



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

AMAZON VS FLIPKART: A COMPARISON

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INTRODUCTION

ABSTRACT

Internet has become a more powerful and essential tool for the needs of each person and their way of working by integrating various online management tools on the Internet, innovative companies have established Payment system for receiving customer orders, enabling payments, customer service, debt collection marketing data or online reviews. These activities are collectively referred to as electronic commerce or Internet commerce. Online shopping so easy for everyone with your product Variations and easy way to buy things. Attempts have been made to question various Business and enterprise level strategies of two major online retailers i.e., Flipkart and Amazon.

The comparison was made taking into account the challenges of electronic commerce, its business model, its financing, Income generation, growth, survival strategies, buyers' online shopping experience, added value differentiation and product offering. These two great players have made their mark in India, but who is it? Will be the final winner or the best. A comparative study of Flipkart.com with One of the close competitors Amazon.com provides the information on the different strategies Success in the E-Commerce market and various opportunities in India.

ABOUT COMPANY

AMAZON: Amazon is an American multinational. It is an e-commerce platform based in Seattle, Washington, founded on July 5, 1994 by Jeff Bezos. Amazon is one of the five largest companies in the US information technology industry. It was primarily an online book-selling company, but eventually expanded several new products and services significantly, and now sells electronics , software, video games, clothing, furniture, computer products and more, groceries, toys, jewelry, etc.

Amazon is currently among the largest e-commerce companies and among the most valuable companies in the world. Amazon allows downloading and streaming of videos, music, and audiobooks through Prime Video, Amazon Music, Twitch, and Audible. More than 40 branches belong to Amazon from which users can choose according to their needs and requirements. Amazon also has an Amazon Publishing forum, a film and television studio in Amazon Studio, and

a cloud computing subsidiary, Amazon Web Services. Amazon also makes consumer electronics like the Kindle, Fire tablet, and Fire TV, as well as Echo devices.

Amazon has a dedicated retail website for certain countries and often offers international shipping for some of its products. Amazon's website was visited by 615 million users per year in 2008. However, in 2016, 130 million users visited the US website alone each month. Amazon has invested a lot of money in their server capacity for their website, because too much traffic often crashes the server.

FLIPKART:- Flipkart is an Indian e-commerce company based in Bangalore, India and doing business in Singapore as Pvt. GmbH. It was founded in October 2007 by Sachin Bansal and Bunny Bansal, both graduates from the Indian Institute of Technology in Delhi, India, with a capital of just Rs.4 lacs. Before that, they were employees of Amazon.com. Also, the site initially only traded books and later expanded its business to various products (eg., clothing, electronics, groceries, etc.).

As of March 2017, Flipkart had a 39.5% market share in the Indian e-commerce industry. Flipkart has a higher position in the clothing section, giving sister company Myntra a tough end. In May 2018, Walmart negotiated a deal to acquire Flipkart and finally closed the deal on August 18, 2018, acquiring 77% of the company's shares at a cost of US\$16 billion (1.05 lakh crores) .

Flipkart affiliates that customers can avail based on their preferences are Myntra, jabong.com, Phonepay, ekart, and 2gud. Flipkart is an Indian company and does not ship its products outside of India. It is based primarily in India.

LITERATURE REVIEW AND THEORITICAL FRAMEWORK

- ✓ Sharma and Mittal (2009) mention it in their study Prospects of E-Commerce in India:-
India is showing tremendous growth in e-commerce. Certainly with the middle class of 288 million people, online shopping shows limitless potential in India. Real estate costs are touch the sky. E-commerce is now an integral part of our daily lives. There is Websites that offer a variety of products and services. E-commerce portals offer products and services in different categories. To name a few: men's and women's clothing and accessories women, health and beauty products, books and magazines, computers and peripherals, vehicles, software, consumer electronics, home appliances, jewelry, audio, video, entertainment, Goods, gifts, real estate and services. Ashish Gupta, Helion COO Corporate partner and one of Flipkart's earliest supporters as a business angel: "Flipkart has become absorb companies that have some potential (Letsbuy, Myntra). In this process, some of the bets it will surely go wrong. But that is obvious. The company (Flipkart) is aware make bets that allow you to grow or eliminate competition, reduce marketing expenses and improves profitability.
- ✓ Miyazaki and Fernández (2001):-
show that previous experience affects intention and behavior clearly and in various ways. This is indicated by the results of this study. The technology acceptance model should be applied to e-commerce research. Caution. To develop a successful and profitable online store, it is essential to understand the needs of the customer's needs is essential. You have to make sure that the products of an online store are as cheap as they were bought traditional channels. According to Sharma and Mittal (2009), in their study Prospects of E-Commerce in India, they mention that India is showing phenomenal growth in e-commerce without a doubt, with the middle class of 288 million people, online shopping turns out to be limitless. Potential in India. Real estate prices are exploding. Today, e-commerce has become integral part of our daily life. There are websites that offer a number of goods and services. E-commerce portals offer goods and services in different categories. To name a few Clothing 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 (2010) 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. (2013), E-Commerce in India: A Review:-
International Journal of Marketing, financial services and management research. He completed that electronic commerce has broken the geo-restrictions and that's a game changer trade will improve massively in the next five years in India.
- ✓ Dk Gageshwar. (2013)”, E-Commerce or Internet Marketing:
An Indian Business Report context”, international journal of underground and electronic services, science and technology. He concluded that e-commerce in India has a very bright future despite security, privacy and dependency Technology is one of the disadvantages of e-commerce, but e-commerce still has a bright future.
- ✓ Avoid Martin. (1999):
"Finding the Source of Amazon.com: Examining the Earth's Hype. The largest library”, Center for Advanced Spatial Analysis. Amazon.com gone one of the most promising e-commerce companies and has grown rapidly providing quality products a service.
- ✓ Vijay Govindarajan:
one of the world's leading experts on strategy and innovation. Govindarajan, Coxe Distinguished Professor at the Tuck School of Business at Dartmouth College and Marvin Bower Fellow of Harvard Business School, is also a bestselling author. The biggest the opportunity in India is e-commerce. Why? Three key factors will contribute to this:
 - 1) Mobile telephone penetration;
 - 2) a younger demographic used to ordering things on mobile phones Platform;
 - 3) Growth in consumption by more Indians with higher disposable income.
 We are going to see many innovative new business models in the e-commerce industry in the next five years. Do not we doubt we'll see innovative high-growth startups – the Indian equivalents of Alibaba.

E-COMMERCE IN INDIA:

India had an internet user base of around 354 million in June 2015 and it is expected to exceed 500million in 2016. Despite being the second largest user base in the world, behind China (650)million, 48% of the population), the penetration of e-commerce compared to markets such as in the United States (266 million, 84%) or in France (54 million, 81%), but it is growing at an unprecedented rate, with approximately 6 million new subscribers every month. The industry consensus is that growth is in one shift In India, cash on delivery is the preferred payment method, they account for 75% of e-commerce activities. Demand for international consumer goods (including long-tail items) is growing much faster than the national supply of permitted items distributors and e-commerce offers. India's largest e-commerce company. They are Flipkart, Snapdeal, Amazon India, Paytm.

MARKET SIZE:

India's e-commerce market was worth about US\$3.9 billion in 2009, rising to US\$12.6 billion. 2013. In 2013, the online retail segment was worth \$2.3 billion. About 70% of Indian E-Commerce. The market is linked to travel. According to Google India, there were 35 million online shoppers. India in the first quarter of 2014 and is expected to exceed 100 million by the end of 2016. Overall growth rate of 8 to 10%. Electronics and clothing are the best-selling categories. By 2020, India is expected to generate US\$100 billion in online retail sales, of which US\$35 billion will be generated it will be done through fashion e-commerce. Online clothing sales are expected to quadruple in the next few years.

KEY DRIVERS IN INDIAN E-COMMERCE ARE:

- Large percentage of population subscribed to broadband internet, burgeoning 3g internet users, and a recent introduction of 4g across the country.
- Explosive growth of smartphone users, soon to be world's second largest smartphone userbase.
- Rising standards of living as result of fast decline in poverty rate.
- Availability of much wider product range (including long tail and direct imports) compared to what is available at brick and mortar retailers.
- Competitive prices compared to brick and mortar retail driven by disintermediation and reduced inventory and real estate costs.
- Increased usage of online classified sites, with more consumer buying and selling second- hand goods.

PRODUCT OR SERVICE ALLIANCES

➤ FLIPKART:

Flipkart launched its own product line called 'digiflip', which Flipkart also recently did launches its own range of sanitary ware and household appliances under the "citron" brand. In the early years, Flipkart only focused on books, and as soon as it grew, it got bigger. Offer other products such as electronics, air conditioners, air coolers and stationery lifestyle products and e-books. Legally Flipkart is not an Indian company as it is registered in Singapore and most of its shareholders are foreigners. Because foreign companies are not Licensed to engage in multi-brand online retailing in India, Flipkart sells products in India through a company. It was called a retailer. Other third parties or companies may also sell products through Flipkart. Platform. Flipkart now employs more than 15,000 people. Flipkart allows payment methods like such as cash on delivery, credit or debit card transactions, online banking, e-gift cards and card transfers in delivery Flipkart is currently one of the largest online retailers in India and has a presence in more than more than 14 product categories and with a reach in around 150 cities and a delivery of 5 million shipments per month.

• EXCLUSIVE PRODUCTS:

Motorola Mobility, previously owned by Google but later sold to Lenovo in an exclusive partnership with Flipkart, its budget Moto G smartphone launched in India on February 5, 2014 over 20,000 units were sold on Flipkart within hours of launch after Flipkart searched for one. Long-term cooperation with Motorola Mobility. They also launched their Android smartphone, the Moto x on March 19, 2014. Flipkart then sold the moto e starting May 13, 2014, cheaper than the moto the Sales of the high-end Xiaomi Mi3 smartphone produced by Xiaomi Tech ended on April 1 Exclusive connection with Flipkart.

The first batch sold out in 39 minutes on July 22, 2014. The second in 5 seconds on July 29, 2014. The sale was made in pre-registration mode, where Over 150,000 buyers booked for the sale on August 5, 2014. This sold out in less than 2 seconds. After that, Xiaomi Tech sold 20,000 units in the next sale on August 12, 2014. On September 2, 2014, Flipkart held a flash sale of the Xiaomi Redmi 1s Budget Android Smartphone launched in India in July 2014. In a matter of seconds, 40,000 units were sold at a price of Rs 5,999 each. Another 40,000 units were sold in 4.5 seconds on September 9, 2014 the third sale of Redmi 1s on September 16, 2014 sold 40,000 units in 3.4 seconds; in the 4th round of sales of Redmi 1s, 60,000 units sold in 5.2 seconds on September 23, 2014. As of September 30, 2014 60,000 units it ran out in 13.9 seconds. Redmi Note in India exclusively through Flipkart; 50,000 units sold in 6.

Seconds on December 2, 2014. In July 2014, Flipkart launched its own line of tablets and mobile phones and tablets. The first tablet in this series was the digilip pro xt 712 tablet. In July In 2014, Flipkart launched its first network router under its own brand called digiflip. wr001 300Mbps Wireless N Router. In September 2014, Flipkart launched its home Appliance and personal care brand Citron. The label covers a wide range of culinary arts. Aids and care products.

- **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. Flipkart.com was awarded young Turk of the year at CNBC tv 18's 'India business leader awards 2012' (ibla). Flipkart.com- got nominated for IndiaMart leaders of tomorrow awards 2011.

- **FAILURE:**

In October and November 2011, Flipkart acquired the websites mime360.com and chakpak.com. Later, in February 2012, the company revealed its new Flyte digital music store. Flyte, a legal music download service in the vein of iTunes and Amazon.com, offered drm-free mp3 downloads. But it was shut down on 17 June 2013 as paid song downloads did not get popular in India due to the advent of free music streaming sites.

- **AMAZON:**

Amazon is the largest internet-based company in the United States. Amazon.com started as an online bookstore, but soon diversified, selling DVDs, vases, 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. In the year 2011, it had professed an intention to launch its websites in Poland, and Sweden. In early June 2013, Amazon.com had launched their Amazon India marketplace without any marketing campaigns. In July, 2013, Amazon had announced to invest \$2 billion (Rs 12,000 crores) in India to expand business, after its largest Indian rival Flipkart too had announced to invest \$1 billion.

- **EXCLUSIVE PRODUCTS:**

The Amazon kindle is a series of e-readers designed and marketed by Amazon.com. Amazon kindle devices enable users to browse, buy, download and read e-books, newspapers, magazines and other digital media via wireless networking to the kindle store. The hardware platform, developed by Amazon subsidiary lab126, began as a single device and now comprises a range of devices, including e-readers with e ink electronic paper displays, and android-based tablets with colour lcd screens. All kindle devices integrate with the kindle store to acquire content and as of February 2016, the store has over 4.3 million e-books available in the us. The Oneplus launched as an Amazon exclusive in India last year, but now the device is available for purchase on rival e-commerce store Flipkart. Moto g (gen 4) and moto g plus (gen 4) will be available exclusively on Amazon.

- **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 retailing 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.

➤ FAILURE:

Amazon starts using India post and screws up its delivery system in India. At the time when the competition among online shopping portals in India is at its highest level possible and each player is pooling in millions from funding's and trying to beat each other with never-before discounts and amazing services, Amazon has taken the worst step ever possible. Amazon India has chosen India post as its primary delivery partner and all "Amazon fulfilled" orders are now being shipped through India post. Anyone who lives in India or has some experience with the postal system in India needs no introduction about India post.

ADVERTISING AGENCY

➤ FLIPKART ADVERTISING AGENCY:

Happy creative services, which has been the brand's creative agency since 2010. Myntra, the fashion e-commerce major which Flipkart had acquired in may 2014, will be handled by Lowe Lintas, which had already been the brand's creative agency since march 2014. Flipkart and Myntra continue to operate as separate entities and Myntra founder Mukesh Bansal is the head the fashion business for Flipkart and join the Flipkart board. Flipkart's first tv commercial for the e-retailer, 'fairy-tales', was an elaborate 100-second effort. Created in the old English style of fairy-tales, it was the story of an old woman, a voracious reader, who lives in a cottage and orders her daily read by clicking on a live mouse. The rest of the ads including 'no kidding', 'shopping ka naya address' and the most recent one, 'Flipkart it', have been etched in tv viewers' minds owing to the unique approach of using child actors to communicate the ease of shopping on Flipkart. In 2013, the e-commerce portal announced its entry into the realm of fashion and lifestyle with a new TV campaign titled 'fashion has a new address' - an extension of its previous punchline, 'shopping has a new address'.

➤ AMAZON ADVERTISING AGENCY:

Orchard advertising India is Amazon India's advertising agency. Orchard advertising India highlights the benefits of shopping on Amazon.com with #weIndian. Conceptualized and executed by orchard India and directed by Anurag Kashyap, the one-minute video shows Amazon as a reliable place to shop from with original products, easy return policies and on-time delivery. The video comes along with a song with lyrics by Amitabh Bhattacharyya and music by Amit Trivedi. #aurdhikhao to #trytohkar, #apnidukaan and now #weIndians are the famous taglines used for Amazon India advertising.

PESTEL ANALYSIS



➤ PESTEL ANALYSIS OF FLIPKART:

✓ POLITICAL:

According to Chaudhary (2016), GOI (The Government of India) is currently trying to boost the economy of the rural areas by promoting online businesses in these regions. GOI's plan may see new regulations in the e-commerce industry, which will influence Flipkart's operations. However, given that India elects leaders every five years, considerable uncertainty on Flipkart's interaction with the GOI exists because, as Bazzi & Clemens (2013) note, some leaders may be unfriendly to investors, which will negatively impact the company's operations. Furthermore, in 2012, the GOI opened up the retail sector to the entry of multi-brand MNCs (Patibandla, 2014) to promote FDI (Financial-Direct-Investment), among other logistics that could improve India's e-commerce supply chain. However, allowing foreign retailers such as Amazon into the Indian markets has resulted in intense competition for Flipkart. Finally, Miahra (2017) affirms that Flipkart must abide by rules such as the new GST bill that limits Flipkart from getting pricing benefits from sellers that are situated in countries with lower tax rates (Garg, 2014).

✓ ECONOMIC:

Indians' rapidly growing economy assures investors such as Flipkart of continued markets. Furthermore, the liberalisation of the Indian economy to allow international investors in various industries including retail will contribute to economic growth. Furthermore, the government requires that foreign companies in India should sell or use specific percentage goods (for retailers) and resources (for manufacturers) respectively that are locally sourced (Patibandla, 2014). Such a strategy is useful to ensure sustainable economic growth. Furthermore, Kumar (2017) states that the number of online consumers is rising daily and there are expectations that approximately hundred million people will have gone digital by 2018; this will facilitate the growth of Flipkart.

✓ SOCIO-CULTURAL:

According to Rath & Samal (2015), most of the Indian population is rural, which stands at about sixty-nine percent and, while the urban population contributes to sixty percent of the total GDP. Rath & Samal (2015) expect that within the next 15 years, the urban population will contribute to almost seventy-five percent of the GDP. This trend demonstrates the importance of the urban population to organisations. However, with the current GOI interventions to develop rural areas, these rural populations will be important to businesses such as Flipkart in the future. Currently, Flipkart is struggling with its logistics, which, understandably, are concentrated in the urban areas. Nonetheless, as the importance of rural regions, which carry most of the India populations grow, Flipkart will need to expand its logistics.

✓ TECHNOLOGICAL:

According to Padhy & Sampat (2017), Flipkart has implemented data analytics systems for efficient business performance. Information systems in the company integrate the information about market opportunities and predict sales that the company is likely to make. This strategy enables the company to take advantage of technological advancements such as big data for competitive advantage. Furthermore, by 2019, approximately eight hundred million people will be using smartphones, and a larger percentage will be able to access e-payment platforms for an easier purchase of online products (Kumar, 2017).

✓ ENVIRONMENTAL:

Despite the fact that Flipkart is an online retailer, its operations are subject to environmental factors. Rising concerns by both governments and consumers about sustainable business and low carbon emissions is a major issue (Marron & Toder, 2014). Governments promote sustainable business practices through rules and regulations. Some of the most popular rules pertain to carbon emissions and general environmental regulations (Marron & Toder, 2014). In some cases, these rules introduce fines or taxes, to organisations, which lower profitability margins for businesses.

✓ LEGAL:

Chaudhary (2016) asserts that there are legal factors that affect operations of Flipkart. In July 2015, Westland books accused Flipkart of selling "Scion of Ikshvaku", yet Westlands alone was given the rights to sell the book by Amazon. This conflict demonstrates the need for Flipkart to be more aware of property rights such as licencing and trademarks. Furthermore, the recent Zomato breach resulted in the theft of consumer data, which raises concerns about the ability of online organisations to protect consumer data (Kumar, 2017). As online business continues to grow, governments and corporations alike develop regulations. Some of these rules may complicate business practices or raise operation costs, which can influence profitability margins.

➤ PESTEL ANALYSIS OF AMAZON:

The PESTEL Analysis allows to analyse and anticipate the opportunities and threats of a company's macro-environment (all external variables with an impact on the business). It distinguishes six categories of macro-environmental influences. We followed 3 steps:

- Brainstorming & information searches in the media
- Grouping factors to define trends
- Define whether these factors groups are opportunities or threat.

✓ POLITICAL:

Amazon's activities and development could be impacted by more or less aggressive protectionist policies. The United States is not a symbol of trade openness, other economic states follow suit and show their determination and claim their rank of great economic countries. The meetings of Donald Trump (President of the USA) with Xi Jinping (General Secretary of the Chinese Communist Party) and Vladimir Poutine (President of the Russian Federation) as well as the concerns of NATO indicate that the game of global alliances could change the balance through economic pressures and influence the rights and duties of large international groups like Amazon. It is especially true as substitutions to Amazon remain easily conceivable with finally few constraints (as long as the hypermarkets and malls still exist). Sometimes politic community can indirectly push towards e-commerce.

✓ ECONOMICAL:

Since the economic crisis of the beginning of the 1980-90s (stock market crash of October 1987), the world population consumes less and is back to an almost systematic search for the best deal. People want more comfort, always for the lowest price. The competition game pulls prices down (appearance of the "low cost" concept), and unsurprisingly, after the decrease of computers and Internet accesses prices emerged systems of optimized supply chain sales such as Amazon (overpressure of intermediaries, removal of physical stores in the city). This movement is still ongoing (e.g., the recent democratization of smartphones and 4G packages) and is maintained by the disappearance of the middle class. Jeff Bezos is in some ways an "Edward Leclerc" (founder of the first French cooperative society and hypermarket chain) at worldwide network level. So we can think that Amazon has in front of it a very favourable economy to continue to grow up.

✓ SOCIAL:

As previously pointed out, the Internet brings in more and more users because:

- Subscriptions are becoming more affordable.
- People (assisted by governments and competition between Internet Service Providers) have a better network coverage.
- The development of the goods and people movements at a global level means that we need global networks to monitor them all the time and everywhere. All the countries around the world are opening up to the world, making large, formerly emerging countries new economic powers whose population is eager for new technologies, information and new services (e.g., China, India).

✓ TECHNOLOGY:

“All modern societies are characterized by a shortage of time: the more modern a society is, the less time it has. It is not the oil that we will miss one day, but rather the time” says the German sociologist and philosopher Hartmut Rosa. The more we innovate to do the things quicker (the more we save time), the less we have time per task (so the less we enjoy life, so the less we live). According to Hartmut ROSA, “acceleration is not the fault of the technique. One can imagine a world where, thanks to technical progress, it would be possible to release a surplus of time if the rate of growth were not so strong. Technical progress broadens our horizon and our possibilities. It changes the perception of opportunities and obstacles and also changes social expectations, both what we expect from others than what they expect from us. Technology allows the acceleration of the life beat, but does not impose it. It gives us the means to dispose of it freely”. But it has yet to be implemented. Hundreds of innovations grew in the recent decades and even more will in the upcoming years. Innovations fuel innovation and today the devices to browse the Internet are diverse: computers, tablets, hybrid computers, mobile phones, watches, etc.

✓ ENVIRONMENTAL:

This technical innovation acceleration, accompanied by an ever more targeted marketing favouring social competition, boosts the purchases. There is a real frenzy pushing to renew faster and faster our favourite products. Product lifetimes are shorter (sometimes voluntarily; see recent (in 2017) legal proceedings against Apple and Epson) and the products are often no longer "economically repairable" (the repair cost is often higher than the OEM production cost). This unbridled consumption draws on the resources of our planet and weakens its balance. It generates, despite the efforts of the politicians, a lot of pollution during the manufacture, the distribution and the waste treatment. This pollution is at the origin of global warming that we know today and causes more and more natural disasters. CSR initiatives are becoming more and more frequent because, fortunately, more and more people and companies feel concerned and responsible for the future of our children. Even if all countries (e.g., the USA during the G7) do not deploy the same energy, globally, governments vote laws encouraging companies to reduce their ecological impact. These measures have a high cost and non-compliance with these laws potentially has a high power of nuisance on the corporate image of the offending company. American and international groups like Amazon have every interest in accelerating and anticipating their ecological expectations because their image is global and then we can only be convinced that US laws are bound to strengthen on the subject someday. The consumer also wants to participate in this mission.

✓ LEGAL:

Laws evolve to try to preserve our planet in the long term but they are also evolve to deal with globalization. Since the 19th century with the corporate tax ceiling put in place by the state of New Jersey (USA), the major international groups are looking for the best organization of their "holding" allowing the best possible tax optimization (this is called aggressive optimization). Noting the millions (and sometimes the billions) of taxes that elude governments, they adapt regularly through lawsuits and new laws of tax laws more binding for companies. At a minimum, international groups must provision in the event that they are the subject of legal proceedings. They cannot ignore that social protection (even if it is not perfect) has made much progress (as for

example in the USA) this last century. Even without mentioning universal arrangements (in terms of wages and social protection) as early as 2019, we can assume that states will have to be very imaginative to finance its social strategy in the upcoming decades. The companies' tax rates could then be revised upwards with a decrease of the net income after tax.

RESEARCH METHODOLOGY, DATA ANALYSIS & INTERPRETATION, FINDINGS & CONCLUSION.

➤ RESEARCH METHODOLOGY:

Research can be defined as a systematic and carefully consideration of study regarding a particular concern or problem using scientific methods.

- Research design- Research design was exploratory in nature where self-prepared questionnaire and Likert's scale were used for the collection and interpretation of the data.
- Sample size: The sample size of this research is 102 respondents.
- Sampling elements: the individual respondents were the sampling elements. All individual respondents are of the age 20-35 years and out of which most of the respondents are students this sample group is selected because customers of this age group are more active on internet.
- Limitations:
 - ❖ Sample size is too small due to which an exact result cannot be determined.
 - ❖ Sampling elements were general people not the experts.

➤ DATA ANALYSIS & INTERPRETATION:



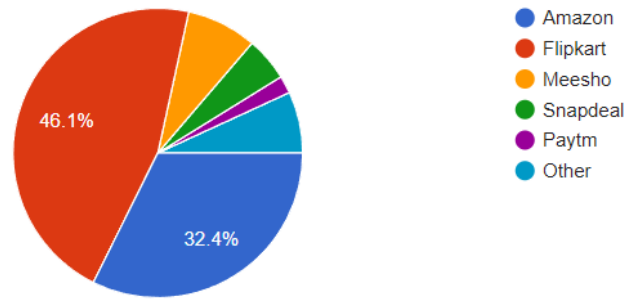
Interpretation:

In this question, respondents were asked about their frequency of online shopping. Most of the people 37.3% shop once in a month whereas, 29.4% shop people more frequently, 19.6% people shop very rarely and only 13.7% people are those who prefer to shop online once in a week.

❖ Which online site do you more prefer most

Which online site do you prefer most

102 responses



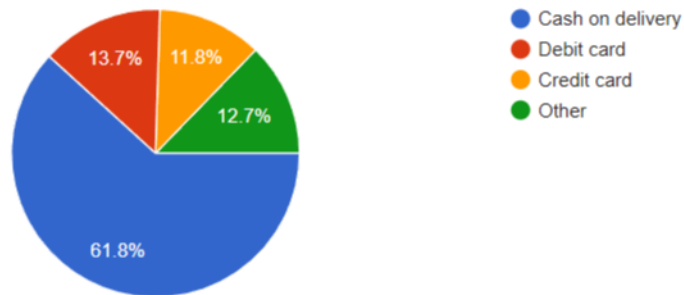
Interpretation:

In this question, respondents were asked about their most preferable online shopping site. Most of the people 46.1% prefer Flipkart for their shopping whereas, 32.4% people prefer Amazon, 16% people prefer other apps, 7% people prefer Paytm and 5% people prefer Meesho and Snapdeal respectively for their online shopping.

❖ Which payment method do you prefer while shopping online?

Which payment method do you prefer while shopping online?

102 responses



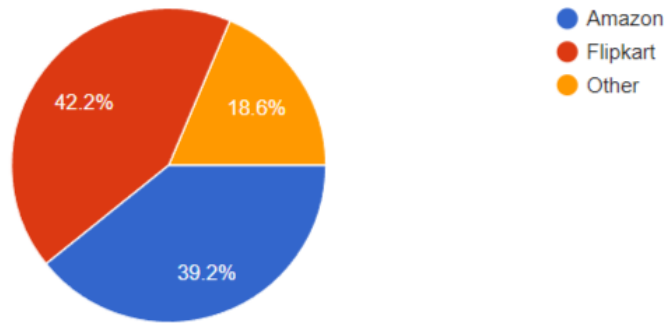
Interpretation:

In this question, respondents were asked about their preferable online payment method. In the above chart most of the people 61.8% prefer cash on delivery for their online shopping whereas, 13.7% people prefer debit card, only 11.8% people credit card and 12.7% people prefer other payment methods while buying products online.

❖ Which E-Commerce Site impressed you most

which e-commerce site impressed you most

102 responses



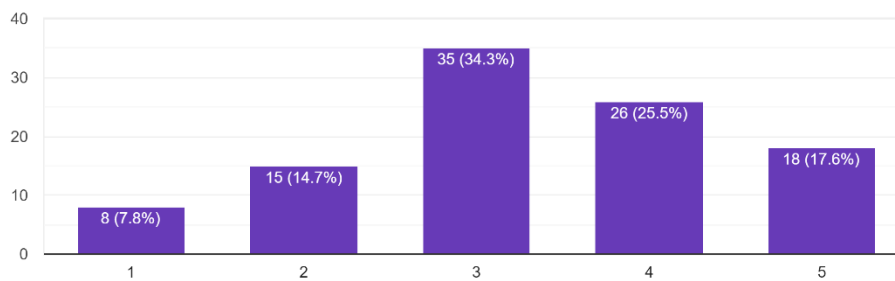
Interpretation:

In this question respondents were asked about the site impressed them most. Where, Flipkart was able to impress 42.2% people, Amazon was able to impress 39.2% people and 18.6% people were impressed by other apps.

❖ Rate your satisfaction with customer care of amazon on the scale of 1 to 5.

Rate your satisfaction with customer care of Amazon on the scale of 1 to 5. Where, 1- Strongly satisfied, 2- Satisfied, 3- Neutral, 4- Dissatisfied, 5- Strongly dissatisfied

102 responses



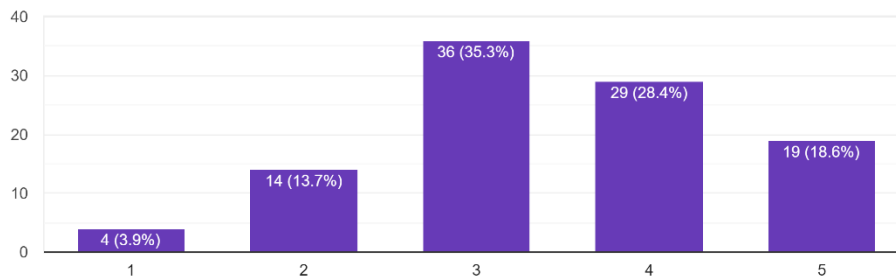
Interpretation:

In this question respondents were asked to rate their satisfaction with the customer care of Amazon on the scale of 1-5. Where, only 8% people were strongly satisfied with the customer care of Amazon, 15% people satisfied with the customer care of Amazon, 35% people were neutral on this question, 26% people were not satisfied with the customer care of Amazon and 18% people were strongly dissatisfied with the customer care of Amazon.

❖ Rate your satisfaction with customer care of flipkart on the scale of 1 to 5.

Rate your satisfaction with customer care of Flipkart on the scale of 1 to 5. Where, 1- Strongly satisfied, 2- Satisfied, 3- Neutral, 4- Dissatisfied, 5- Strongly dissatisfied

102 responses



Interpretation:

In this question respondents were asked to rate their satisfaction with the customer care of Flipkart on the scale of 1-5. Where, 4% people were strongly satisfied, 14% people were satisfied, 36% people were neutral, 29% people were dissatisfied and 19% people were strongly dissatisfied with customer care of Flipkart.

➤ FINDINGS:

- Once in a month online shopping is most preferred by the customers.
- Cash on delivery is most preferred by the customers.
- Mostly, customers choose online shopping apps through other sources than referral and advertisements.
- Most of the people shop only when there is a discount or offer on products and services.
- Most of the people face problem with the cheap quality of product.
- 82% of peoples shows interest in online shopping, on the other hand, 18% of peoples does not want to shop online.
- 64% of peoples shop online once in month, 10% of peoples once in two months, 6% of peoples more frequently, and 20% of peoples shop online more often.
- 58% of peoples prefer Flipkart online site while making shopping online, 12% people use Amazon, 10% of Snapdeal, 14% of peoples uses Paytm mall, and 6% of peoples using others websites.
- 58% of peoples make payment through debit card, 20% of peoples choose the cash on delivery, 10% of peoples using credit card services, 12% of peoples uses other payment methods.
- 40% of peoples is more satisfied in terms of products, customer care & delivery services from Flipkart, 50% of peoples with amazon, 6% of peoples with Snapdeal, and 4% of peoples with others.
- 48% of peoples choose online shopping site from referred by friends, 30% of peoples from advertisements, 22% of peoples from online interviews.
- 46% of peoples have problems with Flipkart, and 40% of peoples with Amazon, 10% of peoples with Snapdeal, and 4% with online shopping sites.
- 32% of peoples are satisfied with the pricing strategies of Flipkart, 38% of peoples with amazon, 14% with Snapdeal, 10% with Paytm, 6% of peoples are satisfied with pricing of others.
- 42% of peoples wants to make purchase on festivals, 24% of peoples purchase for receiving gifts, 16% of peoples for offers, 10% on weddings, 8% of peoples on others.

- 38% of peoples are strongly agree with they make purchasing decisions due to promotional activities, 28% of peoples are agree, 22% of peoples are neither agree nor disagree, 8% of peoples are disagree, and 4% of peoples are strongly disagree.
- 34% of peoples are extremely confident with their personal information is kept confidential when purchasing online, 26% of peoples quite confident, 16% of peoples are moderately confident, 4% of peoples are slightly confident, 20% of peoples not at all confident.
- 42% of peoples faced problem with delay in delivery, 18% of peoples faced problem of product range, 34% of people cheap quality of a product, and 6% of peoples faced non delivery of products.

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. If we talk about the prefer ability and impression on the customers Flipkart is the winner which means Amazon has to work more on its preferability and impression. But if we talk about the pricing strategy and suggestion to others both Flipkart and Amazon are doing a very good work but there is a tie game between both. Both are doing well but Amazon needs to upgrade more to become on the top like before. 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.

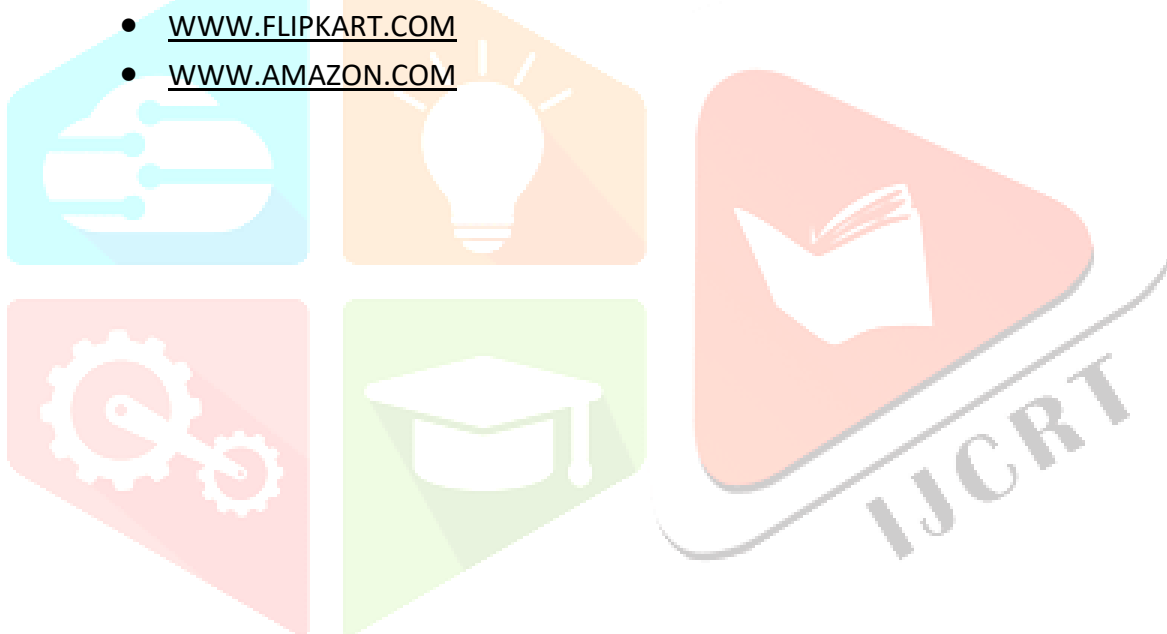
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➤ JOURNALS:

1. A Comparative Study between Flipkart and Amazon India by K Francis Sudhakar and Habeeb Syed (2016).
2. The War between Flipkart and Amazon: A Study on Consumer Perception by Samrat Bharadwaj (2019).
3. E-commerce in India- A Review by Abhijit Mitra (2013).
4. Impact of Demographic Factors of Consumers on Online Shopping Behaviour: A Study of Consumers in India (2012).

➤ WEBSITES:

- <https://askanydifference.com/difference-between-amazon-and-flipkart/>
- WWW.GOOGLE.COM
- WWW.FLIPKART.COM
- WWW.AMAZON.COM



QUESTIONNAIRE ON ONLINE SHOPPING

AMAZON VS FLIPKART

Nowadays, online shopping has become more popular among the customers. Almost everyone is doing online shopping. Therefore, i the student of BBA, Galgotias University doing a comparison analysis of Amazon and Flipkart and request you to fill this form as per your interest and knowledge. The data provided will only be used for the study purpose and will not be shared with any third party.

Name *

Short-answer text

Age *

- <25
- 25-30
- 30-35
- >35

Gender *

- Male
- Female

How often do you shop online *

- Once in a week
- Once in a month
- More frequently
- Very rare

Which online site do you prefer most *

- Amazon
- Flipkart
- Meesho
- Snapdeal
- Paytm
- Other

Which payment method do you prefer while shopping online? *

- Cash on delivery
- Debit card
- Credit card
- Other

which e-commerce site impressed you most *

- Amazon
- Flipkart
- Other

How do you choose e-commerce site *

- Referral by friend
- Advertisement
- Others

From which e-commerce site pricing you are more satisfied *

- Amazon
- Flipkart

Which occasion you prefer to shop online? *

- Festivals
- Offers
- Weddings
- others

Scenarios you face problem with *

- Delay in delivery
- Product damage
- Non delivery
- Cheap quality of a product

- Product damage
- Non delivery
- Cheap quality of a product
- others

Rate your satisfaction with customer care of Amazon on the scale of 1 to 5 *

| | | | | | | |
|--------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Strongly satisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly dissatisfied |

Rate your satisfaction with customer care of Flipkart on the scale of 1 to 5 *

| | | | | | | |
|--------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Strongly satisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly dissatisfied |