

**A STUDY ON LOGISTICS AND E-COMMERCE OF
AMAZON AND FLIPKART**

Submitted in partial fulfilment of the requirements for the award
of

MASTER OF BUSINESS ADMINISTRATION

By

BHAVANI.V
Register No: 42410081



SCHOOL OF MANAGEMENT STUDIES
SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
Accredited with Grade “A” by NAAC | 12B Status by UGC
Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

DECEMBER 2023



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **BHAVANI V (42410081)** who carried out the project entitled “**A study on logistics and e-commerce of amazon and flipkart**” under my supervision from September 2023 to October 2023.

(Dr. Dhivya Sathish)

Internal guide

External Guide

**(Dr. BHUVANESWARI .G,MBA,Ph.D)
Dean – School of Management Studies**

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **BHAVANI.V (42410081)** here by declare that the Project Report entitled “**A study on logistics and e-commerce of amazon and flipkart**” done by me under the guidance of **Dr. DHIVYA SATHISH, MBA., M.phil., Ph.D.**, is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

BHAVANI.V

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to the Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari. , Dean - School of Management Studies** and **Dr. A. Palani., Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. Dhivya Sathish** for her valuable guidance, suggestions and constant encouragement paved the way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

BHAVANI .V

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLES	ii,iii
	LIST OF CHARTS	iv,v
1	1.1 INTRODUCTION	1
	1.2 Features of E-commerce	2-3
	1.3 Advantage of E-commerce	4
	1.4 Logistics-Overview	5-6
	1.5 Industry profile	7-8
	1.6 Objectives if the study	9
	1.7 Scope of the study	9
	1.8 Statement of the problem	10
	1.9 Limitation of the study	10
2	LITERATURE REVIEW	
	2.1 Review of Literature	10-20
3	RESEARCH METHODOLOGY	
	3.1 Rearch-Overview	21
	3.2 Research Methodology	21
	3.3 Research Design	22
	3.4 Sampling Technique	22
	3.5 Sampling Design	23
	3.6 Data collection	23
	3.7 Structure of Questionnaire	24
	3.8 Period of Study	24
	3.9 Hypothesis	25
	3.10 Tools for analysis	25

CHAPTER NO.	TITLE	PAGE NO
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage analysis	26-52
	4.2 Correlation	53
	4.3 Chi square	54
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings	59
	5.2 Suggestion	60
	5.3 Conclusion	61
	REFERENCES	
	QUESTIONNAIRE	

ABSTRACT

Internet became more powerful and basic tool for every person's need and the way people work. By integrating various online information management tools using Internet, various innovative companies have set up systems for taking customer orders, facilitate making of payments, customer service, collection of marketing data, and online feedback respectively. These activities have collectively known as e-commerce or Internet commerce. Online shopping made so easy for everyone with their product variations and simple way to buy things. An attempt has been made to critically examine various corporate and business level strategies of two big e-tailers and those are Flipkart and Amazon.

Amazon and Flipkart are both e-commerce websites where the first one is an American based company and the second one is an Indian based company. The importance of analysing the usability of e-commerce websites is well recognized and this field got a lot of study attention in the last decade.

A survey evaluation is conducted to know the usability of the Amazon and Flipkart e-commerce websites and responses were obtained from the survey to compare the usability of e-commerce website. The sample size is 126. The sample method used for this study is the chi square and correlation. The data has been collected through a well-structured questionnaire and has been analyzed with the help of SPSS package.

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	Gender of the respondents	26
4.1.2	Age of the respondents	27
4.1.3	Occupation of the Respondents	28
4.1.4	Income of the respondent	29
4.1.5	Educational Qualification	30
4.1.6	E-commerce site do they prefer the most	31
4.1.7	Purchase frequencyon E-commerce site	32
4.1.8	Category that they prefer to buy	33
4.1.9	Occasion to do shopping	34
4.1.10	Information available in the iste is trustworthy to purchase products	35
4.1.11	Basis do you select the products	36
4.1.12	Choose and make comparison with other products in the website	37
4.1.13	Company provides better offers and discounts on products	38-39
4.1.14	Shipping charges are minimal compared to other website	40

4.1.15	Receive products on-time	41
4.1.16	Preferance to do online shopping	42
4.1.17	Issues faced while shopping in E-commerce site	43
4.1.18	Return and refund policies	44
4.1.19	Overall online shopping experience	45

LIST OF CHARTS

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	Gender of the respondents	26
4.1.2	Age of the respondents	27
4.1.3	Occupation of the Respondents	28
4.1.4	Income of the respondent	29
4.1.5	Educational Qualification	30
4.1.6	E-commerce site do they prefer the most	31
4.1.7	Purchase frequency on E-commerce site	32
4.1.8	Category that they prefer to buy	33
4.1.9	Occasion to do shopping	34
4.1.10	Information available in the site is trustworthy to purchase products	35
4.1.11	Basis do you select the products	36
4.1.12	Choose and make comparison with other products in the website	37
4.1.13	Company provides better offers and discounts on products	38-39
4.1.14	Shipping charges are minimal compared to other website	40

4.1.15	Receive products on-time	41
4.1.16	Preferance to do online shopping	42
4.1.17	Issues faced while shopping in E-commerce site	43
4.1.18	Return and refund policies	44
4.1.19	Overall online shopping experience	45

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

E-COMMERCE

The terms "e-commerce" and "e-business" are sometimes used interchangeably, but they have differences. E-commerce is about buying and selling things online or through computer networks. Any physical store can become an e-commerce business by setting up a virtual store with an online catalog. On the other hand, e-business usually refers to businesses that operate on the internet, but it can also include any business using internet technology to enhance productivity and make more money. In simpler terms, all e-commerce is a part of e-business, but not all e-business is e-commerce.

E-BUSINESS

E-commerce refers to the online buying and selling of goods and services involving money transactions. On the other hand, e-business is a broader term covering all aspects of running a business online, including marketing, customer relations, procurement, partnerships, and education. For success, both e-commerce and e-business need user-friendly online storefronts with accurate information. Essentially, e-business is like the overall online operation of a business, while e-commerce specifically deals with the buying and selling transactions. E-business includes e-commerce, but e-commerce doesn't encompass all aspects of e-business.

BUSINESS MODELS

E-commerce, short for electronic commerce, refers to the buying and selling of goods and services over the internet. It has become a prevalent and rapidly growing method of conducting business globally. E-commerce involves a variety of online transactions, including retail shopping, electronic payments, online banking, and more. Here are some

key aspects of e-commerce:

Types of E-commerce:

- B2C (Business-to-Consumer): This is the most common form of e-commerce, where businesses sell products or services directly to end consumers. Examples include online retail stores.
- B2B (Business-to-Business): In this type, transactions occur between businesses. It involves the sale of products or services from one business to another.
- C2C (Consumer-to-Consumer): Individuals sell products or services to other individuals. Online marketplaces, auction sites, and classified ads platforms fall into this category.
- C2B (Consumer-to-Business): Consumers offer products or services to businesses. This can include freelance work, influencer marketing, or user-generated content.

1.2 FEATURES OF E-COMMERCE

Geographical Barrier Breakdown:

- E-commerce transcends traditional retail limitations, allowing companies to reach consumers nationwide, irrespective of their location.

Time Efficiency:

- E-commerce saves valuable time for consumers who can purchase products from home, office, or cafes, avoiding the time-consuming aspects of traditional shopping.

Accurate Information:

- E-commerce provides accurate and concise product information, aiding

consumers in making informed purchasing decisions. Information transparency includes details on billing, payment, and shipping.

Ubiquity:

- With the widespread use of tablets, smartphones, and internet-connected devices, e-commerce is omnipresent. Consumers can engage in online shopping even while walking or jogging.

Impersonal Interaction:

- E-commerce relies on internet and web technologies, resulting in impersonal interactions with customers, devoid of face-to-face communication.

Customer-Centric Approach:

- Intense competition among e-commerce companies benefits customers, offering a plethora of choices and discount vouchers.

Power of Accessibility:

- E-commerce's easy accessibility via the internet enables consumers to make purchases whenever they desire. Impulsive buying is facilitated by the convenience of online shopping.

Supply Chain Efficiency:

- E-commerce streamlines the supply chain by reducing reliance on traditional wholesale and retail channels, ultimately lowering product costs to benefit the customer.

Dynamic Business Nature:

- The ever-changing nature of technology ensures that e-commerce businesses continually evolve, adapting to new developments and customer preferences.

Technology as a Barrier:

- While technology helps break geographical barriers, its overreliance and the absence of face-to-face interaction may create trust issues, particularly in conservative countries like India, where online payment trust remains a concern.

1.2 ADVANTAGES OF E-COMMERCE

Time Saving:

- E-commerce allows people to access products and conduct transactions from home or work using desktop computers, saving time and increasing convenience.

Wider Product Range:

- Consumers have access to a broader range of products as businesses use internet sites as virtual shop fronts, making it easier for customers to find exactly what they need.

Equal Opportunity for Small Businesses:

- Small businesses can compete with larger ones online, establishing themselves with relatively low costs to conduct transactions.

Global Reach:

- E-commerce enables businesses to target a diverse consumer base and even expand internationally, reaching places that were previously inaccessible.

24/7 Availability:

- E-commerce operates 24/7, allowing businesses to stay open every hour, day, and week of the year. Online platforms work as virtual representatives without complaining about long hours.

Global Advertising Reach:

- Online advertising reaches potential customers worldwide quickly and at a lower cost, spreading promotional messages effectively.

Fraud Protection:

- Electronic payments are easier to monitor, providing better protection against fraud and theft losses compared to traditional payment methods like cheques.

Global Collaboration:

- E-commerce facilitates collaboration on a global scale, allowing businesses to sell products made by one entity, shipped by another, and financial transactions handled by yet another. This opens the door for international staff employment.

1.4 Logistics- Overview

Logistics is the comprehensive process of planning, implementing, and controlling the efficient and cost-effective flow and storage of raw materials, in-process inventory, finished goods, and related information from the point of origin to the point of consumption. The primary objective is to meet customer requirements.

Global Nature of Logistics: Logistics operates globally 24/7, dealing with complexities and spanning geographical areas typical of its nature. It revolves around delivering products and services precisely where and when they are needed.

Components of Physical Goods Logistics: For physical goods, logistics involves the seamless integration of warehousing, packing, transportation, and information flow to ensure a smooth and efficient supply chain.

Types of Logistics:**Inbound Logistics:**

- Focuses on the purchasing and arrangement of inbound materials, parts, etc., from suppliers to warehouses, assembly plants, or retail stores.

Outbound Logistics:

- Encompasses the storage and movement of finished goods from warehouses or assembly plants to end customers.

Main Areas of Logistics:

Procurement Logistics:

- Involves activities like market research, requirements planning, make-or-buy decisions, supplier management, ordering, and order controlling.

Distribution Logistics:

- Encompasses the delivery of finished products to customers, order processing, warehousing, and transportation. Crucial due to variations in time, place, and quantity of production and consumption.

Disposal Logistics:

- Focuses on the proper disposal of waste produced during business operations, contributing to cost reduction and service improvement.

Reverse Logistics:

- Involves the operations of reusing products and materials, including the sale of returned items. It is the process of moving goods from their final destination to proper disposal.

Green Logistics:

- Aims to minimize the ecological impact of logistics movements through initiatives like better freight transport and path optimization.

RAM Logistics:

- Deals with the intricate logistics of heavy business and military operations, involving weapon systems and other military hardware.

Asset Control Logistics:

- Manages the transportation of assets needed for promotional displays and preservation, such as poster frames and display screens.

Emergency Logistics:

- Addresses the transportation of time-critical goods in emergencies, which may arise due to reasons like production delays or natural calamities.

1.5 INDUSTRY PROFILE

AMAZON:



Amazon.com, Inc. is the world's largest online retailer. Jeff Bezos incorporated the company (as Cadabra) in July 1994 and the site went online as Amazon.com in 1995. The company was renamed after the Amazon River, one of the largest rivers in the world. Amazon's initial business plan was unusual; it did not expect to make a profit for four to five years. This "slow" growth caused stockholders to complain about the company not reaching profitability fast enough to justify investing in or to even survive in the long-term. When the dot-com bubble burst at the start of the 21st Century, destroying many e-companies in the process, Amazon survived, and grew on past the bubble burst to become a huge player in online sales. It finally turned its first profit in the fourth quarter of 2001: \$5 million (i.e., 1¢ per share), on revenue of more than \$1 billion.

FLIPKART:



Flipkart is an Indian e-commerce company founded in 2007, by Sachin and Binny Bansal and headquartered in Bangalore, Karnataka. It is considered as the e-commerce company that made online shopping popular in India. Both had been working for Amazon.com previously. The business was formally incorporated as a company in October 2008 as Flipkart Online Services Pvt. Ltd. During its initial years, Flipkart was focused only on books, afterwards started offering other products like electronic goods, air conditioners, air coolers, stationery supplies and life style products and e-books. The first product sold by them was the book, "Leaving Microsoft to Change The World", bought by V.V.K.Chandra from Andhra Pradesh. Flipkart now employs more than 4,500 people. Flipkart's offering of products on Cash on Delivery is considered to be one of the main reasons behind its success. Flipkart also allows other payment methods- Credit or Debit card transactions, net banking, e-gift voucher and Card Swipe on Delivery.

1.6 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study on logistics and e-commerce of Amazon and Flipkart

SECONDARY OBJECTIVE

- ❖ To analyse the strategies adopted by e-commerce players to attain and retain the customers in India.
- ❖ To identify the key factors that influence online buying behaviour of customers.

- ❖ To find the reverse logistics of two e-commerce platforms (i.e) Amazon and Flipkart.
- ❖ To understand the consumer pre purchase behaviour towards e commerce sites.

1.7 SCOPE OF THE STUDY

This study aims to comprehensively examine the logistics and e-commerce strategies of Amazon and Flipkart, delving into their operational intricacies, customer interactions, and the evolving role of logistics within the broader context of the e-commerce landscape.

1.8 STATEMENT OF THE PROBLEM

In India e-commerce evaluated like a giant with huge opportunity and success rate. There are so many big and small players in market. Are they really going to sustain in market for a long time and is there success rate for them. Understanding the complexities and challenges in the logistics processes of Amazon and Flipkart is crucial for optimizing e-commerce operations and enhancing customer expectation in the rapidly evolving online retail landscape.

1.9 LIMITATION OF THE STUDY

- Analysis was done based upon personal opinion of respondents individually, not from any focus groups or experts.
- Due to time constrict only 126 numbers of respondents were considered.
- The result fully depends on the information given by the respondents which may be based on individual perspectives.

CHAPTER 2

REVIEW OF LITERATURE

Kotler & Armstrong, (2010) identifies that In our daily life, we use many products and services. These products/services are like food products, clothes, beauty products, mobiles phones and services, electricity and many more. How do we get information about these products/services and how do we get these things in our home. Obvious all business companies want to sell their products so they have to make awareness about their products in public and how useful these things for customers. This involves the number of actives like product planning, pricing of product, promotion and sale.

Himanshu,Siddhant Singh Chandeland Kedar Bhagwat (2023) E-commerce involves buying and selling online, but it faces challenges like logistics, infrastructure issues, and high return rates, leading to the need for effective reverse logistics to manage returns and reintegration into the supply chain. This report explores how changing business demands are shaping forward and reverse logistics in the e-commerce industry.

D. Halaswamy ; N.Abhinandan(2022) The objectives of the study were to analyse the current practices of Reverse logistics of Flipkart, to evaluate the main return reason for products to Flipkart and to study how Flipkart, gain competitive advantage by implementing reverse logistics in Bengaluru where the data was being collected both from primary as well as secondary sources with a sample of 211 Employees who are working in Flipkart.

Mohan.V & Ali .S (2019) The primary information collected by the author through a survey regarding different challenges faced by MSME is in India over the adoption of online marketing and e-commerce. These qualitative responses from the various firms of MSMEs provide a piece of information about the difficulties and challenges faced by the MSMEs while adopting online marketing and e-commerce for their business. This article also suggests the MSME owners and policymakers of the organisation work

together and identify, and assessed the major challenges faced by MSMEs in the adoption of e-commerce. It also recommends the owners of MSME is to invest adequately in skill development so that they can easily attain commercialization marketing activities through digital channels.

Anuj. K, Fayaz. F, & Kapoor.N(2018) Impact of e-commerce on the Indian economy Kumar Anuj, Fahad Fayaz, Namitha Kapoor Truda's analysis and findings of this paper reveal the importance of the e-commerce industry and the growth of digital penetration in India. It also focuses on various initial initiatives undertaken by the government of India to create awareness among rural people about the cashless economy and the role of the Internet in India in the modern era and enhance the growth and development of e-commerce that will aid to attend the economic growth of the country.

Khosla.M & Kumar. H (2017) The evolution of e-commerce and it mainly focused on the growth of b2c e-commerce through the awareness of consumers trust of investors and technology of the country full stop it also he Wills that the online business practices are much better than the offline business practices that will enhance the stable existence in the market. Therefore sustainable business practices will encourage E-Commerce and m-commerce in their business rather than a traditional business. This paper also suggests the form needs to develop a more secured online payment infrastructure because of increased opportunities in the rural market through mobile penetration along with mobile app infrastructure.

Niraj Satnalika(2015) The Indian e-retail market has grown since Flipkart's 2007 inception.Low e-retail penetration in overall retail and limited internet access present significant growth opportunities.Increased internet use, smartphones, and computers attract consumers to online shopping.Discounts by e-retailers are a key growth driver, despite some consumers preferring in-store experiences.Companies can't sustain heavy discounts due to diseconomies of scale in logistics and technology.Inorganic growth through mergers and acquisitions, like Amazon's strategy, can diversify product portfolios

and reduce costs. Indian e-retailers may adopt this strategy to succeed in the fast-growing Indian market.

Habeeb Syed and K. Francis (2021), found that online shopping has significantly influenced buying behavior in India. Their study focused on strategies used by e-commerce giants Flipkart and Amazon, examining consumer perception and influencing factors, including demographics, online shopping frequency, preferred sites, payment methods, and pricing. Female respondents were more interested in online shopping, and Amazon was the preferred website, especially for pricing. The study suggested that Flipkart should improve its packaging, concluding that Amazon emerged as the clear winner.

Bharti Aggarwal and Deepa Kapoor (2020) observed that the COVID-19 pandemic changed customer behavior, leading to increased online shopping, particularly for cereals, fresh produce, groceries, sanitizers, masks, and other FMCG products. The convenience of online shopping and time-saving factors have made it a preferred choice for customers during the pandemic. The study concludes that online shopping is a better option in the current situation.

Samrat Bharadwaj's (2019) study, "The War between Flipkart and Amazon India: A Study on Customer Perception," Amazon India outperformed Flipkart in attributes like stock availability, discounts, delivery speed, and product quality. The research revealed that males are more interested in online shopping than females, and discounts and offers drive people to shop online. The conclusion was that due to better product quality and a wider variety of products, Flipkart users tend to switch to Amazon.

Jesse Weltevreden(2008) This study examines the adoption of collection-and-delivery points (CDPs) in the Netherlands and their impact on retailers, shopping centers, and mobility. It found that service points, which were dominant in 2006, were mainly used for returning online orders, with limited positive effects on mobility. However, retailers operating service points could generate additional revenue, as one in four online

shoppers made a purchase when using them. To promote the use of service points, having many nearby and accessible locations, typically within a five-minute car drive, is crucial. This research provides valuable insights into the role of CDPs for retailers and mobility, filling a gap in empirical literature.

Dr. Milind A. Marathe and Mr. Amar V. Yedake (2020), the opportunities for worldwide and local e-commerce are created to increase in the number of internet users gradually. This number is said to reach over 445 million users in 2020. The authors found that various factors like security, information availability, shipping, quality, pricing, and time are the determinants of customer satisfaction and concluded that most of the customers are satisfied with Flipkart's service and are willing to suggest others to buy through Flipkart. Flipkart's service and are willing to suggest others to buy through Flipkart.

S. Sudheer, SK. Fayaz (2019), the key purpose of this research is to find out the factors which influence the purchasing and satisfaction level of customers when they buy using Flipkart website or application. The authors found that, countryside customers prefer Flipkart because they are satisfied with the in-time delivery of the products, the offers, and discounts given, safe packaging, payment procedure, customer service and concluded that, even though there are many others e-commerce sites, customers prefer Flipkart. Customers said that Flipkart is one such e-commerce site that can fulfil their needs and necessities by providing better quality products. customers' post-purchase activities related to shipping and tracking play a significant role in onlineshopping for both Chinese and Taiwanese people who shop online.

The Yingxia Cao, Haya Ajjan, Paul Hong (2018), want to know the role of post-purchase logistic services in customer satisfaction and future purchase decision, across China and Taiwan. In this study the authors conducted a survey on individuals above 18 years, citizens of China and Taiwan who have shopped online. The findings from this research are, use of e-commerce and online shopping has accelerated in recent years because of increase in access and utilization of new important role in increasing the usage

of internet for shopping. The study concluded that, the shopping for both Chinese and Taiwanese people who shop online.

M. A. Prasad and A. Chandra Praba (2021), wants to understand the consumers' satisfaction level and to know consumers' purchasing pattern. The primary data is being collected through a survey conducted in Coimbatore town. The researcher considered factors such as price, quality, offers and discounts, brand preference, delivery on time, premium membership for the study and found that people prefer delivery on time as the major factor while choosing the e-commerce site. The findings from this study are majority of respondents purchase online once in a month, choose cash on delivery as their payment method, and respondents purchase online due to promotional activities. The conclusion drawn from this study is, based on the survey done on consumer' Amazon is the clear winner against Flipkart and other e-commerce websites.

Francis Sudhakar K. and Habeeb Syed (2016) did a study to critically assess several corporate and business level strategies of two major retailers, namely Flipkart and Amazon. The study is titled "A Comparative study between Flipkart and Amazon India". E-commerce issues, their company strategy, funding, income generation, growth, survival strategies, online shoppers' experiences, value added distinction, and product offers have all been taken into consideration while comparing. These two significant figures each left their impact in India. Amazon was declared the winner of the survey, completely satisfying the customer.

Jayaraman, Akash Srivastava, Ajit Balgi, Arun Kumar V, Baidyanath Prasad (2013)
The Indian online retail industry has evolved since the inception of Fabmart.com in 1999, following a five-layer business model with a focus on low-cost strategies. However, challenges such as limited investment capital, supply chain management, and infrastructural issues, especially in the context of prepaid vs. COD sales, need to be addressed for sustained success. The study examines two contrasting companies, one in fashion and the other offering a range of products, highlighting both common issues and unique challenges, ultimately suggesting potential paths for the future of e-commerce

in India.

Jain (2018) The advantages of online shopping, emphasizing the convenience it offers to customers. With onlineshopping, customers have access to a vast range of products that may not be available in traditional stores. This allows them to make informed decisions and choose the best options from various alternatives. Additionally, online shopping saves time as customers can place orders from anywhere and at any time without having to deal with crowds. Online shopping also provides customers with detailed information about the size, brand, color, quantity, and quality of products, which helps them make informed buying decisions. Despite the potential drawbacks such as security and privacy concerns, online shopping remains a preferred option for customers due to its convenience and ability to meet their shopping needs.

Chaitanya (2017) customers are often attracted to the competitive prices and discounts that are offered by online stores. The affordability factor is a significant incentive for customers to shop online, and they tend to make more purchases from online sites than traditional brick-and-mortar shops.

Mandal (2017) pricing is a critical factor in online marketing, and offering fair prices along with appropriate discounts can attract customers. When products are priced lower than their MRP, customers tend to feel satisfied. Affordable pricing appeals to both middle and lower-level customers. However, the company must ensure that they are delivering quality products and satisfying customers to improve product ratings and reviews, which can impact the purchasing decisions of other customers.

Rupila (2018) online customers are often drawn towards speedy delivery of products, round-the-clock availability of services, discounts and offers, a diverse range of products, cash on delivery option, and hasslefree return policies. A positive customer experience in terms of these factors can lead to increased customer loyalty, as customers are likely to recommend the site to others, resulting in repeat sales and increased global exposure for the company.

Dahiya (2017) The internet has become an integral part of our daily routines, with almost all our tasks involving some form of online activity. In the past, traditional marketplaces were the go-to for buying and selling goods in India. However, the advent of e-commerce has revolutionized the way we conduct transactions, providing convenience and accessibility to consumers. E-commerce websites in India have made it possible to purchase and sell a wide range of products at reasonable prices, making it a popular form of commerce. The impact of e-commerce on different marketplaces and businesses is significant. In this article, we will explore the influence of e-commerce on various merchants and marketplaces.

Kumar (2014) the growing importance of ecommerce as a future retail and business venture in India, driven by the increasing population of internet users and favorable demographics. However, the article also highlights certain issues that need to be addressed in the Indian ecommerce industry. The authors provide an assessment of the current state of ecommerce in India, discuss the challenges faced by the industry, and explore the future growth potential of ecommerce in India.

Mitra (2013) The "E-commerce in India: A Review" article, published in the International Journal of Marketing, Financial Services, and Management Research, concludes that e-commerce is a revolutionary phenomenon that has surpassed geographical boundaries. The article predicts that India's e-commerce industry will experience significant growth in the next five years.

Gageshwar (2013) An Indian Business Report published in the International Journal of Underground and Electronic Services, Science, and Technology, the future of e-commerce in India is bright, despite potential drawbacks such as security, privacy, and technology dependency. The report suggests that e-commerce has enormous potential for growth in India and can offer many benefits to businesses and consumers alike. While there are some challenges that need to be addressed, the study concludes that e-commerce is a viable option for Indian businesses and is likely to play a significant role in

the country's economic growth.

Aggarwal, Singla, & Aggarwal (2012) the total retail sales were \$471 billion, out of which organized retail accounted for \$260 billion, with a penetration rate of 21%. They suggest that allowing foreign direct investment (FDI) could lead to the improvement of supply chain technology, benefiting local players, consumers, and suppliers. FDI could also result in the creation of a world-class supply chain architecture, reducing corporate information, production, and transaction costs and opening up new markets, which could ultimately benefit farmers and customers with lower prices. However, the federal government has a responsibility to regulate anticompetitive business practices, workforce, and environmental protection. The government needs to demonstrate its commitment to its policies.

Sharma, Mittal (2009) The growth of e-commerce in India is experiencing a surge due to a large middle-class population of 288 million and rising real estate costs. E-commerce has become an integral part of our daily lives with a plethora of websites offering an extensive range of products and services including books, clothing, health and beauty products, electronics, and more. Flipkart, one of the leading e-commerce websites in India, has made strategic investments in companies like Letsbuy and Myntra to reduce competition, decrease marketing costs and increase profitability. Although some investments may not yield positive returns, Flipkart's deliberate wagering approach has proven successful in the industry. Gupta, Senior Managing Director of Helion Venture Partners, and one of the initial angel investors in Flipkart, has expressed his confidence in the company's strategic investments.

Coelho, Easingwood, (2008) Despite being slow to change, the distribution mix is crucial to a company's competitive position, and thus, it is imperative for companies to continuously examine their channel mix to meet the evolving needs of their customers. To achieve this, it is vital to understand the factors that drive channel change. This study develops and tests a model of channel change using both quantitative and qualitative data from financial service organizations in the UK. The findings show that the degree of

channel change is associated with customer needs volatility, target customer sophistication, product sophistication, environmental conflict, competitor strategy volatility, scope economies, and company size. Although the sample size is modest, the study presents significant results that have practical implications for both practitioners and academics. The research findings alert practitioners to the factors that influence channel change while demonstrating to academics that this complex subject can be researched. Additionally, the study highlights potential research issues for future studies. The originality of this article lies in testing a set of hypotheses on the drivers and inhibitors of change in distribution systems at the micro level, making it one of the pioneering works in this area.

Miyazaki, Fernandez (2001) The study's findings highlight the importance of understanding customer needs and ensuring product affordability to create a successful and profitable online store. The technological acceptance model was found to be an inadequate foundation for e-commerce research.

Mishra, Ashamayee; Mahalik, D. K(2018)Nowadays, e-commerce is not only a buzzword but also a reality due to advances in technology. The advancement in the shopping pattern, egress after 2008 with e-tailing and e-commerce, has ushered in a new era of shopping. On the high fly of e-commerce websites, an explosive increase in the number of courier/logistics service companies can be witnessed. These delivery services have many components with their own limitations. In this paper, an analysis has been done with the help of Correspondence Analysis (CA) to find the limitations of an e-commerce player with respect to delivery services.

Benjamin & Wigand (1995); Delfmann et al. (2002), have analysed about the means of logistics adopted by the e-commerce companies to reach their end-users and as well the business customers through delivery channels. This delivery channel can be disintegrated based on the geographical area rather than the traditional structure and the paper also emphasise on the role of service providers with ample business opportunities yet challenging requirements.

Zhaoe al (2001) in their empirical paper attempted to investigate the avenues that strengthens the position of the company taking into account the logistics capabilities adapted by them to attain their competitive advantage. The extensive research concluded that the performance of a company can be enhanced by supporting IT infrastructure that helps to run a customer-centric business along with a strong supply chain management.

Loyola Joseph and Santosh Narayanan (2005) made an extensive innovative approach to explore the possibilities of leveraging e-commerce functions for indigenous products produced by rural area women cooperatives and non-governmental organizations.

Choetal (2008) examined the competency of the firm's performance with their logistics channel. The study also discussed on logistics outsourcing and third party logistics considering different factors in relevance to the e-commerce market environment and suggested that outsourced logistics is not a threat to their business but in turn helps in attaining better performance and position for the organization.

Sumedha Journal of Management(2015) E-commerce has revolutionized business models, driven by telecom and internet growth, benefiting various industries and enhancing customer satisfaction. It integrates with social media for customer engagement and data mining, enabling data-driven decisions. However, challenges exist, and this paper explores E-commerce trends, growth factors, and underlying challenges.

CHAPTER III

RESEARCH METHODOLOGY

3.1 RESEARCH – AN OVERVIEW

Research is a scientific and systematic search for pertinent information on a specific topic. The advanced learner's dictionary of current English lays down the meaning of research as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge." Redman and Moray define research as "a systematized effort to gain new knowledge." Research is an academic activity and as such the term should be used in a technical sense. According to Clifford Woody, research comprises of defining and redefining problems, formulating hypothesis or suggested solution; collection, organizing and evaluating data; making deductions and reaching conclusions; and at last, carefully testing the conclusions to determine whether they fit the formulating hypothesis.

3.2 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It is a science of studying how research is done scientifically. The various steps that are generally adopted by a researcher in studying the research problem along with the logic behind them are studied. The researcher should know the research techniques, the research methodology, how to develop certain tests, how to calculate the mean, median, mode or chi-square, how to apply a particular research technique, which methods are relevant and which are not, what would they mean and indicate and why. Researchers should understand the assumptions underlying the various techniques. Hence, research methodology has various dimensions and research methods constitute a part of research methodology.

3.3 RESEARCH DESIGN

DESCRIPTIVE RESEARCH:

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

Descriptive research is an appropriate choice when the research aim is to identify characteristics, frequencies, trends, and categories. It is useful when not much is known yet about the topic or problem. Before you can research why something happens, you need to understand how, when and where it happens.

There are three ways a researcher can go about doing a descriptive research project, and they are

Observational: defined as a method of viewing and recording the participants.

Case study: defined as an in-depth study on an individual or group of individuals.

Survey: defined as a brief interview or discussion with an individual about a specific topic. In this project the survey method is opted.

3.4 SAMPLING TECHNIQUE

Convenience sampling method A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

SAMPLE SIZE

The sample size for this research project is 126 .

3.5 SAMPLING DESIGN

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types probability sampling and non-probability sampling. In this research, only nonprobability sampling is used.

➤ Sampling

- Sampling design : Non-probability sampling
- Sampling technique : convenience sampling
- Sample size : 126 respondents.

3.6 DATA COLLECTION

There are two types of data:

- Primary data
- Secondary data

PRIMARY DATA are those which are collected afresh and for the first time and thus happen to be original in character.

SECONDARY DATA on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process.

The methods of collecting primary and secondary data differ since; primary data are to be originally collected, while in the case of secondary data, the nature of data collection work is merely that of compilation.

FOR THIS STUDY:

In this study, primary data has been collected directly from the respondents using a questionnaire.

3.7 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know general information about respondents and the second part contained the respondents opinion about financial planning and knowledge.

- Basic Introduction
- Personal Details
- Research related Questions
- Perception Questions
- Likert Scaling Questions

3.8 PERIOD OF STUDY

The period of the study is to determine that research process is carried out for 1 months.

3.9 HYPOTHESIS

HYPOTHESIS - 1

H0: There is no significant difference between the e-commerce site and preference to do online shopping.

H1: There is a significant difference between the e-commerce site and preference to do online shopping.

HYPOTHESIS - 2

H0: There is no significant difference between the age and purchase frequency.

H1: There is a significant difference between the age and purchase frequency.

HYPOTHESIS - 3

H0 : There is no significant difference between the age and basis of selecting the product.

H1 : There is a significant difference between the age and basis of selecting the product.

3.10 TOOLS FOR ANALYSIS:

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are

3.10.1 PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.10.2 ANALYTICAL TOOLS(SPSS)

Tool for testing the Hypothesis (SPSS)

- Correlation
- Chisquare

TOOLS FOR ANALYSING DATA PRESENTATION

Charts and tables for Analysis of data

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS

Data analysis is the study of analyzing raw data to make decisions about that data. Many ideas and methods of data analysis are incorporated into technologies and algorithms that process raw data for human consumption. Data analysis techniques can reveal trends and indicators that might otherwise be lost in big data. This information can be used to optimize the process to increase the overall efficiency of the business or system.

DATA INTERPRETATION

Data interpretation refers to the use of data analysis methods to draw conclusions. Data interpretation gives meaning to data analysis and determines its meaning and meaning.

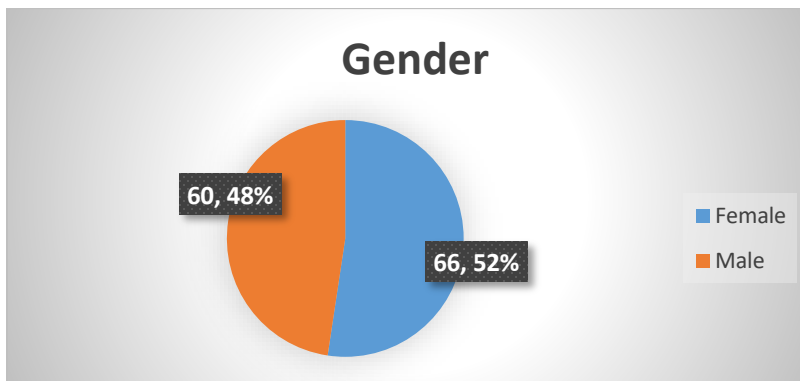
The importance of interpreting the data is obvious, so it must be done right. Data often comes from multiple sources and is often entered into the review process in a random order. Data analysis is often subjective.

4.1 PERCENTAGE ANALYSIS

4.1.1 Table showing Gender of the respondent

S.No	Particulars	No of Respondents	Percentage
1	Male	60	48%
2	Female	66	52%
	Total	126	100.0

Source: Primary data



4.1.1 Chart showing Gender of the respondent

INTERPRETATION

From the above table it is interpreted that the number of male respondents is 48% and female respondents is 52%.

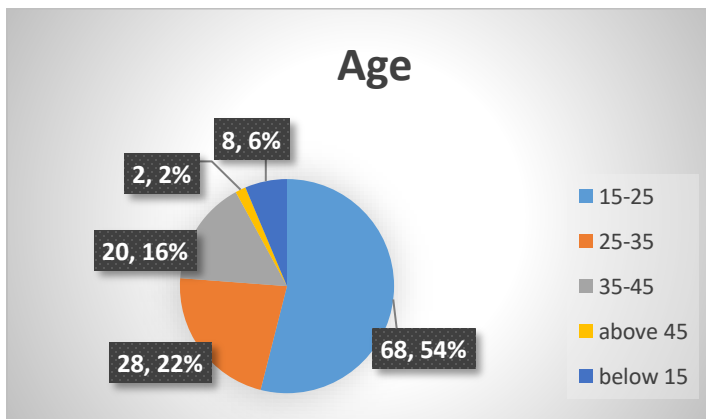
INFERENCE

Majority 52% of the respondents are female.

4.1.2 Table showing Age of the respondent

S.No	Particulars	No of Respondents	Percentage
1	Below 15	8	6%
2	15-25	68	54%
3	25-35	28	22%
4	35-45	20	16%
5	Above 45	2	2%
	Total	126	100%

Source: Primary data



4.1.2 Chart showing Age of the respondent

INTERPRETATION

From the above table it is interpreted that the number of respondents Below 15 ages of respondents are 6%, between 15-25 age of respondents are 54%, between 25-35 age of respondents 22%, between 35-45 age of respondents are 16%, and above 45 ages of respondents are 2% .

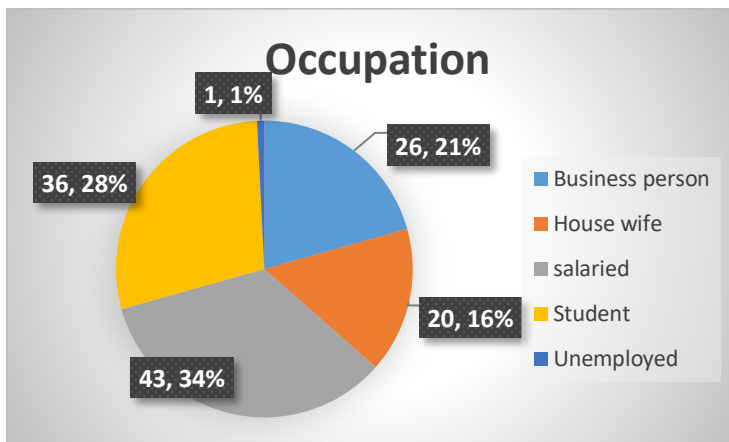
INFERENCE

Majority 54 % of the respondents belong to the age group of 15-25 category.

4.1.3 Table showing occupation of the respondent

S.No	Particulars	No of Respondents	Percentage
1	Business person	26	21%
2	House wife	20	16%
3	salaried	43	34%
4	Student	36	28%
5	Unemployed	1	1%
	Total	126	100%

Source: Primary data



4.1.3 Chart showing occupation of the respondent

INTERPRETATION

From the above table it is interpreted that the number of respondents were 21% are business person, 16% are house wife, 34% is Salaried, 28% is student, 1% are unemployed.

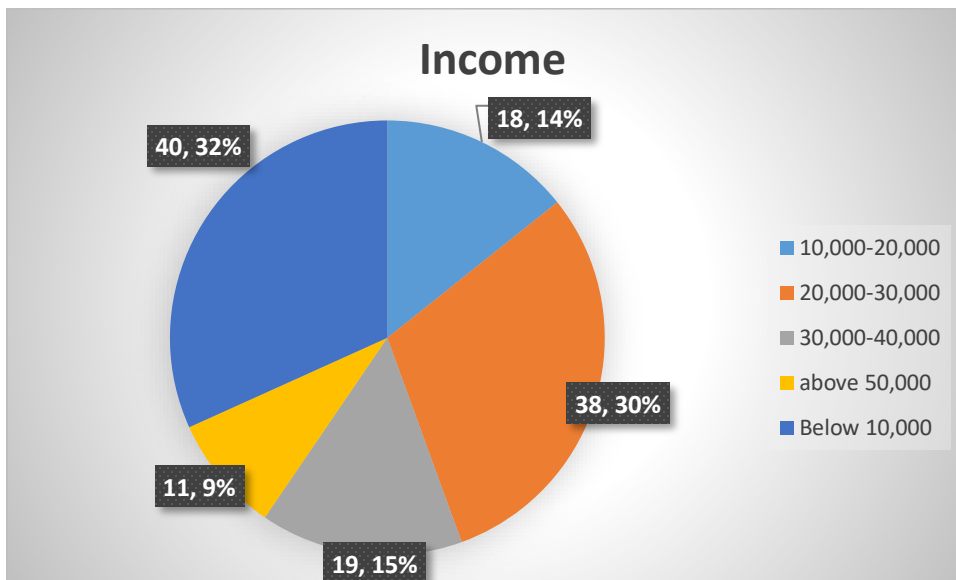
INFERENCE

Majority 34% of the respondents are salaried.

4.1.4 Table showing income of the respondent

S.No	Particulars	No of Respondents	Percentage
1	Below 10,000	40	32%
2	10,000-20,000	18	14%
3	20,000-30,000	38	30%
4	30,000-40,000	19	15%
5	above 50,000	11	9%
	Total	126	100%

Source: Primary data



4.1.4 Chart showing income of the respondent

INTERPRETATION

From the above table it is interpreted that the number of respondents were 32% are below 10,000 , 14% are 10,000-20,000 , 30% is 20,000-30,000, 15% is student, 9% are unemployed.

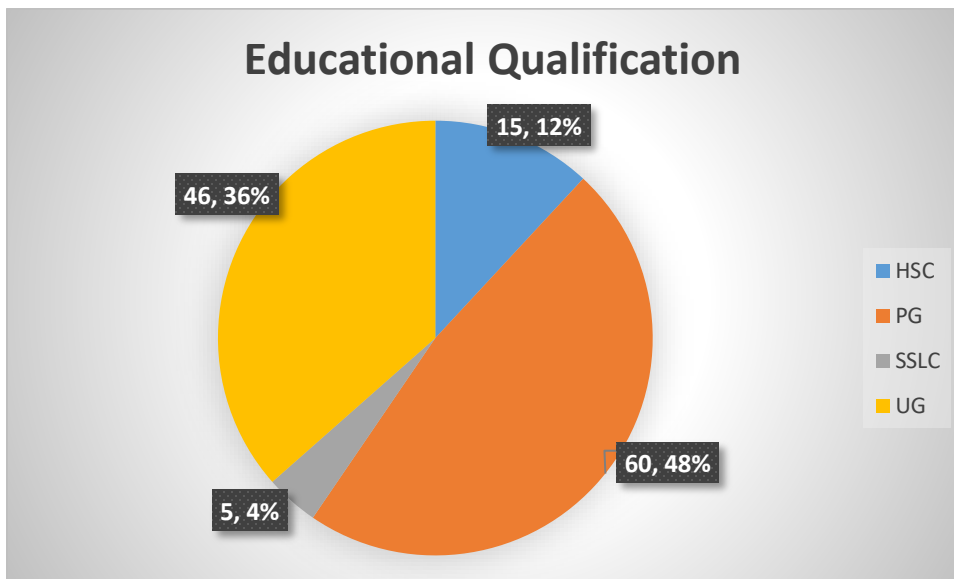
INFERENCE

Majority 32% of the respondents are below 10,000 .

4.1.5 Table showing Education Qualification of the respondent

S.No	Particulars	No of Respondents	Percentage
1	PG	60	48%
2	UG	46	36%
3	HSC	15	12%
4	SSLC	5	4%
	Total	126	100%

Source: Primary data



4.1.5 Chart showing Education Qualification of the respondent

INTERPRETATION

From the above table it is interpreted that the number of respondents were 36% are UG, 48% are PG , 12% is HSC, 4% are SSLC.

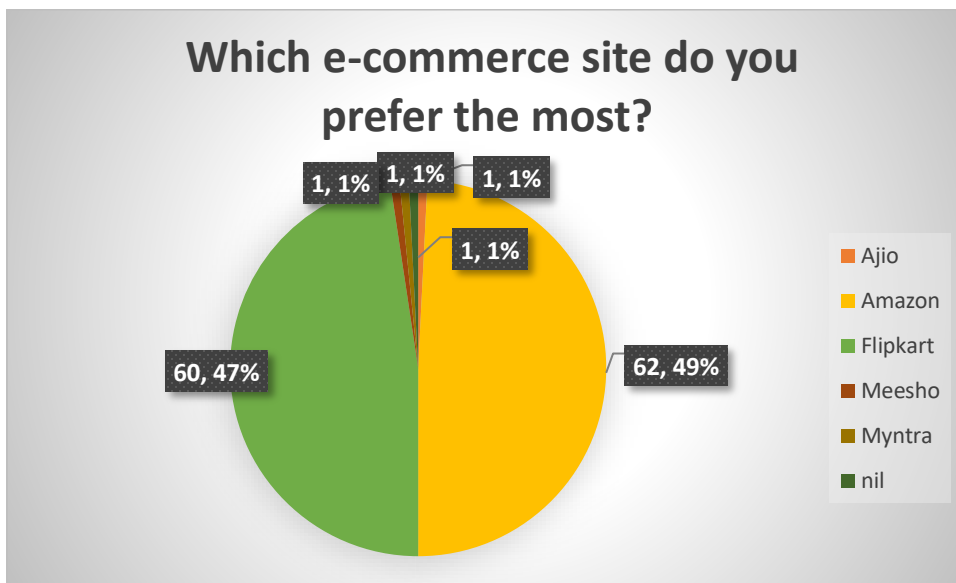
INFERENCE

Majority 48% of the respondents have completed PG.

4.1.6 Table showing Which e-commerce site do the respondent prefer the most

S.No	Particulars	No of Respondents	Percentage
1	Amazon	62	49%
2	Flipkart	60	47%
3	Ajio	1	1%
4	Meesho	1	1%
5	Myntra	1	1%
6	Nil	1	1%
	Total	126	100%

Source: Primary data



4.1.6 Chart showing preference of e-commerce site of the respondent

INTERPRETATION

From the above table it is interpreted that the number of respondents were 49% of them prefer amazon, 47% of them prefer flipkart.

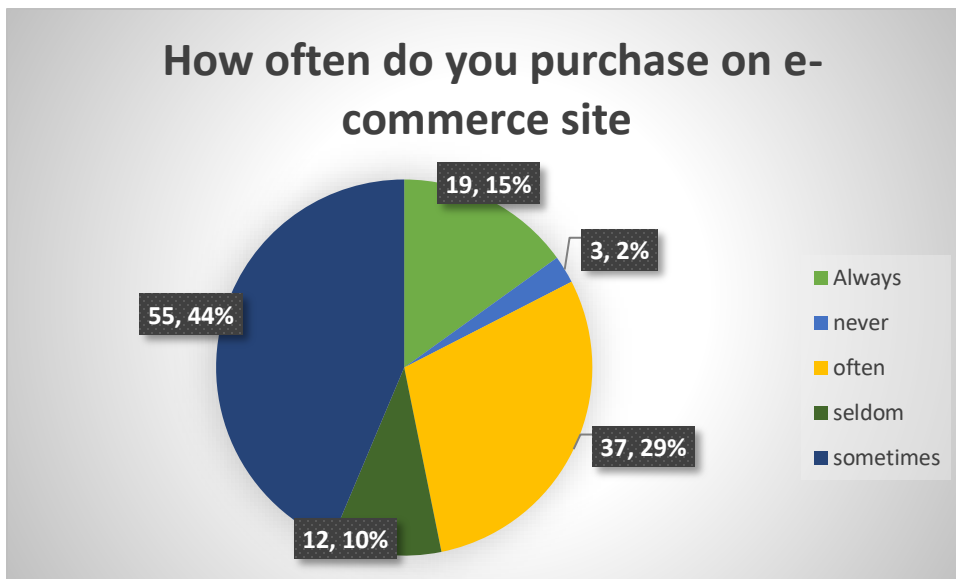
INFERENCE

Majority 49% of the respondents prefer amazon.

4.1.7 Table showing purchase on e-commerce site of the respondent

S.No	Particulars	No of Respondents	Percentage
1	Always	19	15%
2	often	37	29%
3	sometimes	55	44%
4	seldom	12	10%
5	never	3	2%
	Total	126	100%

Source: Primary data



4.1.7 Chart showing purchase on e-commerce of the respondent

INTERPRETATION

From the above table interpreted that 44% of respondents said sometimes, 10% of respondents said seldom, 29% of respondents said Often, 2% of respondents said never and 15% of respondents said always.

INFERENCE

Majority 44% of respondents said sometimes they will purchase on e-commerce site.

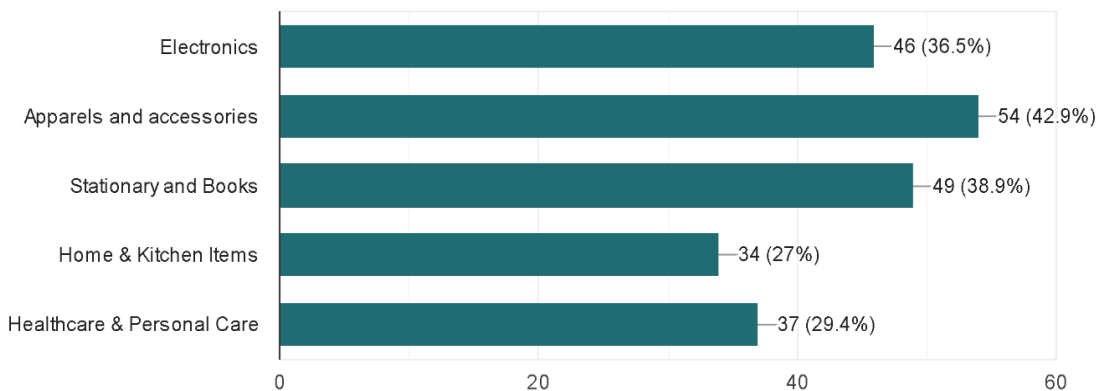
4.1.8 Table showing Category they prefer the most

S.No	Particulars	No of Respondents	Percentage
1	Electronics	46	36.5%
2	Apparels and accessories	54	42.9%
3	Stationary and Books	49	38.9%
4	Home & Kitchen Items	34	27%
5	Healthcare & Personal Care	37	29.4%
	Total	126	100%

Source: Primary data

Select the Category that you mostly prefer to buy

126 responses



4.1.8 Chart showing Category they prefer the most

INTERPRETATION

From the above table interpreted that 36.5% of respondents said Electronics, 42.9% of respondents said Apparels and accessories, 38.9% of respondents said Stationary and Books, 27% of respondents said Home & Kitchen Items and 29.4% of respondents said Healthcare & Personal Care.

INFERENCE

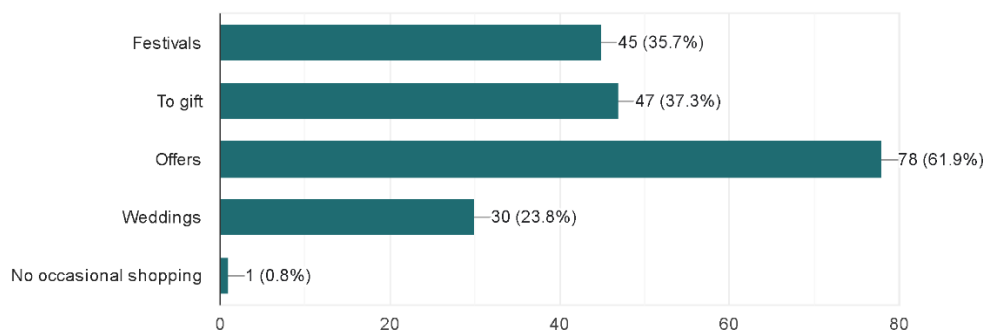
Majority 42.9% of respondents prefer Apparels and accessories.

4.1.9 Table showing occasion they prefer to do online shopping

S.No	Particulars	No of Respondents	Percentage
1	Festivals	45	35.7%
2	To gift	47	37.3%
3	Offers	78	61.9%
4	Weddings	30	23.8%
5	No occasional shopping	1	0.8%
	Total	126	100%

Source: Primary data

At what occasions do you prefer to do shopping
126 responses



4.1.9 Chart showing occasion they prefer to do online shopping

INTERPRETATION

From the above table interpreted that 35.7% of respondents said Festivals, 37.3% of respondents said To gift, 61.9% of respondents said Offers, 23.6% of respondents said Wedding and 0.8% of respondents said No occasional shopping.

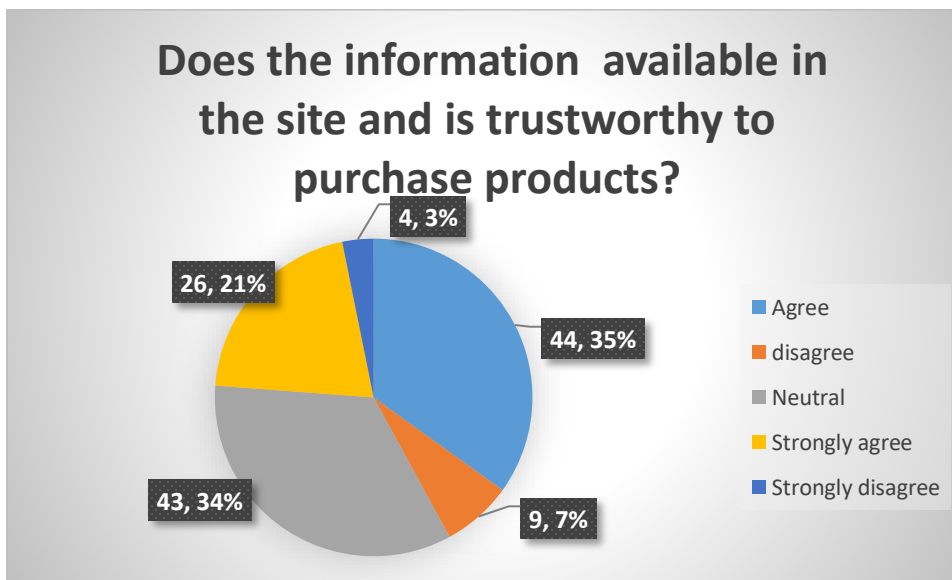
INFERENCE

Majority 61.9% of respondents prefer shopping at Offers.

4.1.10 Table showing the information available in the site is trustworthy to purchase.

S.No	Particulars	No of Respondents	Percentage
1	Strongly agree	26	21%
2	agree	44	35%
3	Neutral	43	34%
4	disagree	9	7%
5	Strongly disagree	4	3%
	Total	126	100%

Source: Primary data



4.1.10 Chart showing the information available in the site is trustworthy to purchase.

INTERPRETATION

From the above table interpreted that 21% of respondents said Strongly agree, 34% of respondents said Neutral, 7% of respondents said Disagree, 35% of respondents said agree and 3% of respondents said Strongly disagree.

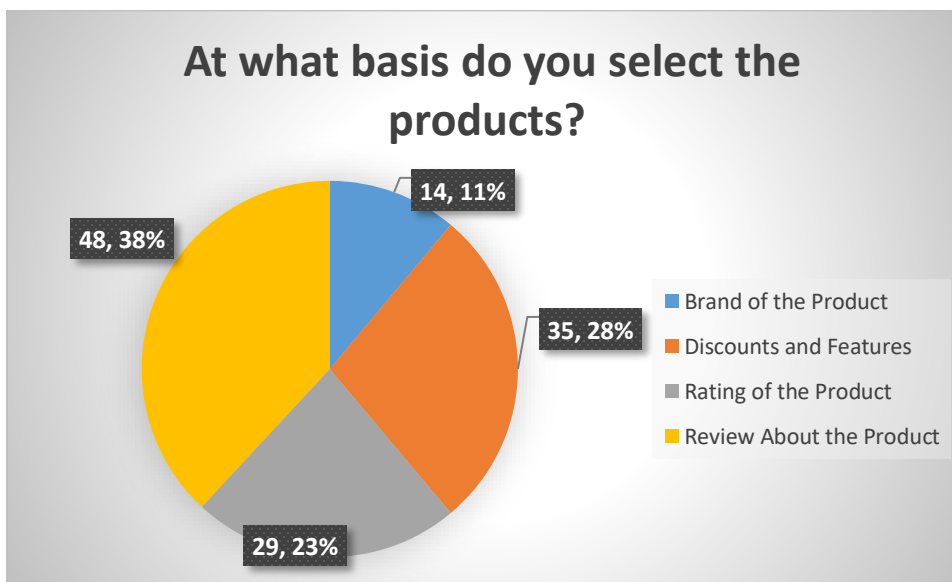
INFERENCE

Majority 35% of respondents prefer that the information available in the site is trustworthy to purchase.

4.1.11 Table showing at what basis do you select the products

S.No	Particulars	No of Respondents	Percentage
1	Rating of the Product	29	23%
2	Discounts and Features	35	28%
3	Review About the Product	48	38%
4	Brand of the Product	14	11%
	Total	126	100%

Source: Primary data



4.1.11 Chart showing at what basis do you select the products

INTERPRETATION

From the above table it is interpreted that the number of respondents were 23% is Rating of the product, 28% is discount and features, 38% is review about the product, 11% is brand of the product.

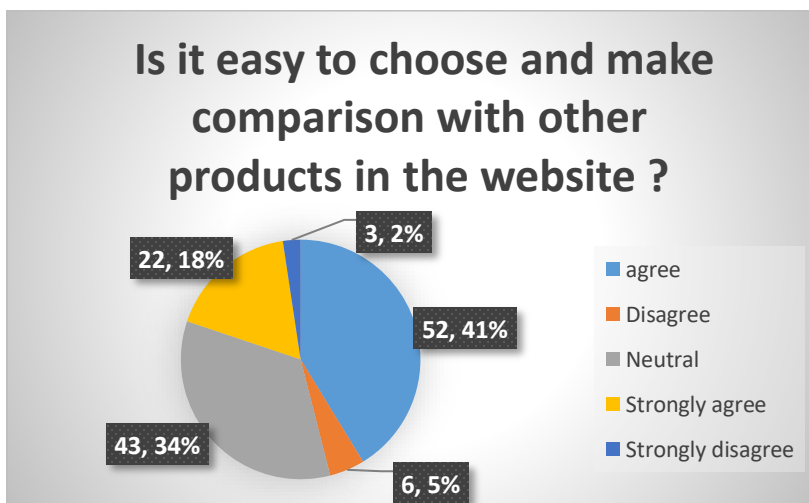
INFERENCE

Majority 38% of the respondents agree that they are getting products based on review of the product .

4.1.12 Table showing whether it is easy to choose and make comparison with other products in the website

S.No	Particulars	No of Respondents	Percentage
1	Strongly agree	22	18%
2	agree	52	41%
3	Neutral	43	34%
4	disagree	6	5%
5	Strongly disagree	3	2%
	Total	126	100%

Source: Primary data



4.1.12 Chart showing whether it is easy to choose and make comparison with other products in the website

INTERPRETATION

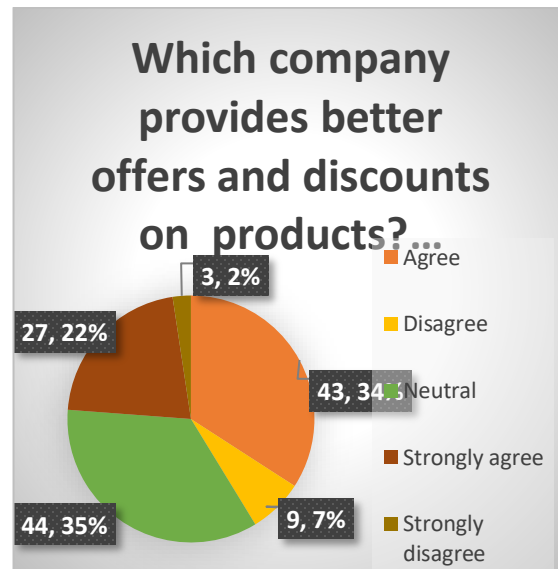
From the above table it is interpreted that the number of respondents were 2% is Strongly disagree, 5% is disagree, 34% is Neutral, 41% is agree, 18% is strongly agree

INFERENCE

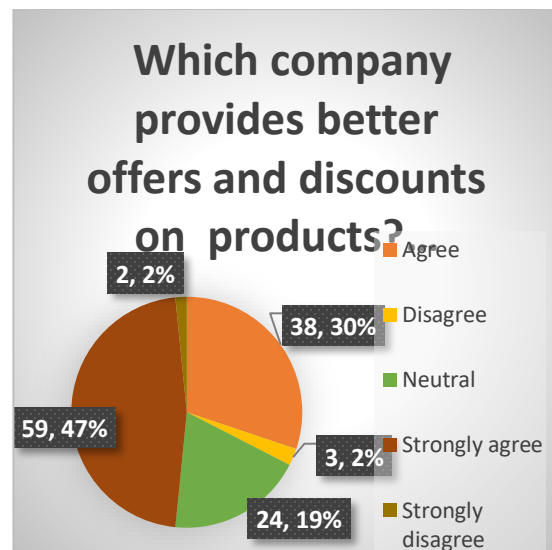
Majority 41% of the respondents agree that Is it easy to choose and make comparison with other products in the website.

4.1.13 Table showing which company provides better offers and discounts on products?

S.No	Particulars For FLIPKART	No of Respondents	Percentage
1	Strongly agree	27	22%
2	agree	43	34%
3	Neutral	44	35%
4	disagree	9	7%
5	Strongly disagree	3	2%
	Total	126	100%



S.No	Particulars For AMAZON	No of Respondents	Percentage
1	Strongly agree	59	47%
2	agree	38	30%
3	Neutral	24	19%
4	disagree	3	2%
5	Strongly disagree	2	2%
	Total	126	100%



4.1.13 Chart showing which company provides better offers And discounts on products?

INTERPRETATION

From the above table it is interpreted that the number of respondents were 2% is Strongly disagree, 2% is disagree, 19% is Neutral, 30% is agree, 47% is strongly agree

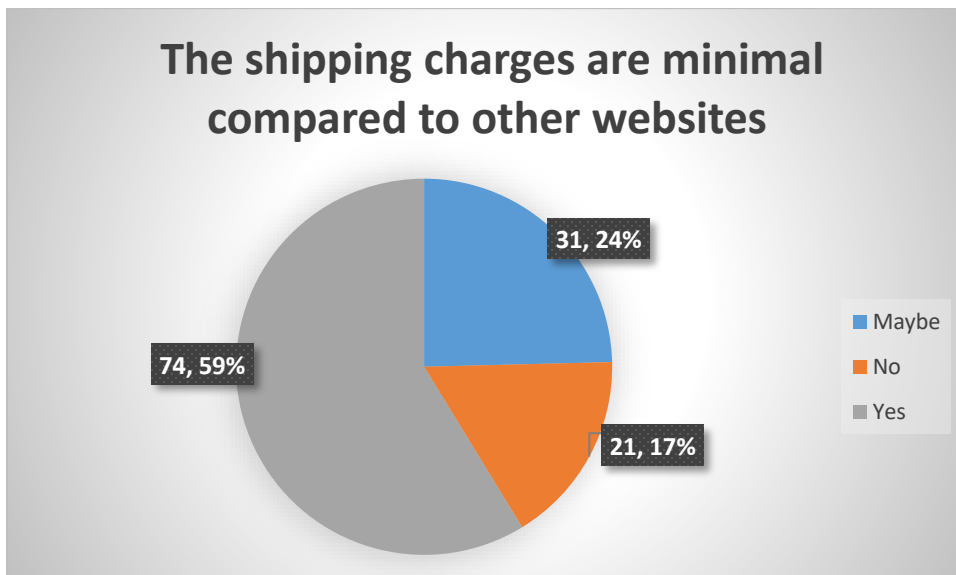
INFERENCE

Majority 47% of the respondents agree that amazon provides better offers and discounts on products.

4.1.14 Table showing shipping charges are minimal compared to other websites

S.No	Particulars	No of Respondents	Percentage
1	Yes	31	24%
2	No	21	17%
3	Maybe	74	59%
	Total	126	100%

Source: Primary data



4.1.14 Chart showing shipping charges are minimal compared to other websites

INTERPRETATION

From the above table it is interpreted that the number of respondents were 59% is Yes, 17% is No, 24% is Maybe.

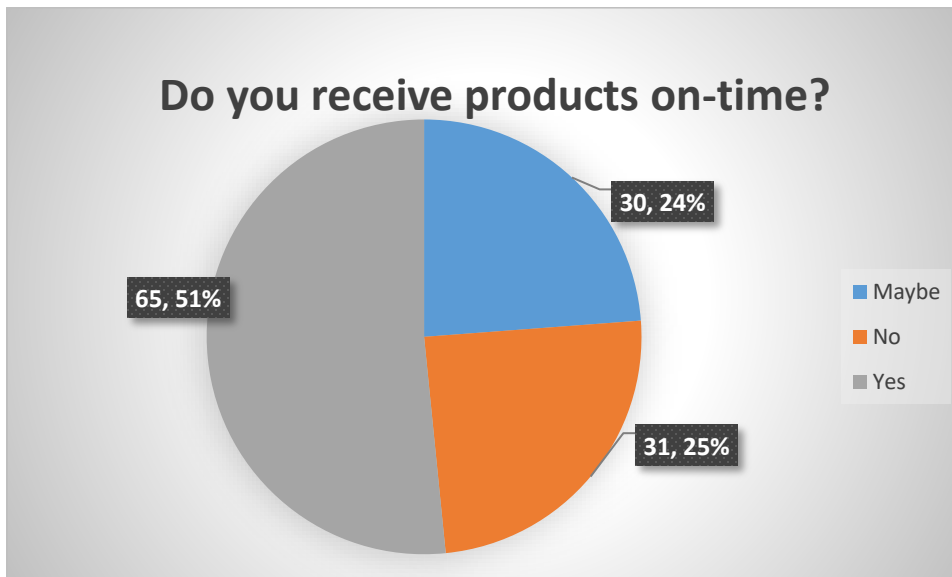
INFERENCE

Majority 59% of the respondents said Yes that the shipping charges are minimal compared to other websites

4.1.15 Table showing receiving products on-time

S.No	Particulars	No of Respondents	Percentage
1	Yes	65	51%
2	No	31	25%
3	Maybe	30	24%
	Total	126	100%

Source: Primary data



4.1.15 Chart showing receiving products on-time

INTERPRETATION

From the above table it is interpreted that the number of respondents were 51% is Yes, 25% is No, 24% is Maybe.

INFERENCE

Majority 51% of the respondents said Yes ,they do receive the product on time.

4.1.16 Table showing why do they prefer to do online-shopping

S.No	Particulars	No of Respondents	Percentage
1	Fast Delivery	19	15%
2	Availability	47	37%
3	After Sales Service	27	22%
4	Easy Payment Options	25	20%
5	Portal Features	8	6%
	Total	126	100%

Source: Primary data



4.1.16 Chart showing why do they prefer to do online-shopping

INTERPRETATION

From the above table it is interpreted that the number of respondents were 15% is Fast delivery, 37% is availability, 22% is after sales service, 20% is easy payment option, 6% is Portal features.

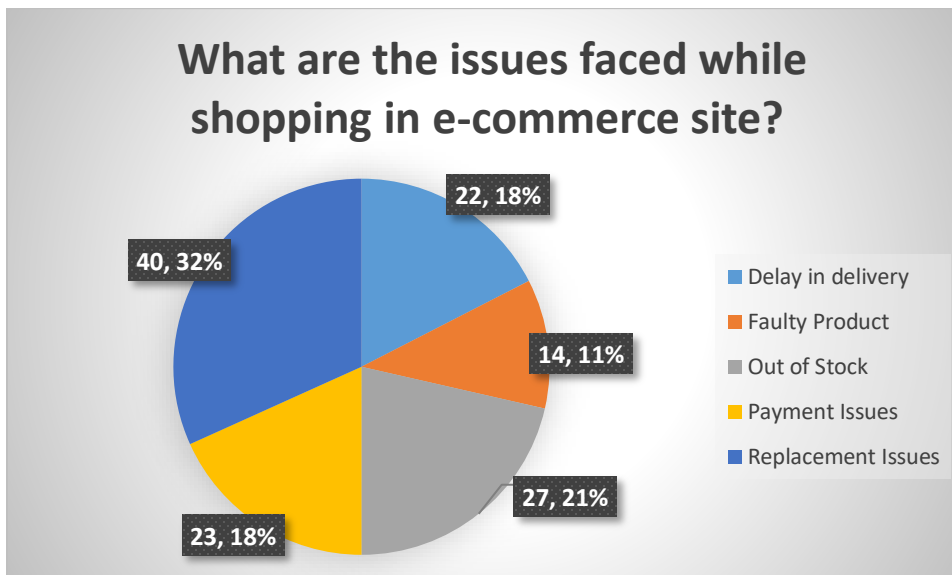
INFERENCE

Majority 37% of the respondents prefer availability to do online shopping.

4.1.17 Table showing the issues faced while shopping in e-commerce site

S.No	Particulars	No of Respondents	Percentage
1	Out of Stock	27	21%
2	Payment Issues	23	18%
3	Replacement Issues	40	32%
4	Delay in delivery	22	18%
5	Faulty Product	14	11%
	Total	126	100%

Source: Primary data



4.1.17 Chart showing the issues faced while shopping in e-commerce site

INTERPRETATION

From the above table it is interpreted that the number of respondents were 21% is Out of stock, 18% is payment issue, 32% is replacement issue, 18% is delay in delivery, 11% is Faulty product.

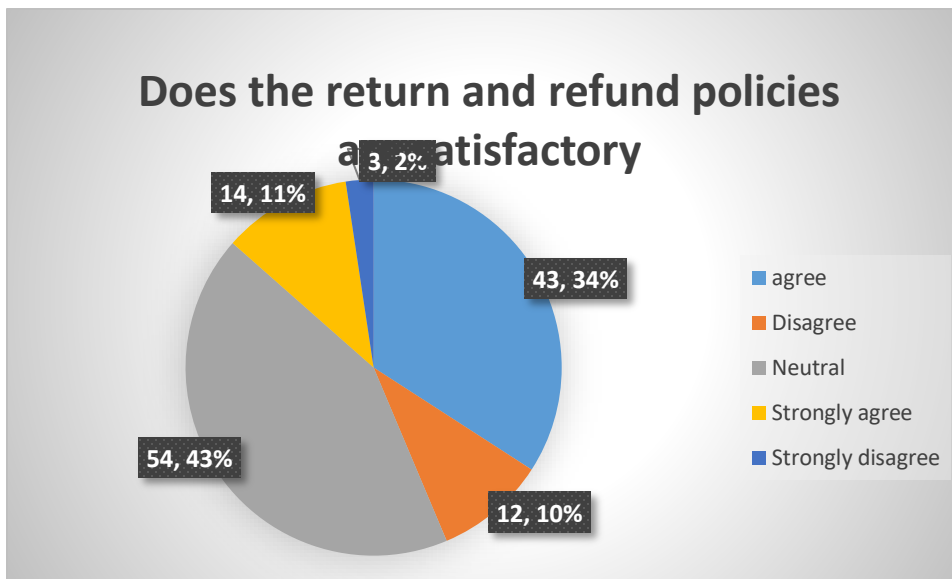
INFERENCE

Majority 32% of the respondents face issue in replacement of the product

4.1.18 Table showing the return and refund policies are satisfactory

S.No	Particulars	No of Respondents	Percentage
1	Strongly agree	14	11%
2	agree	43	34%
3	Neutral	54	43%
4	disagree	12	10%
5	Strongly disagree	3	2%
	Total	126	100%

Source: Primary data



4.1.18 Chart showing the return and refund policies are satisfactory

INTERPRETATION

From the above table it is interpreted that the number of respondents were 2% is Strongly disagree, 10% is disagree, 43% is Neutral, 34% is agree, 11% is strongly agree

INFERENCE

Majority 43% of the respondents said neutral for the return and refund policies are satisfactory.

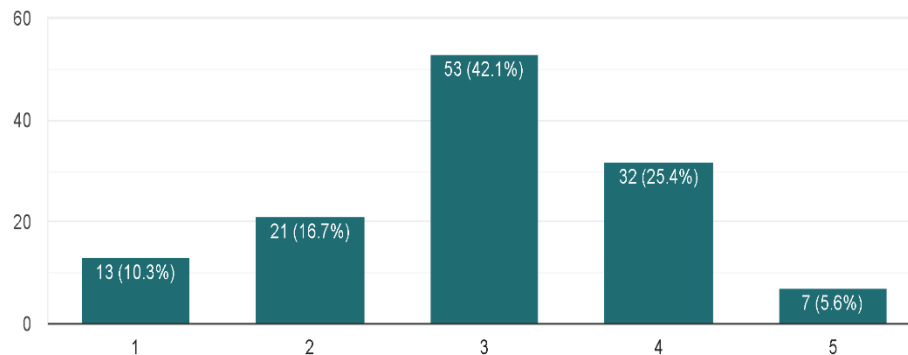
4.1.19 Table showing overall online shopping experience

S.No	Particulars	No of Respondents	Percentage
1	Rated 1	13	10.3%
2	Rated 2	21	16.7%
3	Rated 3	53	42.1%
4	Rated 4	32	25.4%
5	Rated 5	7	5.6%
	Total	126	100%

Source: Primary data

How would you rate your overall online shopping experience?

126 responses



4.1.19 Chart showing overall online shopping experience

INTERPRETATION

From the above table it is interpreted that the number of respondents were 10.3% of them rated 1, 16.7% of them rated 2, 42.1% of them rated 3, 25.4% of them rated 4, 5.6% of them rated 5

INFERENCE

Majority 42.1% of the respondents rated 3 for overall online shopping experience

ANALYTICAL TOOLS(SPSS)

4.2 CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

- **PEARSON CORRELATION** The Pearson correlation coefficient (r) is the most common way of measuring a linear correlation. It is a number between -1 and 1 that measures the strength and direction of the relationship between two variables.

HYPOTHESIS – 1

- Null Hypothesis(H_0) : There is no significant difference between the e-commerce site and preference to do online shopping.
- Alternative Hypotheses(H_1) : There is a significant difference between the e-commerce site and preference to do online shopping.

Correlations

		Which e-commerce site do you prefer the most?	Why do you prefer to do online-shopping ?
Which e-commerce site do you prefer the most?	Pearson Correlation	1	.006
	Sig. (2-tailed)		.943
	N	126	126
Why do you prefer to do online-shopping ?	Pearson Correlation	.006	1
	Sig. (2-tailed)	.943	
	N	126	126

INTERPRETATION

The p value is 0.006 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the e-commerce site and preference to do online shopping.

4.3 CHI-SQUARE TEST

The chi-square test is used to determine whether there is a significant difference between expected and observed frequencies in one or more groups. Is the number of people or objects in each category different from what you expected? Is the expected and observed difference due to sampling error or is the difference real? Chi-square is a non-parametric test of significance in a bivariate table statistical analysis (also known as an interaction test). A well-executed significance test will give you an idea of how confident you are in accepting or rejecting the hypothesis. The chi-square analysis also shows the association between the 2 variables. The chi-square formula used is:

$$X^2 = (O - E)^2 / E \text{ where}$$

O is the Observed Frequency in each category.

E is the Expected Frequency in the corresponding category

df is the "degree of freedom" = (r-1)(c-1)

X² is Chi Square.

HYPOTHESIS – 2

- Null Hypothesis(H0): There is no significant difference between the age and purchase frequency.
- Alternative Hypotheses(H1) : There is a significant difference between the age and purchase frequency.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * How often do you purchase on e-commerce site	126	100.0%	0	0.0%	126	100.0%

Age

* How often do you purchase on e-commerce site Crosstabulation

			How often do you purchase on e-commerce site					Total
			Always	never	often	seldom	sometimes	
Age	15-25	Count	4	1	24	7	32	68
		Expected Count	10.3	1.6	20.0	6.5	29.7	68.0
	25-35	Count	7	0	5	1	15	28
		Expected Count	4.2	.7	8.2	2.7	12.2	28.0
	35-45	Count	4	1	5	4	6	20
		Expected Count	3.0	.5	5.9	1.9	8.7	20.0
	above 45	Count	2	0	0	0	0	2
		Expected Count	.3	.0	.6	.2	.9	2.0
	below 15	Count	2	1	3	0	2	8
		Expected Count	1.2	.2	2.3	.8	3.5	8.0
	Total	Count	19	3	37	12	55	126
		Expected Count	19.0	3.0	37.0	12.0	55.0	126.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	31.509 ^a	16	.012
Likelihood Ratio	28.232	16	.030
N of Valid Cases	126		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .05.

INTERPRETATION

The p value is 0.012 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the age and purchase frequency.

HYPOTHESIS – 3

- Null Hypothesis(H0) : There is no significant difference between the age and basis of selecting the product.
- Alternative Hypotheses(H1): There is a significant difference between the age and basis of selecting the product.

Correlations			
		Age	At what basis do you select the products?
Age	Pearson Correlation	1	-.189 [*]
	Sig. (2-tailed)		.034
	N	126	126
At what basis do you select the products?	Pearson Correlation	-.189 [*]	1
	Sig. (2-tailed)	.034	
	N	126	126

*. Correlation is significant at the 0.05 level (2-tailed).

INTERPRETATION

The p value is (-0.189) which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the age and basis of selecting the product.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY

- Majority 52% of the respondents are Female.
- Majority 54 % of the respondents belong to the age group of 15-25 category.
- Majority 34 % of the respondents were salaried
- Majority 32 % of the respondents earn Below 10,000
- Majority 48 % of the respondents belongs to PG educational qualification.
- Majority 49% of the respondents prefer Amazon as their e-commerce site.
- Majority 44% of the respondents sometimes they prefer to purchase on e-commerce site.
- Majority 42.9% of the respondents said Apparels and accessories as their category to buy in online shopping .
- Majority 61.9% of the respondents agree that they would like to purchase on Offers.
- Majority 35% of the respondents agree that the information available in the site and is trustworthy to purchase products.
- Majority 38% of the respondents agree that they are getting products based on review of the product.
- Majority 41% of the respondents agree that it is easy to choose and make comparison with other products in the website.
- Majority 47% of the respondent agree that amazon provides better offers and discounts on products.
- Majority 59% of the respondents said yes that the shipping charges are minimal compared to other websites.
- Majority 51%of the respondents said yes ,they do receive products on time
- Majority 37 % of the respondents prefer availability to do online shopping.
- Majority 32% of the respondents face issues in replacement of the product.

- Majority 43% of the respondents said neutral for the return and refund policies are satisfactory.
- Majority 42.1% of the respondents rated 3 for overall online shopping experience.

CORRELATION

- There is a significant difference between the e-commerce site and preference to do online shopping.
- There is a significant difference between the age and basis of selecting the product.

CHI SQUARE TEST

- There is a significant difference between the age and purchase frequency.

5.2 SUGGESTION

Amazon has become leading E-commerce Company in India, few years before Amazon India was behind in competition with Flipkart, but as we know Amazon India is a customer-centric company. It always tries to provide better services to its customers. Flipkart started from the very low budget but just because of its quick success, they got funding from big investors. Flipkart success fully placed itself as India's largest online store with a huge range of products. However, Flipkart still needs to work on its weaknesses and core competence. Flipkart should pay more attention to customers' satisfaction and on their queries because according to this survey majority of people are not satisfied with their return policies and customer services. Flipkart's products packages should be developed because they are receiving many customers' complaints about their packaging. Flipkart should open warehouses in the urban and remote area for fast delivery service. Flipkart should replace its marketing strategies with online marketing techniques, these techniques help to build its online presence more strong through search engine optimization techniques because most of the customers like to search from Google for online shopping products.

5.3 CONCLUSION

E-commerce has become an integral part of people these days due its convenience and ease of buying. Both the companies i.e. Amazon and Flipkart are performing well. Hence, the companies have to capitalize on that and improve accordingly. From the study it is observed most of the customers prefer Amazon for shopping. Also, when it comes to parameters such as shipping charges, payment options, offers and discounts return and refund policies , quality of products offered, delivery services in remote area across India -Amazon is the clear winner.

Both the companies have pros and cons, it is the companies to ensure a better service to its customers and satisfy them.

Amazon's marketing and advertising are outstanding as compared to Flipkart, it is world's top E-commerce company and Amazon spending so much money for advertising and promotion its brands. Amazon studied Indian market and behavior of Indian customers and made its roots stronger in India. Flipkart is a new company as compare to Amazon but still, Flipkart is giving tough competition to Amazon India. Now Flipkart is trying to globalize its products in the international market with the help of eBay India. Maybe Flipkart will take some time to overcome, but definitely, these both companies are doing very well in Indian E-commerce market.

REFERENCES

- Arabzad, S. G.-M. (2015). An Evolutionary algorithm for a new multi- objective location-inventory model in a distribution network with transportation model and third party logistic providers. *International Journal of Production Research*, 53(4), 1038-1050.
- Ban, G. R. (2018). The big data newsvendor: Practical insights from machine learning. *Operation Research*, 67(1), 90-108.
- Barenji A V., W. W.-Z. (2019). Intelligent E-commerce Logistic Platform using hybrid agent based approach. *Transportation Research*, 15-31.
- Chen, F. Y. (2001). Analysis of Third-Party warehousing contracts with commitments. *European Journal of Operation Research*, 131(3), 603-610.
- Choi, T. M. (2019). Data quality challenges for sustainable fashion supply chain operations in emerging markets: Roles of blockchain, government sponsors and environment taxes. *Transportation Research*, 139-152.
- Choi, T. W. (2019). The mean-variance approach for global supply chain risk analysis with air logistics in the blockchain technology era. *Transportation Research*, 178-191.
- Crainic T. G., G. L. (2016). Logistics Capacity Planning: a Stochastic bin packing formulation and a progressive heading meta-heuristic. *European Journal of Operational Research*, 253(2), 404-417.
- Farahani. R. Z., B. H. (2015). Location-inventory problem supply chains: a modelling review. *International Journal of Production and Research*, 53(12), 3769-3788.
- Gong, Y. D. (2011). A review on stochastic models and analysis of warehouse operations. *Logistic Research*, 3(4), 191-205.
- Holzapfel, A. K. (2018). Product allocation to different types of distribution center in retail logistics networks. *European Journal of Operation Research*, 264(3), 948-966.
- Janjevic, M. W. (2019). Integrating collection-and-delivery points in the strategic design of urban last-mile e-commerce distribution networks. *Transportation Research*, 37-67.

- Li L., Z. R. (2015). Cooperation through capacity sharing between competing forwarders. *Transportation Research*, 115-131.
- Li, S. J. (2019). A Benders decomposition algorithm for the order fulfillment problem of an e-tailer with a self-owned logistics system. *Transportation Research*, 463-480.
- Liu X., Z. K. (2018b). Analysis of logistics service supply chain for the one belt and one road initiative of China. *Transport. Transportation Research*, 23- 39.
- Liu, W. W. (2018a). The impacts of distributional and peer-induced fairness concerns on the decision-making of order allocation in logistics service supply chain. *Logistic & Transportation*, 102-122.
- Liu. X, C. D. (2015). The Operation of the Cross-border E-commerce Logistic in China. *International Journal of Intelligency & Information System*, 4(2), 15-18.
- Maseleno, A., Huda, M., Jasmi, K. A., Basiron, B., Mustari, I., Don, A. G., & bin Ahmad, R. (2019). Hau-Kashyap approach for student's level of expertise. *Egyptian Informatics Journal*, 20(1), 27-32.
- Mofidi, S. P. (2018). Proactive Vs reactive order-fulfillment resource allocation for sea-based logistic Transportation. *Logistic Transport*, 66-84

BIBLIOGRAPHY:

www.aboutamazon.com/about-us

www.techtarget.com/whatis/definition/Amazon

www.amazon.in

www.flipkart.com/company/p/itmb45b4fbde6d03

www.ibef.org/industry/ecommerce/showcase/flipkart-internet-pvt-ltd

<https://en.wikipedia.org/wiki/Amazon>

<https://www.mbaknol.com/business-history/history-and-background-of-amazon>

<https://history-computer.com/amazon>

<https://en.wikipedia.org/wiki/Flipkart>

APPENDIX(QUESTIONNAIRE)

- 1) Name
- 2) Gender
 - a) Male
 - b) Female
- 3)Age
 - a)below 15
 - b) 15-25
 - c)25-35
 - d)35-45
 - e) above 45
- 4) occupation
 - a) business person
 - b) house wife
 - c) salaried
 - d) student
- 5) Income
 - a) Below 10,000
 - b) 10,000-20,000
 - c) 20,000-30,000
 - d) 30,000-40,000
 - e) above 50,000
- 6) Educational qualification
 - a) PG
 - b) UG
 - c) HSC
 - d) SSLC
- 7)Which e-commerce site do you prefer the most?
 - a) Amazon
 - b) Flipkart

8)How often do you purchase on e-commerce site?

- a) always
- b) often
- c) sometimes
- d) seldom
- e) never

9)Select the Category that you mostly prefer to buy?

- a) Electronic
- b) Apparels and accessories
- c) Stationery and books
- d) Home and kitchen items
- e) Healthcare & Personal Care

10)At what occasions do you prefer to do shopping?

- a) Festival
- b) To gift
- c) Offers
- d) wedding

11) Does the information available in the site and is trustworthy to purchase products?

- a) Strongly agree
- b) agree
- c) neutral
- d) disagree
- e) Strongly disagree

12)At what basis do you select the products?

- a) Rating of the Product
- b) Discounts and Features
- c) Review About the Product
- d)Brand of the Product

13) Is it easy to choose and make comparison with other products in the website ?

- a) Strongly agree
- b) agree

- c) neutral
- d) disagree
- e) Strongly disagree

14) Which company provides better offers and discounts on products?

Strongly agree Agree Neutral Disagree Strongly disagree

Amazon

Flipkart

15) The shipping charges are minimal compared to other websites

- a) Yes
- b) No
- c) Maybe

16) Do you receive products on-time?

- a) Yes
- b) No
- c) Maybe

17) Why do you prefer to do online-shopping ?

- a) Fast Delivery
- b) Availability
- c) After Sales Service
- d) Easy Payment Options
- e) Portal Features

18) What are the issues faced while shopping in e-commerce site?

- a) Out of Stock
- b) Payment Issues
- c) Replacement Issues
- d) Delay in delivery
- e) Faulty Product

19) Does the return and refund policies are satisfactory

- a) Strongly agree
- b) agree
- c) Neutral

d) Disagree

e) Strongly disagree

20) How would you rate your overall online shopping experience?

good

1

2

3

4

5

Bad

ANNEXURE II - RESEARCH ARTICLE

A STUDY ON LOGISTICS AND E-COMMERCE OF AMAZON AND FLIPKART

Dr. DHIVYA SATHISH, Associate Professor

School of management studies, Sathyabama institute of science and
Technology Chennai

dhivya.sathish05@gmail.com

Ms. BHAVANI. V, student

School of management studies, Sathyabama Institute of Science and
Technology Chennai

bhavanivenkat412@gmail.com

ABSTRACT

Amazon and Flipkart are both e-commerce websites where the first one is an American based company and the second one is an Indian based company. The importance of analysing the usability of e-commerce websites is well recognized and this field got a lot of study attention in the last decade.

A survey evaluation is conducted to know the usability of the Amazon and Flipkart e-commerce websites and responses were obtained from the survey to compare the usability of e-commerce website. The sample size is 126. The sample method used for this study is the chi square and correlation. The data has been collected through a well- structured questionnaire and has been analyzed with the help of SPSS package.

KEYWORDS

E-commerce, customer service, business level strategies, product variations.

INTRODUCTION

E-COMMERCE

The terms "e-commerce" and "e-business" are sometimes used interchangeably, but they have differences. E-commerce is about buying and selling things online or through computer networks. Any physical store can become an e-commerce business by setting up a virtual store with an online catalog. On the other hand, e-business usually refers to businesses that operate on the internet, but it can also include any business using internet technology to enhance productivity and make more money. In simpler terms, all e-commerce is a part of e-business, but not all e-business is e-commerce.

E-BUSINESS

E-commerce refers to the online buying and selling of goods and services involving money transactions. On the other hand, e-business is a broader term covering all aspects of running a business online, including marketing, customer relations, procurement, partnerships, and education. For success, both e-commerce and e-business need user- friendly online storefronts with accurate information. Essentially, e-business is like the overall online operation of a business, while e-commerce specifically deals with the buying and selling transactions. E-business includes e-commerce, but e-commerce doesn't encompass all aspects of e-business.

BUSINESS MODELS

E-commerce, short for electronic commerce, refers to the buying and selling of goods and services over the internet. It has become a prevalent and rapidly growing method of conducting business globally. E-commerce involves a variety of online transactions, including retail shopping, electronic payments, online banking, and more.

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

To study on logistics and e-commerce of Amazon and Flipkart.

SECONDARY OBJECTIVE

- To analyse the strategies adopted by e-commerce players to attain and retain the customers in India.
- To identify the key factors that influence online buying behaviour of customers.
- To find the reverse logistics of two e-commerce platforms (i.e) Amazon and Flipkart.
- To understand the consumer pre purchase behaviour towards e commerce sites.

SCOPE OF THE STUDY

This study aims to comprehensively examine the logistics and e-commerce strategies of Amazon and Flipkart, delving into their operational intricacies, customer interactions, and the evolving role of logistics within the broader context of the e-commerce landscape.

REVIEW OF LITERATURE

Kotler & Armstrong, (2010) identifies that in our daily life, we use many products and services. These products/services are like food products, clothes, beauty products, mobiles phones and services, electricity and many more. How do we get information about these products/services and how do we get these things in our home. Obvious all business companies want to sell their products so they have to make awareness about their products in public and how useful these things for customers. This involves the number of actives like product planning, pricing of product, promotion and sale.

Himanshu,Siddhant Singh Chandeland Kedar Bhagwat (2023) E-commerce involves buying and selling online, but it faces challenges like logistics, infrastructure issues, and high return rates, leading to the need for effective reverse logistics to manage returns and reintegration into the supply chain. This report explores how changing business demands are shaping forward and reverse logistics in the e-commerce industry.

D. Halaswamy; N.Abhinandan(2022) The objectives of the study were to analyse the current practices of Reverse logistics of Flipkart, to evaluate the main return reason for products to Flipkart and to study how Flipkart, gain competitive advantage by implementing reverse logistics in Bengaluru where the data was being collected both from primary as well as secondary sources with a sample of 211 Employees who are working in Flipkart.

Anuj. K, Fayaz. F, & Kapoor.N(2018) Impact of e-commerce on the Indian economy Kumar Anuj, Fahad Fayaz, Namitha Kapoor Truda's analysis and findings of this paper reveal the importance of the e-commerce industry and the growth of digital penetration in India. It also focuses on various initial initiatives undertaken by the government of India to create awareness among rural people about the cashless economy and the role of the Internet in India in the modern era and enhance the growth and development of e-commerce that will aid to attend the economic growth of the country.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It is a science of studying how research is done scientifically. The various steps that are generally adopted by a researcher in studying the research problem along with the logic behind them are studied. The researcher should know the research techniques, the research methodology, how to develop certain tests, how to calculate the mean, median, mode or chi-square, how to apply a particular research technique, which methods are relevant and which are not, what would they mean and indicate and why.

Researchers should understand the assumptions underlying the various techniques. Hence, research methodology has various dimensions and research methods constitute a part of research methodology.

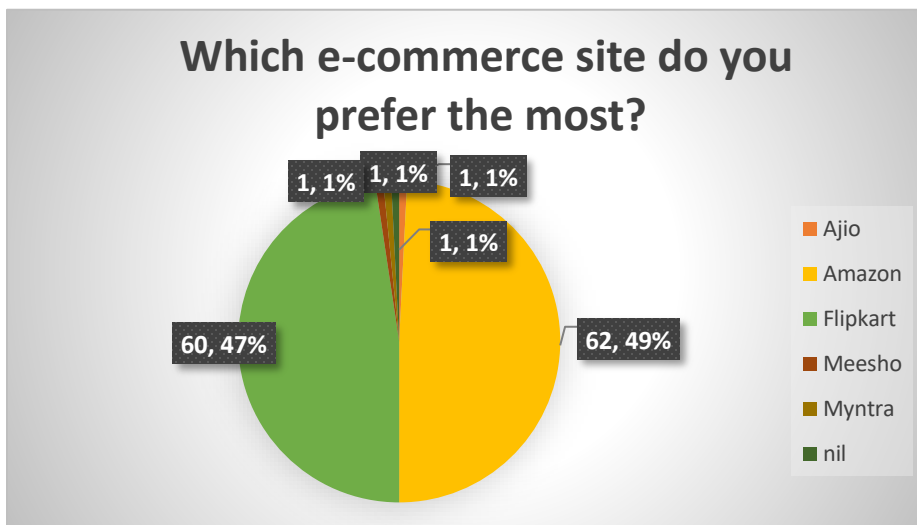
DATA ANALYSIS AND INTERPRETATION

4.1.1 Table showing which e-commerce site do the respondent prefer the most

S.No	Particulars	No of Respondents	Percentage
1	Amazon	62	49%
2	Flipkart	60	47%
3	Ajio	1	1%
4	Meesho	1	1%
5	Myntra	1	1%
6	Nil	1	1%
	Total	126	100%

Source: Primary data

4.1.1 Chart showing preference of e-commerce site of the respondent



INTERPRETATION

From the above table it is interpreted that the number of respondents were 49% of them prefer amazon, 47% of them prefer flipkart.

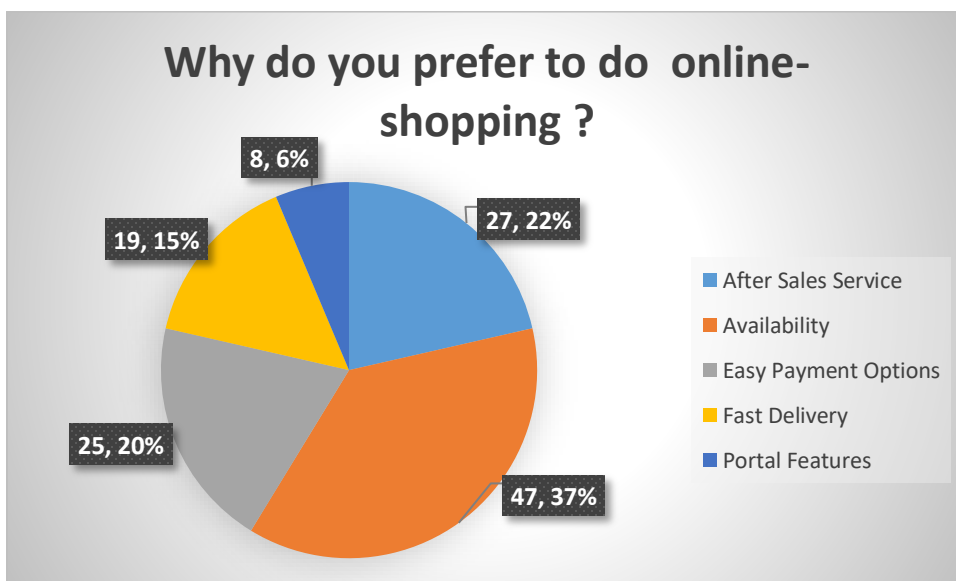
INFERENCE

Majority 49% of the respondents prefer amazon.

4.1.2 Table showing why do they prefer to do online-shopping

S.No	Particulars	No of Respondents	Percentage
1	Fast Delivery	19	15%
2	Availability	47	37%
3	After Sales Service	27	22%
4	Easy Payment Options	25	20%
5	Portal Features	8	6%
	Total	126	100%

Source: Primary data



4.1.2 Chart showing why do they prefer to do online-shopping

INTERPRETATION

From the above table it is interpreted that the number of respondents were 15% is Fast delivery, 37% is availability, 22% is after sales service, 20% is easy payment option, 6% is Portal features.

INFERENCE

Majority 37% of the respondents prefer availability to do online shopping.

4.2 CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

- **PEARSON CORRELATION** The Pearson correlation coefficient (r) is the most common way of measuring a linear correlation. It is a number between -1 and 1 that measures the strength and direction of the relationship between two variables.

HYPOTHESIS – 1

- Null Hypothesis (H_0) : There is no significant difference between the e-commerce site and preference to do online shopping.

- Alternative Hypothesis (H1) : There is a significant difference between the e- commerce site and preference to do online shopping.

Correlations		Which e-commerce site do you prefer the most?	Why do you prefer to do online-shopping ?
Which e-commerce site do you prefer the most?	Pearson Correlation	1	.006
	Sig. (2-tailed)		.943
	N	126	126
Why do you prefer to do online-shopping ?	Pearson Correlation	.006	1
	Sig. (2-tailed)	.943	
	N	126	126

INTERPRETATION

The p value is 0.006 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the e- commerce site and preference to do online shopping.

CHI-SQUARE TEST

The chi-square test is used to determine whether there is a significant difference between expected and observed frequencies in one or more groups. Is the number of people or objects in each category different from what you expected? Is the expected and observed difference due to sampling error or is the difference real? Chi-square is a non-parametric test of significance in a bivariate table statistical analysis (also known as an interaction test). A well-executed significance test will give you an idea of how confident you are in accepting or rejecting the hypothesis. The chi-square analysis also shows the association between the 2 variables. The chi-square formula used is:

$$\chi^2 = \sum \frac{(O - E)^2}{E} \text{ where}$$

O is the Observed Frequency in each category.

E is the Expected Frequency in the corresponding category
 df is the "degree of freedom" = $(r-1)(c-1)$
 χ^2 is Chi Square.

HYPOTHESIS – 2

- Null Hypothesis (H_0): There is no significant difference between the age and purchase frequency.
- Alternative Hypothesis (H_1): There is a significant difference between the age and purchase frequency.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * How often do you purchase on e-commerce site	126	100.0%	0	0.0%	126	100.0%

Age * How often do you purchase on e-commerce site Crosstabulation							
			How often do you purchase on e-commerce site				
			Always	never	often	seldom	sometimes
Age	15-25	Count	4	1	24	7	32
		Expected Count	10.3	1.6	20.0	6.5	29.7
	25-35	Count	7	0	5	1	15
		Expected Count	4.2	.7	8.2	2.7	12.2
	35-45	Count	4	1	5	4	6
		Expected Count	3.0	.5	5.9	1.9	8.7
	above 45	Count	2	0	0	0	0
		Expected Count	.3	.0	.6	.2	.9
	below 15	Count	2	1	3	0	2
		Expected Count	1.2	.2	2.3	.8	3.5
	Total	Count	19	3	37	12	55
		Expected Count	19.0	3.0	37.0	12.0	55.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	31.509 ^a	16	.012
Likelihood Ratio	28.232	16	.030
N of Valid Cases	126		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .05.

INTERPRETATION

The p value is 0.012 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the age and purchase frequency.

SUGGESTIONS

Amazon has become leading E-commerce Company in India, few years before Amazon India was behind in competition with Flipkart, but as we know Amazon India is a customer-centric company. It always tries to provide better services to its customers. Flipkart started from the very low budget but just because of its quick success, they got funding from big investors. Flipkart successfully placed itself as India's largest online store with a huge range of products. However, Flipkart still needs to work on its weaknesses and core competence. Flipkart should pay more attention to customers' satisfaction and on their queries because according to this survey majority of people are not satisfied with their return policies and customer services. Flipkart's products packages should be developed because they are receiving many customers' complaints about their packaging. Flipkart should open warehouses in the urban and remote area for fast delivery service. Flipkart should replace its marketing strategies with online marketing techniques, these techniques help to build its online presence more strong through search engine optimization techniques because most of the customers like to search from Google for online shopping products.

CONCLUSION

E-commerce has become an integral part of people these days due its convenience and ease of buying. Both the companies i.e. Amazon and Flipkart are performing well. Hence, the companies have to capitalize on that and improve accordingly. From the study it is observed most of the customers prefer Amazon for shopping. Also, when it comes to parameters such as shipping charges, payment options, offers and

discounts return and refund policies, quality of products offered, delivery services in remote area across India

-Amazon is the clear winner.

Both the companies have pros and cons, it is the companies to ensure a better service to its customers and satisfy them.

Amazon's marketing and advertising are outstanding as compared to Flipkart, it is world's top E-commerce company and Amazon spending so much money for advertising and promotion its brands. Amazon studied Indian market and behavior of Indian customers and made its roots stronger in India. Flipkart is a new company as compare to Amazon but still, Flipkart is giving tough competition to Amazon India. Now Flipkart is trying to globalize its products in the international market with the help of eBay India. Maybe Flipkart will take some time to overcome, but definitely, these both companies are doing very well in Indian E-commerce market.

REFERENCES

www.aboutamazon.com/about-us

www.techtarget.com/whatis/definition/Amazon

www.amazon.in

www.flipkart.com/company/p/itmb45b4fbde6d03

www.ibef.org/industry/ecommerce/showcase/flipkart-internet-pvt-ltd

<https://en.wikipedia.org/wiki/Amazon>

<https://www.mbaknol.com/business-history/history-and-background-of-amazon> <https://history-computer.com/amazon>