

A COMPARATIVE ANALYSIS OF SERVICE QUALITY AND CUSTOMER LOYALTY IN INDIAN E-COMMERCE PLATFORMS: AMAZON VS. FLIPKART

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ABSTRACT:

In this study, two significant Indian e-commerce sites—Amazon and Flipkart—in Bangalore City are compared for customer loyalty and service excellence. It looks at customer demographics and assesses how pricing, delivery time, product diversity, customer service, and marketing tactics affect consumer choices. The method of stratified random sampling was utilized in collecting data from 150 individuals using a questionnaire that was organized. Consequently, the results, Flipkart performs better than Amazon in terms of pricing and regional accessibility, while Amazon is superior in terms of product variety, customer loyalty, and reliability of service. Statistically significant correlations between platform loyalty and service quality metrics were confirmed by chi-square testing. The study claims that young people choose Amazon because of its excellent packaging, refund policy, and speedy shipping.

Keywords: E-commerce, Customer Loyalty, Consumer Behaviour, Online Shopping

1. INTRODUCTION:

According in a significant way to rising internet availability, widespread smartphone usage, and increasing expectations from consumers, the Indian e-commerce business has grown significantly during the past ten years (IBEF, 2023). Transactions through e-commerce have increased significantly as an effect of the ease of online shopping, growing digital literacy, and improved technology for payment (Statista, 2024). Even though the likes of Amazon India and Flipkart are the two biggest players in this industry, they are becoming aggressive competitors that constantly innovate to gain and hold market share. The tactics employed to raise service quality, which has emerged as a key distinction in a crowded market, are where their competitors are most noticeable (Deloitte, 2023). Both businesses make significant investments in dependable platforms performance, timely customer support, smooth user interfaces, and quicker delivery methods in order to stay competitive (PwC, 2022). These factors have a significant impact on customer satisfaction, which is closely related to returning business and customer loyalty (Parasuraman et al., 1988; Kotler & Keller, 2016). Superior service quality becomes the cornerstone of long-term growth in a market where pricing and products are becoming more and more comparable across platforms. Research shows that aspects of service quality including tangibility, certainty, responsiveness, empathy, and dependability have a big impact on how customers feel and what they buy (Parasuraman et al., 1988). Moreover, customers are now more empowered and informed, leading to heightened expectations and lower tolerance for service lapses (McKinsey, 2021). Consequently, e-commerce platforms must continually assess and improve their service

standards to retain consumer trust and satisfaction. This study explores how Amazon and Flipkart use service quality as a competitive tool and how it influences customer satisfaction and loyalty in the Indian e-commerce space.

REVIEW OF LITERATURE:

Singh & Sharma (2015) reveals that the customer satisfaction levels in India's growing online shopping, i.e., e-commerce market. The study focusing, performed better in terms of product variety as well as shipping speed, while Flipkart performed higher in terms of localized service assistance. Return policies and service dependability were identified as the main factors influencing loyalty.

Verma et al. (2017) Studied that the Using SERVQUAL dimensions, this research compared perceived service quality on Amazon and Flipkart. It concluded that responsiveness and assurance significantly impacted customer loyalty on both platforms. Amazon was rated better for seamless app experience, while Flipkart led in promotional offers.

Reddy & Kumar (2019) investigated the relationship between customer service, product authenticity, and delivery efficiency and repeat business. Flipkart mostly relied on seasonal discounts and pricing techniques to keep users, whereas Amazon was determined to have an advantage because of its logistics infrastructure and Prime membership privileges.

Fatima & Qureshi (2020) studied that the Indian e-commerce users' emotional loyalty and brand trust. A stronger emotional connection was created by Flipkart's Indian ancestry, whereas Amazon built trust through global standards and excellent customer service. Flipkart's allegiance was more emotive, but Amazon's was more rational.

Sharma & Jha (2022) examined post-COVID consumer behavior, they discovered a considerable shift in favor of simplicity and safety as crucial loyalty issues. While Flipkart leveraged vernacular marketing and native languages to increase customer loyalty, Amazon's contactless shipping and hygienic packaging resulted in superior satisfaction ratings.

Desai & Rao (2024) highlighted that **personalization and AI-driven recommendations** now drive service quality perceptions. While Flipkart builds loyalty in Tier 2 and Tier 3 cities through customized offerings and strategic partnerships with Indian businesses, Amazon dominates in data-driven customization and one-day delivery.

Prabhakar (2025) examined Flipkart Plus to Amazon Prime, demonstrating subscriber devotion and the quality of service. According to the survey, Amazon's premium features, such as quick delivery and worldwide access, increase perceived value. Flipkart's specialized offers appeal to consumers who are price conscious. In general, platforms choice is heavily influenced by perceived value and regional relevance.

RESEARCH GAP AND STATEMENT OF THE PROBLEM

Despite the enormous expansion of e-commerce in India, customer commitment remains inconsistent among prominent platforms like Amazon and Flipkart. Although the fundamental amenities provided by both platforms are comparable, customer preferences including perceptions of service quality differ greatly. Amazon attracts customers with its pricing and marketplace significance, whereas Amazon is recognized for rapid delivery and excellent customer service. In the Indian context, there is a dearth of thorough comparative studies that connect aspects of service quality with client loyalty. The capacity to create platform-specific strategies to improve client happiness and retention is hampered by this mismatch.

OBJECTIVES:

1. To examine the demographical profile of Amazon and Flipkart Customers in Bangalore City.
2. To study the impact of pricing, delivery spends, product variety and customer service on consumer decisions in study area.
3. To evaluate the role of promotional strategies, discounts and offers in driving consumer loyalty and satisfaction.

Hypothesis:

H₀ (Null Hypothesis): There is no significant impact of pricing, delivery speed, product variety, and customer service on consumer decisions and loyalty towards Amazon and Flipkart in Bangalore City.

H₁ (Alternative Hypothesis): There is a significant impact of pricing, delivery speed, product variety, and customer service on consumer decisions and loyalty towards Amazon and Flipkart in Bangalore City.

RESEARCH METHODOLOGY:

This study adopted a descriptive research design using a structured questionnaire to collect primary data from Amazon and Flipkart users in Bangalore City. A sample size of 150 respondents has been selected through stratified random sampling. Data has been analyzed using statistical tools like Chi-square test and percentage to examine relationships between service quality factors and consumer loyalty. Secondary data from journals, reports, and e-commerce databases will also support the analysis.

Scope of the Study:

This study focuses on analyzing the service quality and customer loyalty of two leading e-commerce platforms—Amazon and Flipkart—specifically within Bangalore City. It covers key service factors such as pricing, delivery speed, product variety, customer service, and promotional strategies, and how these influence consumer decision-making and brand loyalty. The study includes demographic profiling of users to understand variations in preferences across different customer segments. Findings from this research are intended to help e-commerce companies enhance their customer satisfaction strategies and align their services with urban consumer expectations.

Limitation of the Study:

1. Considering the study was strictly limited to Bangalore City, its conclusions might not apply to other cities or areas with distinct consumer patterns and market dynamics.
2. The sample size might not fully represent the diversity of Amazon and Flipkart consumers since there are time and resource constraints, which could compromise the validity of more generalizations.
3. The study excludes other potentially significant aspects like mobile app interface, return policies, or user reviews in favor of concentrating exclusively on pricing, shipping speed, product variety, customer service, and promotions.

DATA ANALYSIS AND INTERPRETATION:

The table-1 clearly reveals that the different age groups purchasing products by Amazon, Flipkart and other platforms. The total number of sample respondents is about 150. Below

the 20 age group majority of shop in Amazon (55.81%), followed by Flipkart (32.56%) and age 20-30 Amazon (60.94%) leading significantly compared to Flipkart (31.25%), age 30-40 respondents Amazon still dominates (52.94%), Flipkart about only 35.29 per cent and age between 40-50 Amazon still leading about 53.33 per cent and Flipkart about 45.45 per cent. Above 50 age respondents equal preference between Amazon and Flipkart (45.45% each) and lower performance from other platform in the study area. Finally, the Amazon has the highest number of respondents about 56.67 per cent online shopping and Flipkart about 33.33 per cent and Others about 10 per cent in the study area. The chi-square result of 0.987, it indicates that there is no significant difference in the online shopping.

Table-1: Age Wise Respondents Preferred Online Shopping in the Study Area

Age	Amazon	%	Flipkart	%	Others	%	Total	%
Below 20	24	55.81	14	32.56	5	11.63	43	28.67
20-30	39	60.94	20	31.25	5	7.81	64	42.67
30-40	9	52.94	6	35.29	2	11.76	17	11.33
40-50	8	53.33	5	33.33	2	13.33	15	10.00
Above 50	5	45.45	5	45.45	1	9.09	11	7.33
Total	85	56.67	50	33.33	15	10.00	150	100.00
Chi-square Result - .987								

Source: Primary data

Figure-1: Age Wise Respondents Preferred Online Shopping in the Study Area

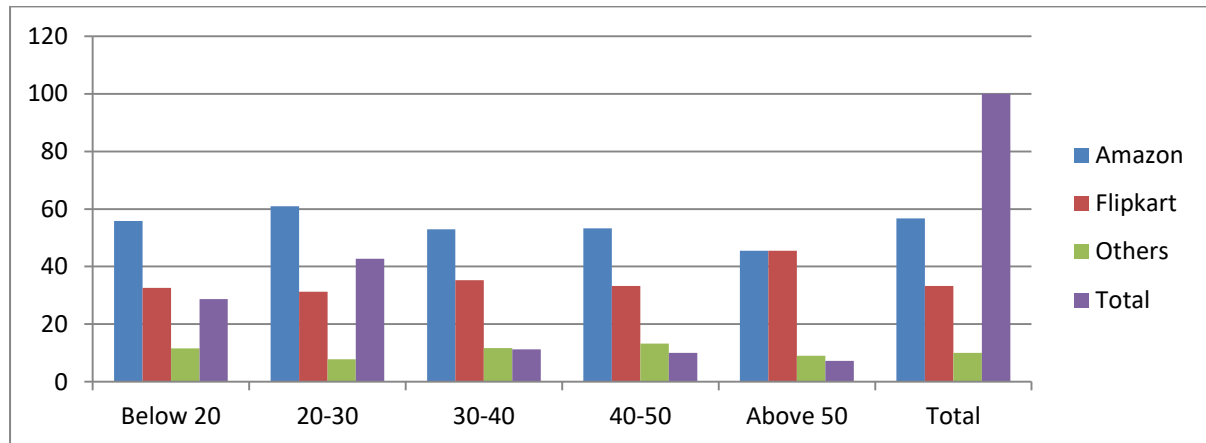


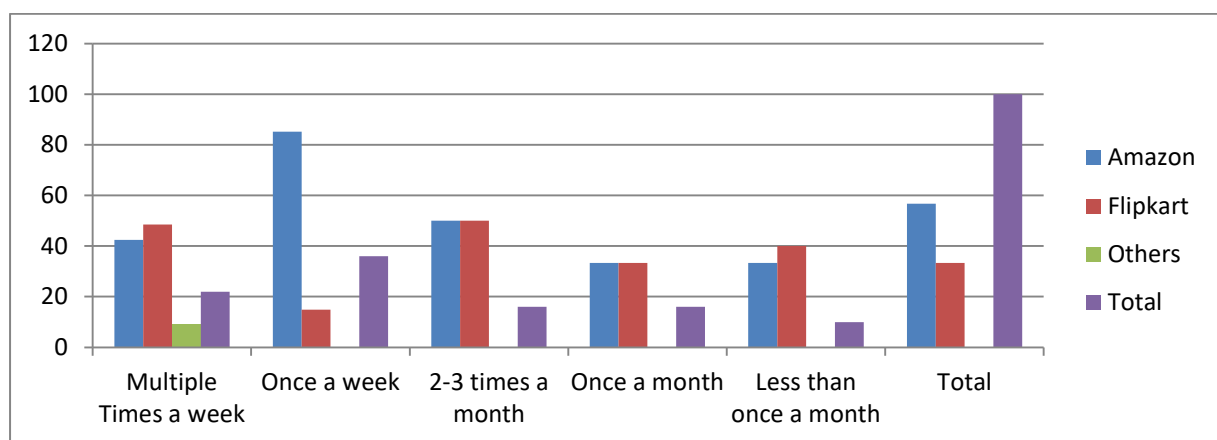
Table-2: Respondents Frequency of Online Shopping in the study Area

Particulars	Amazon	%	Flipkart	%	Others	%	Total	%
Multiple Times a week	14	42.42	16	48.48	3	9.09	33	22.00
Once a week	46	85.19	8	14.81	0	0	54	36.00
2-3 times a month	12	50.00	12	50.00	0	0	24	16.00

Once a month	8	33.33	8	33.33	8	0	24	16.00
Less than once a month	5	33.33	6	40.00	4	0	15	10.00
Total	85	56.67	50	33.33	15	0	150	100.00
Chi-square Result - .000								

Source: Primary data

Figure-2: Respondents Frequency of Online Shopping in the study Area



The table -2 reveals that the frequency of online shopping on Amzon, Flipkart and other platforms. Flipkart has the significant share about 48.48 per cent sample respondents shopping multiple times a week, it is more than another one dominate platform like Amazon. Once a week, the Amazon has most dominates, it is share about 85.19 per cent, it is very strong regular customers base. And 2-3 times a month is equal distribution on Amazon and Flipkart (50% each). The Chi-square result about 0.000, it is an extremely strong statistically significant at 1 per cent level.

Table-3: Respondents Effects on Shopping Decision in the study Area

Particulars	Amazon	%	Flipkart	%	Others	%	Total	%
Convenience	9	34.62	14	53.85	3	11.54	26	17.33
Wide Range of selection	17	48.57	15	42.86	3	8.57	35	23.33
Competitive Pricing	29	78.38	5	13.51	3	8.11	37	24.67
Time savings	16	61.54	7	26.92	3	11.54	26	17.33
Availability of Reviewing	14	53.85	9	34.62	3	11.54	26	17.33
Total	85	56.67	50	33.33	15	10.00	150	100.00
Chi-square Result - .056								

Source: Primary data

Table 3 clearly indicates that the respondents' effects on shopping decision on the platforms Amazon, Flipkart, and others. Amazon has the most dominant platform for competitive pricing, with a share of about 78.38 percent. Flipkart has strength in convenience, with a share of about 53.85 percent, and other platforms remain consistently low in all factors. The Chi-square value is approximately 0.056, which is not a statistically significant value.

Table-4: Respondents Others Motivating Factors in the study Area

Particulars	Amazon	%	Flipkart	%	Others	%	Total	%
Easy Return policy	25	56.82	13	29.55	6	13.64	44	29.33
Free shipping	27	56.25	15	31.25	6	12.50	48	32.00
Trust	19	51.35	16	43.24	2	5.41	37	24.67
Discounts	14	66.67	6	28.57	1	4.76	21	14.00
Total	85	56.67	50	33.33	15	10.00	150	100.00
Chi-square Result - .639								

Source: Primary data

Table 4 clearly indicates that the respondents' other motivating factors include easy return, free shipping, trust, and discounts. The Amazon platform leads for discounts (66.67%) and free shipping (56.25%). Flipkart also has some reasonable, significant strengths in terms of trust (43.24%) and return (29.55%), but not a dramatic difference from the Amazon platform. On other platforms, it also continues to have a lower response for all the factors, which is not a statistically significant value.

Table-5: Respondents Rating For Ease of Navigating and Finding Products

Rating	Amazon	%	Flipkart	%	Others	%	Total	%
1	12	52.17	9	39.13	2	8.70	23	15.33
2	13	39.39	14	42.42	6	18.18	33	22.00
3	11	57.89	8	42.11	0	0.00	19	12.67
4	14	56.00	8	32.00	3	12.00	25	16.67
5	35	70.00	11	22.00	4	8.00	50	33.33
Total	85	56.67	50	33.33	15	10.00	150	100.00
Chi-square-.187								

Source: Primary data

Table 5 clearly indicates that respondents' ratings for ease of navigating and finding products are between 1 and 5 stars across all three categories of platforms, namely Amazon, Flipkart, and others. The Amazon platform has been a significant player, with an overall review score of 56.67 percent, followed by Flipkart at 33.33 percent, and others at 10 percent. A notable trend is that the Amazon platform has the highest percentage of 5-star ratings, at about 70 percent, which indicates that it is a more favourable platform for the respondents. Flipkart has more respondents across the ratings, with approximately two stars, accounting for about 42.42 percent. The other category consistently has the lowest share of ratings across all platforms. The Chi-square value is about 0.187, which is not significant.

Table-6: Respondents Rating For Satisfaction with Variety and Quality of Products

Rating	Amazon	%	Flipkart	%	Others	%	Total	%
1	10	47.62	6	28.57	5	23.81	21	14.00
2	11	78.57	0	0.00	3	21.43	14	9.33
3	12	44.44	13	48.15	2	7.41	27	18.00
4	31	58.49	20	37.74	2	3.77	53	35.33
5	21	60.00	11	31.43	3	8.57	35	23.33
Total	85	56.67	50	33.33	15	10.00	150	100.00
Chi-square-.026								

Source: Primary data

Table 6 clearly indicates the respondents' ratings for satisfaction with the variety and quality of products. Amazon has been the most dominant in the 2-star rating, with a percentage of about 78.57, while Flipkart has zero percent. The ratings of 4 and 5 stars are led by Amazon, with approximately 58.49% and 60%, respectively, which is the most favourable trend for the same. Despite the difference in ratings between these categories, the Chi-Square result is approximately 0.026, which is statistically significant at a 5% level.

Table-7: Respondents Rating For Pricing and Discounts products

Rating	Amazon	%	Flipkart	%	Others	%	Total	%
1	10	37.04	13	48.15	4	14.81	27	18.00
2	11	50.00	10	45.45	1	4.55	22	14.67
3	20	54.05	13	35.14	4	10.81	37	24.67
4	34	73.91	8	17.39	4	8.70	46	30.67
5	10	55.56	6	33.33	2	11.11	18	12.00
Total	85	56.67	50	33.33	15	10.00	150	100.00
Chi-square-.144								

Source: Primary data

Table-7 reveals that the respondents rating for pricing and discounts products shopping on Amazon, Flipkart and others. Amazon platform has consistently taken more rating across all the scores, especially high rating in the 4-stare about 73.91 per cent. Flipkart is relatively higher percentage for the lower rating about 1-statr about 48.15 per cent. Others platforms remains lower performance form the all the ratings. Chi-Square result is 0.144, which is not statistically significant.

Table-8: Respondents Rating For Delivery Speed and Reliability

Rating	Amazon	%	Flipkart	%	Others	%	Total	%
1	7	31.82	12	54.55	3	13.64	22	14.67
2	11	42.31	12	46.15	3	11.54	26	17.33
3	27	61.36	15	34.09	2	4.55	44	29.33

4	28	65.12	11	25.58	4	9.30	43	28.67
5	12	80.00	0	0.00	3	20.00	15	10.00
Total	85	56.67	50	33.33	15	10.00	150	100.00
Chi-square-.016								

Source: Primary data

Table 8 clearly shows the respondents' rating for delivery speed and reliability when shopping on E-commerce platforms like Amazon, Flipkart, and others. Although Amazon has the most dominant distribution platform, the ratings are very high, with five stars (80%) and four stars (65.12%). Flipkart has a higher proportion of customer representation in lower ratings, such as 1 star (54.55%). Others also contributed to a lower rate across all rating levels—therefore, the Chi-square value of 0.016 is statistically significant at the 5% level.

Table-9: Respondents Rating For Packaging Quality

Rating	Amazon	%	Flipkart	%	Others	%	Total	%
1	18	62.07	9	31.03	2	6.90	29	19.33
2	8	28.57	14	50.00	6	21.43	28	18.67
3	11	57.89	8	42.11	0	0.00	19	12.67
4	18	62.07	8	27.59	3	10.34	29	19.33
5	30	66.67	11	24.44	4	8.89	45	30.00
Total	85	56.67	50	33.33	15	10.00	150	100.00
Chi-square-.058								

Source: Primary data

Table-9 clearly indicates that the respondents significant rating for packaging quality of shopping on Amazon. Flipkart and others. Amazon always dominates significant rating in especially 5-star (66.67%), Flipkart has leads to mid-level rating like 2 stars (50%), and others remains lower rating performance for the same. The Chi-square value is 0.058 which is not statistically significant.

Table-10: Respondents Rating For the Customer Support and Complaint Resolution

Rating	Amazon	%	Flipkart	%	Others	%	Total	%
1	10	47.62	6	28.57	5	23.81	21	14.00
2	11	78.57	0	0.00	3	21.43	14	9.33
3	12	44.44	13	48.15	2	7.41	27	18.00
4	31	58.49	20	37.74	2	3.77	53	35.33
5	21	60.00	11	31.43	3	8.57	35	23.33
Total	85	56.67	50	33.33	15	10.00	150	100.00
Chi-square-.026								

Source: Primary data

Table 10 clearly indicates the respondents' ratings for customer support and complaint resolution when shopping on Amazon, Flipkart, and other platforms. Amazon has led in higher rating performance, with 2-star (78.57%) and 4-star (58.49%) ratings. Flipkart has also strengthened its rating to 3 stars (48.15%), while other platforms remain inconsistent in this regard—the Chi-square value is approximately 0.026, which is statistically significant at the 5% level.

Table-11: Respondents Rating For Return and Refund Process

Rating	Amozon	%	Flipkart	%	Others	%	Total	%
1	10	37.04	13	48.15	4	14.81	27	18.00
2	11	50.00	10	45.45	1	4.55	22	14.67
3	20	54.05	13	35.14	4	10.81	37	24.67
4	20	62.50	8	25.00	4	12.50	32	21.33
5	24	75.00	6	18.75	2	6.25	32	21.33
Total	85	56.67	50	33.33	15	10.00	150	100.00
Chi-square-.170								

Source: Primary data

Table-11 clearly shows the respondents rating for return and refund process online shopping on e-commerce platforms like., Amazon, Flipkart and Others. Amazon has consistently taken higher rating form the users, especially at 5-star (75%), Flipkart has more customers rating about 1 and 2 stars. Others continue lower performance for the same. Chi-square value is about 0.170, which is not statistically significant.

Table-12: Respondents Rating for Satisfaction with products selection on e-Commerce Platforms

Rating	Amazon	%	Flipkart	%	Others	%	Total	%
1	9	37.50	12	50.00	3	12.5	24	16.00
2	10	37.04	12	44.44	5	0	27	18.00
3	16	48.48	14	42.42	3	0	33	22.00
4	26	76.47	6	17.65	2	0	34	22.67
5	24	75.00	6	18.75	2	0	32	21.33
Total	85	56.67	50	33.33	15	0	150	100.00
Chi-square-.012								

Table-12 clearly reveals that the rating for satisfaction with products selection on e-commerce platforms like Amazon, Flipkart and Others. Amazon has taken more customers ratings 4-star about 76.45 per cent, 5-star about 75 per cent, this is more positive trends in online shopping from users. Flipkart service for customers satisfaction with product selection is lower rating, such has 1-statr and 2-stats and other lower rate respondents and zero percent the rating 2 and 5 stars. The Chi-square value is about 0.012, which is statistically significant at 1 per cent level, so that the null hypothesis is rejected and alternative hypothesis like the

difference between the products selection satisfaction among the e-commerce platforms, such as Amazon, Flipkart and others has been accepted.

Major Findings:

1. The final results for preferred e-commerce platforms, Amazon is the most consistently hold the largest share of customers about 56.67 per cent compared to Flipkart (33.33%) and others (10%).
2. The age group 20-30 is most active, this share about 42.67 per cent, and also prefers the platform Amazon (60.94%). Therefore, the youth dominate e-commerce platforms in terms of shopping habits.
3. The purchase option of the competitive pricing, Amazon has been more competitive in pricing, which is about 78.38 per cent, and it is the most influential factor in online shopping.
4. Flipkart has been leads in convenience is about 53.85 per cent, it is easier to purchase by some customers.
5. Product variety and quality strongly favourable from the Amazon platform, this platform highest rating in 4 and 5 stars. The chi-square value is 0.026, which is statistically significant.
6. Pricing and Discount rating also leading platform, such as Amazon, this platform leading 4-star rating about 73.91 per cent.
7. Customer Support and Complaint handling also leading platform, i.e, Amazon.
8. Return and refund process also lading by Amazon, it is revised 5 star rating about 75 per cent customers.

Policy Suggestions:

- To enhance the competitive pricing strategies, like introduce dynamic pricing models, pricing matching guarantees and also more discount coupon.
- Improve customer service and resolving mechanisms, like adding AI-powered chatbots and round-the-clock live help.
- Optimize the newly implemented return and refund policies.
Pay attention to navigation and user interface.
- Expansion of product variety and assurance of quality
Increase transparency and trust by implementing measures like secure transactions and seller ratings.
- Personal shopping experiences are introduced, youth campaigns in the study area are targeted, loyalty and frequency are rewarded, platform strengths are made more widely known, local vendors and MSMEs are collaborated with, and consumer feedback and analytics are regularly monitored.

CONCLUSION:

The study concluded that the online buyers in the Bangalore study region, Amazon is the most popular and dominating e-commerce platform with 56.67% of respondents choosing it over rivals. Amazon has greatly increased consumer happiness and confidence by doing well in important areas including product selection, reasonable pricing, quick shipping, and dependable customer support. Amazon outperforms Flipkart in crucial service characteristics,

according to the Chi-square result, which also demonstrates statistically significant differences between the two companies. The results additionally show that younger consumers (those aged under 30) compose the majority of purchasing online and express a definite preference for Amazon, so solidifying its position as the most dependable and trustworthy e-commerce platform in the area.

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