



INVESTIGATION OF AMAZON, FLIPKART, SNAPDEAL, JABONG & MYNTRA: A COMPARATIVE STUDY

Nadia Chalotra¹, Prof. Dr OP Midha²

Department of University School of Management

^{1,2}Rayat Bahra University, Mohali, Chandigarh (Punjab)

ABSTRACT

E-commerce has reached to the doorstep of every individual in India and the whole world, which is seen as revolution in the field of commerce. Today e-commerce has broken all the technological and geographical restrictions that are still getting better day by day. It has attained great level of success which no one predicted. There are many e-commerce sites which have reached that peak of success in the commercial world and some are still working to get there. In this paper we have done a comparative analysis of such e-commercial portal like Flipkart, Amazon, Snapdeal, Jabong and Myntra.

KEYWORDS: E-Commerce, Amazon, Flipkart, Snapdeal, Myntra

1. INTRODUCTION

As far back as internet has been acquainted with the world, it has made a colossal impact on individuals; business is one of such case where internet has had the effect. In July 1995 Amazon.com began offering books on the web and the reaction they got was unforeseen as basically time navigates books sold online in each of the 50 conditions of USA and 45 nations [1]. Amazon by and by offers music, films, toys; electronics and home hardware, there are seven diverse global s of Amazon with circulated client benefit focuses in seven nations and more than 17,000 individuals work in Amazon around the world. Like Amazon, there are some more internet business locales like Flipkart, Snapdeal, Jabong and Myntra that are endeavoring to prevail in the field of web based business and contending high with Amazon [2]. Today there are more than 100 surely understood web based business s are giving on the web administrations around the world. A web based business opens the overall market to the client, it helps the client by giving immense options while purchasing a thing or an administration, the internet looking and emerging offices empowers client from select right item or administration, another genuine favorable position of online business is that it is 24x7 accessible to the client the client can search in every practical sense anything inside his/hers standard scope of shared trait just by sitting at home,

office, amidst travel or about from wherever whenever[3]. Online business is trading of administrations and things with the assistance of internet. Internet business presented toward the finish of 70s and ended up noticeably prestigious amidst the 90s in western nations like USA and UK. Web based business presented new conceivable outcomes in trading and pulled in consideration of various merchants [4].

2. RESEARCH METHODOLOGY

DATA COLLECTION

The objective for all information collection is to capture quality evidence that then translates to rich information analysis and permits the working of a persuading and credible answer to questions that have been posed.

- **PRIMARY DATA:** Primary data was gathered from various individuals and their inclination and data for the particular reasons for think about ran the examination. Fundamentally, the inquiries requested that were custom-made inspire the data that will help for consider. The data was gathered through survey to comprehend their experience and inclination towards their immovable association.
- **SECONDARY DATA:** To make primary data accumulation more particular, secondary data will make it more helpful. It enhances the comprehension of the issue. Secondary data was gathered from various sources, for instance, unique business s and distributed papers.

SAMPLE SIZE: 100 Respondents

SAMPLE AREA: Chandigarh, Jammu and Northern Region

3. DATA ANALYSIS

For the investigation reason SPSS demo variant was utilized. Factor investigation was performed to decide the connection between the variables and much corresponded variables are consolidated and spoken to by a factor. This is to guarantee data diminishment, rather than a few variables they are spoken to by minimal essential issue. Relapse investigation, to distinguish the impact of the segments recognized in factor examination (independent variables) on client satisfaction (dependent variable).

DEMOGRAPHICS:

Table 1: Demographics of the respondents

Variables	Measuring group	Frequency	Percentage
Age	<25	35	50.0
	25-35		
	>35	25	35.7
	Total	10	14.3
		70	100
Gender	Male	28	40
	Female	42	60
	Total	70	100

The above table gives the experimental disclosures gathered from the gathered data. It gives statistic data of the respondents and the precise investigation of the data gathered from them. This is trailed by the understanding and trade about our disclosures. The above table exhibits that out of 70 respondents 50 % of individuals are in the age social affair of < 25 years, 35.7% of individuals are in the age get-together of 25-35 and 14.3% of individuals are in the get-together of >35. We are having most elevated respondents who do web based shopping are under 25 years and each one of those has a place with understudy class. In the meantime 35.7% of age save 25-35 are utilizing web based shopping admirably. Every single one of those individuals are pulled in to web based business destinations which are putting forth extensive variety of things to all over the place and moreover with their administrations. Another statistic factor we considered is sexual orientation. Female respondents are higher than the male respondents that who favor web based shopping. We can decipher that in view of their inclinations that they are getting extraordinary and inaccessible global things on the web, which set aside a few minutes productive.

FOR HOW MUCH TIME DO RESPONDENTS SHOP ONLINE

Table 2: time respondents' gives to shop online

	Frequency	Percent	Valid percent	Cumulative percent
Valid Once in month	21	30.0	30.0	30.0
Once in two month	11	15.7	15.7	45.7
More frequent	17	24.3	24.3	70.0
Very rare	21	30.0	30.0	100.0
Total	70	100.0	100.0	100.00

From above table we can interpret that how regularly respondents are getting along shopping on the web. It moved toward becoming affinity for picking web based shopping rather than physical shopping.

Here 30% of respondents are normal to the point that they do shop online in any occasion once in month. That opens more ways to deal with internet business individuals to prevail in market.

PREFERENCE GIVEN BY RESPONDENTS ON SPECIFIC ONLINE SITES

Table 3: Preference given by respondents on specific online sites

	Frequency	Percent	Valid Percent	Cumulative percent
Flipkart	29	41.4	41.4	41.4
Amazon	29	41.4	41.4	82.9
Snapdeal	6	8.6	8.6	91.4
Jabong	3	4.3	4.3	95.7
Myntra	3	4.3	4.3	100.00
Total	70	100.00	100.00	

RESPONDENT'S PAYMENT METHOD PREFERENCES

Table 4: respondent's payment method preferences

	Frequency	Percent	Valid percent	Cumulative percent
Valid Debit Card	19	27.1	27.1	27.1
Credit Card	7	10.0	10.0	37.1
Cash on Delivery	44	62.9	62.9	100.00
Total	70	100.00	100.00	

E-Commerce needs to get trust as far as offering security to client's delicate data. At the point when respondent is addressed with installment technique they will utilize while doing internet shopping, the more noteworthy bit of the respondents picks cash down strategy which is of 62.9%. We can dissect that cash down is straightforward and culminate approach to manage client to continue. Indeed, even conveyance youthful colleagues are passing on swipe machines and made more helpful.

WHICH E-COMMERCE SITE IMPRESSES THE RESPONDENTS THE MOST?

Table 5: e-commerce site that impresses the respondents the most

	Frequency	Percent	Valid Percent	Cumulative percent
Valid Flipkart	28	40.0	40.0	40.0
Amazon	33	47.1	47.1	87.1
Snapdeal	9	12.9	12.9	91.4
Total	70	100.00	100.00	

E-Commerce website that is most valued by clients is Amazon. Amazon is driving with 47.1% when contrasted with Flipkart, which is having 40% of respondent's advantage. In like manner, rest of web based business destinations are not even in the range of Flipkart and Amazon. It obviously demonstrates that Flipkart and Amazon are driving web based business showcase in India.

RESPONDENT’S SELECTION METHOD OF E-COMMERCE SITES

Table 6: respondent’s selection method of e-commerce sites

	Frequency	Percent	Valid percent	Cumulative percent
Valid Referred By Friends	28	40.0	40.0	40.0
Advertisements	14	20.0	20.0	60.0
Online Reviews	28	40.0	40.0	100.00
Total	70	100.00	100.00	

As per above table respondents are picking as per online reviews and furthermore equal percentage of respondents are picking e-commerce sites based upon their friend's suggestions.

WHICH SITE SATISFIES THE RESPONDENTS THE MOST?

Table 7: e-commerce site that satisfies the respondent the most

	Frequency	Percent	Validpercent	Cumulativepercent
Flipkart	24	34.3	34.3	34.3
Amazon	25	35.7	35.7	70
Snapdeal	7	10	10	80
Jabong	12	17.1	17.1	97.1
Myntra	2	2.9	2.9	100
Total	70	100	100	

Value the most key angle while acquiring. At the point when an internet business website can offer what we required with sensible value, at that point everybody will seek after that webpage in a way. From above table individuals are for the most part awed with Amazon and Flipkart with slight change. Significantly however Snapdeal is putting forth every one of the things at low rates; individuals are occupied with top ones.

WHAT SUGGESTIONS DO RESPONDENTS GIVE TO OTHERS REGARDING E-COMMERCE SITES

Table 8: suggestions given to others regarding e-commerce sites

	Frequency	Percent	Valid percent	Cumulative percent
Flipkart	20	28.6	28.6	28.6
Amazon	26	37.1	37.1	65.7
Valid Snapdeal	10	14.3	14.3	80
Jabong	9	12.9	12.9	92.9
Myntra	5	7.1	7.1	100
Total	70	100	100	

From one of our past inquiry we comprehended it that companion recommendation is so essential while acquiring on the web or while choosing an online business website. From above table we got our view clear in light of the respondent's view which online business webpage is driving in companions proposals. 37.1% of respondents are prepared to propose Amazon to their loved ones. Besides, after Amazon, Flipkart is driving in respondent's recommendation box with 28.6%. Moreover, rests of them are having slightest significance and occupation as respondent might need to think.

OCCASIONAL PREFERENCES OF THE RESPONDENTS FOR SHOPPING

Table 9: Occasional preferences of respondents for shopping

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Festivals	7	10	10	10
	To gift	6	8.6	8.6	18.6
	Offers	38	54.3	54.3	72.9
	Weddings	5	7.1	7.1	80
	Others	14	20	20	100
	Total	70	100	100	

E-commerce sites know when to and how to attract customers. The managing of offers in e-commerce sites is recently perfect. Even however people needn't bother with them they will purchase because of tempting deals consecutively. More than half of people are doing online shopping, when those e-commerce sites are offering such huge numbers of exciting deals and offers. All the e-commerce sites are moving their pawns competitive to each other, which lead customers in perplexity.

TROUBLES FACED BY THE RESPONDENTS

Table 10: Troubles faced by the respondents

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Delay in delivery	15	21.4	21.4	21.4
	Product damage	10	14.3	14.3	35.7
	Cheap quality of a product	29	41.4	41.4	77.1
	Non delivery	7	10	10	87.1
	Other	9	12.9	12.9	100
	Total	70	100	100	

From item order to delivery of the item its affiliation's responsibility to satisfy customer's requirements. Customers expect what they paid for, if something happens they will hesitate to purchase once more. From above table a large piece of the respondents (41.4%) are having problem with the item quality and after that they are having problem with delay of item delivery.

REVIEWS OF RESPONDENTS ON FLIPKART CUSTOMER CARE SERVICE

Table 11: reviews of respondents on Flipkart customer care services

	Frequency	Percent	Valid percent	Cumulative percent
Valid Strongly agree	12	17.1	17.1	17.1
Agree	33	47.1	47.1	64.3
Neither agree nor disagree	10	14.3	14.3	78.6
Disagree	9	12.9	12.9	91.4
Strongly disagree	6	8.6	8.6	100.0
Total	70	100.0	100.0	

Respondents will choose e-commerce sites when they are completely satisfied with their complete services. After purchase likewise, affiliation have to take responsible for customer's requirement.

Flipkart made its stamp in customer's heart. Respondents (47.1%) of them are with the Flipkart customer bolster. This is really a better result to Flipkart, because people are positive towards it.

REVIEWS OF RESPONDENTS ON AMAZON CUSTOMER CARE SERVICE

Table 12: reviews of respondents on Amazon customer care services

	Frequency	Percent	Valid percent	Cumulative percent
Valid Strongly agree	21	30.0	30.0	30.0
Agree	25	35.7	35.7	65.7
Neither agree nor disagree	14	20.0	20.0	85.7
Disagree	6	8.6	8.6	94.3
Strongly disagree	4	5.7	5.7	100.0
Total	70	100.0	100.0	

Again Amazon proved that still it is one step ahead of all its competitors. About 30% customers of Amazon are happy and highly support Amazon that is the core reason of the success of Amazon in the markets. As we know from the previous tables that customer are afraid of the delivery of damaged products, quality of the items, which is not considered in the case of Amazon because of its image coordinated efforts and its awesome packaging satisfied the customers and increased its brand value in the Indian e-commerce markets.

4. FINDINGS

- Female respondents are demonstrating more interest to do online shopping than male respondents.
- Customers are preferring quality item from e-commerce sites, even it is bit expensive.
- Flipkart, Myntra, Jabong and Snapdeal are making a decent attempt to reach the best position yet Amazon India is giving very intense competition.
- Amazon is leading in every aspect of survey, for example, price, preferred and furthermore suggesting to friends.
- Undoubtedly Flipkart Snapdeal and Amazon made their effect on customers very emphatically and captured steadfast customers. Furthermore, they are ready suggesting their online shopping site to rest of their friends.

- Both Flipkart and Amazon India advertisements were very innovative and attractive. The two companies are expending such a great measure of money on advertising and advancements.
- Every age aggregate people are interested in offers, in the event that they are in need or not they need to purchase.

5. CONCLUSION

This examination showed all the performance and work streams of all the leading e-commerce players' of India, Flipkart, Amazon, Snapdeal, Jabong and Myntra. How these companies are struggling to be in the top list of commercial markets and are always trying to perform better and increase their client base that is highly appreciable. In all conditions they are trying to reach more and more customers by all means possible. As they are hassle free in using people prefer them over other modes of shopping. As the market is increasing day by day, one must have to work beyond the limits to get succeed and this is the thing that these sites are surely following as they are getting better day night. By observing the surveys that we did we found the ultimate winner that is in the present leading the e-commerce world and it is Amazon. Despite of being an International enterprise, it understood Indian customers very well and made great success and established its roots deep in the Indian market. Flipkart and Snapdeal are too giving intense competition to Amazon even when they are not too old in the markets comparing Amazon. Jabong and Myntra too are trying hard to perform well in the markets; still they are halfway to reach that level. May be in future they'll surely raise in the e-commerce market in India.



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