Project Dissertation Report on

A STUDY ON ASSESSMENT OF REDRESSAL SYSTEM OF AMAZON AND FLIPKART

Submitted By

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2K20/DMBA/111

Under the Guidance of

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CERTIFICATE

This is to certify that the Project titled **"A Study on Assessment of Redressal System of Amazon and Flipkart"** is an academic work done by **Mr. Sanchit Jayesh** bearing Roll. No. **2K20/DMBA/111** of MBA 2020-22 batch and was submitted in the partial fulfillment of the requirement for the award of the Degree of Course from Delhi School of Management, Delhi Technological University. It has been completed under the guidance of Dr. Vikas Gupta (Faculty Guide). The authenticity of the project work will be examined by the viva examiner which includes data verification, checking duplicity of information etc. and it may be rejected due to non-fulfillment of quality standards set by the Institute.

Signature of the Faculty Guide

Dr. Vikas Gupta

DECLARATION

This is to certify that I have completed the Project titled **"A Study on Assessment of Redressal System of Amazon and Flipkart"** under the guidance of Dr. Vikas Gupta in partial fulfilment of the requirement for the award of degree of Masters of Business Administration (MBA) at Delhi School of Management (DTU). This is an original piece of work and has not been submitted elsewhere.

(Sanchit Jayesh)

Place: Delhi

Date:

ACKNOWLEDGEMENT

I am humbled and grateful to all those who helped me put these ideas well above the level of simplicity and into something concrete. I would like to express my special thanks of gratitude to my Faculty Guide Dr. Vikas Gupta, for without his guidance and supervision, I wouldn't have been able to complete this research on "A Study on Assessment of Redressal System of Amazon and Flipkart".

I would also like to thank my friends, who despite their busy schedule, helped me put together some of the ideas, gathering information, collecting the data and finalizing the project within the limited time frame.

Sanchit Jayesh

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Executive Summary

E-commerce has been one of the fastest booming industries in India. It provides the consumers a convenient way of shopping from their homes, however this convenience has a price. Not being able to physically verify products, online money transactions, problems with delivery are all common issues associated with e-commerce. With that said, to maximize consumer satisfaction, most e-commerce companies have a redress system in place. Redress is the solution provided by a company in case of a service failure. For e-commerce, failures could involve faulty products, delays in delivery, transaction failures etc. Consumer satisfaction eventually leads to customer loyalty, retention and a positive word of mouth. Some researches even indicate that service recovery may leave a customer more satisfied than a perfectly delivered service in the first place.

The objective of the project to study the Redressal Systems of the to two biggest players in the e-commerce space in India, and find out which of the two did consumers find to be better in providing Redressal to service failures. Another aim of the study was to find how confident were customers that redress would be provided, as such data is particularly important for a developing country like India where the concept of online shopping is relatively new and the customers are fairly conservative and fearful of frauds.

During the planning stage, it was found that scales for measuring service recovery for e-commerce websites had already been developed. The region was selected to be Delhi NCR, and a target size for a sample was chosen to be around 114 respondents of varying ages and of both working and non-working class.

The limited relevance of the study classifies it as applied research, while being descriptive in nature, i.e., describing the state of customer satisfaction with the redress systems. The sampling design chosen was convenience sampling. The data was collected through distribution of formal questionnaires. The respondents were asked to rate scale items on a 5- point Likert Scale.

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CHAPTER - 1
INTRODUCTION

1.1 Introduction to the study

E-commerce has changed the way people do business in India. The Indian e-commerce sector is predicted to reach US$ 200 billion by 2026, up from $38.5 billion in 2017. Increased internet and smartphone penetration has fueled significant expansion in the business. The country's rapid digital transformation is predicted to raise the country's entire internet user base to 829 million by 2022, up from 636.73 million in FY19.

E-commerce is not entirely risk-free because not all online merchants are honest and professional, and mistakes can happen (Cooper et al., 2011). This risk is largely present because goods cannot be manually inspected before full payment is made and before the goods are delivered you have to wait for a certain period. Consumers have to trust that the merchant will dispatch the product as soon as payment is received. It is therefore important that merchants seek to prevent problems from occurring; but if they do occur, they need to be resolved immediately, particularly as consumers become skeptical about e-commerce if they are not confident that any problems they encounter will be quickly resolved (Del Duca et al., 2011).

Consumer satisfaction is a proportion of a client's emotional assessment of any result or experience related with the purchase of an item. For online retailers, customer satisfaction can lead to better results, such as increased profits, loyalty from customers, favorable word of mouth and increased profits and market share. Although there are many factors of an E-commerce website that have an impact on the customer experience and satisfaction, this study focuses particularly on how impactful the redress systems of the E-commerce giants in the industry are in India.

1.2 Redress and Customer Satisfaction

In traditional business, redress refers to the process of dealing with post-purchase complaints via some form of compensation (Davidow, 2003). Hogarth and English (2002) describe redress as providing consumers with the right to express their dissatisfaction and have their complaints heard, and to receive an explanation and some form of compensation. Redress is a type of compensation offered by businesses to complainants, such as refunds, replacements, or discounts. Redress can take the shape of physical compensation, such as cash equivalent pay, or it might take the form of an intangible response result, such as psychological compensation. For example, social loss (e.g., the loss of 'face' or self-esteem) can be compensated by an apology, which helps restore social equity and self-esteem (Gelbrich and Roschk, 2010; Hess et al., 2003). From the consumer's perspective, redress is also essential as it ensures that merchants fulfil their promises and thereby reduces consumer dissatisfaction resulting from a problem (Jasper and Waldhart, 2013), as not all consumers are interested solely in receiving compensation. Different contracts in the retail business setting vow to correct any issues, rather than giving disappointed customers a full discount.

Redress is defined as a response outcome that a business provides to address a consumer complaint (Davidow, 2000, 2003). Redress is concerned with the procedures through which individuals seek remedies or responses to their grievances (Gauri, 2013; Hodges, 2012). An effective redress procedure supports the accountability that underpins merchants' efforts to promote and offer fair and trustworthy complaint-handling procedures (Edwards and Wilson, 2007a, b; Van Heerden and Barnard, 2011). It also acts as a sanction that reduces the negative impact of untrustworthy and deviant behavior through compensation (Calliess, 2006). Redress is a key factor influencing perceptions of e-commerce as based on benevolence and integrity (Wu and Chang, 2006). In relation to benevolence, redress reflects the ability of a merchant to hold consumers' interests ahead of his/her own self-interest, and to honor promises rather than focusing on self-serving profit motives (Salo and Karjaluoto, 2007). Redress raises consumer confidence that a merchant will adhere to a set of principles and policies governing e-commerce transactions

(Palvia, 2009). Redress represents explicit promises made by merchants to deliver a certain level of service to satisfy consumers and remunerate them if the service fails (Björlin Lidén and Skålén, 2003; Hogreve and Gremler, 2009; McColl et al., 2005). Redress efforts should be strong and effective, thereby providing an adequate gain to cover the loss (Petzer et al., 2014). In this manner, traders should foster systems to convey review reaction endeavours to increment or reestablish customer fulfilment and restore and hold the purchaser relationship.

Skepticism about the value of service quality requires investigation into the evaluation of the effect of consumer loyalty on detectable monetary measures, to put projects to further develop consumer satisfaction and service quality on an equivalent balance with most other business programs that should legitimize themselves monetarily. (RT Rust, AJ Zahorik., 1993). EW Anderson in 1998 observed that disappointed clients take part in more prominent verbal exchanges than the fulfilled clients. Negative communication is probably going to have more effect than positive communication (Lutz, 1975).

1.3 Company Profile

There are two e-commerce giants covered under this study, namely Amazon and Flipkart.

1.3.1 Amazon

Jeff Bezos established Amazon in 1994. Following quite a while of arranging, he made a site in July 1995. By September, it was creating $20,000 each week in sales. Bezos and his group kept on creating on the site, spearheading highlights that are currently normal, for example, a single tick buying, user reviews, and email order-verification. In 1997, Amazon went public.

Amazon started as the world's largest bookseller, but has now evolved into the world's largest all things store. Their website keeps on selling a large number of books, as well as different media, home furnishings, clothing, pet supplies, office supplies, and many other item categories. The organization is additionally the famous cloud administrations supplier (by means of Amazon Web Services, or AWS), a huge entertainment organization through its video web-based activities, a grocery leader through its stake in natural food sources chain Whole Foods and an arising pioneer in digital personal assistant devices with Alexa and its Echo product line.

Amazon divides its operations into three segments: International (nearly 30%), North America (about 60%) and Amazon Web Services (AWS, about 10%). Its North America section has tasks of memberships and retail deals sold by means of sites accessible in North America, and through Whole Foods supermarkets, while the global portion has the activities of worldwide sites, for example, Amazon sites serving the UK, Japan, Brazil and different nations. AWS produced its worldwide income from its cloud, data set, stockpiling, and different administrations. Around 70% of the revenue comes from Online deals, including items sold in the interest of third parties. Just 10% of income is produced from Whole Food's actual stores and 5% of income comes from the organization's membership administrations - - yearly and month to month expenses related to Amazon Prime participation, as well as audiobooks, e-books, digital video, digital music, and different services. The US is the biggest market by deals (around 70%), with Germany, the UK, and Japan being the main three worldwide business sectors for Seattle-based Amazon.

Due to recent increase in online shopping, the company's sales have increased more than 160% since 2016. During past 3 years, the company’s Net income has shattered due to heavy investments. With 31% growth in revenue in 2017, the Amazon announced another 31% increase in 2018 to $232.9 billion. That year, all three businesses rose, with North America adding roughly $35 billion in additional revenue from rising unit sales and a full year of Whole Foods ownership.

With a growth rate of 47 percent, AWS is the fastest growing sector. Amazon reported a record net income of $10.1 billion for the third year in a row, up from $3 billion the previous year. The strong performance is fueled by Amazon Web Services' high-margins, which had operating income of $7.3 billion in 2018.

Amazon plan was straightforward. More sectors, more goods, more services, and more (and faster) delivery choices result in more consumers, revenue, and profit. Perhaps the most critical aspect is additional information. Throughout its systems, Amazon employs artificial intelligence to collect data about how the systems are utilised and how they might be improved. The data is also utilised to enhance the customer experience. Machine learning is at the heart of the company's algorithms for product and deal recommendations, demand forecasting, translations, product search ranking, fraud detection, , merchandising placements and other functions. Autonomous drone deliveries, the Alexa digital assistant, and AWS are all visible applications.

Amazon has also moved into physical stores, most significantly after the acquisition of Whole Foods. Operating 500 grocery shops not only offers the firm a presence in the massive US grocery sector, but it also advances its broader strategy by allowing for same-day delivery and pickup of returns in more areas. Amazon revealed intentions to shutdown roughly 90 pop-up locations in early 2019 while it rethinks its physical store strategy; sources indicate that Amazon may spend even more in physical stores, including larger Amazon-branded stores and even a new sister supermarket chain for Whole Foods

Amazon has achieved remarkable growth because of acquisitions so far, they have done to expand into new markets. Amazon agreed to purchase eero, a firm that develops devices that broadcast Wi-Fi signals across a home, for an unknown amount in 2019. The agreement has aided Amazon's efforts to place products like as its, Ring doorbells, Echo digital assistant and Blink security systems in consumers homes. eero routers ensures that speech-enabled assistants operate throughout a home, allowing people to turn lights and appliances on and off using voice commands. Amazon paid $1 billion for PillPack, an online pharmacy, in 2018. PillPack sends pharmaceuticals in pre-sorted dosage packing,

manages refills and renewals, and guarantees on-time delivery. The firm has drug store licenses across the United States, is authorized to convey in 49 states, and is a significant drug store for significant Medicare Part D plans. The procurement adds a critical customer classification to Amazon's storage facility of things and extends the organization's impression in medical care.

1.3.2 Flipkart

Flipkart is an online business platform in India. It was established in October 2007 and has its headquarters in Bengaluru. Sachin Bansal and Binny Bansal are the key people that began it. This internet-based try started as a web-based bookshop, yet as the organization's fame rose, it extended and broadened its exercises. It extended its product offering to incorporate mobile phones, music and movies.

As the e-commerce revolution started in India, Flipkart expanded at a quick pace, adding various additional product lines to its catalogue. One of the biggest issues that Flipkart had during its early years was online payments. At the time, individuals in India were hesitant to make online purchases to a virtual store for fear of fraud and money loss. To address this issue, Flipkart introduced its Cash on Delivery (COD) service, which helped to boost online customer confidence. It also made substantial efforts to strengthen the supply chain system, which aided the firm in meeting its customers delivery deadlines.

As of now, the company offers more than 150 million products in more than 80 + categories, laptops, books and e-books, including mobile phones and accessories, home appliances, computers and accessories, electronic goods, sports and fitness, games, clothes, footwear and accessories and toys, jewellery, baby care and so on. On its electronic commerce platform, Flipkart has over 350 million registered users and over a million retailer and to ensure quick delivery to its customers, the company has invested at lot in setting up warehouses. Currently, they have Warehouses in 21 states.

This online platform gets ten million site visits consistently and processes more than 8,000,000 shipments each month. Flipkart has sent off a versatile application, which has developed in ubiquity, with more than 50 million application clients. Flipkart is a billion-dollar firm, with a 2021 valuation of US$37.6 billion. It likewise satisfies its social commitment by making large scale-jobs by employing more than 33,000 individuals.

The e-commerce sector is highly competitive, with Amazon being Flipkart's main rival. Multiple mergers and acquisitions have occurred in the e-commerce sector in recent years, and Flipkart has also made many acquisitions to expand its company and raise its sales and profitability. Flipkart has made significant purchases, including Myntra, eBay India, PhonePe, Letsbuy.com, Jabong, WeRead, chakpak.com, Appiterate, Mime360, FX Mart, and ngpay.

1.3 Objectives of the Project

The main objective behind the project is to describe the relation between the customer preference and redressal provided by Amazon and Flipkart. To describe this relation, the study is performed with following objectives in mind:

- To find out the preference between redressal system provided by Amazon and Flipkart.
- To find out which Redressal System is more responsive.
- To do the comparative analysis of Redressal System of Amazon and Flipkart.
- To find out the satisfaction of the customers with Redressal provided by Amazon and Flipkart.
- To find out which Redressal System provides better solution.

1.4 Scope of the Project

The scope of the project is restricted geographically to the region of Delhi NCR. The data was collected from 114 respondents of both working and non-working class.

1.5 Limitations of the Project

- The study is geographically limited. The results may vary with an expansion in the geographical scope of the study
- Only two ecommerce websites were covered under the study, thus limiting the user base of online shoppers.
- The research is time bound as it was conducted as a college project and has to be completed within the semester.

CHAPTER – 2
LITERATURE REVIEW

A Comparative Study between Flipkart and Amazon India (K Francis Sudhakar, Habeeb Syed, 2016)

The internet has advanced into an all the more powerful and fundamental tool for addressing everybody's requirements and meaningfully impacting the manner in which individuals work. Different inventive associations have set up frameworks for taking care of client orders, facilitating payment, client service, gathering online information, and getting feedback by incorporating different web-based data innovations over the Internet. These operations are referred to as e-commerce or Internet commerce. With their product varieties and simple manner to acquire stuff, online shopping has made everything so much easier for everyone. A critical examination of several corporate and company level tactics of two major e-tailers, Flipkart and Amazon, has been conducted. E-commerce difficulties, company models, finance, growth, income generation, survival strategies, shoppers' online shopping experience, value added distinction, and product offers have all been considered in the comparison. Both of these major players have left their mark in India, but who will emerge as the final winner or the number one.

The analysis included all of the work flows of India's leading e-commerce giants, Flipkart and Amazon. It has been described how they operate and how they run flawlessly in a competitive world. It is commendable that they are thinking creatively in order to reach an increasing number of consumers. They expanded their network as much as possible in order to reach more and more customers. They made it easier and more pleasant for customers to work. In this competitive market, one must take the lead and the others will follow. We have a clear winner based on a customer study, and that is Amazon. Despite the fact that it is a multinational corporation, it has a strong presence in India. Flipkart is giving exceptionally intense rivalry to Amazon despite the fact that it is a new organization when contrasted to Amazon. Maybe it takes some time to overcome, but definitely they are doing very well in Indian e-commerce market

A Comparative Analysis of Customer Satisfaction between Amazon and Flipkart: A Study Conducted in NCR Region of India (Nikita Arora, Dr. Ajay Singh, Dr. Parul Agarwal, 2019)

E-commerce includes an online transaction. The buying and selling of products and services through the Internet, particularly the World Wide Web, is known as electronic commerce (e-commerce). Companies have established marketing data collecting, order intake, customer support, Online feedback systems, and payment facilitation by combining numerous web information management technologies via the Internet. Researchers attempted to critically analyse the comparison of customer satisfaction ratings between two main players, Flipkart and Amazon, in this report. In India, the two major players have created a reputation for themselves. A customer satisfaction study conducted by Amazon and Flipkart compares the aspects that influence customer happiness in order to compete in the e-commerce business. This report examined Amazon and Flipkart customer satisfaction. Primary data was gathered. A systematic questionnaire is used to obtain 70 samples. Using SPSS Software, the data was analysed using descriptive statistics and cross tabulations. The study's major conclusions are that most consumers are happier with Amazon than with Flipkart.

Flipkart performs well, but not well enough. In several situations, consumers felt that the packaging might have been improved. Alternatively, it might be large or small or costly, or a product should be handled with caution. Some of the items, primarily apparel, arrive with the supplier's original cover, indicating carelessness. Amazon has made an impression on us in this regard, because whatever the goods, its packaging will, of course, be safe.

A Comparative Study on Customer Satisfaction between Amazon and Flipkart with special reference towards Coimbatore District (KL Chandramohan, M. Vadivel, 2018)

Amazon and Flipkart are two of India's most popular online buying platforms. In this research, an attempt is made to determine consumer satisfaction with Amazon and Flipkart. A suitable sample of 100 respondents was drawn from the Coimbatore District. Simple percentage analysis, the chi-square test, and Friedman's ranking test were used to assess the data. According to the findings, female clients with a high annual income are quite happy with Amazon and Flipkart. The study also reveals that, while Amazon provides branded and high-quality products, customers are more drawn to Flipkart's finest services.

Online buying is one of the most appealing, generally accepted, and highly valued purchasing trends in today's globe. The two most popular online shopping websites are Amazon and Flipkart. People also preferred and were happy with them. Although clients are delighted with online buying, they do confront certain issues as a result of several technological and misleading advertising issues. This issue may be solved by educating the customers. The study finds that, while Amazon provides branded and high-quality items, shoppers are more drawn to Flipkart's finest services.

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CHAPTER – 3
RESEARCH METHODOLOGY

3.1 Purpose of the Research

A brief survey of related literature was offered in the preceding chapter. The evaluation of related literature provided the investigator with a solid understanding of the subject of investigation as well as the technique and methods to be used in the present study. The purpose and the context of the research might be conceptualized differently depending on if it's done for creating or propagating theories or models or is done for resolving immediate managerial problems. The present chapter describes the methodology of the concerned research in terms of problem description, operational definitions, sampling techniques, sample size, and tool description. A research design is a systematic and logical strategy created to guide a research investigation. It is a search for knowledge. The process of discovering new facts and confirming existing ones via the use of scientific procedures to a natural or social phenomena is known as research.

A research design or methodology is basically a study plan. To carry out the research, a blue print is used. It is analogous to an architect's blueprint for building a home; if research is undertaken without a blueprint, the outcome is likely to differ from what was envisioned at the beginning. It defines the research objectives as well as the procedures to be used to attain those objectives. It is a set of strategies and procedures for gathering the information needed to solve problems. It involves arranging the parameters for data collection and analysis in a way that tries to balance relevance to the research goals with efficiency in procedure. So, a research design is the conceptual framework within which research is carried out.

The applicability of a research design for a given research is measured by the nature of the problem, the technique of data collecting, and the method of data analysis.

3.2 Research Methodology of the study

A research methodology is a method of approaching a research problem in a systematic and logical manner. It allows for the right implementation of research processes, making them as efficient as feasible. A research design is a detailed plan that identifies the goals of a research study and provides instructions for achieving those goals. In other words, it is a comprehensive strategy for carrying out a research project. The researcher has a variety of strategies for testing the objectives depending on the research perspective. These methodologies give a clear depiction of the process of systematically modifying the variables under investigation in order to demonstrate the correlation or causality of the relation under investigation. The primary aim of the research design is to explain how the research problem will be studied, which necessitates that the design's reasoning or rationale be explicit, precise, and quantifiable. As a result, it specifies how data is obtained and the sample methodology used to perform the study.

The details of types of research designs are as follows: -

Conclusive Research Design

It is utilised to give findings that are practically useful in reaching conclusions or making decisions. The research goals and data requirements for this type of research must be specified properly. Conclusive study findings are often used for specialised purposes. The verification and quantification of exploratory study findings is possible with this type of design. It comprises the use of quantitative data collection and analysis approaches in general. Furthermore, compelling investigations are frequently deductive in character, with research objectives met through the testing of hypotheses. The two varieties of are descriptive and causal or experimental research design.

Experimental or Causal Research Design

The objective of causal research is to decide the connection between cause and effect. Regularly, it appears as a test. In a causal examination plan, an attempt is to evaluate the effect of modification on independent factors (like value, items, publicizing and selling exercises, or advertising systems overall) on dependent factors (like sales volume, profits, and brand image and brand loyalty). It is more effective in addressing marketing issues. The best example of experimental marketing is test marketing, in which the independent variables, such as price, product, promotional efforts, and so on, are changed to see their impact on the dependent variables, such as sales, profits, brand loyalty, competitive strengths, product differentiation, and so on. Both of these research approaches are complementary; exploratory research is typically employed when no previous study on the issue has been conducted.

Testing Method

Chi-Square Test

The Chi-Square test allows to do statistical procedure for the difference between observed and expected data. It also determines whether it correlates to the categorical variables in our data. It aids in determining if a variation between two categorical variables is due to chance or to a relation between them.

CHAPTER - 4
DATA COLLECTION

4.1 Data Collection Methods

The collecting and interpretation of data is critical to the success of any project or market survey. In order to meet the research objectives, it is critical that the data collected be credible. The collecting and interpretation of data is critical to the success of any project or market survey. To meet the study objectives, it is critical that the data collected be reliable. There are two types of data sources:

Primary data- It is done by direct observation or data collected by the researcher. It is obtained for a specific purpose from the field of investigation and is of original nature. Primary data for the study were mostly gathered using the survey approach, employing the tool questionnaire.

Secondary data – They are initially gathered by others for a certain purpose and are later employed in a variety of contexts. It is second-hand information on an event that the researchers did not see firsthand. The use of secondary data saves time and money. The purpose is to increase analytical accuracy.

4.2 Sampling Design

Because it is impractical to research the entire population, a limited and representative subset of the population known as a sample is investigated. The group assesses the correctness of decisions made based on the results. The representations of the population are the most significant criterion for selecting the sample. The study's sample is devoid of the researcher's bias, and the margin of error is narrow enough that the results can be deduced.

The sampling technique chosen in this study is convenience sampling. The sampling unit consists of customers who have shopped on both Amazon or Flipkart, and have undergone certain difficulties or complications in their transactions and due to service failure. The sample size is of 114 respondents of varying age. The sample consists of both working and non-working class of respondents and their location is limited to Delhi NCR.

A research tool is essential in any useful research since it is the primary factor in identifying quality data and reaching perfect conclusions regarding the topic or subject at hand, which finally assists in offering appropriate corrective actions to the problems involved.

Questionnaire

The questionnaire is used to collect data from respondents for this research. In a statistical investigation, the necessary information is frequently gathered via a provided Performa in the form of a questionnaire. The investigator aims to implement a tool to examine Amazon and Flipkart's Redressal System among customers. It has five summarized rating scale choices. It comprises a set of questions that the researcher is intended to ask, and the respondents are meant to tick the option next to each one.

4.3 Limitations

- The sample size is small to conduct an appropriate customer research.
- Some respondents may have provided bias responses, which may have influenced the study's findings.
- Due to a lack of prior research studies on the issue, respondents do not have time to read the entire questionnaire and instead fill it out arbitrarily.
- Due to the small sample size, it is difficult to discover meaningful customer relationships.
- Respondents attempted to avoid some statements by simply answering them.

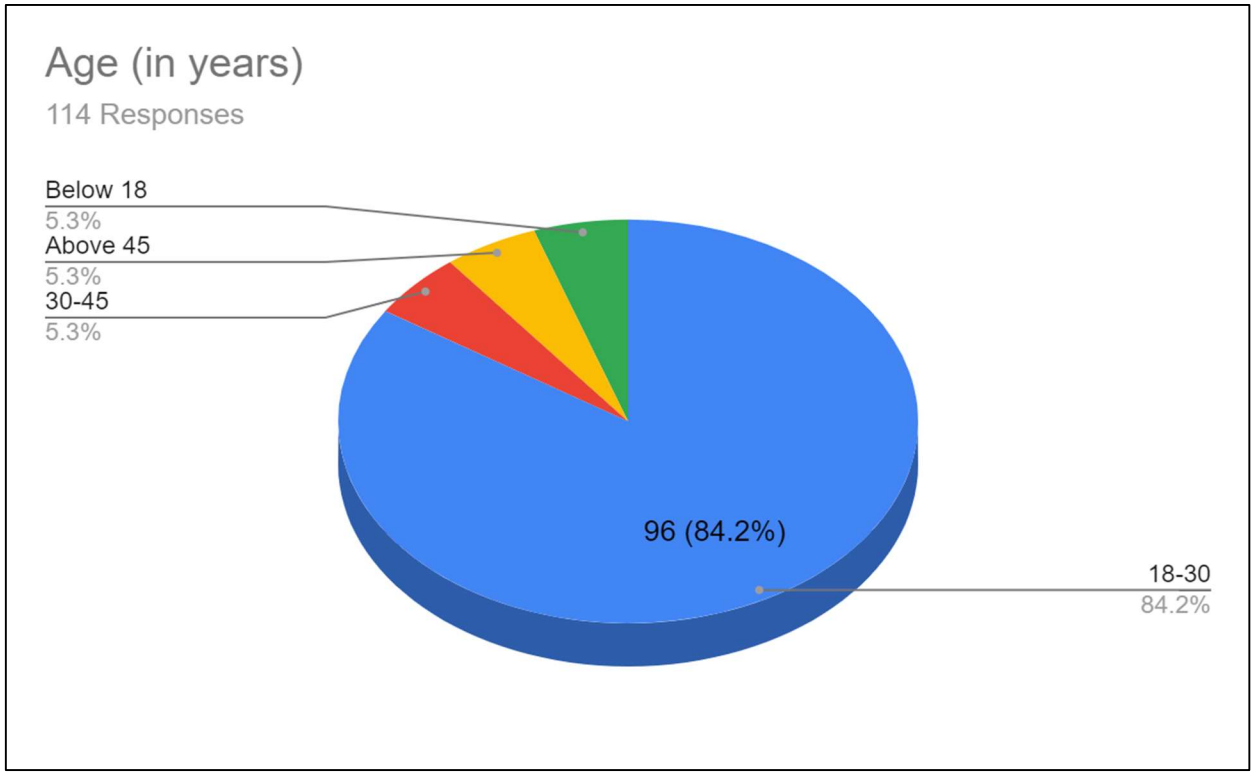
<u>A Google form has been floated for the Data Collection:</u>

- 150 people were targeted for the survey.
- Only 125 responses were recorded.
- 11 responses from the total responses were rejected because data was not reliable.
- 114 responses from the total responses were used to analyse the data. Questionnaire has been attached in the Annexure.

CHAPTER - 5
DATA ANALYSIS AND INTERPRETATION

1. AGE

S.No.	AGE (in Years)	Count
1.	Below 18	06
2.	18-30	96
3.	30-45	06
4.	Above 45	06

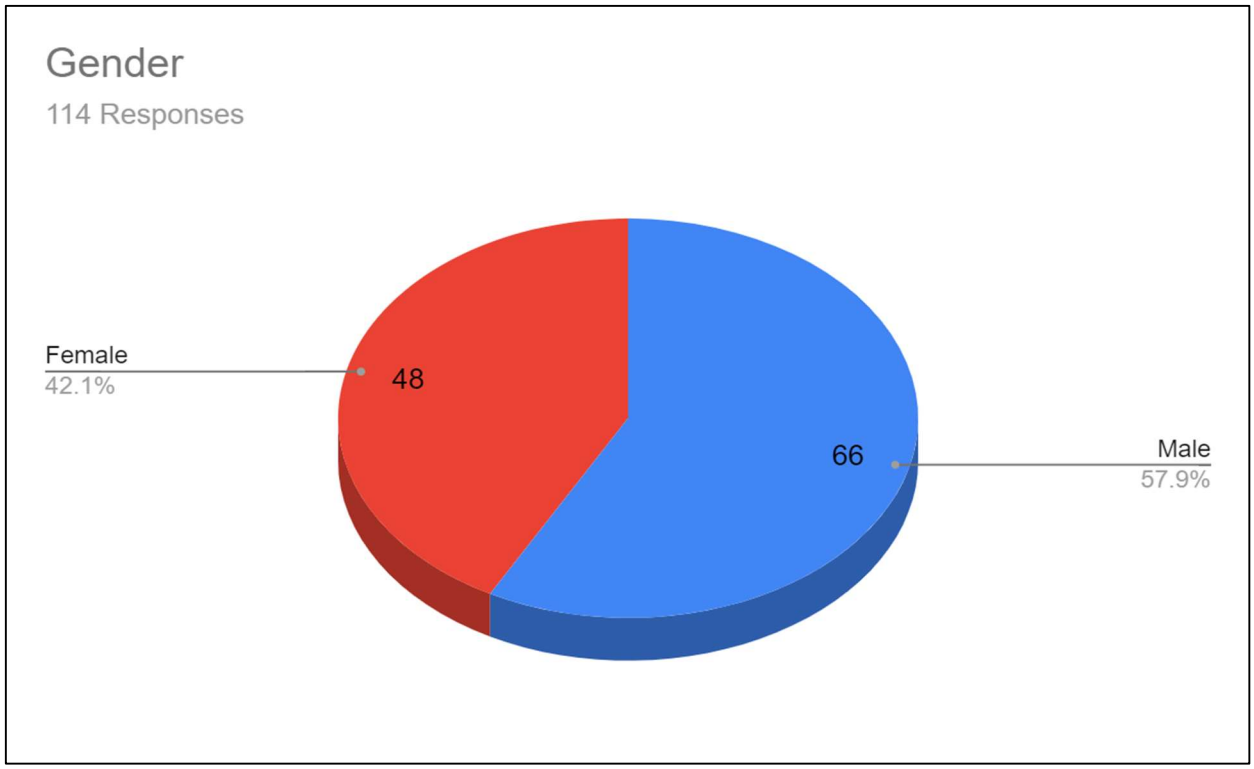


INTERPRETATION:

Out of 114 Respondents, 96 respondents i.e., 84.2% are School Students which comes under Below 18 Category. Rest 18 respondents are Graduates, Post Graduates and Professionals which comes under 18-30, 30-45 and Above 45 Age Category respectively.

2. GENDER

S.No.	GENDER	Count
1.	Male	66
2.	Female	48

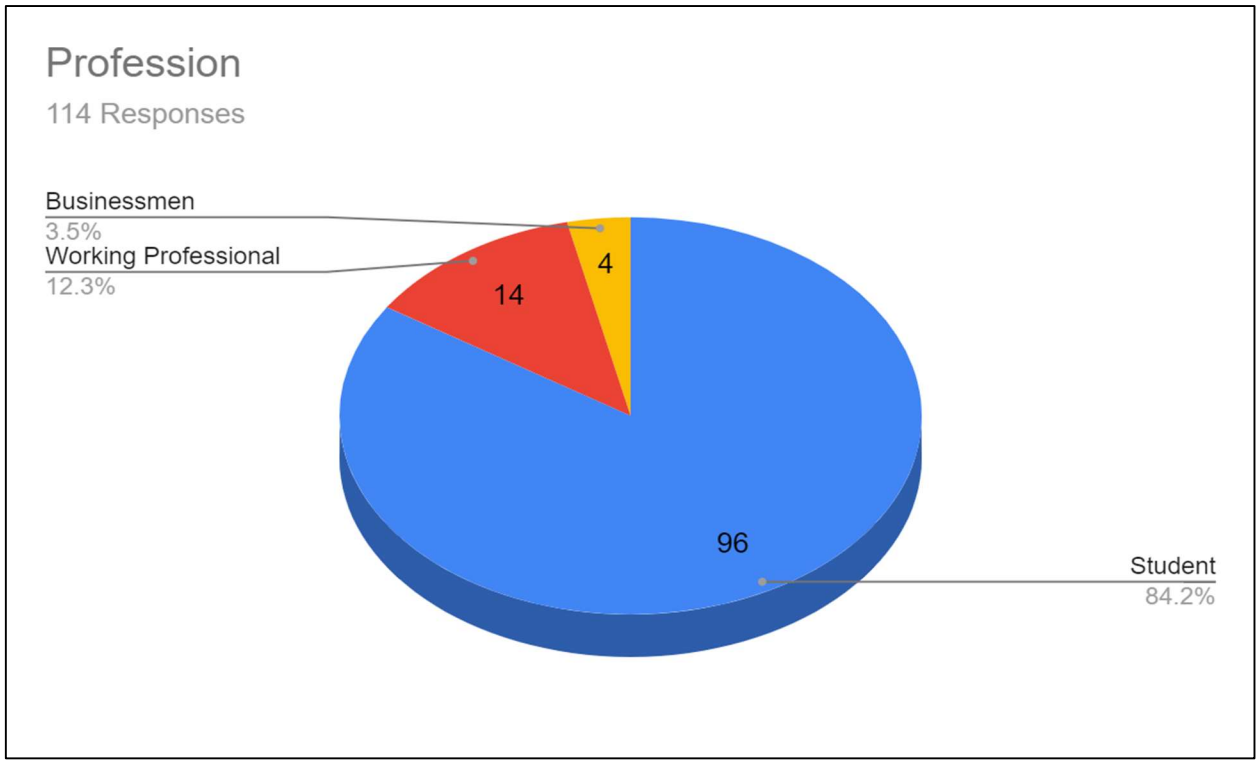


INTERPRETATION:

Out of 114 Respondents, 66 respondents i.e., 58% are Male and 48 respondents i.e., 42% are Females.

3. PROFESSION

S.No.	Profession	Count
1.	Student	96
2.	Working Professional	14
3.	Businessmen	4

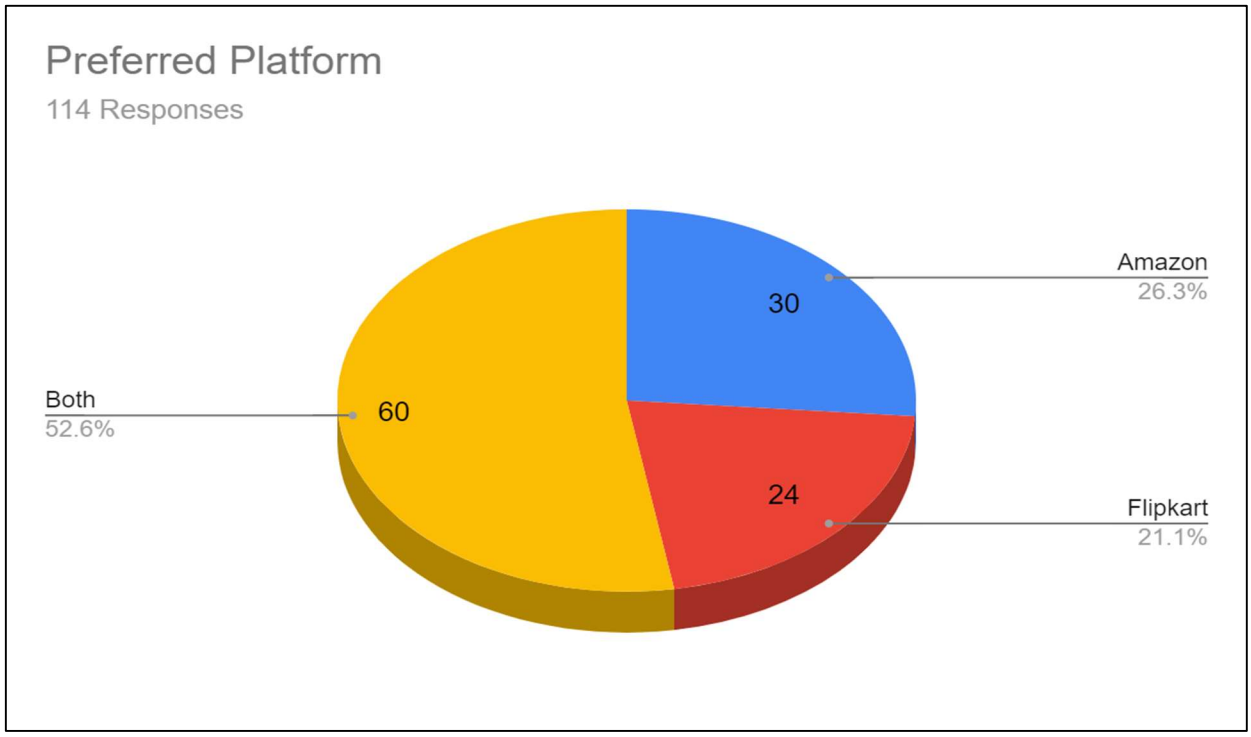


INTERPRETATION:

Out of 114 respondents, 96 respondents i.e., 84% are Students which indicates that they are actively shop on Amazon and Flipkart. Rest 18 respondents are Working Professional and Businessmen.

4. PREFERRED PLATFORM

S.No.	Platform	Count
1.	Amazon	30
2.	Flipkart	24
3.	Both	60

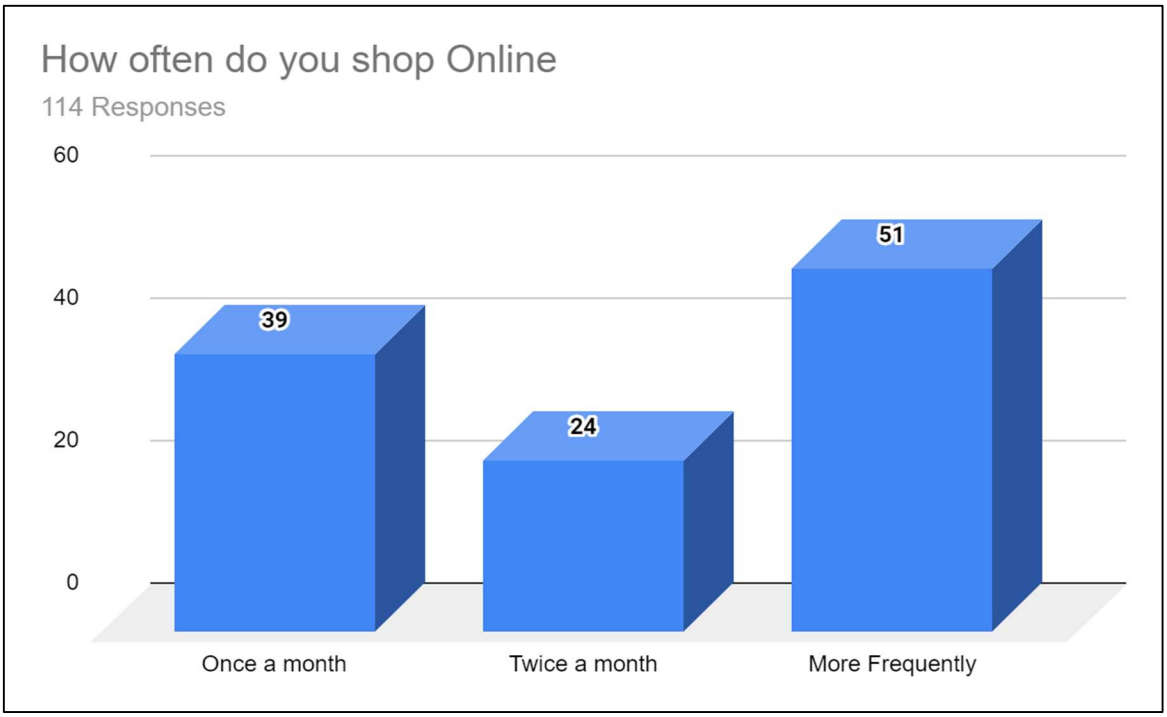


INTERPRETATION:

In the above pie chart, out of 114 respondents, 60 respondents are using both Amazon and Flipkart for shopping. 30 respondents are using Amazon Platform and rest 24 respondents are using Flipkart.

5. FREQUENCY OF ONLINE SHOPPING

S.No.	Platform	Count
1.	Once a Month	39
2.	Twice a Month	24
3.	More Frequently	51

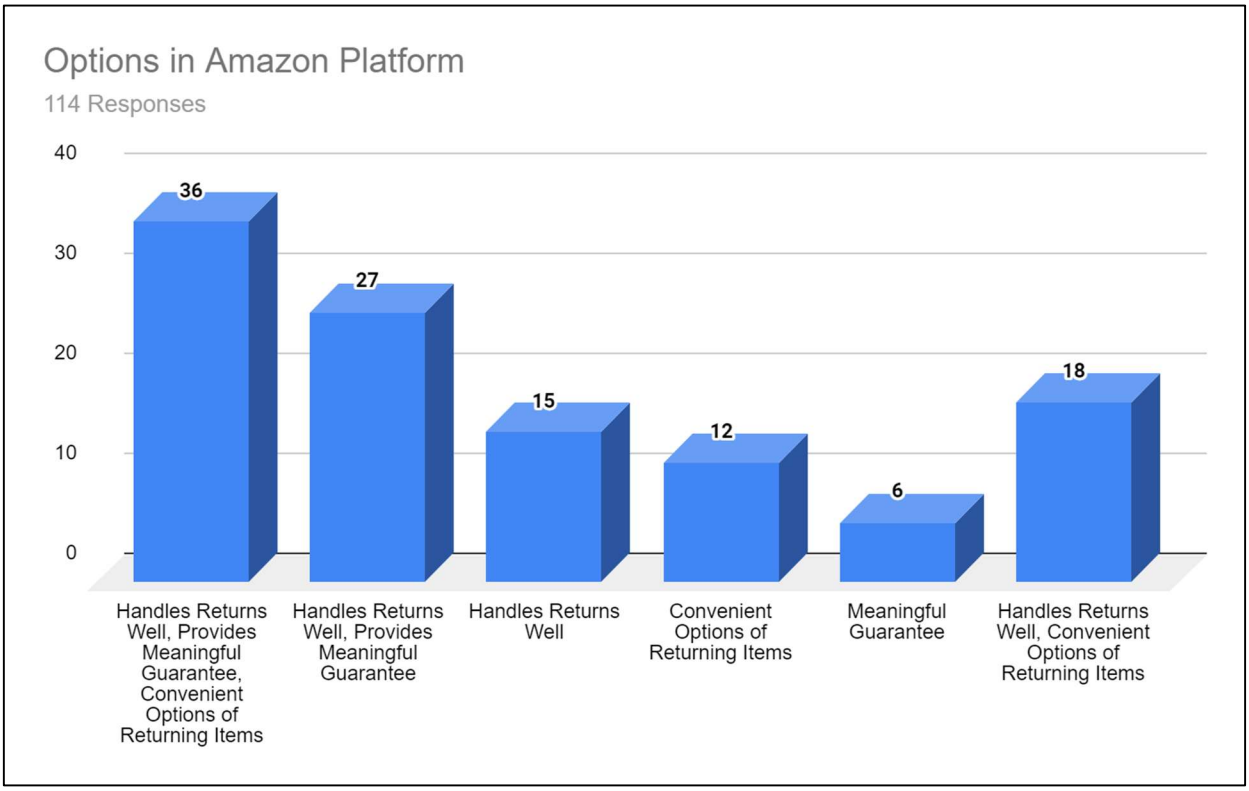


INTERPRETATION:

In the above bar graph, out of 114 respondents, 51 respondents i.e., 44.7% are spending money more frequently on online shopping.39 respondents shop once a month and rest 24 respondents shop twice a month on shopping.

6. DIFFERENT OPTIONS IN AMAZON

S.No.	Options	Count
1.	Handles Returns Well, Provides Meaningful Guarantee, Convenient Options of Returning Items	36
2.	Handles Returns Well, Provides Meaningful Guarantee	27
3.	Handles Returns Well	15
4.	Convenient Options of Returning Items	12
5.	Meaningful Guarantee	6
6.	Handles Returns Well, Convenient Options of Returning Items	18

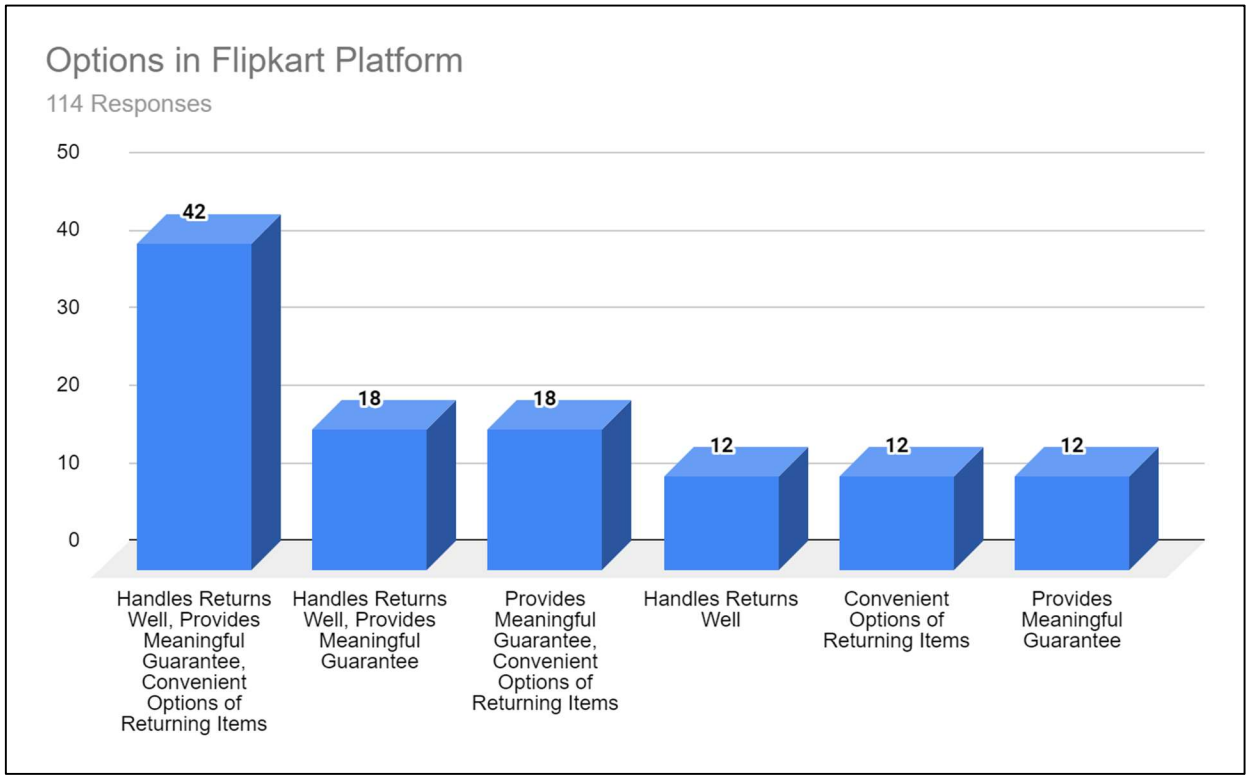


INTERPRETATION:

In the above bar graph, 36 respondents i.e., 31% have said that they are satisfied with the all options available in the questionnaire. 27 respondents said that amazon provides meaningful guarantee and it handle returns well. However, 33 respondents said that they are satisfied only with one of the options.

7. DIFFERENT OPTIONS IN FLIPKART

S.No.	Options	Count
1.	Handles Returns Well, Provides Meaningful Guarantee, Convenient Options of Returning Items	42
2.	Handles Returns Well, Provides Meaningful Guarantee	18
3.	Handles Returns Well	18
4.	Convenient Options of Returning Items	12
5.	Meaningful Guarantee	12
6.	Handles Returns Well, Convenient Options of Returning Items	12

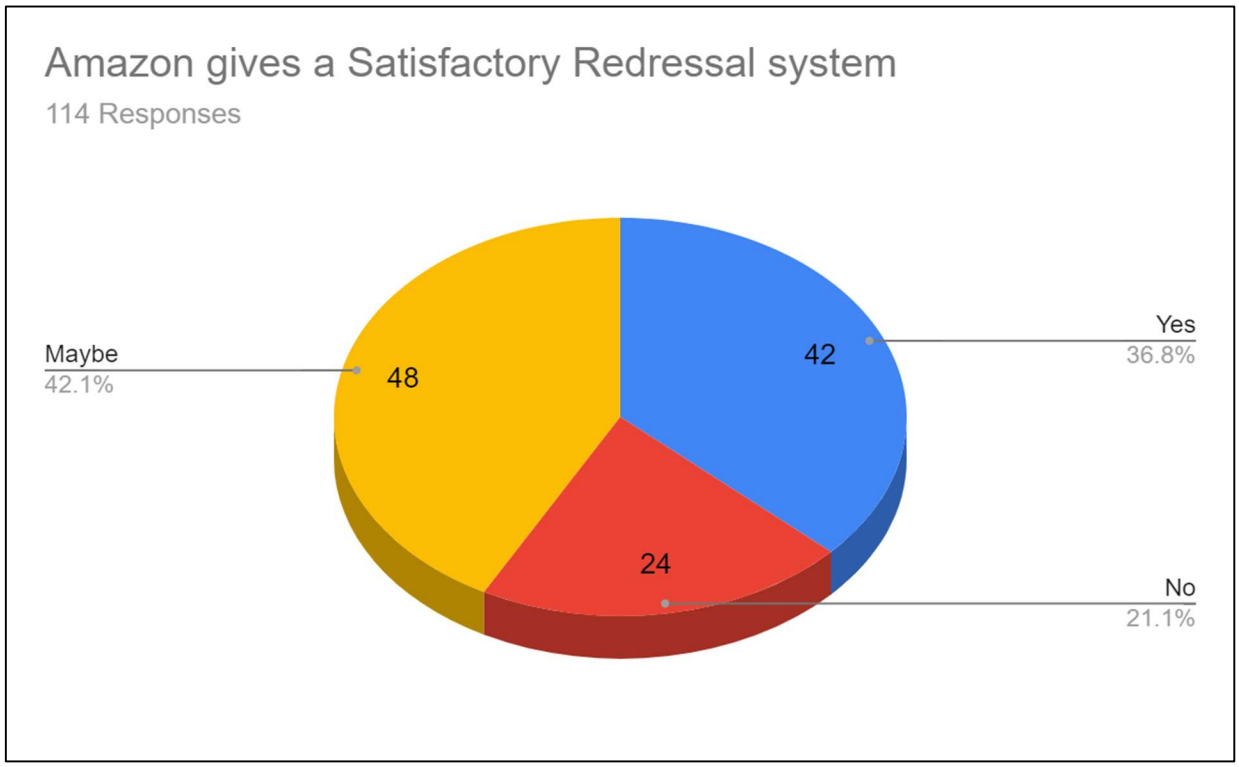


INTERPRETATION:

In the above bar graph, 42 respondents i.e., 37% have said that they are satisfied with the all options available in the questionnaire. 18 respondents said that flipkart provides meaningful guarantee and it handle returns well. However, 36 respondents said that they are satisfied only with one of the options.

8. SATISFACTION WITH AMAZON REDRESSAL SYSTEM

S.No.	Satisfied?	Count
1.	Yes	42
2.	No	24
3.	Maybe	48

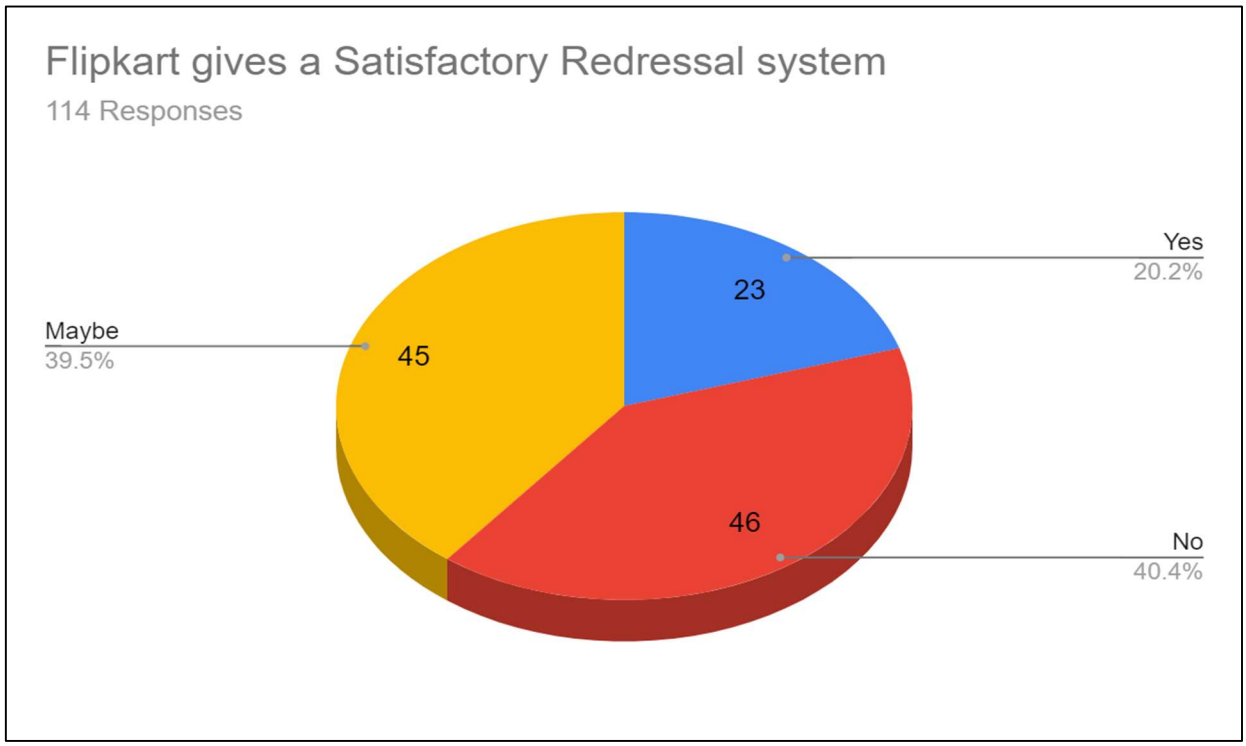


INTERPRETATION:

In the pie chart, it is visible that 37% of 114 i.e., 42 respondents found the Amazon Redressal System Satisfactory. 24 respondents are not happy with the redressal system. While 48 respondents are not sure about how much they are satisfied with Amazon Redressal System.

9. SATISFACTION WITH FLIPKART REDRESSAL SYSTEM

S.No.	Satisfied?	Count
1.	Yes	23
2.	No	46
3.	Maybe	45

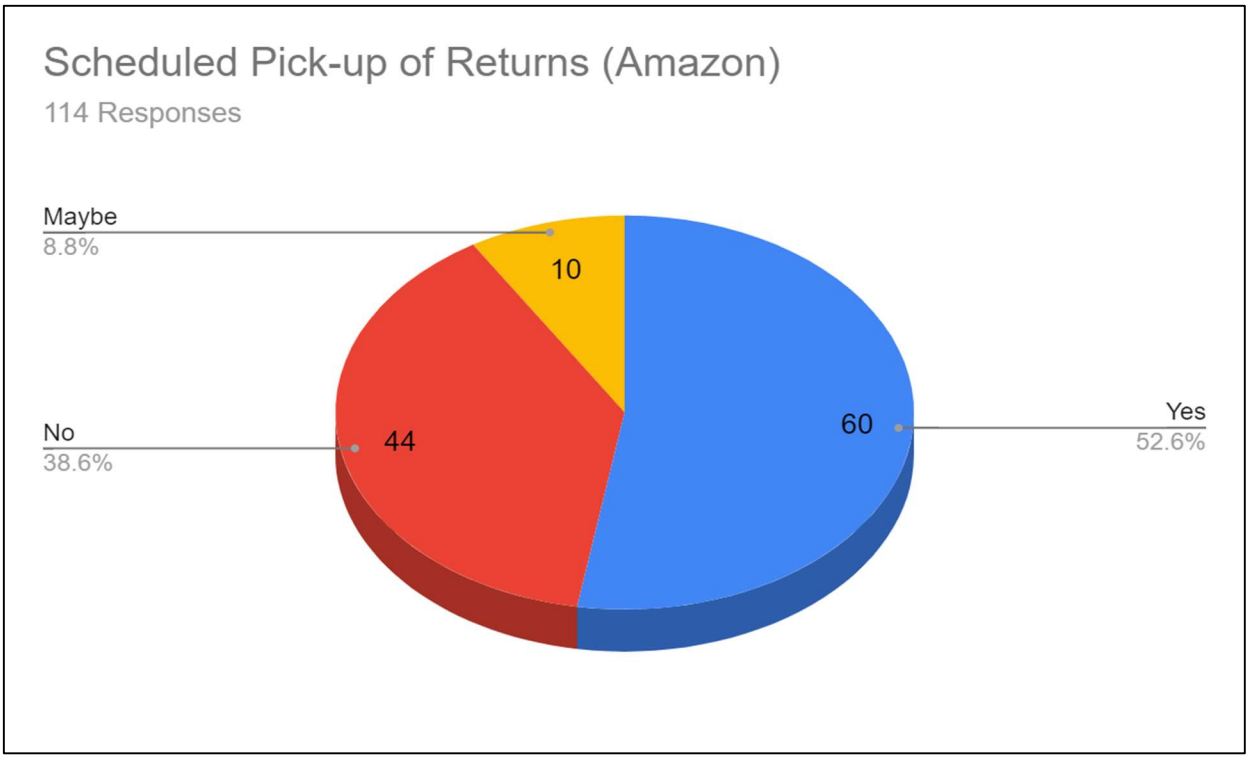


INTERPRETATION:

In the pie chart, it is visible that 40% of 114 i.e., 46 respondents are not satisfied with the Flipkart Redressal System. 23 respondents are satisfied with the redressal system. While 45 respondents are not sure about how much they are satisfied with Flipkart Redressal System.

10. SCHEDULED PICK-UP OF RETURNS BY AMAZON

S.No.	Scheduled Pick-ups	Count
1.	Yes	60
2.	No	44
3.	Maybe	10

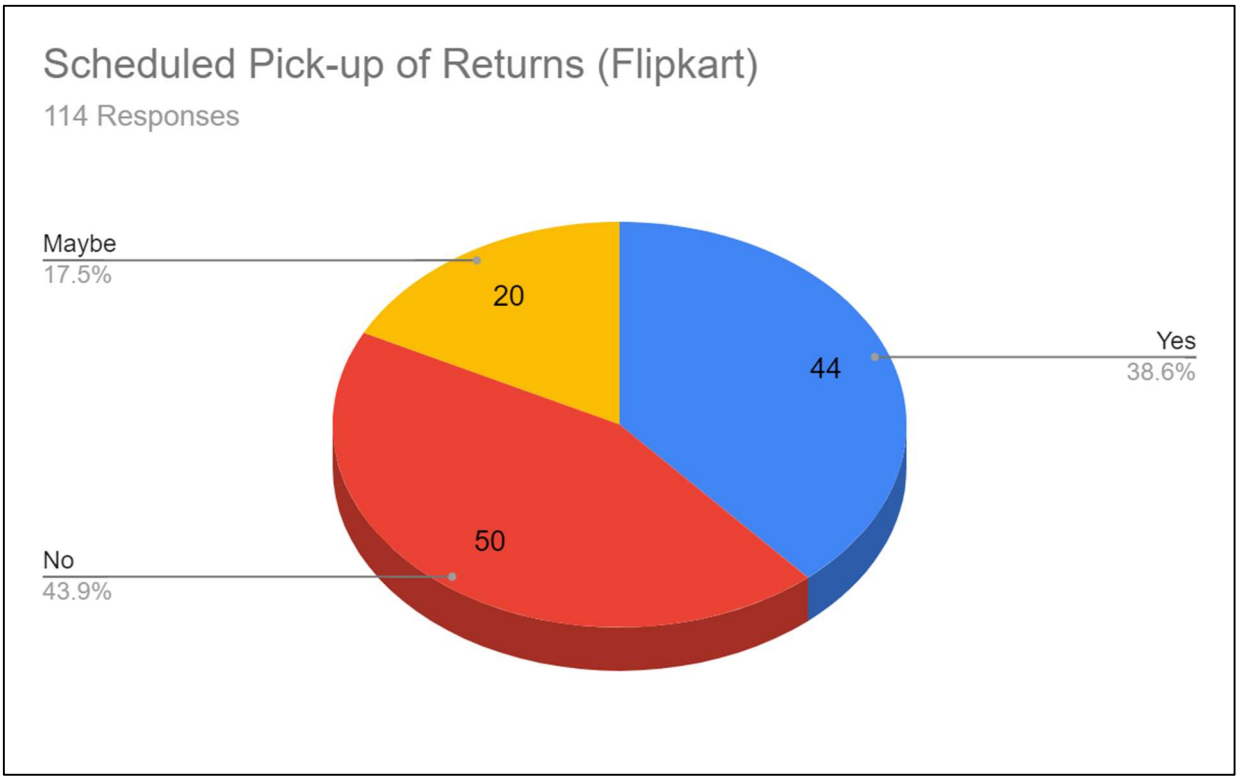


INTERPRETATION:

Above analysis shows that 60 respondents out of 114 have their return items get picked up by the Amazon at the scheduled time. While 44 respondents have their items got picked up by the Amazon after the scheduled time. While 9% respondents are not sure about this.

11. SCHEDULED PICK-UP OF RETURNS BY FLIPKART

S.No.	Scheduled Pick-ups	Count
1.	Yes	44
2.	No	50
3.	Maybe	20

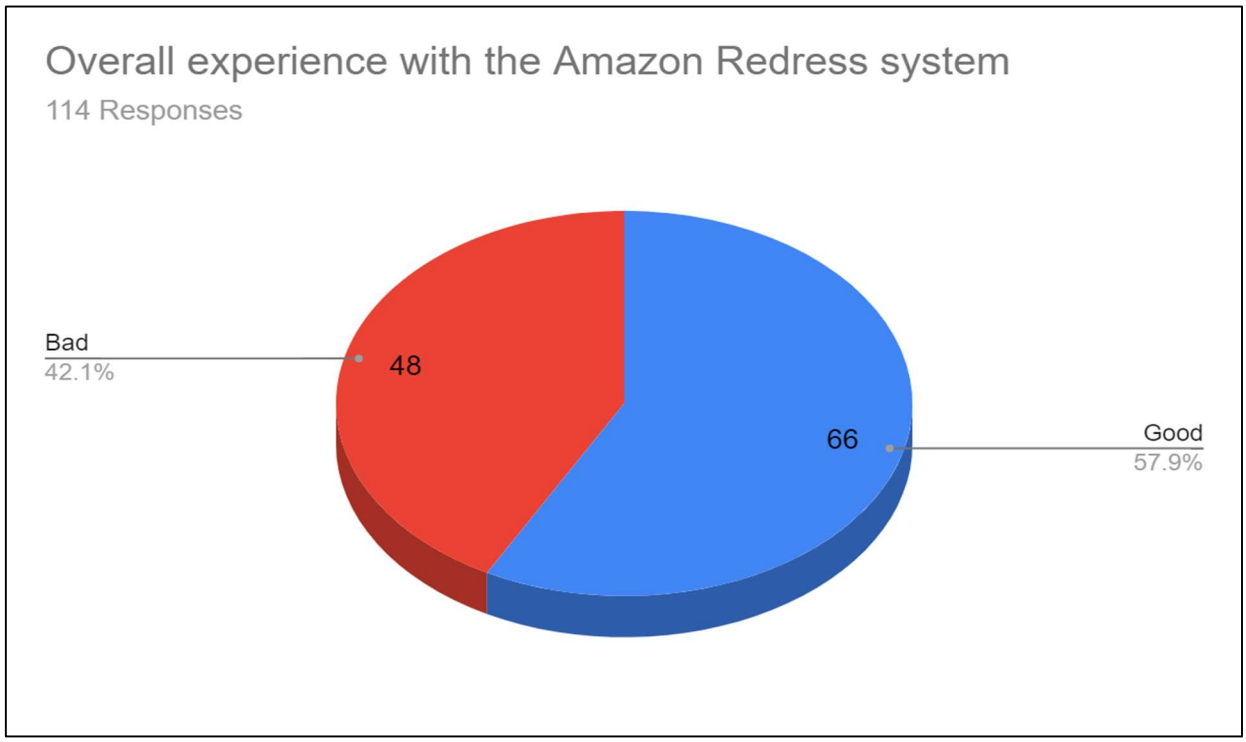


INTERPRETATION:

Above analysis shows that 50 respondents out of 114 have their return items get picked up by the Amazon after the scheduled time. While 44 respondents have their items got picked up by the Amazon at the scheduled time. While 17.5% respondents are not sure about this.

12. OVERALL EXPERIENCE WITH AMAZON

S.No.	Overall Experience	Count
1.	Good	66
2.	Bad	48

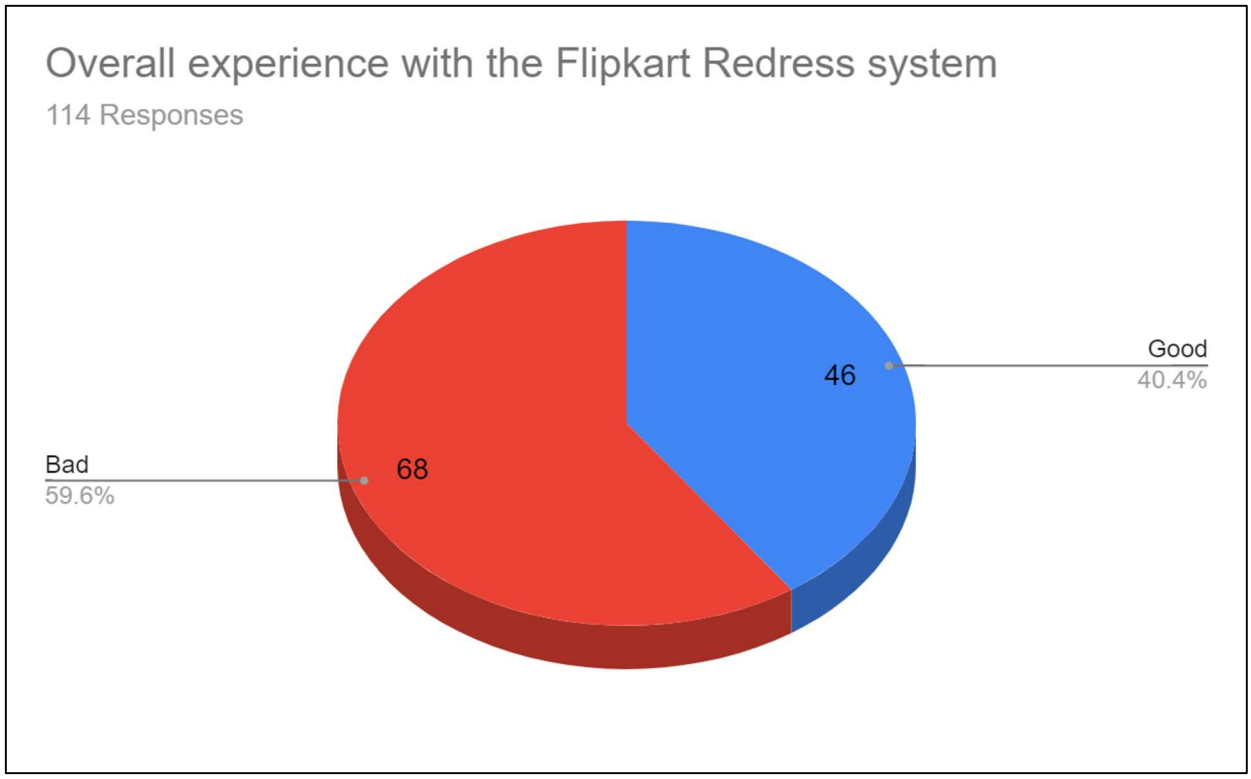


INTERPRETATION:

Above analysis shows that 66 respondents i.e., 58% are having a good experience with the Amazon Redressal System while 48 respondents are having a bad experience. This indicated that majorly of the respondents are happy with the redressal provided by the Amazon.

13. OVERALL EXPERIENCE WITH FLIPKART

S.No.	Overall Experience	Count
1.	Good	46
2.	Bad	68



INTERPRETATION:

Above analysis shows that 68 respondents i.e., 59% are having a bad experience with the Flipkart Redressal System while 46 respondents are having a good experience. This indicates that majorly of the respondents are not very much satisfied with the redressal provided by the Flipkart.

5.2 CHI SQUARE TEST

HYPOTHESIS

Ho: (Null Hypothesis**)** There is No Relationship between Age of the Respondent and the Shopping Platform

H1: (Alternative Hypothesis**)** There is a Relationship between Age of the Respondent and the Shopping Platform

Age (in years) * Which Platform do you prefer for shopping? Crosstabulation

Count

		Which Platform do you prefer for shopping?			Total
		Amazon	Both	Flipkart	
Age (in years)	18-30	30	42	24	96
	30-45	0	6	0	6
	Above 45	0	6	0	6
	Below 18	0	6	0	6
Total		30	60	24	114

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.238[a]	6	.004
Likelihood Ratio	26.141	6	.000
N of Valid Cases	114		

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is 1.26.

Significance: The significance level we defined was 0.05 and table shows the significance level of 0.004 which is lesser than 0.05, i.e., $p < \alpha$ so we will reject our null hypothesis and therefore, alternative hypothesis is accepted thus it means there is a significant relationship between age and shopping platform.

HYPOTHESIS

H_0 (Null Hypothesis**):** There is No Relationship between Age of the Respondent and Frequency of Online Shopping.

H_1 (Alternative Hypothesis**):** There is a Relationship between Age of the Respondent and Frequency of Online Shopping.

Age (in years) * How often do you shop Online Crosstabulation

Count

		How often do you shop Online			Total
		More Frequently	Once a month	Twice a month	
Age (in years)	18-30	44	33	19	96
	30-45	2	2	2	6
	Above 45	2	2	2	6
	Below 18	3	2	1	6
Total		51	39	24	114

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.404[a]	6	.966
Likelihood Ratio	1.311	6	.971
N of Valid Cases	114		

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is 1.26.

Significance: The significance level we defined was 0.05 and table shows the significance level of 0.966 which is greater than 0.05, i.e., $p > \alpha$ so we will accept our null hypothesis and therefore, alternative hypothesis is rejected thus it means there is an insignificant relationship between age and Frequency of Online Shopping.

HYPOTHESIS

Ho: (Null Hypothesis**):** There is No Relationship between Gender of the Respondent and Shopping Platform.

H1: (Alternative Hypothesis**):** There is a Relationship between Gender of the Respondent and Shopping Platform.

Gender * Which Platform do you prefer for shopping? Crosstabulation

Count

		Which Platform do you prefer for shopping?			Total
		Amazon	Both	Flipkart	
Gender	Female	11	26	11	48
	Male	19	34	13	66
Total		30	60	24	114

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.538[a]	2	.764
Likelihood Ratio	.542	2	.763
N of Valid Cases	114		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.11.

Significance: The significance level we defined was 0.05 and table shows the significance level of 0.764 which is greater than 0.05, i.e., $p > \alpha$ so we will accept our null hypothesis and therefore, alternative hypothesis is rejected thus it means there is an insignificant relationship between Gender and shopping platform.

CHAPTER - 6
FINDINGS AND SUGGESTIONS

This chapter presents the findings of the study. Based on these findings, suitable pedagogic recommendations can be made. It makes necessary recommendations and suggestions to both Amazon and Flipkart and how their redress systems can be improved, thus consequently improving customer experience. It also offers suggestions for further research in the field.

6.1 Findings

- As is to be expected, 52.6% of the sample was found to be using both websites for their shopping requirements. Amazon and Flipkart occupy No.1 and No.2 ranking as an ecommerce website in terms of traffic in India.
- To find out which of the two systems do the customers prefer, 26.3% of respondents prefer Amazon Platform while 21.1% of respondents prefer Flipkart Platform which means Amazon came out on top. However, neither score is excellent, and the difference is marginal.
- To find out which system was more responsive in providing redress, Amazon however, slightly edged out Flipkart, having a average rating 3.29 of compared to Flipkart's 2.744. The biggest negative effect on this score was caused due to neither company's ability to provide a meaningful guarantee on the product.
- To find out which Redressal System is more satisfactory, Respondents found Amazon Redressal system satisfactory by giving 36.8% positive response as compared to Flipkart who got 40.4% responses in favor of No. This means that customers are satisfied with the services provided by the Amazon Redressal system.
- When customers were asked if their return items got picked-up at scheduled, again Amazon edged out Flipkart, getting 60 responses in favor of it. time while Flipkart got 50 responses against it.

- 57.9% of the respondents were found to be overall satisfied with the redress provided by amazon. 42.1% were left demanding more. This finding clearly shows that majority of the customer base is happy with their redressal system. Since significant number of customers are demanding more, Amazon needs to do some improvement in their Redressal System.
- 20.2% of the respondents were satisfied with Redress provided by Flipkart, and only 40.4% seemed to be unhappy. This result goes with the rest of the results in the research, where Amazon managed perform better than Flipkart, as-well-as had higher confidence of the respondents.
- There is a Relationship between Age of the Respondent and the Shopping Platform as alpha value (0.05) is Greater than the p-value (0.004) by running the Chi-Square Test. This relationship indicates that younger ones are more inclined towards the Online shopping which leads to the increased shopping over these platforms.
- There is No Relationship between Age of the Respondent and Frequency of Online Shopping as alpha value (0.05) is lesser than the p-value (0.966) by running the Chi-Square Test.
- There is No Relationship between Gender of the Respondent and Shopping Platform as alpha value (0.05) is lesser than the p-value (0.764) by running the Chi-Square Test.

6.2 Suggestions

The study clearly indicates that the customers are not happy with the helpline connectivity of these platforms when problems such as late delivery arise. Both companies can improve their helpline connectivity by strengthening their customer service team.

This study was limited geographically. The sample size is also relatively small and thus is not a good representative of the entire customer base of either of the websites. Further research can be done expanding both the sample as well as the territory of the study.

CHAPTER – 7
CONCLUSION AND LIMITATIONS

The importance of redress cannot be understated in the current e-commerce scenario. It has a huge impact on the public perception of the company as well as customer retention and loyalty. It can be clearly seen that both e-commerce giants Amazon and Flipkart have a long way to go in terms of improving satisfactions of their customers with how redress is provided when problems arise.

Amazon managed to have edge, thus showing a preference of customers towards their redressal system over Flipkart's. Overall experience was used as the metric to find out the preference of customers, Amazon was consistently ahead of Flipkart in almost every question asked. This consistent lead shows that the preference is not subject a potential error in the research methodology. Majority of the customers have a good overall experience with Amazon's and redressal system, as compared to Flipkart's. However, both have a larger big piece of the pie in the favor of No, indicating that improvements are needed in how the complaints are attended to.

All of the work flows of India's biggest e-commerce companies, Flipkart and Amazon, were included in the research. It has been stated how they work and how well they run in a competitive environment. It is admirable that they are thinking imaginatively in order to reach a growing number of customers. They broadened their network as much as possible in order to reach an increasing number of clients. They made working easier and more comfortable for consumers. In this competitive economy, one must take the initiative, and the others will follow.

We have a clear winner based on a consumer survey, and that is Amazon. Despite the fact that it is a multinational corporation, it has a strong presence in India. Even though it is a new firm in comparison to Amazon, Flipkart is a fierce competitor. It may take some time to overcome, but they are clearly performing quite well in the Indian e-commerce sector. However, it is also important to understand that the study was fairly limited, both by time and geographical territory it covered, and further research when conducted might provide different results and solve the conflicts appearing in this study.

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Annexure

Questionnaire

A STUDY ON ASSESSMENT OF REDRESSAL SYSTEM OF AMAZON AND FLIPKART

Redress is the remedy provided by a company in case of a product or a service failure. Given below are certain questions to help understand how satisfied you are with various forms of redress provided by e-commerce giant Amazon and Flipkart. Please rate 1 if you strongly disagree and 5 if you strongly agree.

This data is collected for research conducted as a part of college project. All data will remain confidential and will be used for this research only.

sanchitjayesh_2k20dmba111@dtu.ac.in (not shared)
Switch account

Age (in years)

- Below 18
- 18-30
- 30-45
- Above 45

Gender

- Male
- Female

Profession

- ◯ Student
- ◯ Working Professional
- ◯ Businessmen
- ◯ Other: _____

Which Platform do you prefer for shopping?

- ◯ Amazon
- ◯ Flipkart
- ◯ Both

How often do you shop Online

- ◯ Very Rare
- ◯ Once a month
- ◯ Twice a Month
- ◯ More Frequently

Platform provides you the best options for

	Handles Returns Well	Provides Meaningful Guarantee	Convenient Options of Returning Items
Amazon	☐	☐	☐
Flipkart	☐	☐	☐

REDRESSAL SYSTEM OF AMAZON

Amazon gives suitable solutions when payment is not processed

	1	2	3	4	5	
Disagree	○	○	○	○	○	Agree

Basic/Frequent Problems Rises with customers solved timely by FAQ

	1	2	3	4	5	
Rarely	○	○	○	○	○	Always

Amazon gives a Satisfactory Redressal system

- ○ Yes
- ○ No
- ○ Maybe

Amazon Compensates their customers for defective Products

	1	2	3	4	5	
Rarely	○	○	○	○	○	Always

Have you ever faced a delay with your order from Amazon?

	1	2	3	4	5	
Rarely	○	○	○	○	○	Always

Amazon timely picks up their delivered items when you want to return within the stipulated time.

- ○ Yes
- ○ No
- ○ Maybe

Is Amazon Helpline Number easily Connectable?

	1	2	3	4	5	
Rarely	○	○	○	○	○	Always

Amazon customer service representatives provide a satisfactory solution.

	1	2	3	4	5	
Rarely	○	○	○	○	○	Always

Your overall experience with the Amazon Redress system

	1	2	3	4	5	
Bad	○	○	○	○	○	Good

REDRESSAL SYSTEM OF FLIPKART

Flipkart gives suitable solutions when payment is not processed

	1	2	3	4	5	
Disagree	○	○	○	○	○	Agree

Basic/Frequent Problems Rises with customers solved timely by FAQ

	1	2	3	4	5	
Rarely	○	○	○	○	○	Always

Flipkart gives a Satisfactory Redressal system

- ○ Yes
- ○ No
- ○ Maybe

Flipkart Compensates their customers for defective Products

	1	2	3	4	5	
Rarely	○	○	○	○	○	Always

Have you ever faced a delay with your order from Flipkart?

	1	2	3	4	5	
Rarely	○	○	○	○	○	Always

Flipkart timely picks up their delivered items when you want to return within the stipulated time.

- ○ Yes
- ○ No
- ○ Maybe

Is Flipkart Helpline Number easily Connectable?

	1	2	3	4	5	
Rarely	○	○	○	○	○	Always

Flipkart customer service representatives provide a satisfactory solution.

	1	2	3	4	5	
Rarely	○	○	○	○	○	Always

Your overall experience with the Flipkart Redress system

	1	2	3	4	5	
Bad	○	○	○	○	○	Good

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