

# A Study on Service Quality Analysis of E-Commerce Platforms (Amazon and Flipkart) Among Consumers in Kalapatti, Coimbatore

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*Abstract- In the rapidly evolving digital economy, e-commerce platforms such as Amazon and Flipkart have become an integral part of consumers' daily lives. These platforms provide convenience, competitive pricing, and a wide range of products. However, the success of e-commerce platforms largely depends on the quality of service delivered to customers. This study aims to analyze the service quality of Amazon and Flipkart among consumers in Kalapatti, Coimbatore. The research focuses on key dimensions such as delivery performance, product condition, pricing, payment security, refund process, packaging quality, and customer satisfaction. A descriptive research design was adopted, and primary data was collected from 110 respondents using a structured questionnaire. The study also utilized secondary data from journals, books, and online sources. The findings reveal that most customers are satisfied with delivery performance, product quality, and payment security. Flipkart is perceived to offer better discounts, while Amazon is preferred for service reliability. Overall, both platforms provide satisfactory service quality, but improvements are needed in customer support and handling special requests.*

## 1. INTRODUCTION

The emergence of e-commerce has brought a revolutionary change in the retail sector. With the increasing penetration of the internet and smartphones, consumers have shifted from traditional shopping methods to online platforms. E-commerce platforms such as Amazon and Flipkart have become an essential part of modern consumer life by offering a convenient, time-saving, and efficient shopping experience.

Online shopping allows customers to browse products, compare prices, read reviews, and make purchases from the comfort of their homes. This convenience has led to a rapid increase in the number of online shoppers. In addition, features such as home delivery, easy return policies, and digital payment options have

further enhanced the attractiveness of e-commerce platforms.

Service quality plays a crucial role in determining the success of e-commerce businesses. Unlike traditional retail, where customers can physically examine products, online shopping relies heavily on trust and service performance. Customers expect timely delivery, accurate product descriptions, secure payment systems, efficient customer support, and hassle-free return policies.

Failure to meet these expectations can result in customer dissatisfaction and loss of trust. Issues such as delayed delivery, damaged products, poor packaging, refund delays, and payment security concerns can negatively affect customer experience. Therefore, maintaining high service quality standards is essential for retaining customers and gaining a competitive advantage.

This study focuses on analyzing the service quality of Amazon and Flipkart among consumers in Kalapatti, Coimbatore. It aims to understand customer perceptions and identify key factors influencing satisfaction levels. The study also provides insights that can help improve service quality and enhance customer experience.

## II. REVIEW OF LITERATURE

Service quality in e-commerce has been extensively studied by researchers across the world. Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model, which identifies five key dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. This model has been widely used to evaluate service

quality in both traditional and online service environments.

Zeithaml, Parasuraman, and Malhotra (2002) developed the E-S-QUAL model specifically for measuring electronic service quality. Their study emphasized efficiency, system availability, fulfillment, and privacy as major determinants of customer satisfaction in online shopping platforms.

Gefen (2000) highlighted the importance of trust in e-commerce environments. The study found that perceived security and privacy significantly influence customer willingness to engage in online transactions. Similarly, Kim, Ferrin, and Rao (2008) emphasized that perceived risk affects online purchase intention, and secure payment systems play a vital role in building customer trust.

Wolfenbarger and Gilly (2003) proposed the eTailQ model, which identifies website design, reliability, privacy, and customer service as key factors influencing online retail quality. Ramanathan (2010) examined logistics performance and concluded that delivery speed and order accuracy significantly affect customer satisfaction and loyalty.

Chiu et al. (2009) found that perceived value, including pricing and service benefits, strongly influences repurchase intention. Kassim and Abdullah (2010) reported that service quality directly impacts customer loyalty and repeat purchase behavior.

In the Indian context, several studies have highlighted that factors such as discount offers, pricing competitiveness, delivery efficiency, and customer support significantly influence consumer preference between Amazon and Flipkart. These studies indicate that service quality is a major determinant of customer satisfaction and long-term loyalty in e-commerce platforms.

### III. RESEARCH METHODOLOGY

The present study adopts a descriptive research design to analyze customer perceptions regarding service quality in e-commerce platforms. The study focuses on consumers in Kalapatti, Coimbatore, who actively use Amazon and Flipkart for online shopping.

The sample size for the study consists of 110 respondents. A convenience sampling technique was used to select respondents based on their accessibility and willingness to participate in the survey. This method was chosen due to time and resource constraints.

Primary data was collected through a structured questionnaire designed to capture customer opinions on various aspects of service quality. The questionnaire included questions related to delivery performance, pricing, payment security, refund process, packaging quality, and overall satisfaction.

Secondary data was collected from books, research journals, and online sources to support the study and provide theoretical insights. The collected data was analyzed using percentage analysis and basic statistical methods to interpret customer responses effectively.

### IV. RESULTS AND DISCUSSION

The analysis of data reveals several important insights into customer perceptions of service quality. A majority of respondents belong to the young adult category, indicating that e-commerce platforms are widely used among this group.

The findings show that most respondents are satisfied with the delivery performance of Amazon and Flipkart. Timely delivery is considered one of the strongest aspects of service quality. Customers also report receiving products in good condition, indicating effective packaging and logistics management.

Flipkart is perceived to offer better deals and discounts, which attracts price-sensitive customers. On the other hand, Amazon is considered more reliable in terms of consistent service quality and delivery performance. This highlights the competitive positioning of both platforms.

Customers generally feel secure while making online payments, which reflects trust in digital transaction systems. The refund and return process is also considered efficient by most respondents, enhancing customer confidence.

Customer reviews and seller ratings play a crucial role in influencing purchase decisions. Many respondents rely on these factors before making a purchase, indicating the importance of transparency and information availability.

Despite high satisfaction levels, some respondents expressed concerns regarding customer support responsiveness and handling of special requests. These areas require improvement to enhance overall service quality.

## V. CONCLUSION

The study concludes that Amazon and Flipkart provide satisfactory service quality to customers in Kalapatti, Coimbatore. Both platforms perform well in key service dimensions such as delivery performance, product condition, payment security, and pricing.

Flipkart is preferred for its attractive discounts and promotional offers, while Amazon is valued for its reliability and consistent service quality. Customer satisfaction levels are generally high, and most respondents are willing to recommend these platforms to others.

However, there is scope for improvement in areas such as customer support services and personalized service features. Enhancing these aspects can further strengthen customer loyalty and improve overall service experience.

In conclusion, service quality plays a critical role in the success of e-commerce platforms. Continuous improvement and customer-centric strategies are essential for maintaining competitiveness in the rapidly growing digital marketplace.

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