INDUS BUSINESS ACADEMY

(Formerly Indian Business Academy)
Bengaluru Campus
Approved by AICTE, Ministry of HRD - Govt. of India

A Comparative study on customer buying behavior and satisfaction between Amazon and Flipkart on electronic goods.

Submitted to
PROF. SURANJAN BHATTACHARYAY

Submitted by

Samrat Das

FPBR2022/027

SEC:C

ACKNOWLEDGEMENT

I would like to express my sincere thanks to **Indus Business Academy, Bangalore** for providing us very valuable professional training in post-Graduation diploma in management (PGDM).

I would like to express special thanks of gratitude to **Dr. Suranjan Bhattacharyay** project Guide & Mentor for giving this opportunity to do this project on a **comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods** where I have learnt so many things.

Samrat Das

FPBR2022/027

Indus Business Academy, Bangalore

STUDENT
DECLARATION

I, Samrat Das, hereby declare that the project report entitled on "**A comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods**" submitted in partial fulfilment of requirements for the degree of Post-Graduate Diploma in Management (PGDM) of Indus Business Academy, Bangalore is my original work and not submitted anywhere else for award of any degree or any diploma fellowship or any other similar title in any other institute or university.

This is an original work done by me and I haven't submitted it earlier elsewhere.

Samrat Das

FPBR2022/027

Indus Business Academy, Bangalore

CERTIFICATE

This is to certify that, **Mr. Samrat Das (FPBR2022/027)** is a bonafide student of Indus Business Academy, Bangalore and is presently pursuing a Post Graduate Diploma in Management.

Under my guidance, he has submitted his project entitled "**A comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods**" in partial fulfilment of the requirement for the market research paper during the Post Graduate Diploma in Management.

This report has not been previously submitted as part of another degree or diploma of another business school or University.

Signature:

_____

(Dr. Suranjan Bhattacharyay)

Finance Professor

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A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.

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Abstract

The Internet has become a powerful and basic tool to satisfy everyone's wishes and the way people work with them. Agents, various online information management tools use the network, and various innovative companies have created systems to receive consumer orders, facilitate payments, consumer services, various marketing data, and online feedback from personal methods. These activities are called e-commerce or online commerce. Flipkart is currently one of the largest online retailers in Asian countries, offering gifts in 14 product categories, covering about 100 and 50 cities, and delivering 5 million shipments per month. Amazon is the largest online company in the United States. Amazon.com and Indian markets like Amazon. in. This research aims to understand customer buying behaviour and evaluate their satisfaction when purchasing electronic products from Amazon and Flipkart.

Introduction

E-commerce is the transaction of services and products through the Internet. It introduced new trading possibilities and attracted the attention of traders. E-commerce provides products and services through the website. Customers only need to visit the e-commerce website and browse various quotations through the browser catalogue. Customers can select multiple quotations and add them to the shopping cart. Is manufactured. Customers can complete the purchase and enter the payment section, where there are various online payment options, such as online banking, credit cards, debit cards, etc. An attempt has been made to rigorously review the customer satisfaction comparisons of two large e-tailers (Flipkart and Amazon). Both great players have left their mark in India. A comparative study of customer satisfaction between Amazon and Flipkart provides information on the factors that influence customer satisfaction, which have been successful in the e-commerce market. This document aims to analyse the customer satisfaction levels of Amazon and Flipkart.

"Internet became a powerful and basic tool for every person's wish and additionally the approach people work. By act varied on-line information management tools exploitation the net, varied innovative companies have created systems for taking consumer orders, facilitate the making of payments, consumer service, assortment of marketing data, and on-line feedback severally. These activities have along known as e-commerce or web commerce. on-line looking out created very easy for everyone with their product variations and an easy due to get things. a trial has been created to critically examine varied company and business level ways of two huge e-tailers and other people unit Flipkart and Amazon. Comparison has been done considering e-commerce challenges, their business model, funding, revenue generation, growth, survival ways, Shoppers' on-line looking out experience, other differentiation, and merchandise offerings."---- by **K Francis Sudhakar (2016), researcher**.

Amazon is leading with forty-seven.1% as compared to Flipkart, that has ordinal of respondent's interest. And remainder of the e-commerce sites are not even at intervals the reach of Flipkart and Amazon. It clearly proves that Flipkart and Amazon unit leading e-commerce markets in Asian nation.

Advantages of Ecommerce:

- Profit maximization is the most important advantages ,also it reduces cost and increase sales
- 7 days in a week and 24 hours a day , it helps organization to do business.
- Customers from all around the world and not be limited to any specific area or region.
- Operational cost has been lowered by this.
- It gives personalized products and customer customization.
- Being in online, shoppers are given a broader range of products to choose.
- Loyalty incentives are given to loyal customers such as a special discount etc.
- Very easy to showcase best sellers.
- It gives very customized and personalized online experience.
- Affordable employees.
- With the help of this retargeting and remarketing has become very easy.
- Customers get less invasive experience.
- It helps in getting access to customer data easily.
- It is capable of processing high number of orders.

Disadvantages of ecommerce:

- The customer cannot feel the touch the product online.
- Customer always have to wait of the delivery of their product.
- Perishable goods brought online can get spoiled during delivery.
- Sometime it is difficult to understand which online site is secure or safe to use.
- Customers have to have a lot of patient.
- Logistic costs are costly.
- Physical retail is way famous despite the decline.

Company Profile

FLIPKART

Flipkart has launched its own product vary below the name "digiflip", Flipkart put together recently launched its own vary of personal aid and residential appliances below the whole "citron". throughout its initial years, Flipkart targeted only on books, and shortly as a result of it expanded , it started giving completely different merchandise like electronic merchandise, air conditioners, air coolers, paper provides and life vogue merchandise and e-books. Legally, Flipkart is not associate degree Indian company since it's registered in Singapore and majority of its shareholders are foreigners. as a results of foreign firms do not appear to be allowed to undertake to multi-brand e-retailing in Asian nation, Flipkart sells merchandise in Asian nation through a company called was retail. completely different third-party sellers or firms may sell merchandise through the Flipkart platform. Flipkart presently employs quite 15000 people. Flipkart permits payment ways that like cash on delivery, credit or identification transactions, net banking, e-gift voucher and card swipe on delivery. Flipkart is presently one among the most important on-line retailers in Asian nation, gift across quite fourteen product categories & with a reach in around 100 and fifty cities and delivering 5 million shipments per month.

Founded: October 2007

CEO: Kalyan Krishnamurthy (Jan 2017)

Headquarters: Bengaluru, India

Revenue: 198.5 billion INR (2017, US$3.1 billion)

Subsidiaries: Myntra, PhonePe, eBay India Pvt. Ltd, Jeeves Consumer services, Mallers, Inc, DSYN Technologies etc Founders: Sachin Bansal, Binny Bansal

ACHIEVEMENTS IN E- COMMERCE

 In Sept 2015, Sachin Bansal and Binny Bansal entered Forbes Asian nation flush list debuting at the 86th position with an internet price of $1.3 billion each. Co-founder of Flipkart, Sachin Bansal, got entrepreneur of the year award 2012-2013 from economic times, leading Indian economic daily. Flipkart.com was awarded young Turki of the year at CNBC tv 18's 'India tycoon awards 2012' (ibla). Flipkart.com- got appointed for Indiamart leaders of tomorrow awards 2011. FAILURE IN MUSIC business In Oct and New Style calendar month 2011, Flipkart nontransmissible the websites mime360.com and chakpak.com. Later, in

February 2012, the company disclosed its new flyte digital music store. Flyte, a legal music transfer service inside the vein of iTunes and Amazon.com, offered drm-free mp3 downloads. but it fully was clean up on seventeen New Style calendar month 2013 as paid song downloads did not get commonplace in Asian nation thanks to the looks of free music streaming sites.

ACQUISITIONS

• 2010: weread, a social book discovery tool.

• 2011: mime360, a digital content platform company.

• 2011: chakpak.com, a movie trade news web site that offers updates, news, photos and videos. Flipkart nontransmissible the rights to chakpak's digital catalogue which contains forty,000 filmographies, 10,000 movies and shut to fifty,000 ratings. Flipkart has categorically same that it will not be concerned the initial web site and might not use the whole.

• 2012: letsbuy.com, associate degree Indian e-retailer in physics. Flipkart has bought the company for associate degree countable us$25 million. Letsbuy.com was closed down and each one traffic to letsbuy has been pleased to Flipkart

• 2014: nontransmissible myntra.com in associate degree countable twenty billion (2,000 crore, regarding us$319 million) deal.

• 2015: Flipkart nontransmissible a mobile promoting start-up appiterate on strengthen its mobile platform.

AMAZON

Amazon is the biggest web based company inside the u. s. Amazon.com started as an online bookstall, but presently heterogeneous , transaction DVDs, CDs, video and mp3downloads/streaming, software, video games, physics, apparel, furniture, food, toys, and jewellery. the company put together produces shopper physics notably, kindle, hearth tablets, hearth tv and phone and will be a serious provider of cloud computing services. Amazon has separate retail websites for u. s, France, Canada, Germany, Holland, Italy, Spain, Australia, Brazil, Japan, China, Asian nation and United Mexican States, with sites for Ceylon and south east Asian countries returning presently. Amazon put together offers international shipping to certain completely different countries for a couple of its merchandise. inside the year 2011, it had professed associate degree intention to launch its websites in Polska, and Sweden. In early New Style calendar month 2013, Amazon.com had launched their Amazon Asian nation marketplace with none

promoting campaigns. In July, 2013, Amazon had declared to invest $2 billion (Rs twelve,000 crores) in Asian nation to expand business, once its largest Indian rival Flipkart too had declared to invest$1 billion.

Type of website: E-commerce

Available in: English, French, German, Spanish, Italian, Chinese, Japanese, Portuguese, Dutch, Polish, and Turkish.

Launched: 1995

Customer service: 00 1 206-266-2992

Stock price: AMZN (NASDAQ) $1,495.56 -49.36(-3.19%) Mar 23, 4:00 PM EDT – Disclaimer

CEO: Jeff Bezos (May 1996–) 11

Headquarters: Seattle, Washington, United States Founder: Jeff Bezos Subsidiaries: Zappos, A9.com, Alexa Internet, Amazon Books, Amazon Game Studios, Amazon Lab126, Amazon Publishing, Amazon Robotics, Amazon Studios, Amazon Web Services, Audible Inc., Body Labs, Book Depository, Digital Photography Review, Goodreads, Graphic, Internet Movie Database, Ring, Souq.com, Twitch.tv, Whole Foods Market, Woot, Zappos.

ACHIEVEMENTS IN E- COMMERCE

On the mobile app facet, Amazon had the fastest growing app transfer rate in 2015. In Oct alone, downloads accumulated 2 hundred per cent. Amazon web traffic was the easiest in Oct as per comScore data, at thirty million guests. Amazon active customers have gone up 230 per cent year on year. The awards were given at e-tailing India's flagship conference and exhibition 2014, a happening that brought on major stakeholders inside the retail and e-commerce business inside the country. The "path-breaking debut of the year" award visited Amazon.in.

FAILURE

Amazon starts using Bharat post and screws up its delivery system in Asian nation. At the time once the competition among on-line wanting portals in Asian nation is at its highest level achievable and each player is pooling in millions from funding's and creating an effort to beat each other with never-before discounts and excellent services, Amazon has taken the worst step ever achievable. Amazon has chosen to post as its primary delivery partner and each one "Amazon fulfilled" orders are presently being shipped through India post. Anyone United

Nations agency lives in or has some experience with the communication system in wishes no introduction regarding India post.

ACQUISITIONS

It's no secret that e-commerce large Amazon has been counting on Bharat joined of its next massive markets outside the U.S. the corporate isn't solely finance capital within the region, however conjointly exploit start-ups to assist expand its presence within the country. On Tuesday, Amazon declared it had nonheritable Indian payments company advantage payments pvt. Ltd. Amazon failed to disclose the acquisition quantity. almost like stripe or PayPal, advantage permits on-line merchants to just accept credit and debit cards. the corporate conjointly allowed merchants to line up their own branded pre-paid debit cards and mobile payments. so as to differentiate itself, company nonheritable several it & e-commerce start-ups like pets.com, audible.com, junglee.com, imbd.com, zappos.com, woot etc.

Literature review

Martin Dodges (1999), finding the supply of Amazon.com: examining the plug of the earth's biggest book store", centre for advanced special analysis. finished that Amazon com has been one in every of the foremost promising e-commerce corporations and has big speedily by providing quality service.

Miyazaki and Fernandez (2001) corroborated that the previous expertise was found to have an effect on the intention and behaviour considerably and during a type of ways that. The results of this study imply that the technology acceptance model ought to be applied to electronic commerce analysis with caution. so as to develop a fortunate and profitable net look, understanding customers' desires is crucial. it's to be ensured that merchandise are as low cost during a net look as purchased from ancient channels. in step with Sharma and Mittal (2009) in their study prospects of e-commerce in India", mentions that Bharat is showing tremendous growth within the e-commerce.

Sharma and Mittal (2009) in their study "prospects of e-commerce in India", mentions that Bharat is showing tremendous growth within the e-commerce. beyond any doubt, with the centre category of 288 million folks, on-line searching shows unlimited potential in Bharat. the important estate prices are touching the sky. these days e-commerce has become associate integral a part of our lifestyle. There are websites providing any variety of products and services. The e-commerce portals offer merchandise and services during a type of classes. to call a few: attire and accessories for men and ladies, health and wonder merchandise, books and magazines, computers and peripherals, vehicles, software, client physical science, social unit appliances, jewellery, audio, video, diversion, goods, gift articles, property and services. Ashish Gupta, senior decision maker of devil venture partners associated one in every of the primary backers of Flipkart as an angel investor: "Flipkart has been gripping corporations that have some potential (letsbuy, Myntra). in this method, a number of the bets can get it wrong, for sure. however that's par for the course. the corporate (Flipkart) is consciously taking bets that permit it to either grow or eliminate competition that reduces selling pay and improves economic science. "Comparative study between Amazon and Flipkart.

Samadi and Ali (2010) compared the perceived risk level between net and store searching, and return the relationships among past positive expertise, perceived risk level, and future purchase intention at intervals the net searching surroundings.

Abhijit Hindu deity (2013)," e-commerce in India-a review", international journal of selling monetary services & management analysis. finished that the e-commerce has broken the geographical limitations and it's a revolution-commerce can improve enormously in next 5 years in Bharat.

D.K.Gangeshwar (2013)," e-commerce or net marketing: a business review from Indian context", international journal of u- and e- service, science and technology. finished that the e-commerce encompasses a terribly bright future in Bharat though security, privacy and dependency on technology are a number of the drawbacks of e-commerce however still there's a bright future to e-commerce.

Dr. Sudha S (2015), Innovation brings with itself a replacement set of challenges. The E-Retailing variety of market was fairly one thing unprecedented to the Indian client in 2007. Flipkart that has graven a distinct segment for itself in terms of market share, goodwill and recognition within the on-line market to the extent that retailers are coming back beneath threat thanks to its discounts and swish operations. The ascent of Flipkart to capture the web market in Bharat in only four years, the ways enforced by it to form on-line business, its ability to square out among various E-Retail sites. This case study aims to know the selling strategy, whole awareness, SWOT analysis, functioning of Flipkart. It aims to predict the longer-term roadmap and conjointly aims to seek out important threats to Flipkart within the close to future.

Pooja Gupta (2015), The study tries to acknowledge that, however client live channels for his or her buying. Specifically, it progresses a abstract model that addresses client worth perception for victimization the net searching versus the standard searching. Earlier study showed that perceptions of value, product quality, service quality and threat powerfully impact perceived worth and buy intents within the offline and on-line network. Observations of on-line and offline patrons may be evaluated to visualize however worth is built in each Comparative study between Amazon and Flipkart. it's until now to acknowledge what factors influence on-line and offline searching selection progression. the target of this study is to produce a control of on-line searching call method by comparison the offline and on-line deciding and distinctive the factors that encourage customers

to choose whether or not to try and do on-line searching or opt for the offline searching. Consumer's look once and wherever they need, wherever they're comfy with the merchandise and also the selection of searching. The study finds that feminine are a lot of into on-line searching than male.

K Francis Sudhakar (2016), net became a lot of powerful and basic tool for each person's want and also the approach folks work. By desegregation numerous on-line data management tools victimization net, numerous innovative corporations have got wind of systems for taking client orders, facilitate creating of payments, client service, assortment of selling information, and on-line feedback severally. These activities have put together called e-commerce or net commerce. on-line searching created very easy for everybody with their product variations and easy thanks to obtain things. an effort has been created to critically examine numerous company and business level ways of 2 massive e-tailers and people are Flipkart and Amazon. Comparison are done considering e-commerce challenges, their business model, funding, revenue generation, growth, survival ways, Shoppers' on-line searching expertise, worth supplemental differentiation, and products offerings

Nikita Arora , Dr. Ajay Singh , Dr. Parul Agarwal (July 2019), E-commerce includes an online transaction. Electronic commerce (e-commerce or EC) is the purchase and sale of goods and services on the Internet, especially on the World Wide Web. By integrating multiple web information management tools over the Internet, companies have implemented order intake, payment facilitation, customer service, marketing data collection and online feedback systems. In this paper researchers has tried to critically review the comparison of customer satisfaction rates between two major Players, Flipkart and Amazon. The two big players have made a name for themselves in India. A comparative customer satisfaction survey between Amazon and Flipkart provides information on factors that affect customer satisfaction in order to succeed in the e-commerce marketplace. This paper attempts to analyse customer satisfaction from Amazon and Flipkart. Primary data was collected. 70 samples are collected through a structured questionnaire. The data was analysed using descriptive statistics and cross tabulations using SPSS Software. The main findings of the study are that most customers are more satisfied with Amazon as compared to Flipkart.

RESEARCH PROBLEM

- In India e-commerce has evolved like a giant with huge opportunity and success rate. Is it true?

- There are so many big and small players in market. Are they really going to sustain in market for a long time and is there success rate for them?

- What is the customers expectation from these e-commerce giants and are they ready to fulfill their requirements?

- The study is to understand both e-commerce giants Flipkart and Amazon's requirements and procedures in terms for customers buying behavior and customer satisfaction.

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RESEARCH OBJECTIVES

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- To understand and estimate the consumer perception and factors affecting their behaviour for choosing e-commerce sites.
- To know how consumers are evaluating e-commerce sites for their purchases.
- To understand the working mechanism of Amazon and Flipkart which are leading in India.
- To study complexities and problems those are there in between e-commerce sites and customers.
- To understand the satisfaction between the e-commerce giants amazon and flipkart with customers.
- To understand the association between Income of customers and frequency of purchase when it comes to buying electronic goods.
- To find out relation between available payment options and customers perception on secured e- commerce platform.

Theory and Hypothesis Development

Electronic commerce, in addition to being called electronic commerce or internet commerce, refers to the purchase and exchange of goods or services that exploit information on highways, and at the same time the transfer of money. and knowledge. . E-commerce is sometimes used to sell goods online, but it would even describe any fairly industrial transaction that quickly traverses information in a very high way. While e-commerce refers to all or part or any aspect of a web business, e-commerce specifically refers to the transactions of goods and services. The history of e-commerce begins with the first online sale: on August 11, 1994, an individual sold a CD of the Sting group to his friend via Computer Network Market., Very good retail platform. often this can often be the first example of a consumer receiving a product from a business through the Earth Wide Web - or the "e-commerce" we sometimes tend to know. Since then, e-commerce has evolved to make products easier to promote and sell through online retailers and marketplaces. Freelancers, small businesses, and large corporations have all benefited from e-commerce, allowing them to sell their products and services on a scale that has no potential with the old offline retailing. Global retail e-commerce sales are expected to reach $ 150 trillion by 2025.

> *Martin Dodges (1999),"finding the source of Amazon.com: examining the hype of the earth's biggest book store", center for advanced spatial analysis. Concluded that Amazon com has been one of the most promising e-commerce companies and has grown rapidly by providing quality service."*

A person who purchases products and services for their own use. A consumer is a person who purchases a product for consumption rather than for sale or for

industrial purposes. The buyer is a private United Nations agency that pays a certain amount in cash for items necessary for the consumption of goods and services. As such, buyers play an important role in the financial establishment of a market economy. Customer behaviour is the study of how individual customers, groups, or organizations select, purchase, use, and dispose of concepts, goods, and services to meet their wants and needs. It refers to the actions of buyers in the market and is therefore the underlying motive for those actions. Since the net was first introduced to the planet, it has made a huge impact on people; business is an example wherever the net has made a difference. In the Gregorian month of 1995, Amazon.com launched books on mercantilism online and the response they received was surprising because, in such a short time, the books were The book has been sold online in fifty US states and 45 countries. Amazon now offers music, movies, toys; physical and civil instrumentation, has seven completely different international sites from Amazon with customer service centres in seven countries and more than 17,000 people added Amazon around the world. Today, there are over a hundred regional unit-style e-commerce websites offering online services around the world. E-commerce opens up global markets for customers, it helps customers by providing multiple choices when purchasing products or services, web search and comparison features enable customers to choose the right product. product or service, another major advantage of e-commerce is that it is accessible 24x7 to customers, customers will search almost something within their temperature just by sitting at the reception counter reception, in the office, during the trip or virtually from anywhere at any time.

D.K.Gangeshwar (2013)," *e-commerce or internet marketing: a business review from Indian context", international journal of u- and e- service, science and technology. Concluded that the e-commerce has a very bright future in India although security, privacy and dependency on technology are some of the drawbacks of e-commerce but still there is a bright future to e-commerce."*

E-commerce is commercialism of services and merchandise with the assistance of net. E-commerce introduced within the finish of 70s and have become common throughout the 90s in western countries like USA and UK. E-commerce

introduced new prospects in commercialism and attracted attention of the many traders.
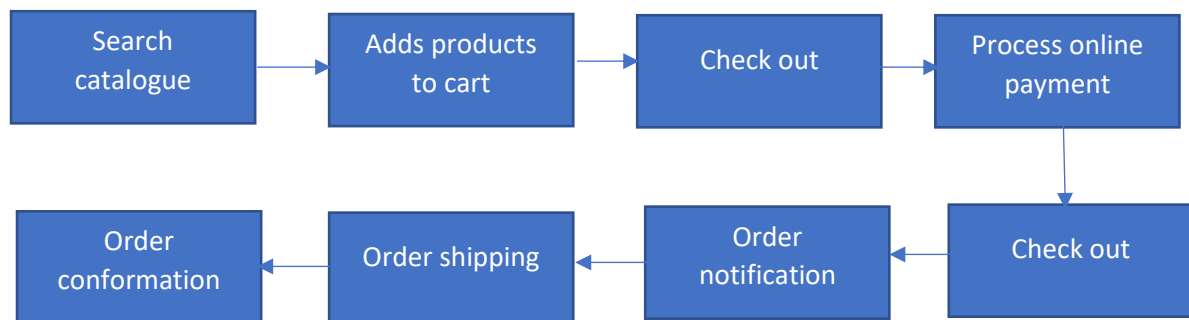
Figure I: showing the different phases in the online shopping process

E-commerce offers merchandise and services through websites, a client merely should visit AN ecommerce web site and browse numerous providing through browser catalogue, a client will choose multiple offerings and might add them to the handcart, once the looking is completed the client will checkout and proceed to payment section wherever numerous on-line payment choices are accessible like net banking, Mastercard, charge account credit etc. Once payment is completed the client is notified regarding the order and order is shipped on the communication address provided by the client.

> **Samadi and Ali (2010)-----"** *compared the perceived risk level between internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the internet shopping environment."*

Hypothesis:

To determine the impact of demographic factors such as age, gender, marital status, family size, education and financial income on the online research behaviour of stressed Indian customers, especially in terms online search satisfaction, future purchase intention, frequency of purchase, variety purchased, and overall online search spend. Therefore, demographics play an important role in the buying behaviour of buyers. Buying habits depend on the age, income and gender of the buyer. In constant time, there are mainly four clearly defined levels of customer satisfaction. each level is predicted based on how well your business is meeting customer expectations. The more your business is ready to be realized, the more you will retain your customers, which can contribute to greater success. Each customer is now very clear about his desires and requirements. and that they expect their business to be well spent with satisfaction. The e-commerce giants focus a lot on customer satisfaction and evolve their services step by step to meet the wishes of their customers. I can therefore hypothesize that-

H_{10}: **there is no association between Income of customers and frequency of purchase when it comes to buying electronic goods.**

H_1: **there is association between Income of customers and frequency of purchase when it comes to buying electronic goods.**

H_{20}: **There is no significance difference in the satisfaction level of the customers of both major players**.

H_2: **There is significance difference in the satisfaction level of the customers of both major players**.

H_{30}: **there is no association between perception of security received and communication sent by amazon and Flipkart with the overall satisfaction of customers.**

H_3: **there is association between perception of security received and communication sent by amazon and Flipkart with the overall satisfaction of customers.**

RESEARCH APPROACH OR METHODOLOGY

The research methodology includes several steps, such as problem identification, secondary data collection, data analysis by graphical techniques and comparative analysis.

Comparative Research

Comparative studies analyse and compare multiple targets and ideas. Comparative research is a study that demonstrates the ability to investigate, compare and contrast themes and ideas. A comparative study shows how both subjects are similar and how the two subjects are different.

1. **Comparative** studies try to clarify whether certain behaviour patterns are characteristic for a certain group or a certain culture or whether they are valid for humanity.

 2. They offer help in the education of those who wish to work in other countries and other cultures.

Data Collection

The purpose of any data collection is to collect quality evidence and transform it into a rich data analysis so that you can build convincing and reliable answers to questions raised.
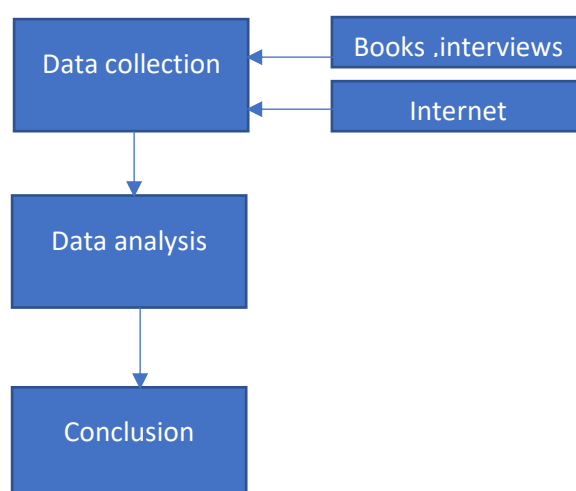
Figure: data collection process

Primary Data

Collecting primary data from a variety of people and their opinions and information for specific research purposes helped to carry out the analysis. In essence, the question was customized to derive useful data for the study. The data was collected through questionnaires to understand the experience and preferences of a loyal company.

- Interviews
- Opinion and information collection
- Survey
- Questionnaire etc.

Secondary Data

To make primary data collection more specific, secondary data helps make data collection more useful. This helps to improve understanding of the problem. Secondary data is collected from various sources such as different commercial websites and published articles.

- Books /library
- Internet
- News reports
- Journals
- Census

Scope of the study: Pan India Sample

size: The total sample size taken for the survey is 151

Sample Design:

- ♣ Questionnaire
- ♣ Google Doc
- ♣ Landbot.io

Sample Technique:

- Simple random sampling

Structure of Questionnaire: The questionnaire was designed on the basis of objectives of the study. The Questionnaire was designed with multiple choice, rating scale, open ended, Yes & No types of questions to make respondents to answer the questions with less effort. The close ended questions made it for a respondent to just tick the appropriate answer among a set of others.

Data Collection Method:

- ♣ Primary Data from the consumer
- ♣ Secondary Data from the Internet Data Analytical Tools:

To test hypothesis

- We will use Anova-Single factor testing
- We will use t-Test: Two-Sample Assuming Unequal Variances
- We will use Chi-Square test.
- MS Excel will be used for data collection.
- Ms word
- SPSS

Data Analysis

Table no 1	Gender profile	
Particulars	No of respondents	In %
Female	87	57.6
Male	61	40.4
Prefer not to say	2	1.3
Others	1	0.7

Interpretation: from the collected data, we can interpret that 57.5% of the respondents are female and 40.4% are of male respondents and 1.3% didn't wanted to say about their gender.

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.
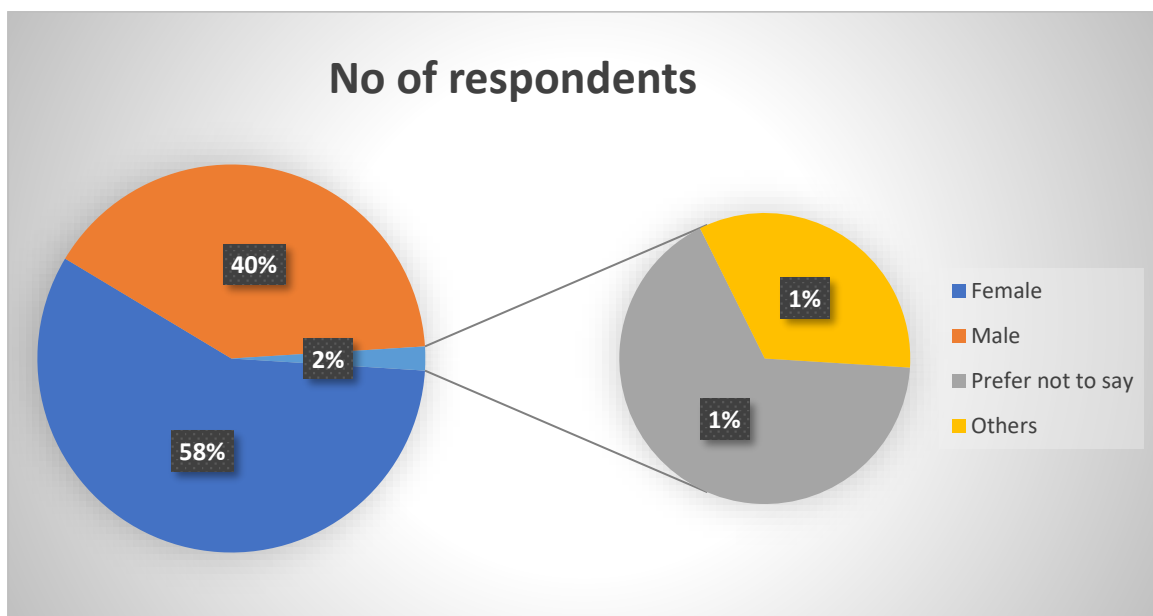
Table no 2	Age profile	
Particulars	No of respondents	In %
Below 25	52	34.4
25-35	64	42.4
35-45	19	12.6
Above 45	16	10.6

Interpretation: from the collected data, we can interpret that 34.4% of the respondents are below 25 of age and 42.4% are of age between 25-35 respondents and 12.6% are of age between 35-45 and 10.6% are of age above 45%.

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.
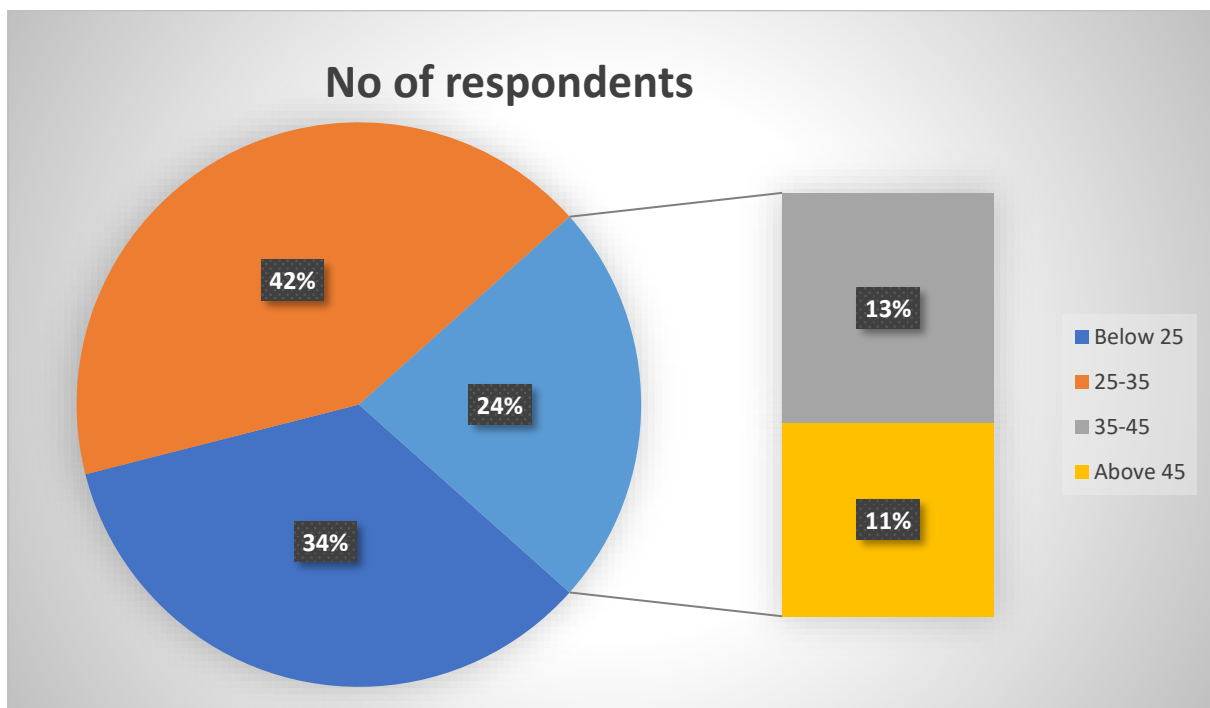
Table no 3	Education profile	
Particulars	No of respondents	In %
10th standard or below	7	4.6
Higher Secondary	10	6.6
Graduation	36	23.8
Post-Graduation	78	51.7
PhD	20	13.2

Interpretation: from the collected data, we can interpret that 4.6% of the respondents are of 10th standard or below, 6.6% are of higher secondary, 23.8% are of graduation and 51.7% of post-graduation. 13.2% are the respondents are of PhD background.
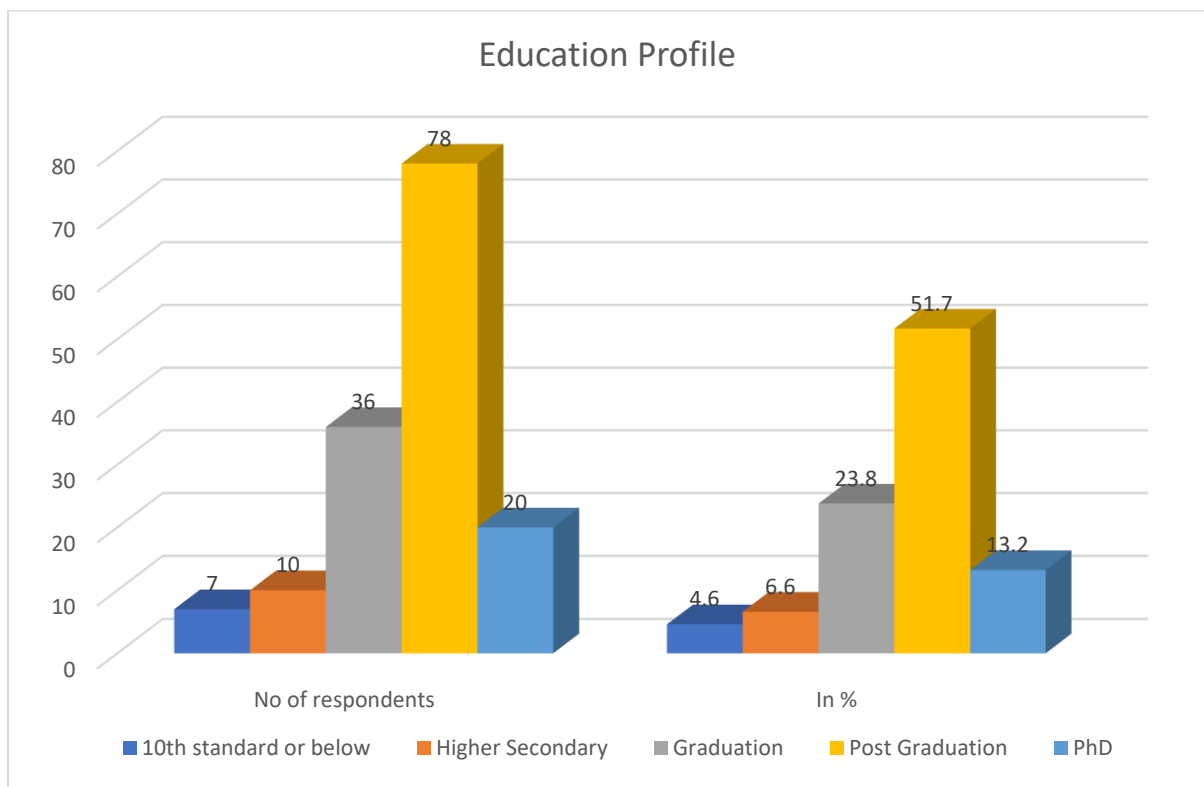
Table no 4	Occupation profile	
Particulars	**No of respondents**	**In %**
Student	56	37.1
Business	35	23.2
Homemaker	8	5.3
Employee	49	32.5
Other	3	2

Interpretation: from the above table we can understand that 37.1% of the respondents are students, 23.2% of the respondents are business owner, 5.3% are of homemaker and 32.5% are of employee.
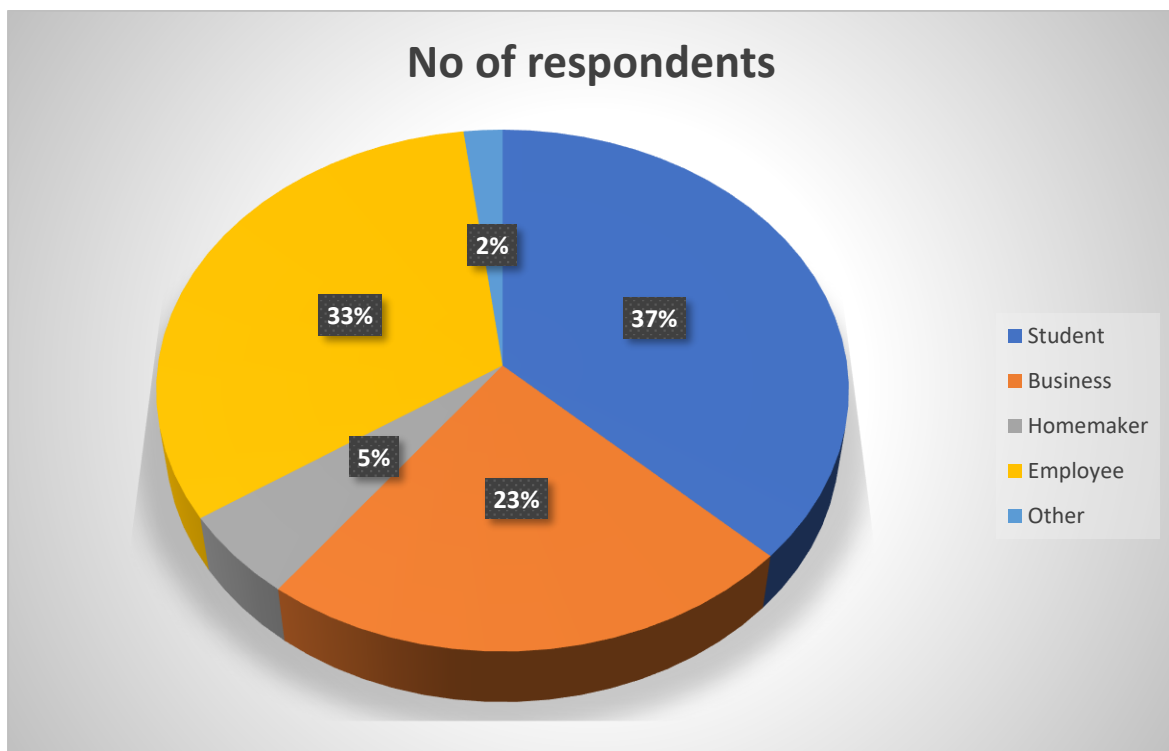
Table no 5	Annual Income Profile	
Particulars	No of respondents	In %
Below 100000	52	34.4
100000-300000	14	9.3
300000-500000	13	8.6
Above 500000	72	47.7

Interpretation: from the respondent data we can say that 47.7% of the respondents earn above 500000 per annum, 8.6% of the respondents earn in between 300000-500000 per annum and 9.3% of the respondents earn in range between 100000-300000.
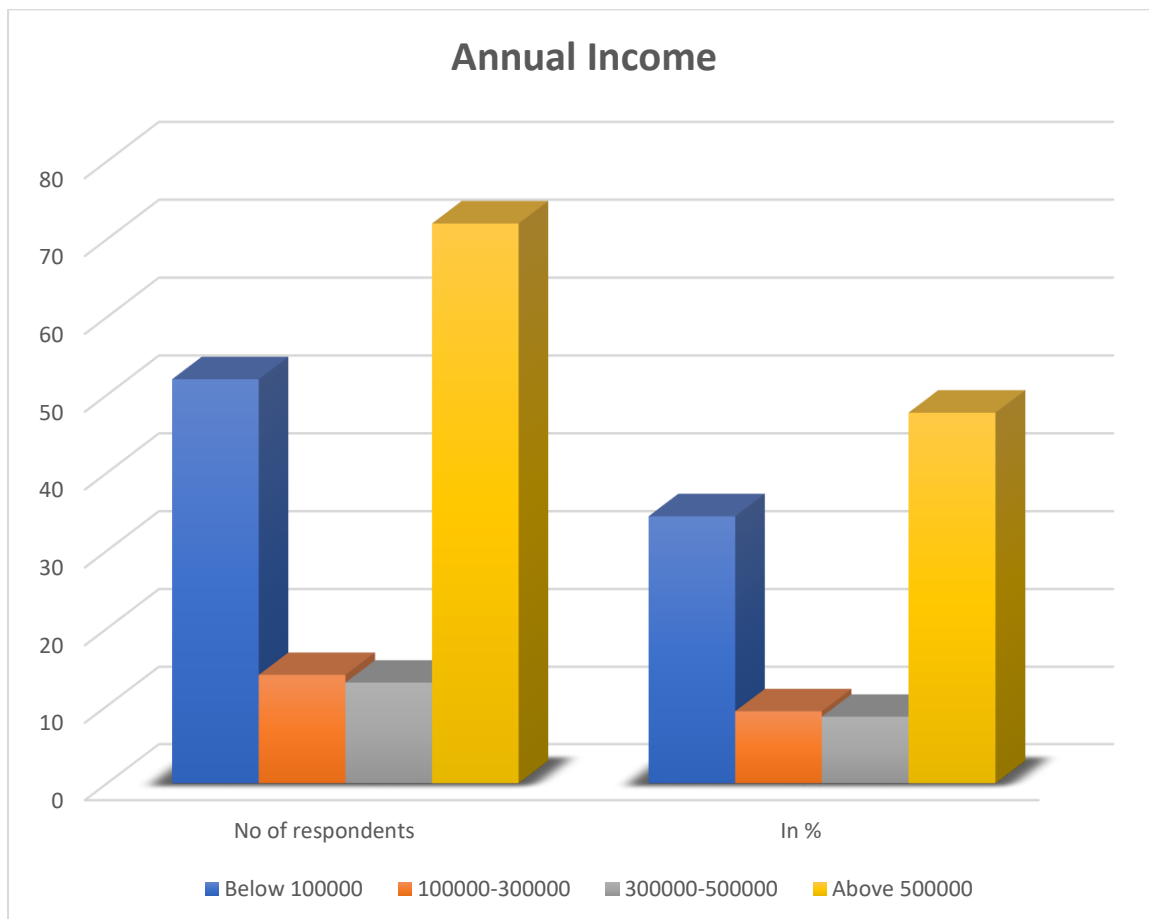
Table no 6	Profile	
Particulars (Nativity of the respondents)	No of respondents	In %
Rural	10	6.6
Semi-Rural	17	11.3
Semi-urban	15	9.9
Urban	34	22.5
City	75	49.7

Interpretation: here from the above table we can get that 49.7% of the respondents are native of city, 22.5% are of urban and 11.3% are of semi-rural and 9.9% are of semi-urban areas.
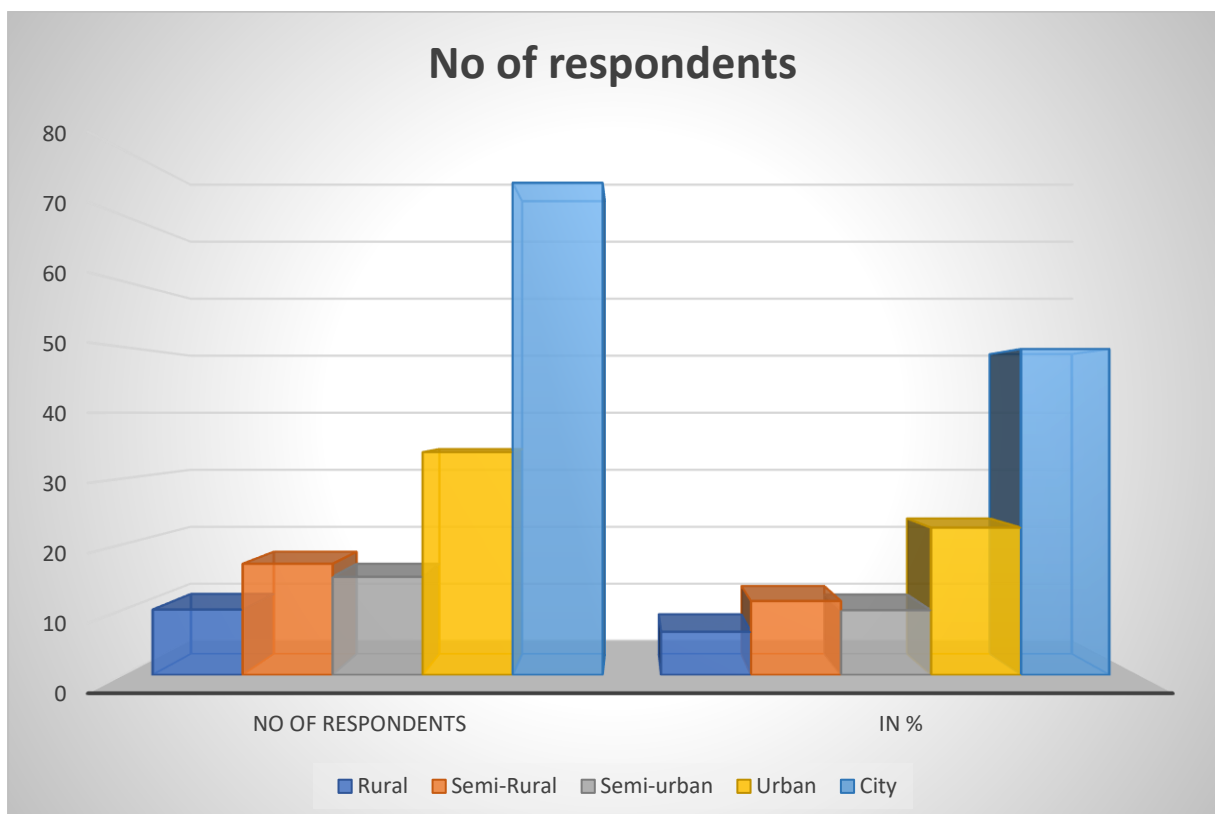
Table no 7	Profile	
Particulars (Have you ever done online shopping?)	No of respondents	In %
Yes	147	97.4
No	1	0.7
May be	2	1.3
Never	1	0.7

Interpretation: from the above respondents we can see that 97.4% have done online shopping and only 0.7% have never done online shopping.

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.
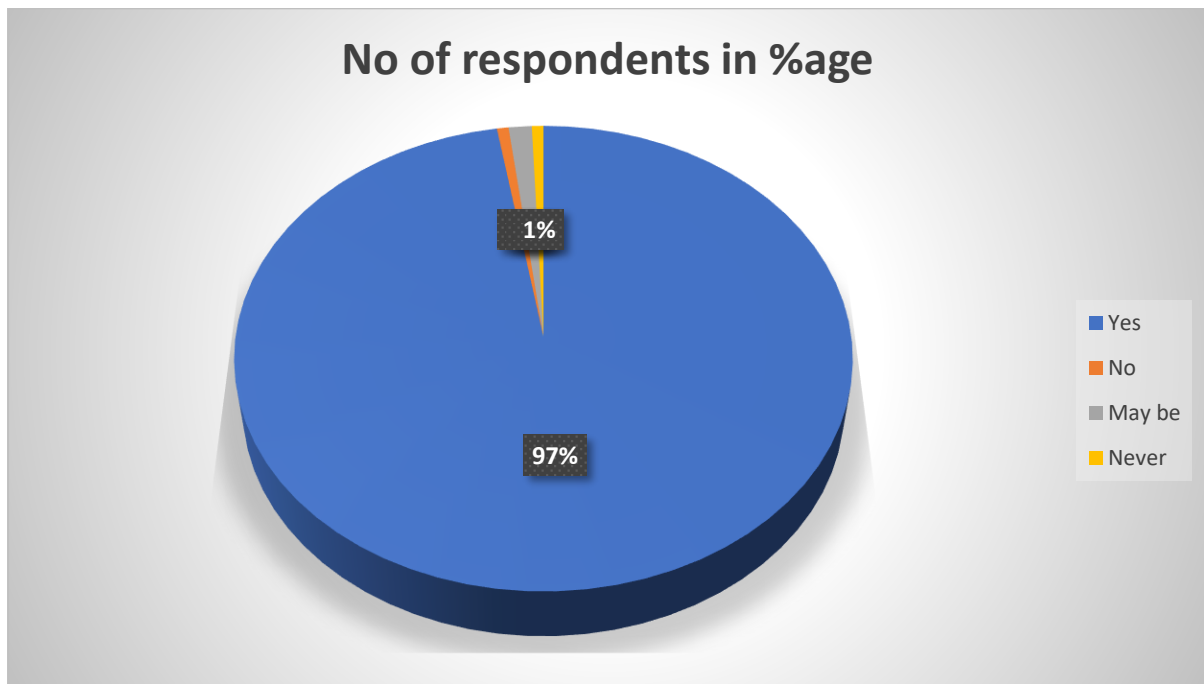
Table no 8	Profile	
Particulars (How often do you shop online?)	No of respondents	In %
Once in a month	15	9.9
Once in a two month	26	17.2
More frequently	87	57.6
More often	23	15.2

Interpretation: from the above data 15.2% of the respondents does more often shopping, 57.6% of the respondents does more frequent shopping and 17.2% of the respondents does it once in two months.

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.

Table no 9	Profile	
Particulars (Which online site will you prefer to buy electronic goods?)	No of respondents	In %
Flipkart	21	13.9
Amazon	34	22.5
Both	94	62.3
Others	2	1.3

Interpretation: we can understand from the table that 62.3% of the respondents prefer buying electronic goods from both the flipkart and amazon. 22.5% of the respondents prefer amazon more than flipkart.

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.

Table no 10	Profile	
Particulars (Which e-commerce platform got more payment option?)	No of respondents	In %
Amazon	41	27.2
Flipkart	17	11.3
Both	92	60.9
Others	1	0.7

Interpretation: we can understand from the table that 60.9% of the respondents prefer buying electronic goods from both the flipkart and amazon. 27.2% of the respondents prefer amazon more than flipkart.

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.
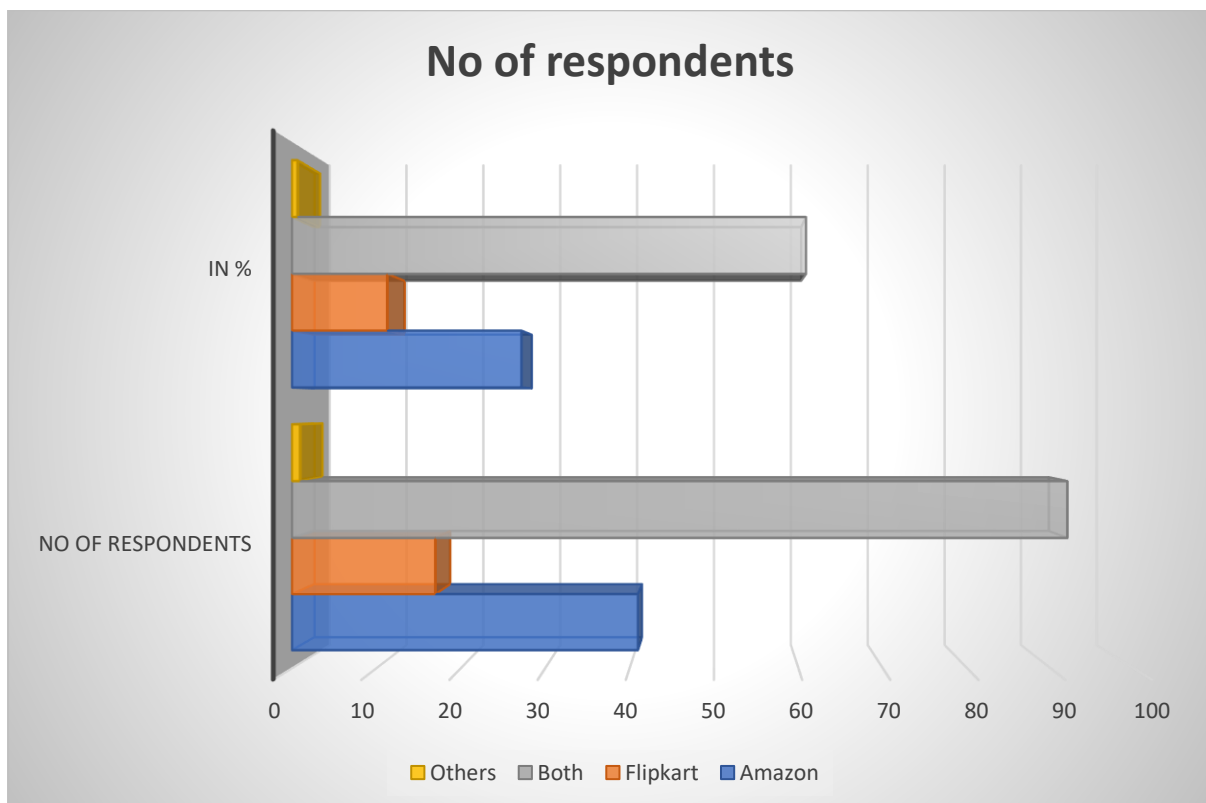
Table no 11	Profile	
Particulars (What influence you the most to buy electronic products or services online?)	No of respondents	In %
Word of mouth	24	15.9
Advertisements	24	15.9
online reviews	82	54.3
Others	21	13.9

Interpretation: from the table we can understand that 54.3% of people influence by online reviews and 15.9% of the respondents influence by word of mouth and advertisements.
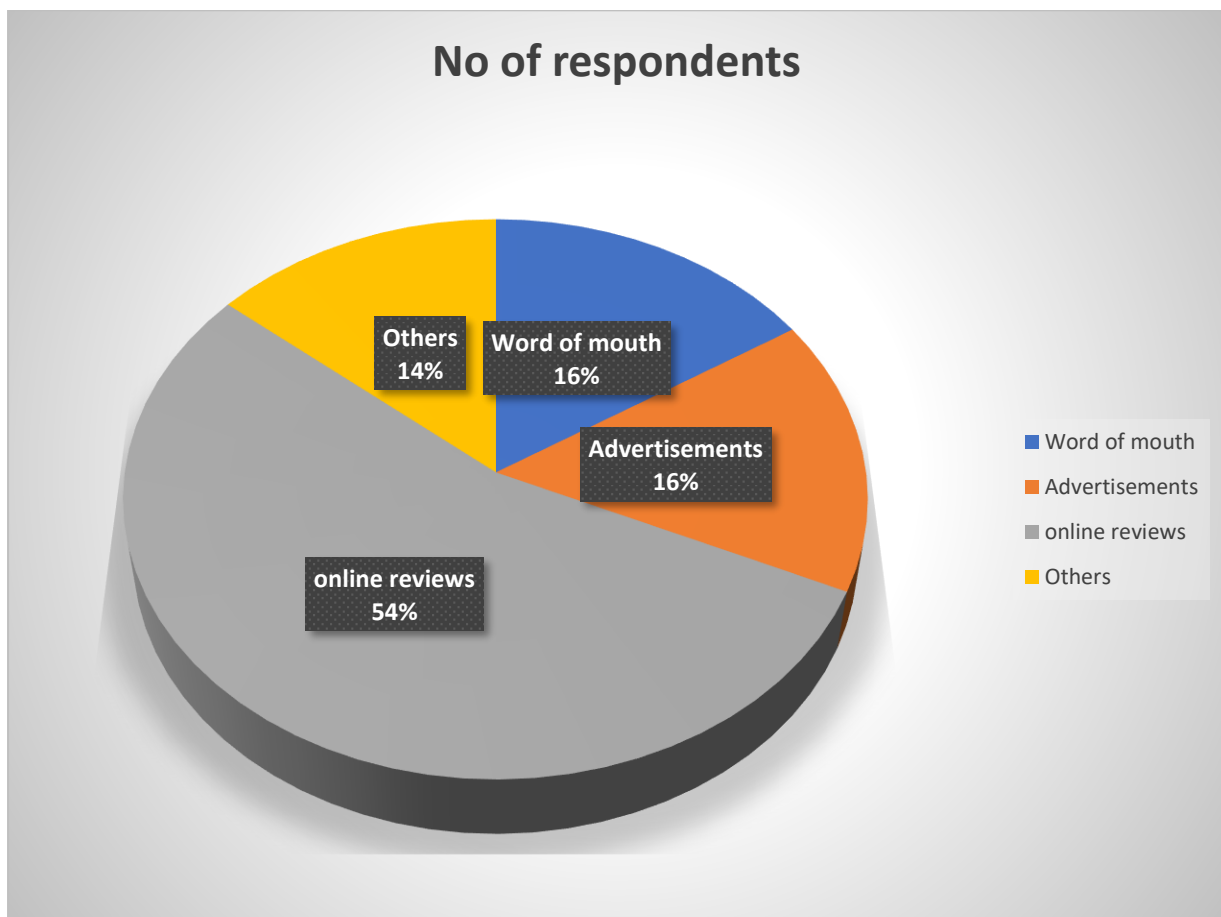
Table no 12	Profile	
Particulars (Have you encountered any problems with online shopping site? If yes, By which one)	No of respondents	In %
Flipkart	21	13.9
Amazon	18	11.9
Both	16	10.6
None of these	93	61.6
Others	3	2

Interpretation: 61.6% of the respondents have not faced any issues with any of these ecommerce giants.13.9% of the respondents have faced issues with only flipkart.
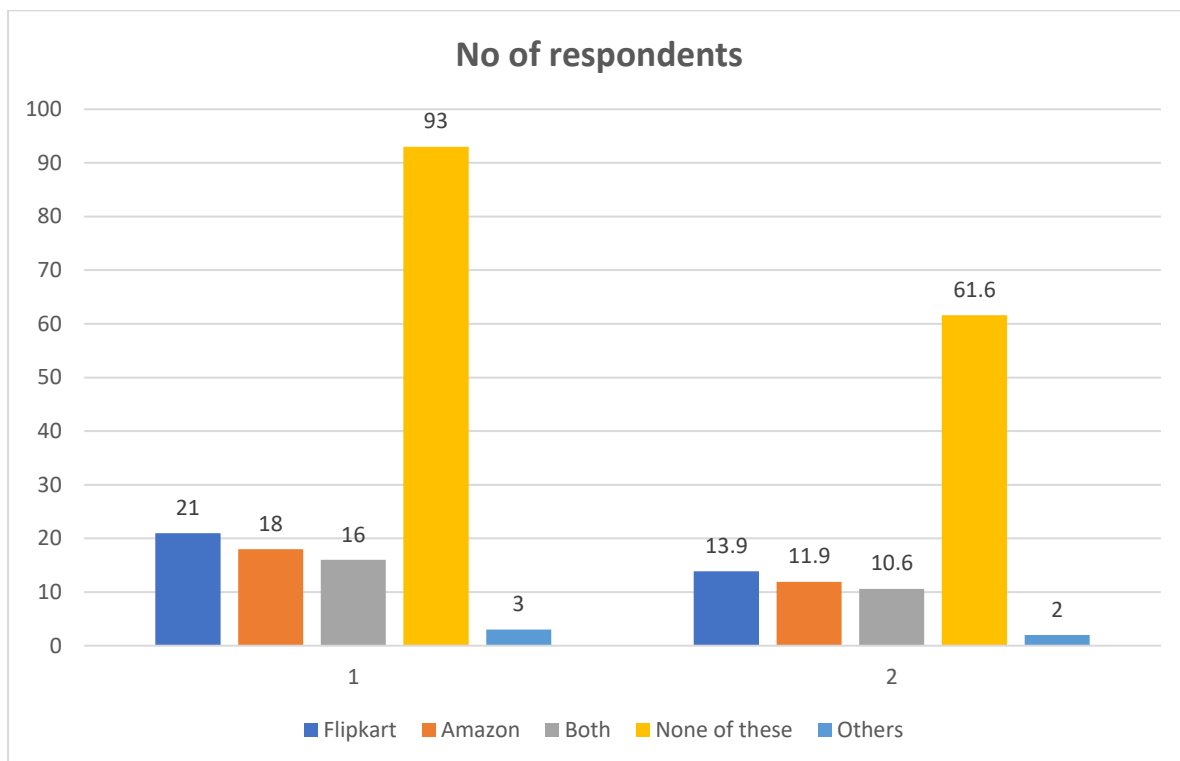
Table no 13	Profile	
Particulars (In terms of pricing, which online shopping site you are satisfied when it comes to buy electronic goods?)	No of respondents	In %
Flipkart	25	16.6
Amazon	45	29.8
Both	81	53.6
Others	0	0

Interpretation: we can understand from the table that 53.6% of the respondents prefer buying electronic goods from both the flipkart and amazon as the price is satisfactory. 29.8% of the respondents prefer amazon more than flipkart.
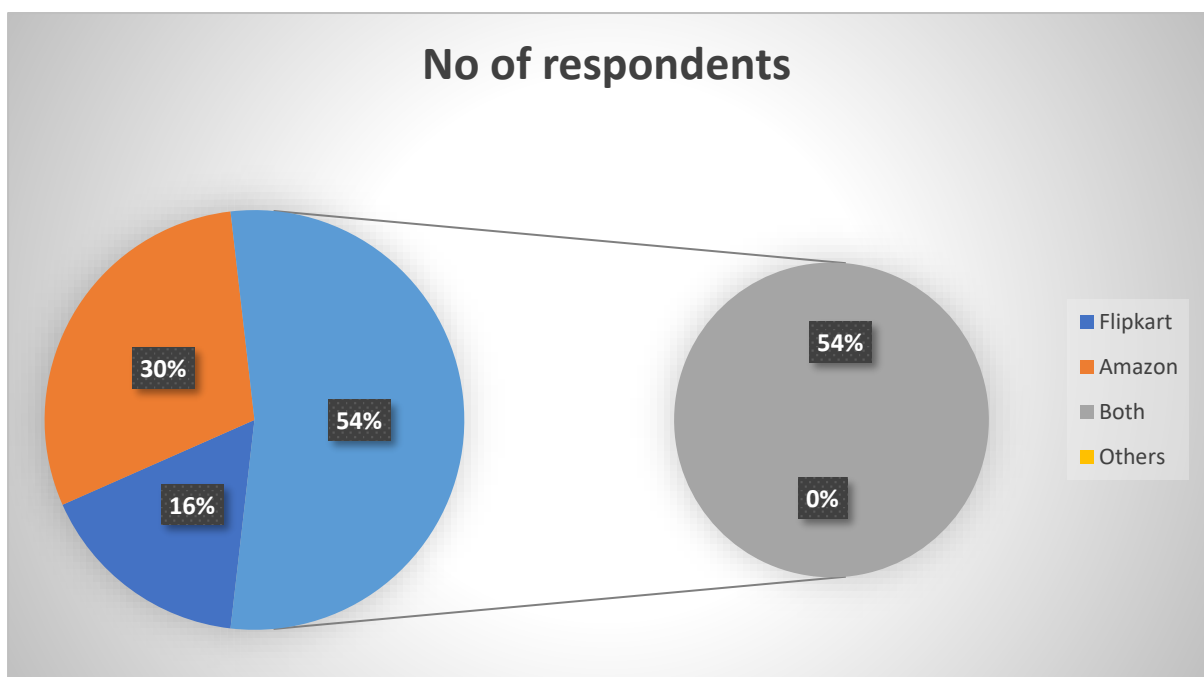
Table no 14	Profile	
Particulars (Which online shopping site will you suggest to your family and friends for buying electronic goods?)	No of respondents	In %
Flipkart	24	15.9
Amazon	37	24.5
Both	89	58.9
Others	1	0.7

Interpretation: we can understand from the table that 58.9% of the respondents prefer buying electronic goods from both the flipkart and amazon and suggesting family and friends to buy from it. 24.5% of the respondents prefer amazon and 15.9% prefer suggesting flipkart to family and friends.
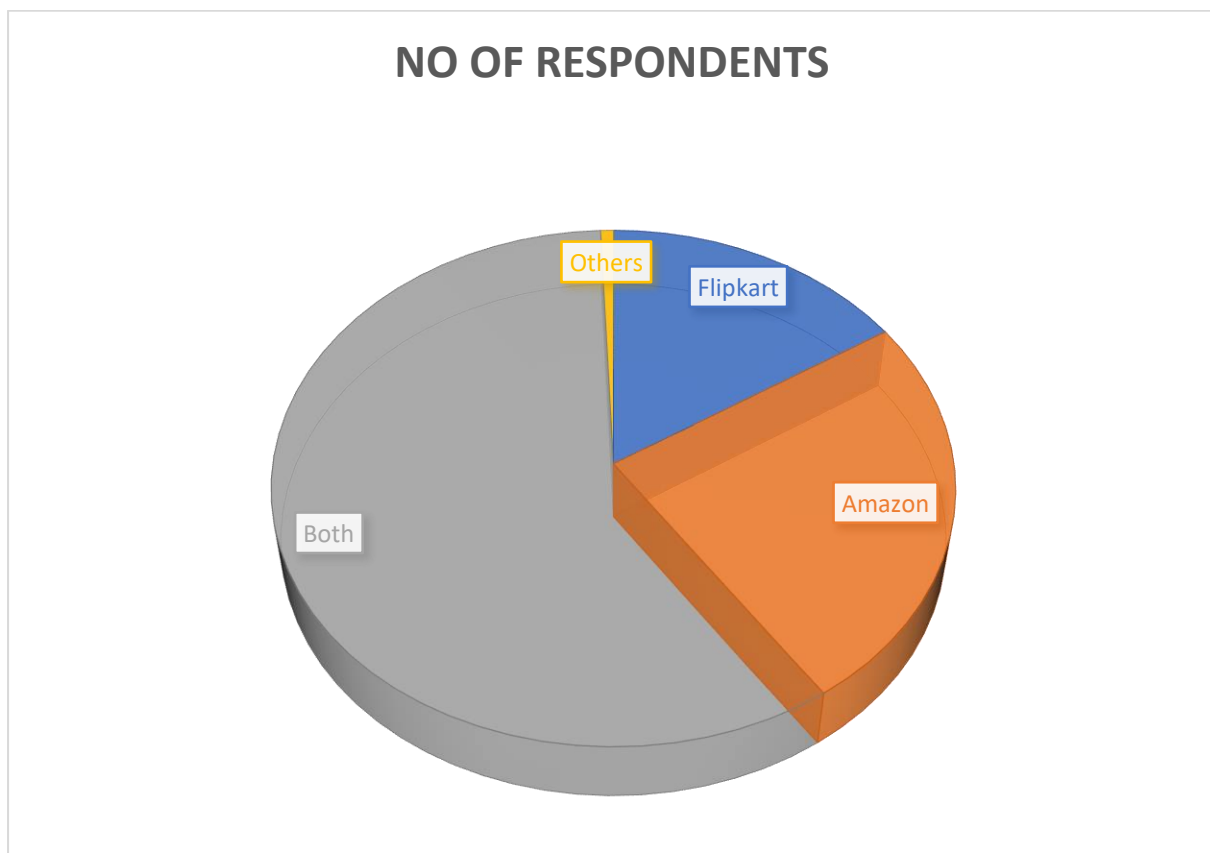
NO OF RESPONDENTS

Table no 15	Profile	
Particulars (On occasions, from which e commerce would you like to purchase electronic products?)	No of respondents	In %
Flipkart	26	17.2
Amazon	39	25.8
Both	86	57
Others	0	0

Interpretation: we can understand from the table that 57%% of the respondents prefer buying electronic goods from both the flipkart and amazon on occasions . 25.8% of the respondents prefer amazon and 17.2% prefer buying from flipkart on occasions.
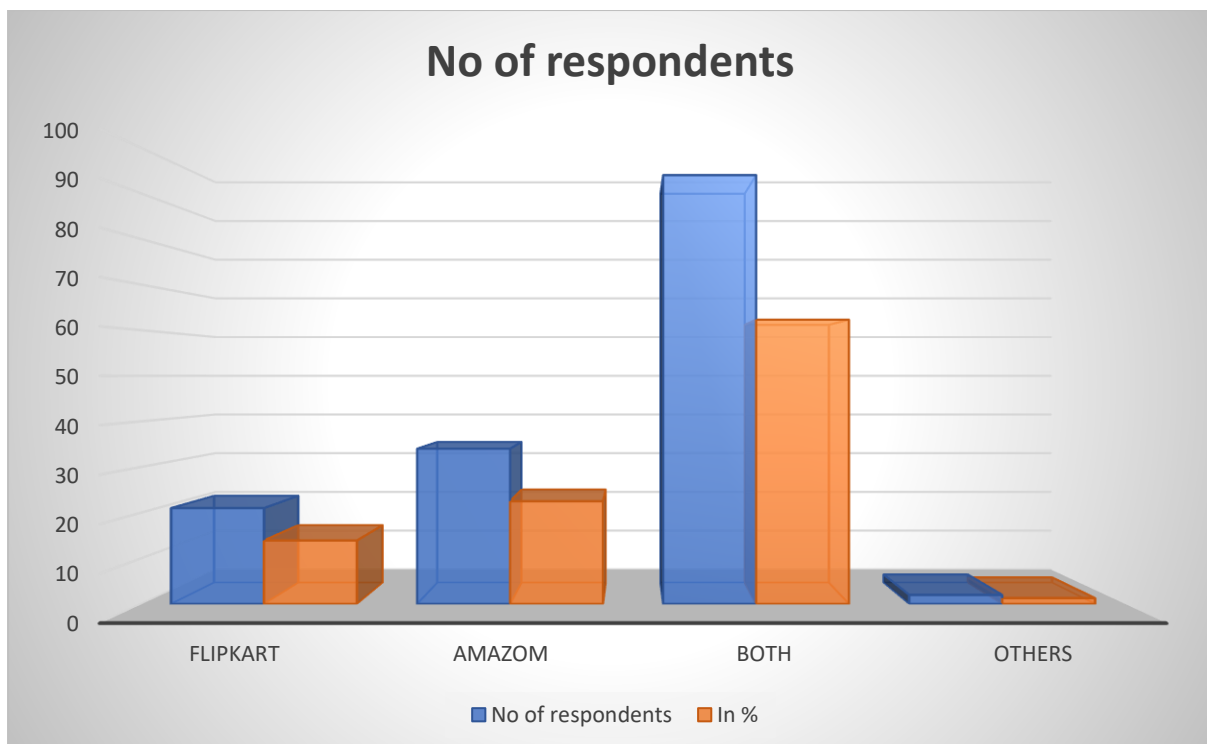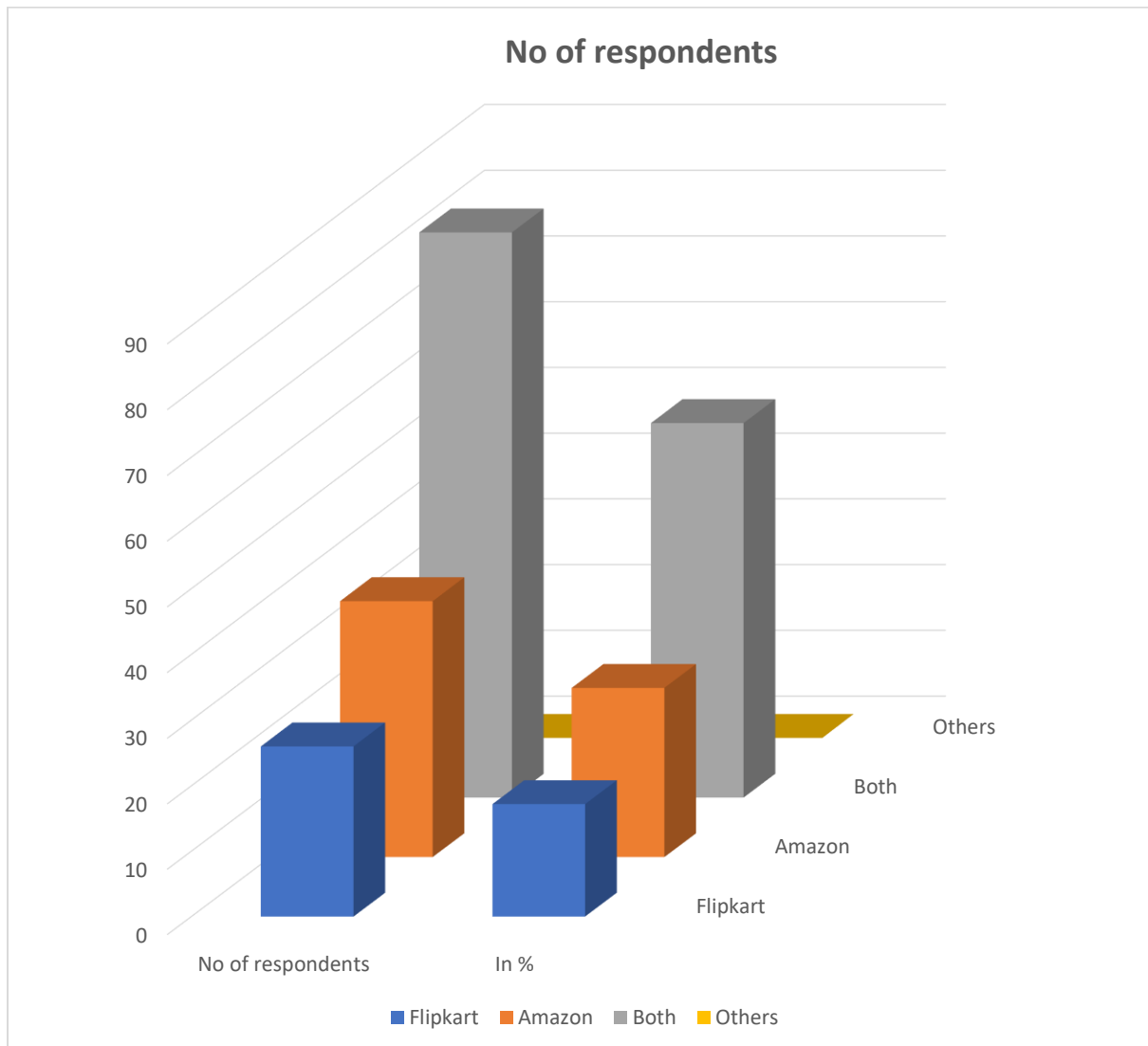
Table no 16	Profile	
Particulars (Do promotional activities on electronic goods impact your purchasing decision while shopping in Amazon or Flipkart?)	**No of respondents**	**In %**
Yes	123	81.5
No	4	2.6
Maybe	21	13.9
Never	3	2

Interpretation:81.5% of the respondents think promotional activities on electronic goods impact their purchasing decisions. 2% thinks it doesn't work.
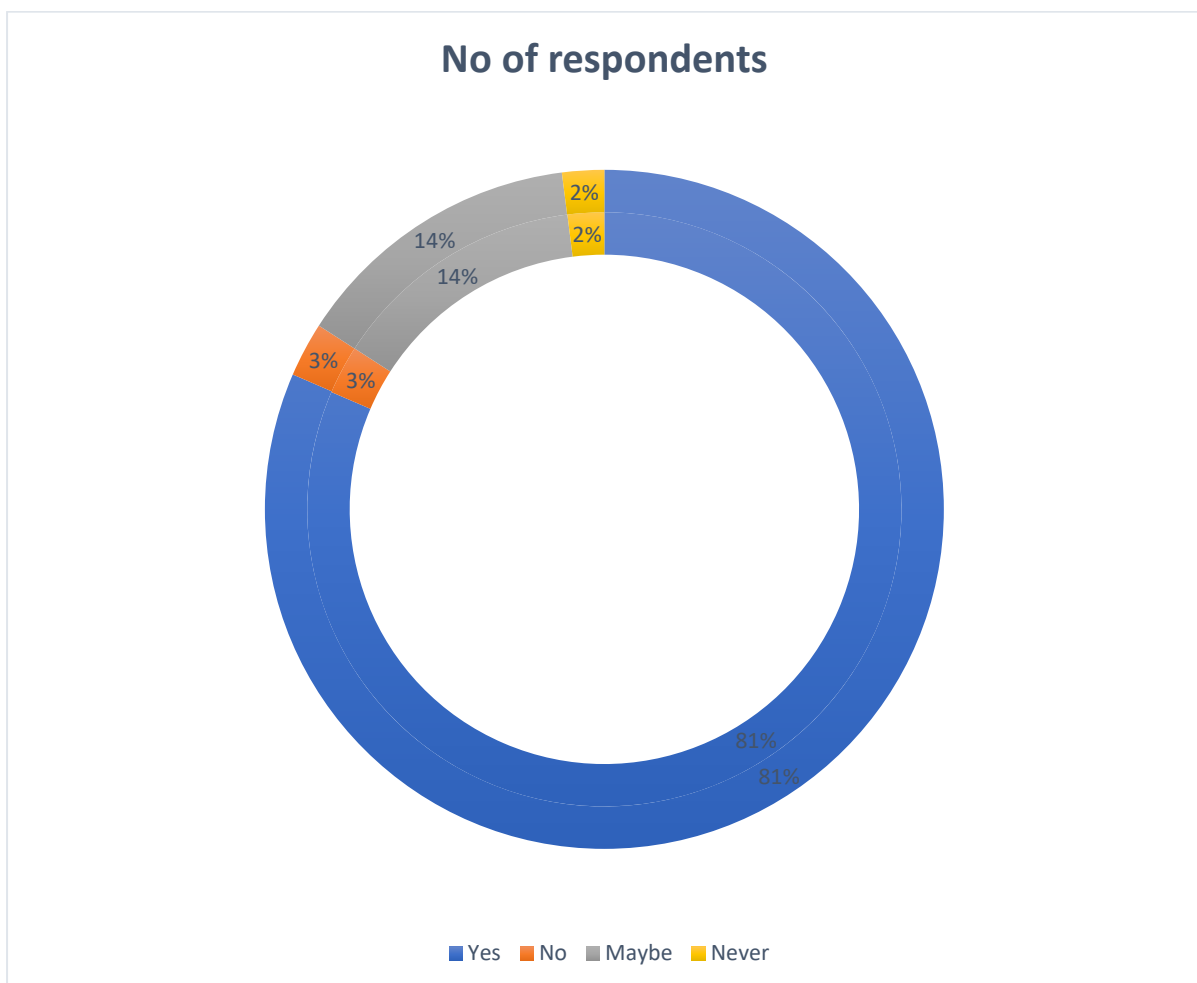
Table no 17	Profile	
Particulars (According to you, quality of electronic product is better in which e-commerce platform?)	No of respondents	In %
Amazon	41	27.2
Flipkart	24	15.9
Both	82	54.3
Others	4	2.6

Interpretation: we can understand from the table that 54.3% of the respondents prefer buying electronic goods from both the flipkart and amazon and they like the quality. 27.2% of the respondents prefer amazon and 15.9% prefer suggesting flipkart when it comes to quality of the products.

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.
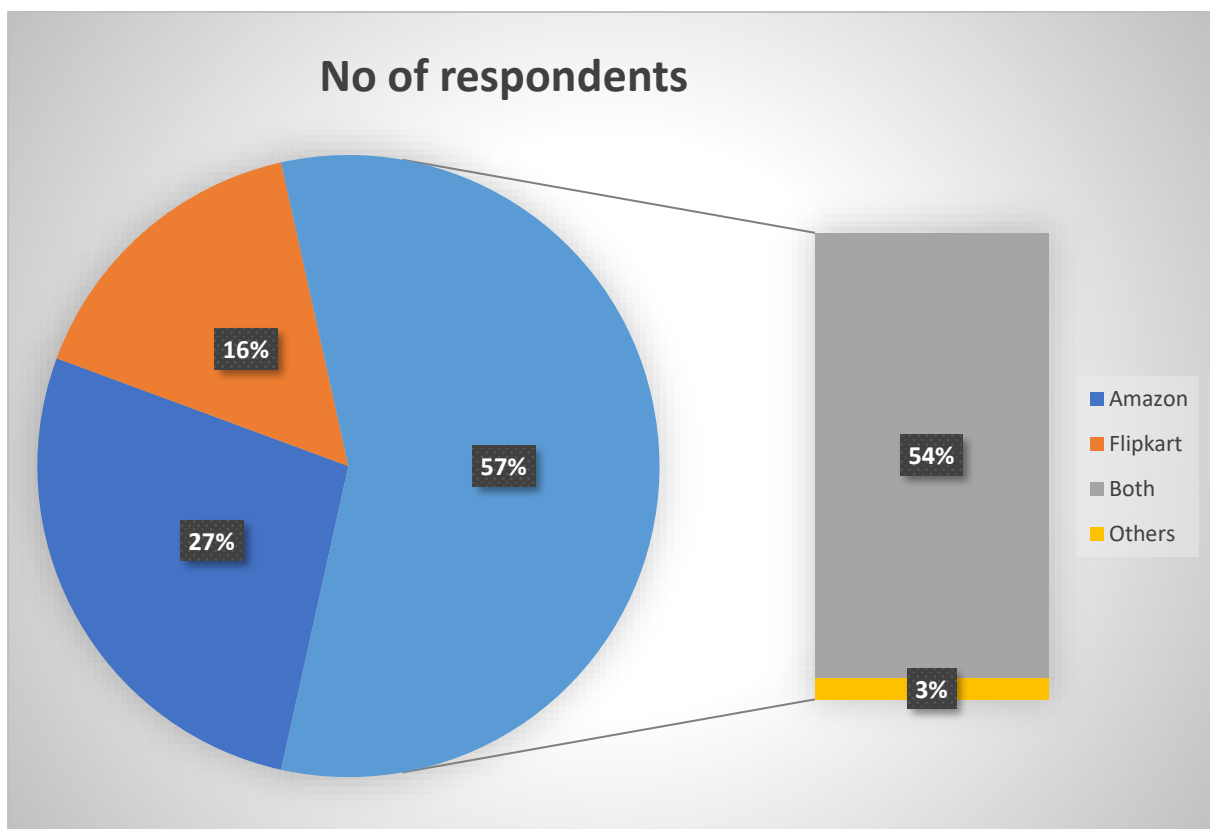
Table no 18	Profile	
Particulars (in which platform the speed of delivery more satisfactory?)	No of respondents	In %
Amazon	45	29.8
Flipkart	16	10.6
Both	84	55.6
Others	6	4

Interpretation: we can understand from the table that 55.6% of the respondents prefer buying electronic goods from both the flipkart and amazon as the speed of delivery is satisfactory. 29.8% of the respondents prefer amazon and 10.6% prefer flipkart in terms to speed of delivery.

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.
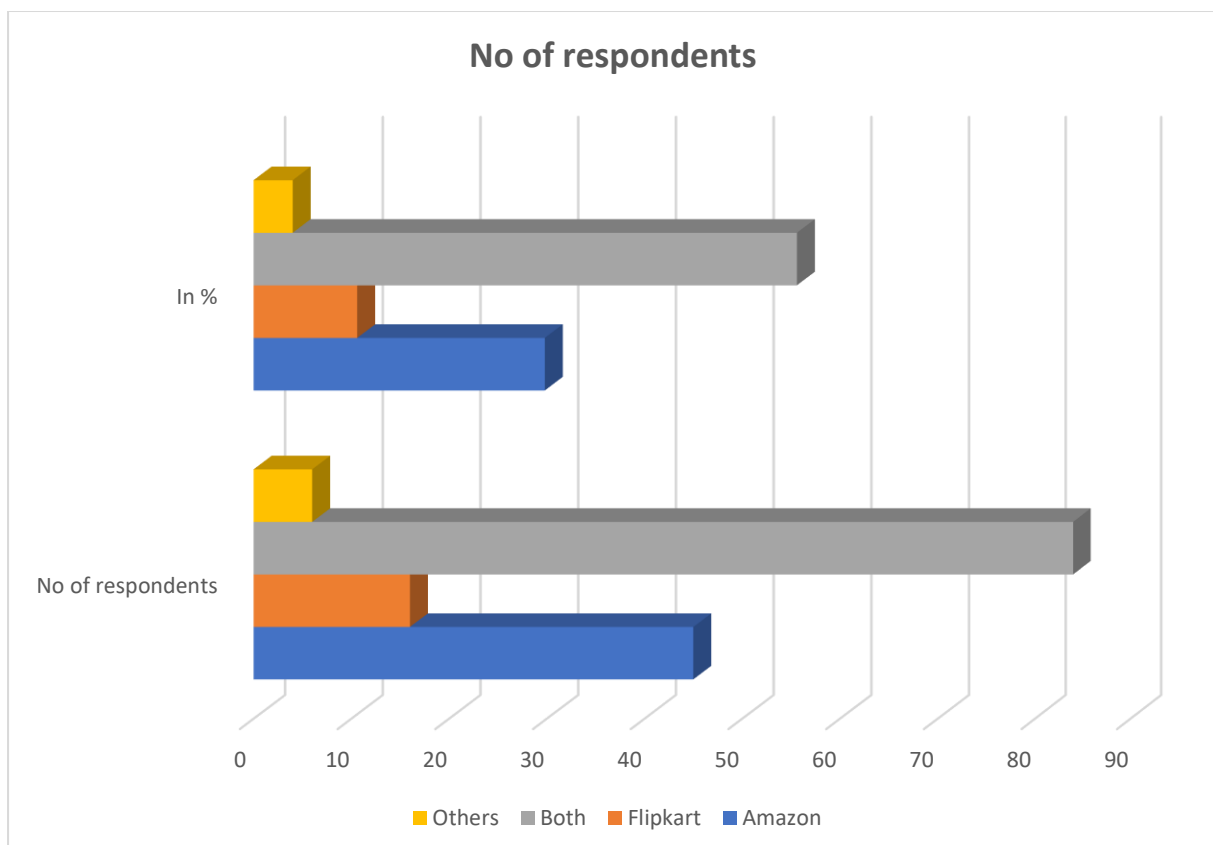
Table no 19	Profile	
Particulars (Which e-commerce platform is most secure according to you when it comes to buy electronic goods?)	No of respondents	In %
Amazon	38	25.2
Flipkart	25	16.6
Both	84	55.6
Other	4	2.6

Interpretation: we can understand from the table that 55.6% of the respondents prefer buying electronic goods from both the flipkart and amazon as they feel both of them are very secure . 25.2% of the respondents prefer amazon and 16.6% prefer flipkart in terms of security.
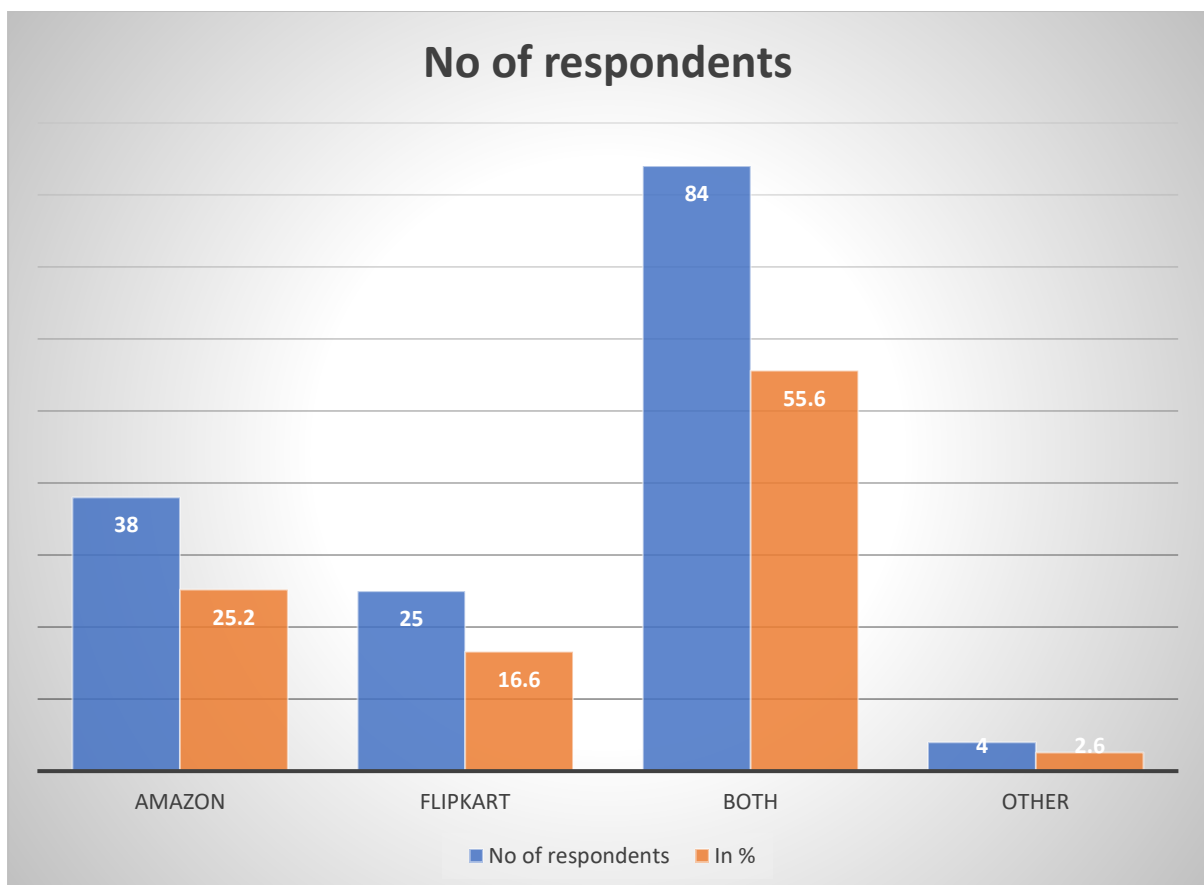
Table no 20	Profile	
Particulars (Which e-commerce platform has wide grip in place of delivery?)	No of respondents	In %
Amazon	47	31.1
Flipkart	18	11.9
Both	84	55.6
Others	2	1.3

Interpretation: we can understand from the table that 55.6% of the respondents prefer buying electronic goods from both the flipkart and amazon as they feel both of them having wide grip in place. 31.1% of the respondents prefer amazon and 11.9% prefer flipkart in terms of wide grip.

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.
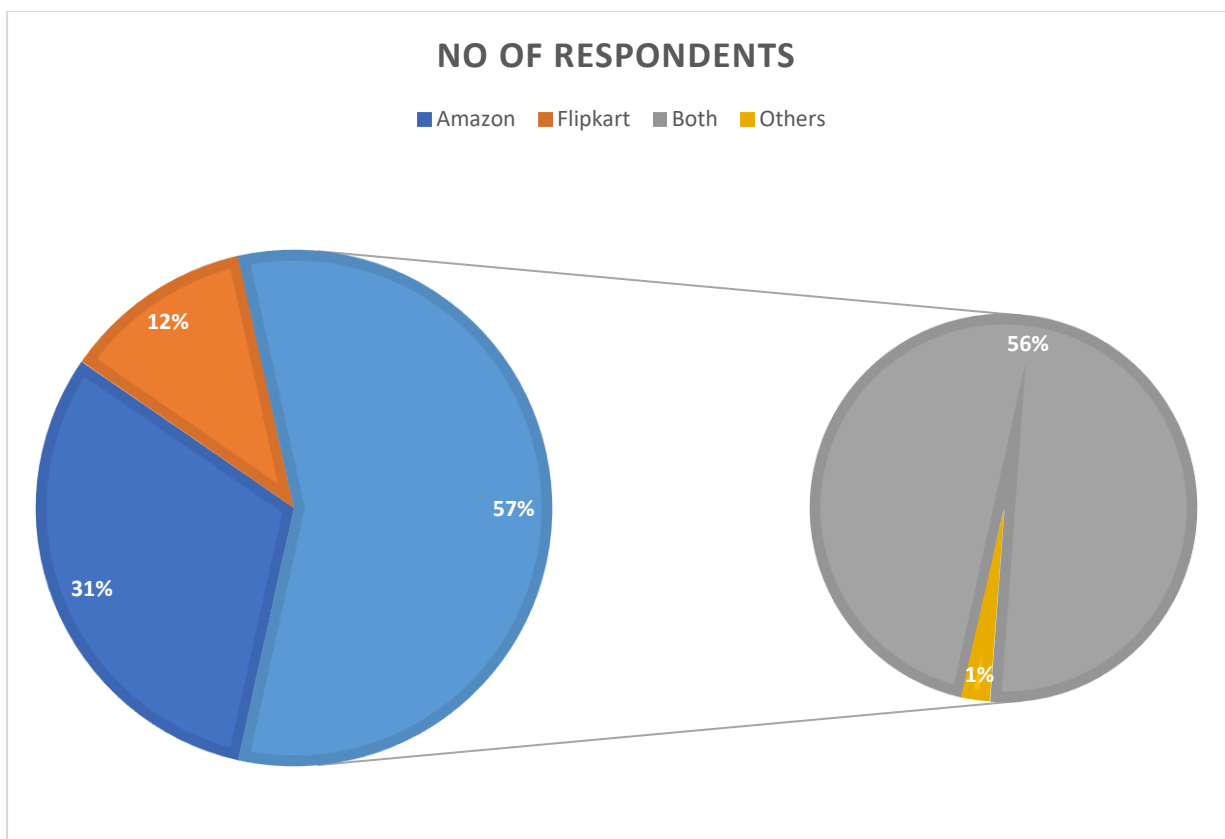
Table no 21	Profile	
Particulars (Which platform is best in terms of electronic product availability?)	No of respondents	In %
Amazon	44	29.1
Flipkart	26	17.2
Both	80	53
Others	1	0.7

Interpretation: we can understand from the table that 53% of the respondents prefer buying electronic goods from both the flipkart and amazon and they feel the availability of goods are better here. 29.1% of the respondents prefer amazon and 17.2% prefer flipkart in terms of product availability.

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.
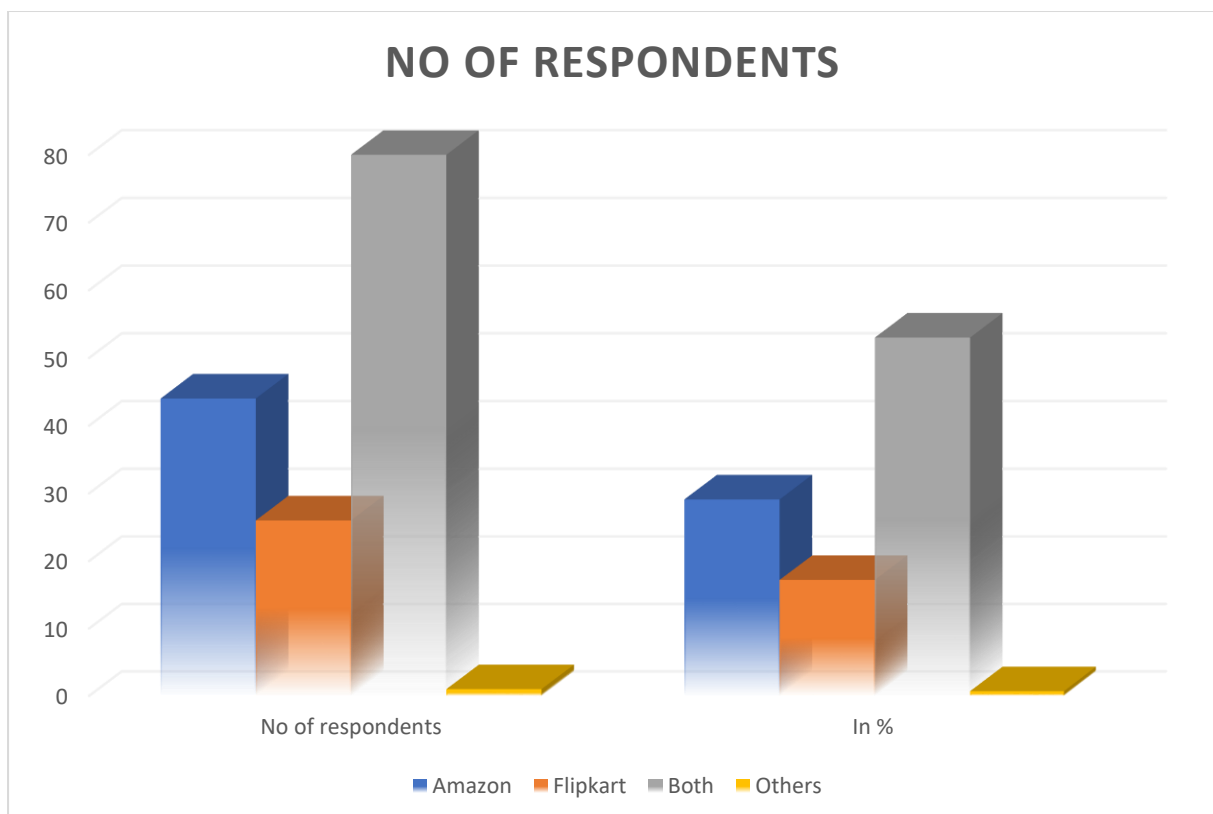
Table no 22	Profile	
Particulars (Best offers and discounts are available on which platform according to you?)	No of respondents	In %
Amazon	45	29.8
Flipkart	18	11.9
Both	84	55.6
Others	4	2.6

Interpretation: we can understand from the table that 55.6% of the respondents prefer buying electronic goods from both the flipkart and amazons they think both of them offers best discounts. 29.8% of the respondents prefer amazon and 11.9% prefer flipkart.
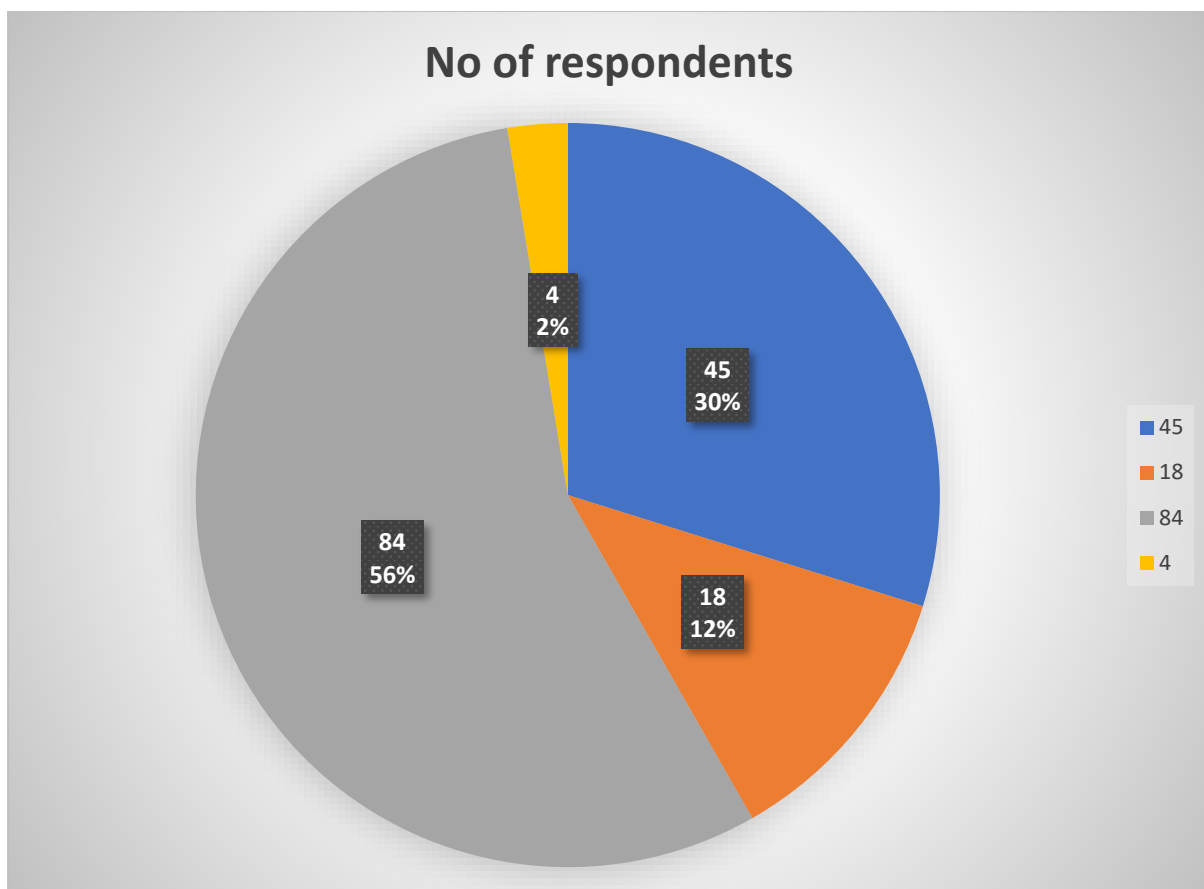
Table no 23	Profile	
Particulars (Which platform you trust more when it comes to packaging quality of your electronics goods?)	No of respondents	In %
Amazon	39	25.8
Flipkart	23	15.2
Both	85	56.3
others	4	2.6

Interpretation: we can understand from the table that 56.3% of the respondents prefer buying electronic goods from both the flipkart and as they trust more when it comes to packaging quality of their electronic goods. 25.8% of the respondents prefer amazon and 15.2% prefer flipkart in terms of packaging.
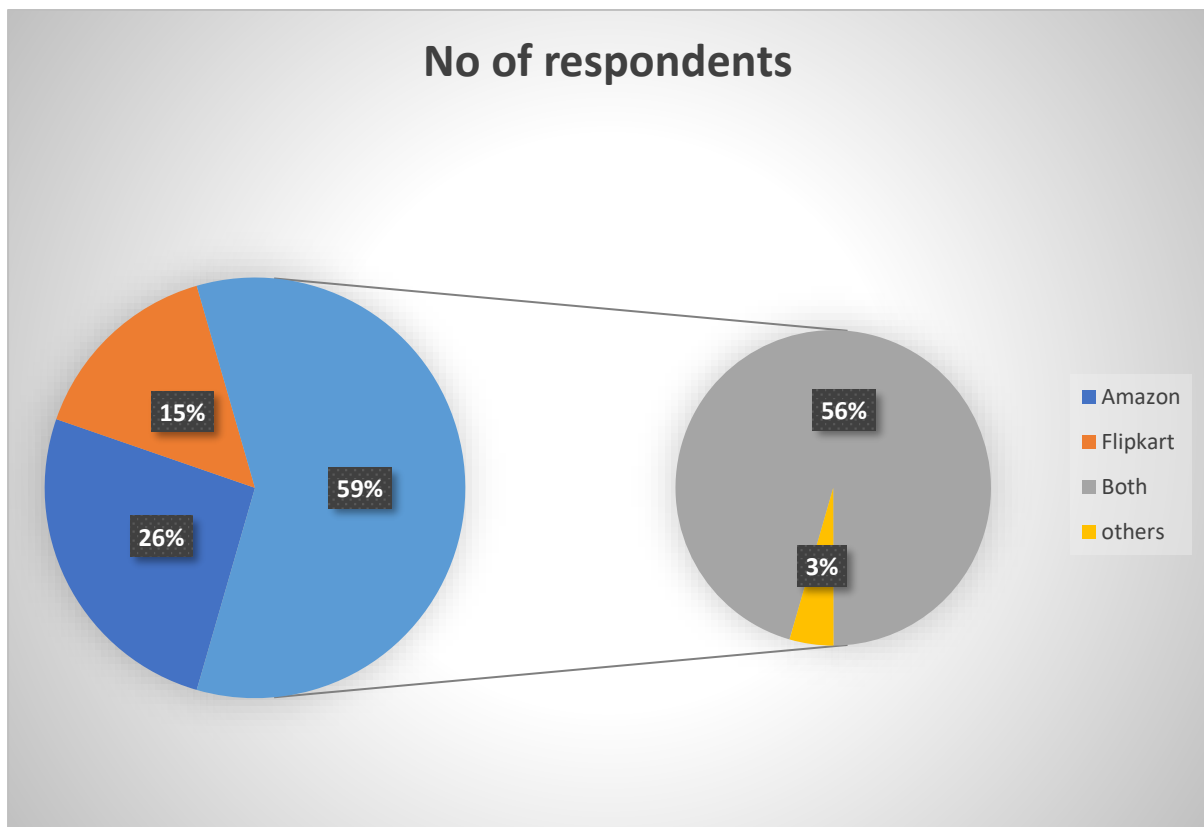
Table no 24	Profile	
Particulars (Notification sent by amazon and flipkart helps in buying experience?)	No of respondents	In %
Yes	124	82.1
No	6	4
Maybe	10	6.6
Sometime	11	7.3

Interpretation: 82.1% of the respondents feel likes the communication sent by these ecommerce giants help them in buying experience. 7.3% of the respondents feel like sometime it helps in buying experience.
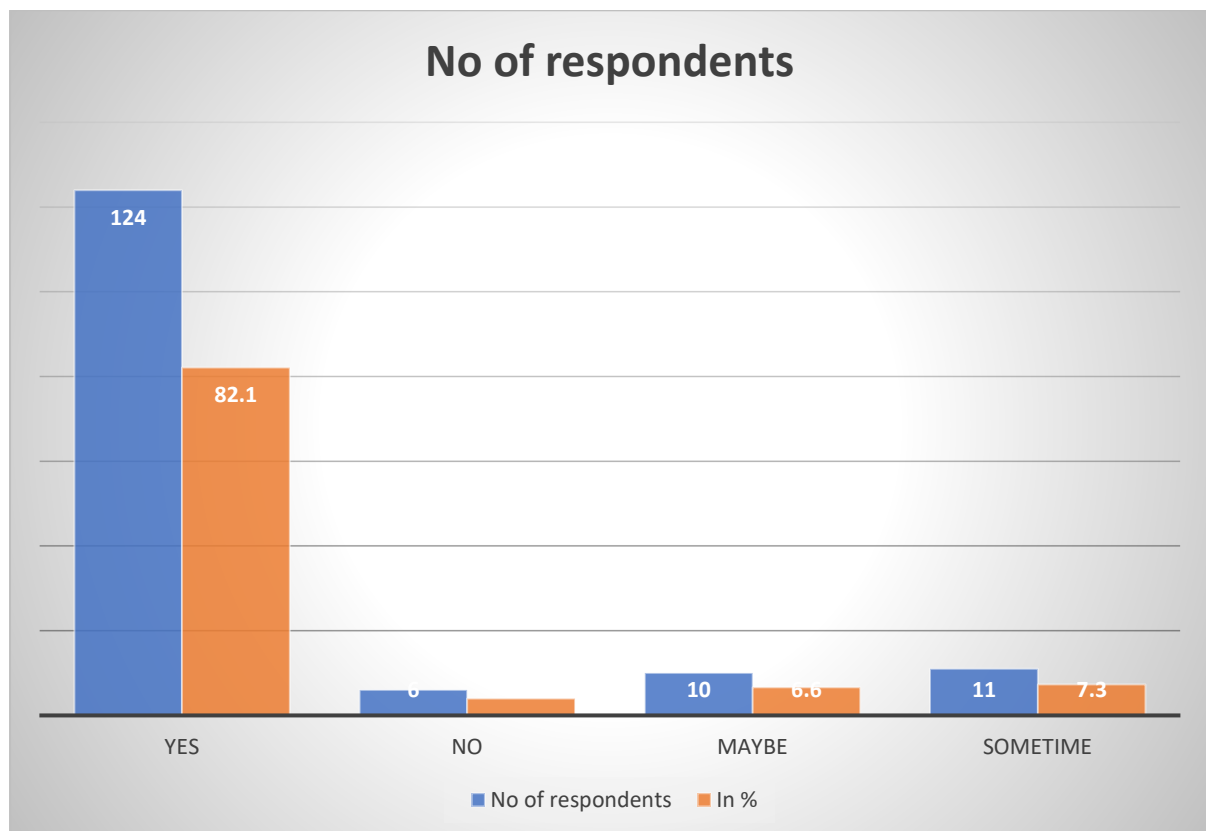
Table no 25	Profile	
Particulars (How confident are you that your personal information is kept confidential when buying products online in Amazon and Flipkart?)	No of respondents	In %
Extremely Confident	79	52.3
Quite Confident	39	25.8
Moderately Confident	20	13.2
Slightly Confident	8	5.3
Not at all Confident	5	3.3

Interpretation: from the above data, we can say that 52.3% of the respondents feels that their personal information is kept confidential and they are extremely confident about it and 13.2% of the respondents are moderately confident with it and finally 3.3% of the respondents feels not at all confident about their personal data confidentiality.

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.
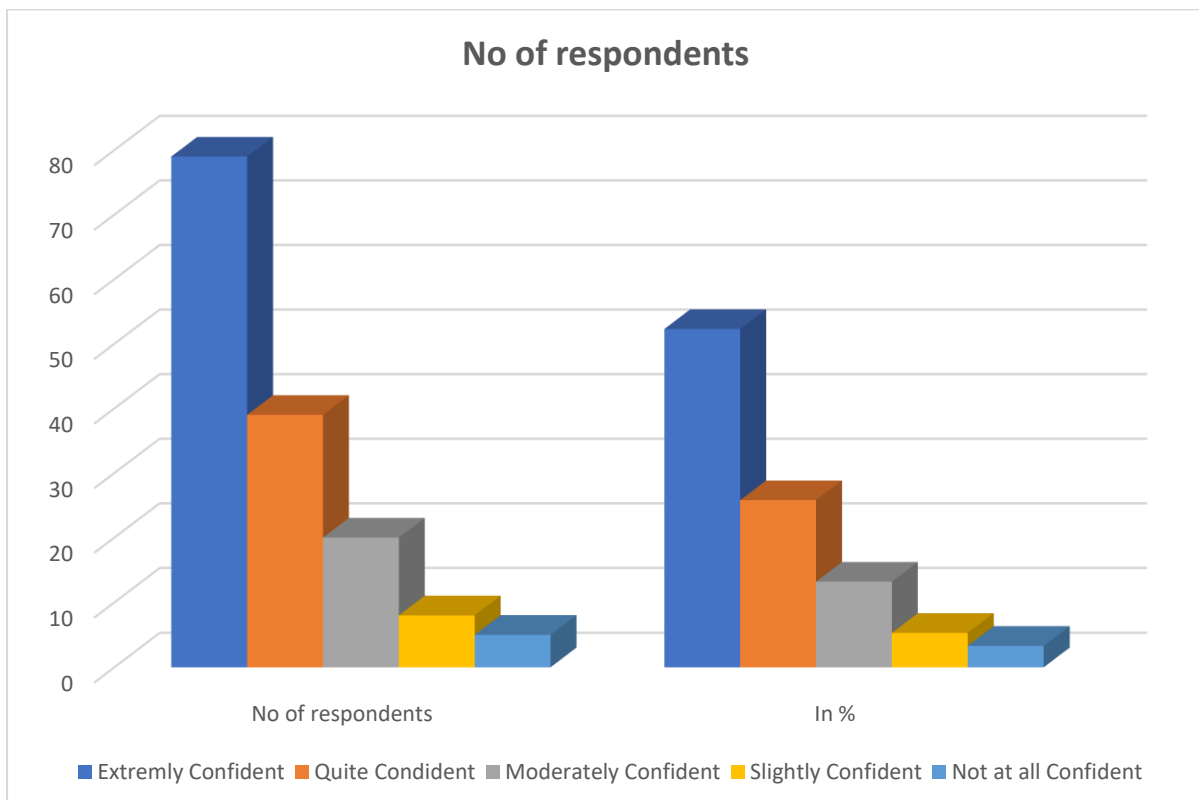
Table no 26	Profile	
Particulars (What kind of problem did you faced while doing online shopping in Amazon and flipkart?)	No of respondents	In %
Delay in delivery	22	14.6
Cheap quality products	9	6
Product damage	9	6
None of them	111	73.5

Interpretation: well , 73.5% of the respondents have not faced any problem while doing online shopping in Amazon and flipkart. 14.6% of the respondent faced delay in delivery and 6% of the respondents faced cheap quality of products and damage of products.
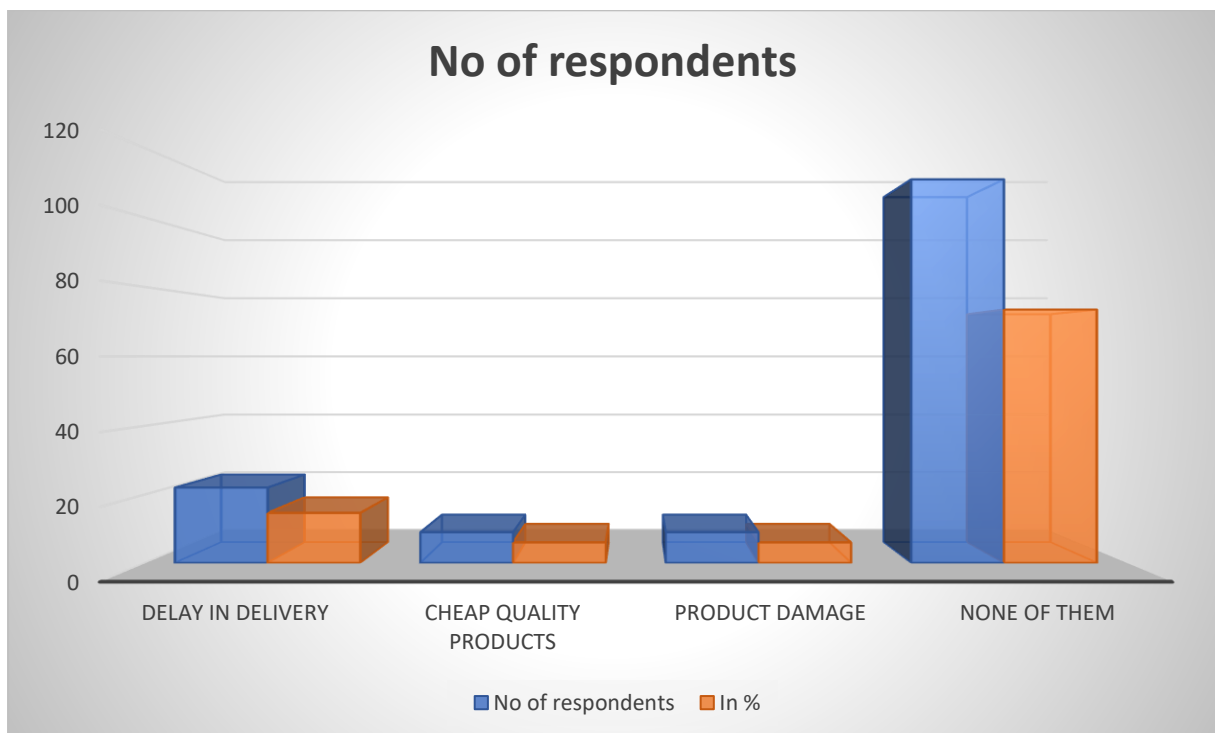
Table no 27	Profile	
Particulars (Customer assistance after purchase from Flipkart and Amazon are good?)	No of respondents	In %
Strongly disagree	6	4
Disagree	2	1.3
Neutral	20	13.2
Agree	109	72.2
Strongly agree	14	9.3

Interpretation:72.2% of the respondents agrees upon customer assistance after flipkart and Amazon are good. 13.2% feels neutral about it and 1.3% thinks it's customer assistance after purchase is not good.
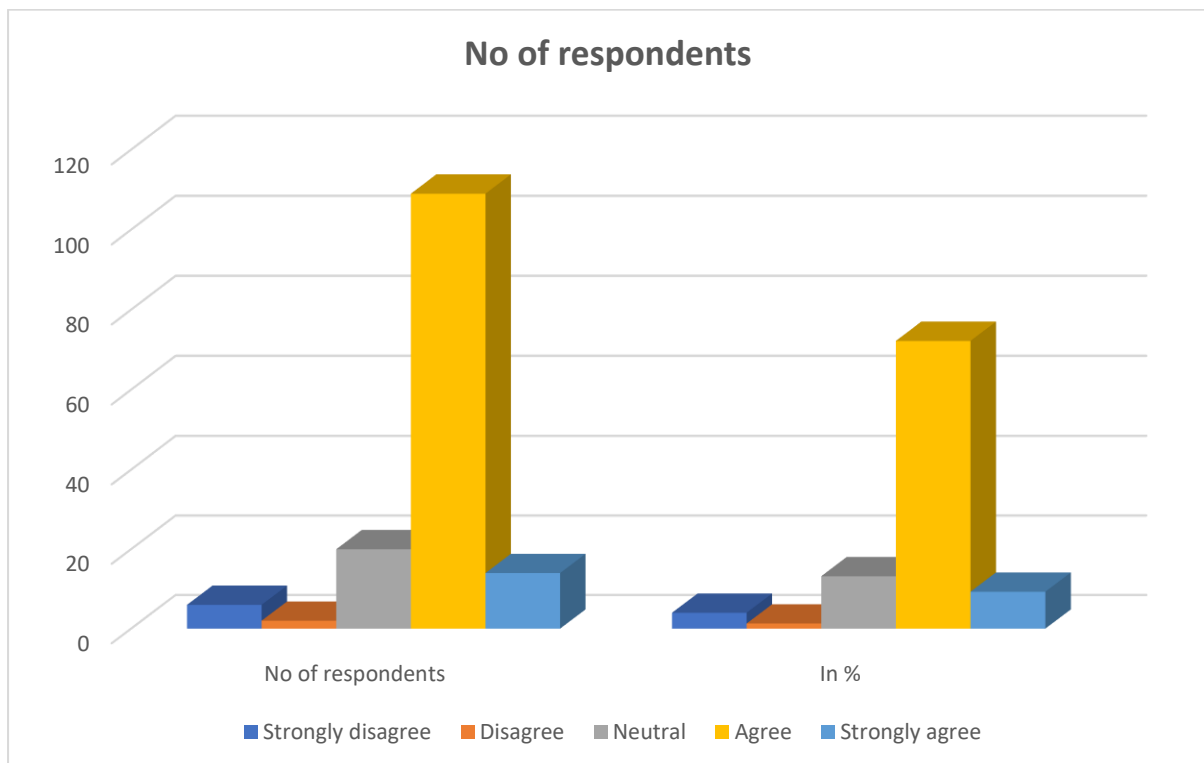
Table no 28	Profile	
Particulars (In terms of services which one is better?)	No of respondents	In %
Amazon	34	22.5
Flipkart	16	10.6
Both	100	66.2
Others	1	0.7

Interpretation: we can understand from the table that 66.2% of the respondents prefer buying electronic goods from both the flipkart and amazon and satisfied with the services provided by them. 22.5% of the respondents prefer amazon and 10.6% prefer Flipkart in terms of their services.
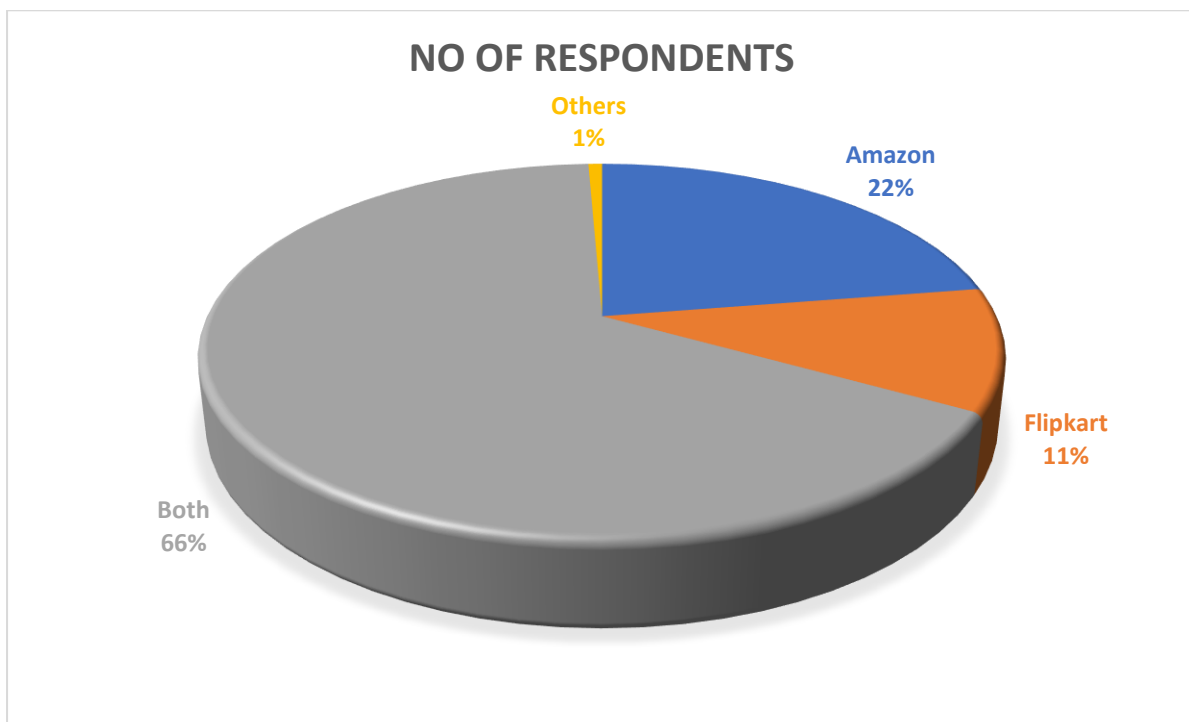
Table no 29	Profile	
Particulars (How is your overall satisfaction level by using this E-commerce website "Amazon"?)	No of respondents	In %
1.Poor	1	0.7
2.Bad	1	0.7
3.Neutral	11	7.3
4.Satisfied	38	25.2
5.Extremly satisfied	100	66.2

Interpretation: 25.2% of the respondents are satisfied with the amazon and 66.2% are extremely satisfied with it. Only 0.7% of the respondents are not satisfied with it.
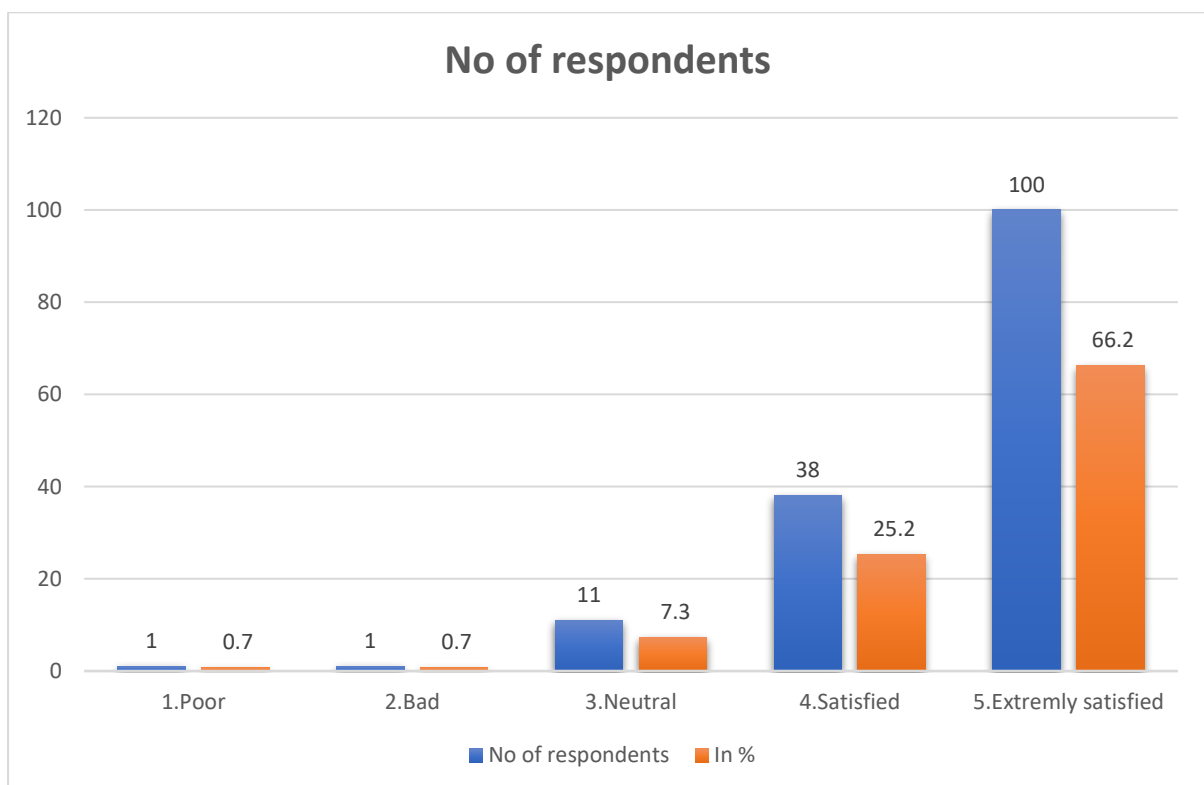
Table no 30	Profile	
Particulars (How is your overall satisfaction level by using this E-commerce website "Flipkart"?)	No of respondents	In %
1.Poor	31	21%
2.Bad	33	22%
3.Neutral	24	16%
4.Satisfied	35	23%
5.Extremly satisfied	28	19%

Interpretation: 23% of the respondents are satisfied with the flipkart and 19.2% are extremely satisfied with it. 22% of the respondents are not satisfied with it. 16% of the respondents feel neutral about it.
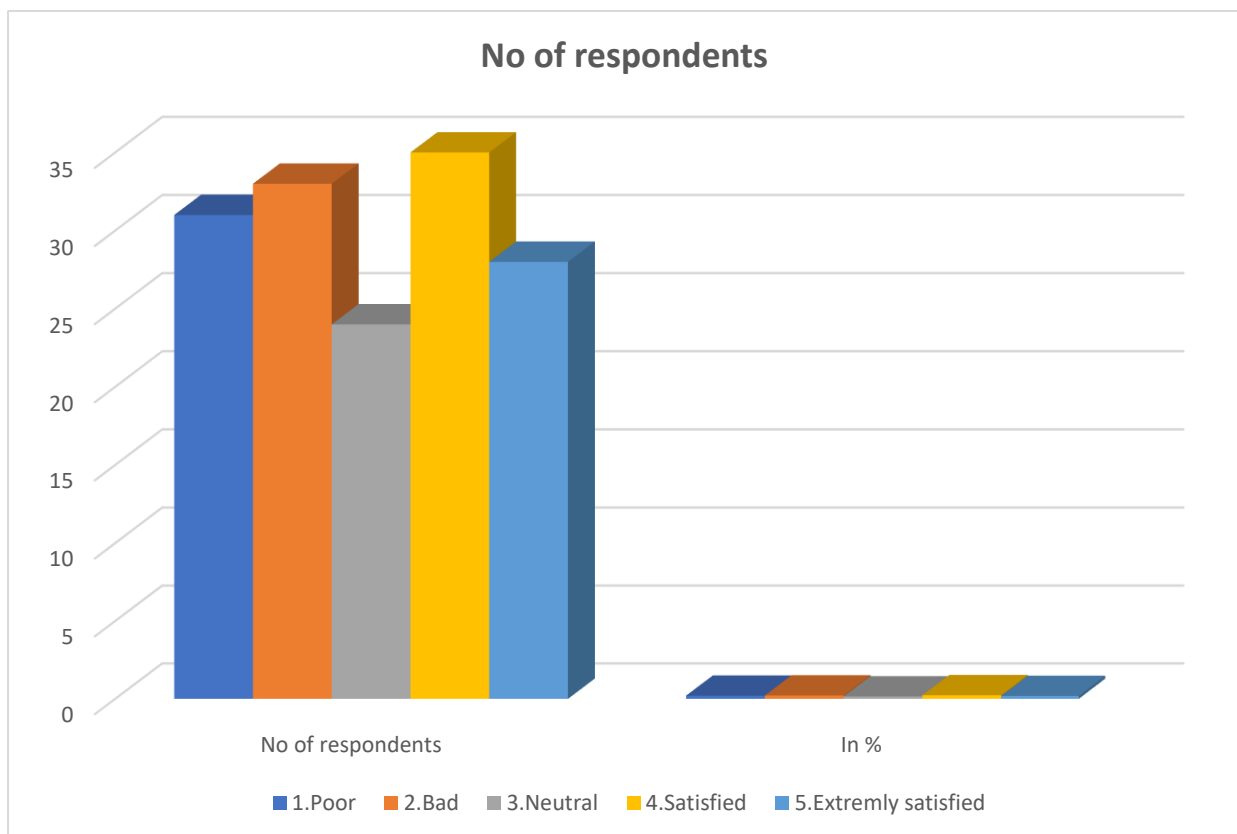
Hypothesis Testing

H$_{10}$: there is no association between Income of customers and frequency of purchase when it comes to buying electronic goods.

H$_1$: there is association between Income of customers and frequency of purchase when it comes to buying electronic goods.

Procedure: from the questionnaire, data of Annual income and frequency of purchase we have taken and made chi-square test to understand the relation between these two.

Tool used: SPSS

Crosstabs

[DataSet3]

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
annual income of the respondent * How often do you shop online?	151	100.0%	0	0.0%	151	100.0%

annual income of the respondent * How often do you shop online? Crosstabulation

Count

		How often do you shop online?		
		More frequently	More often	Once in a month
annual income of the respondent	100000-300000	3	4	2
	300000-500000	6	4	1
	Above 500000	59	7	4
	Below 100000	19	8	8
Total		87	23	15

annual income of the respondent * How often do you shop online? Crosstabulation

Count

		How often do you ... Once in a two month	Total
annual income of the respondent	100000-300000	5	14
	300000-500000	2	13
	Above 500000	2	72
	Below 100000	17	52
Total		26	151

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	42.051[a]	9	.000
Likelihood Ratio	44.832	9	.000
N of Valid Cases	151		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 1.29.

Interpretation: as the asymptotic significance value in chi-square test is less than 0.05 so, we will reject the null hypothesis i.e. there is no association between Income of customers and frequency of purchase when it comes to buying electronic goods. And accept the alternative hypothesis i.e**. there is association between Income of customers and frequency of purchase when it comes to buying electronic goods. More the income more frequent the purchasing behaviour.**

H$_{20}$: There is no significance difference in the satisfaction level of the customers of both major players.

H$_2$: There is significance difference in the satisfaction level of the customers of both major players.

Coding sheet:

	A How is your overall satisfaction level by using this E-commerce website "Amazon"?	B How is your overall satisfaction level by using this E-commerce website "Flipkart"?	C
2	4	4	
3	4	1	
4	3	1	
5	4	1	
6	4	2	
7	5	1	
8	5	2	
9	4	4	
10	5	3	
11	4	2	
12	4	2	
13	5	5	
14	1	5	
15	4	5	
16	3	3	
17	5	2	
18	4	4	
19	4	1	
20	4	5	
21	4	2	
22	4	3	
23	5	2	
24	4	3	
25	3	3	
26	5	1	
27	4	4	
28	5	5	

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.

Row	A	B
30	4	2
31	4	2
32	5	3
33	4	4
34	4	3
35	4	2
36	5	2
37	4	4
38	5	2
39	3	3
40	3	2
41	4	1
42	5	3
43	5	4
44	5	5
45	4	3
46	5	5
47	5	5
48	5	5
49	4	2
50	5	3
51	5	5
52	5	2
53	4	5
54	5	4
55	4	1
56	4	3
57	4	4
58	5	4
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66	5	4
67	3	2
68	4	5
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70	4	1
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91	5	4
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93	4	4
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104	5	2
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106	5	4
107	5	5
108	5	5
109	5	4
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111	5	2
112	5	5
113	5	2
114	4	1
115	4	1
116	5	2
117	5	1
118	4	3
119	5	1
120	5	1
121	5	2
122	5	1
123	4	5
124	5	5
125	5	1
126	4	2
127	5	2
128	5	4
129	5	3
130	5	4
131	5	4
132	5	2
133	3	5
134	3	4
135	3	5
136	5	4
137	5	5
138	5	4
139	5	1
140	5	1
141	2	4
142	5	1
143	5	4
144	5	1
145	5	3
146	5	5
147	5	5
148	5	2
149	5	2
150	5	4
151	5	3
152	5	1

Procedure: here from the data set, questions of satisfaction of Amazon and Flipkart had been taken and on that two-tailed t-test had been done to analyse the hypothesis.

Tool used: MS Excel

t-Test: Two-Sample Assuming Unequal Variances		
	How is your overall satisfaction level by using this E-commerce website "Amazon"?	*How is your overall satisfaction level by using this E-commerce website "Flipkart"?*
Mean	**4.556291391**	**2.933774834**
Variance	0.515143488	2.008918322
Observations	151	151
Hypothesized Mean Difference	0	
df	222	
t Stat	12.54953453	
P(T<=t) one-tail	5.87983E-28	
t Critical one-tail	1.651746359	
P(T<=t) two-tail	**1.17597E-27**	
t Critical two-tail	1.970707395	

Interpretation: we are rejecting the null hypothesis as the p value is very small. At 5% significance level $p < 0.05$, hence we will reject the null hypothesis and accept the alternative hypothesis i.e. **There is significance difference in the satisfaction level of the customers of both major players. Here also if we check the mean value Amazon is having greater value than Flipkart. So, people are more satisfied with Amazon.**

H_{30}: there is no association between perception of security received and communication sent by amazon and Flipkart with the overall satisfaction of customer while purchasing electronic goods.

H_3: there is association between perception of security received and communication sent by amazon and Flipkart with the overall satisfaction of customer while purchasing electronic goods.

Tool used: MS Excel (Single-factor Anova testing)

Coding sheet:

	A Notification sent by amazon and flipkart helps in buying experience?	B How confident are you that your personal information is kept confidential when buying products online in	C How is your overall satisfaction level by using this E-commerce website like Amazon And	D
2	3	3	4	
3	1	2	4	
4	1	3	3	
5	1	4	4	
6	1	2	4	
7	1	2	5	
8	1	4	5	
9	4	2	4	
10	1	2	5	
11	3	3	4	
12	4	4	4	
13	1	5	5	
14	2	1	1	
15	1	3	4	
16	3	4	3	
17	1	2	5	
18	1	2	4	
19	2	2	4	
20	3	2	4	
21	4	3	4	
22	3	3	4	
23	4	3	5	
24	1	3	4	
25	2	5	3	
26	1	1	5	
27	4	2	4	
28	1	5	5	

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.

	A	B	C	D
30	4	5	4	
31	4	2	4	
32	1	2	5	
33	1	3	4	
34	1	2	4	
35	2	5	4	
36	1	2	5	
37	4	3	4	
38	1	2	5	
39	1	3	3	
40	1	2	3	
41	1	1	4	
42	1	2	5	
43	1	1	5	
44	1	2	5	
45	1	2	4	
46	1	2	5	
47	1	3	5	
48	1	2	5	
49	1	2	4	
50	1	2	5	
51	1	3	5	
52	4	2	5	
53	3	2	4	
54	1	2	5	
55	1	4	4	
56	1	1	4	
57	1	3	4	
58	1	1	5	
59	1	2	3	
60	4	4	5	
61	2	3	5	
62	2	1	5	

	A	B	C	D
63	1	3	5	
64	1	2	5	
65	1	1	5	
66	1	2	5	
67	1	1	3	
68	1	1	4	
69	1	4	5	
70	1	4	4	
71	3	3	3	
72	1	2	5	
73	1	1	5	
74	1	1	5	
75	1	1	5	
76	1	1	5	
77	1	2	5	
78	1	1	5	
79	1	1	5	
80	1	1	5	
81	1	1	5	
82	1	2	5	
83	1	1	5	
84	1	2	5	
85	1	1	5	
86	1	1	5	
87	1	1	5	
88	1	1	5	
89	1	1	5	
90	1	1	5	
91	1	1	5	
92	1	1	5	
93	1	1	4	
94	1	1	5	
95	1	1	5	

	A	B	C	D
96	1	1	5	
97	1	1	5	
98	1	1	4	
99	1	1	5	
100	1	1	5	
101	1	1	5	
102	1	1	5	
103	1	1	5	
104	1	1	5	
105	1	1	5	
106	1	1	5	
107	1	1	5	
108	1	1	5	
109	1	1	5	
110	1	2	5	
111	1	2	5	
112	1	2	5	
113	1	1	5	
114	1	3	4	
115	1	1	4	
116	1	1	5	
117	1	1	5	
118	1	1	4	
119	1	1	5	
120	1	1	5	
121	1	1	5	
122	1	1	5	
123	1	1	4	
124	1	1	5	
125	1	1	5	
126	1	1	4	
127	1	1	5	
128	3	2	5	

	A	B	C	D
121	1	1	5	
122	1	1	5	
123	1	1	4	
124	1	1	5	
125	1	1	5	
126	1	1	4	
127	1	1	5	
128	3	2	5	
129	1	1	5	
130	1	2	5	
131	1	1	5	
132	1	1	5	
133	1	1	3	
134	1	1	3	
135	1	1	3	
136	1	1	5	
137	1	1	5	
138	1	1	5	
139	1	1	5	
140	1	1	5	
141	1	1	2	
142	3	3	5	
143	1	1	5	
144	4	1	5	
145	1	1	5	
146	1	1	5	
147	1	1	5	
148	1	1	5	
149	1	2	5	
150	1	1	5	
151	1	1	5	
152	1	1	5	
153				

Anova: Single Factor						
SUMMARY						
Groups	*Count*	*Sum*	*Average*	*Variance*		
Notification sent by amazon and Flipkart helps in buying experience?	151	210	1.390728	0.813		
How confident are you that your personal information is kept confidential when buying products online in Amazon and Flipkart?	151	274	1.81457	1.1387		
How is your overall satisfaction level by using this E-commerce website like Amazon and Flipkart?	151	688	4.556291	0.5151		
ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	891.78	2	445.8896	**542.26**	**1.3E-120**	**3.0158**
Within Groups	370.03	450	0.822281			
Total	1261.8	452				

Conclusion: Because F value is greater than F-crit, therefore we reject the null hypothesis.

Interpretation: as F value > F-crit, we will reject the null hypothesis i.e. **there is no association between perception of security received and communication sent by amazon and Flipkart with the overall satisfaction of customer while purchasing electronic goods. And accept the alternative hypothesis i.e. there is association between perception of security received and communication sent by amazon and Flipkart with the overall satisfaction of customer while purchasing electronic goods.**

Findings

- Male respondents are showing less interest to do online shopping than female respondents.
- Respondents with more the income inclined to frequent purchase from these e-commerce shopping sites.
- Most of the respondents familiar with online shopping and they prefer doing it from both Amazon and Flipkart.
- Most of the respondents having equal payment option in both of the platforms.
- Most of the respondents influenced to buy because of online reviews,
- Promotional activities on electronic goods impact on purchasing decision while shopping in Amazon or Flipkart.
- Both of the platforms are secure as per respondents.
- Notification sent by Amazon and Flipkart helps in buying experience.
- Majority of the respondents feels that their personal information is kept confidential when buying products online in Amazon and Flipkart.
- Most of the respondent didn't face any problem while doing online shopping in Amazon and Flipkart.
- Majority of the respondents feels customer assistance after purchase from Flipkart and Amazon are good.
- In terms of service both of the platforms are good.
- Comparing to overall satisfaction of these e-commerce sites, respondents are more satisfied to Amazon than Flipkart.
- there is association between perception of security received and communication sent by amazon and Flipkart with the overall satisfaction of customer while purchasing electronic goods.

Recommendation

- Flipkart is working really good but its need to gear up its activities to meet the customers' expectations. There are so many times people expected the packaging could have been better. Or it can be good or small, expensive or cheap the product should be handled with more care.
- As most of the respondents are inclined towards Amazon more so, amazon is doing extremely good when it comes to overall satisfaction of the customers. But Flipkart is facing issues here. They have to make a plan that meets customers satisfaction.
- In terms of security and grip of product delivery Flipkart has to make changes.
- More offers and promotional activities can attract more customer, Flipkart needs to work on it.
- Amazon is comparatively doing well; they have to continue their offerings and be updated with the market trends.

Limitation

- Many of the company's data had been kept confidential and they are not exposed.
- Survey was mostly filled by college students and people from outside.
- Analysis has been done basically on respondents' personal opinion, not from any particular group or focus group or experts.

Conclusion

The study covered all the workflows and customers buying behaviour and overall satisfaction of the major e-commerce players Amazon and Flipkart in India when it comes to purchase electronic goods. How these two players work, how they function properly in the competitive market, whether customers are satisfied with their offerings and what more they need to change and adapt to make their business strong when it comes to buying electronic goods. Both of them are doing good in their respective areas very well and they made customers easier and more comfortable to work with them. They have generated trust of the customers. Based on the consumer survey, we have received that both of these major players are doing extremely good, in few areas Amazon is c winner, although it is an international company, the Indians understand it very well and strengthen their roots. Flipkart is also giving Amazon a very tough competition. But in most cases people prefer both of these players equally and they don't find much of difference in terms of offerings, security and product quality. Both of these two players have to strong their business game that they can continuously keep satisfying their customers and surely, they are doing well in Indian e-commerce market.

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Annexure-1

Questionnaire:

1. **Name of the respondent**: _____

2. **Age**:
a. below 25
b. 25-35
c. 35-45
d. Above 45

3. **Gender**:
a. male
b. female
c. prefer not to say
d. others

4. **level of education among the participants**
a. 10th standard or below
b. Higher secondary
c. graduation
d. Post graduate degree
e. PhD

5. **Occupational background of the respondent:**
a. Student
b. Business
c. Homemaker

d. employees

e. Others

6. **Annual income of the respondent:**
a. Less than 15 thousand per month
b. 15-30 thousand
c. 30 – 50 thousand

d. More than 50 thousand

7. Nativity among participants

a. Rural

b. Semi-rural

c. Semi-urban

d. Urban

e. city

8. Have you ever done online shopping?

a. yes

b. no

c. sometimes

d. never

9. how often do you shop online?

a. once in a month

b. once in a two month

c. more frequently

d. more often

10. which online site will you prefer to buy electronic goods?

a. Flipkart

b. Amazon

c. both

d. Others

11. Which e-commerce platform got more payment option?

a. Amazon

b. Flipkart

c. Both

d. Others

12. What influence you the most to buy electronic products or services online?

a. Word of mouth

b. Advertisements

c. Online reviews

d. others

13.Have you encountered any problems with online shopping site? if yes, by which one

a. Flipkart
b. Amazon
c. both
d. none of these
e. others

14.In terms of pricing, which online shopping site you are satisfied when it comes to buy electronic goods

a. Flipkart
b. Amazon
c. Both
d. Others

15.Which online shopping site will you suggest to your family and friends for buying electronic goods?

a. Flipkart
b. Amazon
c. Both
d. Others

16.On occasions, from which e commerce would you like to purchase electronic products?

a. Flipkart
b. Amazon
c. Both
d. Others

17. Do promotional activities on electronic goods impact your purchasing decision while shopping in Amazon or Flipkart?

a. Yes
b. No
c. May be
d. Never

18. According to you, quality of electronic product is better in which e-commerce platform?

a. Amazon
b. Flipkart
c. both
d. Others

19. In which platform the speed of delivery more satisfactory?

a. Amazon
b. Flipkart
c. both
d. Others

20. which e-commerce platform is most secure according to you when it comes to buy electronic goods?

a. Amazon
b. Flipkart
c. Both
d. Others

21. Which e-commerce platform has wide grip in place of delivery?

a. Amazon
b. Flipkart
c. Both
d. Others

22. Which platform is best in terms of electronic product availability?

a. Amazon
b. Flipkart
c. both
d. Others

23. Best offers and discounts are available on which platform according to you?

a. Amazon
b. Flipkart
c. both
d. Others

24. Best offers and discounts are available on which platform according to you?
   a. Amazon
   b. Flipkart
   c. Both
   d. Others

25. which platform you trust more when it comes to packaging quality of your electronics goods?
   a. Amazon
   b. Flipkart
   c. both
   d. Others

26. Notification sent by amazon and Flipkart helps in buying experience?
   a. Yes
   b. No
   c. May be
   d. Sometime

27. How confident are you that your personal information is kept confidential when buying products online in Amazon and Flipkart?
   a. Extremely confident
   b. Quite confident
   c. Moderately confident
   d. Slightly confident
   e. Not at all confident

28. What kind of problem did you faced while doing online shopping in Amazon and Flipkart?

   a. Delay in delivery
   b. Cheap quality of a product

    c. Product damage

    d. None of them

29. Customer assistance after purchase from Flipkart and Amazon are good:

    a. Strongly agree

    b. Agree

    c. Neutral

    d. Disagree

    e. Strongly Disagree

30. In terms of services which one is better?

    a. Flipkart

    b. Amazon

    c. Both equal

    d. Others

31. How is your overall satisfaction level by using this E-commerce website "Amazon"?

    a. 1-Poor

    b. 2-Bad

    c. 3-Neutral

    d. 4-Satisfied

    e. 5-Extremely satisfied

32. How is your overall satisfaction level by using this E-commerce website "Flipkart"?

    a. 1-Poor

    b. 2-Bad

    c. 3-Neutral

    d. 4-Satisfied

    e. 5-Extremely satisfied

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.

Annexure 2: Excel sheets

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.

	A	B	C	D	E	F	G	H
49	**According to you, quality of electronic product is better in which e-commerce platform?**							
50	Amazon-1	Flipkart-2	Both-3	Others-4				
51								
52	**in which platform the speed of delivery more satisfactory?**							
53	Amazon-1	Flipkart-2	Both-3	Others-4				
54								
55	**Which e-commerce platform is most secure according to you when it comes to buy electronic goods?**							
56	Amazon-1	Flipkart-2	Both-3	Other-4				
57								
58	**Which e-commerce platform has wide grip in place of delivery?**							
59	Amazon-1	Flipkart-2	Both-3	Others-4				
60								
61	**Which platform is best in terms of electronic product availability?**							
62	Amazon-1	Flipkart-2	Both-3	Others-4				
63								
64	**Best offers and discounts are available on which platform according to you?**							
65	Amazon-1	Flipkart-2	Both-3	Others-4				
66								
67	**Which platform you trust more when it comes to packaging quality of your electronics goods?**							
68	Amazon-1	Flipkart-2	Both-3	others-4				
69								
70	**notification sent by amazon and flipkart helps in buying experience?**							
71	Yes-1	No-2	Maybe-3	Sometime-4				
72								
73	**How confident are you that your personal information is kept confidential when buying products online in Amazon and Flipkart?**							

	A	B	C	D	E	F	G
65	Amazon-1	Flipkart-2	Both-3	Others-4			
66							
67	**Which platform you trust more when it comes to packaging quality of your electronics goods?**						
68	Amazon-1	Flipkart-2	Both-3	others-4			
69							
70	**notification sent by amazon and flipkart helps in buying experience?**						
71	Yes-1	No-2	Maybe-3	Sometime-4			
72							
73	**How confident are you that your personal information is kept confidential when buying products online in Amazon and Flipkart?**						
74	Extremly Confident-1	Quite Condident-2	Moderately Confident-3	Slightly Confident-3	Not at all Confident-4		
75							
76	**What kind of problem did you faced while doing online shopping in Amazon and flipkart?**						
77	Delay in delivery-1	Cheap quality products-2	Product damage-3	None of them-4			
78							
79	**Customer assistance after purchase from Flipkart and Amazon are good?**						
80	Strongly disagree-1	Disagree-2	Neutral-3	Agree-4	Strongly agree-4		
81							
82	**In terms of services which one is better?**						
83	Amazon-1	Flipkart-2	Both-3	Others-4			
84							
85	**How is your overall satisfaction level by using this E-commerce website "Amazon"?**						
86	1.Poor-1	2.Bad-2	3.Nutral-3	4.Satisfied-4	5.Extremly satisfied-5		
87							
88	**How is your overall satisfaction level by using this E-commerce website "Flipkart"?**						
89	1.Poor-1	2.Bad-2	3.Nutral-3	4.Satisfied-4	5.Extremly satisfied-5		

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.

Coding Sheets:

Sheet 1 — Columns A–O

Name of the respondent	Gender	Age	Education	Occupation	annual income of the respondent	Nativity of the respondent	Have you ever done online shopping?	How often do you shop online?	Which online site will you prefer to buy electronic goods?	Which e-commerce platform got more payment option?	What influence you the most to buy electronic products or services online?	Have you encountered any problems with online shopping site? If yes,	In terms of pricing, which online shopping site you are satisfied when	Which online shopping site will you suggest to your family and friends
Bhadrinath	2	1	3	1	1	1	1	3	3	3	2	3	3	3
Gokul	2	1	3	1	1	5	1	3	3	1	3	1	2	2
Ajay Jagtap	2	1	3	1	1	3	1	2	2	1	3	3	3	3
Shweta	1	1	4	1	1	5	1	4	3	3	3	3	2	2
MD Eslam	2	1	4	1	1	5	1	3	1	2	2	1	1	1
Samrat Das	2	1	4	1	1	5	1	3	3	3	3	4	3	3
Vasudha	1	1	3	1	1	5	1	3	3	4	4	4	1	1
Shrestha	1	1	3	4	3	5	1	2	3	1	3	4	2	3
Ramchandra Das	2	4	4	2	3	5	1	4	3	3	1	3	3	3
Prashant	2	2	3	4	2	1	1	3	3	3	3	4	3	3
Pritam Ghosh	2	1	5	1	1	4	1	3	3	3	3	5	3	3
Rahul Chandra	2	1	4	1	1	4	1	4	3	3	3	4	3	3
Fatima khan	3	1	5	1	4	5	4	4	4	4	4	1	1	4
Susovan Sharma	2	1	4	1	2	4	1	4	1	2	1	4	1	1
Bharath N	2	2	4	4	2	5	1	2	3	3	2	5	2	3
Shisir verma	2	1	4	1	1	5	1	4	3	3	3	4	3	3
Shibani Das	1	4	3	3	4	5	1	4	3	3	1	3	3	3
Geetha	1	1	4	1	1	4	1	1	2	1	3	1	2	2
Karthik	2	1	3	1	1	5	1	3	3	3	2	4	3	3
Saikapil Gurram	2	1	4	1	3	5	1	1	3	3	3	4	2	3
Bhabani Sankar Mahanta	2	1	4	1	1	3	1	2	1	1	2	3	1	1
Rajarshi Paul	2	1	3	1	1	4	1	2	3	3	3	2	3	3
Sai Sree Nizampatnam	1	1	3	1	1	4	1	4	3	1	1	3	2	2
Nidhi Shetty	1	1	4	1	1	4	1	2	3	3	4	1	2	2
Keervani	1	1	4	1	1	4	1	3	2	1	2	2	2	2
Priyanka Sarkar	1	2	3	5	2	4	1	1	3	3	3	3	1	3
Sudeep Bhowmick	2	2	4	4	4	5	1	4	2	1	3	5	2	2
Jyotiranjan Mahapatra	2	1	4	1	2	3	1	2	3	3	3	3	1	1
Kiranmayee	1	1	3	1	1	4	1	3	2	1	3	1	2	2
Akash Mondal	2	2	3	4	4	4	1	1	4	1	4	2	2	2
Sangita	1	2	3	1	1	5	1	2	3	3	3	4	3	3
Aparajita Singh	1	1	3	1	1	5	1	4	3	3	1	4	2	2
Priyanka Sabbarapu	1	1	4	1	1	4	1	3	2	1	3	4	2	2

Sheet 2 — Columns P–Z

On occasions, from which e commerce would you like to purchase electronic	Do promotional activities on electronic goods impact your	According to you, quality of electronic product is better in which e-commerce	in which platform the speed of delivery more satisfactory?	Which e-commerce platform is most secure according to you when it comes to	Which e-commerce platform has wide grip in	Which platform is best in terms of electronic product availability?	Best offers and discounts are available on which platform according	Which platform you trust more when it comes to packaging quality of your	notification sent by amazon and flipkart helps in buying experience?	How confident are you that your personal information is kept confidential when buying
3	3	2	2	1	1	3	3	3	1	3
2	1	1	1	1	1	1	3	1	1	2
3	3	3	2	2	3	2	3	2	1	3
3	1	3	1	3	1	3	1	1	1	4
1	1	2	2	2	2	2	2	2	1	2
3	1	3	3	3	3	3	3	3	1	2
1	1	3	3	3	3	3	2	3	1	4
3	2	3	1	3	1	1	1	3	4	2
3	1	3	3	3	3	3	3	3	1	2
3	3	3	3	3	3	3	3	3	3	3
3	3	3	3	3	3	1	3	3	4	4
3	3	2	2	2	3	3	3	3	1	5
2	3	4	4	4	4	4	4	4	2	1
1	1	2	3	2	3	2	3	3	1	3
3	3	3	3	3	3	3	3	3	3	4
3	1	3	3	3	3	3	3	3	1	2
3	1	3	3	3	3	3	3	3	1	2
2	2	1	1	1	1	1	1	1	2	2
3	1	3	3	3	3	3	3	3	3	2
3	1	1	1	3	1	3	3	1	4	3
1	3	2	3	2	2	2	1	2	4	3
3	3	3	3	3	3	3	3	3	4	3
2	1	1	1	2	1	2	1	3	3	3
1	3	2	1	1	1	1	1	3	2	5
2	1	1	1	1	1	1	1	1	2	1
3	3	3	1	1	1	1	3	1	1	2
2	3	1	1	1	3	3	3	1	1	5
1	1	2	2	3	1	2	2	2	3	3
2	3	1	1	1	1	1	1	1	1	5
2	3	1	4	1	1	3	3	1	4	2
1	4	4	4	4	3	3	4	4	1	2
2	1	1	1	3	3	3	1	3	1	2
2	3	1	1	1	1	1	1	1	1	2

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.

First sheet (columns V–AF):

V Best offers and discounts are available on which platform according	X Which platform you trust more when it comes to packaging quality of your	Y notification sent by amazon and flipkart helps in buying experience?	Z How confident are you that your personal information is kept confidential when buying	AA What kind of problem did you faced while doing online shopping in	AB Customer assistance after purchase from Flipkart and Amazon are good?	AC In terms of services which one is better?	AD How is your overall satisfaction level by using this E-commerce website "Amazon"?	AE How is your overall satisfaction level by using this E-commerce website "Flipkart"?	AF
3	3	3	3	2	4	3	4	4	
1	1	1	2	3	5	1	4	1	
3	2	1	3	1	3	2	3	1	
1	1	1	4	2	4	1	4	1	
2	2	1	2	4	4	2	4	2	
3	3	1	2	4	4	3	5	1	
2	3	1	4	4	4	3	5	2	
1	3	4	2	2	3	3	4	4	
3	3	1	2	4	4	3	5	3	
3	3	3	3	4	4	3	4	2	
3	3	4	4	3	3	3	4	2	
3	3	1	5	4	4	3	5	5	
4	4	2	1	2	1	4	1	5	
3	3	1	3	3	3	3	4	5	
3	3	3	4	4	3	3	3	3	
3	3	1	2	4	4	3	5	2	
3	3	1	2	4	4	3	4	4	
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3	3	3	2	4	4	3	4	5	
3	1	4	3	4	1	1	4	2	
1	2	3	3	1	4	2	4	3	
3	3	4	3	1	3	3	5	2	
1	3	1	3	2	4	3	4	3	
1	3	2	5	4	3	1	3	3	
1	1	1	1	4	5	1	5	1	
3	1	4	2	3	3	3	4	4	
3	3	1	5	4	4	1	5	5	
2	2	3	3	1	1	2	4	2	
1	1	4	5	3	3	1	4	2	
1	1	4	2	1	3	1	4	2	
4	4	1	2	1	4	3	5	3	
3	3	1	3	4	4	3	4	4	
1	1	1	2	4	4	1	4	3	

Second sheet (columns A–O):

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
35 Vignesh	2	2	4	4	4	5	1	1	3	3	2	4	1	1
36 Sangita	1	2	3	1	1	5	1	2	3	3	3	4	3	3
37 Barsha Das	1	2	4	5	1	4	1	3	1	2	3	3	1	3
38 Sangita	1	2	3	1	1	5	1	2	3	3	3	4	3	3
39 Reeta	1	1	1	2	2	2	1	2	2	1	2	2	2	1
40 Ram	2	2	2	2	2	3	1	2	2	1	2	1	1	1
41 Sugandhi	1	1	4	3	3	4	3	2	1	1	1	1	1	1
42 Rajiv verma	2	2	4	2	3	4	1	3	1	1	3	2	2	2
43 Anushka Sharma	1	1	4	1	1	4	1	3	2	1	3	2	2	2
44 Rashi paul	1	1	3	1	1	2	1	2	2	1	2	2	2	2
45 Vahini	1	1	4	1	1	1	1	2	2	1	3	1	2	2
46 Shilpa rathor	1	2	4	3	1	3	1	3	2	1	3	2	2	2
47 Arohi mitra	1	1	3	1	1	5	1	4	2	1	1	2	2	2
48 Papri mondal	1	2	3	3	1	2	1	1	2	3	2	4	2	2
49 Srilekha K	1	1	4	1	1	5	1	3	3	1	3	4	2	2
50 Piu Mukherjee	1	2	3	3	1	3	1	2	2	1	2	4	2	3
51 Abhishek Kumar	2	1	4	1	1	3	1	3	3	3	2	4	3	3
52 Soumitra Datta	2	2	4	2	3	5	1	3	2	3	2	4	3	3
53 Jahnavi musini	1	1	3	1	1	5	1	1	3	1	3	4	3	3
54 Satarupa Roy	1	2	4	1	1	5	1	3	2	3	1	1	2	2
55 Shweta	1	1	4	1	1	5	1	4	3	3	3	3	3	3
56 Archana	1	1	4	1	1	3	1	2	3	3	4	3	3	3
57 Pavn Raj	2	1	4	1	2	4	1	3	2	1	1	2	2	2
58 Akshay Kumar	2	3	4	2	3	4	1	3	3	3	3	4	2	3
59 Souvik Biswas	2	2	5	4	4	4	1	4	2	2	2	4	2	3
60 Vishaka roy	1	2	4	4	3	4	1	4	2	3	3	4	2	2
61 Nesa talukder	1	1	2	1	1	3	1	1	2	1	1	4	2	2
62 Anu upadhayay	1	1	4	1	1	5	1	3	2	1	2	4	2	2
63 Saisreee nizampatnam	1	1	4	1	1	1	1	2	2	1	1	4	2	2
64 Madhuja Dey	1	2	4	2	3	5	1	4	2	1	3	2	2	2
65 Samadha Dey	1	2	4	4	3	5	1	3	2	1	3	2	2	2
66 Banani Dey	1	4	3	4	4	5	1	1	2	1	3	2	2	2
67 Uttam Bashak	2	4	4	2	4	3	1	2	2	1	2	2	2	2
68 Sisir Kumar Das	2	4	5	5	4	2	1	2	2	1	1	2	2	2
69 Shibani Das	1	4	3	3	1	3	2	2	2	1	1	2	2	2
70 Gauri Das	1	4	1	3	1	2	1	2	2	1	1	2	2	2
71 Sohini sarkar	1	1	2	1	1	2	1	1	2	1	3	2	2	2
72 Somali sarkar	1	2	4	4	3	5	1	3	1	2	3	1	1	1
73 Rajdeep Banerjee	2	2	4	1		2	1	4	1	2				1

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.

Spreadsheet 1 — Cell O33 = 2

Row	P	Q	R	S	T	U	V	W	X	Y	Z
35	1	2	3	3	3	2	1	1	1	2	5
36	1	4	4	4	4	3	3	4	4	1	2
37	3	1	2	3	2	3	3	3	2	4	3
38	1	4	4	4	4	3	3	4	4	1	2
39	2	1	2	1	1	1	1	1	1	1	3
40	1	1	1	4	1	4	2	1	1	1	2
41	1	1	2	1	1	2	2	2	2	1	1
42	2	1	1	1	1	1	1	1	1	1	2
43	2	1	1	1	1	1	1	1	1	1	1
44	2	1	1	1	1	1	1	1	1	1	2
45	2	1	1	1	1	1	1	1	1	1	2
46	2	3	1	1	1	1	1	1	1	1	2
47	1	1	1	1	1	1	1	1	1	1	3
48	2	1	1	3	3	3	1	3	3	1	2
49	3	1	1	1	1	1	1	1	1	1	2
50	3	1	1	3	3	3	1	1	3	1	2
51	3	1	3	3	1	1	1	3	3	1	3
52	3	1	3	3	3	1	1	3	3	4	2
53	3	3	3	3	3	3	1	1	3	3	2
54	2	1	1	1	1	1	1	1	1	1	2
55	3	1	3	3	1	1	1	1	1	1	4
56	3	3	1	1	1	1	2	1	1	1	1
57	2	1	1	1	1	1	1	1	1	1	3
58	2	1	1	3	3	3	1	3	1	1	1
59	2	1	3	1	1	1	1	1	1	1	2
60	2	1	1	1	1	1	1	1	1	4	4
61	2	2	1	1	1	1	1	1	1	2	3
62	2	1	1	1	2	2	1	1	1	2	1
63	2	1	1	1	1	1	1	1	1	1	3
64	2	1	1	1	1	1	1	1	1	1	2
65	2	1	1	1	1	1	1	1	1	1	1
66	2	1	1	1	1	1	1	1	1	1	2
67	2	1	1	1	1	1	1	1	1	1	1
68	2	1	1	1	1	1	1	1	1	1	1
69	2	1	1	1	1	1	1	1	1	1	4
70	2	1	1	1	1	1	1	1	1	1	4
71	2	1	1	1	1	1	1	1	1	3	3
72	1	1	2	2	2	2	2	2	2	1	2
73	1		2	2	2	2	2	2	2	1	1

Spreadsheet 2 — Cell O33 = 2

Row	W	X	Y	Z	AA	AB	AC	AD	AE	AF
35	1	1	2	5	4	3	3	4	2	
36	4	4	1	2	1	4	3	5	2	
37	3	2	4	3	1	3	3	4	4	
38	4	4	1	2	1	4	3	5	2	
39	1	1	1	3	4	2	2	3	3	
40	1	1	1	2	1	1	1	3	2	
41	2	2	1	1	2	2	1	4	1	
42	1	1	1	2	4	4	1	5	3	
43	1	1	1	1	1	4	1	5	4	
44	1	1	1	2	4	4	1	5	5	
45	1	1	1	2	1	4	3	4	3	
46	1	1	1	2	4	4	1	5	5	
47	1	1	1	3	2	4	3	5	5	
48	3	3	1	2	4	4	3	5	5	
49	1	1	1	2	3	3	1	4	2	
50	1	3	1	2	4	4	3	5	3	
51	3	3	1	3	4	4	3	5	5	
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53	1	3	3	2	2	3	3	4	5	
54	1	1	1	2	4	4	1	5	4	
55	1	1	1	4	1	3	3	4	1	
56	1	1	1	1	3	3	2	4	3	
57	1	1	1	3	1	4	1	4	4	
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59	3	1	1	2	4	1	3	3	4	
60	1	1	4	4	1	3	1	5	4	
61	1	1	2	3	3	5	1	5	4	
62	1	1	2	1	4	4	3	5	4	
63	1	1	1	3	3	4	1	5	3	
64	1	1	1	2	4	5	1	5	3	
65	1	1	1	1	4	4	1	5	2	
66	1	1	1	2	4	4	1	5	4	
67	1	1	1	1	4	4	1	3	2	
68	1	1	1	1	4	1	1	4	5	
69	1	1	1	4	4	4	1	5	2	
70	1	1	1	4	4	4	1	4	4	
71	1	1	3	3	4	4	1	3	3	
72	2	2	1	2	4	4	2	5	1	
73	2	2	1		4		5	5		

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
76	Sikha Roy Chowdhury	1	4	5	4	4	5	1	4	1	2	3	1	1	1
77	Rajkumari Paul	1	1	1	1	1	1	1	2	1	2	2	1	1	1
78	Subha kumari chauhan	1	1	2	1	1	3	1	3	1	2	3	1	1	1
79	Anindita Ghosh	1	2	4	4	3	5	1	4	1	2	3	1	1	1
80	Subhangi Sensharma	1	2	4	4	4	4	1	4	1	2	3	1	1	1
81	Aditi Saha	1	2	4	4	4	4	1	3	1	2	3	4	1	1
82	Rashi Paul	1	1	3	1	1	5	1	3	3	3	3	4	3	3
83	Soubhik Devnath	2	2	4	4	4	5	1	4	3	3	3	4	3	3
84	Malika Ghosh	1	3	5	4	4	5	1	1	3	3	3	4	3	3
85	Kanishka Kashyap	1	2	4	4	4	5	1	3	3	3	3	3	3	3
86	Srija Biswas	1	1	4	1	1	2	1	1	3	3	3	4	3	3
87	Pratiksha Saha	1	1	4	1	4	4	1	3	3	3	3	4	3	3
88	Rajesh Sharma	2	1	4	1	4	5	1	3	3	3	3	4	3	3
89	Sheeba	1	1	4	1	4	4	1	3	3	3	3	4	3	3
90	Shriyan Das	2	2	4	4	4	5	1	3	3	3	3	4	3	3
91	Fariha javed	1	2	4	4	4	4	1	3	3	3	3	4	3	3
92	Rupa paul	1	2	4	4	4	5	1	3	3	3	3	4	3	3
93	Sahil Khan	2	2	5	4	4	5	1	3	3	3	3	4	3	3
94	Neha Kumari	1	2	4	4	4	4	1	3	3	3	3	4	3	3
95	Shahid Afridi	2	2	5	4	4	5	1	3	3	3	3	4	3	3
96	Pratap Yadav	2	2	4	4	4	5	1	3	3	3	3	3	3	3
97	Kareena sen	1	2	3	4	4	5	1	3	3	3	3	4	3	3
98	Shilpa Sharma	1	2	4	4	4	5	1	3	3	3	3	4	3	3
99	Rahul Paul	2	2	4	4	4	5	1	3	3	3	4	4	3	3
100	Priyanka mallik	1	2	4	4	4	4	1	3	3	3	4	4	3	3
101	Pratusha banarjee	1	2	4	4	4	5	1	3	3	3	3	4	3	3
102	Ramesh Kumar	2	2	4	4	4	4	1	3	3	3	4	4	3	3
103	Prashant Kumar	2	2	5	4	4	5	1	3	3	3	4	4	3	3
104	Suranjit Sen	2	3	1	2	4	5	1	3	3	3	4	4	3	3
105	Sanjib Das	2	2	4	2	4	5	1	3	3	3	4	4	3	3
106	Chaina Das	1	3	3	2	4	5	1	3	3	3	1	4	3	3
107	Nikhil Sharma	2	2	2	2	4	4	1	3	3	3	4	4	3	3
108	Rashi	1	2	4	4	4	5	1	3	3	3	4	4	3	3
109	Rittika sen	1	2	4	4	4	4	1	3	3	3	3	4	3	3
110	Pinki Pramanik	1	2	3	2	4	5	1	3	3	3	3	4	3	3
111	Piu Mukherjee	1	2	3	2	4	4	1	3	3	3	4	4	3	3
112	Srinath Roy	2	3	5	4	4	5	1	3	3	3	3	4	3	3
113	Bhanu Pratap	1	3	4	2	4	5	1	3	3	3	4	4	3	3
114	Shishir Verma	2	2	4	2		5	1	3		3	4			

	P	Q	R	S	T	U	V	W	X	Y	Z
76	1	1	2	2	2	2	2	2	2	1	1
77	1	1	2	2	2	2	2	2	2	1	2
78	1	1	2	2	2	2	2	2	2	1	1
79	1	1	2	2	2	2	2	2	2	1	1
80	1	1	1	1	2	2	2	2	2	1	1
81	1	1	2	2	2	2	2	2	2	1	1
82	3	1	3	3	3	3	3	3	3	1	2
83	3	1	3	3	3	3	3	3	3	1	1
84	3	1	3	3	3	3	3	3	3	1	2
85	3	1	3	3	3	3	3	3	3	1	1
86	3	1	3	3	3	3	3	3	3	1	1
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91	3	1	3	3	3	3	3	3	3	1	1
92	3	1	3	3	3	3	3	3	3	1	1
93	3	1	3	3	3	3	3	3	3	1	1
94	3	1	3	3	3	3	3	3	3	1	1
95	3	1	3	3	3	3	3	3	3	1	1
96	3	1	3	3	3	3	3	3	3	1	1
97	3	1	3	3	3	3	3	3	3	1	1
98	3	1	3	3	3	3	3	3	3	1	1
99	3	1	3	3	3	3	3	3	3	1	1
100	3	1	3	3	3	3	3	3	3	1	1
101	3	1	3	3	3	3	3	3	3	1	1
102	3	1	3	3	3	3	3	3	3	1	1
103	3	1	3	3	3	3	3	3	3	1	1
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105	3	1	3	3	3	3	3	3	3	1	1
106	3	1	3	3	3	3	3	3	3	1	1
107	3	1	3	3	3	3	3	3	3	1	1
108	3	1	3	3	3	3	3	3	3	1	1
109	3	1	3	3	3	3	3	3	3	1	1
110	3	1	3	3	3	3	3	3	3	1	2
111	3	1	3	3	3	3	3	3	2	1	2
112	3	1	3	3	3	3	3	3	3	1	2
113	3	1	3	3	3	3	3	3	3	1	

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.

A1 — Name of the respondent

	T	U	V	W	X	Y	Z	AA	AB	AC	AD
75	2	2	2	2	2	1	1	4		4	2
76	2	2	2	2	2	1	1	4		4	2
77	2	2	2	2	2	1	2	4		4	2
78	2	2	2	2	2	1	1	4		4	2
79	2	2	2	2	2	1	1	4		4	2
80	2	2	2	2	2	1	1	4		4	1
81	2	2	2	2	2	1	1	4		4	2
82	3	3	3	3	3	1	2	4		4	3
83	3	3	3	3	3	1	1	4		4	3
84	3	3	3	3	3	1	2	4		4	3
85	3	3	3	3	3	1	1	4		5	3
86	3	3	3	3	3	1	1	4		4	3
87	3	3	3	3	3	1	1	4		4	3
88	3	3	3	3	3	1	1	4		4	3
89	3	3	3	3	3	1	1	4		4	3
90	3	3	3	3	3	1	1	4		4	3
91	3	3	3	3	3	1	1	4		4	3
92	3	3	3	3	3	1	1	4		4	3
93	3	3	3	3	3	1	1	4		4	3
94	3	3	3	3	3	1	1	4		4	3
95	3	3	3	3	3	1	1	4		4	3
96	3	3	3	3	3	1	1	4		4	3
97	3	3	3	3	3	1	1	4		4	3
98	3	3	3	3	3	1	1	4		4	3
99	3	3	3	3	3	1	1	4		4	3
100	3	3	3	3	3	1	1	4		4	3
101	3	3	3	3	3	1	1	4		4	3
102	3	3	3	3	3	1	1	4		4	3
103	3	3	3	3	3	1	1	4		4	3
104	3	3	3	3	3	1	1	4		4	3
105	3	3	3	3	3	1	1	4		4	3
106	3	3	3	3	3	1	1	4		4	3
107	3	3	3	3	3	1	1	4		4	3
108	3	3	3	3	3	1	1	4		4	3
109	3	3	3	3	3	1	1	4		4	3
110	3	3	3	3	3	1	2	4		4	3
111	3	3	3	2	3	1	2	4		5	3
112	3	3	3	3	3	1	2	4		4	3

A1 — Name of the respondent

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
115	Sourav kumar	2	3	5	4	4	5	1	3	3	3	4	4	3	3
116	Sourav Bhattacharjee	2	2	4	4	4	4	1	3	3	3	4	4	3	3
117	Jogthi Nambaru	1	2	5	4	4	5	1	3	3	3	4	4	3	3
118	Satish Chandra	2	2	3	2	4	5	1	3	3	3	3	3	3	3
119	Fariha javed	1	3	4	4	4	5	1	3	3	3	2	4	3	3
120	Tasnim Khan	1	2	4	2	4	4	1	3	3	3	1	4	3	3
121	Simona Pandey	1	2	3	4	4	5	1	3	3	3	3	4	3	3
122	Ranjini Banerjee	1	2	4	2	4	5	1	3	3	3	1	4	3	3
123	Sukla Sen	1	2	4	4	4	5	1	3	3	3	3	4	3	3
124	Rajshahi Mukherjee	2	3	5	4	4	5	1	3	3	3	2	4	3	3
125	Shriyan Das	2	2	4	4	4	5	1	3	3	3	3	4	3	3
126	Kuntal Biswas	2	2	4	4	4	4	1	3	3	3	2	3	3	3
127	Anirban Ghosh	2	3	2	2	4	2	3	3	3	3	3	4	3	3
128	Reshmi Das	1	3	4	2	4	3	1	3	3	3	1	4	3	3
129	Bidya Sinha	1	2	4	1	4	5	1	3	3	3	3	4	3	3
130	Pinki Pramanik	1	1	2	2	4	3	1	3	3	3	1	4	3	3
131	Sharvani D	1	2	4	4	4	5	1	3	3	3	3	4	3	3
132	Priyadarshini Sen	4	3	1	2	4	2	1	3	2	2	3	4	1	2
133	Hitesh Kumar	2	3	4	2	2	1	1	4	3	3	3	4	3	3
134	Vipin Singh	2	4	5	2	4	2	1	3	3	3	1	4	3	3
135	Sattik Sharma	2	4	2	2	2	2	1	4	3	3	2	4	1	2
136	Pushpita Biswas	1	4	5	4	4	2	1	3	3	3	1	4	3	3
137	Sujit Mondal	2	1	3	1	2	1	1	2	1	1	3	1	2	1
138	Kalpana Bhandari	1	4	5	2	4	5	1	3	3	3	3	4	3	3
139	Sai charisma	4	4	5	3	2	5	1	4	1	1	3	1	2	1
140	Prijsajit kar	2	4	3	2	4	2	1	3	3	3	3	4	3	3
141	Nisa kumari	1	3	3	4	4	5	1	3	3	3	2	4	3	3
142	Jaya likhita	1	1	2	1	1	1	1	2	1	1	1	4	2	1
143	Anu upadhayay	1	2	4	4	2	1	1	1	1	2	1	4	1	1
144	Anumita Bhattacharjee	1	3	1	1	1	1	1	1	2	1	4	4	2	2
145	Ayushmita paul	1	2	5	2	2	2	1	3	1	2	3	4	1	1
146	Gouri Das	1	4	1	2	4	2	1	3	2	1	1	4	2	2
147	Sammy	2	2	4	2	3	4	1	3	3	3	3	4	3	3
148	Anshul Gupta	2	4	5	2	4	5	1	3	3	3	3	4	3	3
149	Fahim Ahmed	2	3	4	4	4	5	1	3	3	3	4	4	3	3
150	Gautam Kumar Singh	2	3	3	2	4	5	1	3	3	3	3	4	3	3
151	Kush Kumar Singh	2	3	3	2	4	5	1	3	3	3	3	4	3	3
152	Shrimayee Bannerjee	1	3	5	2	4	5	1	3	3	3	3	4	3	3

A Comparative study on customer buying behaviour and satisfaction between Amazon and Flipkart on electronic goods.

A1 : Name of the respondent

	P	Q	R	S	T	U	V	W	X	Y	Z
115	3	1	3	3	3	3	3	3	3	1	1
116	3	1	3	3	3	3	3	3	3	1	1
117	3	3	3	3	3	3	3	3	3	1	1
118	3	1	3	3	3	3	3	3	3	1	1
119	3	1	3	3	3	3	3	3	3	1	1
120	3	1	3	3	3	3	3	3	3	1	1
121	3	1	3	3	3	3	3	3	3	1	1
122	3	1	3	3	3	3	3	3	3	1	1
123	3	1	3	3	3	3	3	3	3	1	1
124	3	1	3	3	3	3	3	3	3	1	1
125	3	1	3	3	3	3	3	3	3	1	1
126	3	1	3	3	3	3	3	3	3	1	1
127	3	3	3	3	3	3	2	3	3	1	2
128	3	1	3	3	3	3	3	3	3	3	2
129	3	1	3	3	3	3	3	3	3	1	1
130	3	1	3	3	3	3	3	3	3	1	2
131	3	3	3	3	3	3	3	3	3	1	1
132	1	1	1	1	2	1	2	1	2	1	1
133	3	1	3	3	3	3	3	3	3	1	1
134	3	1	3	3	3	3	3	3	3	1	1
135	2	1	2	1	2	1	2	1	2	1	1
136	3	1	3	3	3	3	3	3	3	1	1
137	2	1	1	2	2	1	2	1	2	1	1
138	3	1	3	3	3	3	3	3	3	1	1
139	2	1	2	1	2	1	1	2	2	1	1
140	3	1	3	3	3	3	3	3	3	1	1
141	3	1	3	3	3	3	3	3	3	1	1
142	2	1	2	1	2	1	2	1	2	3	3
143	1	1	2	2	2	2	2	2	2	1	1
144	2	1	1	1	1	1	1	1	1	4	1
145	1	1	2	2	2	2	2	2	2	1	1
146	2	1	1	1	1	1	1	1	1	1	1
147	3	1	3	3	3	3	3	3	3	1	1
148	3	1	3	3	3	3	3	3	3	1	1
149	3	1	3	3	3	3	3	3	3	1	2
150	3	1	3	3	3	3	3	3	3	1	1
151	3	1	3	3	3	3	3	3	3	1	1
152	3	1	3	3	3	2	3	3	3	1	1

A1 : Name of the respondent

	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH
115	1	1	4	4	3	4	1			
116	1	1	4	4	3	5	2			
117	1	1	4	4	3	5	1			
118	1	1	1	4	3	4	3			
119	1	1	4	4	3	5	1			
120	1	1	4	4	3	5	1			
121	1	1	4	4	3	5	2			
122	1	1	4	4	3	5	1			
123	1	1	4	4	3	5	5			
124	1	1	4	4	3	5	5			
125	1	1	4	4	3	5	1			
126	1	1	4	4	3	4	2			
127	1	1	4	5	3	5	2			
128	3	2	4	4	3	5	4			
129	1	1	4	4	3	5	3			
130	1	2	1	4	3	5	4			
131	1	1	4	5	3	5	4			
132	1	1	4	5	3	5	2			
133	1	1	1	4	3	3	5			
134	1	1	4	4	3	3	4			
135	1	1	4	5	3	3	5			
136	1	1	1	4	3	5	4			
137	1	1	4	4	3	5	5			
138	1	1	4	4	3	5	4			
139	1	1	4	4	3	5	1			
140	1	1	4	4	3	5	1			
141	1	1	2	4	3	2	4			
142	3	3	1	3	3	5	1			
143	1	1	4	4	2	5	4			
144	4	1	4	4	1	5	1			
145	1	1	4	4	2	5	3			
146	1	1	4	4	1	5	5			
147	1	1	4	4	3	5	5			
148	1	1	1	4	3	5	2			
149	1	2	4	3	3	5	2			
150	1	1	4	5	3	5	4			
151	1	1	4	4	3	5	3			
152	1	1	4	4	3	5	1			