<u>A</u>
PROJECT REPORT
<u>ON</u>

"<u>A COMPARATIVE STUDY ON MARKETING STRATEGY OF</u>

<u>AMAZON AND FLIPKART"</u>

Submitted to

G.S COLLEGE OF COMMERCE AND ECONOMICS

(AUTONOMOUS), NAGPUR

Affiliated to

RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR

In partial fulfillment for the award of the degree of
<u>Bachelor of Business Administration</u>

Submitted by

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Under the Guidance of

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<u>G.S College of Commerce and Economics (Autonomous), Nagpur</u>
Academic year 2023-24

G.S College of Commerce and Economics (Autonomous), Nagpur

Academic year 2023-24

CERTIFICATE

This is to certify that "**RASHI Y. KHANDELWAL**" has submitted the project report titled

"A COMPARATIVE STUDY ON MARKETING STRATEGY OF AMAZON AND FLIPKART", towards partial fulfilment 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 she has ingeniously completed her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. PRAGATI PANDEY   **Dr. Afsar Sheikh**

  (Project Guide)   **(Co-Ordinator)**

Place: Nagpur

Date:

G.S College of Commerce and Economics (Autonomous), Nagpur

Academic year 2023-24

DECLARATION

I here-by declare that the project with title **"A COMPARATIVE STUDY ON MARKETING STRATEGY OF AMAZON AND FLIPKART'',** has been completed by me in partial fulfilment 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.

RASHI Y. KHANDELWAL

Place: Nagpur

Date:

G.S College of Commerce and Economics (Autonomous), Nagpur

Academic year 2023-24

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen Mustoor**, Principal, G.S. College of Commerce & Economics, Nagpur.

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I would like to thank all those who helped me in making this project report complete and successful.

RASHI Y. KHANDELWAL

Place: Nagpur

Date:

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CHAPTER 1
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 customers.

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 – it's 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 initiatives.

WHAT IS MARKETING?

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

It involves understanding customer's 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, and 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 its 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 its 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.

IMPORTANCE OF MARKETING

Source: 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 endeavor that has been made to basically analyze the coordination's investigation, promoting systems and publicizing organizations utilized between these Business 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.

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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 "Digi Flip," 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 are India's two largest e-commerce platforms.

<u>AMAZON AND FLIPKART</u>

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.

CHAPTER 2

COMPANY PROFILE

COMPANY PROFILE

FLIPKART:

Flipkart has launched its own product range under the name "Digi flip", 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 was 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 G.S. College of Commerce & Economics, Session 2022-23 15 Nidhi Raut, BBA III rd. Year online electronics retailer Lets buy 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 Pay Zippy, 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 first post, 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,

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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 <u>electronic book</u> readers, and Web services provider that became the <u>iconic</u> example of <u>electronic commerce</u>. Its headquarters are in <u>Seattle, Washington.</u>

Amazon.com is a vast <u>Internet</u>-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 <u>"cloud computing,"</u> over the Internet. Its considerable online presence is such that, in 2012, 1 percent of all Internet traffic in <u>North America</u> traveled in and out of Amazon.com data centers.

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.

Comparison Table – Amazon vs. Flipkart

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 Price
Affiliate Program	Available	Discontinued
Gift Option	Available	NA

CHAPTER 3

LITERATURE REVIEW

LITERATURE REVIEW:

Prasad and Aryasri have explored the determinants of shopping behavior such as convenience, customer service, trust, web store environment and web shopping enjoyment and examine the effect of these factors towards online buying behavior. 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) "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.

1. Sinha and Yadav (2017)*: This study analyzes the marketing strategies employed by Amazon and Flipkart, focusing on aspects such as brand positioning, advertising campaigns, and customer engagement initiatives. It examines how both companies utilize digital marketing channels to reach their target audience and differentiate themselves in the competitive e-commerce landscape.

2. Sharma and Gupta (2019)*: Investigating the role of social media marketing, this study explores how Amazon and Flipkart leverage platforms like Facebook, Instagram, and Twitter to enhance brand visibility, drive user engagement, and facilitate customer interaction. It discusses the effectiveness of social media campaigns and influencer collaborations in strengthening the market presence of these e-commerce giants.

3. Kumar et al. (2021)*: This research focuses on the omnichannel marketing strategies adopted by Amazon and Flipkart to provide seamless shopping experiences across multiple touchpoints, including websites, mobile apps, and physical stores. It examines how these companies integrate online and offline channels to optimize customer engagement, sales conversion, and overall brand loyalty.

4. Jain and Singh (2018)*: This study explores the role of customer relationship management (CRM) in the marketing strategies of Amazon and Flipkart. It examines how these companies utilize CRM tools and techniques to personalize marketing communications, enhance customer satisfaction, and foster long-term loyalty among their user base.

5. Verma and Choudhary (2020)*: Investigating the impact of content marketing, this research delves into the content strategies deployed by Amazon and Flipkart to attract and retain customers. It examines the effectiveness of content marketing initiatives such as blogs, videos, and product reviews in driving traffic, improving search visibility, and influencing purchase decisions on both platforms.

6. Gupta and Kumar (2022)*: This recent study analyzes the globalization strategies of Amazon and Flipkart, focusing on their expansion into international markets and the localization of marketing efforts to adapt to diverse cultural and consumer preferences. It explores how these companies tailor their marketing messages, product offerings, and promotional campaigns to resonate with customers worldwide while maintaining a consistent brand identity.

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CHAPTER 4

RESEARCH STUDY

RELEVANCE OF THE STUDY:

- ❖ This is relevant to understand deeply the impact of discount and offer on consumer behavior.
- ❖ Its play's vital role in making decision, sales promotion techniques and activities.
- ❖ The result of this thesis allows manager to understand the importance of sales promotions and consumer changing behavior and buying patterns.
- ❖ It allows understanding the characteristics of consumer and their varying behavior from the perspective of sale promotion Targeted at diverse consumers.

NEED OF THE STUDY:

This study will help us to gain knowledge about discount and offers and its Impact and will help in to understand various topics such as-

Buyers' reaction in the market, understanding consumer needs according to the types of products, psychology of consumer.

This research is conducted to identify the various sales promotion techniques those influence the customer impulse buying decision. The basic purpose of the study is to see the impact of various sales promotion if they work or not. Do the sales promotion tools (coupons, sample, price discount and buy one get one free) have significant impact on consumer buying behavior (brands switching and customer loyalty)?

OBJECTIVES OF THE STUDY:

- ❖ To know how consumers are evaluating e-commerce sites for their purchases.
- ❖ To understand the work flow of Amazon and Flipkart which are leading in India.
- ❖ To study complexities and barriers those are there in between e-commerce sites and customers.
- ❖ To find out new opportunities and to succeed in those procedures.

LIMITATION OF THE STUDY:

- ❖ There was so much confidential data of companies that are not exposed.
- ❖ Survey was restricted to particular age group because respondents willing to fill are college students.
- ❖ Analysis was done based upon personal opinion of respondents individually, not from any focus groups or experts.

CHAPTER 5

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 procedure.

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 includes 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.

CHAPTER 6

HYPOTHESIS

HYPOTHESIS

HYPOTHESIS-1

HO- There is negative impact of discounts and offers on consumers buying behavior.

H1-There is positive impact of discount and offers on consumers buying behavior.
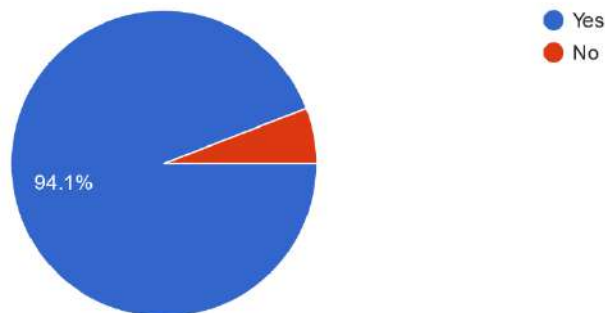
HYPOTHESIS-2

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

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

CHAPTER 7

# DATA ANALYSIS AND INTERPRETATION

QUE 1. Have you ever done online shopping?

OPTION	RESPONDENTS	% AGE
YES	48	94.1%
NO	3	5.9%
TOTAL	50	100%

INTERPRETATION:

94.1% peoples show interest in online shopping, on the other hand, 5.9% of peoples does not shop online.

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QUE 2) How Often do you shop online?

OPTION	RESPONDENTS	% AGE
ONCE IN MONTH	22	43.1%
ONCE IN TWO MONTHS	7	13.7%
MORE FREQUENTLY	16	31.4%
MORE OFTEN	6	11.8%
TOTAL	50	100%
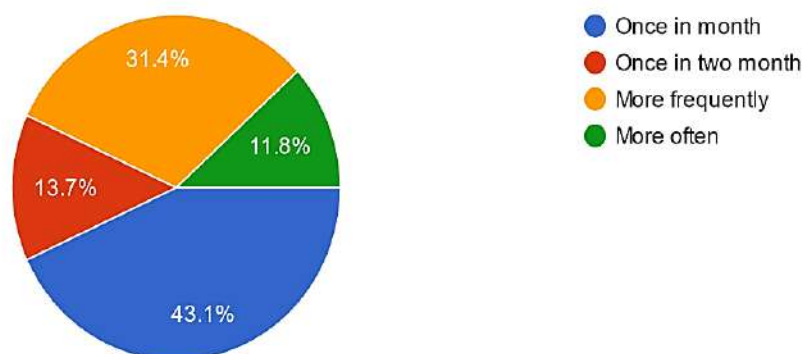
INTERPRETATION:

43.1% of peoples shop online once in a month, 13.7% of peoples shop once in two months, 31.4% of peoples more frequently, and 11.8% of peoples shop online more often.

QUE 3) Which online site will you prefer most?

OPTION	RESPONDENTS	% AGE
FLIPKART	24	47%
AMOZON	21	41.2%
OTERS	6	11.8%
TOTAL	50	100%
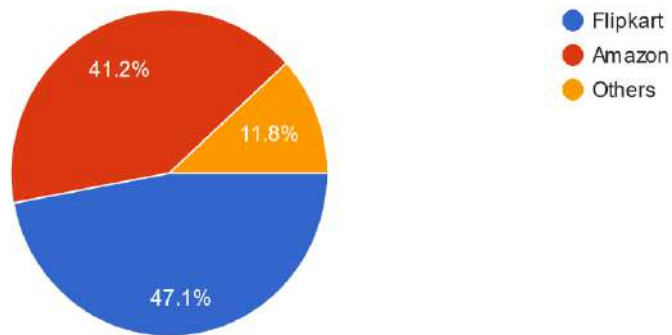
INTERPRETATION:

47% of peoples prefer the Flipkart, 41.2% of peoples prefer the Amazon, 11.8% of peoples prefer the Other on site.

**QUE 4) How do you make payments when shopping online?**

OPTION	RESPONDENTS	% AGE
DEBIT CARD	3	5.9%
CREDIT CARD	1	2%
CASH ON DELIVERY	39	76.5%
THIRD PARTY (PAYTM. ETC.)	8	15.7%
TOTAL	50	100%
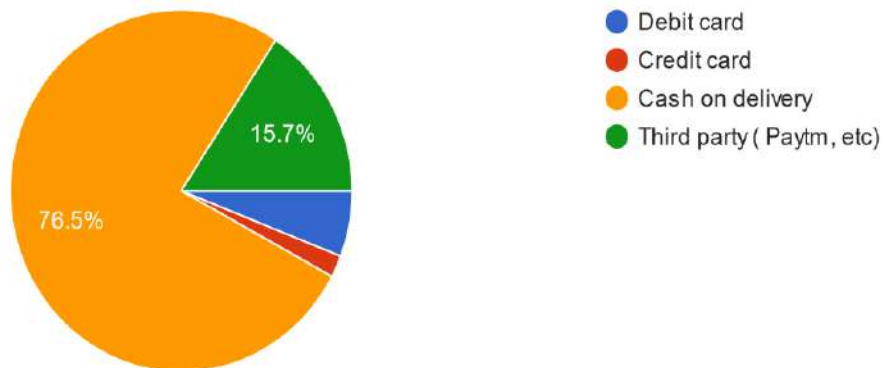
INTERPRETATION:

5.9% of peoples make payment through debit card, 2% of peoples using credit card, 76.5% of peoples choose the cash on delivery, 15.7% of peoples uses other payment.

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

| OPTION	RESPONDENTS	% AGE
FLIPKART	27	52.9%
AMAZON	24	47.1%
TOTAL	50	100%
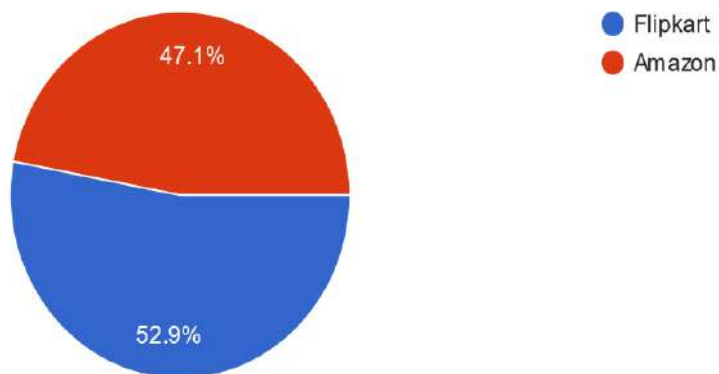
INTERPRETATION:

52.9% of peoples are more satisfied in terms of product, customer care and delivery services from Flipkart, 47.1% of peoples satisfied with Amazon.

QUE 6) How do you choose online shopping site?

OPTION	RESPONDENTS	% AGE
REFERRED BY FRIENDS	7	13.7%
ADVERTISEMENT	20	39.2%
ONLINE REVIEWS	24	47.1%
TOTAL	50	100%
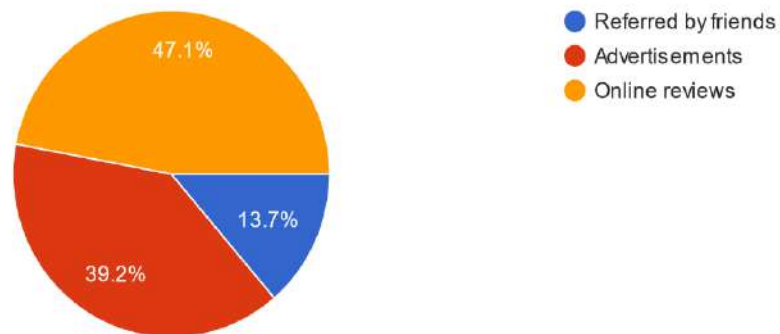
INTERPRETATION:

13.7% of peoples choose the online shopping site from referred by friends, 39.2% of peoples choose by advertisement, 47.1% of peoples chose by online reviews.

**QUE 7) Have your encounted any problems with online shopping site?**

OPTION	RESPONDENTS	% AGE
FLIPKART	20	40%
AMAZON	14	28%
SNAPDEAL	2	4%
OTHERS	14	28%
TOTAL	50	100%
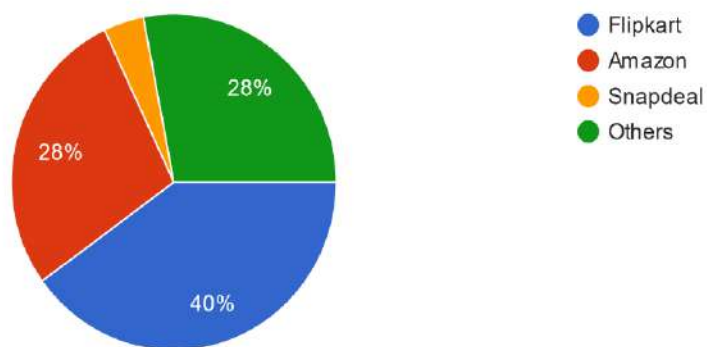
INTERPRETATION:

40% of peoples have problems with Flipkart, and 28% of peoples with Amazon, 4% of people with Snapdeals and 42% with Others online site.

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

| OPTION	RESPONDENTS	% AGE
FLIPKART	31	60.8%
AMAZON	16	31.4%
OTHERS	4	7.8%
TOTAL	50	100%
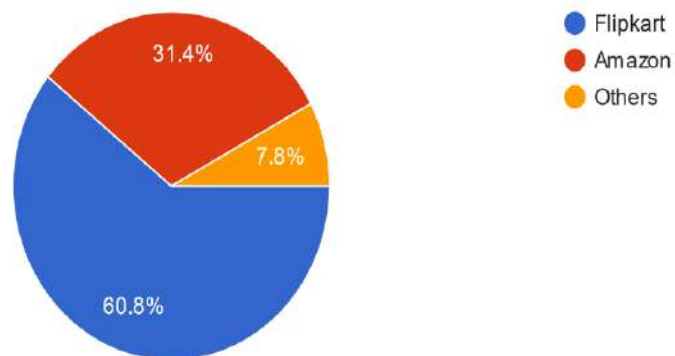
INTERPRETATION:

60.8% of peoples are satisfied with pricing strategies of Flipkart, 31.4% of people with Amazon, 7.8% of people are satisfied with Others.

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

| OPTION	RESPONDENTS	% AGE
FLIPKART	23	46%
AMAZON	20	40%
SNAPDEAL	1	2%
OTHERS	6	12%
TOTAL	50	100%
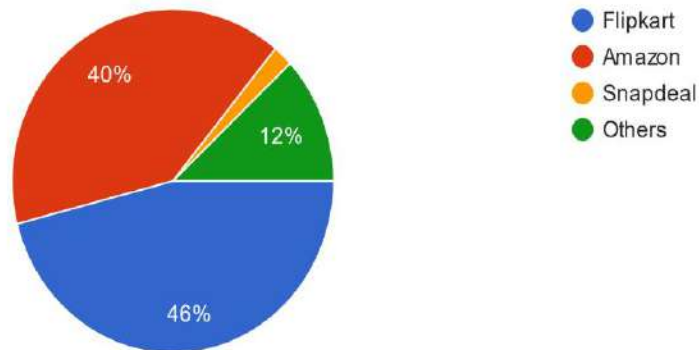
INTERPRETATION:

46% of peoples suggest the online shopping site to your friends and family is Flipkart, 40% of peoples suggest the Amazon, 2% of peoples suggest the Snapdeal, 12% of peoples suggest the Other.

QUE 10) On which occasion do you make purchase?

OPTION	RESPONDENTS	% AGE
FESTIVALS	13	25.5%
GIFTS OFFER	4	7.8%
WEDDING	5	9.8%
OFFERS	21	41.2%
OTHERS	8	15.7%
TOTAL	50	100%
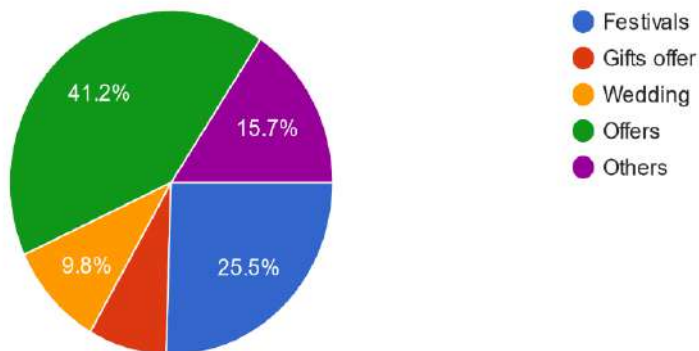
INTERPRETATION:

25.5% of peoples wants to make purchase on festivals, 7.8% of peoples purchase for receiving gifts, 9.8% of peoples for offers, 41.2% on weddings, and 15.7% peoples on others.

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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 behavior.

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.

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CHAPTER 8

FINDING

FINDING

94.1% of peoples shows interest in online shopping, on the other hand, 5.9% of peoples does not want to shop online.

43.1% of peoples shop online once in month, 13.7% of peoples once in two months, 31.4% of peoples more frequently, and 11.8% of peoples shop online more often.

47.1% of peoples prefer Flipkart online site while making shopping online, 41.2% people use amazon, and 11.8% of peoples using others websites.

5.9% of peoples make payment through debit card, 76.5% of peoples choose the cash on delivery, 2% of peoples using credit card services, 15.7% of peoples uses other payment methods.

52.9% of peoples is more satisfied in terms of products, customer care & delivery services from Flipkart, 47.1% of peoples with amazon.

13.7% of peoples choose online shopping site from referred by friends, 39.2% of peoples from advertisements, 47.1% of peoples from online reviews.

40% of peoples have problems with Flipkart, and 28% of peoples with amazon, 4% of peoples with Snapdeal, and 28% with other online shopping sites.

60.8% of peoples are satisfied with the pricing strategies of Flipkart, 31.4% of peoples with amazon, 7.8% of peoples are satisfied with pricing of others.

46% of peoples suggests Flipkart to their family and friends, 40% of peoples suggest amazon, 2% of peoples Snapdeal, and 12% of peoples suggest others.

CHAPTER 9
CONCLUSION

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 easier and more 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. maybe it takes some time to overcome, but definitely they are doing very well in Indian ecommerce market.

CHAPTER 10
SUGGESTION

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 is 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.

CHAPTER 11
BIBLIOGRAPHY

BIBLIOGRAPHY

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Rashi Y. Khandelwal BBA 3rd Year

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 months
   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 payment when shopping online?

   A. Debit card
   B. Credit card
   C. Cash on delivery
   D. Third party (Paytm, etc.)

5. Which online services is more satisfied in terms of product, customers care and delivery?

   A. Flipkart
   B. Amazon

6. How do you choose online shopping site?

   A. Referred by friends
   B. Advertisement
   C. Online reviews

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

   A. Flipkart

   B. Amazon

   C. Snapdeal

   D. 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. Other

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10. On which occasions do you make purchase?

    A. Festivals

    B. Gifts offers

    C. Weddings

    D. Offers

    E. others