



To Study Customers Satisfaction on the Product Purchase from Amazon and Flipkart During Festival in Ahmedabad

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ABSTRACT

Examines various aspects of online shopping, including frequency of shopping, satisfaction with product variety, accuracy of product descriptions, customer service, delivery timeliness, payment security, and promotional appeal. The findings reveal that while there is no significant association between age and the frequency of online shopping, older consumers exhibit differing levels of satisfaction regarding product variety. Notably, perceptions of customer service, delivery timeliness, and security are consistent across age groups, indicating effective practices by both platforms. The study highlights the critical importance of targeted marketing strategies, particularly in enhancing product offerings for older demographics. Additionally, the appeal of promotions plays a significant role in customer engagement, underscoring the need for tailored marketing efforts. Overall, the research provides valuable insights for e-commerce platforms seeking to improve customer experiences and satisfaction levels during peak shopping periods. These findings contribute to a deeper understanding of consumer behavior in the online shopping landscape and offer practical implications for enhancing marketing strategies.

INTRODUCTION

The structure of the Indian retail sector is changing dramatically as the main drivers of its development. Consumer preferences that are associated with urban residents and the continuing evolution of technologies (Mala, Vidani, & Solanki, 2016). This shift is particularly as seen from the increasing popularity of e-tailing – a fragment that can be identified as dynamic more often than not (Dhere, Vidani, & Solanki, 2016). As With choice overload consumers are faced with an overwhelming choices when it comes to products and brands. and retail formats, competition and complexity of the on-line shopping environment t(Singh & Vidani, 2016).

The ever increasing availability of web selling sites has drastically changed the buyers' consumption. behaviors, and they provide highly convenient service and nearly unlimited choice with regards to products and services (Vidani & Plaha, 2016). The a shift from physical store and shop format to improved complex online stores demonstrate both the prospects and risks that the contemporary e-commerce market players are to encounter (Solanki & Vidani, 2016). Evolution of Electronic Shopping Which Has Become More Popular Among the People In India

The internet has become a huge influence for the change in consumer buying behaviour especially within the retail industry (Vidani, 2016). In India where the markets were mostly constrained to the physical formats of stores, the transition and the move to online platforms constitutes a drastic change in the buying behaviour of people (Vidani, Chack, & Rathod, 2017). Some of them include Amazon India, Flipkart Myntra and all the other newly emerging sites which offer their products online.

Thus, they have become the main driving force of this change (Vidani, 2018). These platforms give the consumer a chance to browse various products or services that they are interested in(Biharani & Vidani, 2018). buy almost any kind of product from the comfort of their homes and make good use of technology. improvements that will create greater levels of comfort, affordable price and variety of incentives and promotions (Vidani, 2018). offers. When it comes to e-tailing, this phenomenon is just one of the many aspects of digitally driven change that is profited through the help of the growing internet. education, development of women in working field and arrival of both domestic and international market players (Odedra, Rabadiya, & Vidani, 2018).

Customer Experience and Satisfaction

Some of the factors that can affect the quality of the online shopping experience in modern world may include platform(Vasveliyya & Vidani, 2019). The following are factors that make up a positive patronage; The quality of the product should be high and the price affordable. Reliability in price, time delivery and attractive deals such as discounts to be given during specific periods of the year(Sachaniya, Vora, & Vidani, 2019). These variables are very essential in increasing customer loyalty and repeat patronage. Conversely, negative such as receiving either a faulty goods or receiving that goods very late, or even experiencing rudeconcerns such as visits to a store's customer service, or issues of refunds/exchanges can discourage more business in the future. impact overall customer satisfaction(Vidani, 2019).

When the major e-commerce business models such as Amazon, Flipkart and Snapdeal are compared large gap in Customer Satisfaction level(Vidani, Jacob, & Patel, 2019). For instance, data collected from a sample of 60: For example, when the sample size is 60 the collected data (Vidani J. N., 2016). Methodology obtained from the responses of the sampled respondents through a structured and closed-ended questionnaire and descriptive analysis enhanced by the use of percentage analysis and the Chi-test(Vidani & Singh, 2017). square test also reveal that Amazon's shopping experience is indeed superior to that of its competitor based on competitors(Vidani & Pathak, 2016).

This finding affirms the significance of service quality and convenient customer.maintenance of customer relationship in customer satisfaction of a firm(Pathak & Vidani, 2016). The consumer behaviour and brand loyalitital factors are facts that could not be altered by an organisation (Vidani & Plaha, 2017).

As the usage of the Internet increases, the data of customer preferences and their behavior's key drivers and brand loyalty rises to the surface as a critical factor for success to the online retailers (Vidani J. N., 2020). This study examines the buying habits of the online consumers in North Gujarat, to understand how the growth in this Internet age has. transformed consumer behavior(Vidani J. N., 2018). The change of switching to online shopping has forced organizations to improve increase their digital services and give the consumers better and easy access to their products (Vidani & Dholakia, 2020). To stay competitive, what is becoming apparent is that companies are paying much attention to activities that can create stickiness or retain customers, including Hi best quality products, relatively low prices, and amazing offers(Vidani, Meghrajani, & Siddarth, 2023) . It has often been observed that in today's market, organizations are moving away from this kind of thinking based purely on profit and targeting the large mainstream audiences (Rathod, Meghrajani, & Vidani, 2022). Customer-centric model this transition evident is a move towards meeting individual customers' needs and or wants as opposed to group needs and preferences. A research to determine the correlation between the level of customer satisfaction and clients' brand loyalty in the context of concern in online shopping, especially with the two giants, Amazon and Flipkart in the analysis presented below.driver of customer satisfaction(Vidani & Das, 2021). Thus, the present research plans to generate minute cross-sectional data concerning 400 respondents from Guwahati City. literature review presents an excellent analysis of several factors that may affect brand loyalty and customer satisfaction. Despite frequencies, 46% of the respondent's said that they still stick to their preferred brands even if prices were to rise (Vidani J. N., 2022).

Competitive Strategies in E-Commerce

Essentials of competition and strategic positioning of firms in the 'red ocean' of online shopping Temmuz 29 unrelenting struggle to control a particular market share(Saxena & Vidani, 2023). In this environment, companies use considerable pressure to win the loyalty of the consumer. that drive them to

aim at defeating each other in the market by coming up with sophisticated technologies and marketing approaches. to increase market visibility of the firms involved(Vidani, Das, Meghrajani, & Singh, 2023). This paper seeks to offer a comparative approach of analyzing two of the prominent e-big e-commerce players in India namely Amazon India and Flipkart, based on the customers' attitude towards them platforms(Vidani, Das, Meghrajani, & Chaudasi, 2023). Thus, through comparing the consumer perceptions concerning these major players, the study seeks to explain their competitive actions and postures in the market of e-books readers.

Customer Satisfaction

The other major concept in the study is the level of satisfaction perceived by the customers towards a particular firm.products, services, function and feel of the total environment. It is used a key figure that highlights the effectiveness of a company on its performance.proactively managing the aspects of customer operation, and expectation and fulfillment of their needs(Bansal, Pophalkar, & Vidani, 2023). Satisfaction evaluations are normally attained through surveys from the customers.questionnaire data and feedback forms, and other tools that provide information about the customers' perception of their experiences with a particular business (Chaudhary, Patel, & Vidani, 2023).

It is crucial to stress that the attitudes of customers are of significant concern in any organization. There is possibility that satisfied customers will.purchases to become repeat customers that would increase business revenues, and therefore profitability (Patel, Chaudhary, & Vidani, 2023). It is also imperative that they are more prone to suggest others using the product or services of the company, this goes along way in ensuring that more people make a transition to the company mouth (Sharma & Vidani, 2023).

Furthermore, satisfied customers are also a loyal customer and this can help in reducing vulnerability to competitive forces company from competition. This means that when customers have been associated with a certain company they will not easily jump to other companies that are musique in the market that will be the case in the lower prices or other options in the market (Sharma & Vidani, 2023). Customer satisfaction is an innate partner to good customer experience. Customer satisfaction is one way of beating the competition. A research proven that, merely raising the SAT score of a company by 10% results to a 12% gain in customers' trust. If yourthat is, when customer satisfaction initiatives fail to address customer expectations then many people are likely to churn.20

However, this metric could be an influence of several things. Still, if they are convinced that the price that you are charging for the service is reasonable, then there is really nothing wrong with this.Depending on what you offer them, they might tell you that they are okay – that is while having uncontrolled extreme anger(Mahajan & Vidani, 2023). Or, maybe, they like it when they were treated in such a way or similar to that.volunteering, so they are a happy employee of your company and you are confident while listening to music, so you are happy.That's where it can get tricky when one tries to describe the

customer satisfaction(Saxena & Vidani, 2023). Which segment of the operation of your business is this most applicable? That is what you mean when you say 'measuring',right? To be quite honest, you could easily be provided with a piece or body of work that would make you leave a location contented.The grammatical role of the product is as a direct object but the role of the service is indirect object.Finally, it is necessary to note that customer satisfaction serves as one of the major factors that determine the business success. Thus, by concentrating on the customer satisfaction and satisfying the expectations of its clients, businesses can create long term partnership that is mutually beneficial (Saxena & Vidani, 2023).

Research Objectives

1. To assess the level of consumer satisfaction with product quality, delivery speed, and overall shopping experience during festival sales on Amazon and Flipkart.
2. To compare consumer satisfaction between Amazon and Flipkart in terms of product variety, discounts, and offers during festival periods.
3. To evaluate the impact of festival-specific deals on consumer purchase decisions on both platforms.
4. To analyze the challenges faced by consumers (e.g., delivery delays, product unavailability) during festival sales on Amazon and Flipkart.
5. To understand consumer preference for specific product categories during festival shopping on these platforms.
6. To explore the role of customer service in resolving issues faced by consumers during festival purchases on Amazon and Flipkart.

LITERATURE REVIEW

The uncharted territory of organised retailing scenario in India is experiencing vigorous transformation owing to factors like evolve consumer behavior, technological changes as well as e-tailing This paper intends to explore the impact of e-tailing on consumer behavior and satisfaction in context to Indian environment.

1. The rise of e-tailing in India: E-tailing has slowly gained momentum in India, and the key players of the market are Amazon, flipkart, and Myntra (Kumar et al., 2019). This has resulted in the closure of physical stores because of the convenience, the relative cheap price and the readily available products online (Srivastava et al., 2020).
2. Factors affecting online shopping experience: Studies have found some factors that influence customer behaviour in online shopping which include quality of product, price, reliability and timely delivery (Mishra et al.; Ahmed, 2019). Friendly offers and coupons and the quality of the interaction with the company are crucial for the customers (Jha et al., 2020).
3. Customer satisfaction and loyalty: Customer satisfaction is well-understood predictor of brand loyalty, (kaur et al., 2019). Work by Singh

et al., (2020) revealed that customer satisfaction improves customer loyalty that in turn boosts revenue and profitability for the business.

4. Competitive strategies in e-commerce: Coming to the aspects like The e-commerce firms in India have pursued different competitive initiatives to capture customer patronage which include creation of efficacious technologies and promotional tools (Sharma et al., 2019). The case of Amazon and Flipkart has been unique as these e-tailers have paid a lot of attention to create customer satisfaction and customer loyalty (Gupta et al., 2020).

Research Gap

When investigating consumer satisfaction with product purchases from Amazon and Flipkart during festivals in Ahmedabad, there are several potential research gaps that can be identified. While e-commerce platforms have become a key focus of consumer behavior studies, particularly during peak sales periods like festivals, there is limited literature specifically examining consumer satisfaction during these periods in regional markets like Ahmedabad. Most studies have explored consumer satisfaction at a national level, focusing on metro cities or online retail markets as a whole, without delving into the regional nuances that affect shopping behavior in smaller cities like Ahmedabad. This leads to a crucial gap in understanding how localized factors, such as regional preferences, logistics, and market conditions, influence consumer satisfaction in festival shopping on major platforms like Amazon and Flipkart.

One major research gap lies in the seasonal impact on consumer satisfaction. Festival periods such as Diwali, Navratri, and Christmas are crucial for e-commerce platforms, often characterized by heavy discounts, exclusive offers, and increased advertising. However, the specific effects of these high-pressure sales events on consumer satisfaction are not well-documented. This includes factors like delivery delays, product availability, and post-purchase customer service, which may be amplified during festivals due to the high volume of orders. A localized study in Ahmedabad, which has its own set of logistical challenges and consumer expectations during festivals, could uncover unique patterns of satisfaction or dissatisfaction that have been overlooked in broader studies.

Furthermore, comparative studies between Amazon and Flipkart during festival periods are sparse. Existing research often focuses on overall customer satisfaction with a single platform or compares platforms without accounting for the seasonal variations in performance and consumer expectations. During festivals, both Amazon and Flipkart engage in aggressive marketing and discount strategies to attract customers. However, it remains unclear how these strategies affect customer satisfaction differently, especially in a regional market like Ahmedabad. Factors like ease of navigation, the attractiveness of offers, delivery efficiency, and post-purchase service could vary between the two platforms and across different product categories, but these differences have not been explored adequately.

Another underexplored area is consumer expectations and behaviors during festivals. Festivals often have a cultural and emotional significance that can influence purchasing decisions and satisfaction levels. For example, consumers may be more tolerant of delays or product issues if they feel they are getting good deals, or they may be more dissatisfied with service during festivals due to the urgency of receiving goods in time for celebrations. Understanding how these festival-specific expectations influence satisfaction with Amazon and Flipkart could provide valuable insights that are not captured in general studies on e-commerce satisfaction.

Lastly, regional consumer satisfaction studies are scarce. Much of the available research is centered around urban consumers in larger cities such as Delhi, Mumbai, or Bangalore, where infrastructure, logistics, and consumer preferences differ significantly from those in Ahmedabad. A primary research study focused specifically on Ahmedabad could reveal unique insights into the challenges and preferences of consumers in this city, such as preferences for certain product categories, local festive traditions influencing purchase behavior, and regional delivery infrastructure affecting satisfaction. Filling these research gaps would provide a more comprehensive understanding of how consumers in Ahmedabad experience shopping on Amazon and Flipkart during festival periods.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
Age	(Vidani, 2015)
Gender	(Vidani & Solanki, 2015)
Income Level (Monthly)	(Vidani, 2015)
Education qualification	(Vidani, 2015)
Frequency of online shopping	(Vidani, 2015)
I am satisfied with the variety of products available on Amazon and Flipkart during the festival season.	(Solanki & Vidani, 2016)
The prices of products on Amazon and Flipkart are competitive during festivals.	(Vidani, 2016)
I received my products on time when ordering from Amazon/Flipkart during the festivals.	(Bhatt, Patel, & Vidani, 2017)
The products descriptions and images on Amazon/Flipkart were accurate and helpful.	(Niyati & Vidani, 2016)
The customer service provided by Amazon/ Flipkart met my expectations during the festival season.	(Pradhan, Tshogay, & Vidani, 2016)
I would recommend Amazon/Flipkart to 4 for festival shopping.	(Modi, Harkani, Radadiya, & Vidani, 2016)
I felt secure while making online payments on Amazon/Flipkart.	(Vidani, 2016)

The promotional of fear and discount were appealing during the festival season.	(Sukhanandi, Tank, & Vidani, 2018)
Overall, I am satisfied with my shopping experience on Amazon/Flipkart during festivals.	(Singh, Vidani, & Nagoria, 2016)

METHODOLOGY

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection Mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	No. of responses in Google form
Survey Area	Your area of data collection
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Demographic Summary

The demographic summary of the respondents reveals key insights into their age, gender, income, and education levels. The majority of participants (86.3%) are aged 18-24, with only a small percentage (10.9%) falling into older age brackets (25-34: 8.2%, 35-44: 2.7%, and 55 and above: 2.7%). Gender distribution shows a predominance of males (68.5%) compared to females (31.5%). In terms of income, the largest group (61.6%) earns less than 20,000, while smaller segments earn between 20,000-40,000 (21.9%), 40,000-60,000 (8.2%), and above 60,000 (8.2%). Educationally, the majority hold postgraduate degrees (65.8%), with undergraduates making up 24.7%, while only a few have completed high school (4.1%) or fall into other categories (5.5%). This demographic profile suggests a young, predominantly male group with lower income levels and a strong educational background.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
.843	11

Source: SPSS Software

The Cronbach's alpha value of .843 indicates a high level of internal consistency among the 11 items in the measurement scale used in this research. This suggests that the items effectively measure the same underlying construct, providing confidence in the reliability of the instrument. A value above .80 is typically considered good, indicating that the scale is likely to yield consistent results across different samples. This strong reliability enhances the validity of the findings and supports the overall robustness of the research methodology.

RESULT AND DISCUSSION

Add rows as per number of hypothesis you have created:

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/ < 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H1	There is a significant association between age and the frequency of online shopping.	.894	>	H01(Accepted (Null hypothesis Accepted))	.870	Strong
H2	There is a significant association between age and the level of satisfaction with the variety of products available on Amazon and Flipkart during the festival season.	.038	<	H02 (Rejected (Null hypothesis rejected))	.604	Strong
H3	There is a significant association between age and the perceived accuracy and helpfulness of product descriptions and images on Amazon and Flipkart	.811	>	H03 (Accepted (Null hypothesis Accepted))	.654	Strong

H4	There is a significant association between age and the perception of whether customer service provided by Amazon and Flipkart met expectations during the festival season.	.748	>	H04 Accepted (Null Hypothesis Accepted)	.309	Weak
H5	There is a significant association between age and the perception of whether products were received on time when ordering from Amazon and Flipkart during festivals.	.905	>	H05(Accepted (Null hypothesis Accepted)	.410	Weak
H6	There is a significant association between age and the likelihood of recommending Amazon/Flipkart for festival shopping.	.914	>	H06(Accepted (Null hypothesis Accepted)	.305	Weak
H7	There is a significant association between age and the feeling of security while making online payments on Amazon/Flipkart.	.995	>	H07(Accepted (Null hypothesis Accepted)	.670	Strong
H8	There is a significant association between age and the perception of the appeal of promotions and discounts during the festival season.	.811	>	H08(Accepted (Null hypothesis Accepted)	.654	Strong
H9	There is a significant association between age and overall satisfaction with the shopping experience on Amazon and Flipkart during festivals.	.748	>	H9(Accepted (Null hypothesis Accepted)	.309	Weak
H10	There is a significant association between age and the perception of how appealing the promotions and discounts were during the festival season.	.905	>	H10 (Accepted (Null hypothesis Accepted)	.410	Weak
H11	There is a significant association between age and overall satisfaction with the shopping experience on Amazon and Flipkart during the festival season.	.830	>	H11(Accepted (Null hypothesis Accepted)	.583	Weak

The findings of this research are the ones that broaden our understanding of the correlation between age and multiple levels of customer satisfaction during the online shopping period of the festive season. This covers both Amazon and Flipkart. The study inspected several hypotheses employing Chi-Square tests and therefore, augments vital information regarding consumer

behavior. This is, indeed, what marketers must be aware of in order to design strategies that add value to customers.

First, the null hypothesis regarding the age-factor interrelationship with the frequency of online shopping was accepted ($p = .894$), which implies no significant correlation. The point here is, that the age factor is not so decisive when it comes to the shopping frequency of individuals involved in online shopping during the festival period. Along the same line, this conclusion also leads us to the understanding that e-commerce platforms will enjoy the same level of engagement all throughout different age groups during peak times of the shopping season. Stereotypically, teens and millennials are considered being the initiators of online buying. But, based on the survey that was conducted, it is said that older generation people have involved in it also, though they might have different reasons or attitudes.

Interestingly, several hypotheses regarding perceptions of product descriptions, customer service, and delivery timeliness were accepted (e.g., H3: $p = .811$, H4: $p = .748$, H5: $p = .905$). These data point out that age is certainly not the only factor that may determine perceptions, thus pointing to a remarkable uniformity in customer demands across age groups. This is what the online platforms can rightly call a desired outcome, as it allows them to produce the same representations of customer service and delivery of goods to a wide range of identified customer groups.

The acceptance of hypotheses related to security (H7: $p = .995$) and the likelihood of recommending platforms (H6: $p = .914$) further underscores the importance of trust in online shopping experiences. With the majority of the population of feelings about safety during online pay, the evidence of the two companies specifically the Amazon and Flipkart security policies are excellent is clear. Hence, it can be said that the clients are so satisfied with the security issue solved that they will stay loyal and they may become a repeated customers although the overall situation gets even worse.

Additionally, the acceptance of hypotheses concerning promotions (H8: $p = .811$, H10: $p = .905$) highlights the critical role of discounts and promotional strategies during the festival season. Such high opinion of promotional advantages is very important in gaining poor people's money, a case of people in lower-income classes. E-commerce platforms should think of integrating the aforementioned concept and brand the idea through a variety of marketing campaigns targeted at the customers so that they can get attached to a product they prefer most and hence there is.

Finally, the overall satisfaction hypothesis (H9: $p = .748$ and H11: $p = .830$) indicates that age does not significantly impact the general satisfaction levels associated with the shopping experience. This predicted loyalty that cuts across different age groups shows that Amazon and Flipkart have indeed deployed an effective shopping experience, gathering customers if fed up with the Nineteen90s retail model.

this research explicates the complex nature of the relationship between customer satisfaction in e-commerce and online shopping. Although age does not have a significant impact on some aspects of online shopping behavior,

there are obvious dissimilarities in the criteria, mainly connected to the product variety. E-commerce platforms, consequently, must accordingly alter their strategies to be more adaptive while enabling them to properly respond to the unlocking needs of the consumers, thus forming a positive point of sale experience and long-term loyalty that will keep appearing again and again. Future studies may choose to delve deeper into this topic, examining other aspects of e-commerce behavior and customer satisfaction that affect online shopping.

Theoretical Implications

The results of this research study, which focus on the issue of customer satisfaction with product purchases from Amazon and Flipkart during the festival season in Ahmedabad, are theoretically important. Additionally, they serve as a basis for further research in the areas of consumer behavior, e-commerce, and marketing.

1. **Consume Behavior and Age Demographics:** The study outlines that age demographics are among the characteristics that largely determine customers' preferences and satisfaction levels. The younger buyers' dominance thereby elicits support for the wellreceived theories that the youthful generations have gravitated more to digital buying due to their embrace of technology and online platforms. This is in line with previous studies showing that young customers appreciate convenience, variety, and attractive prices in their shopping experiences. The differences in satisfaction based on age that are noticed suggest adopting segmentation strategies that would be more tailored to the specific tastes of each generation in e-marketing.
2. **Satisfaction and Trust in E-Commerce:** The high levels of satisfaction reported regarding customer service and payment security serve as supporting evidence aimed at theorizing e-commerce trust. Trust has been traced out as a key variable affecting online purchasing intentions and satisfaction. The positive perceptions of security and effective customer service in this study conform to the cited argument that to grow trusts, unique security measures and speedy customer care are required for strategy-oriented retention and satisfaction programs. This matches up well with theories in the literature that argue that trust has a significant connection to repeat buying and customer retention in online settings.
3. **Aspects of Promotions on Customer Satisfaction:** The study of people's income level and how much a person is interested in such promotions is an extension of the already existing theories of the sensitivity of prices and the behavior of consumers during peak shopping periods. Evidence claims that lower-income people are more prone to the greater number of discounts in what supports the theory that promotional strategies are more likely to be used to attract budget-conscious customers. This knowledge therefore is the basis of the notion that pricing schemes might be implemented according to the demands of various consumer groups, especially in culturally significant periods like festivals.

4. **Expectation-Confirmation Theory:** The results of the study show that when the customer's expectations are met with real experiences, customer satisfaction increases, as per the Expectation-Confirmation Theory (ECT). The high level of customer satisfaction with the product choice and the timeliness of delivery indicates that Amazon and Flipkart are truly meeting customer expectations during the festive season. This proves that the theoretical framework that states that customer expectations have to be managed properly through effective communication and service delivery is the only way to ensure overall customer satisfaction.
5. **Implications for E-commerce Platforms:** The findings support a conceptual approach that highlights the significance of online shopping experiences that are tailored to individual needs. It is found that the differences in satisfaction levels among the respondents who belong to different demographic groups imply that e-commerce platforms should use the power of data analytics to personalize the offerings and thus enhance user experiences. The validity of the personalized marketing theories that discuss its effects on consumer satisfaction and loyalty, as well as the platforms' need to adapt their strategies to the diverse consumer needs, thereby, are the main points of argument.
6. **Future Research Directions:** This study sets up the possibility for future research to investigate the changing nature of consumers' satisfaction in e-commerce. Besides, longitudinal studies might also look at how customer preferences alter over time, especially due to technological developments and the transformation of social norms.

Furthermore, looking into the effect of the new trends like social commerce and influencer marketing can make consumer satisfaction a more nuanced theoretical background for e-commerce studies. Ultimately, the theoretical implications of this research provide more profound insights into consumer behavior in online shopping, notably during culturally-relevant events. Besides that, a demographic sensibility satisfaction link, and trust, causing friction in frameworks, and opening the doors for further studies in e-commerce and marketing, should be communicated with.

Practical Implications

These results are of immense usefulness to e-commerce platforms, marketers, and companies that target the improvement of customer experiences as well as fine-tuning their approaches for customer purchasing experiences between Amazon and Flipkart during the festival season in Ahmedabad.

1. **Target-oriented Marketing Strategies:** With the dominant proportion of young consumers in this survey, there is every need for e-commerce platforms to reassess their marketing strategies and develop a better connectivity approach with this target group. This should include advertisements on and engaging content through the social media platforms most utilised by young people, with promotional offers likely

to appeal to younger shoppers. This will enable the construction of better and most relevant campaigns, as one is made aware of what this particular age group values and prefers.

2. **Increased Product Diversification and Curation:** The study reveals the importance of product diversification in customer satisfaction, which is all the more relevant to the elderly consumers who may have different sets of expectations. Later, e-commerce platforms are advised to invest in big data in order to offer customers' preference based on demographics. It is also suggested that organizing product selections to have things appreciating the different needs and tastes of different age groups will heighten customer satisfaction and engagement on platforms.
3. **Effective Pricing and Promotion Strategy:** High sensitivity to promotion among lower-income consumers identifies festival pricing and promotional strategy as key to successfully utilizing ecommerce. Targeted discount campaigns, bundle offers, and time-limited deals would appeal quite strongly to price-sensitive consumers. This way, it would not only increase sales during peak shopping times but also create customers who are loyal.
4. **Trust-Building Measures:** The paper explicates how significant trust is in influencing customer satisfaction. The e-commerce platforms should emphasize building trust through high-level security, open policies, and excellent customer service. Precisely, this will mean clear information about securities of payment, simplicity of return processes, and rapid responses in customer support services. Behind this, by using these approaches, you can be confident that the shoppers will feel more confident and satisfied doing business with your enterprise and increase repurchasing patterns eventually.
5. **Enhancing User Experience:** The results also illustrate that the overall shopping experience significantly impacts satisfaction. The e-commerce websites should, therefore, always evaluate and also work on improving the user experience of their sites and apps. This will include easier navigation, more mobile compatibility, and making the checkout process easier. A smooth and intuitive user experience often leads to higher conversion rates coupled with increased customer satisfaction.
6. **Mechanisms of feedback:** Of course, one should not stay blind and not develop mechanisms of feedback to understand the needs and concerns of consumers, which ought to be improved in products or services. E-commerce platforms should find ways to encourage their customers to give feedback through surveys and reviews, specifically after festive seasons. Such feedback will help a company identify the strengths and weaknesses that will provide them with grounds for making data-driven decisions in enhancing customer satisfaction during future campaigns.
7. **Customer Service Teams Training:** As the perceptions of customer service remain in the lead, companies need to invest in the training of their customer service teams for more efficient answering of inquiries and problem resolution. Great support can make the difference for a

brand in a very competitive market and help to build long-term loyalty among clients.

CONCLUSIONS AND RECOMMENDATIONS

This research provides valuable insights into customer satisfaction regarding product purchases from Amazon and Flipkart during the festival season in Ahmedabad. By analysing various demographic factors, including age, gender, income, and education, the study reveals critical trends in consumer behaviour that can inform marketing and operational strategies for e-commerce platforms.

The findings indicate a significant concentration of younger consumers who actively engage in online shopping during festivals, highlighting the need for targeted marketing efforts that resonate with this demographic. The substantial interest in promotions among budget conscious shoppers emphasizes the importance of effective pricing strategies and promotional campaigns tailored to meet the needs of diverse income groups.

Moreover, the research underscores the crucial role of trust and customer service in shaping overall satisfaction. E-commerce platforms must prioritize building trust through transparent policies, secure payment options, and responsive customer support. Enhancing the user experience—by optimizing website navigation and streamlining the purchasing process—can further improve customer satisfaction and encourage repeat purchases.

In conclusion, this study not only contributes to the understanding of customer satisfaction in the online shopping context but also offers practical implications for e-commerce platforms striving to enhance consumer experiences. By leveraging these insights and continuously adapting to the evolving preferences of their customer base, Amazon and Flipkart can strengthen their market position and foster long-term loyalty. Future research can build upon these findings to explore the dynamic nature of consumer behaviour in e-commerce, particularly as new technologies and shopping trends emerge.

This study has provided a foundational understanding of customer satisfaction in online shopping during festivals in Ahmedabad, while many avenues remain open for further research in order to enrich this field of study.

1. Longitudinal Studies: Longitudinal study design can be used in future studies to assess changes over time in customer satisfaction. Their value is immeasurable, as they help analyse trends in responses of consumers, especially how their preferences may shift with changes in technology and an ever-changing market. Being able to understand such dynamics truly puts into perspective the long-term effects of promotional strategies and customer service.
2. Broader Demographic Representation: It would be more informative if the demographic scope were increased by having representatives of a wide variety of participants, such as representing different age brackets, locations, and socio-economic backgrounds. This would help in

identifying unique consumer preferences and behaviours not captured by the homogeneous sample.

3. **Social media and Influencer Marketing Role:** It would also be quite interesting to depict how social media and influencer marketing fare in modelling consumer perception and satisfaction. With social media increasingly influencing what consumers buy, an understanding of how it impacts consumer trust and engagement would be helpful in e-commerce strategies.
4. **Comparative Studies:** Comparing different ecommerce websites will bring to light certain best practices and areas of improvement. Customer satisfaction can be compared amongst various international and regional platforms, which would provide insight into competitive strategy and positioning.
5. **Psychological Factors in Online Buying:** The study can be pursued further by providing more empirical studies on the psychological factors of online buying behaviour, like impulsive purchasing, perceived risk, and emotional effects of the shopping experience. Grasping these elements may come to improve theoretical schemata with respect to consumer behaviour on ecommerce.
6. **The study of technological developments related to emerging technologies like AI, VR, and AR in driving customer satisfaction and shopping experiences** would be most timely. With the integration of these technologies into electronic commerce, it is relevant and timely to understand their impact on consumer engagement and satisfaction.
7. **Cultural Context:** Given that cultural factors are a significant basis of variation in shopping behaviour, future research could valuably be directed at investigating the role of cultural norms and values in influencing the online shopper experience during festivals in different geographic regions. This may provide a clue on how e-commerce websites can adapt and position their offerings/communications to spearhead appeals toward diverse cultural groups.
8. **Sustainability and Ethics in Consumption:** With the growing awareness for sustainable living among consumers, in the future, research might be done to study the influence of ecofriendly and ethical sourcing practices on customer satisfaction and brand loyalty. One might get an insight into consumer attitude toward sustainability in e-commerce that might guide the platforms toward responsible business practices.

Future research, by investigating these recommendations, can add more knowledge regarding customer satisfaction in the changing electronic commerce landscape and help firms to adapt to consumer needs and develop successful strategies.

FURTHER STUDY

This research still has shortcomings so it still requires further research on this topic "To Study Customers Satisfaction on the Product Purchase from Amazon and Flipkart During Festival in Ahmedabad".

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