



E- commerce at amazon v/s flipkart

Dr. V Lalitha

Associate Professor, HOD, Department of Management, Aradhana School of Business Management, Hyderabad, Telangana, India

Abstract

E- Commerce is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the internet. If an intermediary service is present the process is called electronic commerce. An online shop, eshop, e-store, internet shop, webshop, online store, or virtual store evokes the physical analogy of buying. The process is called Business-to-Consumer (B2C) E- Commerce. When a business buys from another business it is called Business-to-Business (B2B) E- Commerce. E- Commerce allows consumers to shop at the convenience of their own home, and to save traveling time to retail stores and spend their time on other important tasks and hobbies. This study is an attempt to analyze the various factors influencing the customers to go for E- Commerce, to study the various risks involved in the E-Commerce, level of satisfaction of the customers towards E- Commerce and the drawbacks faced by the customers in online purchasing.

Keywords: E-commerce, customers, online purchase

Introduction

E- Commerce has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about E- Commerce, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item. E- Commerce is a way to let the consumer to buy the goods without going to outside

Objectives of the Study

- To analyze the various factors influencing the customers to go for E- Commerce.
- To study the various risks involved in the E-Commerce.
- To study the level of satisfaction of the customers towards E- Commerce.
- To find out the awareness level and consumer perception in utilizing the E- Commerce.
- To study the drawbacks faced by the customers in online purchasing.

Limitations of the Study

- The samples were restricted only with 100 samples due to time constraint.
- The bias in samples could not be controlled because of their busy schedule in the respondents.
- The study is based in Hyderabad.

Research Methodology

Sampling Design

Convenience sampling technique has been adopted by the researcher in selecting the respondents for data collection.

Sample Size

100 samples have been selected out of the total population in erode for the study.

Data Analysis

Table 1: Preference of E- Commerce of the respondents

S. No	Prefer E- Commerce	No. of respondents	Percentage
1	Time saving	38	38%
2	Easy to buy	47	47%
3	Easy transaction	15	15%

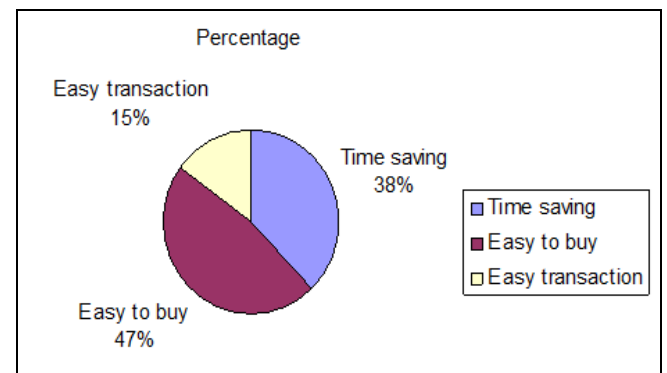


Fig 1

Inference

From the above analysis it is found that, 38% of respondents prefer E- Commerce for time saving, 47% of respondents prefer E- Commerce for easy to buy and 15% of respondents prefer that E- Commerce is easy transaction. So we conclude that majority of the respondents prefer E-Commerce for easy to buy.

Table 2: Awareness of E- Commerce of the respondents

S. No	Awareness	No. of respondents	Percentage
1	Friends	34	34%
2	Neighbours	29	29%
3	Relations	22	22%
4	Others	15	15%

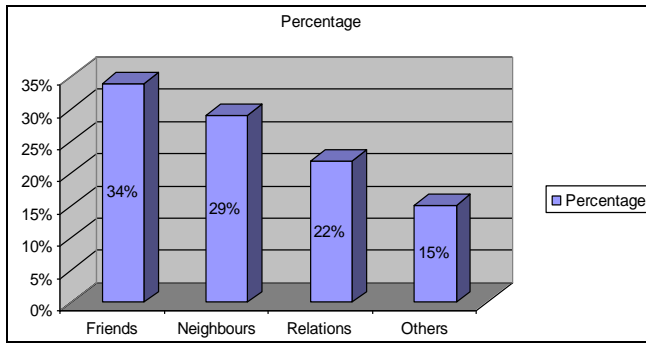


Fig 2

Inference

From the above table it is found that 34% of respondents are getting awareness through their friends, 29% of respondents through their neighbors, 22% of respondents through their relations and 15% of respondents are influenced by others. So we conclude that majority of the respondents are influenced by their friends.

Table 3: Factors influencing for using E- Commerce -Rank Analysis

Factors	Rank Value	Rank
product price	335	VI
available variety of prd	439	I
easy operation	420	II
time saving	415	III
24 * 7 service	403	IV
quality of the prd	375	V

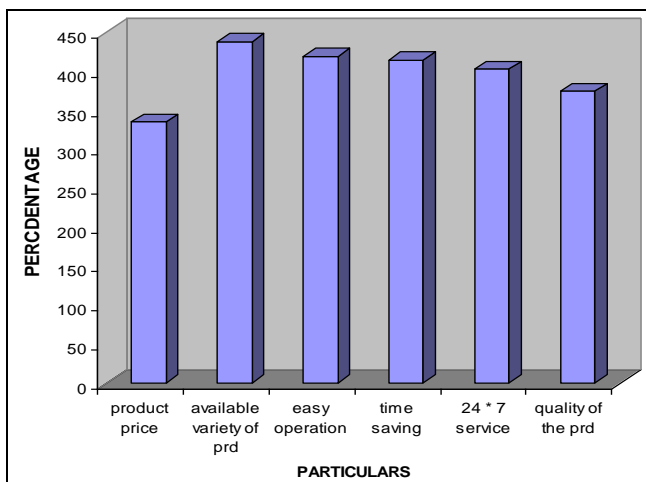


Fig 3

Inference

The above ranking factor table shows that product price is 6th rank, available variety of product is 1st rank, easy operation is the 2nd rank, time saving is 3rd rank, 24 hour service is the 4th rank and quality of the product is the 5th rank. So we conclude that highest ranking is for availability of variety of products.

Table 4: Risk of E- Commerce of the respondents

S. No	Risk	No. of respondents	Percentage
1	Low quality	37	37%
2	Payment	47	47%
3	Easy to cheat	16	16%

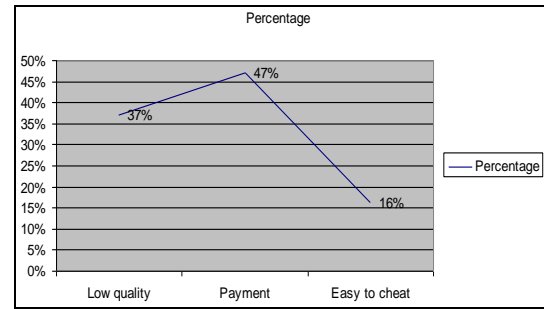


Fig 4

Inference

The above table shows that 37% of respondents are facing risk at low quality, 47% of respondents facing risk at payment and 16% of respondents are facing risk of easy to cheat. So we conclude that majority of the respondents are facing risk during payment.

Table 5: Types of products usually bought by the respondents

S. No	Types of products	No. of respondents	Percentage
1	Medicine	23	23%
2	Food product	13	13%
3	Luxury products	25	25%
4	Oil products	39	39%

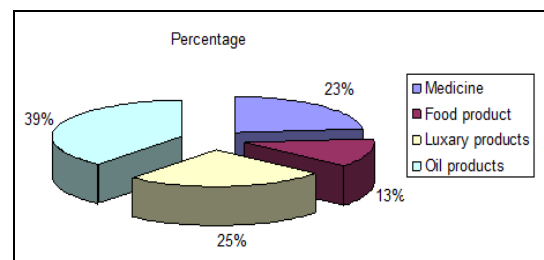


Fig 5

Inference

The above analysis shows that 23% of respondents are using E- Commerce for buying medicines, 13% of respondents for food products, 25% of respondents are buying luxury goods and 39% of respondents are buying oil products. So we conclude that majority of the respondents are using E-Commerce for buying oil products.

Table 6: Product quality

S. No	Product quality	No. of respondents	Percentage
1	Advertisement	40	40%
2	Know the product	12	12%
3	Already using the product	23	23%
4	Friends	25	25%

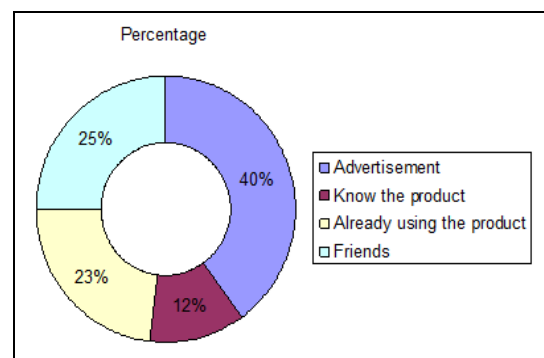


Fig 6

Inference

The above table shows that 40% of respondents know about the products through advertisement, 12% of respondents already know about the product, 23% of respondents are already using the product and 25% of respondents know through their friends. So we conclude that majority of the respondents are knowing about the product through advertisement.

Table 7: Paying money for online product

S. No	Paying money	No. of respondents	Percentage
1	Bankers cheque	38	38%
2	Demand draft	25	25%
3	Debit / credit card	37	37%

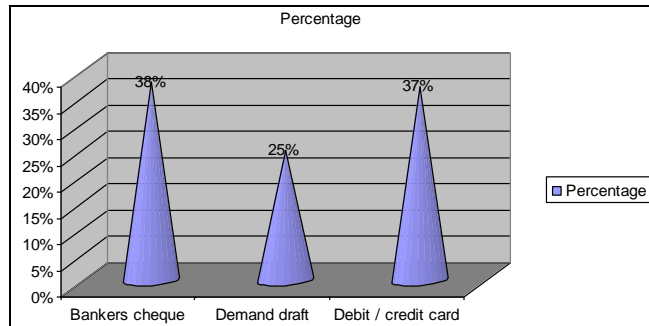


Fig 7

Inference

The above table shows that 38% of respondents are paying money through banker’s cheque, 25% of respondents through demand draft, and 37% of respondents are using debit/credit card. So we conclude that majority of the respondents are paying money through Banker’s cheque.

Table 8: Advantages of E- Commerce

S. No	Advantages	No. of respondents	Percentage
1	Time saving	25	25%
2	Door delivery	47	47%
3	Easy transaction	28	28%

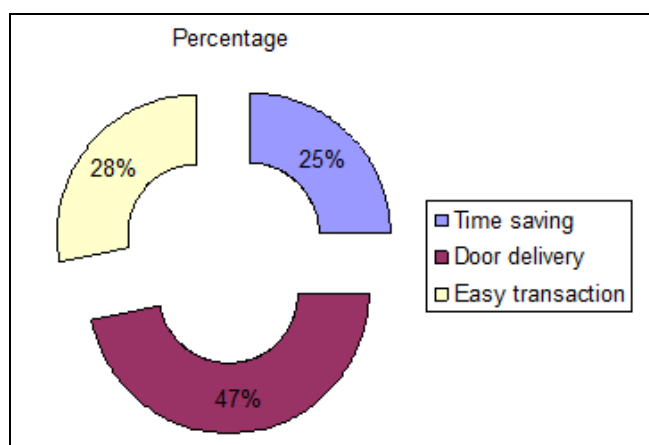


Fig 8

Inference

The above table shows that 25% of respondents believes that get E- Commerce advantage is time saving, 47% of respondents feels door delivery, 28% of respondents feels easy transaction. So we conclude that majority of the

respondents feels door delivery as the advantage of the E-Commerce.

Findings, Suggestions and Conclusion

Findings

- It is identified from the analysis that most of the respondents (38%) belong to the middle-aged group, i.e., 30 – 40 years.
- It is divulged from the analysis that more than half of the respondents have post graduation
- Here most no. of the respondents (32%) are doing business
- It is learned from the analysis that most of the respondents (45%) have high wealth of income 10,000 – 20,000
- Most of respondents (47%) prefer easy to buy in E-Commerce
- The study reveals that (34%) of the respondents are aware about the E- Commerce through their friends
- It is learned from the analysis that most of the respondents (47%) are facing risk at the time of payment
- It is pinpointed from the study that 39% of the respondents are frequently buying oil products
- It is lime lighted from the empirical analysis that 40% of the respondents are knowing about the product through advertisement
- It is learned from the analysis that 38% of the respondents prefer the mode of payment through bankers cheque
- Most of the respondents (47%) are in comfortable with the door delivery in E- Commerce
- It is identified from the analysis that 53% of the respondents are in favour of having safety in dealing with online purchase
- It is observed from the empirical analysis that 31% of the respondents are finding online hacking as major drawback in online purchasing
- This analysis point out 26% of the respondents are finding more attractive in comparing the price range among various dealers
- It is observed from the empirical analysis that 30% of the respondents are neutrally satisfied with the quality of the product of E- Commerce
- It is identified from the analysis that 28% of the respondents are neutral about the cost of the product of E- Commerce

Suggestions

- The kind of services provided could be more better by the way of feedback, checking of quality and quantity etc.,
- Online shopper should concentrate on safer mode of purchasing
- Online shopper has provide sample of the product, that will increase the customer satisfaction level and create good image of the product
- In order to create permanent online account to prevented from online hacking.
- Online shopper should ensure that delivery of product and quality of product

Conclusion

The study has aimed to analysis the various customers needs and wants regarding E- Commerce. It has made all important contributions to our understanding of the dynamics of the E- Commerce field. It has been concluded that customers who purchase from internet stores are more convenient oriented and less experience oriented customers who use internet for other purposes leads them to naturally use it as a shopping as well. So the online shopper should provide sufficient information to think customers it will enhance quality and number of users. This study attempts to provide a comprehensive picture of the status of E-Commerce and point out the areas for future research.

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