

A
Project Report
ON

**“COMPARITIVE STUDY AND MARKETING STRATEGY OF AMAZON AND
FLIPKART”**

Submitted to
G. S. College of Commerce & Economics, Nagpur
Affiliated to
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by

NIDHI RAUT

Under the Guidance of

DR PRAGATI PANDEY

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23





CERTIFICATE

This is to certify that **"NIDHI GANESH RAUT** has submitted the project report titled **"(COMPARITIVE STUDY AND MARKETING STRATEGY OF AMAZON AND FLIPKART** towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as

DR Pragati pandey
(Project Guide)

Dr Afsar sheikh
(Co-ordinator)

Place: NAGPUR

Date:



DECLARATION

I here-by declare that the project with title “COMPARITIVE STUDY AND MARKETING STRATEGY OF AMAZON AND FLIPKART” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

NIDHI RAUT

Place: NAGPUR

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to DR. SWATI S. KATHALEY Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide DR. PRAGATI PANDEY for her guideline throughout the project. I tender my sincere regards to Co-ordinator, DR. AFSAR SHEIKH for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation. I would like to thank all those who helped me in making this project complete and successful.

NIDHI RAUT

Place : NAGPUR

Date:

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INTRODUCTION

WHAT IS MARKETING STRATEGY ?

A marketing strategy is a long term plan of achieving company goals by understanding the needs of customer and creating a distinct and sustainable competitive advantage. It encompasses everything from determining who your customers are to deciding what channels you use to reach those customer .

With a marketing strategy , you can define how your company positions itself in the marketplace , the types of products , the strategic partners you make , and the type of advertising and promotion you undertake.

Having a marketing plan is essential to the success of any business . Read on learn how to create a successful marketing strategy for a company .

Marketing is more than just advertising and promotion – its all about connecting with the customers .

A marketing strategy sets the direction for all your products and marketing strategy related activities .

Having a marketing strategy helps keep all your activities on track .

Developing a marketing strategy involves setting goals , researching the market , developing product plan defining your marketing intitatives.

WHAT IS MARKETING ?

Marketing is about connecting your company with potential customers and connecting with your products .

It involves understanding customers needs . translating those needs into products and services , and then convincing customers that they need to buy those products and services .

To put it simply , marketing is the entire cycle from identifying potential customers to satisfying those customers needs with the product you produce



WHY IS MARKETING STRATEGY IMPORTANT ?

Marketing strategy provides an organization an edge over it's competitors .

Strategy helps in developing goods and services with best profit making potential.

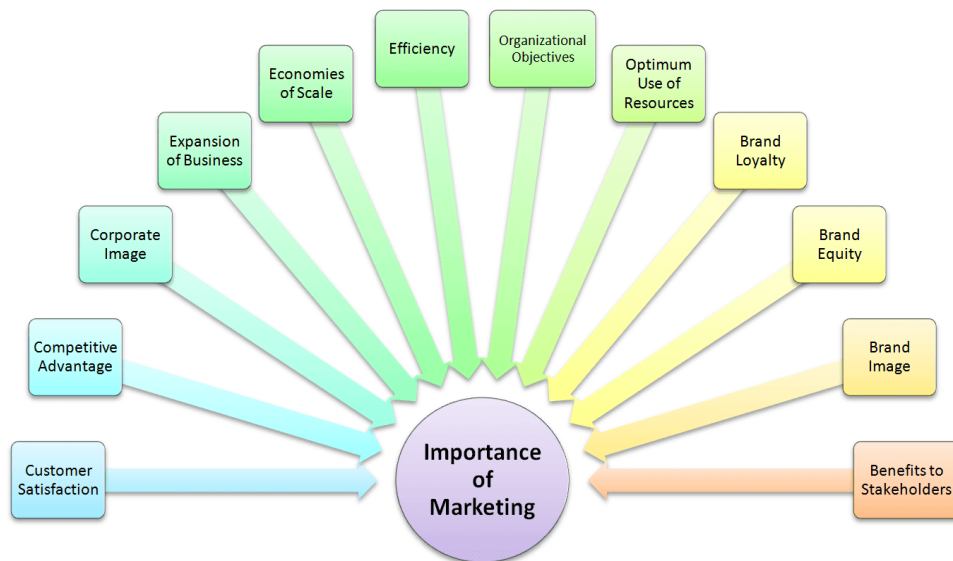
Marketing strategy helps in discovering the areas affected by organizational growth and thereby helps in creating an organizational plan to cater to the customer needs.

It helps in fixing the right price for organization's goods and services based on information collected by market research.

Strategy ensures effective departmental co-ordination.

It helps an organization to make optimum utilization of its resources so as to provide a sales message to it's target market.

A marketing strategy helps to fix the advertising budget in advance, and it also develops a method which determines the scope of the plan, i.e., it determines the revenue generated by the advertising plan.



articles-junction.blogspot.com

COMPARITIVE STUDY BETWEEN AMAZON AND FLIPKART :

A comparative study between Amazon & flipkart has the primary goal to comprehend the work process utilized in Amazon & flipkart and strength, shortcoming, opportunity and dangers of the E-trade locales and the figure influencing their conduct picking between them. This examination is an endeavour that has been made to basically analyse the coordinations investigation, promoting systems and publicizing organizations utilized between these Ebusiness site at worldwide and corporate level. An expressive measurements strategy has been embraced for this investigation by utilizing essential information by organized poll and auxiliary information assortment from different sources like different business sites and paper articles

Among the products and services offered in Amazon include electronics, video games, apparel, food, furniture, toys, software as well as jewelry. On the other hand, Flipkart offers products and services such as electronics, lifestyle and fashion products.



FLIPKART

Flipkart is an e-commerce company founded in 2007 and graduated from the Delhi Indian Institute of Technology, both by Mr Sachin Bansal and Bunny Bansal. Even before they both worked for Amazon. Flipkart's Bangalore, Karnataka headquarters. It is registered and processed in Singapore by a Singapore-based company. Earlier Flipkart was named "DigiFlip," but later on it shipped its own medical and household appliance to "Citron" brand. During the period Flipkart extending his services from books to different items like electronic, merchandise, climate control system, air cooler, writing material provider, and digital book.

AMAZON:

Amazon.com, founded by Jeff Bezos in 1994, is an American electronic commerce company based in Seattle. On July 5, 1994, Jeff Bezos renamed the company "Cadabra," and the site went live as amazon.com in 1995. Due to the fact that Cadabra.com sounded suspiciously like cadaver, Bezos changed the name to amazon.com. Furthermore, a name that began with the letter "A" was considered special. It is the United States' largest online association. Amazon.com began as an online book store, but over time expanded to include DVDs, VHSs, CDs, video and MP3 downloads/continuous, software, PC games

AMAZON AND FLIPKART

are India's two largest e-commerce platforms. Flipkart is a domestic player because it is an Indian firm that operates exclusively in India. In contrast, Amazon is a global company that operates in practically every major country. In recent years, Flipkart has grown a strong presence in India, becoming the country's largest e-commerce platform. However, ever since Amazon entered India, it has been growing at a breakneck pace in popularity and service.

Flipkart is the most trusted, but Amazon offers a superior shopping experience in India. While Flipkart features trusted Indian brands, Amazon's user experience is unmatched and outstanding. Thus, Flipkart and Amazon are both rather well-known ecommerce brands in India. Thus, let us compare India's two largest e-commerce websites, Flipkart and Amazon, and observe how they compete in various sectors or categories.

These two are leading online retailers in india. Flipkart is an Indian company in 2007 by sachin bansal and Binny Bansal , while American company Amazon started as an electronic commerce and cloud computing company in 1994 . Later Amazon .com started as retailer for products like books ,apparel ,food ,furniture ,electronics and jewellery .Flipkart is registered Singapore ,and has its headquarters in seattle ,Washington .flipkart now employs more than 33000 .

COMPANY PROFILE

COMPANY PROFILE

FLIPKART :

Flipkart has launched its own product range under the name “digiflip”, Flipkart also recently launched its own range of personal healthcare and home appliances under the brand “citron”. During its initial years, Flipkart focused only on books, and soon as it expanded, it started offering other products like electronic goods, air conditioners, air coolers, stationery supplies and life style products and e-books. Legally, Flipkart is not an Indian company since it is registered in Singapore and majority of its shareholders are foreigners. Because foreign companies are not allowed to do multi-brand e-retailing in India, Flipkart sells goods in India through a company called ws retail. Other third-party sellers or companies can also sell goods through the Flipkart platform. Flipkart now employs more than 15000 people. Flipkart allows payment methods such as cash on delivery, credit or debit card transactions, net banking, e-gift voucher and card swipe on delivery. Flipkart is presently one of the largest online retailers in India, present across more than 14 product categories & with a reach in around 150 cities and delivering 5 million shipments per month

ACHIEVEMENTS IN E- COMMERCE

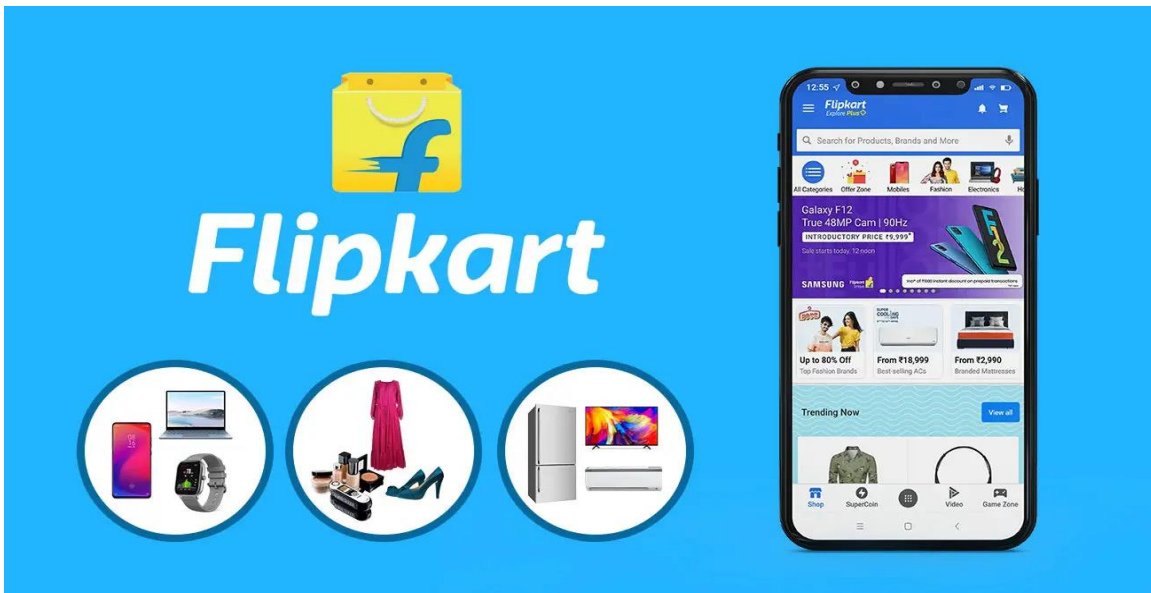
In september 2015, sachin bansal and binny bansal entered forbes India rich list debuting at the 86th position with a net worth of \$1.3 billion each. Co-founder of Flipkart, sachin bansal, got entrepreneur of the year award 2012-2013 from economic times, leading Indian economic daily.

HISTORY OF FLIPKART

In 2012, Flipkart launched its own music streaming service, Flyte, with the intention of expanding their business in online music streaming services. But the service was discontinued the following year as it could not attract many customers at that time. In the same year, the company acquired

online electronics retailer Letsbuy for around Rs 12.5 billion, which further boosted their business. That year, Flipkart occupied first position in the list of Top 20 E-retailers in India. According to the company's website, they were able to sell 100,000 books in one day in 2013. In the same year, e-commerce giant Amazon entered the Indian market alongside the existing local competitor Snapdeal. The same year the company launched a payment gateway system called [PayZippy](#), but shut it down the following year.

In 2014, Flipkart was able to raise a total of \$2 billion through Tiger Global and Accel Partners as well as various investors. That same year, Flipkart acquired Indian e-commerce company Myntra for \$330 million to add it to the Fashion & Lifestyle category in their portfolio. At the end of the year, the company's revenue stood at Rs 28.4 billion. The next year, in 2015, it increased by about 80% to a little over Rs 95 billion. In the same year, Flipkart acquired Delhi-based mobile marketing firm " Appiterate " and bought a minor stake in MapmyIndia to further improve their delivery operations. According to a report by The Economic Times, Flipkart was able to sell products worth a total of Rs 20 billion in five days of the festive sale season last year. The same year, according to a report by firstpost, during Flipkart's 'Big Billion Sale' the company sold 200 million mobile phones. In 2016, Flipkart acquired Jabong, another Indian fashion & lifestyle-based e-commerce business, for \$60 million. Following the acquisition, Jabong began operating under [Myntra](#) and Flipkart's market share in India's fashion e-commerce sector stood at more than 60%. That year,



AMAZON

Amazon is the largest internet based company in the united states. Amazon.com started as an online bookstore, but soon diversified, selling dvds, vhss, cds, video and mp3downloads/streaming, software, video games, electronics, apparel, furniture, food, toys, and jewellery. The company also produces consumer electronics notably, kindle, fire tablets, fire tv and phone and is a major provider of cloud computing services. Amazon has separate retail websites for united states, united kingdom & ireland, france, canada, germany, the netherlands, italy, spain, australia, brazil, japan, china, India and mexico, with sites for sri lanka and south east asian countries coming soon. Amazon also offers international shipping to certain other countries for some of its products.

ACHIEVEMENTS IN E- COMMERCE

On the mobile app side, Amazon had the fastest growing app download rate in 2015. In October alone, downloads increased 200 per cent. Amazon web traffic was the highest in October as per comscore data, at 30 million visitors. Amazon active customers have gone up 230 per cent year on year. The awards were conferred at e-tailing India's flagship conference and exhibition 2014, an event that brought together major stakeholders in the retail and e-commerce business in the country. The "path-breaking debut of the year" award went to Amazon.in.

HISTORY OF AMAZON

Amazon.com

online retailer, manufacturer of [electronic book](#) readers, and Web services provider that became the [iconic](#) example of [electronic commerce](#). Its headquarters are in [Seattle, Washington](#).

Amazon.com is a vast [Internet](#)-based enterprise that sells books, music, movies, housewares, electronics, toys, and many other goods, either directly or as the middleman between other retailers and Amazon.com's millions of customers. Its Web services business includes renting data storage and computing resources, so-called "[cloud computing](#)," over the Internet. Its considerable online presence is such that, in 2012, 1 percent of all Internet traffic in [North America](#) traveled in and out of Amazon.com data centres.



The company also makes the market-leading [Kindle](#) e-book readers. Its promotion of these devices has led to dramatic growth in e-book publishing and turned Amazon.com into a major disruptive force in the book-publishing market

Amazon (AMZN)

\$ **3027.32**

-183.69 (-5.72%)

As of October 30 3:41:56 PM EST


1D 5D 1M 6M YTD **1Y** 5Y Max

Open: 3,157.75 High: 3,167.00 Low: 3,019.00 Close: 3,036.95





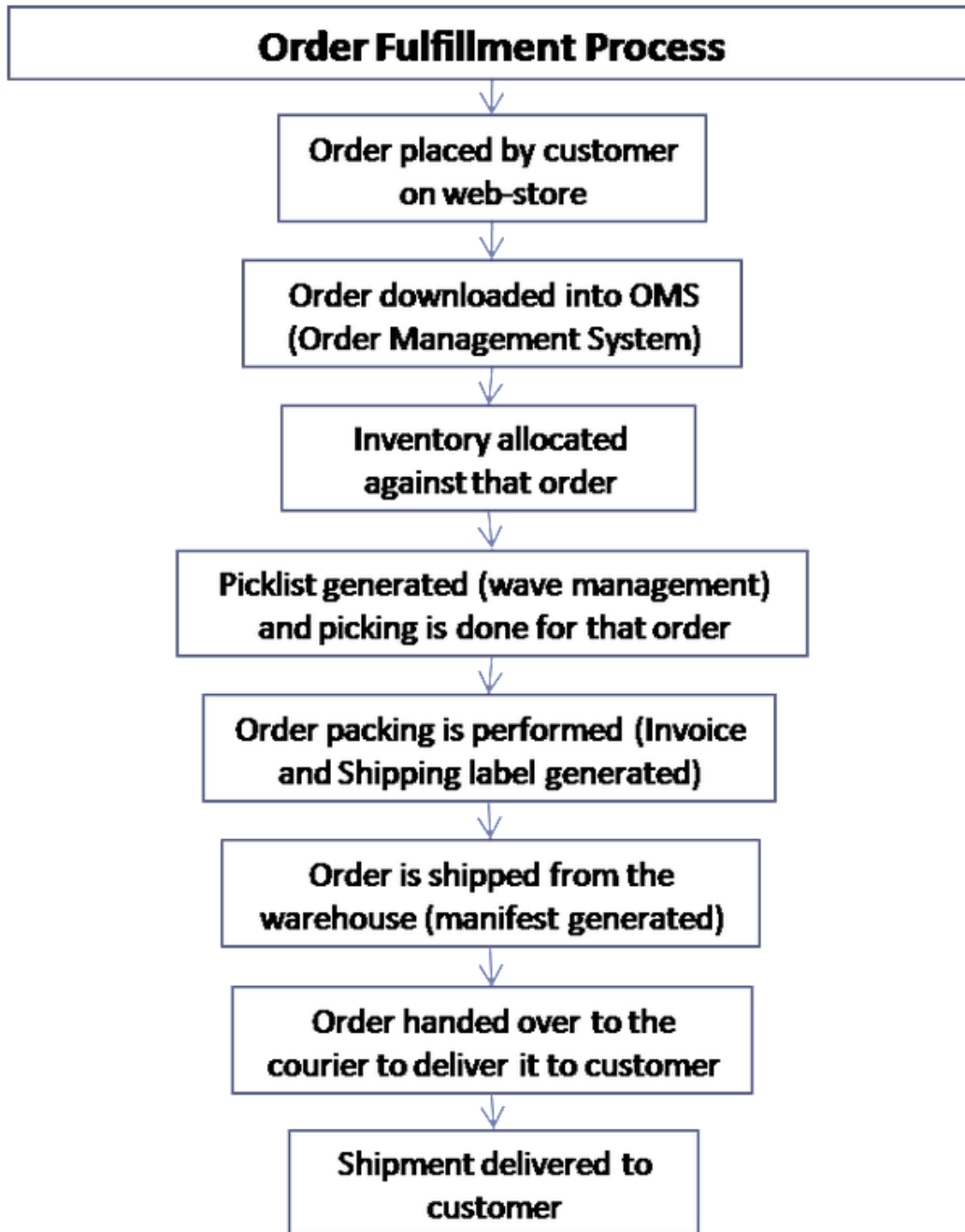
Comparison Table - Flipkart vs. Amazon

PARAMETERS	amazon	Flipkart 
Founder	Jeff Bezos	Sachin Bansal and Binny Bansal
Founding Year	1994	2007
Headquarters	Seattle, Washington, USA	Karnataka, Bangalore, India
Exclusivity	All over the world	Only In India
Type of Company	Public Listed	Private Listed
Subscription Type	Amazon Prime	Flipkart Plus
Affiliate Program	Available	Discontinued
Gift Option	Available	NA

RESEARCH STUDY

OBJECTIVES OF THE STUDY

- To comprehend and gauge the customer insight and variables influencing their conduct for picking online business locales.
- To get strategies and techniques that're utilized by internet business players to get the clients in India
- To know how shoppers are assessing online business locales for their buys.
- To comprehend the work stream of Amazon and Flipkart which are driving in India.
- To study intricacies and obstructions those are there in the middle of internet business destinations and clients.
- To discover new freedoms and to prevail in those methods.



LITERATURE REVIEW

LITERATURE REVIEW :

Prasad and Aryasri have explored the determinants of shopping behaviour such as convenience, customer service, trust, web store environment and web shopping enjoyment and examine the effect of these factors towards online buying behaviour. Wells et al. (2011) in his study entitled – online impulse buying: understanding the interplay between consumer impulsiveness and website quality|| focused on the direct relationships between the website and online impulse buying. The study found and proposed the model considered the direct influence of website quality on the urge to buy impulsively. Kanwal Gurleen (2012) “Customers satisfaction towards Online shopping”, discussed that different options in internet encouraged people to search and eventually purchase online, because there are more than 100 million internet users in India. People those who are using internet from 5 to 7 hours a day were found to be adopter of online shopping. Price consciousness, convenience and variety, easy payment options and challenges of online shopping are the factors found to be a significant in online shopping. Adrita Goswami et.al (2013) studied “Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town” study concludes that online customers are satisfied in the aspects such as Price, Quality of products, Ease of use in mobile platform and Timely Delivery at remote areas. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor Dhevika V.P.T, Latasri O.T.V, S Karmugil (2014) in their paper “Factors Affecting Online shopping of Customers” revealed that the most important factor influencing online shopping is- security, followed by – trust worthy shopping and – website design/features and the least important factor influencing is – bargaining shopping, there is no significant association between security and website design/features of the respondents and their overall online buying behavior. Mohana Priya S and Anusuya D (2014) “A Study on Customer Preferences and Satisfaction towards selected online websites with special reference to Coimbatore city” stated that online shopping has grown in popularity over the years mainly because people find it convenient from the comfort of their home or office. Most of the customers are satisfied by

online shopping, but the only hinder is that they are not fully secured. Government has to improve security laws related to online websites so that the online customers feel secured in case of debit card, credit card or online payments. Ashish Pant (2014) "An Online Shopping Change the Traditional Path of Consumer Purchasing" concluded in his research article that a successful web store is not the just a good looking website with the dynamic technical features but is also emphasis on building the relationship with customers with making money. The success of any e-tailer company in India is depending upon its popularity, its branding image, its unique & fair policies, and its customer relations etc. Saravanan S and Brindha Devi K (2015) "A Study on Online Buying behavior with special reference to Coimbatore city" focused on online shoppers' preferences and problems on various online shopping marketers. Higher computer literacy makes internet shopping smarter. Their awareness about the internet also makes them better positioned to identify and take decision for products and services Francis Sudhakar K, Habeeb Syed (2016) .

HYPOTHESIS

HYPOTHESIS

HYPOTHESIS-1

H0- There is negative impact of discounts and offers on consumers buying behaviour .

H1-There is positive impact of discount and offers on consumers buying behaviour.

HYPOTHESIS-2

H0- There is negative impact of discounts offers in sales volume.

H1-There is positive impact of discounts and offers in sales volume.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Methodology includes the overall research procedures ,which are followed in the research study .this includes Research design .The sampling procedures and the data collection method and analysis procedures .

Research objective of the report is to learn the facts and do the monitoring and counter selling for Amazon and flipkart .along with I will also work in following areas;

- Market visit for retail shops
- Research on
- Customer satisfaction
- Sales and distribution

RESEARCH OBJECTIVES -

1. To study the various aspects and distinguishing features of online shopping websites flipkart.com and amazon.com
2. To study the quality of service offered by these online shopping websites.
3. To study the customer satisfaction while buying the products online.

RESEARCH DESIGN-

TYPE: Exploratory research design using the secondary data analysis Descriptive research design using the survey method .

This method include data collection analysis and presentation.

TECHNIQUE AND DATA COLLECTION

PRIMARY DATA

It comprises of the data which is collected through questionnaires filled by the respondent .

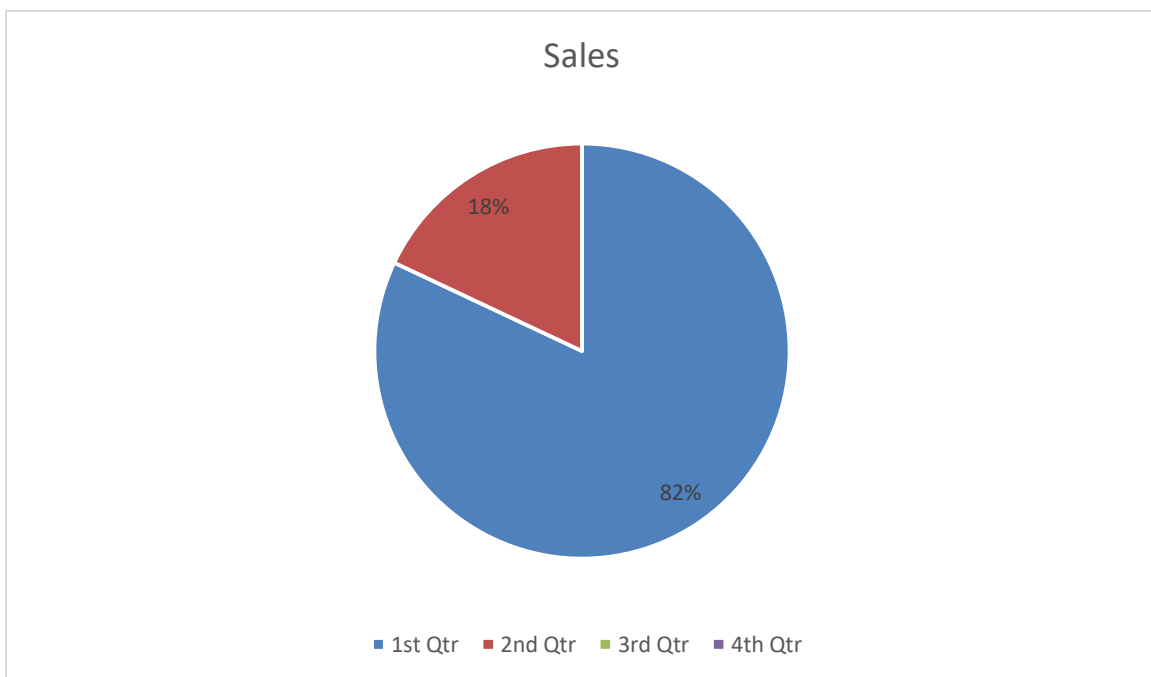
SECONDARY DATA

The secondary data for research has been collected from various sources which include websites , journal of research .

DATA ANALYSIS AND INTERPRETATION

QUE 1. Have you ever done online shopping ?

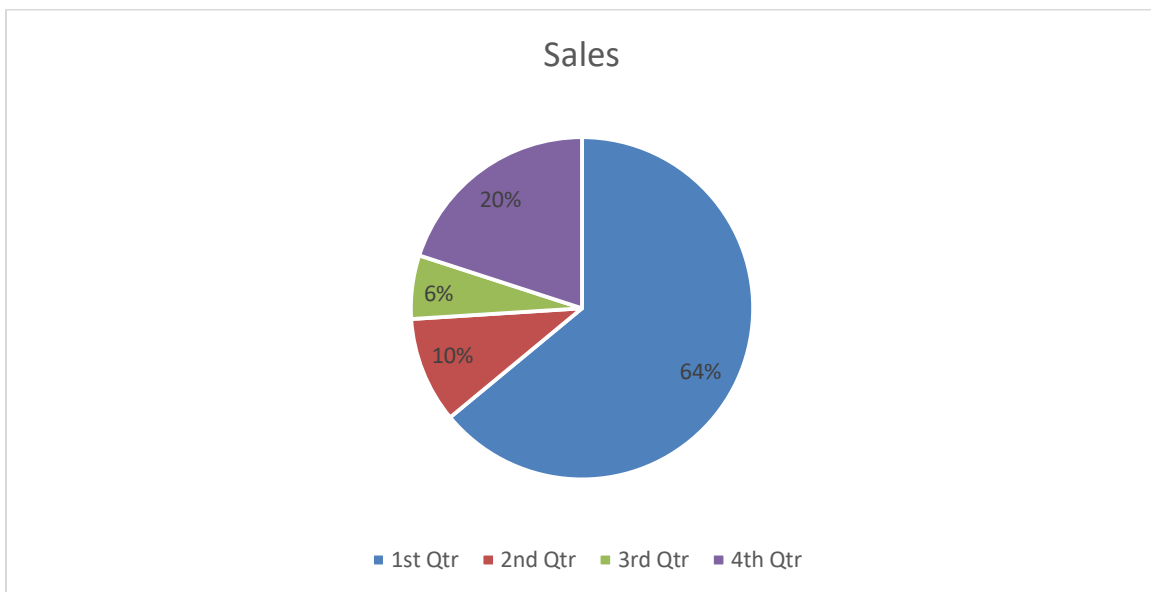
OPTIONS	RESPONDENTS	% AGE
YES	41	82
NO	9	18
TOTAL	50	100

**INTERPRETATION -**

82% of peoples shows intrest in online shopping , on the other hand , 18% of peoples does not shop online .

QUE 2. How often do you shop online ?

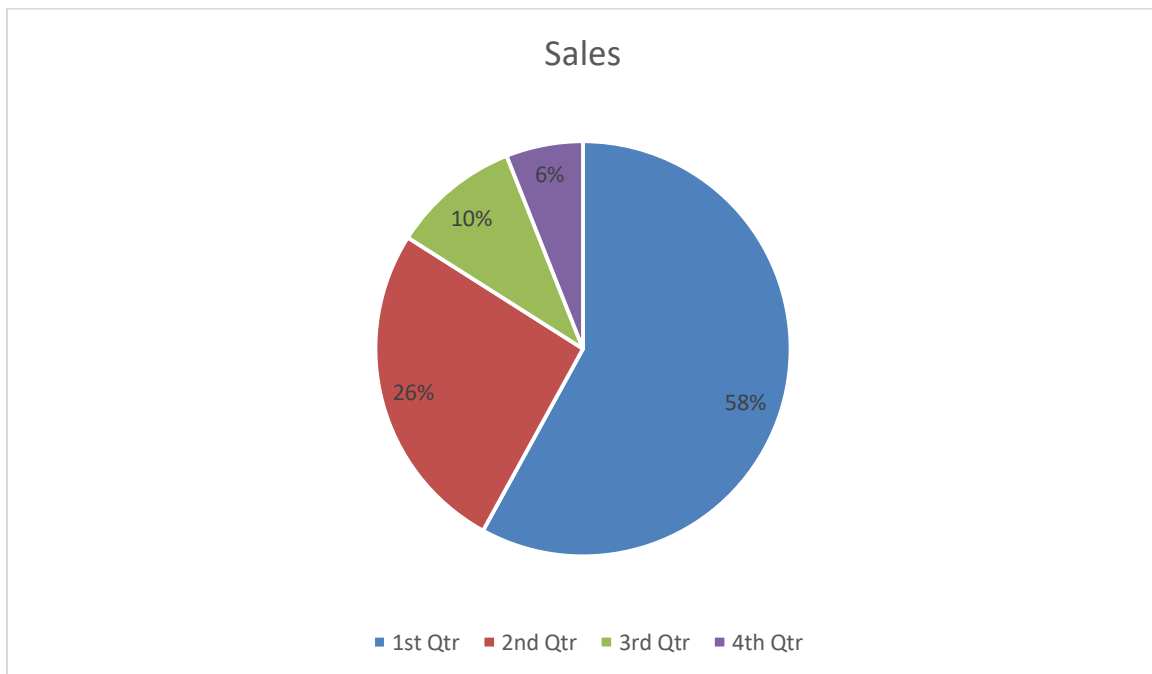
OPTIONS	RESPONDENTS	%AGE
ONCE IN A MONTH	32	64%
ONCE IN TWO MONTHS	5	10%
MORE FREQUENTLY	3	6%
MORE OFTEN	10	20%
TOTAL	50	100%

**INTERPRETATION –**

64% of people shop online once in a month , 10% of peoples once in a two months ,6% of peoples more frequently ,and 20 % of peoples shop online more often .

QUE 3 Which online site do you prefer most ?

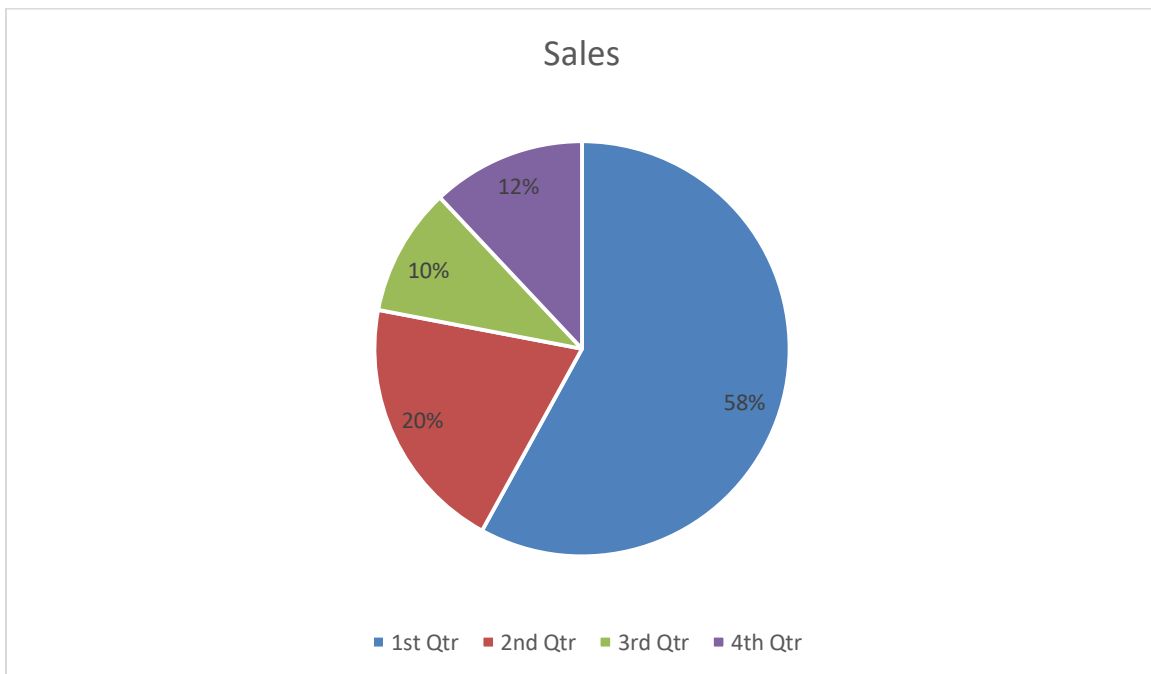
OPTIONS	RESPONDENTS	% AGE
FLIPKART	29	58%
AMAZON	11	26%
SNAPDEAL	5	10%
OTHERS	3	6%
TOTAL	50	100%

**INTERPRETATION -**

64% of peoples shop online once in a month , 10% of people once in two months , 6% of peoples more frequently and 20% of peoples often more often .

QUE 4 How do you make payments when shopping online ?

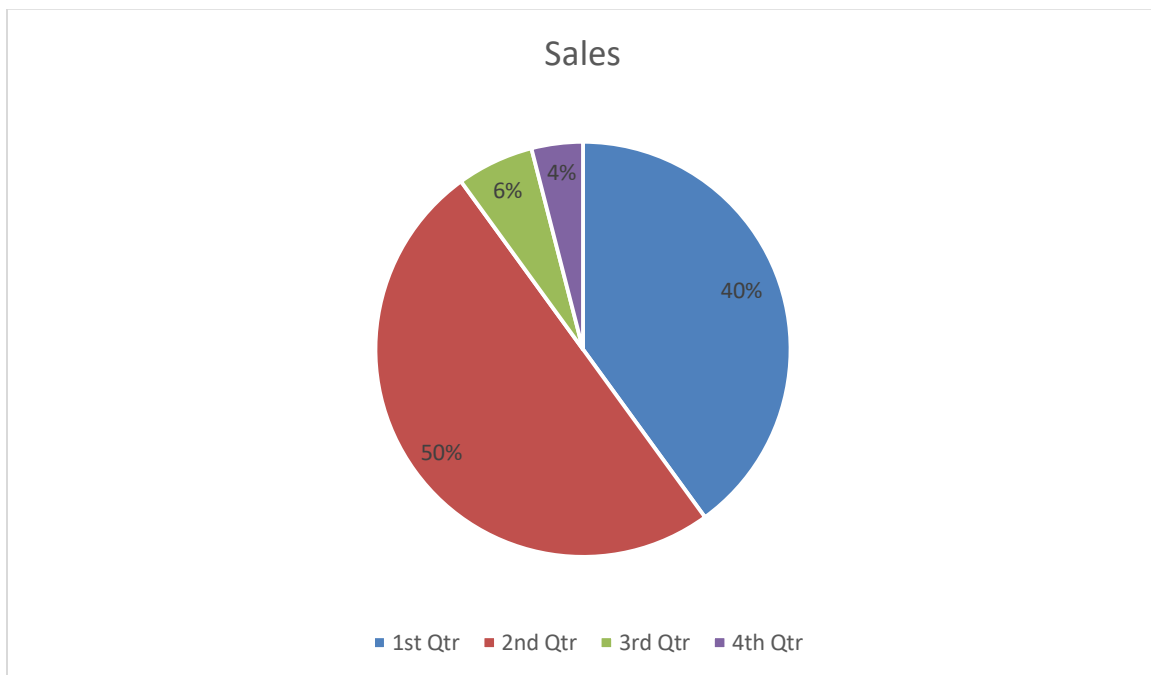
OPTIONS	RESPONDENTS	%AGE
DEBIT CARD	29	58%
CASH ON DELIVERY	10	20%
CREDIT CARD	5	10%
THIRD PARTY	6	12%
TOTAL	50	100%

**INTERPRETATION -**

58% of peoples make payment through debit card , 20% of peoples choose the cash on delivery , 10% of peoples using credit card services , 12 % of peoples uses other payment

QUE 5 Which online service is more satisfied in terms of products , customers , care and delivery ?

OPTIONS	RESPONDENTS	% AGE
FLIPKART	20	40%
AMAZON	25	50%
SNAPDEAL	3	6%
OTHERS	2	4%
TOTAL	50	100%

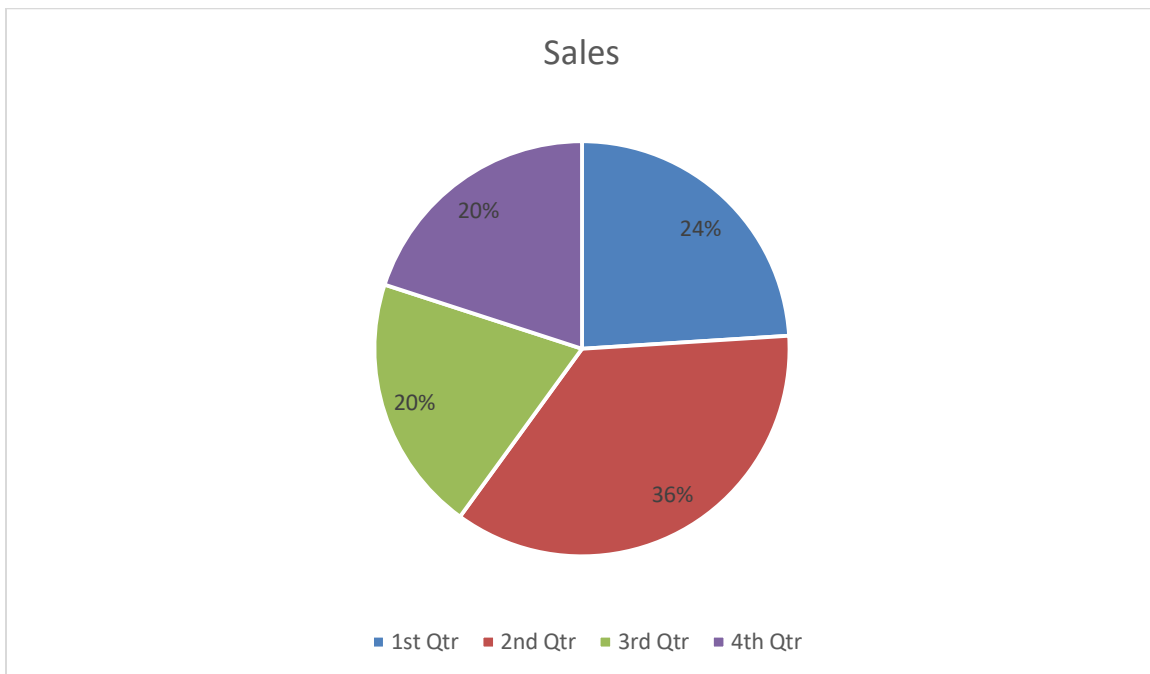


INTERPRETATION –

40% of people are more satisfied in terms of products customer care and delivery services from flipkart , 50% of peoples with amazon and 6% of people on snapdeal and 4% of people with others.

QUE 6. Of which company are you satisfied for receiving after sales assistance ? if any

OPTIONS	RESPONDENTS	% AGE
FLIPKART	12	24%
AMAZON	18	36%
SNAPDEAL	10	20%
OTHERS	10	20%
TOTAL	50	100%

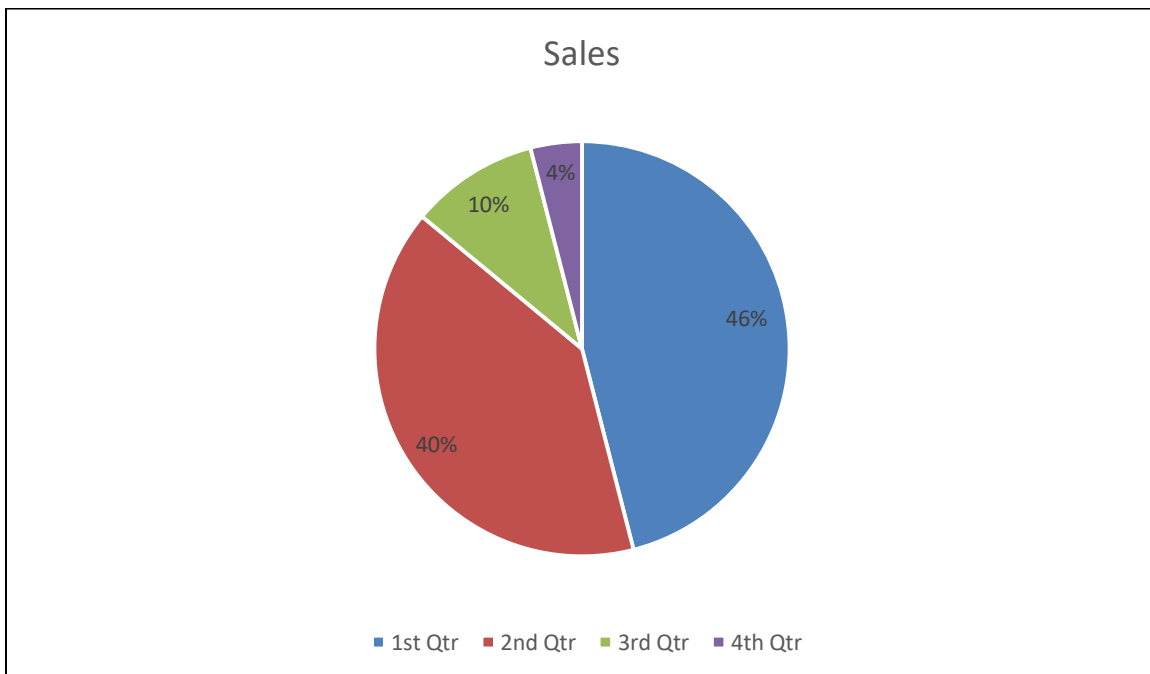


INTERPRETATION -

24% of peoples are satisfied with flipkart , and 36% of peoples with amazon , 20 % of peoples with others are satisfied most for receiving after sales assistance .

QUE 7. Have you encountered any problems with online shopping site ? if yes , by which one

OPTIONS	RESPONDENTS	%AGE
FLIPKART	23	46%
AMAZON	20	40%
SNAPDEAL	5	10%
OTHERS	2	4%
TOTAL	50	100%

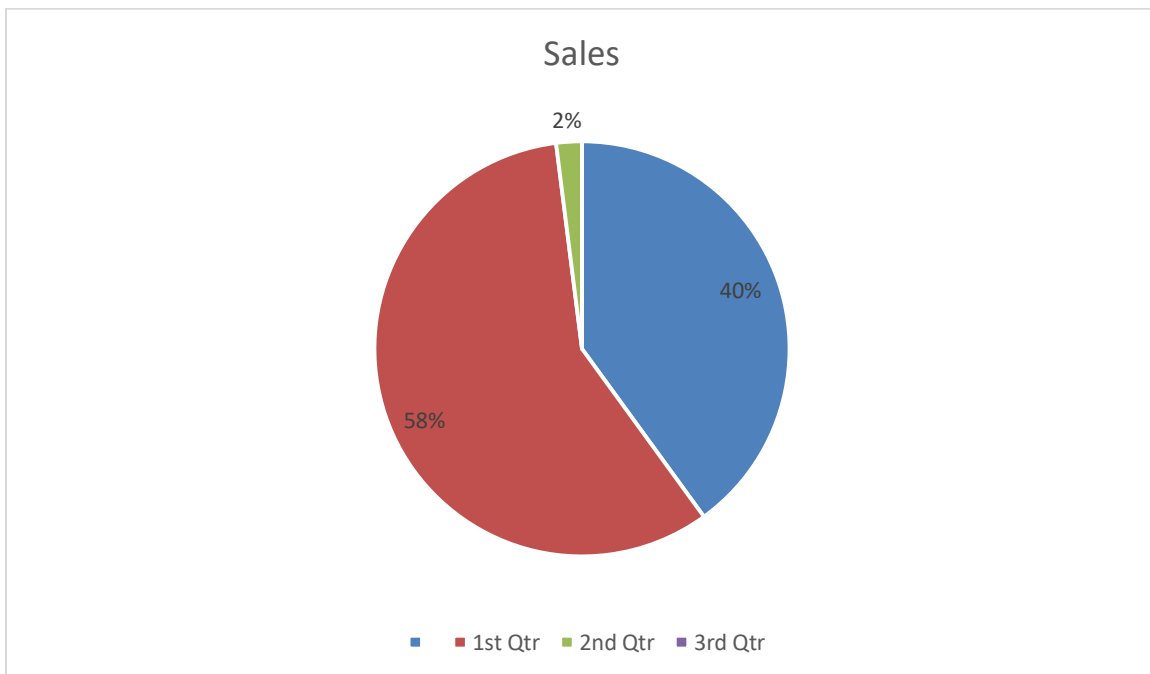


INTERPRETATION -

46% of peoples have problems with flipkart , and 40% of peoples with amazon ,10% of peoples with snapdeal and 4% with other online site.

QUE 8. In terms of pricing , with which online shopping site you are satisfied ?

OPTIONS	RESPONDENTS	%AGE
FLIPKART	20	40%
AMAZON	24	58%
OTHERS	6	2%
TOTAL	50	100%

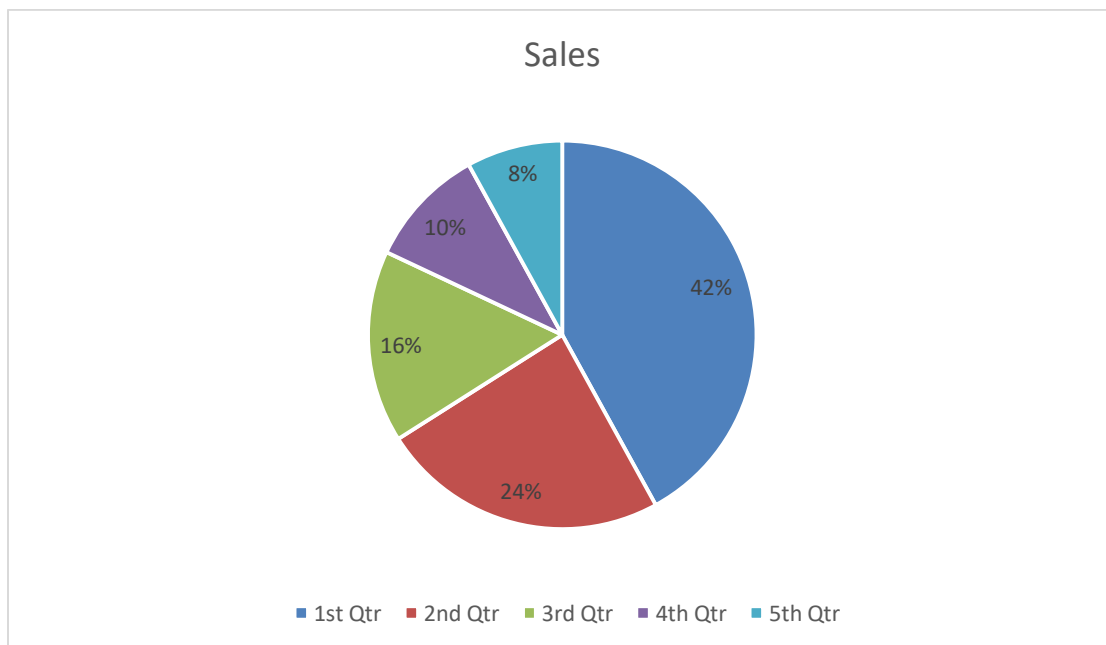


INTERPRETATION -

40% of peoples are satisfied with pricing strategies of flipkart , 58% of people with amazon , 2% of people are satisfied with others.

QUE 9. On which occasions do you want to make purchase ?

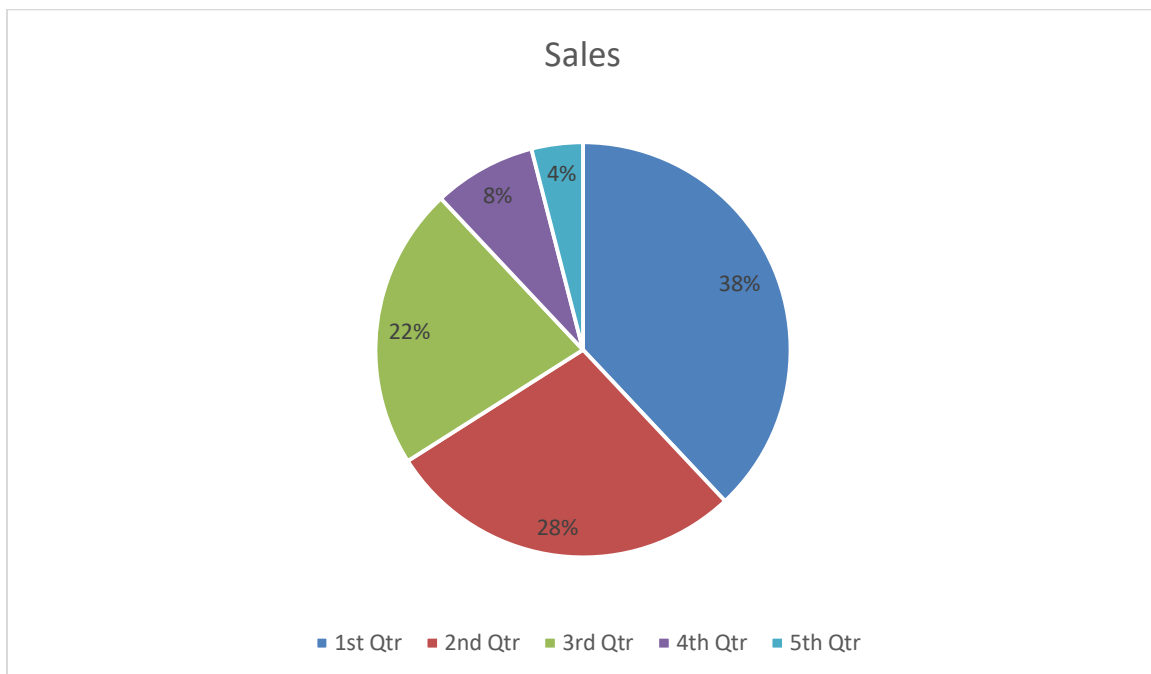
OPTIONS	RESPONDENTS	%AGE
FESTIVALS	23	42%
GIFTS	12	24%
OFFERS	8	16%
WEDDINGS	5	10%
OTHERS	4	8%
TOTAL	50	100

**INTERPRETATION -**

42% of peoples wants to make purchase on festivals , 24% of peoples purchase for receiving gifts , 16% of peoples for offers , 10% on weddings , and 8% peoples on other .

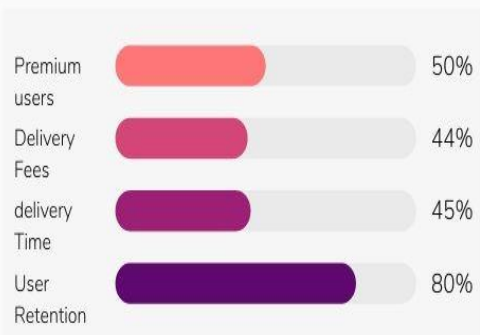
QUE 10. Does promotional activities impact your purchasing decision ?

OPTIONS	RESPONDENTS	%AGE
STRONGLY AGREE	19	38
AGREE	14	28
NEITHER AGREE NOR DISAGREE	11	22
DISAGREE	4	8
STRONGLY DISAGREE	2	4
TOTAL	50	100

**INTERPRETATION –**

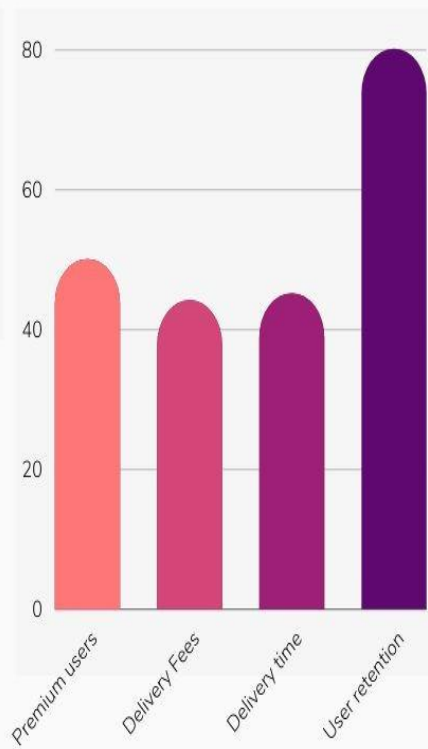
38% of peoples are strongly agree with they make purchasing decisions due to promotional activities , 28% of peoples are neither agree nor disagree , 8% of peoples are disagree , and 4% of people are strongly disagree.

AMAZON VS FLIPKART



Flipkart Plus than Amazon **Amazon Prime than Flipkart**

Amazon Prime than Flipkart **Flipkart Plus than Amazon**

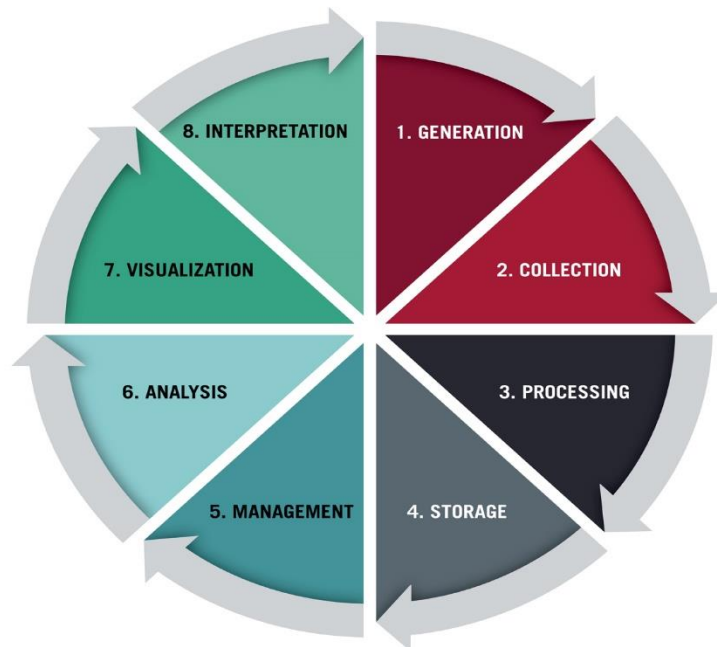


DATA PROCESSING –

Editing classification coding and tabulation are the important stages in research . It is at this stage the mass of data collected during the survey is processed with a view to reducing them to manageable proportions . In other words , the data processing which encompasses , editing , coding , classification , and tabulation , is an intermediary stage between the collection of data and interpretation .

STAGES IN DATA PROCESSING :

1. Editing
2. Classification
3. Tabulation
4. Coding



HYPOTHESIS TESTING

HO -Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis

H1-There is positive impact of discount and offers on consumers buying behaviour

Therefore

From the above Analysis, it is found that from the above given Hypothesis 1 the alternate Hypothesis i.e., H1 “ is found to be True. Hence, accepted whereas null hypothesis i.e., H0 do not have any strategy” is rejected.

FINDING

82% of peoples shows interest in online shopping, on the other hand, 18% of peoples does not want to shop online.

64% of peoples shop online once In month, 10% of peoples once in two months, 6%

of peoples more frequently, and 20% of peoples shop online more often. 58% of peoples prefer flipkart online site while making shopping online, 12% people uses amazon, 10% of snapdeal, 14% of peoples uses paytm mall, and 6% of peoples

using others websites.

58% of peoples make payment through debit card, 20% of peoples choose the cash on

delivery, 10% of peoples using credit card services, 12% of peoples uses other payment methods 40% of peoples is more satisfied in terms of products, customer care & delivery

services from flipkart, 50% of peoples with amazon, 6% of peoples with snapdeal, and

4% of peoples with others.

48% of peoples choose online shopping site from referred by friends, 30% of peoples from advertisements, 22% of peoples from online interviews. 46% of peoples have problems with flipkart, and 40% of peoples with amazon.

10% of peoples with snapdeal, and 4% with online shopping sites. 32% of peoples are satisfied with the pricing strategies of flipkart, 38% of peoples with amazon, 14% with snapdeal. 10% with paytm, 6% of peoples are satisfied with pricing of others.

40% of peoples suggests flipkart to their family and friends, 32% of peoples suggest amazon, 18% of peoples snapdeal, 4% of peoples paytm, and 6% of peoples suggest others.

CONCLUSION :

The study consisted with all the work flows of major e-commerce players in India ,flipkart and Amazon .How they are performing and how they are running perfectly in the competitive world has been explained.The innovative thinking of them to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers . They made consumers work more easy and comfortable . In this competitive market one has to be lead and rest will follow. Based upon consumer survey we got clear winner and it is Amazon .

Even though it is an international company it understood Indians very well and made its roots stronger in India .

Flipkart is also giving very tough competition to Amazon even though it is new company when compared to Amazon .may be it takes some time to overcome ,but definitely they are doing very well in Indian e-commerce market.

LIMITATIONS AND SUGGESTIONS

LIMITATIONS OF FLIPKART -

- The service is not up to the mark in villages when compared to the urban areas.
- Sometimes they take a lot of time to deliver products in rural areas.
- The minimum order for free home delivery has recently been raised to 500/-. Some sites, on the other hand, are doing it for a lot less.
- They only deliver goods within India; there is no service available outside of India, even if you pay a premium.
- The service is also unavailable in some parts of India.
- Over-dependence on Amazon for a new idea.
- Customers are also surprised when products are shipped but the packages are empty.
- The customer's services do not respond properly to this
- They demand evidence that it was never shipped.

LIMITATIONS OF AMAZON-

- Amazon Sales Charge - depending on the product category between 7% and 20%
- With the option „Shipping via Amazon“ shipping costs have to be included in the sale price
- Several providers of the same product can result in a price battle
- Possibly limited opportunities to directly influence the display of a product
- Amazon — a potential competitor
- Dependency of Amazon

SUGGESTIONS :

FLIPKART

Flipkart is performing ok but not good enough .There are so many cases where people felt that packaging might have been than this . Either it may be big or small /expensive or not product has to be treated with care . some of the products mostly apparel are turning out with original cover of supplier ,which shows negligence of them. In this issue Amazon made a mark among us , because whatever the product is their packaging will obviously safe and secure.

AMAZON

Dependence on third-party sellers. Amazon relies on third-party sellers to provide a large portion of its product offerings, which can create certain risks for the company.

Data security concerns.

A business model that is easy to copy.

Regulatory issues. ...

Limited customer loyalty. ...

Limited product control.

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ANNEXURE

1. Have you ever done online shopping ?
 - A .yes
 - B. no

2. How often do you shop online ?
 - A. Once in month
 - B. Once in two month
 - C. More frequently
 - D. More often

3. Which online site will you prefer most ?
 - A. Flipkart
 - B. Amazon
 - C. Others

4. How do you make payments when shopping online ?
 - A. Debit card
 - B. Credit card
 - C. Cash on delivery
 - D. Third party [paytm , etc..]

5. Which online service Is more satisfied in terms of products , customers care and delivery ?
 - A. Flipkart
 - B. Amazon

6. How do you choose online shopping site ?
 - A. Referred by friends

B. Advertisements

C. Online reviews

7. Have you encountered any problems with online shopping site ?

A. Flipkart

B. Amazon

C. Snapdeal

D. Paytm

E. Others

8. In terms of pricing , with which online shopping site you are satisfied ?

A. Flipkart

B. Amazon

C. Others

9. Which online shopping site will you suggest to your friends and family?

A. Flipkart

B. Amazon

C. Snapdeal

D. Paytm

10. On which occasions do you make purchase ?

A. Festivals

B. Gifts offers

C. Weddings

D. Offers

E. others