

A Project Report on
**“A COMPARATIVE STUDY OF MARKETING STRATEGIES OF
FLIPKART AND AMAZON”**

Submitted to
Department of Management Sciences & Research (DMSR)
G.S. College of Commerce and Economics, Nagpur
(An Autonomous Institution)

Affiliated to:
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of
Master of Business Administration

Submitted by
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Under the Guidance of
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Department of Management Sciences and Research,
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NAAC Accredited “A” Grade Institution



**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution**



Academic Year 2023-24

CERTIFICATE

This is to certify that **Mr. Darshan Vijayrao Kherde** has submitted the project report titled, **“A COMPARATIVE STUDY OF MARKETING STRATEGIES OF FLIPKART AND AMAZON ”**, under the guidance of **Dr. Madhuri V. Purohit** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that he has ingeniously completed his project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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(Project Guide)

Dr. Madhuri V. Purohit

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**Department of Management Sciences and Research,
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Academic Year 2023-24

DECLARATION

I, **Darshan Vijayrao Kherde** here-by declare that the project with title “**A COMPARATIVE STUDY OF MARKETING STRATEGIES OF FLIPKART AND AMAZON**”, has been completed by me under the guidance of **Dr. Madhuri V. Purohit** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G.S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Darshan Vijayrao Kherde

Place: Nagpur

Date:

**Department of Management Sciences and Research,
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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 J. Mustoor**, Principal, G. S. College of Commerce & Economics, Nagpur.

I tender my sincere regards to the Coordinator, **Dr. Madhuri V. Purohit** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I am extremely thankful to my Project Guide **Dr. Madhuri V. Purohit** for her guidance throughout the project.

I would like to thank **Prof. Shubhangi Jepulkar** for her constant support & guidance throughout the project.

Last but not the least, I am very much thankful to all those who helped me directly and indirectly in successful completion of my project.

Darshan Vijayrao Kherde

Place: Nagpur

Date:

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CHAPTER I
INTRODUCTION

INTRODUCTION:

India's e-commerce sector is currently estimated to be worth around \$25 billion. It is expected to grow \$200 billion over the next 10 years. E-commerce websites like Flipkart and Amazon have made life so easy for the consumers, as with the help of one click a person can purchase whatever he wants to buy on discount from home, office or anywhere you just name it without even going to the actual store and get the product delivered at his/her doorstep. India's e-commerce sector is currently estimated to be worth around \$25 billion. It is expected to grow \$200 billion over the next 10 years. E-commerce websites like Flipkart and Amazon have made life so easy for the consumers, as with the help of one click a person can purchase whatever he wants to buy on discount from home, office or anywhere. Online shopping has become a popular way of shopping for consumers. This new innovation for shopping not only brings a great number and variety of merchandise to potential consumers, but also offers a numerous business activities and huge market. Social media is no longer known only as a media that facilitates its users to present themselves on the internet but also as media to sell some products to consumers known as an online shop. Because of the numerous advantages and benefits, more people say that they prefer online shopping over conventional shopping these days (Singh & Kashyap, 2007). Online shopping or marketing via internet is the use of technology (computer) for better marketing production. Online shop on Instagram now develops its function along the updated and the increase of people's needs. Companies that sell stuffs such as clothes, makeup, shoes, have learned to use the recent technologies like Instagram in order to be able to reach the potential buyer since almost everyone uses social media these days. Over these past years E-commerce has developed very fast because of many advantages related to buying on internet because of easier transaction and lower cost as compared to other types of shopping. Through online shopping everyone can buy faster, have more alternatives and can order various product or services with lower price.

Meaning of Marketing:

" Marketing is the process of promoting, selling, and distributing a product or service. It encompasses a wide range of activities and strategies aimed at identifying customer needs, creating value, and communicating that value to customers in order to drive sales and build strong customer relationships.

Elements of Marketing :

- Market Research
- Product Development
- Branding
- Promotion
- Sales
- Distribution
- Customer Service

Marketing Mix :

- ❖ Product: The goods or services offered to meet customer needs.
- ❖ Price: The amount of money customers must pay to acquire the product.
- ❖ Place: The locations or channels where the product is available for purchase.
- ❖ Promotion: The activities undertaken to make customers aware of the product and persuade them to buy it.



Marketing Strategies:



- Content Marketing: Create and share valuable content (blogs, videos) to attract and engage customers.
- Social Media Marketing: Promote your brand and interact with customers on social platforms like Facebook and Instagram.
- Email Marketing: Send targeted emails to inform, engage, and convert subscribers into customers.
- SEO (Search Engine Optimization): Optimize your website to rank higher in search engine results.
- PPC (Pay-Per-Click) Advertising: Run paid ads on search engines and social media to drive traffic and sales.
- Influencer Marketing: Partner with influencers to reach their followers and promote your products.
- Event Marketing: Host or participate in events (webinars, trade shows) to showcase your brand.
- Affiliate Marketing: Collaborate with affiliates who promote your products for a commission.
- Referral Marketing: Encourage existing customers to refer new ones through incentives.
- Public Relations (PR): Gain media coverage and build a positive public image.
- Customer Experience: Provide excellent service and personalize interactions to retain customers.
- Mobile Marketing: Reach customers via mobile-friendly websites, apps, and SMS campaigns.

CHAPTER II
COMPANY PROFILE

COMPANY PROFILE:



Flipkart Private Limited is an Indian e-commerce company, headquartered in Bangalore, and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

The service competes primarily with Amazon India and domestic rival Snapdeal. As of FY23, Flipkart held a 48% market share in the Indian e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones.

OVERVIEW

- Founded: 2007
- Founders: Sachin Bansal and Binny Bansal
- Headquarters: Bangalore, Karnataka, India
- Industry: E-commerce
- Parent Company: Walmart Inc. (since 2018)
- Website: www.flipkart.com

COMPANY HISTORY AND DEVELOPMENT

Flipkart was established in 2007 by Sachin Bansal and Binny Bansal, both former Amazon employees, with the initial focus on selling books online. Over time, the company diversified its offerings to include electronics, fashion, home essentials, groceries, and more, becoming one of the largest e-commerce platforms in India.

BUSINESS MODEL

Flipkart operates on a business-to-consumer (B2C) model, connecting sellers with buyers through its online platform. It follows a marketplace model, allowing third-party sellers to list products on its site. Additionally, Flipkart has its own inventory and private labels.

KEY MILESTONES

- 2007: Flipkart launches as an online bookstore.
- 2010: Introduces cash on delivery (CoD) and card on delivery, becoming popular for payment flexibility.
- 2011: Expands product categories to include electronics.
- 2014: Acquires Myntra, a major fashion e-commerce company.
- 2016: Launches private label products under the brand names MarQ, Billion, and SmartBuy.
- 2018: Walmart acquires a 77% stake in Flipkart for \$16 billion, marking one of the largest e-commerce deals globally.
- 2020: Acquires a significant minority stake in Aditya Birla Fashion and Retail Limited (ABFRL).
- 2021: Launches Shopsy, an app to promote social commerce by allowing users to resell products.

PRODUCT AND SERVICES

- Product Categories: Electronics, fashion and lifestyle, home and furniture, books, grocery, and more.
- Services: E-commerce platform, logistics and warehousing, digital payments (through PhonePe, a subsidiary), and customer service.

MARKET POSITION

Flipkart is one of the largest e-commerce companies in India, competing directly with Amazon India and other local players like Snapdeal. It holds a significant market share in several categories, particularly in electronics and fashion.

INNOVATIONS AND TECHNOLOGY

- Technology: Utilizes advanced technology for inventory management, personalized recommendations, and customer service.
- Mobile Platform: Significant focus on mobile commerce, with a large portion of transactions coming from the Flipkart app.
- Big Billion Days: Annual flagship sale event offering massive discounts, driving substantial traffic and sales.

FINANCIAL PERFORMANCE

Post the acquisition by Walmart, Flipkart's financials are consolidated under Walmart Inc. However, Flipkart continues to show strong growth in revenue, largely driven by an expanding user base and increasing order volumes.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Flipkart is involved in various CSR initiatives focusing on education, rural development, and sustainability. The company runs programs to support small and medium enterprises (SMEs) and promote digital literacy.

FUTURE PROSPECTS

Flipkart aims to further penetrate the Indian market, expand its product offerings, and enhance its technology and logistics capabilities. It continues to explore opportunities in social commerce and new retail models to stay ahead in the competitive e-commerce landscape.



Amazon.com, Inc., doing business as Amazon , is an American multinational technology company, engaged in e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. It is considered one of the Big Five American technology companies; the other four are Alphabet (parent company of Google), Apple, Meta (parent company of Facebook), and Microsoft.

Amazon was founded on July 5, 1994, by Jeff Bezos in Bellevue, Washington. The company originally started as an online marketplace for books but gradually expanded its offerings to include a wide range of product categories. This diversification led to it being referred to as "The Everything Store".

The company has multiple subsidiaries, including Amazon Web Services, providing cloud computing, Zoox, a self-driving car division, Kuiper Systems, a satellite Internet provider, and Amazon Lab126, a computer hardware R&D provider. Other subsidiaries include Ring, Twitch, IMDb, and Whole Foods Market. Its acquisition of Whole Foods in August 2017 for US\$13.4 billion substantially increased its market share and presence as a physical retailer.

Amazon has a reputation as a disruptor of industries through technological innovation and aggressive reinvestment of profits into capital expenditures. As of 2023, it is the world's largest online retailer and marketplace, smart speaker provider, cloud computing service through AWS, live-streaming service through Twitch, and Internet company as measured by revenue and market share. In 2021, it surpassed Walmart as the world's largest retailer outside of China, driven in large part by its paid subscription plan, Amazon Prime, which has close to 200 million subscribers worldwide. It is the second-largest private employer in the United States.

As of October 2023, Amazon is the 12th-most visited website in the world and 82% of its traffic comes from the United States.

Amazon also distributes a variety of downloadable and streaming content through its Amazon Prime Video, MGM+, Amazon Music, Twitch, Audible and Wondery units. It publishes books through its publishing arm, Amazon Publishing, film and television content

through Amazon MGM Studios, including the Metro-Goldwyn-Mayer studio which acquired in March 2022. It also produces consumer electronics—most notably, Kindle e-readers, Echo devices, Fire tablets, and Fire TVs.

Amazon has been criticized for customer data collection practices, a toxic work culture, copyright, tax avoidance, and anti-competitive behavior.

OVERVIEW

- Founded: July 5, 1994
- Founder: Jeff Bezos
- Headquarters: Seattle, Washington, USA
- Industry: E-commerce, Cloud Computing, Digital Streaming, Artificial Intelligence
- Website: www.amazon.com

COMPANY HISTORY AND DEVELOPMENT

Amazon started as an online bookstore and rapidly expanded its product offerings to become the world's largest online retailer. It has diversified into various sectors including cloud computing, digital streaming, and artificial intelligence.

KEY MILESTONES

- 1994: Founded by Jeff Bezos.
- 1995: Launches as an online bookstore.
- 1997: Becomes a publicly traded company.
- 2002: Launches Amazon Web Services (AWS), initially offering cloud computing infrastructure.
- 2006: Expands AWS services, revolutionizing the cloud computing industry.
- 2007: Introduces the Kindle e-reader.
- 2013: Announces Amazon Prime Air, a drone delivery service initiative.
- 2014: Launches Amazon Echo and Alexa, a voice-activated personal assistant.
- 2017: Acquires Whole Foods Market for \$13.7 billion.
- 2020: Jeff Bezos steps down as CEO, succeeded by Andy Jassy in 2021.

BUSINESS MODEL

- Retail: Selling products directly and through third-party sellers on its platform.
- Subscription Services: Amazon Prime, which offers streaming, free shipping, and other services.
- Cloud Computing: AWS provides cloud infrastructure and services.
- Digital Streaming: Amazon Prime Video and Amazon Music.
- Consumer Electronics: Kindle, Fire tablets, Echo, and other devices.

PRODUCT AND SERVICES

- E-commerce Platform: A wide array of products including books, electronics, apparel, and more.
- Amazon Web Services (AWS): Cloud computing services, hosting, and storage solutions.
- Prime Services: Fast shipping, streaming of movies, TV shows, and music.
- Amazon Devices: Kindle, Fire tablets, Echo with Alexa, and Fire TV.
- Digital Content: E-books, digital music, and video content.
- Whole Foods Market: Physical grocery stores.

MARKET POSITION

Amazon is a global leader in e-commerce and cloud computing, with significant market shares in these industries. It competes with companies like Walmart in retail and Microsoft and Google in cloud services.

INNOVATIONS AND TECHNOLOGY

- AWS: A leader in cloud infrastructure and services, driving innovation in various industries.
- Alexa: Popularizing voice-activated technology and smart home devices.
- Logistics: Developing advanced logistics networks including drone delivery systems.
- AI and Machine Learning: Implementing AI in recommendations, search algorithms, and more.

FINANCIAL PERFORMANCE

Amazon consistently shows strong financial performance with substantial revenue growth, driven by its e-commerce dominance and AWS profitability. It is one of the world's most valuable companies by market capitalization.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Amazon engages in various CSR activities focusing on sustainability, community development, and disaster relief. Initiatives include the Climate Pledge, committing to net-zero carbon by 2040, and various community programs supporting education and small businesses.

FUTURE PROSPECTS

Amazon aims to further innovate in technology, expand its global reach, and explore new markets. Continuous investments in AI, logistics, and cloud computing are key to its future growth.

CHAPTER III
LITERATURE REVIEW

LITERATURE REVIEW:

Vrender, 2019: Day-by-day taste, preference and choices are varying regarding different factors such as the Internet emergence. However, this development needs some more understanding related to the consumer's behavior. Consumer behavior research identifies a general model of buying behavior that depicts the processes used by consumers in making a purchase decision

Haque et al., 2018: However, brand image and quality of products, goodwill of country of origin also influence significantly on purchase intention of online products

Huseynov and Yildirim 2017: emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the Internet.

D.k. gangeshwar, 2016: E-commerce or internet marketing: a business review from Indian context", international journal of u and e service, science and technology Concluded that the e commerce has a very bright future in India although security privacy and dependency on technology are some of the drawbacks of e-commerce

Sabbir Rahman, 2015: In China, online shopping intention depends on consumers' age, income, and education as well as marital status most importantly their perceived usefulness

Samadi and ali,2014: The e-commerce portals provide goods and services in a variety of categories, to name a few apparels 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.

Francis,2013: Internet became powerful and basic tool for all persons need and the way people work.by integrating various online information management tools using internet.

Abhijitmitra,2012: "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 a revolution-commerce will improve tremendously in next five years in India.

Mahfuz,2011: Consumer attitudes toward online shopping usually been determined by two factors; one is trust, and another is perceived benefits. Therefore, trust and perceived benefits seem to be the critical conjectures of consumer behavior toward online shopping.

Broderick,2010: emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the Internet.

Demangeot,2009: also revealed that perceived ease of use does not affect the behavioral pattern in this case rather influenced by security and privacy issues. No relationship is built between the customer and the online shop in the presence of perceived online risk even if a customer spent hours on the Internet.

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.

Monroe,2007: that price promotion has several benefits such as to increase demand, adjust fluctuations in supply and demand, and increasing consumers’ purchasing over time.

Gao and xie,2006: it is important for e-tailers to provide varied types of merchandise and preferential price because customer satisfaction is still based on product price and product variety; to create competitive advantage, small e-tailers should offer more product choices for the consumers and offer competitive prices.

Jiang and Rosenbloom,2005: e-tailers can use charges for shipping and handling as a tool to attract patronage by matching consumers’ delivery needs; for example, some consumers who would prefer a quick delivery will have to pay higher cost while others may prefer to wait if they pay lower shipping and handling charges.

Miyazaki and Fernandez (2004): substantiated that the prior experience was found to affect the intention and behavior significantly and in a variety of ways. The results of this study imply that the technology acceptance model should be applied to electronic commerce research with caution. In order to develop a successful and profitable web shop, understanding customers' needs is essential. It has to be ensured that products are as cheap in a web shop as purchased from traditional channels.

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.

Martin dodge. (2000): "finding the source of Amazon.com: examining the hype of the earth's biggest book store", center for advanced spatial analysis. Concluded that Amazon.com has been one of the most promising e-commerce companies and has grown rapidly by providing quality service. Vijay Govindarajan is one of the world's leading experts on strategy and innovation.

CHAPTER IV
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY:

Research is a methodical approach to issue resolution. It mostly entails gathering knowledge via inquiry, recording, and observation with the intention of learning more. Clifford Woody asserts that conducting research entails "definition and re-definition of the problem, formulation of hypotheses or proposed solutions, collection, organization and evaluation of data, conclusion-making, and testing of the results to determine whether they are consistent with the formulated hypothesis."

Sampling Design:

An organized strategy for selecting a sample from a specific population is known as a sample design. For this investigation, simple random sampling is used.

Sample Size:

Size of the sample is the quantity of sampling units drawn from the population. 150 respondents were selected at random from the population.

Sampling Procedure:

Probability sampling, commonly referred to as chance sampling, is the method used in the current research. Each part of the frame has an equal probability of being included in the sample under this sampling scheme.

METHODS OF DATA COLLECTION:

Information is collected from primary and secondary sources.

Primary Sources:

For analysis and interpretation purposes, statistical methods are used for raw data in "raw" form.

The main sources of data were collected through representatives, questionnaires.

Secondary sources:

Secondary data is in the form of finished objects because it has already undergone some form of statistical processing.

Primary sources of secondary data include records, corporate websites, interviews with management and data and information collected from records and other sources. In addition, secondary material was collected from books, journals and magazines.

Nature of Research:

Statistical research, commonly referred to as descriptive research, provides information and characteristics about the population or phenomena under study. Descriptive research answers who, what, where, when and how questions.

Although the interpretation of the data was honest, accurate and systematic, the study could not identify the root cause of the condition. Therefore, a causal link of one variable influencing another cannot be established through descriptive research. In other words, internal validity is not necessary in descriptive research.

Online Survey:

When used properly, a well-defined questionnaire test can gather details about the overall performance of the system and individual system components. A properly constructed and unique vanquished questionnaire was used. According to the meaning, the questions are presented in the correct order.

Type of inquiries raised:

The survey included open-ended, dichotomous, rating and ranking questions.

Sample:

Twenty questionnaires were administered and all were later collected as completed questionnaires as part of the pre-test exercise. The questionnaire was revised to its current form in response to respondents' concerns.

Sampling:

A sample is a limited subset of the population, selected to examine its characteristics. A sample is an accurate representation of the population. A total of 150 respondents were randomly selected for the sample. For various statistical tests, responses to different parts are added below each question.

Study variables:

Customer's satisfactions are a direct variable for the study.

View Data:

Charts and tables are used to present data.

Analysis Tools and Techniques:

Hypothesis is tested and conclusions are drawn using correlation.

❖ **Problem Statement:**

Comparative study and marketing strategies of flipkart and amazon is the subject of this study's research issue. The marketing strategies used by them and degree of satisfaction may be affected by a number of things, some of which are as follows:

- What are the key marketing strategies used by Flipkart and Amazon?
- How do customers perceive the marketing efforts of both platforms?
- Which marketing strategies are most effective in driving customer acquisition and retention for Flipkart and Amazon?
- What are the strengths and weaknesses of the marketing strategies of Flipkart and Amazon?
- How do these marketing strategies impact the overall market position and customer loyalty of each platform?

❖ **Need of the Study:**

- Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose.
- Research methodology helps to find the customer experience base for the product. This time research methodology is framed for the purpose of finding the level of customer satisfaction and changing trends of the customer expectations.
- Understanding how these companies attract customers, optimize operations, and differentiate themselves in the market is crucial for businesses looking to thrive in the digital age.

❖ **Objectives of the Study:**

Primary objective

- To analyze the key marketing strategies employed by Flipkart and Amazon.
- To compare the market positioning and competitive advantage of Flipkart and Amazon.

Secondary Objective

- To understand and estimate the consumer perception and factors affecting their behavior for choosing e-commerce sites.
- To understand tactics and methods that are used by e-commerce players to grab the customers in India.
- 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 evaluate the effectiveness of various marketing tactics, such as pricing, promotions, and customer service, utilized by both companies.
- To identify potential areas for improvement and innovation in the marketing strategies of Flipkart and Amazon.

❖ **HYPOTHESIS:**

Null Hypothesis:

- **H (0):** There is no significant difference in the marketing strategies employed by Flipkart and Amazon.

Alternative Hypothesis:

- **H (1):** There is a significant difference in the marketing strategies employed by Flipkart and Amazon.

❖ **Limitations of the study:**

The limitations of the study are the following

- The analysis of the present study has been carried out based on the information has collected from Flipkart and amazon.
- The study is an opinion survey; caution may have to be exercised while extending the result to other areas.
- Due to time constrict only 150 numbers of respondents were considered
- The result fully depends on the information given by the respondents which may be based.

CHAPTER V
DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS & INTERPRETATION:

1. Gender of the respondents

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	MALE	110	73.3
2	FEMALE	40	26.6
TOTAL		150	100

Source: Primary data.

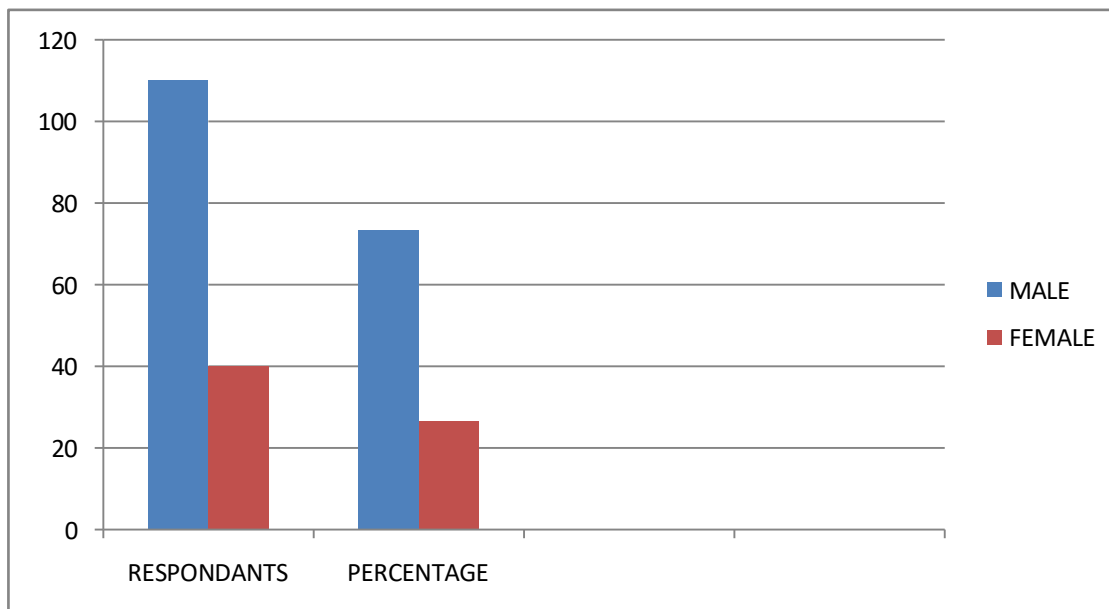


Chart 4.1.1: Gender of the respondents

INTERPRETATION

From the above table it is interpreted that the number of male respondent is 73.3% and female respondent is 26.6%.

INFERENCE

Majority (73.3%) of the respondents are Male.

2. Most preferred online sites

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Flipkart	85	56.6
2	Amazon	35	23.3
3	Myntra	18	12
4	Ajio	12	8
TOTAL		150	100

Source: Primary data

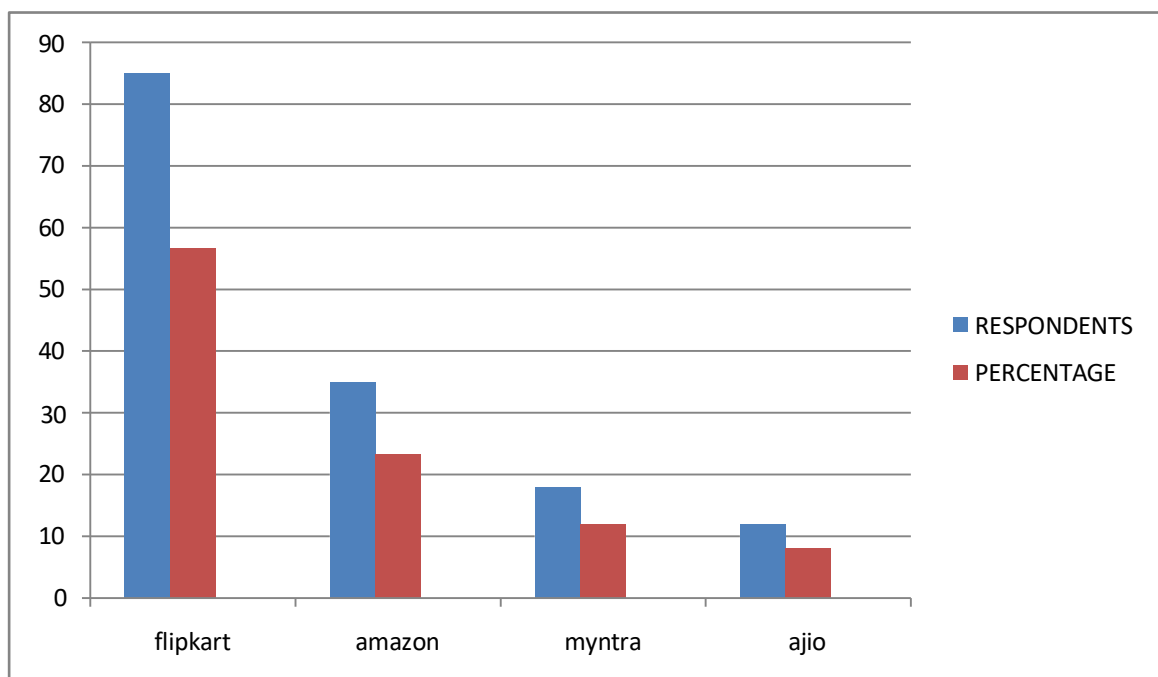


Chart 5.1.4: Most preferred online sites

INTERPRETATION:

From the above table it is interpreted that the number of respondents preferred 56.6% in flipkart, 23.3% in amazon, 12% in myntra, 8% in ajio, 8%.

INFERENCE

Majority (56.6%) of the respondents prefer Flipkart.

3. Modes of payments

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Debit	40	26.6
2	Credit	55	36.6
3	Cod	35	23.3
4	Third party	20	13.3
TOTAL		150	100

Source: Primary data

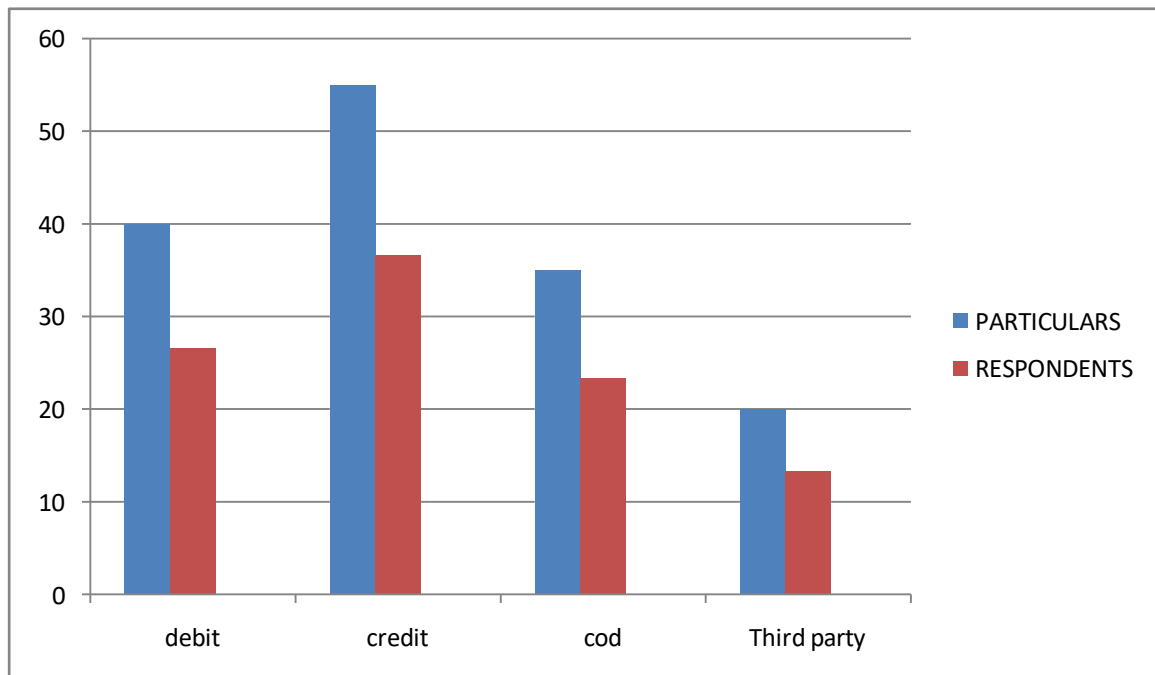


Chart 5.1.5: Preferred modes of payments used by the respondents

INTERPRETATION

From the above table it is interpreted that the number of respondents preferred 26.6% in debit, 36.6% in credit, 23.3% in cod and 13.3% in third party.

INFERENCE

Majority (36.6%) of the respondents prefer credit.

4. Impact of promotional activities

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	strongly agree	20	13.3
2	Agree	80	53.3
3	Disagree	43	28.6
4	neither agree nor disagree	7	4.6
TOTAL		150	100

Source: Primary data.

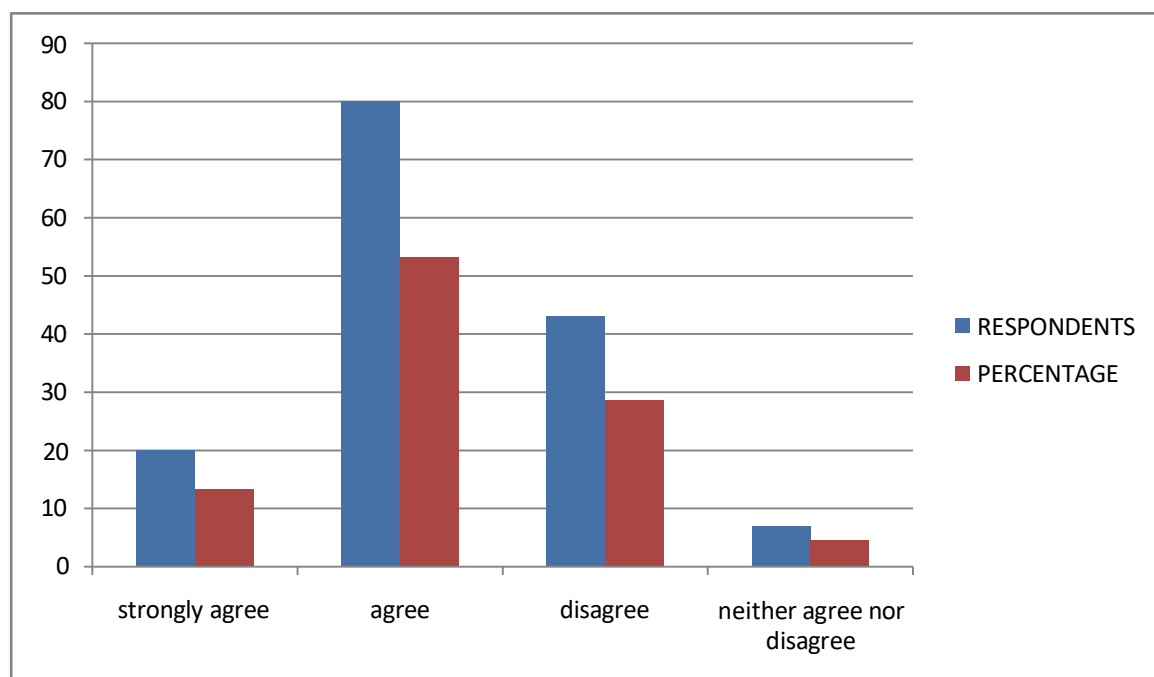


Chart 5.1.6: Impact of promotional activities

INTERPRETATION

From the above table it is interpreted that the number of respondents strongly agree 13.3%, 53.3% agree, 28.6% disagree and 4.6% neither agree nor disagree.

INFERENCE

Majority (53.3) of the respondents agree.

5. Problems facing while online shopping

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Product quality	69	46
2	Delay in delivery	13	8.6
3	Damage products	42	28
4	Lack of interaction	26	17.3
TOTAL		150	100

Source: Primary data.

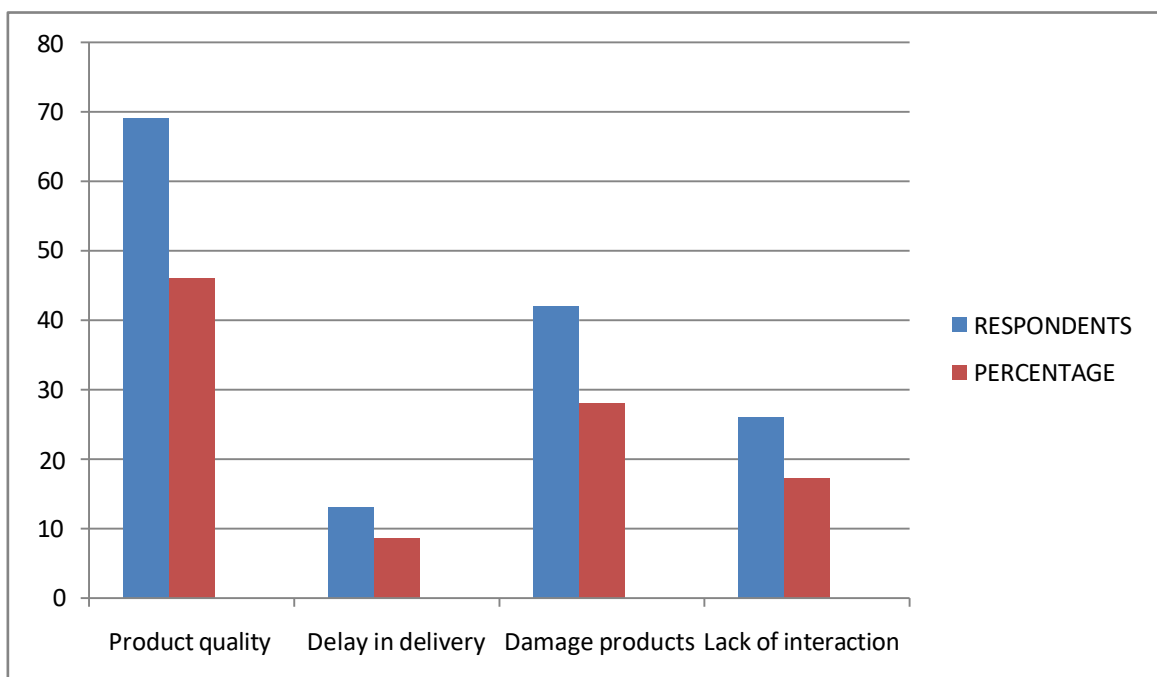


Chart 5.1.7: problems facing while online shopping

INTERPRETATION

From the above table it is interpreted that the number of respondents faced problems 46% in product quality, 8.6% in delay, 28% in damage and 17.3% in lack of interaction.

INFERENCE

Majority (46%) of the respondents faced problem in the products quality.

6. How confidential is your personal information.

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Extremely confident	90	60
2	Quite confident	55	36.6
3	Not at all confident	5	3.3
TOTAL		150	100

Source: Primary data

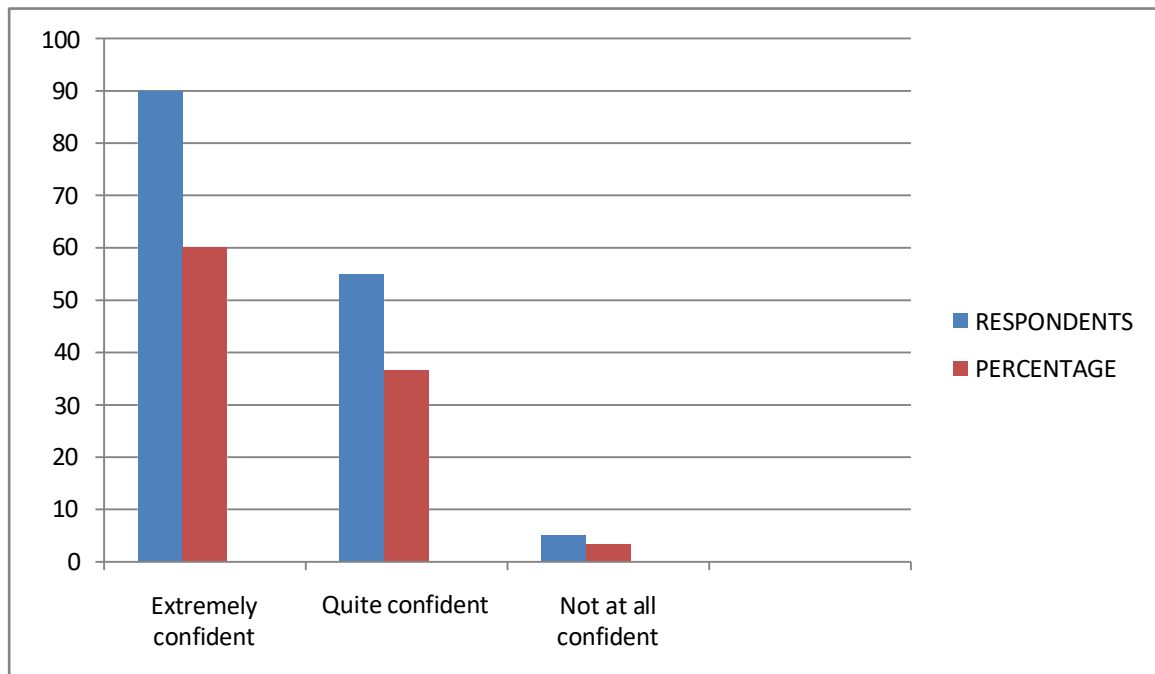


Chart 5.1.8: How confidential is your personal information.

INTERPRETATION:

From the above table it is interpreted that the number of respondents 60% are extremely confident, 36.6 are quite confident and 3.3 are not at all confident.

INFERENCE:

Majority (60%) are extremely confident.

7. Most satisfied online sites

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	flipkart	63	42
2	amazon	87	58
TOTAL		150	100

Source: Primary data.

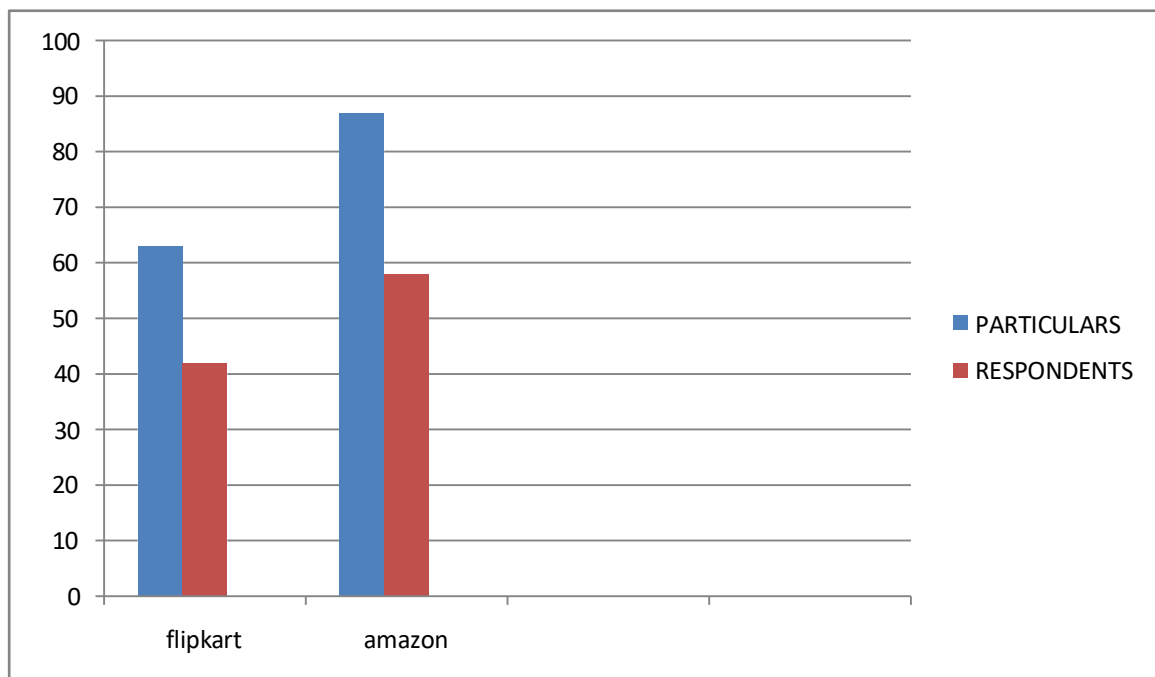


Chart 5.1.9: most satisfied online sites

INTERPRETATION

From the above table it is interpreted that the respondents are 42% satisfied with flipkart and 58% with amazon.

INFERENCE

Majority (58%) of the respondents prefer amazon.

10. Which occasion do you make purchases

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	festivals	35	23.3
2	Offers	70	46.6
3	weddings	35	23.3
4	others	10	6.6
TOTAL		150	100

Source: Primary data.

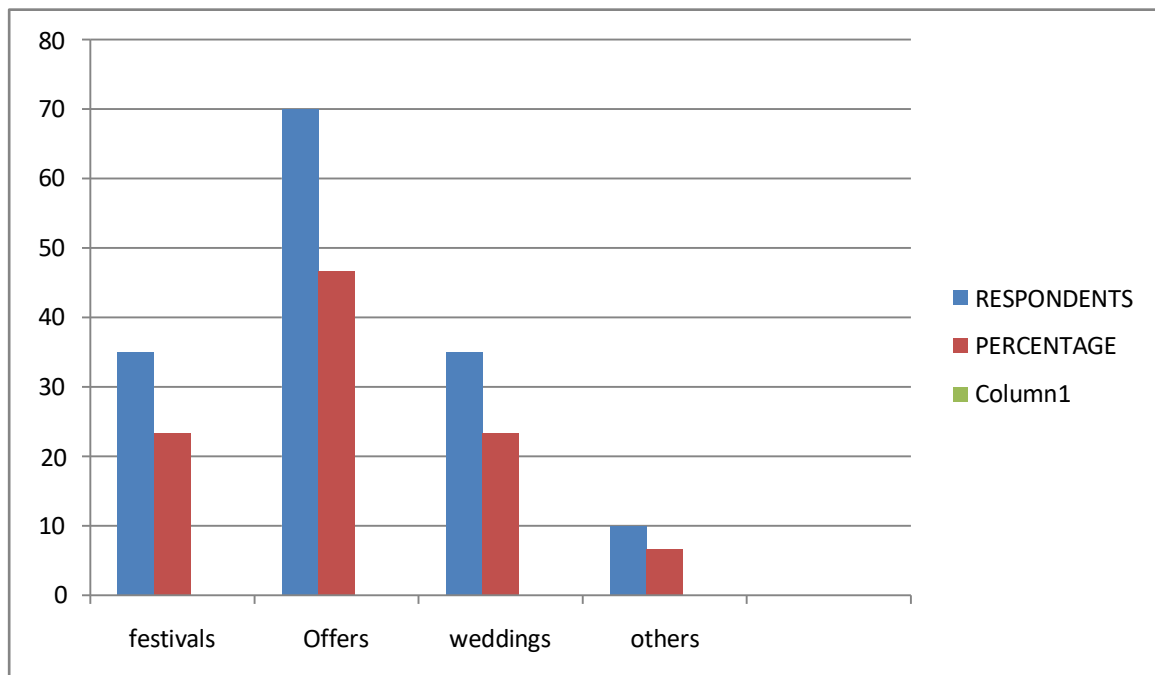


Chart 5.1.10: which occasion do you make purchases

INTERPRETATION

From the above table it is interpreted that the number of respondents 46.6 on offers, 23.3 on festivals, 23.3 on weddings and 6.6 on others.

INFERENCE

Majority (46.6%) of the respondents purchase during offers.

11. Expectation over the reality

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Strongly agree	79	52.6
2	Agree	58	38.6
3	Neutral	2	1.3
4	disagree	11	7.3
TOTAL		150	100

Source: Primary data.

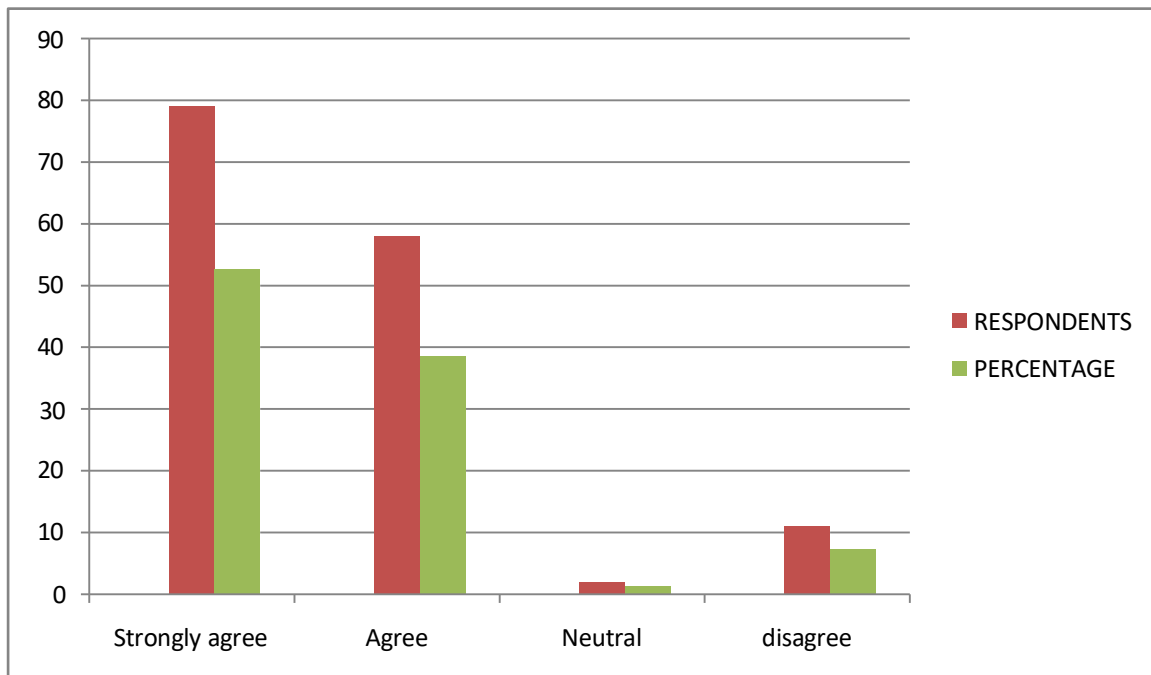


Chart 5.1.13: expectation over the reality

INTERPRETATION

From the above table it is interpreted that the number of respondents 52.6% strongly agree, 38.6% agree, 1.3% neutral and 7.3% disagree.

INFERENCE

Majority (52.6%) of the respondents strongly agree.

12. Terms of pricing in online sites

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Amazon	57	38
2	flipkart	93	62
TOTAL		150	100

Source: Primary data.

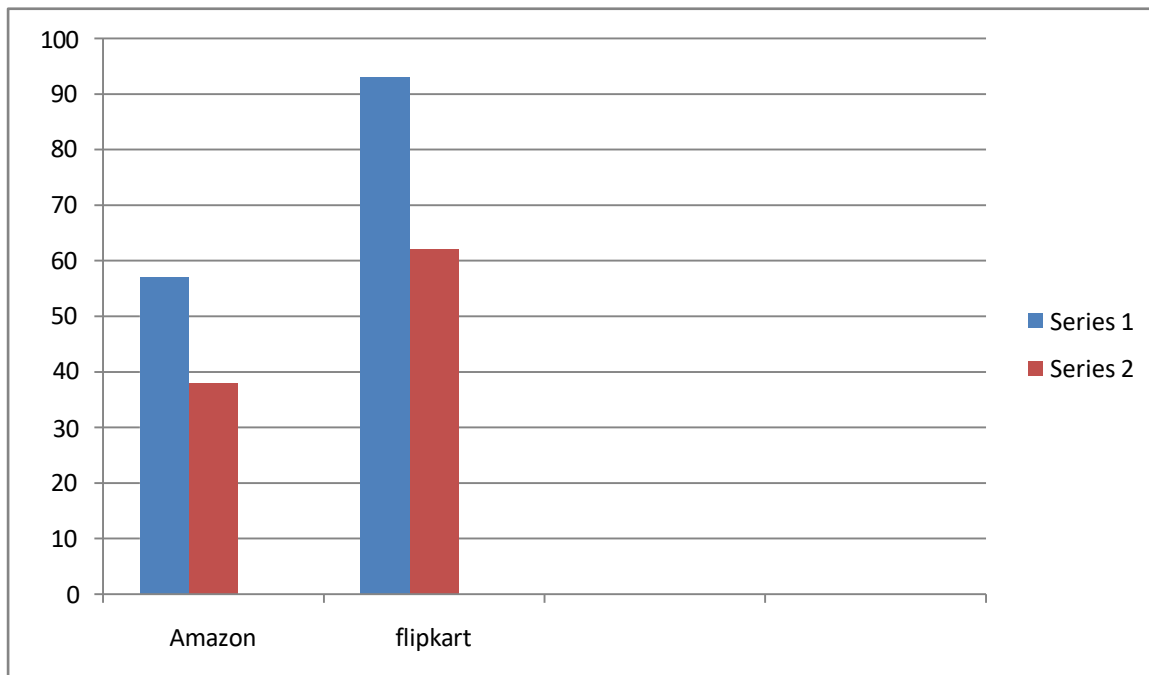


Chart 5.1.14: terms of pricing in online sites

INTERPRETATION

From the above table it is interpreted that the number of respondents 38% on amazon and 62% on flipkart.

INFERENCE

Majority (62%) of the respondents prefer Flipkart.

13. guarantee and warranty offered in flipkart

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Excellent	45	30
2	Good	80	53.3
3	Fair	19	12.6
4	poor	6	4
TOTAL		150	100

Source: Primary data.

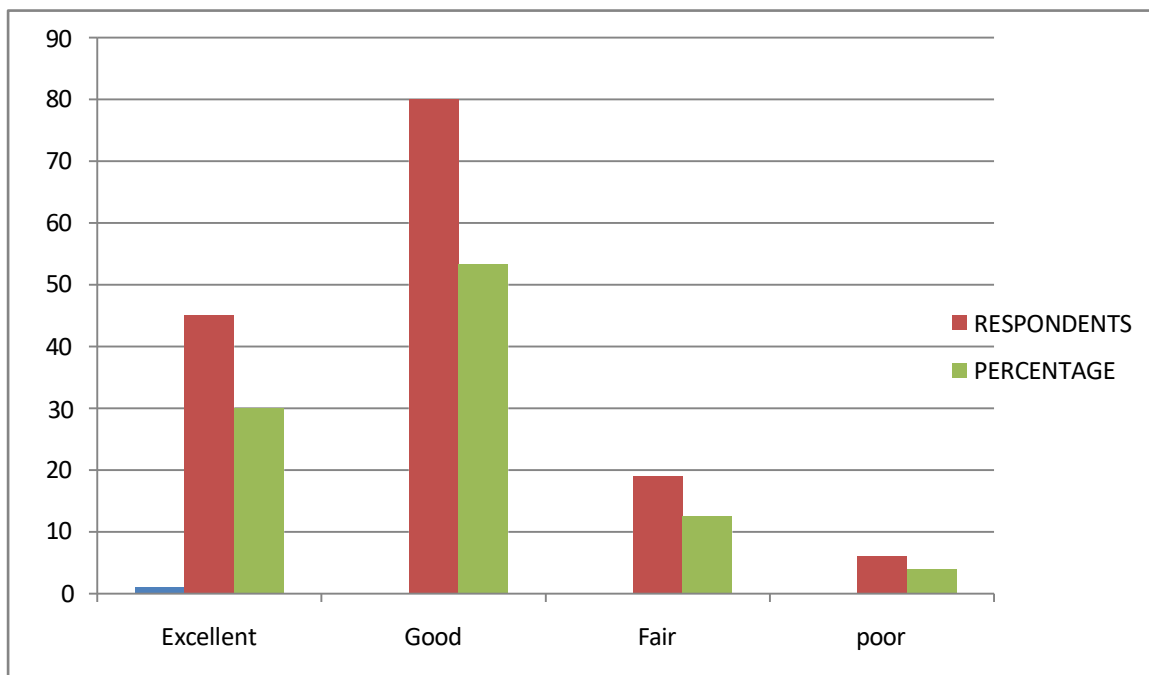


Chart 5.1.16: guarantee and warranty offered in Flipkart

INTERPRETATION

From the above table it is interpreted that the number of respondents 30% excellent, 53.3% good, 12.6% fair and 4% poor.

INFERENCE

Majority (53.3 %) of the respondents felt good.

14. Display of price range showcased in amazon

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Most of the time	90	60
2	Sometimes	30	20
3	Rarely	25	16.6
4	never	5	3.3
TOTAL		150	100

Source: Primary data.

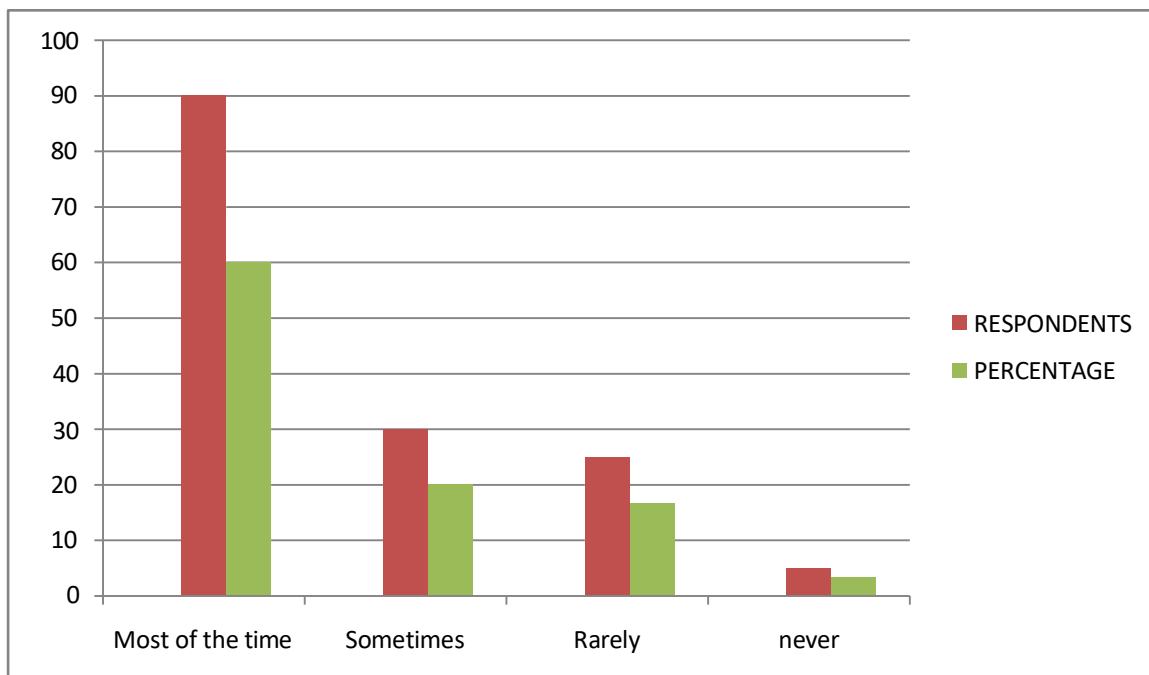


Chart 5.1.17: display of price range showcased in amazon

INTERPRETATION

From the above table it is interpreted that the number of respondents 60% most of the time, 20% sometimes, 16.6 rarely and 3.3 never

INFERENCE

Majority (60%) of the respondents say most of the time.

CHAPTER VI
FINDINGS & SUGGESTIONS

FINDINGS & SUGGESTIONS:

➤ **Findings:**

- Majority (73.3%) of the respondents are Male.
- Majority (56.6%) of the respondents prefer Flipkart.
- Majority (36.6%) of the respondents prefer credit.
- Majority (53.3) of the respondents agree.
- Majority (46%) of the respondents faced problem in the products quality
- Majority (60%) are extremely confident.
- Majority (58%) of the respondents prefer amazon.
- Majority (46.6%) of the respondents purchase during offers.
- Majority (52%) of the respondents shop twice a month.
- Majority (52.6%) of the respondents strongly agree.
- Majority (62%) of the respondents prefer Flipkart.
- Majority (53.3 %) of the respondents felt good.
- Majority (60%) of the respondents say most of the time.

❖ **Suggestions:**

The following recommendations are based on the findings of the study.

- Flipkart is performing ok but not good enough. There are so many cases where people felt that packing might have been better than this. Either it may be big or small / expensive or not product has to be treated with care.
- Some of the products mostly apparels 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 packing will obviously safe and secure.

CHAPTER VII
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's survey we got our 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 e-commerce market.

After the analysis of the following data, it can be concluded that Null Hypothesis (Ho) i.e. There is no significant difference in the marketing strategies employed by Flipkart and Amazon is rejected and Hence, Alternative Hypothesis (H1) i.e. There is significant difference in the marketing strategies employed by Flipkart and Amazon is accepted in this research.

CHAPTER VIII
REFERENCES

REFERENCES:

BOOKS:

- Bansal, S., & Bansal, B. (2007). The Flipkart Story: How India's Biggest E-commerce Company Was Built. HarperCollins India.
- Stone, B. (2013). The Everything Store: Jeff Bezos and the Age of Amazon. Little, Brown and Company.
- Various financial reports, industry analyses, and academic studies on e-commerce and digital marketing strategies.

WEBSITES:

www.google.com

www.scribd.com

www.slideshare.com

www.flipkart.com

www.amazon.com

Annexure

Annexure

Questionnaire

1) Personal Details

Name - _____

Age - _____

Gender - _____

Marital status - _____

2) which of these online sites will you prefer the most?

a) Flipkart

b) Amazon

c) Myntra.

d) Ajio

3) how do you make your payments when shopping online?

a) Debit card

b) Credit card

c) Cash on delivery (cod)

d) Third party (Paytm wallet, PayPal, etc.)

4) Do promotional activities impact your purchasing decisions?

a) strongly agree

b) agree

c) disagree

d) either agree nor disagree

5) What kind of problems did you face while online shopping?

a) product's quality

b) delay in delivering

c) damaged products

d) lack of interaction

- 6) How confident are you that your personal information is kept confidential when buying online products?
- a) extremely confident
 - b) quite confident
 - c) not at all confident
- 7) On which online sites you are satisfied with for receiving after sales assistant?
- a) Flipkart
 - b) Amazon
 - c) Other.
- 8) On which occasions do you make purchases?
- a) festivals
 - b) offers
 - c) weddings
 - d) others
- 9) How often do privacy concerns prevent you from buying products online?
- a) always
 - b) most of the time
 - c) once in a while
 - d) never
- 10) On average, how often do you shop online?
- a) Weekly
 - b) twice in a month
 - c) 3 months once every
 - d) 5-6 months
- 11) The differences between your expectations and the real products would influence your satisfaction
- a) strongly agree
 - b) agree
 - c) neutral
 - d) disagree

12) In terms of pricing, which online sites are you satisfied?

- a) Amazon
- b) Flipkart
- c) Others

13) Assuming that you intend to conduct online shopping, which of these purchases will you make in Amazon?

- a) cosmetic/jewelry
- b) CD's/books
- c) electronic gadgets
- d) clothes and shoes

14) What do you say about the guarantee and warranty policies offered in Flipkart?

- a) excellent
- b) good
- c) fair
- d) poor

15) What do you feel about the display of price range for the products showcased in Amazon?

- a) most of the time
- b) sometimes
- c) rarely
- d) never

16) How do rates/prices of the products offered at Amazon?

- a) reasonable
- b) premium
- c) at a discount
- d) others

17) How can we improve online shopping in the prevailing conditions?