

## **A Study on Marketing Strategies of Online Shopping Portals – A Comparative study on Flipkart and Amazon India**

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### **INTRODUCTION**

Online shopping is growing by leaps and bounds due to change in lifestyles. Economics of people have undergone a drastic change resulting vicissitudes in lifestyle. The present generation is following the technology trends and updating themselves to lead life. The purchasing in past were purely traditional and online shopping was not easily accepted as they were lacking trust. First online shopping portal in India was “Fabmart”, it was started in 1999. But was not much successful due to absence of logistics, online payments and various, As the time passed changes occurred in markets with new establishments like manufacturing firms, logistic firms with national and international services, online banking services, telecommunications, guidelines from government promoting online business and many more that were favorable for e-commerce activities. In recent past smartphones became integral part of human life, it is being used in daily activities like video calls, online shopping, e- banking, browsing, entertainment, education, cooking, health and fitness, travel and many more apart from calls. This transformation happened with advancement in telecommunication technologies and devices especially with Internet of Things, websites and Apps designed to support business online. These supporting activities provided scope for business to expand with cost reduction, Government initiation on implementing IT and IS for enhanced citizen services such as e-banking, e-administration, e-registrations, e-reservations, e-payments and so on. The rules and regulations are framed by government to take action against who surpasses them, in order to create trust in the minds of people to go online for faster and better services. Technological revolutions and its interventions in all sectors are being accepted and followed. All these favorable situations enabled businesses to enter into e- markets by creating convenience for customer to shop online. Some of the e-businesses are even influencing people’s life. Traditional business houses, which are financially strong. Started their own website for market expansion through internet. Small firms who couldn’t maintain websites were looking for the support of third party operated portals for selling their products via e-market. It was observed and treated as an opportunity by entrepreneurs to

enter into e-market by creating the websites to sell products of others involved in traditional retailing, who couldn't afford own websites and update them regularly. These portals run by e-tailors had increased market share by targeting all segments as a whole and within no time they had increase customer base in Multifood. Software professionals designed applications according to the requirements of virtual market operators, where these applications allowed sellers to upload product images that were handled by image interaction technologies in 3D forms. The buyer can view it from any angle just by a mouse click they can purchase it with online payment through banks/UPI supporting e-transaction with simplification of transaction process through secure methods like OTP and payment gateways where the consumers are preferring to shop online using net banking, debit cards, and credit cards. These institutions are linked in networks and are accessed through application programmed for smoother services and even other payment options are provided like EMI or Cash on Delivery service to increase sales. To have a good online shopping experience these online portals designed the user interfaces like websites accessed at desktop/laptop and Android Apps for smartphones that provide mobility. With user interfaces the customers can access all the features provided in portal like product search with filtration option that allows customer to explore according to prerequisites like interested brands, specifications, price range and many more. These online portals settled their brand image in the minds of customer by selling products that may belong to their own in-house brands and other companies with reduced prices by eliminating intermediaries and saving costs, compared to traditional markets. Sellers and customers are benefitted with e-market.

Educated Youngsters who are technology savvy, employees working in public and private sectors, people engaged in business, self- employed and housewives, who are busy with their daily routines and various other works, are highly attracted to shop online compared to other shoppers. The other factors like unavailability of desired brands at real stores, busy schedules that doesn't allow to visit stores physically, price variations between e-market to traditional market, residing in far places, the people with multiple income sources are ready to pay more instead of wasting time visiting stores and losing revenue, people commuting for distance places for the sake of job and others working for long hours and feeling tired lacking energy to move around the stores for groceries, vegetables and other essential products, technocrafts providing updates on offers on products and services at online stores through social media so on are motivating customer to purchase online. So, all the above factors are creating favourable conditions for the growth and development of e- markets. The online shopping portals are allowing the small scale manufacturer's, cottage industries, artisans and others to sell their products to all the segments online through e market that was not easy for them in traditional markets as it was limited. The customers residing at different locations became aware of different brands and products available in different models with price ranging from low to high. Many online portals originated in e- markets to sell various product categories like fashions, clothing and apparel, products for lifestyle, footwear for all age groups, mobiles and accessories, computers/laptops/tablets and add-ons, customised designs of jewellery, cameras and accessories, large and small appliances, kitchenware, gaming consoles, health gadgets, e-books, men's and women's personal care and accessories, baby products, entertainment, sports products, plants, consumables, groceries, gardening tools and so on. These portals now days are not only involved in selling but also providing a platform for the launch of new devices for many companies. Sometimes the sales are immediate when the product is open for sale based on brand offer, worthiness, use, performance and many other factors. There are top selling portals in India promoting different product categories like Amazon India, Flipkart, Pay m, Snap deal, eBay India, Shop Clues and many more.

Marketing strategies are framed and executed by online shopping portals in the competitive environment, as many sellers have entered e-market. In order to attract new customers and retain existing ones these portals are offering benefits to the customer like price discount, offers on limited stock, exchanges, cash back/ discount on product price when paid with specific bank credit or debit card. Such continuous offerings are transforming customers into loyal customers, who are making repeat purchases from the same portal. Businesses with well-organized strategies are growing with increased transactions and market share. In online shopping, loyalty develops when the customer is given special care and attention, such as transforming account to personalized based on previous search for interested products, brands, filters applied, products added to cart and purchases done, along the request for alerts availability of out of stock and many more. Majority of online. Shopping takes place in an isolated behaviour and these portals are providing a space for privacy at search criteria and using software's to protect personal data. These all are handled carefully such that it creates a customer's favourable attitude towards portal and commitment for re purchase through same portal. Sometimes these portals are creating impulse buying behaviour with benefits associated in sale, and influencing customers and non-users. Most of the customers are asked to fill the feedback, give reviews and ratings from the portal they are purchasing frequently.

The present study is confined towards online shopping portals Flipkart and Amazon India with one crore registered customers and above eighty product categories. These portals are rising with increased sales and waging competition to one another and other portals too, They are purveying customers with new marketing strategies according to changing market. Conditions and competitor moves and changed customer trends. Artificial Intelligence is empowering the e-tailers with valuable customer intelligence to forecast future consumer needs.

Marketing strategy is the key and effective factor for the success of a company, in attaining goals and objectives. It is a decision taken to gain competitive advantage over other firms in the market. Marketing strategies are not similar at all times and differs from firm to firm, geographical area, brands, customer perceptions, behaviour and expectations and so on. The strategies undergo a change in tune with product life cycle, competitor attractiveness. Steps, changing customer tastes and preferences, political, environmental, economical, technological conditions. Marketing strategies contains statement of business company, value the company is going to give to its customer or total market segment upon buying products or services. Marketing strategy focuses on the product and service positioning at e-markets, in order to attract new customer and retain existing customers. Majorly digital marketing is applied through blogging, social media, e-mail, pay per click ads, content marketing, account based marketing, Internet marketing, paid media advertisement, Ad words and so on in e-markets. The online portals concentrated only on customer perceptions, intentions, needs and requirements. Products are the one that fulfill customer requirements, called as customer solutions. The other factors considered were like the cost customer is willing to pay for products and services, convenience of shopping and effective communication systems that convey promotional offers directly. Artificial intelligence systems support at the time of shopping, customer care executives and chat boats are present to handle queries and issues of customer.

Flipkart is Indian based company formed in 2007 at Bangalore, by Sachin Bansal and Binny Bansal who were the ex-employees of Amazon. Flipkart initially was seller of books in online and with favourable conditions and encouragement from customers, expanded to different product categories with more number of sellers to serve all the segments with an undifferentiated strategy. The marketing strategies adopted by Flipkart is influencer marketing, kidult shows, Bollywood actors campaigning, emotional taglines on special days, promotions on different product and brand categories and their availability, shopping sale days with offers, deals, discounts, time oriented return and replacement policies with prompt delivery services and so on. The behavior and psychology of customers is studied by aiming at seeking information on changing needs and wants of customers. The monetary income of customers increased, correspondingly purchasing pattern of customers changed. Flipkart started its own in-house brand 'Dig flip' and own fleet 'E kart' for logistics efficiency.

Amazon India is a subsidiary of Amazon seller services from Amazon.com. It was established in 1994 and the founder was Jeff Bezos. The business is related to technology services in AI, Digital streaming along with cloud computing. The business expanded to several countries and entered into Indian market in February 2012 through Junglee.com as a trial. It operated this portal to compare the products in the terms of prices, specifications with filter options. Later it started selling all kind of products and now it is providing entertainment services on the name of Amazon. In. It conducted a promotional program to increase sellers by making them aware and benefits associated with selling online with "chai cart moving on Indian roads. Amazon has setup fulfilment centres to increase business services. Amazon marketing designed its strategy that comprises components like SEO, AMS, direct marketing, affiliate marketing and reviews. Amazon marketing channels can be grouped into two types: Internal, consists of SEO and PPC; External, consists of PPC on Google, Face book, YouTube, Instagram, Twitter, Forums and blogs etc. Amazon increased its business by wonderful emotional and attractive marketing by integrating online marketing channels towards the targeted segments with associate programs. Amazon increased the social and online advertising by sponsored search and promotions in traditional televisions.

Flipkart and Amazon India are more active in e-market than other online portals. They are in competition to one another by acquiring many other portals doing online business with. Different product categories. These portals are designing and employing different marketing strategies time to time by encouraging sellers to sell their products through their portals and motivating customers to purchase online by showing more benefits that they don't get when purchased through traditional shopping. They are in fierce competition with increase in their storage houses, fulfilment centres, logistics, offers, deals, discounts, customer care and reaching consumers in metros, cities and even at rural areas to satisfy their customer shopping requirements. These companies are conducting the sale day's yearlong like Big Billion day, Great Indian Sale, festive sales, furniture, mobile days, savings day, deal of the day and many more to attract customers with numerous offers and gaining huge sales in short duration. In this study an attempt is made to know the customer opinion towards marketing strategies and usage of technology in promotions, offerings, policies, customer relationship activities of Flipkart and Amazon India.

## 1.2 THE OBJECTIVES OF STUDY

- To know the customers awareness about online shopping portals Flipkart and Amazon India.
- To study purchasing pattern of customers at Flipkart and Amazon India.
- To know the impact of sales promotion schemes Flipkart and Amazon India on online purchases.
- To study about the Flipkart and Amazon India's facilities made available for their customers to undertake online shopping.
- To study the marketing strategies of Flipkart and Amazon India.

## 1.3 HYPOTHESES

Ho: There is no significant difference between online shopping facilities of Flipkart and Amazon India

H' There is a significant difference between online shopping facilities of Flipkart and Amazon India

Ho: There is no significant difference in online shopping days of Flipkart and Amazon India

H There is a significant difference in online shopping days of Hipkart and Amazon India

Ho: There is no significant difference between promotional offers of Flipkart and Amazon India.

H<sup>1</sup> There is a significant difference between promotional offers of Flipkart and Amazon India

Ho: There is no significant difference between delivery services of Flipkart and Amazon India.

H There is a significant difference between delivery services of Flipkart and Amazon India

Ho: There is no significant difference between customer care services of Flipkart and Amazon India

H' There is a significant difference at customer care services at Flipkart and Amazon India

Ho: There is no significant difference between marketing strategies Flipkart and Amazon India

H<sup>1</sup> There is a significant difference between marketing strategies at Flipkart and Amazon India.

## 1.4 RESEARCH GAP

The previous research studies were conducted on online sales and marketing, they were not comprehensive so the present study has been proposed with an intention to examine how Flipkart and Amazon India online portals are attracting customers, to know their expanding strategies and business growth strategies.

## 1.5 NEED OF THE STUDY

It is important to know the trends of market, for business growth and development. The market trends are more towards online sales, changing scenario of sales platform more in virtual markets where the customer can experience real-time 3D technologies, thus it is very crucial for seller to understand micro and macro changes that will reflect the changes of demographic, psychographic and income of the customers.

## 1.6 SCOPE OF THE STUDY

Flipkart and Amazon India has got significant growth in sales year after year and increase in the registered customer base. Both these portals are most preferred for online shopping along with other online portals that are covering metro's, urban and rural pin codes with millions of registered users, abundant products, fulfillment centers, logistics networks to perform daily shipments of orders. Flipkart and Amazon India are offering many brands which are available from low to high ranges with various product categories with available models at reduced prices, lucrative offers and deals, committed fast and reliable delivery service. These portals proved themselves to be reliable and honest in providing customer services. They are providing facility to shop at any time from any location through use of website or android App. These portals are in fierce competition to increase registered customers by meeting their demands and expectations.

The study is focused on online marketing strategies of Flipkart and Amazon India as they are attracting most of the customers towards online shopping than visiting the stores physically. The study is done based on customer opinions and preferences towards the business aspects of Flipkart and Amazon.

## 1.7 THE RESERCH STUDY LIMITATIONS

1. Study is done to discern online shopping experiences of respondents purchasing at Flipkart and Amazon India. The respondents are from Metro and District cities such as Hyderabad, Secunderabad, Mahabubnagar, Nagarkurnool and Wanaparthy. The primary data was collected from respondents by administering a questionnaire offline mode and online mode other portals are not covered.
2. The respondents neither exclusive online shoppers of Flipkart and Amazon India, they are also using other shopping portals too.
3. The study covered facilities like website, App, products and services, location, advertising, deals and offers, sale days, prices and offers, payment modes, delivery services, return and replacement policies, customer care services offered during the study period.



4. The research is accentuated on operational marketing strategies of Flipkart and Amazon India not on strategic marketing.
5. Sample selected doesn't represent total universe and there can be a difference in reality.

Undeterred by limitations, analysis focuses on apperception of online shopping competence and opinion about Flipkart and Amazon India marketing strategies principally. The research is explanatory and has a scope for further research.

## CHAPTER-2

### REVIEW OF LITERATURE

Shaloo Khare (2019) says with the changes in technology buying goods have become faster, smarter and convenient. Any product can be purchased just by one click on their smart phone and can have product at doorsteps. Now a day's shopping has been redefined Younger generation are very much inclined towards online shopping. Online shopping attracts everyone but it attracts youth more and majority of online shoppers are students and employed youth. The study was conducted to know customer satisfaction on Flipkart. Survey revealed that Amazon was best as in the words of author he mentioned that Amazon India understood Indians very well and made its roots stronger in India. Flipkart is giving tough competition to Amazon even though it is new company when compared to Amazon. But Flipkart is going to do well in Indian e-commerce market soon..

Prof. Bhoomi Ahuja (2018) says customer perception towards products decides the future of product. Present virtual markets are making a customer analyze his needs, desires to purchase products online. The research made an attempt to understand the perception of the customer while choosing between Flipkart & Amazon. Comparison was done based on the experience of the customer shopping experience; value added services, offers. The comparative study presents business strategy used in ecommerce market of Oki & Amazon that influence customer's perception. The innovative thinking, offers and advertisement is helping to reach more consumers. They increased in network to make strategies accordingly. Based upon consumer's survey, it was found that Amazon is the market leader in electronics Flipkart being comparatively new in the market it is still giving competition to Amazon.

Ms. Sneha Ravindra Kanade, Raymond Swaraj Peters (2019) explores about advertisements convincing people to buy products. All advertising contains both information and persuasion. E-Commerce giants use the advertisements and sales promotions techniques to ensure sustainable development. The research explained that Flipkart is performing well; the numbers of customers are increasing day by day. Still the

company has to take steps to improve in selling the quality products. Advertisements should be given at newspapers, magazines, television, social media etc. Company should promote their brand through more advertisements to compete with companies like Amazon.

Dr. Bharti Wadhwa and Dr. Anubha Vashisht, Ms. Davinder Kaur (2017) presents about the facts behind formation of Amazon in India by expecting online shopping market in India will reach \$15 billion by 2016. Objective of the study was to find the challenges faced by Amazon India during initial years and what strategy it followed to overcome the challenges. Amazon worked on complex business challenges to innovate and create efficient solutions for Amazon businesses, that included Amazon websites along with Payments, Transportation, and Digital products and services like the Kindle family of tabs, e-readers etc. Reasons of its success were the finest talent and strong leaders with proven experience working to make Amazon the Earth's most customer-centric company. Apart from this Technological innovation drives the growth of Amazon, offering customers more selection, convenient shopping, and low prices.

Padmanabh B (2013) says the E-commerce space in India has many online players like flipkart.com, Myntra.com, Fabmart, India plaza and India times shopping. Amazon.com. made an indirect entry through Junglee.com in India as the result of government policy towards foreign direct investment. Government of India announced on September 2012 the revised foreign direct investment policy in retail with foreign investments blocked in e-commerce sector. Amazon and flipkart.com are having a spectacular growth since its inception. As per Indiaranker.com ranking the flipkart.com takes the second position. With the indirect entry of Amazon.com and huge investments in the Ecommerce space the flipkart.com has to gear up with marketing strategies to take its competitor Amazon.com.

Dr.K.Kumar, R.Mythili (2019) they made an attempt to examine the comparison of customer satisfaction on Flipkart and Amazon. They said that online stores can increase their reputation by effective marketing strategies like demonstration of videos, availability of variety of products at low cost, timely delivery. They increased their reach to consumers as much as possible. The study covered the aspects customer satisfaction and comparison between the sites. The Survey resulted in knowing that both Flipkart and Amazon are more or less equal in satisfying the Consumers.

Preetis Khanna, Brinda Sampat (2015) explained about growth opportunities in Indian e tailing sector for the companies like Flipkart and Amazon.in. The study was made to understand the strategies adopted by Flipkart and Amazon.in during "Diwali festive season" in the year 2014 to keep their consumers captivated and thereby increasing profits. The online retailers have to understand their line of business for which information is needed in real-time. Technologies like social, mobile, analytics, and cloud (SMAC) are really disruptive and due to which there is a lot of challenge faced by online retailers. The challenge with mobile is stickiness Le. Consumers may download one or two apps, book the tickets or do shop, and then remove it. With the lessons learnt from the "Diwali festive season 2014" e-tailers are now trying to make the most of the next big opportunity which is Christmas season. There is still a huge potential in an Indian context as these e-tailing giants can choose to limit themselves to the major



festivals and could also take an advantage of special days such as Children's day, Father's Day or Mother's day to keep consumers constantly engaged with them.

Prabhjot Kaur (2015) Says that E-commerce has broken the technological and geographical barriers and reached the doorstep of individual in India. Popular portals such as Flipkart are spearheading and switching offline shoppers into online shoppers Flipkart has made a name with market share in the online market and is a threat to the retailers by its marketing strategies. In the metros, shortage of time is a big driver for online shopping. On the other hand, accessibility to a variety of products makes audiences from smaller towns and cities opt for the online shopping. The e-retail hero Flipkart has been able to satisfy the needs of customers

Nandhini Balasubramanian, Isswarya (2017)" made survey on customer satisfaction and the comparison about two big e-tailers "Flipkart and Amazon". In the competitive market one has to be lead and rest will follow. Based upon consumer's survey, Flipkart satisfies the customer in terms of website usage, delivery and order tracking. However, Amazon gives tough competition to Flipkart which satisfies the customer in the aspect the quality of product over products sold at Flipkart.

K Francis Sudhakar, Habeeb Syed (2016) explained by making an attempt to critically examine various corporate and business level strategies of Flipkart and Amazon. Comparison was made upon considering the e-commerce challenges, their business model, funding, revenue generation, growth, survival strategies, shoppers online shopping experience, value added differentiation, and product offerings. A comparative study was done on Flipkart.com with its competitor Amazon.com using different strategies to succeed in e-commerce market.. The study revealed that Flipkart is giving very tough competition to Amazon and both are performing well in Indian e-commerce market.

Dr. Yogesh D Mahajan (2017) explained that the India's retail market is likely to grow at a Compound Annual Growth Rate of 10 per cent to US\$ 1.6 trillion by 2026 from US\$ 641 billion in 2016. Various online retailers like Amazon, Flipkart etc. Are enticing customers through innovative marketing strategies and services. It is necessary to understand factors that drive Indian millennial to particular online retailer in India and perceptions of millennial towards these online retailers. From the analysis, various factors for selecting online retailers are website design and response and actual service provided by the online retailer. In addition security at the time of online transaction and confidentiality of data are also important factors. There is cut throat competition between Amazon and Flipkart. Now they are offering huge discounts on various products to convert offline buyers to online buyers. But it is not sustainable in the long term. They need to create loyal customers for the brand. New innovative marketing strategies are required to retain the existing and new customers. They found that consumers compare price of the product at the time of purchase and there is no difference in perceptions of millennial regarding the services provided by the Amazon and Flipkart.

Prashant Pathak (2015) says that the size of Indian e- retail industry is poised to be 5 32 billion by 2020. Online shopping is booming in India and Flipkart have changed the shopping habits of a common man. Author mentioned about challenges at e-commerce market as well. As various concepts like logistics and shipment, discount and offers, customer experience, & innovative market strategy. To stay country biggest online retailer the company has to handle its challenges. Acquiring public interest it has a complex formula, it commands for persuasive nature of the company, precise and timely decisions by the management and innovative methods, Flipkart has shown sign of these quality time to time, that made the company to be top now.

Reetika Bhardwaj, Vinod Kumar Bishnoi (2019) opined that consumers are moving from the conventional traditional stores to the new online stores for shopping. Reduction in the data tariff rates by network service providers and usage of smart phones by the people is leading to a rise in e-retailing. Presence of 24/7 services, convenience, growing internet infrastructure and time crunch for visiting the physical stores has led the e-retailing a lot of attraction from the consumers. Currently, there are two major players in the online retail industry in India ie. Flipkart and Amazon. The companies were compared on various parameters. A comparison of domestic company Flipkart is over and above the foreign company Amazon in terms of revenue and gross merchandise value. Amazon is ahead of Flipkart. Amazon is comparatively more innovative than Flipkart in providing services like as Amazon alexa. Amazon drones and Amazon kindle. In terms of affiliate programs, acquisitions and promotions both the companies are more or less on the same platform. There is a cut throat competition between Flipkart and Amazon which requires both the companies to constantly evolve new methods and strategies for attracting the customers. They found that the companies will lag behind in developing the marketing strategies and would not be able to give a stiff competition to the other and eventually over a period of time would suffer al setback

De Kishore Kumar Das, Affreen Ara (2015) explained that on concepts that are fuelling growth in ecommerce sector. Growth in usage of mobile and internet has facilitated. Ecommerce business expand in both urban and rural cities. In India the Ecommerce has been challenged by legal hassles, logistics and many factors like the Companies to expand their business through advertisement, branding, logistics, reverse logistics, supply chain management and customer services. Understand the security requirements like confidentiality, privacy of data. Providing superior website experience coupled with customer service, cater need of local population by developing website in local languages. Companies will need to work harder to provide better service to customer.

Gurneet Kaur, AbhinashSingla (2016)<sup>15</sup> concluded that the e-commerce is developing apidly, buying products on-line has become common due to variety of options, low cost value high discounts and speedy delivery systems. In the meantime fake branded products are delivered too. So users' comments become the vital data to evaluate the product's quality and purchase it. They conducted an empirical study of efficacy of classifying product review by semantic meaning. Through the analysis of the fundamentals of opinion mining, pros and cons of past opinion mining systems and supply some directions for the future analysis work.

## **CHAPTER-3**

### **RESEARCH METHODOLOGY**

Procedure used to conduct research is descriptive longitudinal studies; it is carried out in select cities like Hyderabad and Secunderabad. Some of the rural towns like Mahabubnagar, Nagarkurnool and Wanaparthy were also taken. A structured Questionnaire was developed and sent online using e-mails, due to Covid -19 pandemic. The respondents of online shoppers both at Amazon India and Flipkart contacted on the basis of registered data. The respondents were hailing from various regions and locations. The variety is the central basis of this study, varied problems have been dealt in a systematic order. Concepts in the study like research design, study place, use of sampling procedure, data collection tools for survey, methods for processing data and conclusions, various statistical techniques exercised for finding accuracy and relevance and significance are detailed to assert research rigor.

#### **3.1 RESEARCH DESIGN**

An exploratory and analytical design is used to comportment study. It is used to understand the online shoppers their perceptions, views and shopping experiences through online flat forms like Flipkart and Amazon India. There is a commonly agreed opinion that interpretive study is simple and accurate.

##### **Study Area**

Study is conducted at Hyderabad. Secundrabad, Mahabubnagar. Nagarkurnool. Wanaparthy District and rural areas, as well as online questionnaire was used due to the Covid-19. Most of the population is with android mobile and being aware of online shopping and buying products online.

#### **3.2 SAMPLING**

The respondents are the house holds of the cities, they are divided by wards and lanes, the sampling frame used is the house numbers mentioned in municipalities, the target respondents are randomly selected and before pandemic certain amount of data collected directly from households. Respondents are selected at random from Hyderabad and Secundrabad and select towns of Telengana state.

##### **Sample design**

Multistage random sampling is used to collect data. Online shoppers were corralled with accounts at Flipkart and Amazon India at first stage. In the second stage location was found, third stage house

number and then randomly contacted customers for collecting primary data in select cities of Telangana state.

### 3.3 COMPUTATION OF SAMPLE SIZE

Krejcie and Morgan formula (1970) was used to determine the sample size from a finite population to eliminate the bias in selection process. Calculation is drawn on  $P = 0.05$ , where probability of bringing off error may be under 5%.

$$- \quad NP(I-P)/(N-1) + P(I-P) = \text{Required Sample Size}$$

$X^2$  = the value present in table of Chi-square for 1 Degree of freedom at a confidence level of 95%, (1.96 1.96=3.8416),

$N$  = the population size

$P$  = the population proportion (0.5)

$E$  = margin of error (0.05)

#### Flipkart Sample size calculation

$N = 100,000,000$  registered customers in India

$$= 3.8416 * 100,000,000 * 0.5(1-0.5) / (0.05) (100,000,000-1) + 3.8416 * 0.5(1-0.5) = 384.15$$

#### Amazon India Sample size calculation

384.15

$N = 100,000,000$  registered customers in India

$$3.8416 * 100,000,000 * 0.5(1-0.5) / (0.05) (100,000,000-1) + 3.8416 * 0.5(1-0.5) = 384.15$$

384.15

Total Sample size = 384.15 - 384.15 - 768.30 ie. 768 Sample Size

The formula suggested 768 but I have taken a sample of 1000 respondents for better analysis.

Hence the sample size is 1000 respondents.

"India has got as 2020 around 696.73 million internet user base with E-Commerce". (Sandhya Keelery, Oct 16, 2020). The total number of registered customers at Flipkart is more than 100 million as it is leader in Indian e-commerce industry with highest credibility and maximum reach. Amazon India has

got over 100 million registered subscribers where the company is providing services to meet the requirements of the customers through the sellers products and services.

### 3.4 DATA SOURCES

Primary data is taken from online shoppers from the study area Hyderabad and Secundrabad and select towns of Telangana state, Mahabubnagar, Nagarkurnool, Wanaparthy Districts and different rural places through offline and online questionnaire. Secondary data is collected from Articles published, National & International Journals, Text Books, Doctoral Thesis, Magazines, websites etc.

### CONSTRUCTS AND VARIABLES IN THE STUDY

- Products
- Deals and Event Sale
- Prices and offers
- Payment systems
- Delivery of products
- Return and replacement policies
- Customer care services

### 3.5 SURVEY INSTRUMENTS

The tools used in the research are questionnaire and interview methods. Part I of questionnaire is related to personal profile of respondent and part II has Likert scale for assessing online shopper's experiences on various aspects. The Questions are related to marketing strategies, facilities and other options provided by Flipkart and Amazon India.

A set of 25 questions are designed with Five Point Likert scale concerning facilities and Online Marketing Strategies of Flipkart and Amazon India to measure. The psychometric scale is designed with five points to collect the rating of responses on as Strongly agree [5], Agree [4], neither agree nor disagree [3], Disagree [2]. Strongly disagree [1] and measure the scores based upon the value opined by online shoppers.

#### Questionnaire pre-testing

Questionnaire was examined on a sample of 100 online shoppers at Flipkart and Amazon India. The respondents revealed their experiences on shopping over these portals and some questions were modified regarding the facilities provided with by the Flipkart and Amazon India with questionnaire pretest.

The amended questionnaire is finalized to collect the primary data from the respondents

### 3.6 DATA ANALYSIS

Primary data is analysed accordingly to the priority of questions, the information collected from respondents arranged in clear order and preference. The entire data collected is in qualitative nature; the responses are divided into codes and decode which are recorded into worksheet of MS-Excel. The spreadsheet created with complete data in uniform nature suitable for cross tabulation was used in SPSS for statistical analysis of variables. Some of the Tables with percentages and charts were prepped for analysis. Later on the descriptive statistics were prepared for the data analysis.



## CHAPTER-4.

### DATA ANALYSIS AND INTERPRETATION

This chapter consist data analysis and research results pertaining to comparative study of Flipkart and Amazon India. Online e-tailing industry strategies are attracting customers towards online shopping with promotions that benefits customers. The sample size is 1000 respondents consisting of individual customers like students, employees, business people, housewives and people engaged in other works, who possess accounts at both online portals Flipkart and Amazon India. The analysis is done on the opinions collected from the respondents through a structured questionnaire.

Analysis is done on various facilities provided to the customers that are motivating them to purchase online with different changing strategies time to time at both the portals. The sample consists of respondents who are purchasers from both the Flipkart and Amazon India.

1. Section I: it includes basic questions that give the information about the respondent gender, age, education qualification, profession, and monthly income, number of times of purchase and accounts at Flipkart and Amazon India as well as the loyalty programs offered by these online portals.
2. Section II: It consists of questions related to comparison between Flipkart and Amazon India facilities like user interfaces provided the website and App, products, comparison of products, payment options, information dissemination, prices, offers & deals, product tracking, delivery, guarantee & warranty, return and replacement policies and customer care services.

The study is made to analyze and comprehend the Marketing Strategies of Flipkart and Amazon India.

- The Marketing Strategies are under taken in the study:
- Technology: User Interface (Website & App), Comparison, Order Tracking
- Competitive Advantage: Prices, Offers & Deals, Payment options
- BCG Matrix Products
- Brand Equity: Shopping Days, Information Dissemination
- Distribution Strategy: Shipping costs, Product Delivery
- Customer Analysis: Account, Purchases, Customer Care

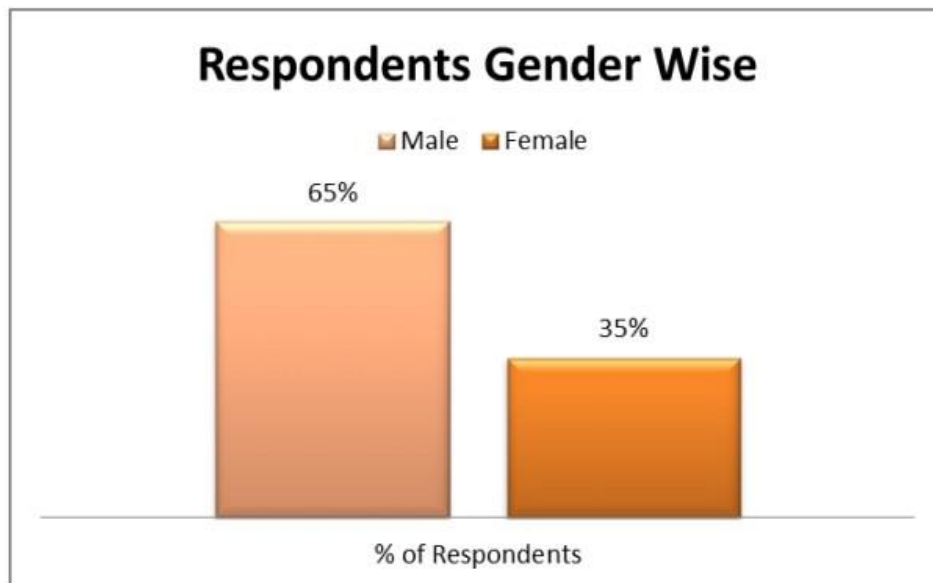
The opinions are coded and posted into the MS-Excel spread sheet with appropriate coding's, later SPSS calculations are run to perform the Chi Square test for comparison of strategies implemented by Flipkart and Amazon India. Based upon the results interpretations are drawn.

**Table 4.1: Respondents Gender Wise**

Gender	No of Respondents	Percentage of Respondents
Male	648	65%
Female	352	35%
Total	1000	100%

Source: Primary Data from respondents

Respondents contacted were 1000 and among them 648 were male and 352 female that is in percentage 65 and 35 respectively. It also depicts that the majority of online shoppers are males.

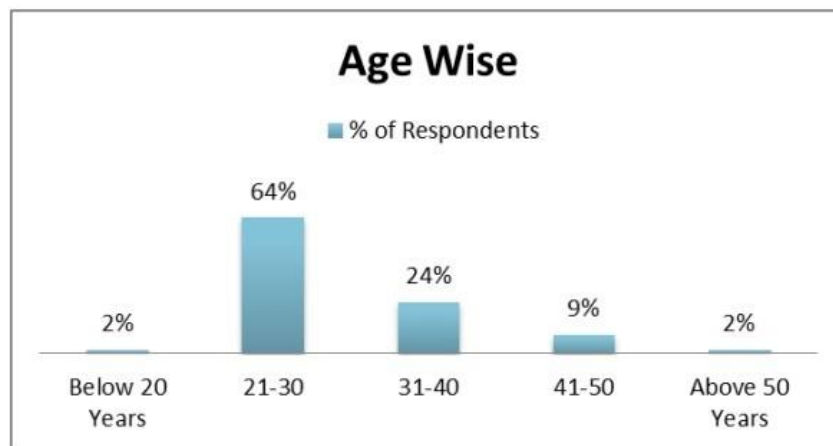


**Table 4.2. Respondents to Age groups**

Respondents Age	Number of Respondents	Percentage of Respondents
Under 20 Years	16	2%
21-30	637	64%
31-40	242	24%
41-50	89	9%
Above 50 Years	16	2%
<b>Total</b>	<b>1000</b>	<b>100%</b>

Source: Respondents primary data

The above table shows the age wise distribution of respondents. It is evident that 637 respondents are under the age group of 21 and 30 years, the next highest is 242 are in the age group of 31 and 40 years, 89 respondents age is between 41 and 50 years, 16 are below 20 years another 16 are above 50 years. Hence it is concluded that majority of online customers are youngsters



**Table 4.3. Gender and Age-wise online shoppers**

Gender/Age	Male	Percentage	Female	Percentage	Total	Percentage
Below 20 years	8	1%	8	2%	16	2%
21-30	414	64%	223	63%	637	64%
31-40	162	25%	80	23%	242	24%
41-50	56	9%	33	9%	89	9%
Above 50	8	1%	8	2%	16	2%
Total	648	100%	352	100%	1000	100%

Source: Primary Data from respondents

It is found from the above table that majority of Flipkart and Amazon account holders are males which is 64 percent and 63 percent are females, it is also apparent majority male and female shoppers age between 21-30 years age group. 25 percent male and 23 percent female are from 31-40 age groups. It is inferred that majority young respondents are highly involved in online shopping compared to other age groups.

**HD:** There is no significant of difference in gender to age groups for purchasing online.

**HI:** There is significant of difference in gender to age groups for purchasing online

### Chi Square Test

Significance	Df	C V	P V
0.05	4	9.487729	0.446

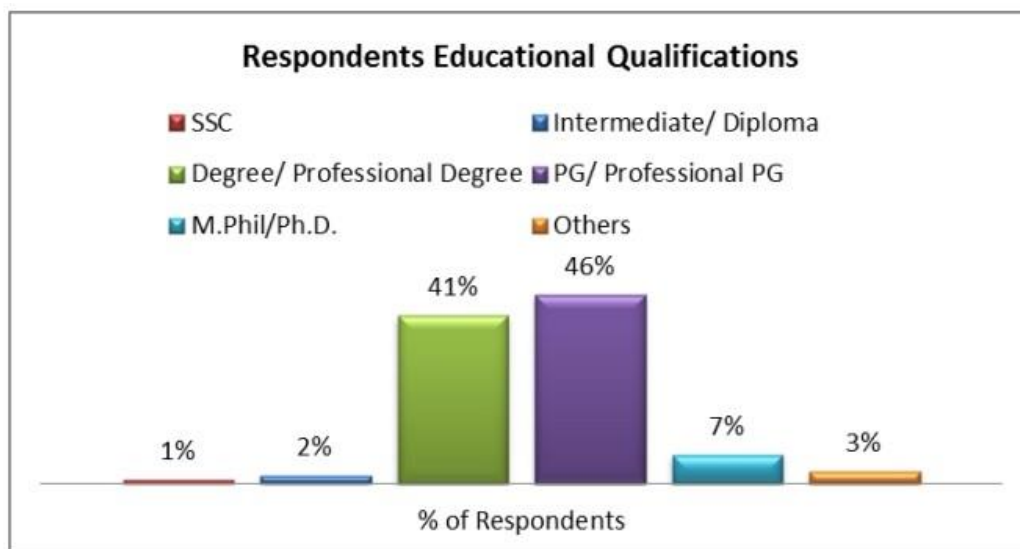
The result from the test reveals that p-value is greater than significance value (0.440.5) and it confirms acceptance of Null hypothesis. It is found there is no significant relation between gender and age group as far as online purchase is concerned.

**Table 4.4 Respondents Educational Qualification**

Educational Qualification	No of Respondents	% of Respondents
SSC	9	1%
Intermediate/ Diploma	15	2%
Degree/ Professional Degree	409	41%
PG/ Professional PG	461	46%
M.Phil/Ph.D.	74	7%
Others	32	3%
<b>Total</b>	<b>1000</b>	<b>100%</b>

Source: Primary Data from respondents

The Educational Qualifications of the respondents are depicted in the above table, who are purchasing goods online, as the study reveals, majority of respondents 461 (46 percent) have completed their Post-Graduation, 409 (41 percent) finished their Bachelor's Degree, 74 (7 percent) have completed M.Phil. & Ph.D., 32 (3 percent) completed other degrees, 15 (2 percent) completed ten plus two and 9 (1 percent) respondents completed just SSC. It was found that majority of respondents have possessed higher educational qualifications, so they are actively involved in online shopping.



**TABLE 4.5 GENDER AND EDUCATION OF ONLINE SHOPPERS**

Gender/Education	Male	Percentage	Female	Percentage	Total	Percentage
SSC	4	1%	5	1%	9	1%
Intermediate	11	2%	4	1%	15	2%
Graduation	308	48%	101	29%	409	41%
Post-Graduation	249	38%	212	60%	461	46%
Others	50	8%	24	7%	74	7%
Ph.D	26	4%	6	2%	32	3%
<b>Total</b>	<b>648</b>	<b>100%</b>	<b>352</b>	<b>100%</b>	<b>1000</b>	<b>100%</b>

SOURCE: PRIMARY DATA FROM RESPONDENTS

The above table presents the educational qualifications and the gender and its relationship in buying online goods and services. The statistical test conducted and the result follows.

HO: There is no significant of difference in gender and education to purchase online

HI: There is significant of difference in gender and education to purchase online

Significance	Df	C V	P V
0.05	5	11.070	1.782

### Chi Square Test

The results of the test is that 'p' value is greater than significance value ( $1.78 > 0.05$ ) and it is found that education and gender has no significant relationship in online shopping.

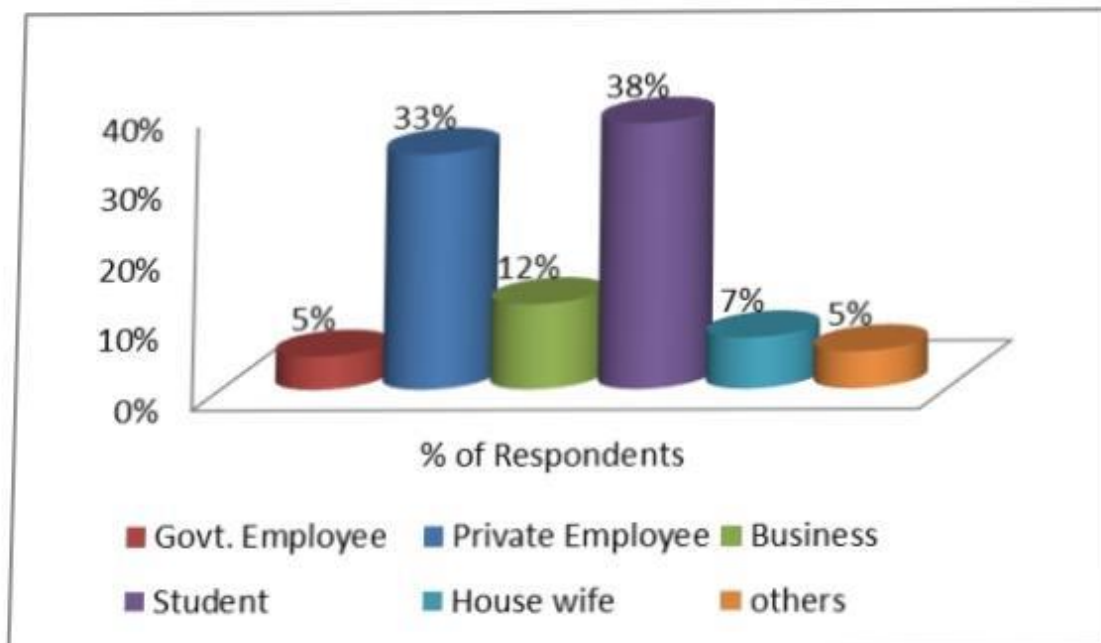
**Table 4.6 Respondents Profession.**



Profession	No of Respondents	Percentage of Respondents
Govt. Employee	47	5%
Private Employee	333	33%
Business	120	12%
Student	376	38%
House wife	71	7%
Others	53	5%
<b>Total</b>	<b>1000</b>	<b>100%</b>

Source: Primary Data from respondents

The above table contains information about the profession of the respondents. Majority are students 376 (38 percent) interested in browsing websites and use multiple Apps, 333 (33 percent) private employees, 120 (12 percent) are either self-employed or small businesses men, 71 (7 percent) are house wife's, 53 (5 percent) from different professions and 47 (5 percent) respondents working in government sector.



**Table 4.7. Gender and Profession of respondents pertaining to online shopping**

Gender/Profession	Male	Percentage	Female	Percentage	Total	Percentage
Govt. Employee	38	6%	9	3%	47	5%
Pvt. Employee	218	34%	115	33%	333	33%
Business	94	15%	26	7%	120	12%
Student	245	38%	131	37%	376	38%
House Wife	0	0%	71	20%	71	7%
Others	53	8%	0	0%	53	5%
<b>Total</b>	<b>648</b>	<b>100%</b>	<b>352</b>	<b>100%</b>	<b>1000</b>	<b>100%</b>

Source: Primary Data from respondents

The above table presents the profession and the gender and its relationship in buying online goods and services.

HO: There is no significant of difference in profession to gender for purchasing online

HI: There is significant of difference in profession to gender for purchasing online.

#### Chi square Test

Significance	Df	C V	P V
0.05	5	11.0705	7.897

Result from the tests says that p-value is greater than significant value ( $7.89 > 0.05$ ). So, it is concluded that there is no significant difference between gender and profession, while buying things on online.

Table 4.8. Respondents Income

Income	No of Respondents	Percentage of Respondents
Dependent	396	40%
Below 10000	64	6%
21000-30000	303	30%
31000-40000	51	5%
41000-50000	110	11%
Above 50000	76	8%
Total	1000	100%

Source: Respondents primary data

Income of respondents are shown in rupees, in the above table, 303 (30 percent) of are eaming 21,000-30,000, 110 (11 percent) are earning 41,000-50,000, 76 (8 percent) respondents income is above 50,000/- , 64 (6 percent) respondents income is below 10,000, 51 (5 percent) with 31000-40000 and the majority 396(40 percent) respondents are depending on parental income and buying several items over online platform.

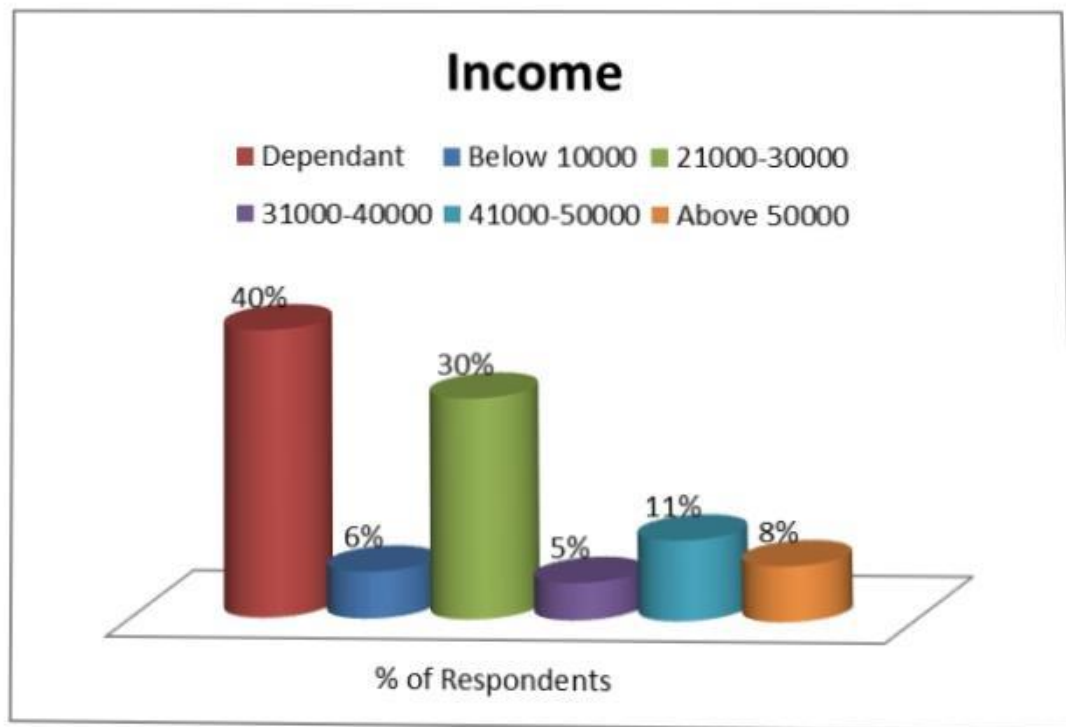


Table 4.9. Relationship between gender and monthly Income of online shoppers

Gender/Income	Male	Percentage	Female	Percentage	Total	Percentage
Below 10000	44	7%	24	7%	68	7%
11000-20000	0	0%	0	0%	0	0%
21000-40000	239	37%	115	33%	354	35%
41000-50000	88	14%	22	6%	110	11%
Above 50000	60	9%	12	3%	72	7%
Dependent	217	33%	179	51%	396	40%
Total	648	100%	352	100%	1000	100%

Source: Primary Data from respondents

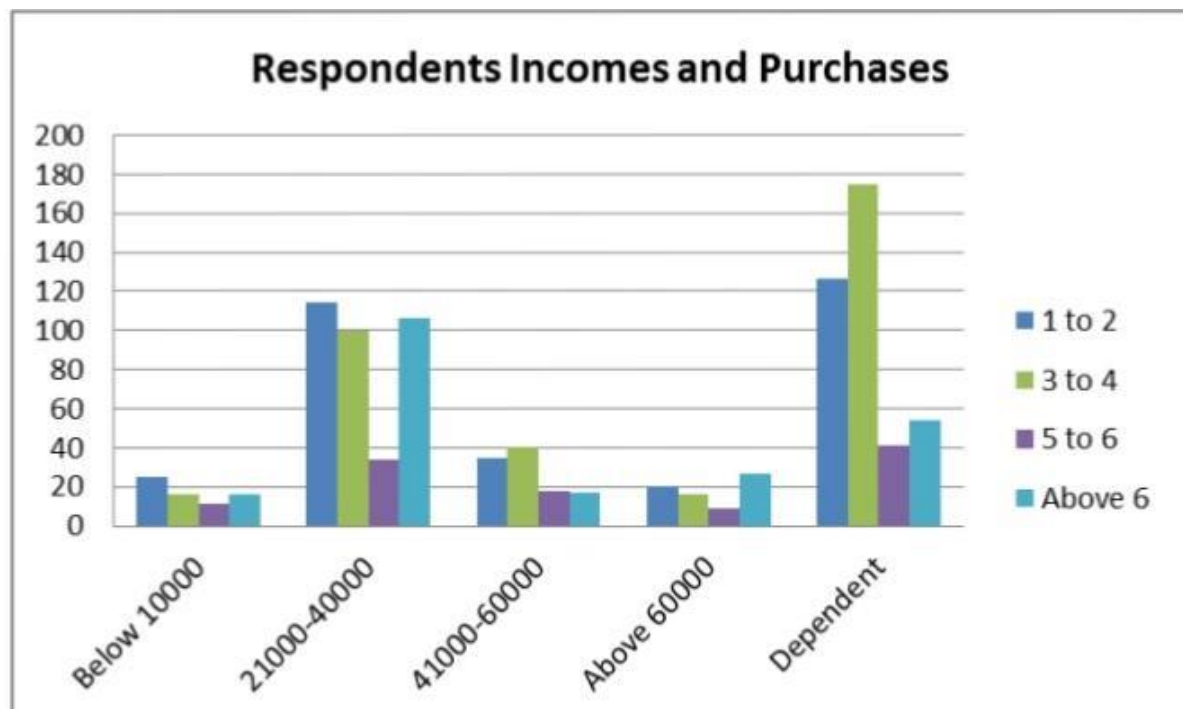
The above table presents the monthly income and the gender and its relationship in buying online goods and services. The incomes of respondents and categorized into five levels, first level below 20,000/-, second level Rs.21000-Rs.40000, third level Rs.41000-Rs.50000 camers, fourth level carners are above Rs.50000 and Next fifth level are dependents on parental income.

**Table 4.10. Monthly Income of online shoppers and purchasing from Flipkart**

Income/Purchases	1 to 2	3 to 4	5 to 6	Above 6	Total	Percentage
<b>Below 10000</b>	25	16	11	16	<b>68</b>	7%
<b>11000-20000</b>	0	0	0	0	<b>0</b>	0%
<b>21000-40000</b>	114	100	34	106	<b>354</b>	35%
<b>41000-60000</b>	35	40	18	17	<b>110</b>	11%
<b>Above 60000</b>	20	16	9	27	<b>72</b>	7%
<b>Dependent</b>	126	175	41	54	<b>396</b>	40%
<b>Total</b>	<b>320</b>	<b>347</b>	<b>113</b>	<b>220</b>	<b>1000</b>	100%

Source Primary: Data from respondents

It can be observed from the above table that Dependents (40 percent) are shopping more for self and family, their income is dependent on parents and relatives.

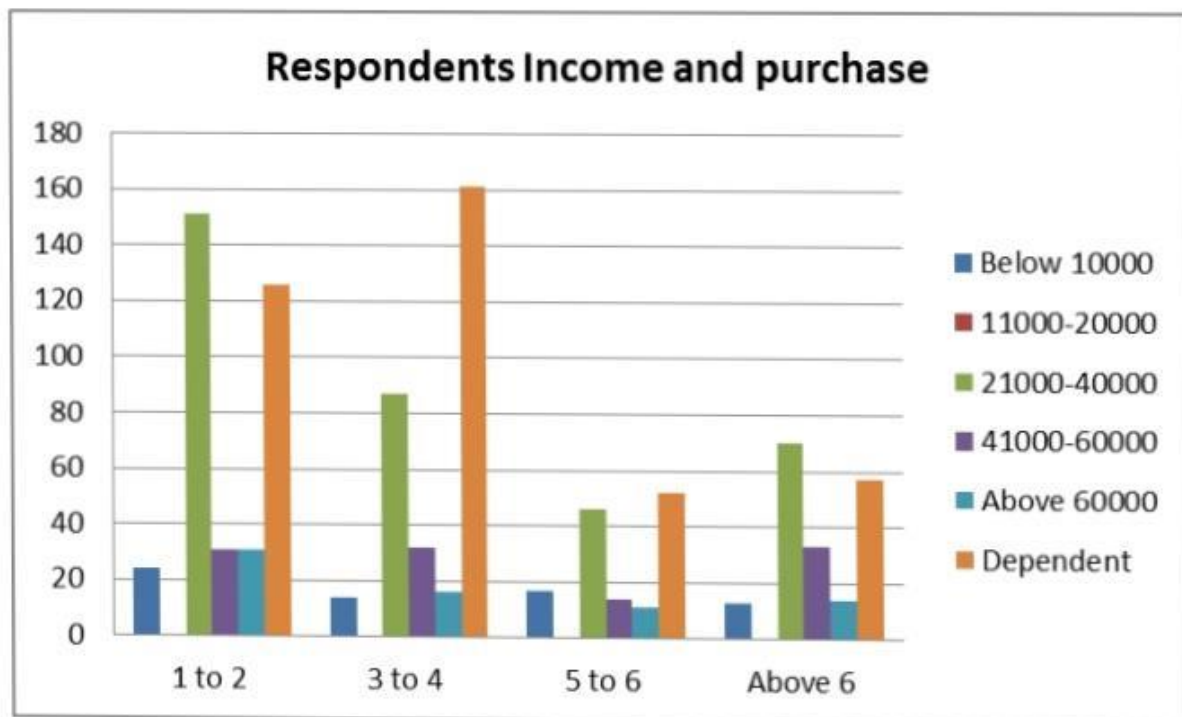


**Table 4.11. Online shoppers and purchasing at Amazon India based on Monthly Income**

Income/Purchases	1 to 2	3 to 4	5 to 6	Above 6	Total	Percentage
<b>Below 10000</b>	24	14	17	13	<b>68</b>	7%
<b>11000-20000</b>	0	0	0	0	<b>0</b>	0%
<b>21000-40000</b>	151	87	46	70	<b>354</b>	35%
<b>41000-60000</b>	31	32	14	33	<b>110</b>	11%
<b>Above 60000</b>	31	16	11	14	<b>72</b>	7%
<b>Dependent</b>	126	161	52	57	<b>396</b>	40%
<b>Total</b>	<b>363</b>	<b>310</b>	<b>140</b>	<b>187</b>	<b>1000</b>	<b>100%</b>

Source: Primary Data from respondents

From the above table dependents are the major buyers, who are purchasing 3 to 4 times, than other income groups buying one to two times, next level income group buying six times in a month.



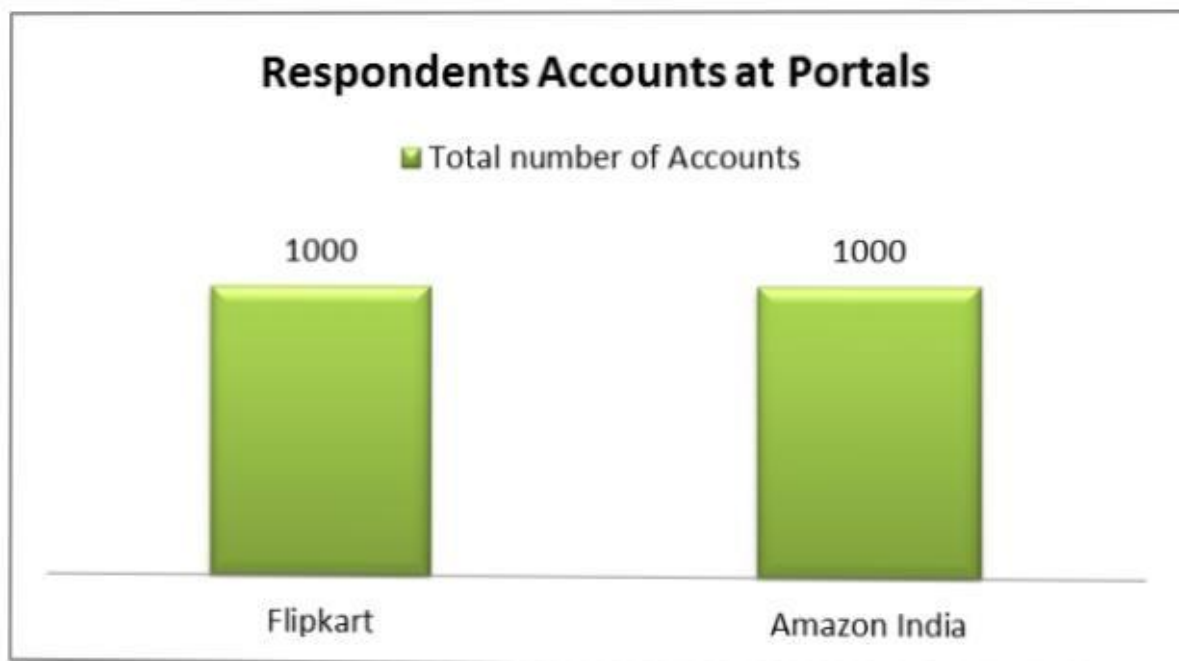


**Table 4.12. Respondents having accounts with Flipkart and Amazon India.**

Online Portals/ Total sample	Flipkart Accounts	Amazon Accounts
1000	1000	1000
<b>Total</b>	<b>1000</b>	<b>1000</b>

Source: Primary Data from respondents

It is ironical but fact that all the 1000 respondents have registered accounts in both Flipkart and Amazon India, all are registered accounts and are active on the official web pages of Flipkart and Amazon India. All the respondents are buying needed products online from Flipkart and Amazon India.



**Table 4.13 Respondents having accounts with Flipkart Plus and Amazon India Prime.**

Online Portals	Loyalty Program Accounts	Percentage of Accounts
Flipkart Plus	464	48%
Amazon India Prime	509	52%
Total	973	100%

Source: Primary Data from respondents

It is found from the study that Flipkart and Amazon India are offering loyalty accounts, as Flipkart Plus and Amazon India prime, most of the respondents subscribed premier accounts from both that is 464 (48 percent) respondents had at Flipkart Plus account, 509 (52 percent) respondents had Amazon India prime account. It observed that the respondents have subscribed these accounts for faster service than normal account.

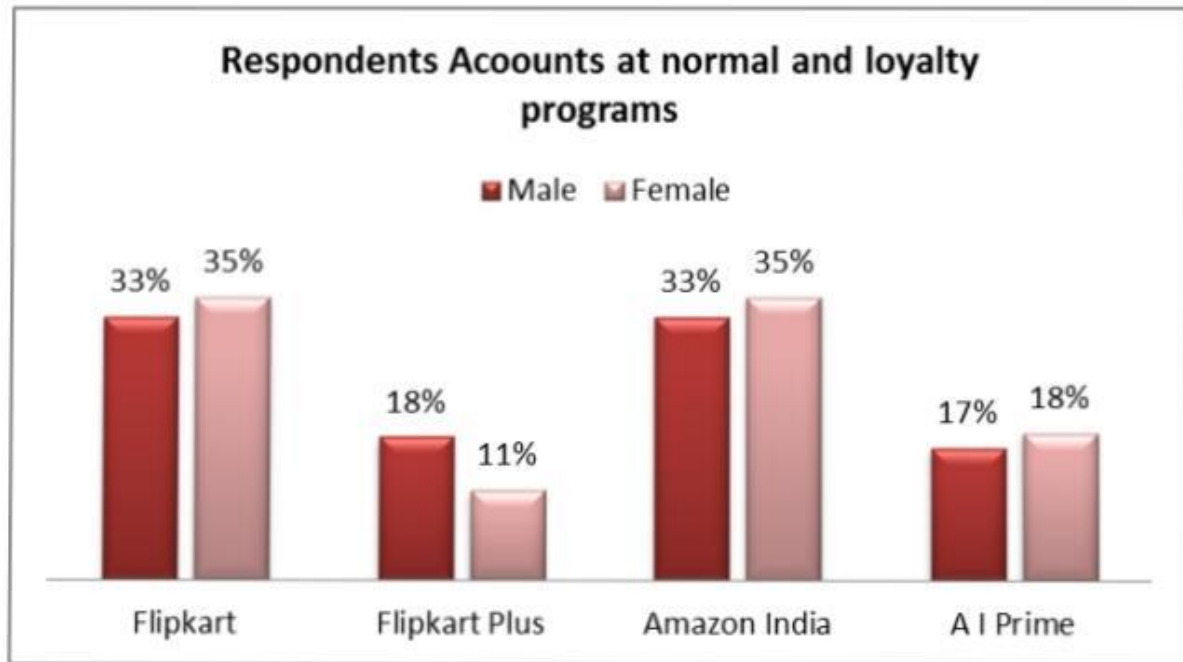


**Table 4.14. Respondents gender to account and loyalty account.**

Gender/Accounts	Male	Percentage	Female	Percentage	Total	Percentage
<b>Flipkart</b>	648	33%	352	35%	1000	33%
<b>Flipkart Plus</b>	352	18%	112	11%	464	18%
<b>Amazon India</b>	648	33%	352	35%	1000	33%
<b>A I Prime</b>	326	17%	183	18%	509	17%
<b>Total</b>	<b>1974</b>	<b>100%</b>	<b>999</b>	<b>100%</b>	<b>2973</b>	<b>100%</b>

Source: Primary Duta from respondents

It can be inferred from the above table that Males (648) and females (352) are having account at Flipkart and Amazon India, from these respondents loyalty accounts are subscribed for Flipkart Plus by 352 male and 112 female and for Amazon India Prime 326 male and 183 females. The respondents subscribed for faster services and special benefits, males opted more compared to females.

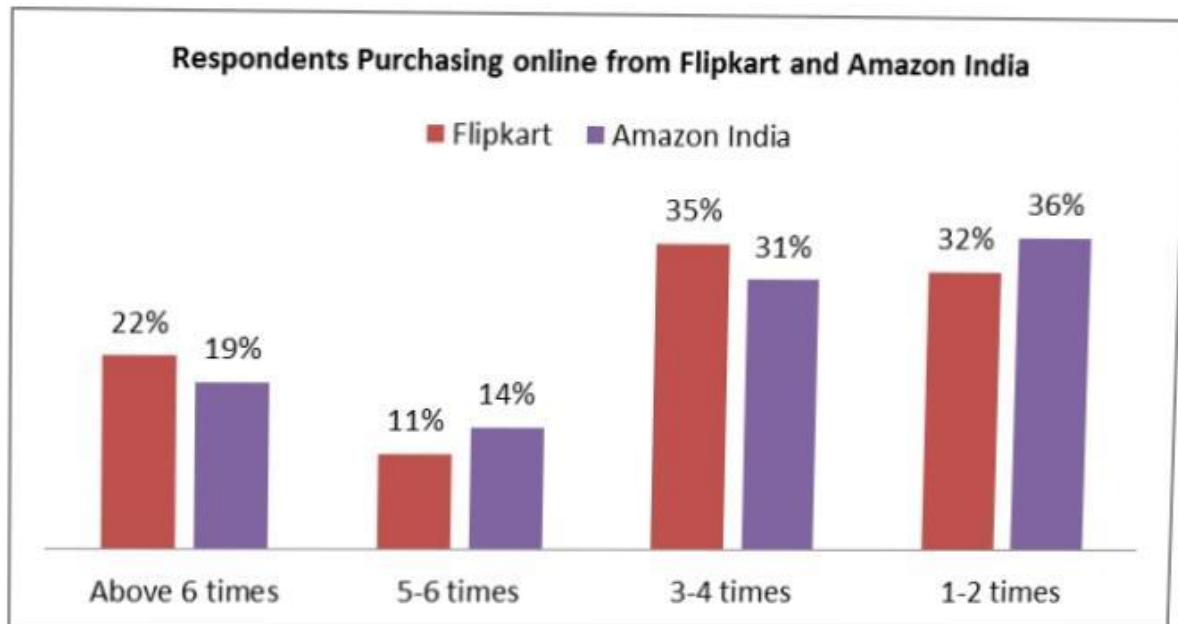


**Table 4.15. Respondents Purchasing pattern in a period of one year.**

Number of times Purchased	Flipkart	Percentage	Amazon India	Percentage	Total	Percentage
Above 6 times	220	22%	187	19%	407	20%
5-6 times	113	11%	140	14%	253	13%
3-4 times	347	35%	310	31%	657	33%
1-2 times	320	32%	363	36%	683	34%
Total	1000	100%	1000	100%	2000	100%

Source: Primary Data from respondents

From the surveyed 1000 respondents, it is found that purchases were done by respondents 35 percent 3-4 times, 32 percent 2 times or at least once, above six purchases by 22 percent and 11 percent buying 5-6 times from Flipkart. At Amazon India 36 percent purchased once or twice, 31 percent buying three to four times, 19 percent above 6 times and 14 percent 5-6 purchases.



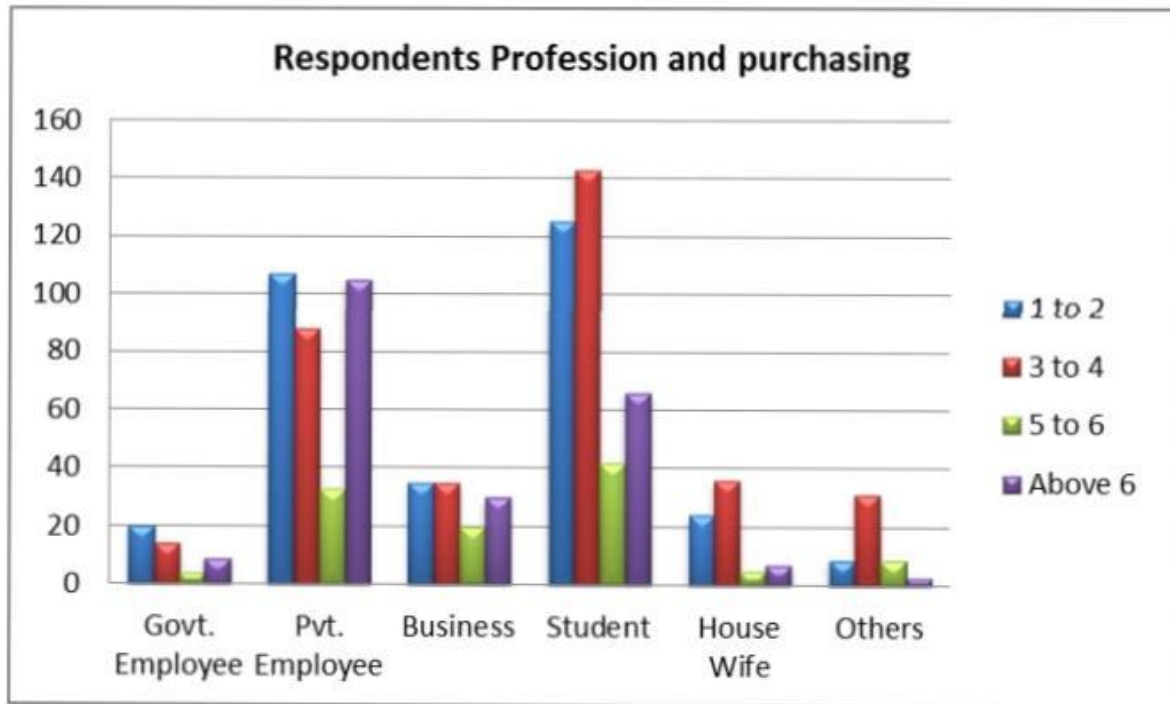
**Table 4.16 Respondents Profession to Purchases at Flipkart**

Profession/ Purchases	Govt. Employee	Private Employee	Business	Student	House Wife	Others	Total	Percentage
1 to 2	20	107	35	125	23	10	320	32%
3 to 4	14	88	35	143	36	31	347	35%
5 to 6	4	33	20	42	5	9	113	11%
Above 6	9	105	30	66	7	3	220	22%
<b>Total</b>	47	333	120	376	71	53	1000	100%

Source: Primary Data from respondents

Above table presents about number of purchases to profession at Flipkart the highest purchases are done by students (376), private employees are (333), respondents engaged in business (120), housewife's (71),

respondents at other professions (53) and Government employees (47). The 35 percent purchases are 3 to 4 times and 32 percent once or twice.



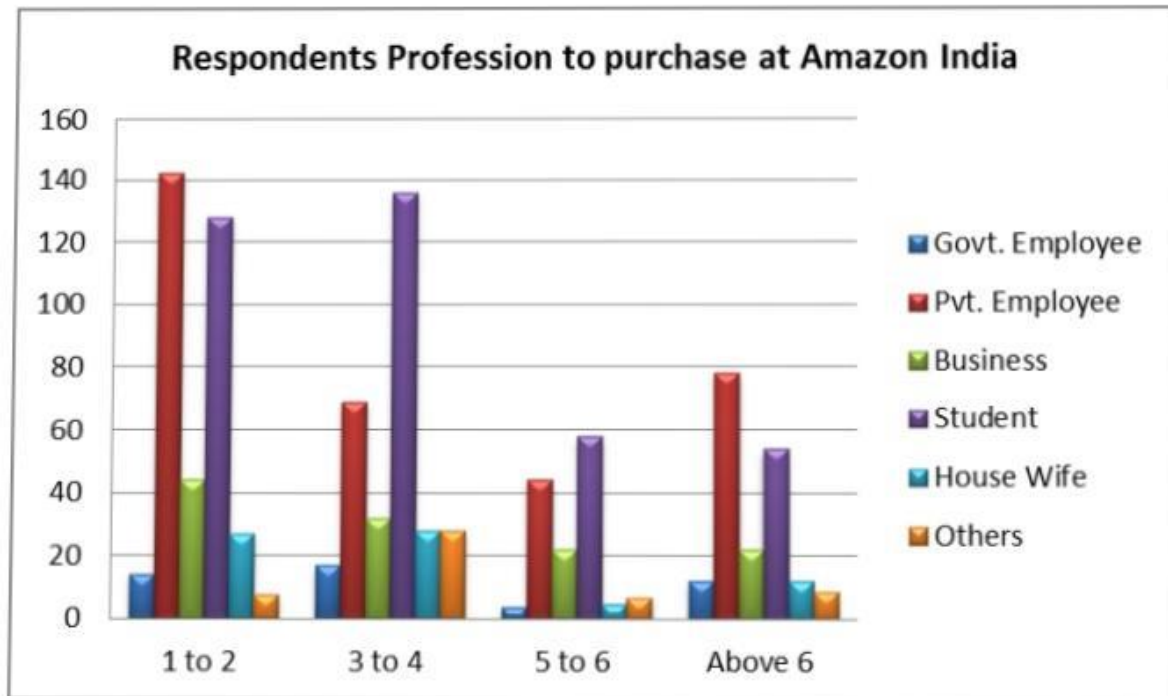
**Table 4.17 Respondents Profession to Purchases in Amazon India.**

Profession/ Purchases	Govt. Employee	Pvt. Employee	Business	Student	House Wife	Others	Total	Percentage
1 to 2	14	142	44	128	26	9	363	36%
3 to 4	17	69	32	136	28	28	310	31%
5 to 6	4	44	22	58	5	7	140	14%
Above 6	12	78	22	54	12	9	187	19%
Total	47	333	120	376	71	53	1000	100%

Source: Primary Data from respondents



The above table presents the highest purchases at Amazon India 1 to 2 times (36 percent) and 3 to 4 times (31 percent). The majority of purchases are by students, private employees, business people, house wife's, Other profession respondents and Government employees.



## CHAPTER-5

### FINDINGS, SUGGESTIONS & CONCLUSIONS

This chapter presents a complete summary of research findings based on the research topic “A study on marketing strategies of online shopping portals- A comparative study on Flipkart and Amazon India”. The research contributions and implications of the study have been listed and the suggestion and conclusions are also being presented. Finally the study throws light on future directions.

The E-Commerce sector in India is increasing with growth of internet population coupled with low data rates, increased mobiles purchase with pre-installed apps in mobiles motivating customers towards online shopping. Nowadays the online retailing industry is in boom with the advancement in online portal sellers, who are creating virtual markets that resemble the real ones. They are functioning 24/7 hours 365 days for the sake of customer with many facilities and benefits. These online portals are providing consumers with multiple brands and models that are attracting towards online shopping. Satisfying customer is the main motto with choice goods and services for different segments that are with predetermined budgets. Mostly the customers are compelled to shop online with promotional strategies that are attractive and beneficial. The increase in number of customer base and serving them efficiently is made possible with the use of advanced technologies. Quality of service increases satisfaction levels of customers that retains existing customers and gets new ones. Both Flipkart and Amazon India are giving tough competition to one another with regard to satisfying the customers. Thus their continuous efforts and struggles are making them the largest online retailers in India.

The gross merchandise value of online retailers is increasing continuously with increase in buyers from tier 2 and even small towns who are purchasing products in similar to metros and tier I city with promotions, influences and attractions from these portals,

Flipkart has generated revenue of approximately 346,1 billion Indian rupees with a 12% increase in its revenue in the financial year 2020, similarly Amazon India has generated 125.56 billion US dollars. The e-tailing business is going to increase in the upcoming days.

### **Findings based on primary Data**

From the data analysis it is observed that male respondents are 65 percent, female respondents are 35 percent out of 1000 sample, hence it is concluded that both genders are showing interest in buying products online.

It is found that majority of online shoppers belong to the age group of 21 to 30 years they are occupying 64 percent total sample and 31 to 40 years age group respondents are 24 percent, these two age groups are buying goods regularly from online portals.

It is observed that there is no relation between gender and age as far as online shopping is concerned. Hence it is concluded that all age groups respondents are highly involved in buying products online.

It is evident from the data that majority of online shoppers are possessing good educational qualifications and well versed in online shopping, in the study post- graduates are 46 percent and bachelor degree holders 41 percent, who are technology savvy, good at online shopping, online banking and various aspects related to online.

It is observed that majority of the online shoppers are students (38 percent) since they have more leisure time, they are searching for products, offers, benefits and other related information. They are buying for self, family, friends and relatives.

On the basis of data, majority of private employees (33 percent) shopping online the reason mentioned is their busy life, time constraints in personal life and job and so on.

High and low incomes have no impact on online shopping. (30 percent) of respondents who are earning between Rs. 21000-30000 are purchasing products online more than other income groups. The Dependents (41) percent) like students and housewife are purchasing the products required for their family and other family members too.

It is found from data analysis that irrespective of respondent's income, gender, all of them buying required goods either from Flipkart or Amazon India.

It is known from the purchase pattern of online buyers, majority of respondents (35) percent) are purchasing 3-4 times and (32 percent) 1-2 times from Flipkart. Similarly from the Amazon India 36 percent) respondents are purchasing 1-2 times and (31 percent) purchased 3-4 times. More than 6 times purchasers are (22 percent) from Flipkart and (19 percent) from Amazon India.

It was found that all 1000 respondents have had accounts with both Flipkart and Amazon India, and it was also identified that 48 percent out of 1000 respondents possessed loyalty accounts in Flipkart Plus and 52 percent out of 1000 have accounts in Amazon India prime, they opined that these special accounts are providing faster and quick service.

Online portals are providing different payment modes to its customers, for payment of online purchase. The majority respondents have opted for cash on delivery, which is 23 percent, 22 percent opted for debit card, 18 percent have used UPI option, 16 percent have used net banking. 11 percent respondents exercised credit card option and remaining 10 percent went with EMI option.

Flipkart and Amazon India are offering many product categories of various brands ranging from low and high prices, so customer can buy according to their budget and usage need. It is found from the analysis that all the product categories are being sold. The majority of products sold are mobiles phones and accessories, fashion, electronics, gaming, beauty, entertainment products

The other category of products and services also offered on both online portals.

It is evident from the data that 60 percent respondents from Flipkart and 61 percent from Amazon India opined that the user Interface services designed by them are convenient, user friendly and responsive.

Flipkart and Amazon India are having websites with many features like search and filtration, product categories, quick images loading, specifications, shopping cart, ratings and review columns.

It is found that respondents are going for comparison of products before they make purchase, such as price, specifications, review and ratings.

The 49 percent respondents from Flipkart and 55 percent from Amazon India opined that the Apps of both the portals are providing flexibility to shop at anytime from anywhere with personalization on Android phones with no disturbance of cookies as found upon desktop. Online portal apps are functioning in similar fashion, but appearance of icons and colors are different on mobile operating systems and some of the mobile operating systems are installing shopping Apps by default.

From the research analysis it is found that many respondents are buying products based on attractive offers and benefits associated at the time of new product launch and a particular sale event which is restricted to limited time and quantity.

Study reveals that the Flipkart and Amazon India services are available for all. customers who are residing at Metro cities, districts and rural areas. 38 percent from Flipkart and 43 percent from Amazon India agreed on product availability at metros and rural area. Both these companies are expanding their seller base in both urban and rural places.

Respondents who are using credit card, debit card and UPI services said that the details saved are safe at both Flipkart and Amazon India. Thus they can be used multiple times.

Respondents opined that guarantee and warranty is provided to products that are purchased from online portals, this facility extended by manufacturer, which in turn helping the customers to build trust and clear doubts, the test results depicted that there is no significant difference in guarantee and warranty service provide by Flipkart and Amazon India.

It is understood from the opinion of respondents, 60 percent of Flipkart account holders and 49 percent from Amazon India account holders said that they are benefitted from shopping days. And the test result also revealed that there is no significant of difference in benefits offered on shopping days by both portals.

It is found that Flipkart and Amazon India are providing benefits with attractive schemes like price drop, exchange offers, bank discount offers, cash back, coupons, discounts Big savings day, big billion day, great deals on mobiles, great Indian sale, Republic day sale, super value days, prime day, back to school and many more schemes to motivate customers.

It is found that 69 percent of Flipkart customers (1000) and 67 percent of Amazon India customers (1000) are using the comparison option like price and other services before they commit and confirm purchase.

53 percent of Flipkart customers and 51 percent of Amazon India customers have conveyed that both the online portals are providing offers, deals and many more, hence customers are unable to decide on selection of portal.

It is observed that the study online portals are engaged in prices are discounted with promo codes, 10% discount/cash back on specific bank credit/ debit card payments, exchange, jackpot games, scratch cards, bidding, spin wheel and many more.

It is found from the opinion of respondents about advertisements that are communicated effectively through social media, print media, YouTube, cookies, emails, kidult play shows, brand ambassador promotions, sale days and so on are known to them. Thus 66 percent of Flipkart customers and 65 percent of from Amazon India have expressed that they are well informed about offers, deals, and sale days all around the year.

Respondents opined that the desired brands were available at both Flipkart and Amazon India portals, so customers no need to compromise on selection of desired brands and products.

It is found that the Flipkart and Amazon India are providing free shipping service on orders, above Rs.499 and the loyalty customers are being offered free shipping services on all orders. 50 percent from Flipkart 45 percent from Amazon India customers opined the free delivery conditions and shipping charges are similar at both online portals. On the other hand these portals are charging additional fares for faster and speedy delivery.

Majority respondents opined that order tracking system provided by both online portals is good and allowing them to track order till it reaches the customer.

It was agreed and accepted by 51 percent respondents at Flipkart and 49 percent from Amazon India felt that the products are delivered according to the promised date. There is no difference in tracking and delivery services at both the portals.

It is found that Flipkart is using 'E kart' own fleet along with Blue dart service for products delivery. While Amazon India has tie up with Blue dart, gati, Indian post and cargo service, FedEx, Ecom Express, Delhivery for products delivery.

The 75 percent respondents from Flipkart, 76 percent from Amazon India opined that return and replacement policies of Flipkart and Amazon India are making customer to purchase as they can be return or get replaced within 10 days without being charged if the customer is not satisfied with the actual product and product seen on screen may differ to the received, damaged products, defects, quality, poor performance and many more. It is confirmed from the test there is no significant difference offered by both this portals.

It is found from the analysis 50 percent from Flipkart 51 percent from Amazon India. respondents opined on the customer pre and post sales services are excellent and satisfactory.

It is found that executives of Flipkart and Amazon India proactively clarifying the queries and issues raised by the customers that is 24/7 hours 365 days thus CRM activity are engaged.

It is found from the research marketing strategies practiced and implemented by both portals are similar in functioning and execution and however taglines and period of sale days vary.

Suggestions based on the study

Flipkart and Amazon India have already reached rural area with small products; they have to extend services on products like Fridges, AC's and so on.

Flipkart and Amazon India need sell all product categories required even in daily routines so as to avoid visiting of customers to other websites.

Products should be packed well to avoid damages,

The technical problems should be eliminated during placing order for product with condition only one for an account within a given time period.

The delivery boys are charging more for Cash on Delivery orders that should be taken care.

## Conclusion

The genesis of E-commerce took place in and around 1996, slowly penetrated into traditional business by replacing old methods, a rise in technology resulted in evolution of e-markets, today people don't find time to visit shop physically so going for virtual shopping, the integration of banks, logistic firms, manufacturers and software technologies providers together changed the pace of online buying. The Online portals like Flipkart and Amazon India brought forth shopping Apps which are more user-friendly and interactive. The Apps are facilitating online shopping at anytime from anywhere and selecting the required from many brands and variety of products available at shopping portals. Presently they are providing a flat form for launch of new products and promoting immediate sale along with support from financial institutions for online payments or EMI facility and also COD service. The promotional programs with attractive offers, discounts, cash back, coupons, games, scratch cards and deals are conveyed with influencer and star marketing and even kidult play shows are disseminated through Social media and other mediums all around the year about sale days effectively. The attractive campaign taglines with offers that were never before are resulting in impulse buying. Promised date of delivery to all pin codes, return and replacement policies, customer care service at every step and many more facilities are motivating customers to go for online shopping rather than traditional shopping



Both the Flipkart and Amazon India are highly competing online trading apps in Indian market, the apps are trying to gain more number of customers and increasing seller base. They are serving their registered customers who are around I crore at metros, cities and even at rural areas. These Apps also increasing infrastructural facilities like fulfilment Centre's, logistics, manufacturing in-house brands and many more. In the study it is found that the marketing strategies applied are resembling at Flipkart and Amazon India one and another, respondents revealed that they are finding difficulty in differentiating the marketing strategies of both Apps. However customers are in pursuit of gaining competitive advantage. The vivid approach of Flipkart and Amazon every time is gaining the hearts of the customers with improved satisfaction and high loyalty.

The purchasing pattern of customers varied with their lifestyle and showing impact on online buying. The marketing strategies applied are successful by providing customer with convenient and hassle free shopping and in return the customers are filling the shopping carts and purchasing from both the Flipkart and Amazon India.

The Marketing Strategies resulted after analysis from the primary data revealed on both the portals.

- The Technology used for User Interface over Website and App were similar in functioning but differ in design. The competing Apps have provided option to search, compare products online its specifications and prices anywhere using mobile.
- Competitive Advantage has been obtained with pricing the products with discounts, online games to get reduction in cost, exchange offers were provided and daily deals on different products at both the portals that created impulse buying. 10% discount on price or cash back was provided with certain bank credit and debit cards, 0% interest on EMI was provided and in order to gain trust they are providing Cash on Delivery at the payment options to purchase product.
- Products like electronics, movies, e-books, mobiles, fashion are being sold high but overall sales Amazon has got more with entertainment services.
- Both these portals have equal brand equity with innovative strategies in the form of shopping days with campaigns & emotional tag lines and Flipkart has created kidult shows that are very attractive along Hollywood star power. The Information about the shopping days, offers are disseminated high at digital channels like social media, YouTube, Instagram, Facebook, twitter etc., also at TV commercial and multi channels.
- The customers are very concerned about the shipping cost as free shipping is provided on orders above Rs.499 and for loyalty customers it's free. E kart, Blue dart by Flipkart. Amazon India uses Blue dart, Indian postal service, Gati, Delhivery, FedEx, Ecom express to deliver orders as promised.



- Customer Analysis is done based on the account holders categorization based on demographic factors, education, income apart from that the portals are making personalization individual customer based on details and previous searches and purchases. The CRM are maintained very well by both the Flipkart and Amazon India.

### **Recommendations**

- The online portals should plan strategies continuously according to changing needs of customer such as lifestyle, demands and trends.
- Customer loyalty discounts should be increased in order to increase satisfaction that in turn generates new customers, It doesn't take time to delete an app if customer expectations are not met, as customer thinks more before installing.
- CRM should be handled with proper care to maintain healthy and beneficial relations with customers in virtual markets.

### **Managerial Implication**

The research results have implications that are practical in nature, as a managerial implication if these online portals extend facilities to rural areas in similar to Metros increases online purchases. Benefit programs offered should differ from one to another. An increase in seller base and in-house products generates profits and creates competitive advantage in the virtual markets. The facilities like Website/App, different brands availability at all locations, and choice goods, payment options, Information dissemination about offers, deals & Sale days, supply chain & logistics, return & replacement policies are bringing success.

**Questionnaire: A Study on Marketing Strategies of Online Shopping Portals-  
A Comparative study of Flipkart and Amazon India**

**Name & Address:**

**Mobile No:**

**E-mail:**

1. **Gender:** a. Male ( ) b. Female ( )
2. **Age:** a. Below 20 yrs ( ) b. 21-30 ( ) c. 31-40 ( ) d. 41-50 ( ) e. Above 50 ( )
3. **Educational Qualification:** a. SSC ( ) b. Intermediate ( ) c. Degree ( )  
d. Post Graduate ( ), e. Other ( )
4. **Profession:** a. Govt. Employee ( ) b. Private Employee ( ) c. Business ( )  
d. Student ( ) e. House wife ( ) f. Other ( )
5. **Monthly Income:** a. Below 10000 ( ) b. 11000-20000 ( ) c. Rs 21000-40000 ( )  
d. Rs 41000-60000 ( ) e. Above Rs 60000 ( ) f. Dependant ( )

**6.Do you have Account in a.** Flipkart Yes ( ) No( )

b) **Amazon India** Yes ( ) No( )

**7.Do you have Account in a** Flipkart Plus Yes ( )No( )

b) **Amazon India Prime** Yes (No( )

**8.How many times did you purchase in the last year?**

Flipkart a. Never ( ) b. 1-2 times ( ) c. 3-4 times ( ) d. 5-6 times()

e. Above 6 times ( )

Amazon India a. Never ( ) b. 1-2 times( ) c. 3-4 times ( ) d. 5-6 times()

c. Above 6 times( )

**9.Which mode of online shopping is convenient and easy?**

(Please put tick on the number)

Desktop/Laptop					
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
<b>Flipkart</b>	1	2	3	4	5
<b>Amazon India</b>	1	2	3	4	5

10. Are the products available as per your location for online shopping? (Please put tick on a number)

Availability of products	Metros/ Urban Towns/ Rural Areas (Put tick on residing place)				
	Never	Rarely	Sometimes	Often	Always
Flipkart	1	2	3	4	5
Amazon India	1	2	3	4	5

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Flipkart	1	2	3	4	5
Amazon India	1	2	3	4	5

### 11. What type of products did you purchase from these Online shopping portals

S.N 0	Products	Ama zon India	Flipk art	S.N 0	Products	Ama zon India	Flipk art
1	Mobiles & accessories			24	Books / Stationary		
2	Gaming & Accessories			25	Laptops/ Computers/ Tablets		
3	Televisions			26	Smart Home Automation		
4	Clothing			27	Home Appliances		
5	Home Décor & Lighting			28	Personal care		
6	Men/Women Beauty & Grooming			29	Furniture & Furnishing		
7	Sports			30	Festive Décor & Gifts		
8	Music & Musical Instruments			31	Automobile accessories		

9	Smart Technology			32	Computer Accessories, & Peripherals		
10	Camera & Accessories			33	Network Components		
11	Air Coolers & Conditioners			34	Refrigerators		
12	Footwear			35	Men /Women Accessories		
13	Pet Supplies			36	Cleaning Supplies		
14	Kitchenware/ Tableware/ Grocery/ Dinnerware			37	Gardening Store		
15	Exercise Fitness			38	Medical Supplies		
16	Industrial & Scientific Tools			39	Luggage & Bags		
17	Health care appliances			40	Echo & Alexa		
18	Speakers			41	Fire TV Stick		
19	Kitchen Appliances			42	Kindle E-Readers & eBooks		
20	Watches			43	Amazon Prime Video		
21	Home Improvement			44	Amazon Prime Music		
22	Refurbished products			45	Gifts, Cards & Mobile Recharges		
23	Food Essentials						

Specific product not listed\_\_\_\_\_

## 12. What type of payments do you select at the time of online shopping?

**Flipkart** a. credit card ( ) b. Debit card ( ) c.net banking ( )

d. cash on delivery( ) e. EMI ( ) f. (PhonePe/BHIM) UPI ( )

**Amazon India** a. credit card ( ) b. Debit card ( ) c. Net banking ( )

d. cash on delivery( )e. EMI ( ) f. UPI ( )

(Amazon Pay Balance/others)

## 13. Do you think that Flipkart & Amazon India is offering secure payments?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
<b>Flipkart</b>	1	2	3	4	5
<b>Amazon India</b>	1	2	3	4	5

## 14. Do these online shopping portals provide Guarantee & Warranty on products as promised?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
<b>Flipkart</b>	1	2	3	4	5
<b>Amazon India</b>	1	2	3	4	5



15. Which of the online portal has attracted you to do shopping with special online shopping days like Big Billion Day, Great Indian Sale, Dussehra Sale, Electronic sale, Independence Day sale etc.?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Flipkart	1	2	3	4	5
Amazon India	1	2	3	4	5

16. Do you compare price of products prior to purchase after purchase from Flipkart or Amazon India?

	Never	Rarely	Sometimes	Often	Always
Flipkart	1	2	3	4	5
Amazon India	1	2	3	4	5

17. Which Online shopping portal provides best prices, offers & deals?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Flipkart	1	2	3	4	5
Amazon India	1	2	3	4	5

18. Rate the effective information awareness provider about the Prices, offers & deals.

	Not at all aware	Slightly aware	Moderately aware	Very aware	Extremely Aware
Flipkart	1	2	3	4	5
Amazon India	1	2	3	4	5

19. Rate the best online portal for shopping your choice goods.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Flipkart	1	2	3	4	5
Amazon India	1	2	3	4	5

20. Rate the best online portal for shipping cost on products.

	Very Poor	Poor	Fair	Good	Excellent
Flipkart	1	2	3	4	5
Amazon India	1	2	3	4	5

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