
14. Which site do you think offers better pricing for products?



**Figure 23**

The results of the survey that was carried out revealed that the vast majority of respondents believe that Amazon provides better pricing for products.

15. Which site would you recommend to your friends and family?



**Figure 24**

According to the findings of the poll that was carried out, the majority of individuals say that they are more likely to suggest Amazon to their loved ones and friends.

## V. SUMMARY OF FINDINGS

- The chi-square test suggests that gender does not significantly impact choice preferences for e-commerce platforms, indicating that other factors play a more influential role in platform selection.
- Age was found to have a significant impact on choice preferences for online shopping websites as a result of chi-square test.
- Refund processing time, customer support, experience with returns and replacements, user-friendly experience, payment experience, and delivery partners all have strong positive associations with recommendations, indicating that a positive experience in these areas increases the likelihood of receiving good recommendations.
- The study reveals that Amazon excels in most sectors, with areas for improvement in return/replacement timeframe and handling incorrect or defective items. Flipkart and Myntra perform well in pricing and packaging, while Ajo requires significant improvements across sectors due to its relatively smaller user base.

- According to the gender analyzation of E-commerce usage, females are the frequent users of all websites in comparison to the males.
- Due to a wide range of products in Amazon and Flipkart, it outstands the comparative analysis done. Although, Myntra is updating its website and adding more product range in it. Ajio on the other hand is more of the clothing and footwears website because of which its lagging in the recommendations by the users.

## VI. CONCLUSION

With the development of internet infrastructure, online shopping is growing in popularity in India. The respondents' age group is the key demographic variable influencing their choice of online retailer. Amazon.com is deemed to be the best of the four websites that were chosen for online shopping in this study based on thirteen of the fifteen qualities that were taken into account. It offers the widest selection of high-quality goods in each product area, with a variety of options and prices that reflect consumer perceptions. According to customer feedback, Myntra.com has the most attractive website and has the best packaging, while Flipkart.com is rated as having the best customer service, non-holiday discounts, authentic and genuine bargains, and the finest website filters. However, despite having a smaller selection of products and superior product quality, Ajio receives the fewest customer recommendations. Online customers recommend that businesses enhance their original product display, product return procedures, and product description.

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