Customer satisfaction and brand loyalty towards online purchase store Amazon and Flipkart: An Empirical study.

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Abstract : In the present scenario it is clearly known that customers are very smart and also had various options from different sellers with varieties of options for whatever products or service there are a large number of options are there with the customers so for the above issue mostly companies or seller are targeting more on creating loyal customers by providing better quality product or service at a reasonable rate which means they are giving more emphasis on satisfying the customers instead of mass products for increasing profits which were earlier used in the traditional marketing concept but now-a-days the trend is totally different and they only try to satisfy the customers. The study was conducted on customer satisfaction in relation to brand loyalty towards online selling application – Amazon and Flipkart. The purpose of the study was to examine various factors influencing brand loyalty and also to study the impact & satisfaction level of customer on brand loyalty by taking sample size as 400 from Guwahati city. The researcher has design descriptive and analytical structure for the purpose of the study. After analysing the data, it is find that mostly customers are influence by quality of the product or service which give them more satisfaction in comparison to other factors and also in times of price increase majority of the respondents are of the opinion that they never switch to other brands.

Keywords: Customer satisfaction, brand loyalty, Amazon, Flipkart, Online purchase store.

Introduction:

Customer satisfaction estimate that how happy customers are with company's products, services and capabilities. Customer satisfaction is a term frequently used in marketing. Customer satisfaction, for years has been less of a concept and more of an event as a customer receive product or service for the they have paid and everyone was satisfied with the result. Today, marketers and business owners generally define customer satisfaction as a measurement of how well a product or service meets up to the customer's expectations. Earlier in marketing concept, only focus was given on mass productions of goods and services in order to minimise the cost of production, but in modern marketing concept, customer satisfaction is companies only priority. The impact that customer satisfaction has on a company's brand is crucial in a time when strong corporate branding is paramount, and a culture of brand loyalty is thriving- but there are also plenty of measurable benefits to a

satisfied customer. Good customer service leads to repeat sales and loyal customers, but it also saves on the costs associated with trying to draw in new customers in the social media age, word of mouth is king. Good service and customer satisfaction are very significant for both small and large companies, but especially for small companies. There are various factors that influence customer satisfaction i.e. accessibility, navigation, page load speed for online purchase, language, information dispatched should be personalised, convenience, etc.,

E-retailers give consumers the best way to save money and time through purchasing online within their range of budget. Flipkart offering some of the best prices and completely hassle-free shopping experience (Singh, 2014). Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns (Kanchan, Kumar, & Gupta, 2015).

Loyalty is extremely beneficial to businesses as it leads to repeat purchases by customers, higher avenues, and customer referrals. Brand loyalty is the tendency of consumers to continuously purchase one brand's products over another. Consumer behaviour patterns demonstrate that consumers will continue to buy products from a company that has fostered a trusting relationship. Having a loyal customer base can help a business push past its competitors and give it the competitive advantage it needs to succeed in the marketplace. Companies with strong brand loyalty will see its customers repeatedly buy its products or service, regardless of changes in price or convenience. Loyal customers have the potential to turn into open advocates and brand ambassadors for a company. Satisfaction with a business will drive them to spread brand awareness and refer new customers, effectively providing a company with costless advertising.

Through this study an attempt has been made to highly different factors that have impact on customer satisfaction and brand loyalty towards Amazon and Flipkart. To be more specific the research is done to find out different satisfaction levels and to keep the loyal customer satisfied.

Objectives of the present study:
  ➢ To examine various factors influencing brand loyalty.
  ➢ To have a comparative study on brand loyalty of Amazon & Flipkart.

Significance of the study:
This study will act as an important piece of document to know about the online shopping service of Flipkart and Amazon by the customer and to know about various issues regarding online shopping. This study gives us the idea about customer satisfaction on online shopping. Through the study it can be found that whether customer is satisfied or not by the services and products by the Flipkart and Amazon. Customer satisfaction is important because it provides marketers and company with metric that can be used and manage to improve their business. Its main intention is to repurchase again and again by the customer, and asking customers to rate their satisfaction level. In today's competitive business scenario, where every company's product is competing within each other retaining loyal customer in an essence for which increasing the level of awareness and customer satisfaction is important.

Research methods & techniques:

➢ **Area of the study:** Guwahati, Kamrup (M), Assam.

➢ **Population Size:** All the customers in Guwahati usually shopping through various online platform, which is unknown.

➢ **Sample size:** For the current study, the sample size taken is 400 i.e., n=400.

➢ **Research design:** The nature of the study is descriptive and analytical in nature.

➢ **Source of data:** Primary and secondary data both are considered for the purpose of the study.

➢ **Sampling technique used:** Purposive sampling technique is used in the study.

➢ **Tools used for presenting data:** Tables are used.

➢ **Periodicity of the study:** The study is conducted from February 2021 to March 2021.

Data analysis and interpretation

Table 1: Showing response of people who are aware of online shopping.

Response	No. of respondents	Percentage
yes	375	93.75%
No	25	6.25%
total	80	100%

Source: Field survey

Comment: From the above chart it is depicted that majority of the respondents are aware of the online shopping application or store as 93.75% of the respondent have responded yes while only a minor 6.25% of the respondents have replied as NO that they are not aware of these online shopping application.

Table 2: Showing Brands of online shopping that people are aware of.

Online shopping app.	No. of respondents	Percentage
Amazon	305	76.25%
Flipkart	315	78.75%
EBay	135	33.75%
Alibaba	105	26.25%
Snap deal	185	46.25%

Source: Field survey

Comment: From the above analysis, it is shown that the awareness of people among different brands offered by the online shopping application as 76.25% for Amazon, 78.75% for Flipkart, 33.75% for Ebay, 26.25% for Alibaba and 46.25% for Snapdeal.

Table 3: Showing the factors that influence people to opt for a particular brand.

Factors	No. of respondents	Percentage
Quality	195	48.75%
price	100	25.00%

Variety	75	18.75%
Easy payment option	30	7.50%

Source: Field survey

Comment: From the above data, we can say that mostly quality influences people to buy from the particular brand as 48.75% of respondents have responded and have the opinion that quality as the most vital factors which they see while choosing brand, followed by price where 25% of respondents have opted for price and yes price is also one of the vital factor which influence choosing of brand, 18.75% of respondents have opted for variety and very few i.e., 7.5% have chosen easy payment option.

Table 4: Showing convenience for shopping on Amazon and Flipkart.

Online shopping application	No. of respondents	Percentage
Amazon	205	51.25%
Flipkart	195	48.75%

Source: Field survey

Comment: The analysis reveals that 51.25% of the respondents had said that Amazon is more convenient in comparison to Flipkart and 48.75% of the respondents have responded that Flipkart is more convenient for shopping.

Table 5: Showing rating of Amazon and Flipkart.

Rating	Company	
	Amazon	Flipkart
Excellent	90	50
Good	180	250
Average	125	90
Poor	5	10

Source: Field survey

Comment: From the above it is shown that 180 respondents have rated Good for Amazon while 250 of them have rated Good for Flipkart. Very poorly rated only 5 respondents have responded as poor in case of Amazon while 10 of them have rated poor for Flipkart also.

Table 6: Showing Brand loyalty in times of price fluctuations.

Response	No. of respondent	Percentage
YES	220	55%
NO	180	45%

Source: Field survey

Comment: From the above table chart it can be seen that 55% respondents are loyal to their brand and they never opt for switching from one brand to another in times of price variation mostly price increase while 45% of respondents have also said that they will switch if the price of the brand increase.

Table 7: Showing Reason why customers choose Online shopping platforms:

Reasons	Amazon (%)	Flipkart (%)
Safety payment	25	29
Low price	24	27
Convenient and fast using	18	18
Good service	14	17
Free shipment	5	9
Total	100	100

Source: Field survey

Comment: From the above table, it can be seen that in case of Amazon mostly customer choose it for safety of payment as 25% of the respondent have reacted on it, 24% of the respondents chosen it for the low price of the products, 18% are using it as its convenient and fast, 14% are attach with Amazon due to its good service as good service always attract new customers while only a minor percentage i.e. 5% are choosing it for free shipping that is also given if the customers placed order of above Rs.500.

In case of Flipkart shopping application, 29% of the respondents have chosen Flipkart due to the safety of payment provided by Flipkart, followed by 27% for low price, 18% for convenient and fast using, 17% for good service and lastly only 9% for free shipment.

From the above comparative analysis, it can be seen that, the factors or reasons for choosing the online shopping application is more or less the same only a minor percentage difference can be seen. In term of safety of payment, Flipkart is leading by 2% again it can be seen that in terms of low price Flipkart is leading by 25%. From convenient point of view, both the application responses are moderate, while in case of good service again Flipkart is heading by 3%. Lastly, in terms of Free shipment, Flipkart is leading by 4%.

As a result, the most affecting factors is safety of payment followed by low price and very least affecting factor can be the free shipment provisions provided by the Online shopping application.

Findings

The following are the findings of the present study:

➢ From analysis, it was found that most of the respondents were aware of online shopping application i.e., Amazon and Flipkart.

➢ After analysing the data about different brands most of the respondents are aware of the different brand offered by Amazon, Flipkart and many more.

➢ Most commonly quality of brands affects the customer for choosing a particular brand followed by price of the brand.

➢ From convenient point of view, it was found that both Amazon and Flipkart are convenient for online shopping but if we compare Amazon is more convenient.

➢ From analysis, it was found that Amazon has more ratings in comparison to Flipkart.

➢ In times of price fluctuation or price rise, most of the respondents are of opinion that they are attach to specific brand rather than shifting and very few are of opinion that if price rises, they will switch to different brand.

➤ The most affecting factors is safety of payment followed by low price and very least affecting factor can be the free shipment provisions provided by the Online shopping application.

Limitations of the study:

- The result shown in the study may not be true as only a limited number of samples are studied.
- As in the study only two online shopping store are taken but there are several online shopping store are present.
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Conclusion:

Online shopping is a new technology that has been created along with the development of the internet facility. The study covered all the customers who are using online shopping site which includes all age groups and genders. The innovative thinking of these online websites with the motive of reaching to more and more customers is just recommendable. They increased their network as much as possible with ultimate aim of reaching more customers and to cover a wider market area irrespective of time and place. They make consumer feel more easy and comfortable for shopping in the online market with their own convenience. Based upon the market survey, respondents are more aware of Amazon since it provides more satisfying products and are more likely to be recommended by respondents to their families and friends. Flipkart also have given tough competition to Amazon in term of products, price, customers satisfactions but both are lacking in some areas to which improvement is needed. Today's market is more customers oriented in the sense that all the business operations revolve around satisfying the customers by meeting their needs through effective service. In modern times, it is very hard to sell the products so it is very relevant for the marketers to find out the needs of the customers and try to satisfy them. Customer's attitude is closely linked with the quality of the products. As a result, both online selling stores should focus more on satisfying the needs of the consumers which will ultimately increase their sales by creating brand loyalty.

Suggestions:

There are a few practices that, when followed can improve customer satisfaction regardless of industries.

➤ Amazon need to improve the availability of their product, customers may find it unsatisfying in the product they want to buy is out of stock and should try to restock it as soon as possible.

➤ Both the companies need to gain positive reviews for their products, people often buy product that has more positive reviews.

➤ The online seller must improve the after sale service like easy return policy to uplift customer satisfaction.

➤ Adding audio to audible items like doorbells, musical items can help improve sales in online selling websites or applications.

➤ Both the online selling websites or applications need to address to the problem of customers as soon as possible.

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