**Customers Perception towards Online Shopping: A Comparative Study between Flipkart and Amazon in the City of Darjeeling**

**Dr. Jyotirmoy Koley, WBES**

Assistant Professor, Department of Commerce, Darjeeling Government College, Darjeeling, West Bengal, India

Author’s Email: jyotirmoykoley@gmail.com

***Abstract***

This study presents a comparative analysis of customer perceptions towards online shopping on two major e-commerce platforms, Flipkart and Amazon, in the city of Darjeeling, West Bengal. With the rapid growth of e-commerce in India, particularly accelerated by the Covid-19 pandemic, understanding consumer behaviour and satisfaction has become crucial. The research employs a structured questionnaire to gather primary data from 110 respondents, focusing on various aspects such as service quality, payment issues, product availability, and overall satisfaction. The findings reveal significant differences in customer perceptions, particularly regarding payment-related issues, where Flipkart and Amazon exhibit distinct strengths and weaknesses. The study highlights that a majority of respondents prefer Flipkart for its user-friendly interface and promotional offers, while concerns about product quality and delivery delays persist across both platforms. The results underscore the importance of addressing customer expectations and enhancing service quality to foster loyalty in the competitive e-commerce landscape. This research contributes to the existing literature by providing insights into consumer behaviour in an underexplored region, thereby offering valuable implications for e-commerce businesses aiming to improve their services in the city of Darjeeling and similar markets.

**Keywords:** *E-Commerce, Online Platform, Customers, Perception, Satisfaction, Behaviours, Flipkart, Amazon, Growth etc.*

**1. Introduction:**

The rapid growth of the e-commerce industry in India has transformed the landscape of retail, with online shopping platforms like Flipkart and Amazon playing a significant role in this transformation. The Covid-19 pandemic has further accelerated this trend, as consumers have become increasingly reliant on online shopping due to the restrictions and safety concerns associated with physical retail stores. The existing literature on online shopping behaviours in India suggests that the country's e-commerce industry has immense growth potential, with only a small fraction of the total retail volume currently being generated through online channels. This indicates that online retailers in India have yet to fully meet the expectations of consumers in terms of delivering a satisfactory service experience. Moreover, the intense competition among online retailers means that they must offer a superior shopping experience and a more attractive proposition to their customers in order to succeed. Improved internet connectivity, a rise in smartphone usage, and shifting customer habits are some of the factors driving the growth of e-commerce in India, especially in Darjeeling. The two most well-known online retailers in the area are Flipkart and Amazon, which provide a wide range of product categories, affordable prices, and practical shipping choices. With an emphasis on product selection, pricing, delivery effectiveness, customer service, user experience, and trustworthiness, this study attempts to examine how customers in Darjeeling see Flipkart and Amazon in a comparative view. the study also focuses on the customers behaviours, perception, satisfaction towards online shopping platforms. E-commerce platforms, regional companies, and legislators who wish to comprehend the e-commerce environment and customer preferences in the area will find the data useful.

**2. Literature Review:**

The operational procedures of Amazon and Flipkart were compared in a study by Selvaraj et al. (2024), which found that 82.9% of respondents chose Amazon, underscoring its market dominance. Flipkart's customer service rating was 41.4%, but Amazon's was higher. In order to increase customer happiness and loyalty, the study advises e-commerce businesses to concentrate on improving customer service and resolving customer problems. Flipkart, on the other hand, finds it difficult to compete with Amazon.

Uppal and Chauhan's 2023 study on Indian e-commerce, which focuses on Flipkart and Amazon, looks at how business strategies, funding, income creation, growth approaches, and online management tools have changed over time. The study emphasizes the significance of delivery delays, product quality, and customer happiness. According to the report, e-commerce trends are being driven by a younger consumer base, and price is a key consideration when making purchases. E-commerce in India has a promising future with room to develop and innovate, despite obstacles including security and privacy concerns.

The Raj et al. (2023) study looks at the e-commerce strategies employed by Flipkart and Amazon, emphasizing operational workflows and finding new prospects. Based on 50 respondents, the study discovered that 58% of respondents favor Flipkart, 20% shop online more frequently, and 64% shop online monthly. According to the report, Flipkart has to enhance the quality of its packaging to increase customer happiness, whereas Amazon is the obvious victor in terms of consumer preference.

Sudhakar and Syed (2016) used regression analysis and questionnaires to investigate what customers expect from e-commerce platforms. They discovered that Amazon led in customer happiness and service, and that cash on delivery was favored. Although both platforms employ effective advertising methods, Amazon outperforms the others in terms of secure packaging, which suggests supplier irresponsibility.

In order to comprehend Amazon and Flipkart's work procedures, benefits, drawbacks, prospects, and risks, Pal et al. (2021) conducted a comparison of the two companies. They examined coordination and publicizing organizations using data from multiple sources and a methodical survey. According to the report, Amazon offers higher customer satisfaction than Flipkart.

Jothi and Sureka (2022) investigate how e-commerce, a platform that allows companies to take orders, process payments, offer customer service, collect marketing data, and get online feedback, is affected by the internet. With an emphasis on their business plans, funding, revenue generation, expansion, and survival strategies, they contrast the corporate and business-level strategies of Flipkart and Amazon. The report draws attention to the prospects and difficulties facing India's e-commerce sector.

Shruthi and Mallikarjuna (2018) Two of the biggest e-commerce companies, Flipkart and Amazon, are compared in this study to learn how they use their client bases to increase revenue. The survey emphasizes the benefits of online buying, including high satisfaction and high-quality service, as young people's computer literacy rises.

**3. Research Gap:**

Numerous researchers have already done pertinent studies on the subject of consumers' online buying behaviour, perceptions, and happiness as well as a comparison analysis of the different services offered by Flipkart and Amazon, such as e-commerce platforms. The investment habits and motivations of India's middle class. They can be found in the literature review above. However, the Indian state of West Bengal's Darjeeling has yet to conduct such a crucial study. The current study has worked hard to find this unexplored region.

**4. Statement of the Problem:**

Some of the things that are currently offered for sale online are not sometimes delivered. Products of poor quality are occasionally delivered. One of the issues with online shopping is delivery delays. Another problem is that the product you're seeking for isn't available right now. Defects in the delivered products are occasionally discovered.

**5. Scope of the Study:**

In India, e-commerce has been seen as a massive industry with high success rates and potential. There are many big and small businesses in the market. Will they be able to remain in the market for a long period, and how successful are they? Are they ready to meet the needs of their clientele and what do they expect from them? The purpose of the survey was to determine how customers feel about online shopping platforms and how satisfied they are with their purchases. Knowing how many people are happy with the products, pricing, and quality that Flipkart and Amazon offer is helpful. Comparing the services provided by e-commerce companies Flipkart and Amazon from the perspective of the general populace in Darjeeling, West Bengal, is beneficial.

**6. Objectives of the Study:**

The goals of the study are:

1. To understand the consumer’s perception, satisfaction and buying behaviours towards online shopping.
2. To make a comparative study between Flipkart and Amazon on their various service aspects in the city of Darjeeling, West Bengal.

**7. Research Methodology:**

The research methodology is one strategy methodically or systematically resolving research issues. It could be viewed as a science that studies scientific research methods. It covers the data collection techniques, analytical process and final outcome design.

**7.1 Data Collection:**

Both primary and secondary data sources provided information for the collection. A questionnaire was utilized to gather primary data. Direct, in-person interviews were used for the study.

**7.2 Primary Data:**

A primary data set is one that is gathered first for a specific purpose in order to gather more information. The core data for this study was gathered in Darjeeling utilizing a standardized questionnaire.

**7.3 Secondary Data:**

Information that has already been gathered for the purpose of structuring the study's framework and other associated goals is known as secondary data. Secondary data for this study was gathered from a variety of relevant research papers, studies, journals, websites, and articles.

**7.4 Sample Design:**

In the present study, convenience sampling, a non-probabilistic sample technique, is used for the purpose of selection of the respondents in the field survey in the city of Darjeeling.

**7.5 Period of the Study:**

The foundation of this research is primary data collection. The investigation was carried out from September to October 2024 in the city of Darjeeling. Ultimately, 110 respondents have reacted positively to answer the questionnaire.

**7.6 Statistical Tools Used for the Study:**

The purpose of statistics in research is to serve as a tool for planning investigations, analysing data, and making conclusions. The majority of studies produce a significant amount of raw data that must in order to make the questionnaire easy to read and use for future analysis, it focuses on a number of areas that consumers typically prioritize when they shop online, such as order tracking and delivery, website usage, product availability, payment procedures, etc. Various tables, percentage and statistical tools like correlation test, chi-square test and paired sample t-test have been applied to analyse the primary data to achieve research aims.

**8. Hypothesis Formulation:**

H1: There is no correlation between gender and frequency of shopping from online platform

H2: There is no correlation between monthly income and frequency of shopping from online platform

H3: There is no correlation between frequency of shopping from online platform and problem faced in online shopping

H4: There is no correlation between frequency of shopping from online platform and level of satisfaction in online shopping

H5: There is no association between level of satisfaction in online shopping and problem faced in online shopping

H6: Theres is no difference in the customers perception between service quality provided by Flipkart and service quality provided by Amazon

H7: Theres is no difference in the customers perception between products analysis of Flipkart and products analysis of Amazon

H8: Theres is no difference in the customers perception between delivery and order related matters of Flipkart and delivery and order related matters of Amazon

H9: Theres is no difference in the customers perception between website usage of Flipkart and website usage of Amazon

H10: Theres is no difference in the customers perception between payments related issues in Flipkart and payments related issues in Amazon

**9. Analysis and Discussion:**

The primary data, collected from the field study under various variables, have been analysed and presented below to attain the research objectives.

**9.1 Gender of the Respondents:**

**Table-1**

|  |  |  |
| --- | --- | --- |
| Gender | | |
|  | Frequency | Percent |
| Male | 66 | 60 |
| Female | 44 | 40 |
| Total | 110 | 100 |

(Source: Primary Data)

**Observation:** From the above table, it is revealed that 60% of the surveyed respondents are male whereas 40% of the respondents are female in the study.

**9.2 Age of the Respondents:**

**Table-2**

|  |  |  |
| --- | --- | --- |
| Age | | |
|  | Frequency | Percent |
| Below 20Yrs | 11 | 10 |
| 21Yrs-30Yrs | 33 | 30 |
| 31Yrs-40Yrs | 55 | 50 |
| Above 40Yrs | 11 | 10 |
| Total | 110 | 100 |

(Source: Primary Data)

**Observation:** From the above table, it has been seen that 30% of the surveyed respondents are in the age group of 21 yrs to 30 yrs whereas 10% of the respondents are below the age 20 yrs and above 40 Yrs.

**9.3 Monthly Income of Respondents**

**Table-3**

|  |  |  |
| --- | --- | --- |
| Monthly Income | | |
|  | Frequency | Percent |
| Below Rs.10000 | 33 | 30 |
| Rs.10000-Rs.20000 | 66 | 60 |
| Rs.20001-Rs.30000 | 11 | 10 |
| Above Rs. 30000 | 0 | 0 |
| Total | 110 | 100 |

(Source: Primary Data)

**Observation:** From the above table, it is found that 60% of the surveyed respondent’s monthly income level ranges between Rs. 10000 to Rs. 20000 whereas 10% of the respondent’s monthly income level ranges between Rs. 20001 to Rs. 30000.

**9.4 Online Shopping Experience**

**Table-4**

|  |  |  |
| --- | --- | --- |
| Online Shopping Experience | | |
|  | Frequency | Percent |
| Below 5Yrs | 33 | 30 |
| 6Yrs-10Yrs | 66 | 60 |
| Above 10Yrs | 11 | 10 |
| Total | 110 | 100 |

(Source: Primary Data)

**Observation:** From the above table, it is found that 60% of the surveyed respondents have online shopping experience in the rage of 6yrs to 10 yrs whereas 10% of the respondents have the same experience over 10 yrs.

**9.5 Frequency of Online Shopping**

**Table-5**

|  |  |  |
| --- | --- | --- |
| Frequency of Online Shopping | | |
|  | Frequency | Percent |
| Once in month | 11 | 10 |
| Once in two months | 55 | 50 |
| Frequently | 33 | 30 |
| Rarely | 11 | 10 |
| Total | 110 | 100 |

(Source: Primary Data)

**Observation:** From the above table, it is seen that 50% of the surveyed respondents engage in online shopping for once in every two months whereas 10% of the respondents go for shopping in online platform ‘once in a month’.

**9.6 Favourite Online Platform for Shopping**

**Table-6**

|  |  |  |
| --- | --- | --- |
| Favourite Online Platform for Shopping | | |
|  | Frequency | Percent |
| Flipkart | 55 | 50 |
| Amazon | 33 | 30 |
| Myntra | 11 | 10 |
| Snapdeal | 11 | 10 |
| Total | 110 | 100 |

(Source: Primary Data)

**Observation:** From the above table, it is found that 50% of the surveyed respondents’ favourite online shopping platform is Flipkart, 30% of the respondents’ favourite online shopping platform is Amazon whereas 10% of the respondents favour Myntra and Snapdeal for their online shopping.

**9.7 Preference of Payment Mode in Online Shopping**

**Table-7**

|  |  |  |
| --- | --- | --- |
| Preference of Payment Mode in Online Shopping | | |
|  | Frequency | Percent |
| Debit Card | 22 | 20 |
| Credit Card | 22 | 20 |
| UPI | 55 | 50 |
| Cash on Delivery | 11 | 10 |
| Total | 110 | 100 |

(Source: Primary Data)

**Observation:** From the above table, it is observed that 50% of the surveyed respondents’ pay through UPI mode while making online shopping whereas 10% of the respondents favour to use the mode ‘cash on delivery’ for making payment on online shopping.

**9.8 Choice of E-Commerce Platform**

**Ttable-8**

|  |  |  |
| --- | --- | --- |
| Choice of E-Commerce Platform | | |
|  | Frequency | Percent |
| Advertisement | 66 | 60 |
| Friends & Relatives | 33 | 30 |
| Online Reviews | 11 | 10 |
| Total | 110 | 100 |

(Source: Primary Data)

**Observation:** From the above table, it is found that 60% of the surveyed respondents have chosen the e-commerce platform for online shopping by the help of advertisement whereas 10% of the respondents have taken the help of online reviews technique for choosing the e-commerce platform for shopping.

**9.9 Most Impressed Online Platform**

**Table-9**

|  |  |  |
| --- | --- | --- |
| Most Impressed Online Platform | | |
|  | Frequency | Percent |
| Flipkart | 50 | 45.45 |
| Amazon | 44 | 40.0 |
| Myntra | 8 | 7.27 |
| Snapdeal | 8 | 7.28 |
| Total | 110 | 100 |

(Source: Primary Data)

**Observation:** From the above table, it is observed that 45.45% of the surveyed respondents are impressed by Flipkart platform 7.27% of the respondents are impressed by Myntra platform.

**9.10 Most Satisfied Online Platform for Available Product Price and Quality**

**Table-10**

|  |  |  |
| --- | --- | --- |
| Most Satisfied Online Platform for Available Product Price and Quality | | |
|  | Frequency | Percent |
| Flipkart | 66 | 60 |
| Amazon | 44 | 40 |
| Myntra | 0 | 0 |
| Snapdeal | 0 | 0 |
| Total | 110 | 100 |

(Source: Primary Data)

**Observation:** From the above table, it is found that 60% of the surveyed respondents are satisfied with the Flipkart for available product price & quality whereas 40% of the respondents are satisfied with the Amazon for the same.

**9.11 Occasions for Online Shopping**

**Table-11**

|  |  |  |
| --- | --- | --- |
| Occasions for Online Shopping | | |
|  | Frequency | Percent |
| Festivals | 22 | 20 |
| Gifts | 33 | 30 |
| Offers | 44 | 40 |
| Need for a product | 11 | 10 |
| Total | 110 | 100 |

(Source: Primary Data)

**Observation:** From the above table, it is seen that 40% of the surveyed respondents shop online at the time of various offers given by the e-commerce businesses whereas 10% of the respondents go for online shopping on the basis of their need for product.

**9.12 Problems Faced in Online Shopping**

**Table-12**

|  |  |  |
| --- | --- | --- |
| Problems Faced in Online Shopping | | |
|  | Frequency | Percent |
| Delay in delivery | 33 | 30 |
| Product damage | 11 | 10 |
| Low quality of product | 55 | 50 |
| Non delivery | 11 | 10 |
| Total | 110 | 100 |

(Source: Primary Data)

**Observation:** From the above table, it is observed that 50% of the surveyed respondents consider ‘low quality of product’ as their problems in online shopping whereas 10% of the respondents face the problem of ‘non delivery’ and ‘product damage’.

**9.13 Satisfaction Level in Online Shopping**

**Table-13**

|  |  |  |
| --- | --- | --- |
| Satisfaction Level in Online Shopping | | |
|  | Frequency | Percent |
| High | 66 | 60 |
| Moderate | 33 | 30 |
| Low | 11 | 10 |
| Total | 110 | 100 |

(Source: Primary Data)

**Observation:** From the above table, it is seen that 60% of the surveyed respondents feel high level of satisfaction by making online shopping whereas 10% of the respondents have low satisfaction level in online shopping.

**9.14 Hypothesis Testing:**

**9.14.1 Correlation Test:** Correlation test is used to denote the degree of correlation between variables. If two variables are so related that variations in the magnitude of one variable tend to be accompanied by variations in the magnitude of the other variable, they are said to be correlated. In the study, correlation test between (i) gender and frequency of shopping from online platform, (ii) monthly income and frequency of shopping from online platform, (iii) frequency of shopping from online platform and problem faced in online shopping (iv) frequency of shopping from online platform and level of satisfaction in online shopping

**Hypothesis-1**

H0: There is no correlation between gender and frequency of shopping from online platform

H1: There is a correlation between gender and frequency of shopping from online platform

**Table-14**

|  |  |  |  |
| --- | --- | --- | --- |
| Correlations | | | |
|  | | Gender | Frequency of Online Shopping |
| Gender | Pearson Correlation | 1 | 0.868 |
| Sig. (2-tailed) |  | 0.000 |
| N | 110 | 110 |
| Frequency of Online Shopping | Pearson Correlation | 0.868 | 1 |
| Sig. (2-tailed) | 0.000 |  |
| N | 110 | 110 |

(Source: Compiled by researcher)

**Interpretation:** The above table shows that in correlation matrix, Pearson’s correlation coefficient is 0.868 and P-value for two-tailed test is 0.000 which is less than 0.05 at the 5% level of significance. Hence, it can be concluded that there is a strong and positive correlation between gender and frequency of shopping from online platform.

**Hypothesis-2**

H0: There is no correlation between monthly income and frequency of shopping from online platform

H1: There is a correlation between monthly income and frequency of shopping from online platform

**Table-15**

|  |  |  |  |
| --- | --- | --- | --- |
| Correlations | | | |
|  | | Monthly Income | Frequency of Online Shopping |
| Monthly Income | Pearson Correlation | 1 | 0.583 |
| Sig. (2-tailed) |  | 0.000 |
| N | 110 | 110 |
| Frequency of Online Shopping | Pearson Correlation | 0.583 | 1 |
| Sig. (2-tailed) | 0.000 |  |
| N | 110 | 110 |

Source: Compiled by researcher)

**Interpretation:** The above table shows that in correlation matrix, Pearson’s correlation coefficient is 0.583 and P-value for two-tailed test is 0.000 which is less than 0.05 at the 5% level of significance. Hence, it can be concluded that there is a positive correlation between monthly income and frequency of shopping from online platform.

**Hypothesis-3**

H0: There is no correlation between frequency of shopping from online platform and problem faced in online shopping

H1: There is a correlation between frequency of shopping from online platform and problem faced in online shopping

**Table-16**

|  |  |  |  |
| --- | --- | --- | --- |
| Correlations | | | |
|  | | Frequency of Online Shopping | Problems Faced in Online Shopping |
| Frequency of Online Shopping | Pearson Correlation | 1 | 0.049 |
| Sig. (2-tailed) |  | 0.611 |
| N | 110 | 110 |
| Problems Faced in Online Shopping | Pearson Correlation | 0.049 | 1 |
| Sig. (2-tailed) | 0.611 |  |
| N | 110 | 110 |

Source: Compiled by researcher)

**Interpretation:** The above table presents that in correlation matrix, Pearson’s correlation coefficient is 0.049 and P-value for two-tailed test is 0.611 which is more than 0.05 at the 5% level of significance. Hence, it can be concluded that there is no correlation between frequency of shopping from online platform and problem faced in online shopping.

**Hypothesis-4**

H0: There is no correlation between frequency of shopping from online platform and level of satisfaction in online shopping

H1: There is a correlation between frequency of shopping from online platform and level of satisfaction in online shopping

**Table-17**

|  |  |  |  |
| --- | --- | --- | --- |
| Correlations | | | |
|  | | Frequency of Online Shopping | Satisfaction Level in Online Shopping |
| Frequency of Online Shopping | Pearson Correlation | 1 | .932 |
| Sig. (2-tailed) |  | 0.000 |
| N | 110 | 110 |
| Satisfaction Level in Online Shopping | Pearson Correlation | .932 | 1 |
| Sig. (2-tailed) | 0.000 |  |
| N | 110 | 110 |

Source: Compiled by researcher)

**Interpretation:** The above table exhibits that in correlation matrix, Pearson’s correlation coefficient is 0.932 and P-value for two-tailed test is 0.000 which is less than 0.05 at the 5% level of significance. Hence, it can be concluded that there is a strong and positive correlation between frequency of shopping from online platform and level of satisfaction in online shopping.

**9.14.2 Chi-Square Test:**

TheChi-Square test has been applied in the present study to test the hypothesis that two variables are independent to each other. In other words, to test whether there is any association or difference in average of the two variables. Here, chi-square test has been applied to verify the degree of significant association between the mean of problems faced in online shopping and satisfaction level in online shopping.

**Hypothesis-5**

H0: There is no association between level of satisfaction in online shopping and problem faced in online shopping

H1: There is an association between level of satisfaction in online shopping and problem faced in online shopping

**Table-18**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Crosstabulation between Problems Faced in Online Shopping and Satisfaction Level in Online Shopping | | | | | | |
|  |  |  | Satisfaction Level in Online Shopping | | | Total |
|  |  |  | High | Moderate | Low |
| Problems Faced in Online Shopping | Delay in delivery | Number | 22 | 0 | 11 | 33 |
| % of Total | 20.00% | 0.00% | 10.00% | 30.00% |
| Product damage | Number | 0 | 11 | 0 | 11 |
| % of Total | 0.00% | 10.00% | 0.00% | 10.00% |
| Low quality of product | Number | 44 | 11 | 0 | 55 |
| % of Total | 40.00% | 10.00% | 0.00% | 50.00% |
| Non delivery | Number | 0 | 11 | 0 | 11 |
| % of Total | 0.00% | 10.00% | 0.00% | 10.00% |
| Total |  | Number | 66 | 33 | 11 | 110 |
|  | % of Total | 60.00% | 30.00% | 10.00% | 100.00% |

(Source: Compiled by Researcher)

**Table-19**

|  |  |  |  |
| --- | --- | --- | --- |
| Chi-Square Tests | | | |
|  | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 90.444 | 6 | 0.000 |
| Likelihood Ratio | 100.494 | 6 | 0.000 |
| Linear-by-Linear Association | 2.329 | 1 | 0.127 |
| No of Valid Cases | 110 |  |  |

(Source: Compiled by Researcher)

**Interpretation**: The Pearson Chi-Square or P value of the test at the 5% level of significance is 0.000 which is less than 0.05. So, the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, it can be concluded that there an association between level of satisfaction in online shopping and problem faced in online shopping. The cross tabulation reveals that 60% of the respondents have high level of overall satisfaction in online shopping. Whereas 50% respondents are facing the problem of low quality of products in online shopping.

**9.14.3 Paired Sample t-test**: The paired sample t test analysis has been used to investigate the significant difference between the perceptions of the same sample between two different situations. Here, paired sample t test has been applied to examine whether there is any significant difference between the perception of the respondents about the service quality, products analysis, delivery and order related matters, website usage and payments related issues of Flipkart and Amazon.

**Hypothesi-6**

H0: Theres is no difference in the customers perception between service quality provided by Flipkart and service quality provided by Amazon

H1: Theres is a difference in the customers perception between service quality provided by Flipkart and service quality provided by Amazon

**Table-20**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Paired Samples Test | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Service Quality Provided by Flipkart - Amazon | -0.4 | 0.80366 | 0.07663 | -0.55187 | -0.24813 | -5.22 | 109 | 0.000 |

(Source: Compiled by Researcher)

**Interpretation:** The table shows that the p value of the test at the 5% level of significance is 0.000 which is less than 0.05. So, the null hypothesis is rejected and alternative hypothesis is accepted. Therefore, it can be concluded that there is a difference in the customers perception between service quality provided by Flipkart and service quality provided by Amazon.

**Hypothesis-7**

H0: Theres is no difference in the customers perception between products analysis of Flipkart and products analysis of Amazon

H1: Theres is a difference in the customers perception between products analysis of Flipkart and products analysis of Amazon

**Table-21**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Paired Samples Test | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Products Analysis of Flipkart - Amazon | -0.3 | 0.90412 | 0.0862 | -0.47085 | -0.12915 | -3.48 | 109 | 0.001 |

(Source: Compiled by Researcher)

**Interpretation:** The table reveals that the p value of the test at the 5% level of significance is 0.001 which is less than 0.05. So, the null hypothesis is rejected and alternative hypothesis is accepted. Therefore, it can be concluded that there is a difference in the customers perception between products analysis of Flipkart and products analysis of Amazon.

**Hypothesis-8**

H0: Theres is no difference in the customers perception between delivery and order related matters of Flipkart and delivery and order related matters of Amazon

H1: Theres is a difference in the customers perception between delivery and order related matters of Flipkart and delivery and order related matters of Amazon

**Table-22**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Paired Samples Test | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Delivery and Order Related Matters of Flipkart - Amazon | 0.1 | 1.14098 | 0.10879 | -0.11561 | 0.31561 | 0.919 | 109 | 0.360 |

(Source: Compiled by Researcher)

**Interpretation:** The table reveals that the p value of the test at the 5% level of significance is 0.360 which is more than 0.05. So, the null hypothesis is accepted and alternative hypothesis is rejected. Therefore, it can be concluded that there is no difference in the customers perception between delivery and order related matters of Flipkart and delivery and order related matters of Amazon.

**Hypothesis-9**

H0: Theres is no difference in the customers perception between website usage of Flipkart and website usage of Amazon

H1: Theres is a difference in the customers perception between website usage of Flipkart and website usage of Amazon

**Table-23**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Paired Samples Test | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Website Usage of Flipkart - Amazon | -0.5 | 0.67389 | 0.06425 | -0.62735 | -0.37265 | -7.782 | 109 | 0.000 |

(Source: Compiled by Researcher)

**Interpretation:** The table presents that the p value of the test at the 5% level of significance is 0.000 which is less than 0.05. So, the null hypothesis is rejected and alternative hypothesis is accepted. Therefore, it can be concluded that there is a difference in the customers perception between website usage of Flipkart and website usage of Amazon.

**Hypothesis-10**

H0: Theres is no difference in the customers perception between payments related issues in Flipkart and payments related issues in Amazon

H1: Theres is a difference in the customers perception between payments related issues in Flipkart and payments related issues in Amazon

**Table-24**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Paired Samples Test | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Payments Related Issues in Flipkart - Amazon | -0.3 | 0.90412 | 0.0862 | -0.47085 | -0.12915 | -3.48 | 109 | 0.001 |

Source: Compiled by Researcher)

**Interpretation:** The table shows that the p value of the test at the 5% level of significance is 0.001 which is less than 0.05. So, the null hypothesis is rejected and alternative hypothesis is accepted. Therefore, it can be concluded that there is a difference in the customers perception between payments related issues in Flipkart and payments related issues in Amazon.

**10. Findings of the Study:**

The findings of the study are as follows.

1. Majority of the respondents are male.
2. Majority of the respondents are of middle age ranging between 31yrs to 40yrs.
3. Most of the respondents’ monthly income is in between Rs. 10000 to Rs. 20000.
4. Experience in shopping through online platform ranges between 6yrs to 10yrs for most of respondents.
5. Flipkart is the most favourite online shopping platform for majority of the respondents.
6. Most of the respondents’ payment mode for online shopping is UPI.
7. Majority of the surveyed respondents have chosen the online platform for their shopping with the help of advertisement.
8. Flipkart is the most impressed online shopping platform for most of the respondents.
9. Similar to the above, Flipkart is the most satisfied online shopping platform for available product price and quality.
10. When various offers are announced by the e-commerce business then most of respondents go for online shopping.
11. Low quality of product in online shopping is the most suffered problem for the majority of the respondents.
12. Though, satisfaction level of most respondents is high in shopping at online platform.
13. There is a correlation between gender and frequency of shopping from online platform.
14. There is a correlation between monthly income and frequency of shopping from online platform.
15. There is no correlation between frequency of shopping from online platform and problem faced in online shopping.
16. There is a correlation between frequency of shopping from online platform and level of satisfaction in online shopping.
17. There is an association between level of satisfaction in online shopping and problem faced in online shopping.
18. Theres is a difference in the customers perception between service quality provided by Flipkart and service quality provided by Amazon.
19. Theres is a difference in the customers perception between products analysis of Flipkart and products analysis of Amazon.
20. Theres is no difference in the customers perception between delivery and order related matters of Flipkart and delivery and order related matters of Amazon.
21. Theres is a difference in the customers perception between website usage of Flipkart and website usage of Amazon.
22. Theres is a difference in the customers perception between payments related issues in Flipkart and payments related issues in Amazon.

**11. Conclusion:**

The analysis included every workflow used by Flipkart, Amazon, and other big Indian e-commerce companies. They have provided an explanation of their performance and flawless running in the competitive sphere. It is admirable that they are using creative ideas to reach an increasing number of customers. With the ultimate goal of reaching an increasing number of clients, they expanded their network as much as they could. They improved the comfort and ease of consumers' job. One must take the lead in this cutthroat market, and the others will follow. According to the consumer study, Flipkart in Darjeeling emerged as the clear winner. Finding the elements impacting the requirements, desires, values, and individual experiences of consumers is the primary goal of consumer perception. Therefore, the acts and purchasing activities of the consumer will influence their perception. Effective marketing techniques, such as providing actual product demonstration videos, ensuring timely delivery, and offering a range of cheaper products as a one-stop shop for customers, can help online retailers build their reputation and expand their customer base in the future. The study compared the consumer satisfaction levels of Flipkart and Amazon and examined the factors that influence customer satisfaction on both platforms. Based on the survey, it is evident that Flipkart's customers are far more satisfied with the company than Amazon in a number of service-related areas of the Darjeeling e-commerce industry. Most significantly, online purchasing platforms are becoming more and more popular. Lastly, it's noteworthy that Flipkart and Amazon are both succeeding in the Indian e-commerce market.

**References:**

* Selvaraj, R., Ramesh, C., and Karpagapriya, R. (2024). A Comparative Study on Customer Satisfaction between Amazon and Flipkart with Special Reference to Kovilpatti. *International Journal of Advanced Research in Science, Communication and Technology*, 4(4), 392-395. <https://doi.org/10.48175/568395>
* Uppal, S. B., and Chauhan, N. (2023). A Comparative Study between Flipkart and Amazon India. *Anusandhan - The Research Repository of GIBS*, 5(1), 41-47.
* Raj, R., Kaushik, P. and Singh, R. (2023). Comparative Study between Flipkart and Amazon India. *International Journal of Research Publication and Reviews*.4(5),915-924.
* Pal, A., Thakur, T. and Joshi, V. (2021). Comparative Study Between Amazon and Flipkart. *International Research Journal of Modernization in Engineering Technology and Science,* 3(9),1277-1284.
* Sudhakar, K. F., and Syed, H. (2016). A Comparative Study Between Flipkart and Amazon India. *Anveshana’s International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices,* 1(8), 36-46.
* Jothi, P. and Sureka D. (2022). A Comparative Study Between Flipkart and Amazon – An Overview, *International Journal of Multidisciplinary Educational and Research,* 11(9)(1), 33-45.
* Shruthi, P. and Mallikarjuna, N. (2018). A Comparative Study of Service Quality Between Flipkart and Amazon: Influence of Youth’s on E-Business Practices, *Journal of Emerging Technologies and Innovative Research (JETIR),* 5(12), 504-510.