

1.1 INTRODUCTION

E-commerce has revolutionized the way consumers shop, offering convenience, variety, and competitive pricing. Among the numerous online shopping platforms available in India, Amazon and Flipkart are the two dominant players, each striving to capture a larger share of the market. Amazon, a global e-commerce giant, entered the Indian market in 2013 and quickly gained popularity due to its vast product range, efficient delivery network, and customer-centric policies. On the other hand, Flipkart, an Indian-founded company, has been a pioneer in the country's e-commerce industry since its inception in 2007, catering specifically to the preferences of Indian consumers. Both platforms have continuously evolved by enhancing their services, expanding product categories, and adopting innovative marketing strategies to retain and attract customers. This study aims to provide a comparative analysis of Amazon and Flipkart to understand customer preferences and satisfaction levels.

Customer preferences play a crucial role in determining the success of an e-commerce platform. Factors such as pricing, product availability, delivery speed, return policies, and customer service significantly impact a shopper's choice between Amazon and Flipkart. Additionally, platform-specific features like Amazon Prime and Flipkart Plus offer exclusive benefits such as free and faster shipping, special discounts, and early access to sales, influencing customer loyalty. By analyzing the quality of services offered by both platforms, this study will explore how these factors contribute to customer satisfaction. Understanding consumer behavior towards Amazon and Flipkart is essential in identifying which platform is preferred for specific product categories such as electronics, fashion, home appliances, and books. The shopping experience is another crucial aspect that influences a customer's perception of an e-commerce platform. User-friendly interfaces, personalized recommendations, secure payment options, and efficient grievance resolution contribute to a seamless shopping journey. While Amazon is known for its global supply chain efficiency and reliability, Flipkart has gained a strong foothold with its region-specific sales strategies and festival discounts. This comparative study will evaluate the overall shopping experience of

1.3 SIGNIFICANCE OF THE STUDY

E-commerce has become an integral part of modern retail, shaping consumer shopping habits and influencing market trends. As Amazon and Flipkart continue to dominate India's online shopping landscape, understanding customer preferences and satisfaction levels is crucial for improving service quality and competitive positioning. This study provides valuable insights into the factors that drive consumer choices between these two platforms, including pricing, delivery efficiency, product variety, and return policies

1.4 SCOPE OF THE STUDY

This study focuses on comparing customer preferences, service quality, and shopping experiences between Amazon and Flipkart. It examines key factors influencing customer satisfaction, such as pricing, delivery efficiency, product variety, and return policies. The research is limited to consumer perceptions within the Indian e-commerce market.

1.5 OBJECTIVES OF THE STUDY

- To compare customer preferences between Amazon and Flipkart.
- To analyze the quality of services provided by Amazon and Flipkart.
- To study the factors influencing customer satisfaction on both platforms.
- To evaluate the shopping experience of customers using Amazon and Flipkart.
- To identify which platform is preferred for specific product categories like electronics or fashion

LIST OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
1	INTRODUCTION 1.1 INTRODUCTTON 1.2 STATEMENT OF PROBLEM 1.3 SIGNIFICANCE OF THE STUDY 1.4 SCOPE OF THE STUDY 1.5 OBJECTIVES OF THE STUDY 1.6 RESEARCH METHODOLOGY 1.7 LIMITATION OF THE STUDY	
2	THEORETICAL FRAMEWORK	
3	DATA ANALYSIS AND INTERPRETATION	
4	FINDINGS, SUGGESTIONS AND CONCLUSION 4.1 FINDINGS 4.2 SUGGESTIONS 4.3 CONCLUSION	
	BIBLIOGRAPHY	
	APPENDIX	