Customer Loyalty in Online Shopping Platform Amazon, Flipkart Meesho

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Abstract

The fast expansion of e-commerce has notably transformed client shopping behaviour, creating especially aggressive online retail surroundings in India. main systems which include Amazon, Flipkart, and Meesho have won prominence by offering wide product assortments, aggressive pricing, comfy price systems, and efficient transport offerings. In this dynamic marketplace, customer loyalty has emerged as an important factor for reaching sustained commercial enterprise fulfilment. This examination examines customer loyalty towards Amazon, Flipkart, and Meesho by studying the factors influencing client delight, believe, and repeat purchase conduct. The look is based on each number one and secondary records. number one information had been accumulated thru a structured questionnaire dispensed via Google paperwork, that specialize in client pride, agree with and reliability, loyalty conduct, and platform desire. Secondary records have been gathered from journals, books, posted articles, agency web sites, and online databases. Look at period spans from November 2025 to March 2026. Statistical tools along with easy percent evaluation, ANOVA, chi-square look at, and average score approach had been hired for statistics analysis. The findings monitor that convenience, and time-saving functions are the maximum influential factors driving on-line shopping adoption, followed by using discounts and promotional offers. Most respondents expressed excessive levels of delight with online purchasing structures, indicating a high-quality overall perception. Product satisfactory, pricing strategies, transport pace, and ease of use considerably influence purchaser loyalty across platforms. Amazon and Flipkart display sturdy loyalty due to product quality and pricing.

Keywords: Customer loyalty, Online shopping platform, Customer satisfaction.

Introduction

The rapid growth of e-commerce has transformed shopping habits, leading to a highly competitive online sector. These retailers, including Amazon, Flipkart, and Meesho, offer extensive product ranges, competitive prices, secure payment options, and efficient delivery services, making them influential in the Indian market. Customer loyalty has become a pivotal factor in achieving sustained corporate success amidst intense market competition. Despite the presence of multiple options, consumers frequently opt to transact exclusively on a single platform, which is commonly termed customer loyalty. The rise in smartphone adoption, internet connectivity, and the increase in digital payment methods have significantly influenced consumer buying habits. Amazon and Flipkart focus on a broad product variety, rapid delivery services, and sturdy customer support, at the same time as Meesho usually targets value-conscious consumers and small-scale sellers through social commerce. Understanding how these structures construct and keep patron loyalty presents valuable insights into client conduct and competitive techniques. This observation aims to analyse customer loyalty closer to Amazon, Flipkart, and Meesho with the aid of analysing the factors that impact repeat buy behaviour and client choices.

Statement of the problem

Customer loyalty encompasses several factors such as client satisfaction, trust, perceived value, service quality, ease of use, payment security, delivery efficiency, and post-purchase support, all of which influence client loyalty. Although operating in the same industry, Amazon, Flipkart, and Meesho have distinct operational strategies, customer bases, pricing and service offerings. Customer perceptions and retention rates could substantially be influenced by these variations

Objectives

1. To identify key factor influencing customer loyalty in Amazon, Flipkart, Meesho
2. To compare customer loyalty strategies used their platforms
3. To understand customer satisfaction, trust and repeat and purchase behaviour
4. To study the usage on loyalty in online shopping among youth

Review of literature

Arpita Sharma Kandpal and Disha Agarwal (2025)1Indian Journal of Agriculture Business, Vol. 11, A study on students' preferences for online purchasing with a focus on Meesho users. using convenience sampling, they accrued 150 responses, out of which a hundred and ten have been taken into consideration valid for evaluation. The observe revealed that scholars highly price comfort and luxury at the same time as purchasing online. round-the-clock accessibility and the availability of a huge range of products had been also diagnosed as essential factors influencing their buying selections. The findings suggest that ease of use, bendy purchasing hours, and range in product selection are critical in shaping customer preferences among young shoppers. This look at emphasizes the importance of offering a consumer-friendly and handy platform to enhance patron pleasure and loyalty. It offers a foundation for knowledge how particular capabilities of online buying systems like Meesho can appeal to and keep kid's clients. ordinary, the studies highlight that convenience and product range are important determinants in students' on-line shopping conduct.

Madhubala V. and Manikandan (2024)2198 - 201 in International Journal of Foreign Trade and International Business, Vol. 6, Seasonal sales' effects on internet buying, particularly on Amazon and Flipkart. The take a look at hired a combined-techniques method, combining qualitative questionnaires with quantitative sales data to gain a comprehensive knowledge of consumer behaviour. The findings found out that seasonal reductions and promotional gives notably influence clients' purchase decisions, frequently motivating them to buy more than they could during everyday periods. The look at highlighted that price reductions now not simplest entice new customers but also inspire repeat purchases amongst present users. It additionally emphasized the significance of timing and advertising strategies in improving online sales. these effects recommend that effective bargain campaigns can play a crucial role The studies afford precious insights into how pricing and promotional techniques can impact customer behaviour and loyalty in online buying.

Shanskar Jain and Srajan Sahu (2025)3Vol. 11, Issue 7 (July), EPRA International Journal of Multidisciplinary Research (IJMR). The look at used a quantitative move-sectional survey to investigate platform loyalty and the factors influencing buy choices. The findings found out that brand trust, aggressive pricing, product fine, and UPI price alternatives appreciably effect clients' preference of online buying systems. The studies highlighted that clients are more likely to remain loyal to structures that offer dependable carrier, products, and relaxed price techniques. It also emphasised that repeat buy conduct is closely related to purchaser delight and self-belief inside the platform. This looks at presents essential insights into the important thing drivers of client loyalty in e-commerce, demonstrating how believe, pricing, and convenience have an impact on on-line purchasing choices. The findings serve as a precious reference for understanding patron behaviour and growing powerful loyalty techniques for online stores.

Dr. M. Subikshaa and Dr. Kanimozhi (2025) Volume 1, Issue 1 (May 2025) , International Journal of Technology & Emerging Research (IJTER) , The Impact of Subscription-Based Business Models on Consumer Loyalty in E-Commerce & Retail (Amazon Prime, Flipkart Plus))tested the effect of subscription-based totally enterprise models, along with Amazon prime and Flipkart Plus, on consumer loyalty in the Indian e-commerce marketplace. The research used descriptive research layout and surveyed energetic and inactive customers to understand how loyalty applications influence patron pleasure and repeat buy behaviour. The findings discovered that while subscription models provide value-delivered blessings and convenience, they do not significantly force customer loyalty as compared to middle factors which includes product range, pricing, and customer support. The look at concluded that improving carrier best and perceived fee is probably

extra effective in retaining clients than depending entirely on subscriptions. those insights highlight that loyalty techniques in online purchasing need to move beyond membership perks to attention on essential carrier and cost transport to customers.

Research methodology:
Primary data:
The data for the existing look at had been gathered thru an established questionnaire administered to respondents the usage of questioner. The questionnaire was designed to reap first-hand statistics from folks who actively use on-line purchasing systems such as Amazon, Flipkart, and Meesho. It covered questions related to patron satisfaction, accept as true with and reliability, factors influencing patron loyalty, repeat buy conduct, and platform choice. The responses accumulated furnished direct insights into consumer perceptions, reports, and loyalty patterns toward online buying platforms. These primary statistics served as the main foundation for analysis and interpretation inside the look at.

Secondary data:
Secondary facts for the existing have a look at have been accumulated from various published and dependable resources to support and complement the primary facts. these sources consist of research journals, textbooks, posted articles, enterprise web sites of Amazon, Flipkart, and Meesho, and online educational databases along with Google pupil. The secondary records helped in knowledge of current theories, tendencies, and findings related to client loyalty and online purchasing behaviour, thereby presenting a sturdy conceptual framework for the examination.

Period of the study November 2025 – March 2026 Area of the study
The area of the examination is limited to online shopping customers, with a particular
consciousness on clients using main e-trade structures which includes Amazon, Flipkart, and Meesho. The look at frequently covers respondents who actively have interaction in online shopping, especially young people customers, within decided areas. The studies examine client loyalty, pleasure, agree with, and repeat buy conduct in the context of online shopping structures in India

Sampling Size
The study followed a convenience sampling approach to pick out respondents for data series. This approach was chosen due to ease of entry to respondents, time constraints, and the supply of participants who actively use online buying structures including Amazon, Flipkart, and Meesho. Respondents have been decided on based totally on their willingness to take part inside the survey. Even though comfort sampling limits the generalizability of the findings, it enabled the researcher to acquire relevant statistics efficiently in the certain look at length.
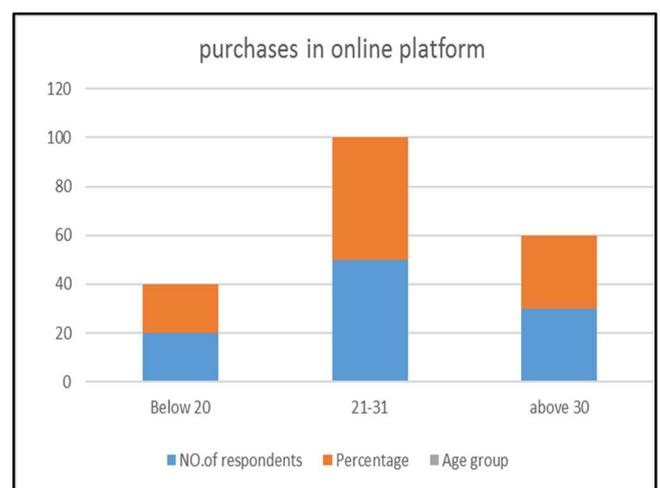
Limitations of study
The study's sample size is constrained. Customer impression is the basis for responses, which can differ. Geographical and temporal limitations Results might not apply to every online buyer.

Data Analysis & Interpretation
Purchase in online platforms

| Age group	.No of respondents	Percentage%
From 20	- 20	20
21-30	50	50
Above 31	30	30
TOTAL	100	100

Interpretation

The test sample length is constrained. client effect is the premise for responses that would range. Geographical and temporal obstacles effects may not comply with every purchaser. The table indicates the age-wise distribution of respondents worried within the observer. Out of the entire 100 respondents, 50% belong to the age organization of 21–30 years, indicating that teenagers form the public of online shoppers. Respondents under 20 years account for 20% of the sample, while the ones above 31 years constitute 30%. This distribution suggests that on-line shopping platforms are most famous among the 21–30 age group, highlighting the sturdy effect of kids on on-line purchasing and patron loyalty.

Comparing customer loyalty among Amazon, Flipkart, Meesho

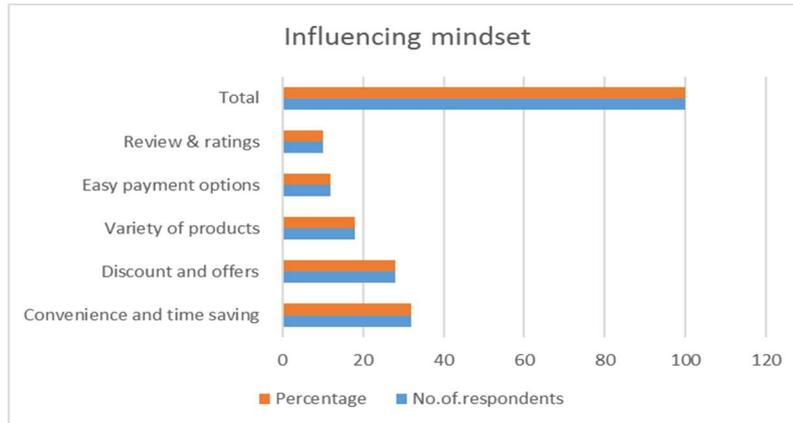| Source of variation	Sum of Squares	Degrees of Freedom	Mean Square	F Value	Sig(P value)
Between Groups	**244.60**	**2**	**122.80**	**5.42**	**0.006**
Within groups	2150.40	97	22.17		
Total	2396.00	99			
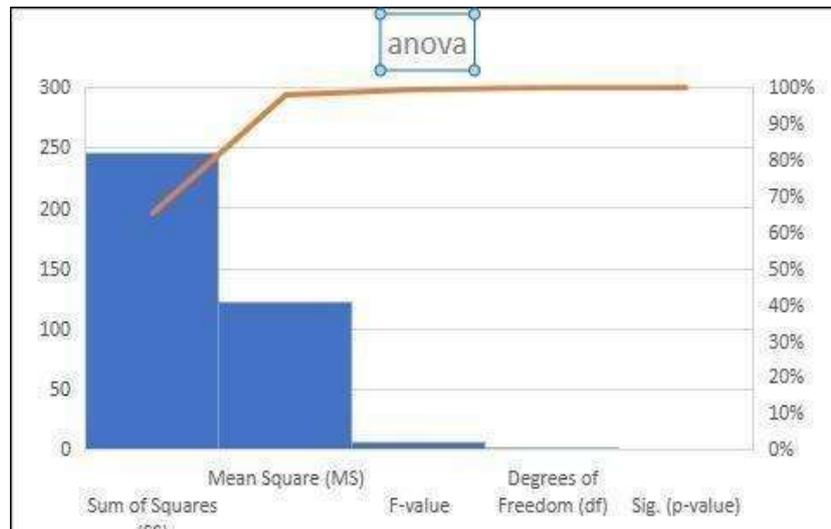
Interpretation

The only-way ANOVA was conducted to have a look at whether or not there is a significant distinction in purchaser loyalty between some of the 3 fundamental online buying structures, particularly Amazon, Flipkart, and Meesho. The evaluation compares the variant in patron loyalty scores between the systems with the variation observed inside every platform. The effects of the ANOVA imply that the F-value is five.42, with a significance (p-fee) of 0.006, that is lower than the commonly prevalent significance level of 0.05. This statistically good sized end result implies that the differences in mean patron loyalty among Amazon, Flipkart, and Meesho aren't because of random threat. In other phrases, at the least one platform shows an extensively distinctive stage of purchaser loyalty as compared to the others. Consequently, the null hypothesis, which states that there may be no substantial difference in customer loyalty several of the online purchasing systems, is rejected, and the opportunity hypothesis is popular.

Satisfied with online shopping platform

Factors influencing mindset	No. of. respondents	Percentage%
Convenience and time saving	32	32
Discount and offers	28	28

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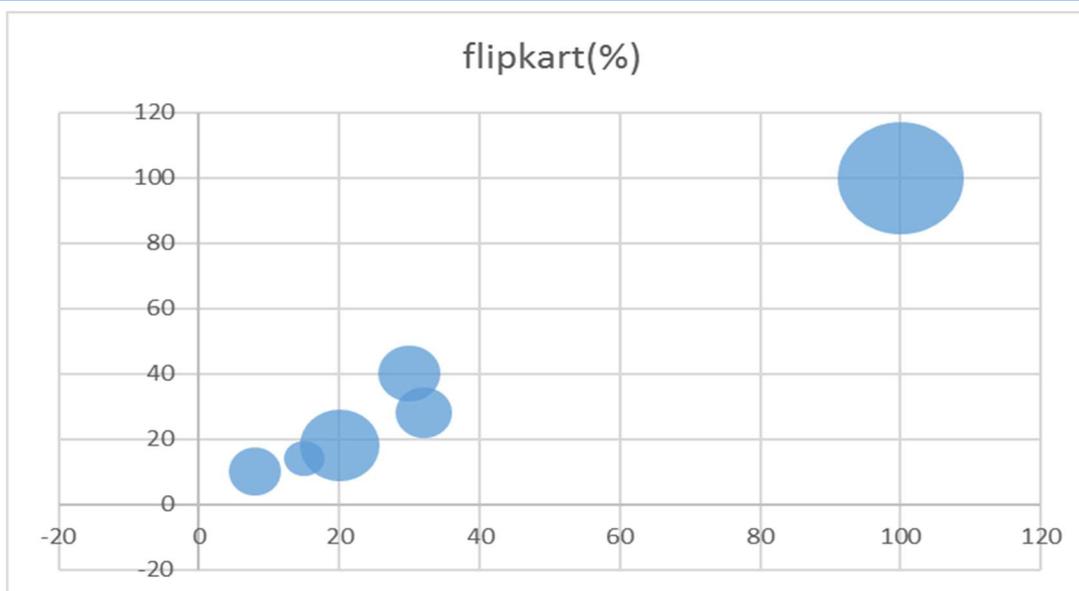|		
Variety of products	18	18
Easy payment options	12	12
Review & ratings	10	10
Total	100	100

Interpretation

According to 32% of respondents, convenience and time savings are the most important factors. This suggests that consumers mostly favour internet buying due to the time and effort savings. Offerings and discounts come in second with 28%, demonstrating how price advantages significantly influence online purchasing decisions. Product variety makes up 18%, indicating that having access to a variety of brands and options is another crucial component. The table indicates that convenience and time-saving benefits have an impact on 32% of respondents, making it the most sizable component shaping the online purchasing mind-set. reductions and gives account for 28%, indicating that rate benefits strongly motivate consumers. sort of merchandise influences 18% of respondents, highlighting the significance of having multiple picks. smooth price options appeal to 12% of respondents, showing the function of comfortable and easy transactions. Evaluations and rankings affect 10% of respondents. Typical, convenience and appealing pricing are the important factors influencing consumers' mind-set closer to online shopping.

Factor influencing customer loyalty

S.No	Influencing loyalty	Amazon(%)	Flipkart(%)	Meesho(%)
1	Product quality	32	28	20
2	Price&discount	30	40	25
3	Delivery speed	20	18	40
4	Customer service	15	14	10
5	Ease of use	8	10	18
Total	-	100	100	100

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flipkart(%)

Findings

The record unequivocally shows that due to the fact on-line shopping platforms are handy and timesaving, they're turning into increasingly more popular amongst customers. Speedy shipping services substantially grow ordinary happiness, but comfort and alluring reductions stand out as the most vital factors influencing consumer questioning. The provision of a huge variety of products and the best of the products themselves are key elements in promoting repeat purchases. price alternatives which can be easy and several enhance patron self- assurance and transaction crowning glory prices. The study noted that most people of respondents (50%) belong to the age organization of 21–30 years, indicating that teens are the most active customers of online purchasing structures. approximately seventy-five% of respondents expressed satisfaction or high pride with online shopping offerings, reflecting a superb average belief. convenience and time-saving benefits emerged because the most crucial aspect influencing online purchasing, accompanied closely via discounts and offers, which strongly affect purchaser shopping for decisions. Product variety, easy fee alternatives, and opinions or ratings additionally play significant roles in shaping customer conduct. Amazon and Flipkart show strong client loyalty because of their product fine and aggressive pricing, whilst Meesho draws value-aware customers mainly thru quicker shipping and affordability. Usually, convenience, pricing strategies, product variety, transport performance, and at ease charge techniques are diagnosed as the important elements driving patron loyalty in the direction of online shopping structures.

Suggestion

The document unequivocally suggests that due to the fact on-line shopping platforms are convenient and timesaving, they're becoming increasingly popular amongst clients. Rapid delivery offerings significantly increase overall happiness. Based totally on the look at, it's far advocated that on-line shopping structures maintain consciousness on comfort and time-saving features, as those are the maximum good sized factors influencing patron conduct. structures should maintain aggressive pricing and offer appealing reductions and promotional offers to encourage repeat purchases and decorate purchaser loyalty. ensuring a huge variety of merchandise and dace offerings can further fortify client pride. Smooth and at ease payment alternatives must be furnished to grow client confidence during transactions. reliable and timely delivery offerings are essential to hold trust and loyalty, particularly for fee-conscious consumers. Additionally, platforms must inspire and display client opinions and

scores to guide capability consumers and construct credibility. Enforcing customized gives, loyalty applications, and user-pleasant interfaces can also beautify the general shopping experience. By continuously monitoring consumer expectations and remarks, on-line outlets can lay out powerful

techniques to maintain present customers while attracting new ones. These measures will assist fortify consumer loyalty and ensure long-time period success within the aggressive e-commerce area

Conclusion

The contemporary looks at involves the realization that customer pleasure and questioning are significantly formed with the aid of online buying platforms. The outcomes display that the principal factors contributing to the growing reputation of online buying are convenience and time-saving capabilities. Clients are in addition recommended to use online structures over conventional buying methods with the aid of discounts, offers, and competitive pricing. average price ranges are substantially impacted by set off and reliable shipping services. Client loyalty and repeat business are notably inspired by means of product range and niceness. Purchaser confidence in on-line transactions is multiplied through simple and secure fee methods.

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