A

PROJECT REPORT

ON

"A COMPARATIVE STUDY OF MARKETING STRATEGIES OF AMAZON AND FLIPKART"

Submitted to

G.S. COLLEGE OF COMMERCE & ECONOMICS (AUTONOMOUS) NAGPUR

Affiliated to

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY

In partial fulfillment for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

SONAL AGRAWAL

Under the Guidance of

DR. FARHA HUSSEIN

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

Nagpur

Academic year 2023-24

CERTIFICATE

This is to certify that **SONAL AGRAWAL** has submitted the project report titled **"A COMPARATIVE STUDY OF MARKETING STRATEGIES 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 she has ingeniously completed her project as prescribed by G.S. Autonomous College of Commerce & Economics Nagpur Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Farha Hussein   Dr. Afsar Sheikh

(Project Guide)   (Co-Ordinator)

Place: Nagpur

Date:

<u>DECLARATION</u>

I here-by declare that the project with title **"A COMPARATIVE STUDY OF MARKETING STRATEGIES 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.

Sonal Agrawal

Place: Nagpur

Date:

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. I am extremely thankful to my Project Guide **DR. FARHA HUSSEIN** 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 Cooperation. I would like to thank all those who helped me in making this project complete and successful.

Sonal Agrawal

Place: Nagpur

Date:

__INDEX__

INTRODUCTION

What is marketing?

Marketing is the strategic process of promoting and selling products or services by understanding customer needs and preferences, creating awareness about the offerings, and persuading target audiences to make a purchase. It involves various activities such as market research, product development, advertising, branding, pricing, distribution, and customer relationship management. The goal of marketing is to attract and retain customers, generate revenue, and build strong brand equity in order to achieve long-term business success.

What is marketing strategy?

Marketing strategies are well-thought-out plans and tactics devised by businesses to achieve their marketing objectives. These strategies outline how companies will position their products or services in the market, target specific customer segments, differentiate themselves from competitors, and promote their offerings to generate sales and build brand awareness. Marketing strategies involve a combination of activities such as market research, product development, pricing, distribution,

2

promotion, and customer engagement, tailored to meet the goals and needs of the business.

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.

In today's dynamic digital landscape, e-commerce platforms have revolutionized the way consumers shop, creating fierce competition among industry giants. Among these contenders, Amazon and Flipkart stand out as two behemoths shaping the online retail landscape in India. This study aims to delve into the marketing strategies employed by these titans, discerning their similarities, differences, and the impact on consumer behavior.

Amazon, founded in 1994 by Jeff Bezos, has emerged as a global leader in e-commerce, boasting a vast array of products and services. Its success is attributed not only to its expansive product offerings but also to its innovative marketing strategies. Conversely, Flipkart, founded in 2007 by Sachin Bansal and Binny Bansal, has rapidly ascended to prominence in the Indian market, rivaling Amazon's dominance through strategic marketing maneuvers.

Both Amazon and Flipkart employ a variety of marketing tactics to capture and retain customers. From personalized recommendations and targeted advertising to discounts and promotions, these companies utilize data-driven approaches to engage consumers effectively. Moreover, both platforms prioritize user experience, investing in intuitive interfaces and seamless navigation to enhance customer satisfaction.

However, despite these similarities, Amazon and Flipkart exhibit distinct marketing strategies tailored to their respective target markets. Amazon's global footprint enables it to leverage economies of scale and offer competitive prices, backed by its robust logistics infrastructure. In contrast, Flipkart focuses on localized

Sonal Agrawal (B.B.A. 3rd year)

marketing initiatives, catering to the diverse needs and preferences of Indian consumers through region-specific promotions and partnerships.

Furthermore, the branding strategies of Amazon and Flipkart diverge significantly. Amazon emphasizes convenience, reliability, and trust, epitomized by its iconic logo and tagline, "Delivering Smiles." Conversely, Flipkart adopts a more youthful and relatable image, often incorporating humor and cultural references in its marketing campaigns to resonate with the Indian audience.

The rivalry between Amazon and Flipkart has spurred a continuous evolution of marketing tactics, as each company strives to outmaneuver the other in the battle for market share. This competitive dynamic has led to a proliferation of innovative marketing strategies, from flash sales and exclusive product launches to gamified shopping experiences, driving consumer engagement and loyalty.

Moreover, the emergence of social media as a powerful marketing tool has transformed the landscape of e-commerce marketing. Both Amazon and Flipkart

Sonal Agrawal (B.B.A. 3rd year)

harness the potential of platforms like Facebook, Instagram, and Twitter to amplify their brand presence, engage with customers, and drive sales through targeted advertisements and influencer collaborations.

In conclusion, the marketing strategies employed by Amazon and Flipkart are integral to their success in the highly competitive e-commerce landscape. By understanding and analyzing the nuances of these strategies, businesses can glean valuable insights into consumer behavior, market trends, and emerging opportunities, enabling them to adapt and thrive in an ever-evolving digital marketplace.

COMPANY PROFILE

- ## **AMAZON**

Introduction

Amazon.com, Inc., commonly known as Amazon, is a multinational technology company founded by Jeff Bezos in 1994. Headquartered in Seattle, Washington, Amazon began as an online marketplace for books before expanding into various other product categories, including electronics, apparel, and cloud computing services. With a relentless focus on customer satisfaction and innovation, Amazon has emerged as one of the world's largest and most influential companies, redefining the retail landscape and reshaping consumer expectations.

Founding and Early Growth

Jeff Bezos founded Amazon in his garage in Bellevue, Washington, with the vision of creating an online bookstore that could offer a vast selection of titles at competitive prices. In July 1995, Amazon.com officially launched, and within two months, it had sold books to customers in all 50 U.S. states and 45 countries. The company's rapid growth and expanding product offerings laid the foundation for its transformation into a global e-commerce powerhouse.

Diversification and Innovation

Over the years, Amazon diversified its business beyond e-commerce, venturing into cloud computing, artificial intelligence, digital streaming, and hardware development. In 2006, Amazon launched Amazon Web Services (AWS), a cloud computing platform that has become a dominant force in the industry, powering thousands of businesses worldwide. Additionally, Amazon introduced innovative consumer devices such as the Kindle e-reader, Fire tablet, and Echo smart speaker, further solidifying its position as a leader in technological innovation.

Market Leadership and Global Expansion

Driven by its commitment to customer-centricity and operational excellence, Amazon has achieved remarkable success in capturing market share and expanding its global footprint. The company's Prime membership program, introduced in 2005, offers subscribers expedited shipping, exclusive deals, and access to streaming services, fostering customer loyalty and driving sales. Amazon's relentless expansion into international markets, including Europe, Asia, and Latin America, has cemented its status as a global retail powerhouse with a presence in over 200 countries.

Corporate Culture and Values

Amazon's corporate culture is characterized by its leadership principles, which emphasize customer obsession, innovation, and long-term thinking. The company's commitment to continuous improvement and risk-taking has fueled its ability to disrupt traditional industries and pioneer new markets. However, Amazon has faced scrutiny and criticism for its workplace practices, including reports of high-pressure work environments and labor issues in its fulfillment centers.

Sonal Agrawal (B.B.A. 3rd year)

Social Responsibility and Sustainability

In recent years, Amazon has made efforts to address concerns related to environmental sustainability and social responsibility. The company has pledged to achieve carbon neutrality by 2040 and has invested in renewable energy projects to reduce its carbon footprint. Additionally, Amazon has committed to increasing diversity and inclusion within its workforce and has implemented initiatives to support small businesses and communities around the world.

Conclusion

Amazon's journey from a humble online bookstore to a global technology powerhouse is a testament to the power of innovation, customer focus, and relentless execution. As the company continues to expand its reach and influence across industries, its impact on the global economy and society at large remains profound. With a commitment to driving long-term value for customers, shareholders, and stakeholders, Amazon is poised to shape the future of commerce and technology for years to come.

Vision Statement:

"To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online."

Mission Statement:

"Company's vision is to be Earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online."

- **<u>FLIPKART</u>**

Introduction

Flipkart is a leading e-commerce company based in India, renowned for its extensive range of products and user-friendly shopping experience. Established in 2007 by Sachin Bansal and Binny Bansal, Flipkart started as an online bookstore before expanding into a diverse array of categories, including electronics, fashion, and groceries. Today, it stands as one of the largest e-commerce platforms in India, offering millions of products to millions of customers.

Founding and Growth

Sachin Bansal and Binny Bansal, former employees of Amazon, founded Flipkart with the vision of transforming the way Indians shop online. Initially operating out of a small apartment in Bengaluru, the company gained traction by offering books at discounted prices and quickly expanded its catalog to include other products. Through strategic partnerships and innovative marketing campaigns, Flipkart rapidly grew its customer base and market presence.

Diverse Product Offerings

Flipkart's success can be attributed to its diverse product offerings, ranging from electronics and fashion to home essentials and groceries. The platform provides

customers with access to a wide selection of products from both domestic and international brands, catering to various preferences and budgets. With convenient payment options and reliable delivery services, Flipkart has become a go-to destination for online shopping in India.

Technology and Innovation

Flipkart has continually invested in technology and innovation to enhance the shopping experience for its customers. The company has developed user-friendly mobile applications and website interfaces, making it easy for users to browse, search, and purchase products. Additionally, Flipkart has introduced features such as personalized recommendations and voice-based search to further streamline the shopping process.

Expansion and Acquisitions

Over the years, Flipkart has expanded its reach beyond traditional e-commerce, venturing into areas such as digital payments, logistics, and entertainment. The company has made strategic acquisitions, including Myntra, Jabong, and PhonePe, to diversify its business and strengthen its market position. These acquisitions have enabled Flipkart to offer a broader range of services and cater to evolving consumer demands.

Corporate Social Responsibility

Flipkart is committed to corporate social responsibility initiatives aimed at making a positive impact on society and the environment. The company focuses on sustainability, ethical sourcing, and community development, striving to create a

more inclusive and sustainable future. Flipkart's initiatives range from environmental conservation and waste reduction to supporting underprivileged communities through education and empowerment programs.

Conclusion

In conclusion, Flipkart's journey from a modest online bookstore to a powerhouse in the Indian e-commerce landscape is a testament to its vision, innovation, and customer-centric approach. With a diverse range of products, cutting-edge technology, and a strong focus on customer satisfaction, Flipkart continues to redefine the way Indians shop online. As the company expands its offerings and strengthens its market presence, its impact on India's digital economy and society at large remains significant.

Vision Statement:

"To create a world where everyone can access and experience the widest selection of products and services, empowered by technology and innovation, to enrich their lives."

Mission Statement:

"Company's mission is to provide a seamless and delightful shopping experience for every Indian, offering a wide range of quality products at affordable prices, supported by exceptional customer service and innovative solutions. We are committed to empowering sellers, fostering entrepreneurship, and contributing to the growth and prosperity of communities across India."

Sonal Agrawal (B.B.A. 3rd year)

AMAZON v/s FLIPKART

- Amazon was founded in 1994 by Jeff Bezos in the United States, while Flipkart was established in 2007 by Sachin Bansal and Binny Bansal in India. Amazon started as an online bookstore and expanded into various product categories, whereas Flipkart began as an online bookstore and gradually diversified its offerings. Both companies experienced rapid growth and became market leaders in their respective regions, showcasing their ability to innovate and adapt to changing consumer preferences.

- Amazon operates globally and has a significant presence in multiple countries, offering a wide range of products and services to customers worldwide. In contrast, Flipkart primarily operates in India, catering to the needs of Indian consumers with a diverse selection of products. While Amazon's global reach gives it a competitive edge, Flipkart's localized approach enables it to better understand and serve the unique requirements of the Indian market.

- Amazon and Flipkart both offer a vast array of products across categories such as electronics, fashion, home essentials, and groceries. However, Amazon's product selection is more extensive, encompassing a broader range of international brands and niche products. Flipkart, on the other hand, focuses on curating offerings that resonate with Indian consumers, including partnerships with local manufacturers and sellers.

- Both Amazon and Flipkart invest heavily in technology and innovation to enhance the shopping experience for their customers. Amazon's advanced

Sonal Agrawal (B.B.A. 3rd year)

logistics network, artificial intelligence algorithms, and cloud computing services contribute to its operational efficiency and customer satisfaction. Flipkart, meanwhile, leverages technology to offer personalized recommendations, seamless payment solutions, and user-friendly interfaces tailored to the Indian market.

- Customer satisfaction is a top priority for both Amazon and Flipkart, driving their customer-centric strategies and service offerings. Amazon's Prime membership program provides subscribers with expedited shipping, exclusive deals, and access to streaming services, fostering loyalty and retention. Similarly, Flipkart focuses on delivering a seamless and delightful shopping experience, offering flexible payment options, easy returns, and personalized recommendations to its users.

Sonal Agrawal (B.B.A. 3rd year)

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

Sonal Agrawal (B.B.A. 3rd year)

LITERATURE REVIEW

Sonal Agrawal (B.B.A. 3rd year)

Sharma and Mittal (2003): in their study "prospects of e-commerce in India", mentions that India is showing tremendous growth in thee-commerce Undoubtedly, with the middle class of 288 million people, online shopping shows unlimited potential in India. The real estate costs are touching the sky. Today e commerce has become an integral part of our daily life. There are websites providing any number of goods and services. The e commerce portals provide goods and services in a variety of categories. To name a few: apparel and accessories for men and women, health and beauty products, books and magazines, computers and peripherals, vehicles, software, consumer electronics, household appliances, jewelry, audio, video, entertainment, goods, gift articles, real estate and services.

Samadi and ali (2002): compared the perceived risk level between internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the internet shopping environment.

Abhijit mitra. (2001): "e-commerce in India-a review", international journal of marketing, financial services & management research. Concluded that the e-commerce has broken the geographical limitations and it is revolution-commerce will improve tremendously in next five years in India.

Xia and Monroe,2008: their study resulted that consumers with a shopping goal are more responsive towards promotional messages such as "pay less" and "discount" while consumers without shopping goal are responsive towards promotional messages such as "save more" and "free gift.

Sonal Agrawal (B.B.A. 3rd year)

RESEARCH METHODOLOGY

Sonal Agrawal (B.B.A. 3rd year)

Meaning and Definition of Research

Research is a systematic and methodical investigation conducted to discover, interpret, or revise facts, theories, applications, or laws in any field of study. It involves the collection, analysis, and interpretation of data to answer questions or solve problems. Research aims to advance knowledge, address gaps in understanding, or improve practices in various domains, including science, social sciences, humanities, technology, and business. It can take various forms, such as experimental research, observational studies, qualitative research, quantitative research, and mixed-method approaches. The ultimate goal of research is to contribute to the body of knowledge and to facilitate informed decision-making and problem-solving.

Types of research

1. **Descriptive Research**: This type of research aims to describe characteristics or behaviors of a particular population or phenomenon. It's like taking a snapshot of a situation to understand what it looks like. For example, a survey asking people about their favorite ice cream flavors is descriptive research because it simply describes people's preferences.

2. **Correlational Research**: This research explores relationships between variables without necessarily implying causation. In simpler terms, it looks at whether two things are related to each other. For instance, a study might find a correlation between studying habits and exam scores - meaning students who study more tend to get higher grades.

3. **Experimental Research**: This type of research involves manipulating one variable to observe the effect on another variable, with the aim of establishing cause-and-effect relationships. Think of it like a science experiment where you change one thing to see how it affects another. For example, testing whether a new medication reduces symptoms of a disease by giving it to one group of patients while giving a placebo to another group.

4. **Qualitative Research**: This research focuses on understanding behaviors, beliefs, motivations, and experiences through methods like interviews, observations, or analysis of text or images. It's about exploring the "why" and "how" behind things. For instance, conducting interviews with people to understand their experiences with a new technology product.

5. **Quantitative Research**: This research involves collecting and analyzing numerical data to understand patterns, relationships, or trends. It's about

dealing with numbers and statistics to draw conclusions. For example, conducting a survey to gather data on how many people prefer apples over oranges, and then analyzing the results to see if there's a clear preference.

Research process

1. **Identify the Research Problem**: Define the area you want to explore or the question you want to answer.

2. **Review Existing Literature**: Study what others have already researched in your field to understand the current knowledge.

3. **Formulate Hypothesis/Research Question**: Develop a hypothesis (in experimental research) or a question (in other types) to guide your investigation.

4. **Design Research Methodology**: Plan how you will collect and analyze data, including selecting methods and determining sample size.

5. **Collect and Analyze Data**: Gather information according to your plan and analyze it to draw conclusions.

6. **Interpret Results and Communicate Findings**: Interpret your findings in relation to your research question or hypothesis, and communicate them to others through reports, presentations, or publications.

PROBLEM DEFINITION

An in-depth comparative study is required to assess and compare the marketing strategies of Amazon and Flipkart. This study aims to identify key factors influencing the marketing strategies of Amazon and Flipkart and understanding the practices employed by them to provide maximum satisfaction to the consumers.

This research compares how Amazon and Flipkart, two big online shopping sites, advertise and promote their products to attract customers. We want to find out what they do similarly or differently and how this affects their success and how loyal customers are to them. By looking at their strategies, we hope to learn what works well in the online shopping world and help other businesses figure out how to improve their own marketing to compete better.

<u>NEED OF STUDY</u>

1. To understand the different factors which influence the customers satisfaction while online shopping.

2. To understand customers preference among Amazon and Flipkart.

3. To understand different challenges faced by Amazon and Flipkart while forming marketing strategies.

Sonal Agrawal (B.B.A. 3rd year)

OBJECTIVES

1. To identify and analyze the key success factors in the marketing strategies of Amazon and Flipkart.

2. To conduct a detailed comparative analysis of the marketing approaches employed by Amazon and Flipkart, examining their similarities, differences, strengths, and weaknesses.

3. To gain insights into consumer behaviors and preferences in online shopping.

4. To identify customers, view regarding the quality of services provided by Amazon and Flipkart.

Sonal Agrawal (B.B.A. 3rd year)

LIMITATIONS

1. The way people shop online can shift quickly, and the study might not catch up with the latest trends. What's true now might not be the same in the future.

2. The study looks at information that's available to everyone. But there are some secret details about Amazon and Flipkart that we don't know because it's private. This could affect our understanding.

3. Amazon and Flipkart might do things differently in different parts of the world. The study might miss the unique ways they operate in specific regions.

RESEARCH DESIGN

Research type:

Descriptive research: In a descripted design a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analyzing and presenting collected data.

Descriptive research is like taking a close look at something without trying to change it. It's about collecting information to describe what's going on or what something is like. For example, if you want to know how many students in a school wear glass, you'd just count them without doing anything to make more or fewer students wear glasses. Descriptive research helps us get a clear picture of what's happening without trying to figure out why or change it.

Sample Design:

Non-probability: In a non-probability sampling researcher chooses members for research at random. This sampling method is not a fixed or pre-defined selection process.

In non-probability sampling, we don't use random selection to choose participants for a study. Instead, we rely on factors like convenience or the researcher's judgment to select who's included.

Data Collection:

Primary Data: primary data are those which are collected fresh for the first time. Primary data for study is collected from surveys and questionnaires. This was done by preparing questionnaires and giving surveys.

- Questionnaire: A questionnaire is a research tool featuring series of questions used to collect useful information from respondents.

- Surveys: Implementation of surveys will be conducted to evaluate the level of public awareness and comprehensive regarding online shopping across various demographics.

Secondary Data: Secondary data is the data which has been already collected and analyzed by enumerators.

- Websites: To conduct a comparative study of the marketing strategies of Amazon and Flipkart using websites as a source of secondary data, we can explore various online resources that provide information on both companies' marketing tactics, campaigns, market share, customer engagement strategies, and more. Some websites which we can use are Official Company Website, CNBC, MarketResearch.com, Social media platforms such as Twitter, LinkedIn, and Facebook

- Internet: The internet serves as a rich source of secondary data for researching the marketing strategies of companies like Amazon and Flipkart. Official company websites offer access to annual reports, press releases, and marketing campaigns. Business news websites provide articles and analyses on competitive strategies and industry trends.

Market research databases offer reports and statistics on e-commerce trends, while academic journals and research databases provide scholarly insights. Social media monitoring tools and online forums offer real-time discussions and user-generated content related to marketing activities and consumer engagement efforts.

Sonal Agrawal (B.B.A. 3rd year)

HYPOTHESIS

1. Hypothesis 1: There is no significance difference in market strategies of Amazon and Flipkart.

2. Hypothesis 2: There is a significance difference between the marketing strategies of Amazon and Flipkart.

Sonal Agrawal (B.B.A. 3rd year)

DATA ANALYSIS AND INTERPRETATION

1. **How often do you shop online?**

Option	No. of respondent	%
Daily	4	5
Weekly	12	16
Monthly	23	31
Occasionally	36	48
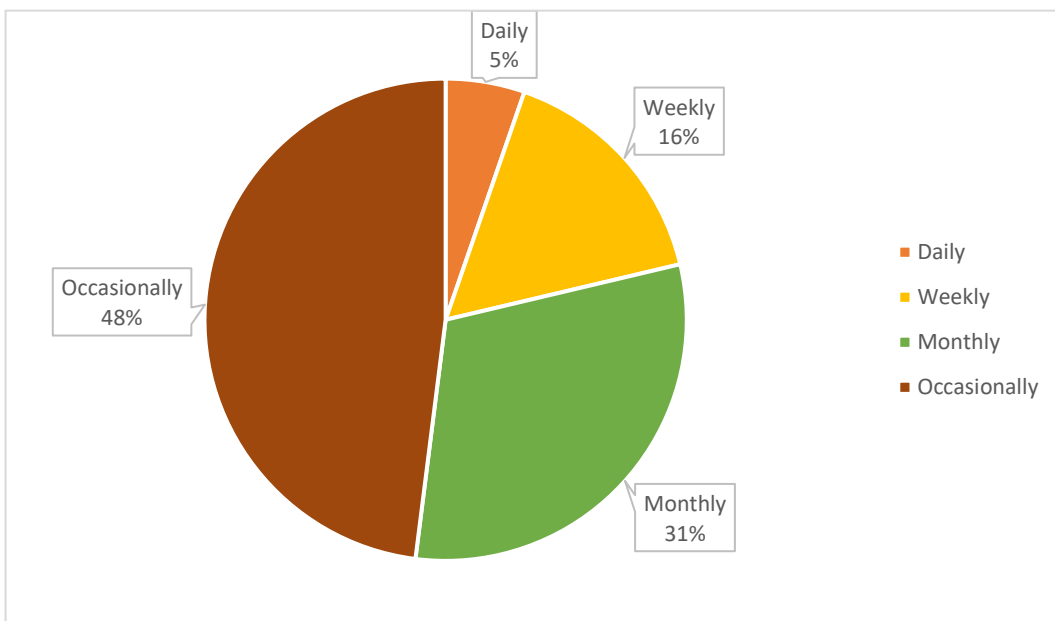
INTERPRETATION-

5% of people shop daily, 16% shop weekly, 31% shop monthly, and 48% shop occasionally.

Sonal Agrawal (B.B.A. 3rd year)

2. **Which platform do you primarily use for online shopping?**

Option	No. of respondent	%
Flipkart	12	16
Amazon	19	25
Both	35	47
Others	9	12
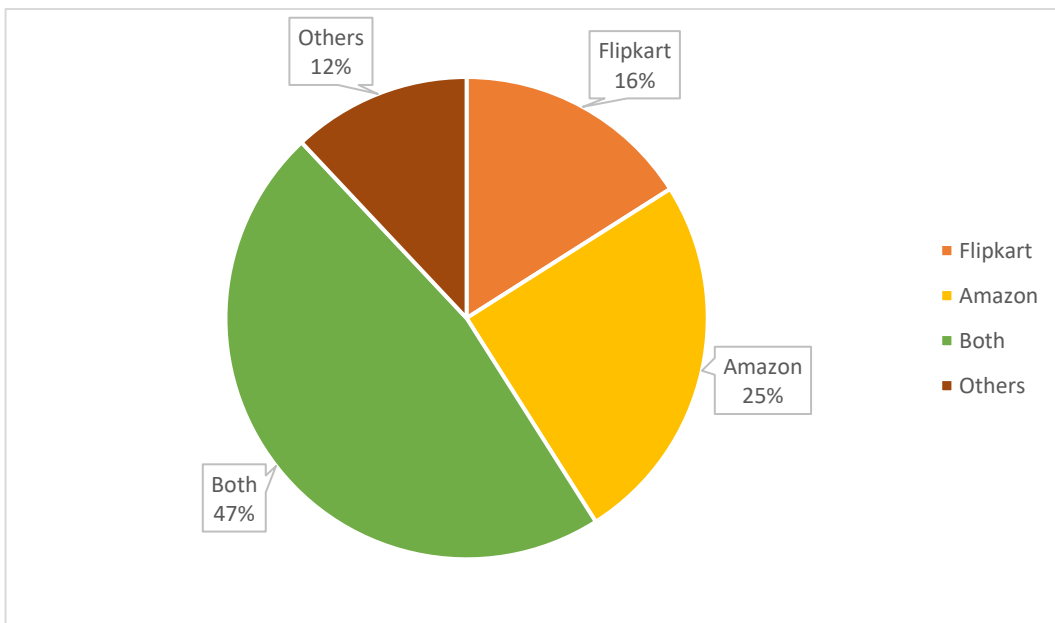
INTERPRETATION-

For online shopping 16% of people prefer Flipkart, 25% prefer Amazon, 47% prefer both and 12% prefer other platforms.

Sonal Agrawal (B.B.A. 3rd year)

3. **What factors influence your decision to choose Amazon or Flipkart for online shopping?**

| Option	No. of respondent	%
Price competitiveness	28	23
Product variety and availability	49	41
User interface and experience	17	14
Delivery speed and reliability	27	22
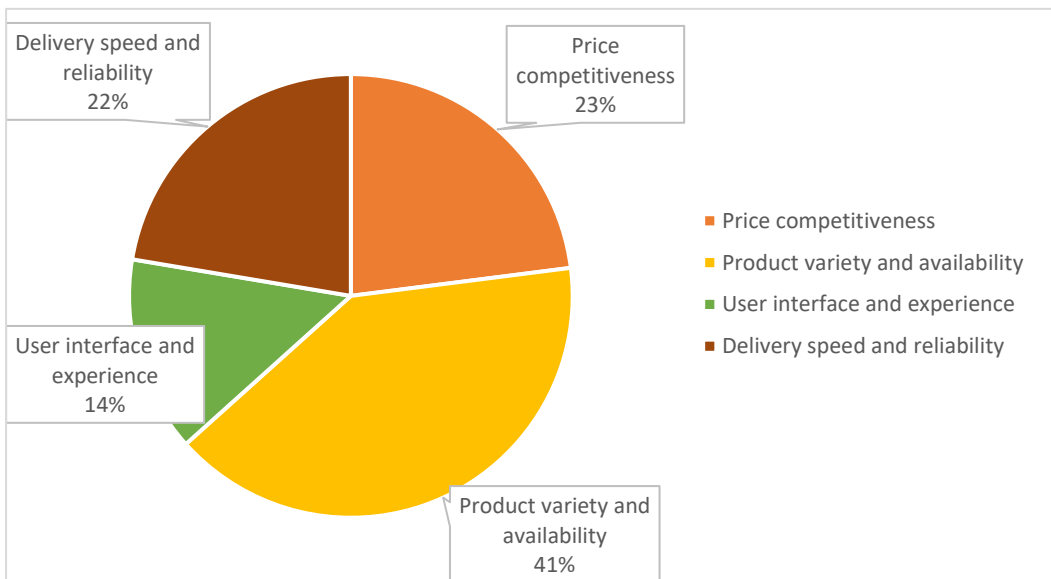
INTERPRETATION-

While shopping online 23% of people are influenced by price competitiveness, 41% are influenced by product variety and availability, 14% are influenced by user interface and experience and 22% are influenced by delivery speed and reliability.

4. **How frequently do you engage with promotional offers and discounts from Amazon or Flipkart?**

| Option	No. of respondent	%
Always	16	21
Sometimes	39	53
Never	7	9
Occasionally	13	17
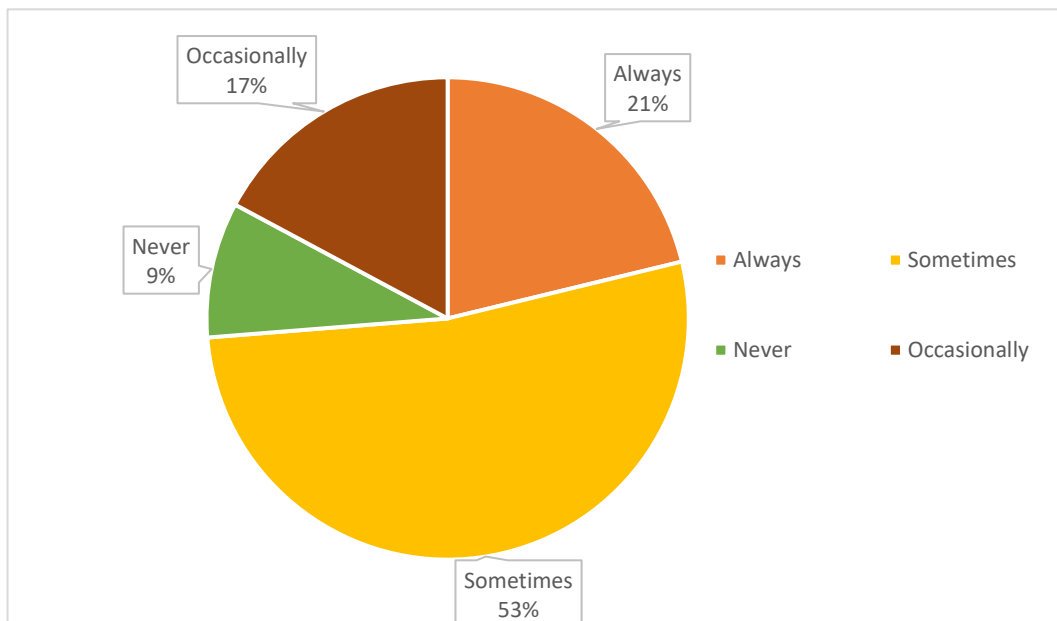
INTERPRETATION-

While shopping online 21% of people always get engaged with promotional offers and discounts, 53% get engaged sometimes, 9% never get engaged, and 17% get engaged occasionally.

5. In your opinion, which platform provides better customer service and support?

| Option	No. of respondent	%
Amazon	31	41
Flipkart	10	13
Both are equally good	33	45
Neither	1	1
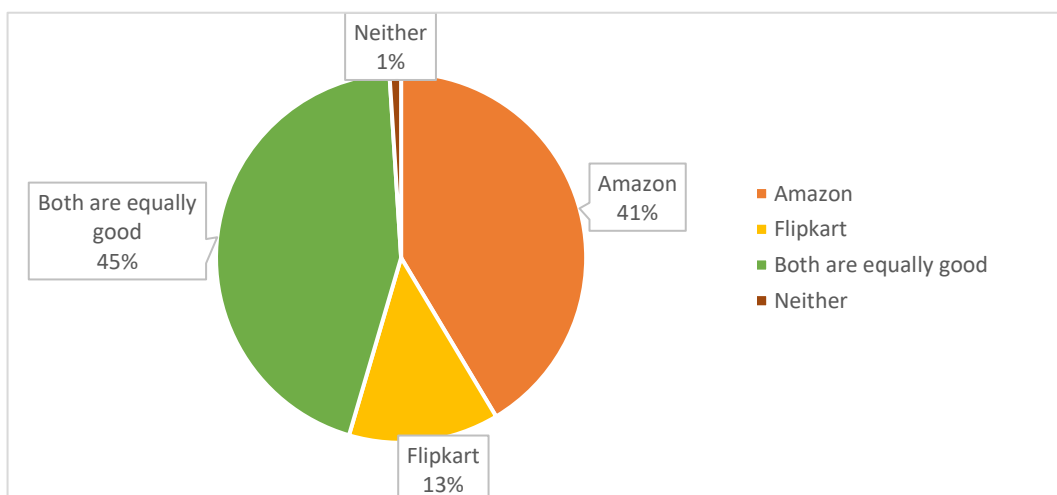
INTERPRETATION-

According to 41% of people, Amazon provides better consumer service and support, according to 13% of people Flipkart provides better consumer service and support, according to 45% of people both provide good consumer service and support, and according to 1% of people neither of them provides good service and support.

Sonal Agrawal (B.B.A. 3rd year)

6. How do you perceive the marketing strategies of Amazon and Flipkart in terms of innovation and adaptation to changing market trends?

| Option	No. of respondent	%
Amazon is more innovative	27	36
Flipkart is more innovative	11	15
Both are equally innovative	34	45
Neither is innovative	3	4
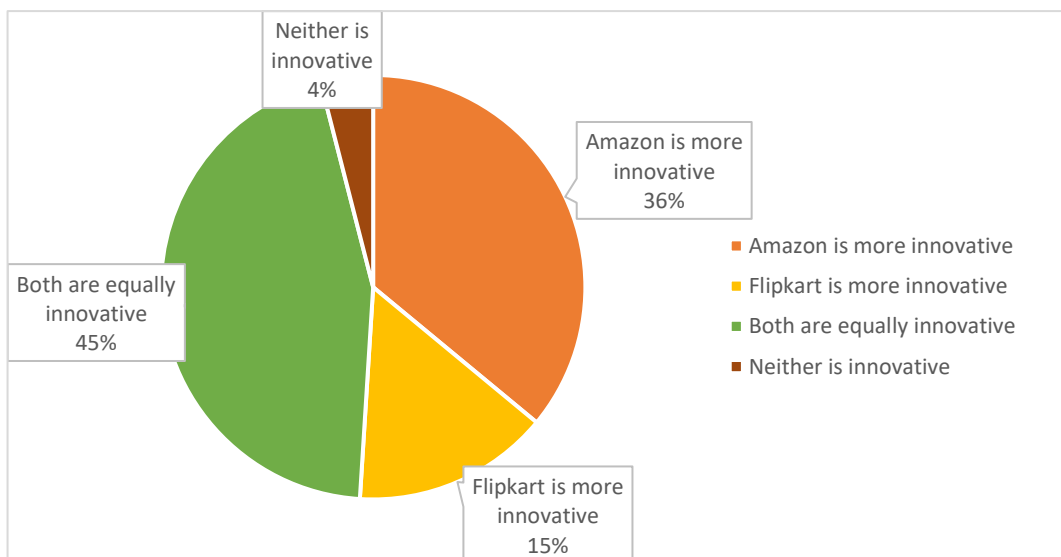
INTERPRETATION-

According to 36% of people, Amazon is more innovative, according to 15% of people Flipkart is more innovative, according to 45% both are equally innovative, and according to 4% neither is innovative.

7. **Which platform do you perceive as having a stronger brand image, Amazon or Flipkart?**

| Option	No. of respondent	%
Amazon	40	53
Flipkart	13	18
Both are equally strong	19	25
Neither	3	4
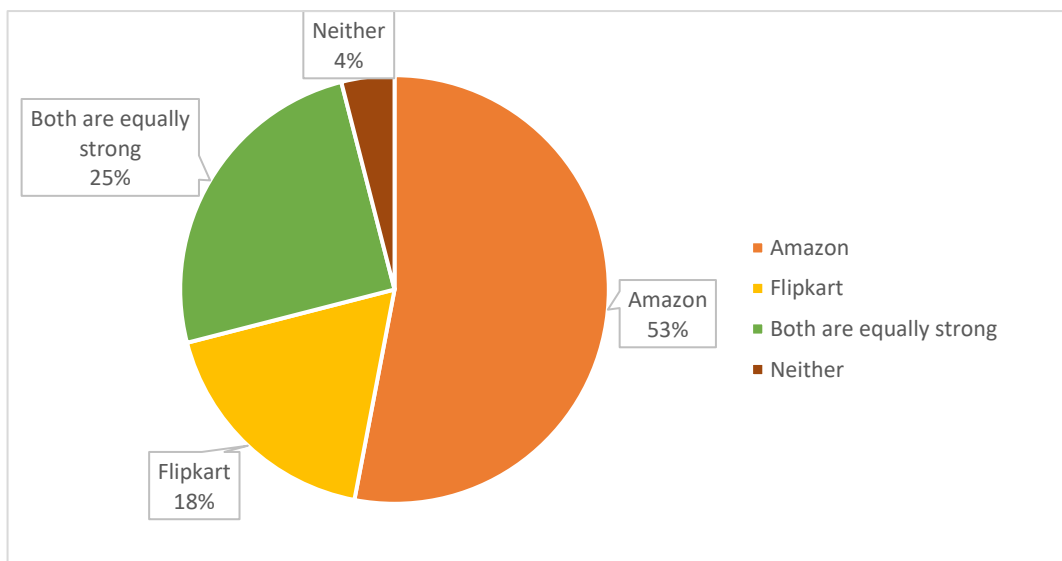
INTERPRETATION-

According to 41% of people, Amazon has a stronger brand image, according to 18% of people Flipkart has a stronger brand image, according to 25% of people both have equally strong brand images and according to 4% neither has a strong brand image.

8. How important are customer reviews and ratings in your online shopping decision-making process?

| Option	No. of respondent	%
Very important	47	62
Somewhat important	24	32
Not very important	2	3
Not important at all	2	3
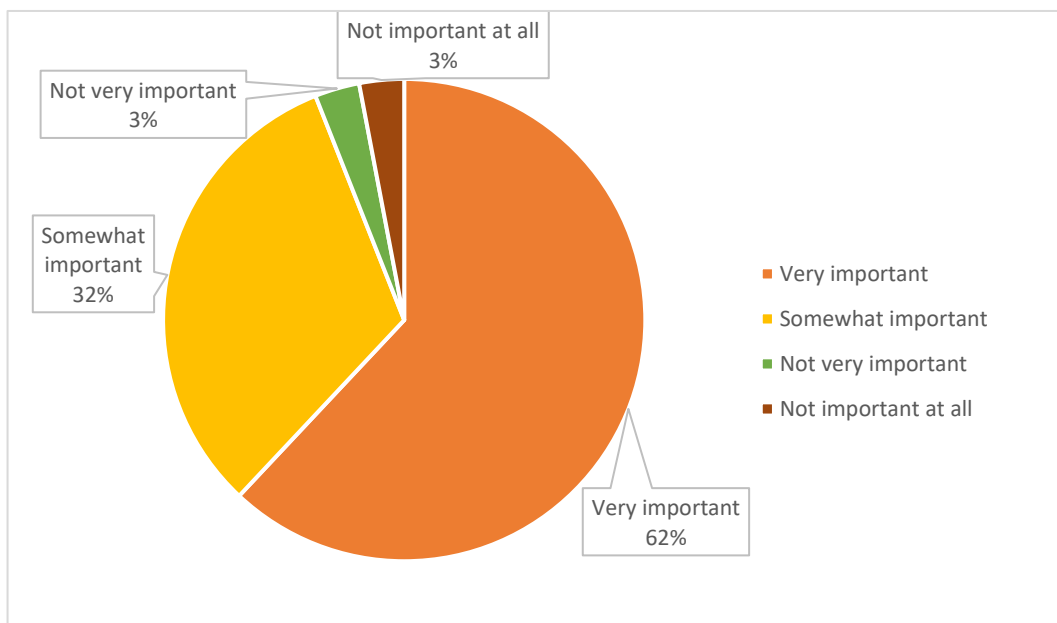
INTERPRETATION-

While shopping online for 62% of people customer ratings and reviews are very important, for 32% it is somewhat important, for 3% it is not very important and for 3% it is not important at all.

9. **How often do you compare prices across different online retailers before making a purchase?**

| Option	No. of respondent	%
Always	31	42
Often	13	17
Sometimes	22	29
Rarely	6	8
Never	3	4

Sonal Agrawal (B.B.A. 3rd year)
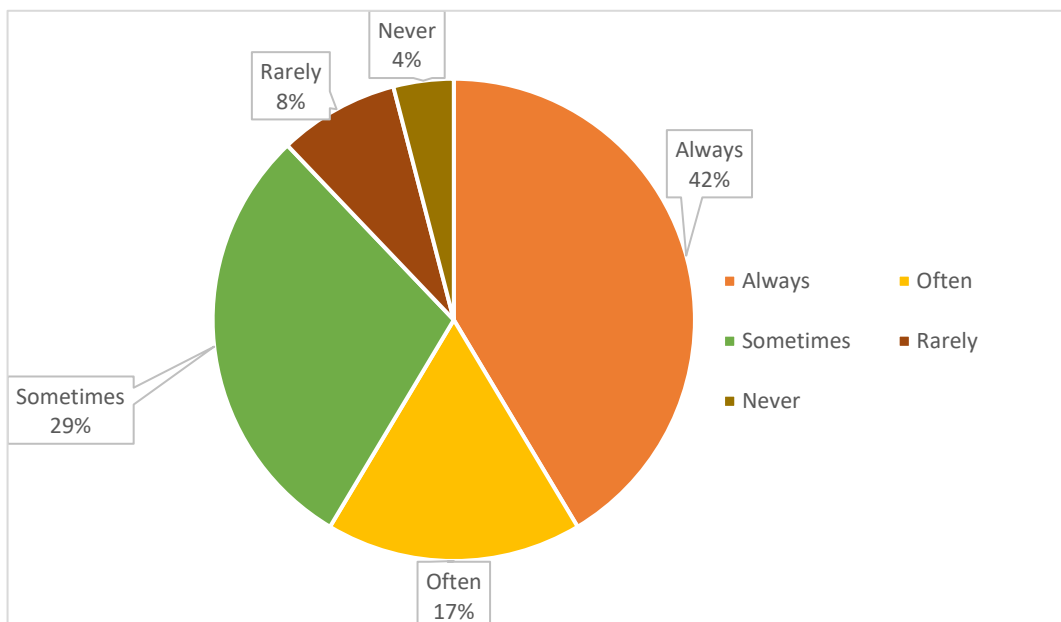
INTERPRETATION-

42% of people always compare prices across different online retailers before making a purchase, 17% often compare prices across different online retailers before making a purchase, 29% sometimes compare prices across different online retailers before making a purchase 8% rarely compare prices across different online retailers before making a purchase and 4% never compare prices across different online retailers before making a purchase

Sonal Agrawal (B.B.A. 3rd year)

10. What payment method do you prefer to use for online shopping?

| Option	No. of respondent	%
Debit/credit card	7	9
Digital wallet (phone pay, google pay)	29	39
Net banking	3	4
Cash on delivery	36	48
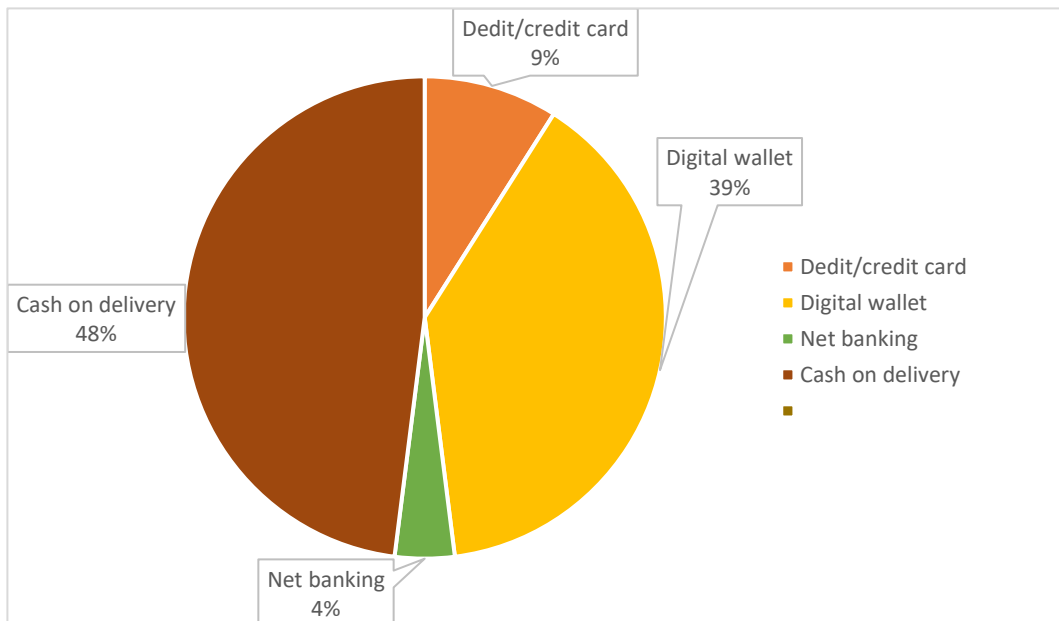
INTERPRETATION-

39% of people use digital wallets as a method of payment while shopping online, 4% use net banking, 48% use cash on delivery, and 9% use debit/credit cards.

11. Which platform do you find more reliable in terms of delivering orders accurately and on time?

| Option	No. of respondent	%
Amazon	24	26
Flipkart	15	22
Both are equally reliable	33	48
Neither	3	4
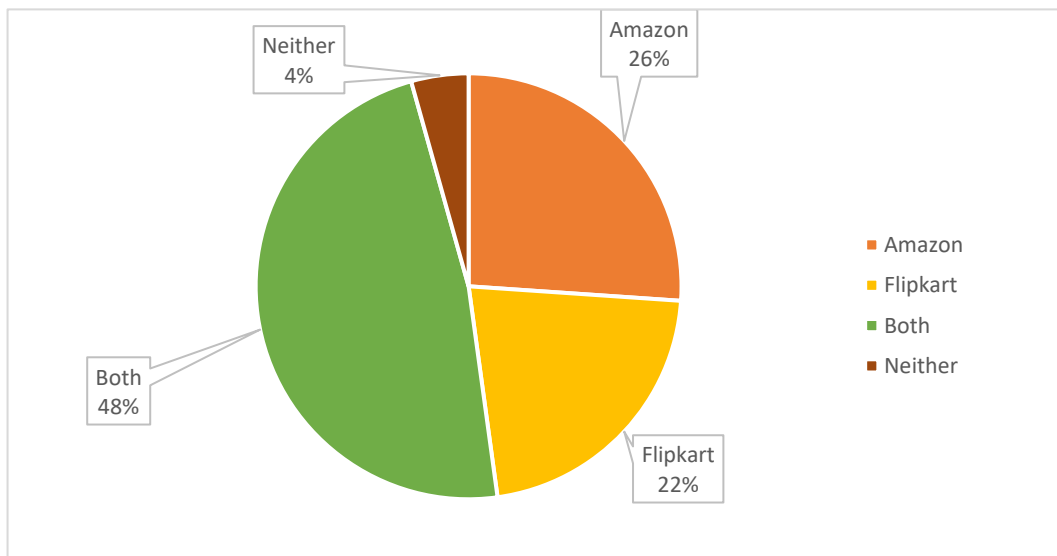
INTERPRETATION-

26% of people find Amazon more reliable in terms of delivering orders accurately and on time, 22% of people more reliable in terms of delivering orders accurately and on time, 485 of people find both equally reliable and 4% find neither of them reliable.

12. Which platform do you believe values customer satisfaction more based on your experiences?

Option	No. of respondent	%
Amazon	21	28
Flipkart	11	15
Both equally prioritize consumer's satisfaction	41	54
Neither seems to prioritize consumer's satisfaction	2	3

43
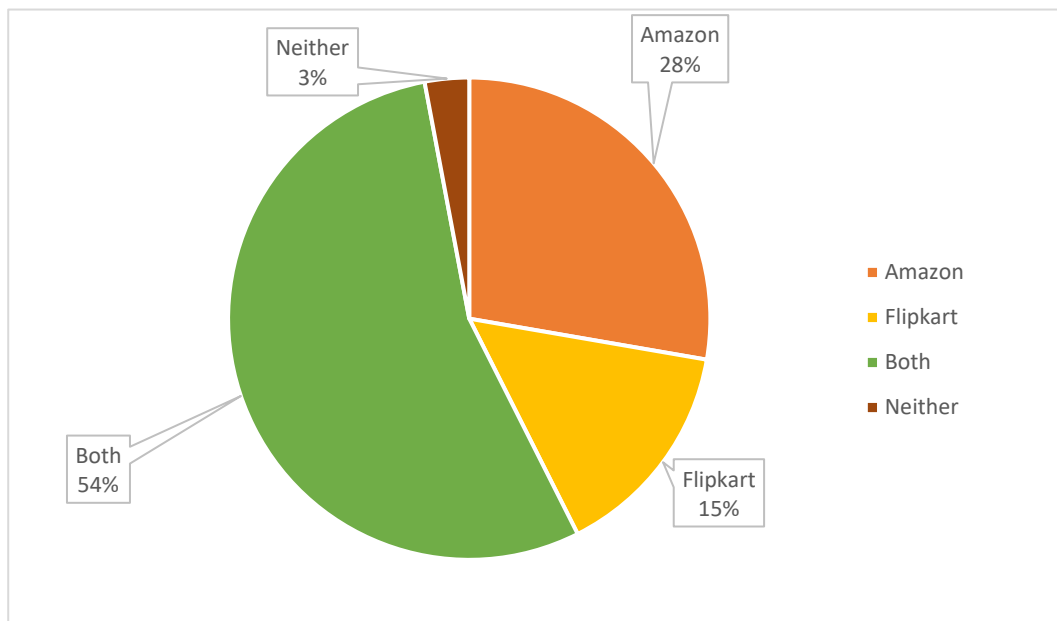
INTERPRETATION-

15% of people believe that Flipkart values customer satisfaction more based on their experiences, 28% believe Amazon values customer satisfaction more based on their experiences, 54% believe both equally value customer satisfaction based on their experiences, and 3% believe that neither values customer satisfaction based on their experiences.

FINDINGS

Sonal Agrawal (B.B.A. 3rd year)

- 5% of people shop daily, 16% shop weekly, 31% shop monthly, and 48% shop occasionally.

- For online shopping 16% of people prefer Flipkart, 25% prefer Amazon, 47% prefer both and 12% prefer other platforms.

- While shopping online 23% of people are influenced by price competitiveness, 41% are influenced by product variety and availability, 14% are influenced by user interface and experience and 22% are influenced by delivery speed and reliability.

- While shopping online 21% of people always get engaged with promotional offers and discounts, 53% get engaged sometimes, 9% never get engaged, and 17% get engaged occasionally.

- According to 41% of people, Amazon provides better consumer service and support, according to 13% of people Flipkart provides better consumer service and support, according to 45% of people both provide good consumer service and support, and according to 1% of people neither of them provides good service and support.

- According to 36% of people, Amazon is more innovative, according to 15% of people Flipkart is more innovative, according to 45% both are equally innovative, and according to 4% neither is innovative.

- According to 41% of people, Amazon has a stronger brand image, according to 18% of people Flipkart has a stronger brand image, according to 25% of people both have equally strong brand images and according to 4% neither has a strong brand image.

- While shopping online for 62% of people customer ratings and reviews are very important, for 32% it is somewhat important, for 3% it is not very important and for 3% it is not important at all.

- 42% of people always compare prices across different online retailers before making a purchase, 17% often compare prices across different online retailers before making a purchase, 29% sometimes compare prices across different online retailers before making a purchase 8% rarely compare prices across different online retailers before making a purchase and 4% never compare prices across different online retailers before making a purchase

- 39% of people use digital wallets as a method of payment while shopping online, 4% use net banking, 48% use cash on delivery, and 9% use debit/credit cards.

- 26% of people find Amazon more reliable in terms of delivering orders accurately and on time, 22% of people more reliable in terms of delivering orders accurately and on time, 485 of people find both equally reliable and 4% find neither of them reliable.

- 15% of people believe that Flipkart values customer satisfaction more based on their experiences, 28% believe Amazon values customer satisfaction more based on their experiences, 54% believe both equally value customer satisfaction based on their experiences, and 3% believe that neither values customer satisfaction based on their experiences.

Sonal Agrawal (B.B.A. 3rd year)

CONCLUSION

Sonal Agrawal (B.B.A. 3rd year)

- Amazon holds a slightly higher preference rate compared to Flipkart among online shoppers. However, there's a significant overlap, with 47% of consumers preferring both platforms.

- Both platforms witness significant engagement with promotional offers and discounts, indicating active efforts to attract and retain customers.

- While opinions vary, a considerable portion of the population believes both Amazon and Flipkart provide good consumer service and support. Amazon slightly edges Flipkart in perceived consumer service.

- The majority perceives both platforms as equally innovative (45%), although Amazon has a slightly higher percentage.

- Both companies need to emphasize innovation to stay competitive and drive customer loyalty.

- A significant portion believes both Amazon and Flipkart have equally strong brand images. However, Amazon leads in perceived brand strength.

- Both platforms are perceived as equally reliable in terms of delivering orders accurately and on time (48%). Ensuring consistent and reliable delivery services is crucial for maintaining customer trust.

- A majority of respondents believe both Amazon and Flipkart equally value customer satisfaction based on their experiences (54%). Both companies need to continue prioritizing customer satisfaction to retain and attract customers.

- Cash on delivery is the most preferred payment method for both platforms (48%). Offering diverse payment options is essential to cater to varying consumer preferences.

- A significant portion of shoppers compares prices across different online retailers before making a purchase (42% always compare).

- Customer ratings and reviews hold considerable importance for the majority of online shoppers (62% very important).

SUGGESTIONS

Sonal Agrawal (B.B.A. 3rd year)

Amazon:

- Holds a slightly higher preference rate.

- Perceived as slightly stronger in terms of consumer service, innovation, and brand image.

- Should focus on sustaining its lead and continuing to innovate to maintain market dominance.

Flipkart:

- Holds a significant preference rate among online shoppers.

- Perceived as slightly weaker in terms of consumer service, innovation, and brand image.

- Should focus on enhancing these aspects to challenge Amazon's dominance and attract more customers.

Despite fierce competition, Amazon holds a slightly stronger market position and perception in terms of consumer service, innovation, and brand image. However, Flipkart maintains competitiveness with significant consumer engagement and perceived equality in reliability and customer satisfaction. To enhance competitiveness and market share, Flipkart could focus on strengthening its consumer service offerings and innovating to differentiate itself further. Additionally, both platforms should continue prioritizing customer satisfaction and enhancing user experience to retain existing customers and attract new ones amidst evolving market dynamics.

BIBLIOGRAPHY

Sonal Agrawal (B.B.A. 3rd year)

- http://www.amazon.com

- https://flipkart.com

- https://www.investopedia.com

- https://www.yourarticlelibrary.com

- www.sribd.com

- http://www.slideshare.com

- https/www.supermarketnews/consumer-trends/viewpoint-study-

  showscoupons-change-buyer-behaviour

ANEXTURE

1. **How often do you shop online?**

a) Daily

b) Weekly

c) Monthly

d) Occasionally

e) Rarely

2. **Which platform do you primarily use for online shopping?**

a) Amazon

b) Flipkart

c) Both

d) Other

3. **What factors influence your decision to choose Amazon or Flipkart for online shopping?**

a) Price competitiveness

b) Product variety and availability

c) User interface and experience

d) Delivery speed and reliability

4. **How frequently do you engage with promotional offers and discounts from Amazon or Flipkart?**

a) Always

b) Often

c) Occasionally

d) Rarely

5. **In your opinion, which platform provides better customer service and support?**

a) Amazon

b) Flipkart

c) Both are equally good

d) Neither

6. **How do you perceive the marketing strategies of Amazon and Flipkart in terms of innovation and adaptation to changing market trends?**

a) Amazon is more innovative

b) Flipkart is more innovative

c) Both are equally innovative

d) Neither is innovative

7. **Which platform do you perceive as having a stronger brand image, Amazon or Flipkart?**

a) Amazon

b) Flipkart

c) Both are equally strong

d) Neither

8. **How important are customer reviews and ratings in your online shopping decision-making process?**

a) Very important

b) Somewhat important

c) Not very important

d) Not important at all

9. **How often do you compare prices across different online retailers before making a purchase?**

a) Always

b) Often

c) Occasionally

d) Never

Sonal Agrawal (B.B.A. 3rd year)

10. What payment method do you prefer to use for online shopping?

a) Credit/debit card

b) Digital wallets (e.g., PayPal, Google Pay)

c) Net banking

d) Cash on delivery

11. Which platform do you find more reliable in terms of delivering orders accurately and on time?

a) Amazon

b) Flipkart

c) Both are equally reliable

d) Neither

12. Which platform do you believe values customer satisfaction more based on your experiences?

a) Amazon

b) Flipkart

c) Both equally prioritize customer satisfaction

d) Neither seems to prioritize customer satisfaction