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COMPARATIVE STUDY ON CUSTOMER SATISFACTION: AMAZON PRIME VS FLIPKART PLUS IN COIMBATORE DISTRICT

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ABSTRACT

The objective of this study is to analyze and compare customer satisfaction levels between Amazon Prime and Flipkart Plus in Coimbatore district, Tamil Nadu, with a specific focus on factors such as service quality, delivery speed, product variety, pricing, and overall value. Through a survey-based method, the study collected feedback from active users of both platforms in Coimbatore, evaluating their satisfaction with important factors like order accuracy, delivery times, ease of use, pricing, and customer service. Amazon prime is often favored for its speedy delivery, extensive product selection, and additional benefits like Amazon prime video and music. In contrast, Flipkart plus shines for its lower subscription fee and focus on local products, particularly in electronics and fashion. The results indicate that amazon prime provides a more extensive range of services, including access to international products and media content, whereas Flipkart plus appeals to customers who prioritize affordability. Both platforms offer comparable delivery speeds and customer support, but individual experiences may differ.

KEYWORDS: *Customer Satisfaction, Subscription Services, Delivery Speed, Social Media.*

I. INTRODUCTION

Online shopping has revolutionized the way consumers purchase goods, offering convenience, a wide range of options, and competitive prices. Among the prominent players in the Indian e-commerce market, Amazon and Flipkart are recognized as industry leaders. Both platforms provide subscription-based services designed to improve customer experiences: amazon prime and Flipkart plus. These services provide a range of advantages, including free delivery, early access to sales, and exclusive deals, which have made them increasingly attractive to a growing number of online shoppers. Amazon prime, a worldwide service from Amazon, offers advantages such as speedy delivery, access to prime video, amazon music, and exclusive discounts during significant sales periods.

II. REVIEW LITERATURE

1. **Nithya T.S., Dr. C. Karthick (2021).** Online shopping has made it so easy for everyone with its product variations and a simple way to buy things. An attempt has been made to critically examine various corporate and business-level strategies of two big e-tailers and those are Flipkart and Amazon. The study shows only the conclusion between these two sites, which play more effectively among the customers.
2. **Mr. S. Vinothkumar, Ms. S. Pavithra (2025).** The study assesses a number of variables that affect consumer satisfaction, such as product diversity, cost, payment security, delivery services, user interface, and special offers. The results show that both platforms provide a competitive purchasing experience, but Amazon is more trusted for product quality and delivery dependability, while Flipkart is preferred for pricing and offers.
3. **Mrs. S. J. Sembakalakshmi, B. Tejasri (2023).** This study explains that E-commerce is the exchange of goods and services through the internet. It opened up new trading opportunities and drew traders' attention. When a customer visits an e-commerce website, they can browse the offerings through a browser catalogue, choose several items, and add them to their shopping cart. When they are finished shopping, they can check out and move on to the payment section, where they can choose from a number of online payment methods, including internet banking, credit card, debit card, and others.
4. **Chandra Praba A, Mr. M.A. Prasad (2021)** A comparative study of Customer satisfaction between Amazon and Flipkart delivers the information about the factors that impact customer satisfaction to succeed in the e-commerce market. This paper is an attempt to analyze the customer satisfaction level of Amazon and Flipkart
5. **KL. Chandramohan & M. Vadivel (2018)** Amazon and Flipkart are one of the leading online shopping websites in India. In this paper, an attempt has been made to find customers satisfaction towards amazon and Flipkart. Findings reveal that female customers whose annual income is high are highly satisfied towards amazon and Flipkart.
6. **Mrs. Anubhuti Pawar, Ms. Manisha Solanki (2022)** A Comparative Study Between Flipkart and Amazon in Current Scenario (A Review of Literature) this study, an expressive measurements approach has been adopted using both planned polling for the collection of essential information and the collection of supplementary information from a variety of sources, including corporate websites and journal articles
7. **Urvashi Tandon, Ravi kiran (2019)** The study examines various factors influencing online shopping in India. The research analyzes website quality and other drivers of

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online shopping to evaluate their impact on customer satisfaction. It also analyzes "Social Media interactions" and "Pay on Delivery (POD)" mode of payment as new drivers of online shopping. In this study both social media interactions and POD emerged as significant drivers of online shopping. The results would motivate e-retailers to capitalize on social media and POD mode of payment to convert traditional shoppers to become online shoppers.

8. **Hemalatha & Dr. Umamaheswari (2023).** These activities have collectively known as e-commerce or Internet commerce. Online shopping made so easy for everyone with their product variations and simple way to buy things. A comparative study of Flipkart.com with one of the close competitor Amazon, delivers the information about the different strategies to succeed in e-commerce market and different opportunities

III. RESEARCH OBJECTIVE

1. To examine the demographic characteristics of Amazon Prime and Flipkart Plus Users in Coimbatore District.
2. To compare the advantages and services provided by both subscription models.
3. To examine factors influencing customers' preference for amazon prime or Flipkart Plus.
4. To identify the challenges faced by customers in using these subscription services.

IV. SCOPE OF RESEARCH

1. To analyze customer satisfaction levels between Amazon Prime and Flipkart Plus in Coimbatore.
2. To identify key factors influencing premium user preferences in the district.
3. To help e-commerce platforms improve services based on local customer expectations.
4. To provide insights for enhancing loyalty programs and competitive strategies.

V. RESEARCH METHODOLOGY

Types of Data Collection

a) **PRIMARY DATA:** Primary data are those which are collected a fresh and for the first time and thus happen to be original in character. Primary data for the study has been collected through questionnaire and personal interview from the respondents**.**

b) **SECONDARY DATA:** Secondary data on the other hand are those which have already been collected by someone else and which have already been passed through the statistical process. In this study secondary data are collected from the online articles, journals, text books, etc.

Sample Size

Since the entire population cannot be taken for the study, the size of the sample was restricted to 158 respondents.

Analysis Technique

Data Analysis Tools: Statistical software such as SPSS and Excel will be used to perform quantitative analysis of the survey data including descriptive statistics.

Sample Unit

The population of the study are the people who are living in Coimbatore district and are using Amazon Prime and Flipkart plus.

VI. DATA ANALYSIS AND INTERPRETATION

1.Age of the Respondents and Challenges faced by Respondents with Amazon Prime and Flipkart Plus

Challenges		Below 20	21-30	31-40	41-50	Above 50
Which platform has more frequent delivery delays?	Amazon Prime	17	**35**	4	3	4
	Flipkart	6	30	7	3	3
	Both	2	18	2	0	0
Have you faced difficulty in claiming exclusive deals or discounts?	Amazon Prime	9	19	3	2	1
	Flipkart	13	**37**	7	3	6
	Both	4	24	2	1	2
Have you experienced issues with order cancellations without prior notice?	Amazon Prime	14	23	2	2	3
	Flipkart	8	25	6	1	4
	Both	4	**26**	4	3	2
Which platform has more frequent stock unavailability for high-demand products?	Amazon Prime	11	27	3	2	2
	Flipkart	9	**31**	5	1	4
	Both	6	26	5	1	1
Have you faced challenges in using loyalty rewards or cashback benefits?	Amazon Prime	12	**31**	2	1	3
	Flipkart	9	23	5	3	3
	Both	5	27	5	2	3
Which platform has a more complex or slow refund and return process?	Amazon Prime	13	20	2	2	2
	Flipkart	10	26	5	3	5
	Both	3	**29**	2	1	1
Which platform has more hidden charges, such as packaging or convenience fees?	Amazon Prime	12	27	2	4	3
	Flipkart	13	**31**	5	1	3

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	Both	2	27	2	1	2
Have you faced challenges in finding genuine product reviews on these platforms?	Amazon Prime	12	**29**	1	3	3
	Flipkart	9	27	5	1	5
	Both	4	27	4	2	0
Which platform do you find more customers-friendly in terms of addressing complaints and service-related issues?	Amazon Prime	11	26	2	3	3
	Flipkart	12	**34**	5	1	5
	Both	3	21	5	2	0

2.Users Satisfaction Across Various Service Aspects

Challenges		High School	Diploma	UG	PG	Others
Ease of Website/App Navigation	Amazon Prime	14	4	27	**35**	2
	Flipkart	4	2	17	19	2
	Both	3	0	10	16	0
Variety of Products Available	Amazon Prime	8	2	14	19	1
	Flipkart	7	4	26	**29**	2
	Both	6	0	15	24	1
Pricing and Discounts on Products	Amazon Prime	9	0	15	22	1
	Flipkart	7	4	21	**26**	3
	Both	5	2	18	24	0
Delivery Speed & Reliability	Amazon Prime	11	1	18	20	1
	Flipkart	4	3	15	**30**	2
	Both	5	0	21	22	1
Packaging Quality	Amazon Prime	9	1	17	**26**	2
	Flipkart	7	3	18	**26**	2
	Both	5	2	18	20	0
Customer Support & Complaint Resolution	Amazon Prime	12	1	13	24	1
	Flipkart	4	5	17	23	3
	Both	5	0	25	**25**	0
Return & Refund Process	Amazon Prime	12	2	13	17	1
	Flipkart	5	4	21	24	1
	Both	4	0	21	**30**	2
Exclusive Membership Benefits (e.g., Prime Video vs. Flipkart Super Coins & OTT Access)	Amazon Prime	11	1	8	**27**	2
	Flipkart	7	5	24	22	2
	Both	3	0	22	21	0

VII. FINDINGS

- A maximum of 31 respondents faced the above said issue while making purchase through Flipkart.
- A maximum of 31 respondents opinioned that, while making purchase from Flipkart, they faced the problems such as packaging or convenience fees.
- A maximum of 34 respondents feel that Flipkart is more customer friendly in terms of addressing complaints and service-related issues.
- A majority of 30 post graduate respondents are found to be satisfied with the delivery speed and reliability of Flipkart while it is also noticed through the study that, equal number of post graduates feel that, packaging quality is good in amazon prime as well as in Flipkart.
- Maximum of 27 post graduate respondents are satisfied with the exclusive membership benefits of amazon prime which includes prime video.

VIII. SUGGESTIONS AND RECOMMENDATIONS

- A large number of users fall into the younger age group and are mostly students. This indicates an opportunity for companies to design youth-focused offers such as student-friendly subscription plans, academic discounts, and tailored digital content to enhance engagement and brand loyalty.
- As a significant portion of the users are female, Amazon and Flipkart can focus on promoting categories like fashion, beauty, and daily essentials through women-centric campaigns. Utilizing social media influencers who resonate with female audiences can also strengthen brand recall and conversions.
- Many of the respondents are educated but belong to lower income segments. This suggests the need for affordable pricing models, including flexible

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subscriptions, monthly payment plans, and bundled product deals to accommodate their budget constraints.

- A considerable number of users are already Amazon Prime subscribers and use the service frequently. However, there is room to improve how the value of the subscription is perceived. This can be addressed by enhancing delivery speed, adding more exclusive content, and increasing reward options.
- A major reason for subscribing to services like Amazon Prime is the promise of fast delivery. Strengthening delivery logistics, especially in semi-urban and rural areas, and communicating these improvements effectively can enhance customer satisfaction.
- Shopping patterns indicate a preference for purchasing during the beginning of the month. Businesses can take advantage of this trend by launching special promotions or early-month deals to drive higher sales during this time.
- Discounts, cashback, and special offers are strong motivating factors for purchases. Therefore, companies should continue to highlight and personalize these offers, ensuring users are notified promptly about time-limited deals and available rewards.
- Feedback shows that users are generally satisfied with customer service and return/refund policies on both platforms, but complexity in these processes still exists. Streamlining these experiences with simplified steps and quicker processing will improve trust and retention.
- Challenges like delivery delays, stock unavailability, and unexpected extra charges remain concerns. Addressing these through better inventory management and transparent pricing will reduce frustration and boost brand credibility.
- Since user satisfaction is balanced between the two platforms, companies can focus on delivering more personalized shopping experiences using AI tools, loyalty perks, and exclusive benefits to differentiate themselves and retain customers more effectively.
- It is suggested that Flipkart should focus on reducing packaging and convenience fees or offering these at a justified value, and also communicate these charges transparently to customers to avoid dissatisfaction.
- It is suggested that Flipkart can consider launching an exclusive membership program with added benefits like free deliveries, exclusive discounts, and entertainment packages, similar to Amazon Prime, to retain and attract more customers..

IX. CONCLUSION

The study conducted highlights important consumer behavior patterns and preferences regarding e-commerce platforms, specifically Amazon Prime and Flipkart Plus. A majority of respondents belong to the younger age group, particularly students, and a significant portion are female, pointing towards the need for targeted marketing strategies. Furthermore, although a large number of users are highly educated, many fall into lower income brackets, suggesting a demand for affordable pricing models and flexible payment options.

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