

# Empirical Investigation of Customer Experience and Services Quality towards Amazon and Flipkart Shopping Sites

## OPEN ACCESS

Volume: 12

Special Issue: 1

Month: October

Year: 2024

E-ISSN: 2582-0397

P-ISSN: 2321-788X

Impact Factor: 3.025

Citation:

Lakshmanagowda, BH, and Guruprasad. "Empirical Investigation of Customer Experience and Services Quality towards Amazon and Flipkart Shopping Sites." *Shanlax International Journal of Arts, Science and Humanities*, vol. 12, no. S1, 2024, pp. 85–93.

DOI:

<https://doi.org/10.34293/sijash.v12iS1-i2-Oct.8423>

**B.H. Lakshmanagowda**

*Research Scholar, Assistant Professor of Commerce  
Government First Grade College Hirisave  
Channarayapatana Taluk, Hassan, (Under University of Mysore)*

**Dr. Guruprasad**

*Professor, Department of Commerce  
Srishti College of Commerce and Management  
Bangaluru, (Under University of Mysore)*

## Abstract

Online shopping means electronic commerce. Consumers buy products over the internet using a web browser or mobile applications. In the modern technology, most companies rely on electronic shopping for attracting new and existing customers. Amazon is the most popular and trustworthy website in online shopping. Amazon has offered a wide range of products to customers. Amazon and flipkart is the most famous website used by customers for the purchase of products or brands In this connection this study aims to highlight the demographic profile of Amazon/ flipkart shopping customers and analyzes the customer satisfaction level related goods and services provided by the Amazon/ flipkart shopping and also customer experience in quality of services provided by Amazon and Flipkart shopping. The present study has been collected from primary data was collected on the basis of questionnaire, the population or sample size for study was only 150 customers of Amazon online shoppers. Finally this study results majority of the customers are opined that Amazon/ flipkart are the major digital shopping sites used to buy the different categories of product and good quality of products and customer satisfaction is based on the price, quality, offers, discounts, fast delivery, secured payment, and return policy of the product, these are major good customer experience in using Amazon/flipkart online shopping sites at Mysore City.

**Keywords:** Flipkart Site, On-line Shopping, Amazon, Customer Services etc.

## Introduction

The trend of online shopping has rapidly gained traction across the globe. A survey conducted by Nielsen in 2010, which polled over 27,000 internet users in 55 markets, highlighted how consumers engage in online shopping (Nielsen, 2010). The survey revealed that books and clothing are the most popular categories for online purchases. Online shopping is referred to by various names, including e-web-store, e-shop, e-store, internet shop, web-store, online store, online storefront, and virtual store. Additionally, mobile commerce (or m-commerce) enables consumers to shop via mobile-optimized websites or apps, making purchasing even more convenient.

Online shopping, a form of electronic commerce, enables consumers to purchase goods and services directly from sellers via the internet using web search engines. Its convenience has led to a significant increase in global participation. The popularity of online shopping surged around 1999-2000, with Amazon.com leading the way as the first major online bookstore, establishing a new paradigm for retail. Following Amazon, platforms like Yahoo.com and MSN.com introduced their own online shopping channels, expanding the range of available products beyond books. As consumer attitudes and shopping behaviors evolve rapidly, online shopping is poised to become a mainstream method of purchasing in the coming years, reshaping the retail landscape.

The internet has transformed how people conduct business, making trade faster and more efficient. It provides innovative ways to promote products and services, with websites becoming essential for online businesses to showcase their offerings. Overall, the online shopping experience continues to evolve, driven by technology and consumer preferences. In India, approximately 72% of young people access the internet regularly. While online shopping is not yet as popular as in some other countries, its growth is notable. According to Amazon, India's e-commerce sector experienced a remarkable 80% increase in 2013, and this upward trend is expected to continue for the next five to six years. Flipkart co-founder Sachin Bansal projected that India's e-commerce market could reach around \$50 to \$70 billion by 2020, fueled by a rapidly growing internet-connected population and advancements in infrastructure, such as payment systems and delivery networks. Additionally, it is anticipated that over half a billion Indians will transition to smartphones in the coming years, which will significantly drive e-commerce growth in the country.

The U.S.'s and more than doubles Europe's. Of these, 500 million, around 35 percent, are internet users. As per-researches the yearly growth rate of internet users is highest in India around six million users join every month.

### **Review of Literature**

Nazir (2014), explored the impact of online shopping on consumer buying behavior in Pakistan. He analyzed various factors influencing consumers' decisions to shop online. To gather data, he conducted a survey, distributing 120 questionnaires among university students and the general public. The results indicated that a significant number of respondents were already engaging in online shopping, highlighting a growing trend in consumer behavior within the country.

Narang (2015), author examined the 'Digital India' initiative launched by Prime Minister Narendra Modi. This program aims to drive progress across various sectors and foster innovative efforts for societal advancement. The study delves into how Digital India serves as a campaign that integrates technology and connectivity to enhance governance and improve the quality of life for citizens. It highlights the vision of creating a digitally empowered society in India, showcasing the transformative potential of technology in various aspects of everyday life and governance.

Gupta (2018), Comparative Study of Online and Offline Shopping: A Case Study of Rourkela in Odisha," the author aimed to understand how consumers evaluate different shopping channels for their purchases. He developed a conceptual model to explore consumer value perceptions between online and traditional shopping. The findings revealed that females are more inclined toward online shopping compared to males. Over the past two years, increased awareness of technology among the population has significantly boosted online shopping, highlighting its growing importance in the retail landscape.

Mahalaxmi (2020), examined the influence of digital marketing on consumer purchasing behavior. She aimed to assess how aware consumers are of digital marketing and how it affects their purchase decisions. To gather data, she conducted a survey with 50 respondents and analyzed the results using the chi-square test. The findings indicated that consumers are not only aware of

digital marketing but also prefer to buy electronic goods and other items through digital channels. This highlights the significant role that digital marketing plays in shaping consumer behavior and preferences in Trichy.

Muthumani (2022), conducted a study on problems faced by customers on online shopping in Virudhunagar District,” the researcher aimed to identify the types of products purchased by consumers from online stores and the challenges they encounter while shopping online. This study was based on primary data collected from local consumers. The findings highlighted various issues faced by online shoppers in the district. In conclusion, the researcher provided suggestions, emphasizing the importance of weighing the advantages and disadvantages of online shopping.

Gopinath (2024), opined that customer satisfaction toward Amazon, with a special focus on South Chennai, the researcher examined consumer purchasing patterns and evaluated the level of satisfaction with the services provided by Amazon. The study also explored customer loyalty, highlighting its role as a key driver of repeat patronage and the overall relationship between consumer attitudes and shopping behavior. The findings indicated that shoppers appreciate the convenience of visiting the Amazon website and shopping from the comfort of their computers.

### **Objectives of the Study**

1. To highlight the demographic profile of Amazon shopping customers in Mysuru City;
2. To analyze the customer satisfaction level related goods and services provided by the Amazon and flipkart shopping.
3. To examine the customer experience in quality of services provided by Amazon and Flipkart shopping.

### **Research Methodology**

The present study utilized both primary and secondary data sources. Primary data was collected through a questionnaire distributed to online shopping customers of Amazon and Flipkart in Mysuru City. Given the indefinite population size, a sample of 150 respondents was deemed optimal for the study, and convenient simple random sampling was employed. Secondary data was gathered from various sources, including the internet, websites, professional magazines, and refereed journals focusing on the digitalization of customer services. For data analysis, methods such as mean, standard deviation, chi-square, regression analysis, and one-sample T-test were applied to interpret the results effectively. This comprehensive approach aimed to provide insights into customer behavior and satisfaction in online shopping.

### **Hypotheses**

1. H1: There is a significant difference between demographic profiles of Amazon shopping customers.
2. H2: There is a significant relationship between customer satisfaction level related goods and services provided by the Amazon and flipkart shopping.
3. H3: There is a significant difference between overall customer experience in quality of services provided by Amazon and Flipkart shopping.

### **Results and Outcomes**

#### **1. Demographic Profile of Amazon Customers**

Table No. 1 presents the demographic profile of Amazon and Flipkart users in Mysuru City. The study comprised a total of 150 respondents, with 90 identifying as male and 60 as female, indicating a higher usage of online shopping among male customers. In terms of age distribution, the majority of respondents-65 and 45 individuals-belonged to the age groups of 19-30 years and

30-40 years, respectively. This suggests that younger and middle-aged generations are more engaged in online shopping compared to older adults. Regarding educational background, the majority of respondents were well-educated, with 70 holding postgraduate degrees and 50 being graduates. In terms of occupation, most respondents were private employees (40) and businessmen (35). When examining monthly income levels, a significant number of respondents (45) reported earning between Rs. 20,000 to Rs. 30,000, while 62 respondents earned above Rs. 30,000. Additionally, the majority (60) respondents indicated they shop on Amazon and Flipkart monthly, while 50 respondents shop as needed. This data highlights the key demographics and shopping behaviors of online consumers in the region respectively.

**Table 1 Demographic Profile of Online Customers**

Personal Factors	Classification	Frequency	Chi Square Test
Gender	Male	90	3.481 P=0.001 (H0 Significant)
	Female	60	
Age Pattern	Below 18 years	25	6.502 P=0.000 (H0 Significant)
	Between 19-30 Years	45	
	Between 31-45 Years	65	
	Above 45 Years	15	
Educational Background	Under graduation	30	4.812 P=0.078 (H0 Significant)
	Graduation	50	
	Post Graduation	70	
Occupation	Housewife	20	5.108 P=0.002 (H0 Significant)
	Students	25	
	Private Employees	40	
	Government Employees	30	
	Business and others	35	
Level of Monthly Income	Below Rs.10000	15	4.321 P=0.091 (H0 Significant)
	Between Rs.10000-20000	28	
	Between Rs. 20000-30000	45	
	Above Rs. 30000	62	
Frequency of Purchase from Amazon	Weekly	40	3.627 P=0.004 (H0 Significant)
	Monthly	50	
	When Required	60	

To analyze the data regarding gender profile, age pattern, occupation, and purchase frequency from Amazon, an independent chi-square test was conducted. The results revealed P-values (Sig 2-tailed) of 0.001, 0.000, 0.002, and 0.004, all of which are less than the alpha value of 0.05. This indicates statistical significance, leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis. In contrast, for the variables of age pattern, educational background, and monthly income level, the P-values were 0.0078 and 0.091. Since these values are greater than the alpha level of 0.05, the results are deemed insignificant. Consequently, the null hypothesis is accepted, and the alternative hypothesis is rejected for these variables. This analysis highlights the significant factors influencing online shopping behavior while indicating that certain demographic characteristics may not have a statistically significant impact.

## 2. Customer Satisfaction towards Goods and Services Provided by Amazon Shopping

Table No. 2 indicates that customer satisfaction level towards goods and services provided by Amazon and flipkart Shopping. The goods and services purchased through Amazon shopping as been categorized as follows, clothes and foot ware, electronics and mobile phones, cosmetics care product/fashion accessories, household products, food items, medicine and books, Amazon UPI, Amazon TV channels, Amazon Prime Reading and Amazon pantry etc. Majority of the customers numbering, 75(50%) and 24(16%) are opinioned frequently more purchased the products of clothes, footwear (Rank I), electronics and mobile phones (Rank II) are using Amazon shopping respectively. In the context of services provide by the Amazon shopping, majority of the customers numbering, 60 (40%) and 45(30%) are opinioned customers are use more Amazon UPI money transfers and Amazon prime pantry services from Amazon and filpkart shopping sites respectively.

**Table 2 Customer Satisfaction Level towards Goods and Services**

Types of Goods	Online Shopping users		Rank
	Frequency	Percentage	
Clothes and foot ware	75	50.00	I
Electronics and Mobile Phones	24	16.00	II
Cosmetics care product/Fashion accessories	19	12.00	IV
Household products and food items	20	13.00	III
Medicine and Books	12	08.00	V
<b>Total</b>	<b>150</b>	<b>100.00</b>	
One Sample T- Test		T=2.143 P=0.088 Degree of Freedom=04	
Types of Services	Frequency	Percentage	Rank
Amazon prime videos and music	25	16.00	III
Amazon UPI Money Transfers	60	40.00	I
Amazon TV channels	15	10.00	IV
Amazon Prime Reading	10	04.00	V
Amazon Prime Pantry	45	30.00	II
<b>Total</b>	<b>150</b>	<b>100.00</b>	
One Sample T- Test		T=3.102 P=0.063 Degree of Freedom=04	

**Source:** Field Survey.

Table No.2. The one Sample T- test describe to test the significant difference between the types of goods purchase through Amazon and flipkart shopping, the P value is 0.088, which is more than the Alpha value of 0.05, which states that the null hypothesis to be accepted and alternative hypothesis is rejected. Further to test the significant difference between the types of services provided through Amazon shopping, the P value is 0.063, which is more than the Alpha value of 0.05, which states that the null hypothesis to be accepted and alternative hypothesis is rejected.

## 3. Customer Experience in Quality of Services Provided by Amazon and Flipkart Shopping

Table No 3 below tablet explains that customer experience in quality of services provided by Amazon and Flipkart shopping. In the context of cognitive motive to online shopping and

information quality of on line Shopping, the highest mean value was recorded 4.67 and 4.55, these assigned values indicates that majority of the respondents are strongly agree with that convenience to buy products, timely information updated and door to door delivery of products, these are customer has good experience in using Amazon and Flipkart shopping. Futher the Product Quality of online Shopping and Privacy and security in online Shopping, the highest mean value was recorded 4.65 and 4.77, these assigned values indicates that majority of the respondents are strongly agree with that consumer satisfaction, product quality assurance and increasing in online frauds, these are statement explains the customer had experience in using Amazon and Flipkart shopping at Mysore City.

**Table 3 Shows that Customer Experience in Quality of Services Provided by Amazon and Flipkart Shopping**

Groups	Dependent Variables	Variables	Mean	S.D
Group -1	Cognitive Motive to Online shopping (CMOS)	a) Convenience to buy products	4.67	1.021
		b) Save Time	3.67	1.451
		c) Better after sales services	2.33	1.021
		d) Variety of goods & Services	3.10	1.221
		e) Long durability of Products	4.29	1.771
		f) Easy buying process	2.88	1.055
		g) Symbol of status	3.11	1.851
		h) Door to door delivery of products.	4.12	1.889
Group -2	Information Quality of on line Shopping (IQW)	a) Detail Information available about the goods & services	3.89	1.321
		b) Timely information updated	4.55	1.851
		c) Accurate information about pricing of goods & Services	3.61	1.002
		d) features and contents of goods & Services	4.28	1.915
		e) Updated information related discount and offers	4.04	1.524
Group -3	Product Quality of online Shopping (PQOS)	a) Product quality assurance	4.30	1.455
		b) Easy Return facilities for defective Products	3.01	1.333
		c) Consumer satisfaction	4.65	1.412
		d) Unique products are available	3.60	1.115
		e) High Quality Products	3.37	1.203
		f) Available detail products reviews	4.33	1.854
Group -4	Problems faced by customers (PFC)	a) Wrong product were sent	4.44	1.231
		b) Not quality goods & services	4.52	1.444
		c) Product arrive in damage condition	2.63	1.051
		d) Product did not arrive at all	4.18	1.321
		e) Delay in goods delivery	3.22	1.222
		f) Low trust level of online store	3.88	1.313
		g) High shipping cost	293.	1.455



Group -5	Privacy and security in online Shopping (PSOS)	a) No possibility of hacking	4.71	1566
		b) No sharing personal information of consumers	4.44	1.452
		c) Less Payment security	3.21	1.551
		d) Increasing Online Frauds	4.77	1.322
		e) More conscious about fake online shopping sites	3.01	1.411

Table No. 3 (a) depicts that linear regression model summary r-value shows the predictor explains 98.05%, customer experience in quality of services provided by Amazon and Flipkart shopping. The regression model summary results, cognitive motive to Online shopping, product quality of online shopping, privacy and security in online Shopping variables are positively affecting to the customers had good experience in usage .of Amazon/flipkart online shoppers in selected study area.

**Table No. 3 (a) Regression Analysis: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df	Sig. F Change
I	0.985	0.045	0.033	0.472	0.045	3.845	6	0.001

- a. Predictors: (Constant)
- b. Source: Field Survey

Table No. 3 (b) model summary depicts that r-value shows the predictor explains 97.10% and 95.70% of the variation in cognitive motive to online shopping (Model-I).It shows the consumers attitude has been various and depending upon online market situations and regression model summary results, customers are opinioned that positively influenced or customer good experience on Amazon/ flipkart shopping and also increasing the quality of products available in online shopping sites.

**Table No. 3(b) One Way ANOVA F- Test**

Model		Sum of Squares	df	Mean Square	F	Sig.	Results
1	Regression	147.16	1	147.161	1.493	.812	Accepted
	Residual	102.43	4	12.805			
Total		249.59	5				

- a. Predictors: (Constant)
- b. Source: Field Survey. Note: Significant level at 5%.

From the above Table no.3 (c), it shows the variation in customer attitude towards online shopping sites. Expect other models, Regression model-I and model-VII results, F-value of 1.493 and 1.222, which is lesser than F-critical values and we looked in p value is 0.812 and 0.666 higher than 0.05 not indicating a statistical significance. Hence, the null hypothesis is accepted. It can be said that there exists no significant difference in the customer attitude towards online shopping sites. Therefore, it can be concluded that the regression model is good and fit for proving the hypotheses of the study.

**Table No. 3(c) Regression Analysis of Coefficients**

Model	Variables	Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
I	(Constant)	0.770	0.070	-	1.972	0.000
	CMOS	0.537	0.096	0.418	5.562	0.001
II	(Constant)	-0.345	0.092	-	-3.748	0.010
	IQW	-1.315	0.412	-0.471	-3.194	0.019
III	(Constant)	1.665	0.112	-	4.231	0.111
	PQOS	0.214	0.222	0.800	2.103	0.004
IV	(Constant)	1.330	0.113	-	1.741	0.120
	PFC	1.235	0.211	0.532	2.741	0.412
V	(Constant)	5.432	0.832	-	-1.111	0.074
	PSOS	-4.132	0.555	0.647	3.021	0.723

a. Predictors: (Constant)

b. Source: Field Survey. Note: Significant level at 5%.

From the above regression co-efficient table 3(c) results that there found to be a significant positive effect of customer attitude towards Cognitive Motive to Online Shopping (CMOS), Product Quality of Online Shopping (PQOS) and problems faced by customers PFC towards the online shopping. Further the results,  $r = -0.406$ ,  $r = -1.315$ ,  $r = -4.132$  representing negative effects of customer attitude towards accessibility and Information Quality of online shopping (IQW) and privacy and security in online Shopping (PSOS) respectively.

### Suggestions for the Study

- Amazon's e-commerce platform should prioritize addressing key issues, particularly regarding product delivery and return policies. By improving these aspects, Amazon can enhance its credibility and trustworthiness in the eyes of customers.
- Amazon is making a significant impact among customers, largely due to its commitment to safe and secure packaging. This attention to detail not only ensures that products arrive in excellent condition but also builds customer trust and satisfaction.
- Customers often perceive the delivery timeframe for products as taking one week or longer. To enhance customer satisfaction, online companies like Amazon should aim to reduce delivery times to within 2-3 days. Improving logistics and utilizing efficient shipping methods can help achieve this goal.
- Many customers face quality issues with products purchased through online shopping, which can be a significant concern. To address this, online retailers must focus on ensuring that the correct products are delivered and that they meet quality standards etc.
- Ensuring web security and protecting customers' confidential card information is paramount for digital online transactions. Online retailers must implement robust security measures, such as encryption, secure payment gateways, and multi-factor authentication, to safeguard sensitive data.

### Conclusion

This paper contributes to impact of digitalization on customer services through using Amazon and flipkart shopping sites. Digitization represents a significant social transformation driven by the widespread adoption of digital technologies, enabling the generation, sharing, and management



of digital information. This research clearly indicates that online shopping has vast potential in the study area. The internet allows consumers to shop for anything, anywhere, and at any time, significantly enhancing convenience. As a result, the trend of online shopping continues to grow, with more consumers embracing this method of purchasing daily. This shift not only reflects changing consumer preferences but also underscores the importance of digital infrastructure in shaping modern retail practices. Finally this study concludes the Online shopping is more popular among younger and middle generations customers are opinioned that Amazon are the major shopping sites were used to buy clothes, footwear, mobile phones and electronic items are the different categories of product purchases using this digital online sites and also this study identifies the quantity issues of products and difficulties in e-payments are the major problems faced by customers through Amazon and flipkart shopping sites in Mysore City.

## References

1. Pearce-Moses, R. (2005). "Digitization. In A glossary of archival and records terminology". Retrieved International Journal of Management, Vol. 2, Issue No.3, PP No. 48-56.
2. Hamid, N. R., & Kassim, N. (2004). Internet Technology as a Tool in Customer Relationship Management. The Journal of American Academy of Business, Issue No.4, PP No. 103-18.
3. Johor Bahru (2012), "The Impact Of Electronic Customer Relationship Management On Consumers Behavior". International Journal of Advances in Engineering & Technology, ISSN: 2231-1963, Vol No.4, Issue No. 1, PP No. 500-509.
4. Sajjad Nazir(2013), "How Online Shopping Is Affecting Consumers Buying Behavior in Pakistan?". IJCSI International Journal of Computer Science, ISSN (Online): 1694-0814, Issue 3, Vol. 9, PP No.486-492.
5. Wamda. (2014). How digitization spurs economic growth and job creation around the world. Retrieved November, 13, 2013, from <http://www.wamda.com/2013/06>
6. Uma Narang (2015), "Digital India and its Impact", International Journal of Digital Library Services, ISSN:2250-1142 (Online), ISSN 2349-302X (Print), Vol.2, Issue No.8, PP No. 138-149.
7. Puja Gupta (2018), "Comparative Study of Online and Offline Shopping: A Case Study of Rourkela in Odisha". Department of Humanities and Social Sciences National Institute of Technology, Thesis, Issue No.9, Vol.43 pp.1171- 1187.
8. Mahalaxmi (2020), "A Study on Impact of Digital Marketing in Customer Purchase Decision in Trichy". International Journal for Innovative Research in Science & Technology, ISSN (online): 2349-6010, Volume 2, Issue 10, PP.No 332-338.
9. Muthumani (2022), "Problems Faced by Customers on Online Shopping in Virudhunagar District". International conference on recent trends in engineering science, Tamil Nadu, ISBN-978-93-86171-18-4, PP.No.398-405.
10. Gopinath (2024), "customer's satisfaction towards Amazon with Special Reference to South Chennai", Journal of Emerging Technologies and Innovative Research (JETIR), ISSN-2349-5162 Volume 6, Issue 2, PP.No.608-617.