

COMPARATIVE STUDY AND MARKETING STRATEGIES OF FLIPKART AND AMAZON

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

by

Sharan viswanathan

(38280085)



**DEPARTMENT OF BUSINESS ADMINISTRATION school of
MANAGEMENT STUDIES**

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY**

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MARCH 2021

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www.sathyabama.ac.in



DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Sharan viswanathan(**38280085**) who carried out the project entitled "COMPARITIVE STUDY AND MARKETING STRATEGY OF FLIPKART AND AMAZON"under our supervision from th January 2021 to th March 2021.

**Ms.M,Sivapriya, M.com,M.phil,PGDCA,
(Internal Guide)**

**Dr.Bhuvanewari.G M.B.A., Ph.D.,
Dean – School of Management Studies**

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I Sharan viswanathan (38280085) hereby declare that the Project Report entitled “COMPARITIVE STUDY AND MARKETING STRATEGY OF FLIPKART AND AMAZON” Chennai. Done by me under the guidance of Ms.M.Sivapriya M.com,M.phil,PGDCA. Internal submitted in partial fulfilment of the award of Master of Business Administration degree.

DATE: 30/04/2021

PLACE: CHENNAI

SHARAN VISWANATHAN

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to 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 thanks to **Dr. G. Bhuvaneswari M.B.A., Ph.D., Dean – School of Management Studies** and **Dr. A. Palani M.Com., M.Phil., M.B.A., Ph.D., Head of the Department 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 **MS.M.SIVAPRIYA,M.com,M.phil,PGDCA** for her guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching Non-teaching staff members of the Department of **Business Administration** who were helpful in many ways for the completion of the project.

ABSTRACT

INTERNET became more powerful and basic tools for every person's need and the way people work by integrating various online management tools using internet, innovative companies have set up the payment system 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. Comparison have been done considering e-commerce challenges, their business model, funding, revenue generation, growth, survival strategies, Shoppers' online shopping experience, value added differentiation, and product offerings. Both these big players made their own mark in India, but who is going to be ultimate winner or be the top one is going to be. A comparative study of Flipkart.com with one of the close competitor Amazon.com delivers the information about the different strategies to succeed in e-commerce market and different opportunities available in India.

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CHAPTER-1

INTRODUCTION

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

INDUSTRY PROFILE

AMAZON:

Amazon.com, Inc. engages in the retail sale of consumer products and subscriptions in North America and internationally. The company operates through three segments: North America, International, and Amazon Web Services (AWS). It sells merchandise and content purchased for resale from third-party sellers through physical and online stores. The company also manufactures and sells electronic devices, including Kindle, Fire tablets, Fire TVs, Rings, and Echo and other devices; provides Kindle Direct Publishing, an online service that allows independent authors and publishers to make their books available in the Kindle Store; and develops and produces media content. In addition, it offers programs that enable sellers to sell their products on its websites, as well as its stores; and programs that allow authors, musicians, filmmakers, skill and app developers, and others to publish and sell content. Further, the company provides compute, storage, database, analytics, machine learning, and other services, as well as fulfillment, advertising, publishing, and digital content subscriptions. Additionally, it offers Amazon Prime, a membership program, which provides free shipping of various items; access to streaming of movies and TV episodes; and other services. The company serves consumers, sellers, developers, enterprises, and content creators. Amazon.com, Inc. was founded in 1994 and is headquartered in Seattle, Washington.

FLIPKART:

Founded in October 2007, Flipkart is one of India's leading e-commerce marketplaces, with headquarters in Bengaluru. Flipkart was founded by Sachin Bansal and Binny Bansal and the company initially started as an online book store. Later, as the company's popularity grew, it also started selling other items such as music, movies and mobile phones. As the e-commerce revolution gained momentum in India, Flipkart grew at an accelerated pace and added several new product ranges in its portfolio. As of now, the company offers more than 80 million products spread across more than 80 categories such as mobile phones & accessories, computers and accessories, laptops, books and e-books, home appliances, electronic goods, clothes and accessories, sports and fitness, baby care, games and toys, jewelry, footwear, etc.

COMPANY PROFILE

FLIPKART:

Flipkart was originally started as an online book store in October 2007. To start Flipkart, the founders Sachin Bansal and Binny Bansal left their jobs at Amazon and took a huge risk to start a venture of their own. When the founders thought of starting Flipkart as a company the market at that time was not so much vibrant and was not adapted to the eCommerce sector that much. This means e-commerce in India was mostly non-existent at that time and there was no certainty about its future. Still, the Bansals decided to take this risk and now it has turned out to be a huge success. One of the major problems that Flipkart tackled during its initial years was online payments because at that time, people in India were averse to make online payments to a virtual store, due to fear of frauds and loss of money. To deal with this issue, Flipkart launched its 'Cash on Delivery' service, which helped to build confidence among online buyers. It also made significant efforts to improve the supply chain system, which helped the company to ensure timely delivery

AMAZON:

Amazon.com began as a bookstore, and becomes a store for almost all products. Its website still offers millions of books, as well as other media, home furnishings, clothing, pet supplies, office products, health and beauty, jewelry, consumer electronics, software, lawn and patio, grocery, automotive products and hundreds of other product categories. In terms of electronics, Amazon manufactures and sells electronic devices, including Kindle, Fire tablet, Fire TV, Echo, Ring, and other devices, and develops and produces media content. The company is also the dominant cloud services provider (through Amazon Web Services, or AWS), an influential entertainment company through its video streaming operations, a force to be reckoned with in grocery with its ownership of natural foods chain Whole Foods, and a leader in digital personal assistant

devices with Alexa and its Echo product line. Amazon.com, Inc. was incorporated in 1994 in the state of Washington and reincorporated in 1996 in the state of Delaware.

CHAPTER-2

LITERATURE REVIEW

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

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

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

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

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

Samadi and ali,2014: The e-commerce portals provide goods and services in a variety of categories, To name a few apparel and accessories for men and women, health and beauty products, books and magazines.Computers and peripherals, vehicles, software, consumer electronics, household appliances, jewelry, audio, video, entertainment, goods, gift articles, real estate and services.

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

Abhijitmitra,2012: “e-commerce in India-a review, international journal of marketing, financial services & management research. Concluded that the e commerce has broken the geographical limitations and it is a revolution-commerce will improve tremendously in next five years in India.

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

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

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

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

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

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

Jiang and Rosenbloom,2005: e-tailers can use charges for shipping and handling as a tool to attract patronage by matching consumers’ delivery needs; for example, some

consumers who would prefer a quick delivery will have to pay higher cost while others may prefer to wait if they pay lower shipping and handling charges.

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

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

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

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

Martin dodge. (2000): "finding the source of Amazon.com: examining the hype of the earth's biggest book store", center for advanced spatial analysis. Concluded that Amazon.com has been one of the most promising e-commerce companies and has

grown rapidly by providing quality service. Vijay govindarajan is one of the world's leading experts on strategy and innovation

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience base for the product. This time research methodology is framed for the purpose of finding the level of customer satisfaction and changing trends of the customer expectations.

3.2 SCOPE OF THE STUDY:

The research measures the experiences of customers.

- * Defines and analyses the experiences based on key deliverables.
- * Gains insights into Customer expectations.
- * Customer experience is how customers engage with company and brand throughout the entire arc of being a customer.

3.3 OBJECTIVES OF THE STUDY:

This project is designed mainly to compare and analysis the marketing strategies of flipkart and amazon.

3.3.1 PRIMARY OBJECTIVE:

A COMPARATIVE STUDY AND MARKETINGSTRATEGIES OF FLIPKART AND AMAZON.

3.3.2 SECONDARY OBJECTIVES:

- *To understand and estimate the consumer perception and factors affecting their behavior for choosing e-commerce sites.

*To understand tactics and methods that are used by e-commerce players to grab the customers in India.

*To know how consumers are evaluating e-commerce sites for their purchases.

*To understand the work flow of Amazon and flipkart which are leading in India.

3.4 RESEARCH DESIGN:

3.4.1 DESCRIPTIVE RESEARCH DESIGN

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 SOURCES OF DATA:

DATA COLLECTION IS THE TERM USED TO DESCRIBE A PROCESS OF PREPARING AND COLLECTING DATA.

3.6 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's experience.

3.7 SAMPLING TECHNIQUE

3.7.1 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.

3.8 PERIOD OF STUDY:

The duration of study is from January 2021 to march 2021, which is a three months of study.

3.10 LIMITATIONS OF THE STUDY

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

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Gender of the respondents

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

Source: Primary data.

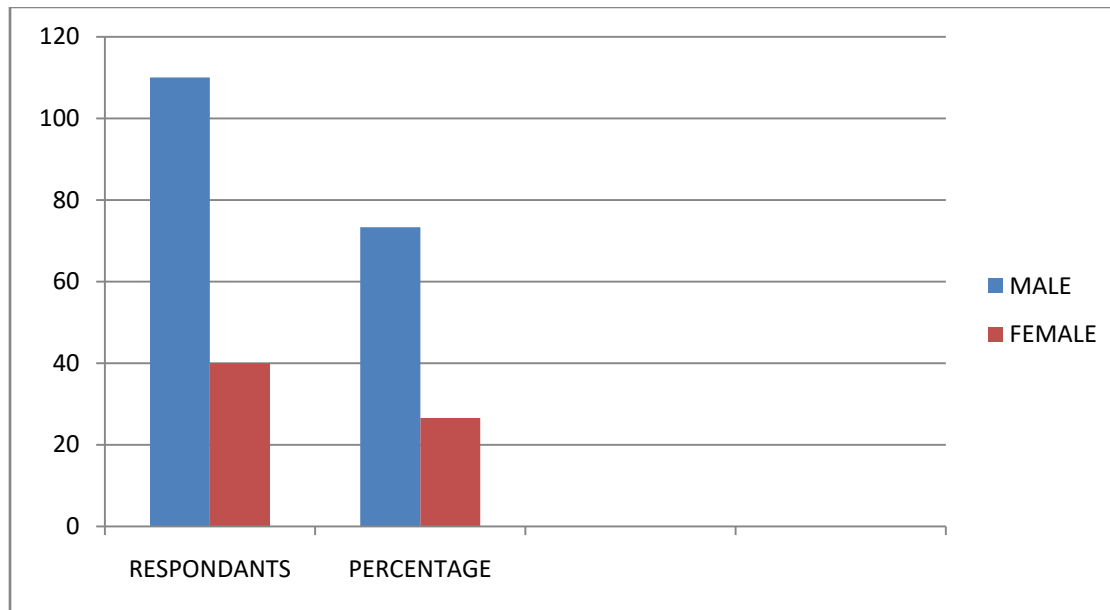


Table 4.1.1: Gender of the respondents

Interpretation

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

Inference

Majority (73.3%) of the respondents are Male.

Table 4.1.2: Marital status of the respondents

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	MARRIED	25	16.6
2	UNMARRIED	125	83.3
TOTAL		150	100

Source: Primary data.

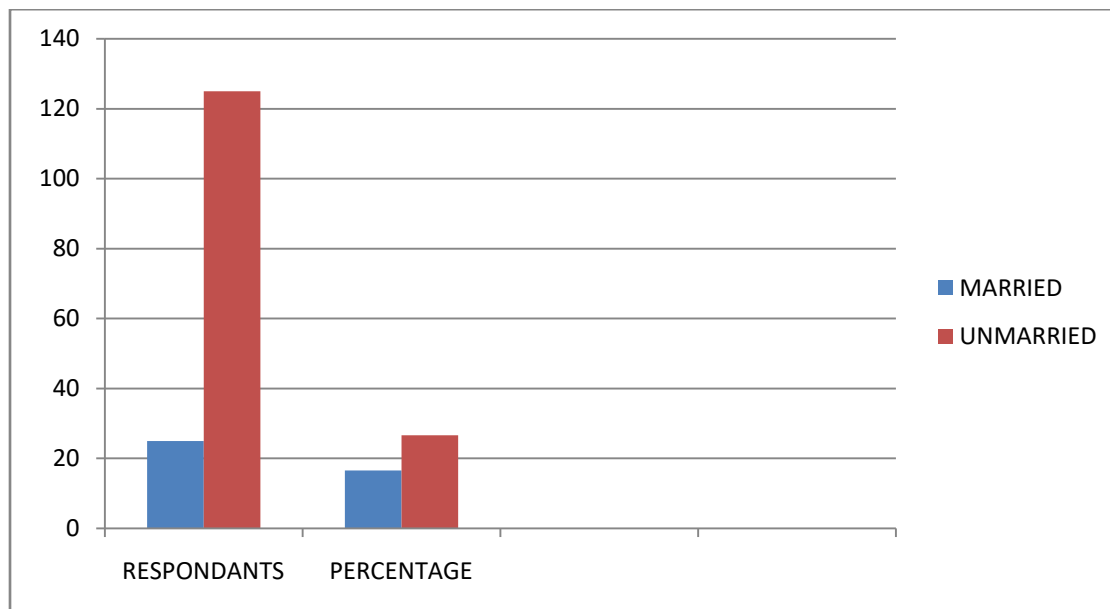


Chart 4.1.2: Marital status of the respondents

Interpretation

From the above table it is interpreted that the number of married respondent is 16.6% and unmarried respondent is 83.3%.

Inference

Majority (83.3%) of the respondents are unmarried

Table 4.1.3: Age of the respondents

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	18-26	70	46.6
2	26-34	60	40
3	34-42	18	12
4	42+	2	1.3
TOTAL		150	100

Source: Primary data.

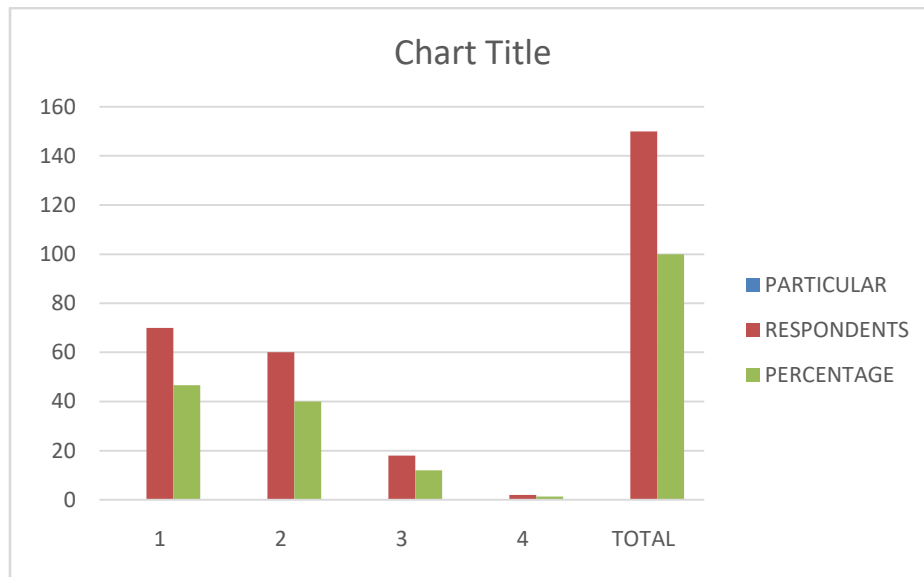


Chart 4.1.3: Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents between 18 to 26 age of respondents are 46.6%, between 26 to 34 age of respondents are 40%, between 34 to 42 age of respondents are 12%, 42 above age of respondents are 1.3%.

Inference

Majority (46.6%) of the respondents are age between 18 to 26 years.

Table4.1.4: Most preferred online sites

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	flipkart	85	56.6
2	amazon	35	23.3
3	myntra	18	12
4	ajio	12	8
TOTAL		150	100

Source: Primary data.

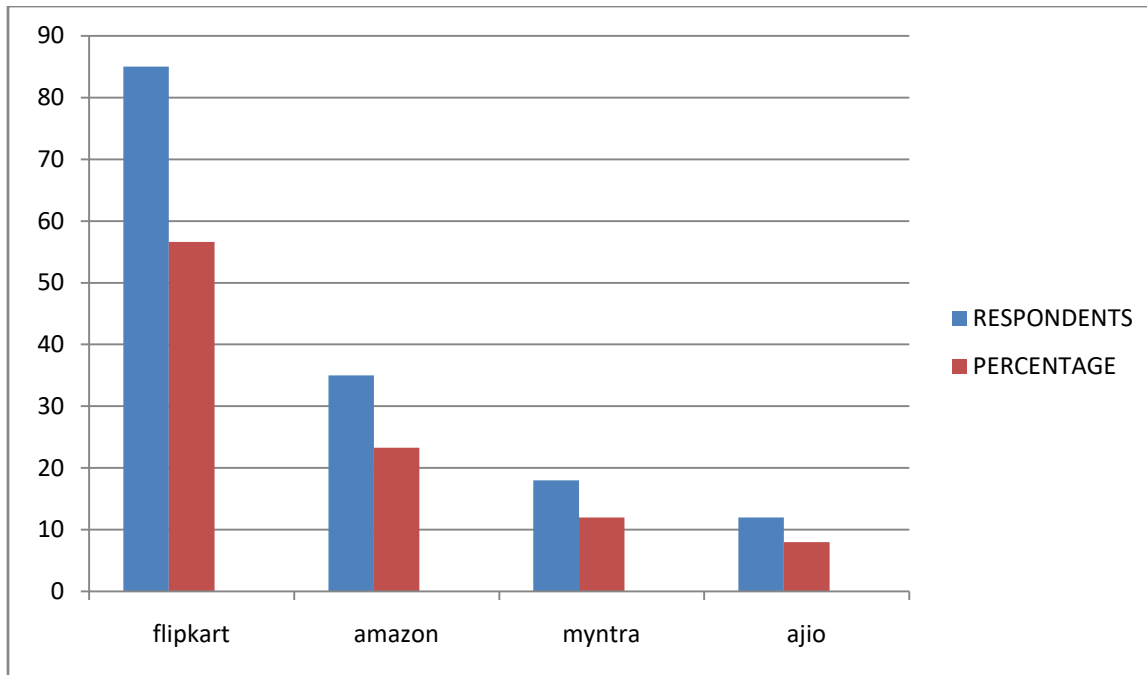


Chart 4.1.4: Preferred the vehicle model of the respondents

Interpretation

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

Inference

Majority (56.6%) of the respondents prefer Flipkart.

Table4.1.5: mode of payments

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	debit	40	26.6
2	credit	55	36.6
3	cod	35	23.3
4	Third party	20	13.3
TOTAL		150	100

Source: Primary data.

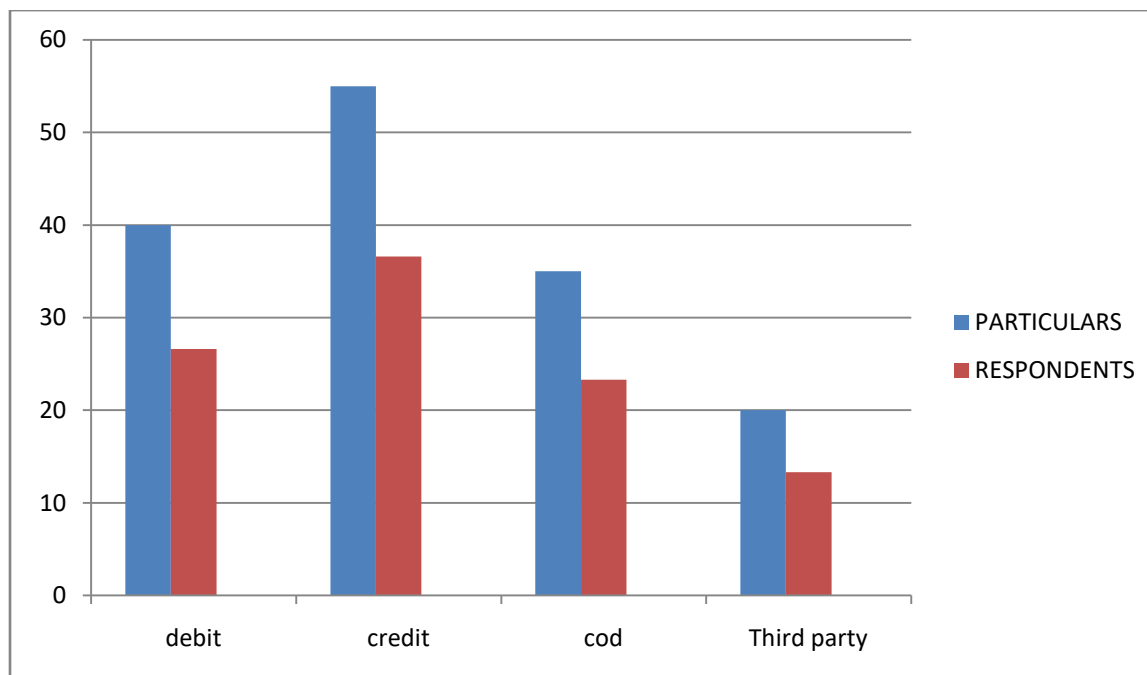


Chart 4.1.5: Preferred the vehicle model of the respondents

Interpretation

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

Inference

Majority (36.6%) of the respondents prefer credit.

Table4.1.6: Impact of promotional activites

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

Source: Primary data.

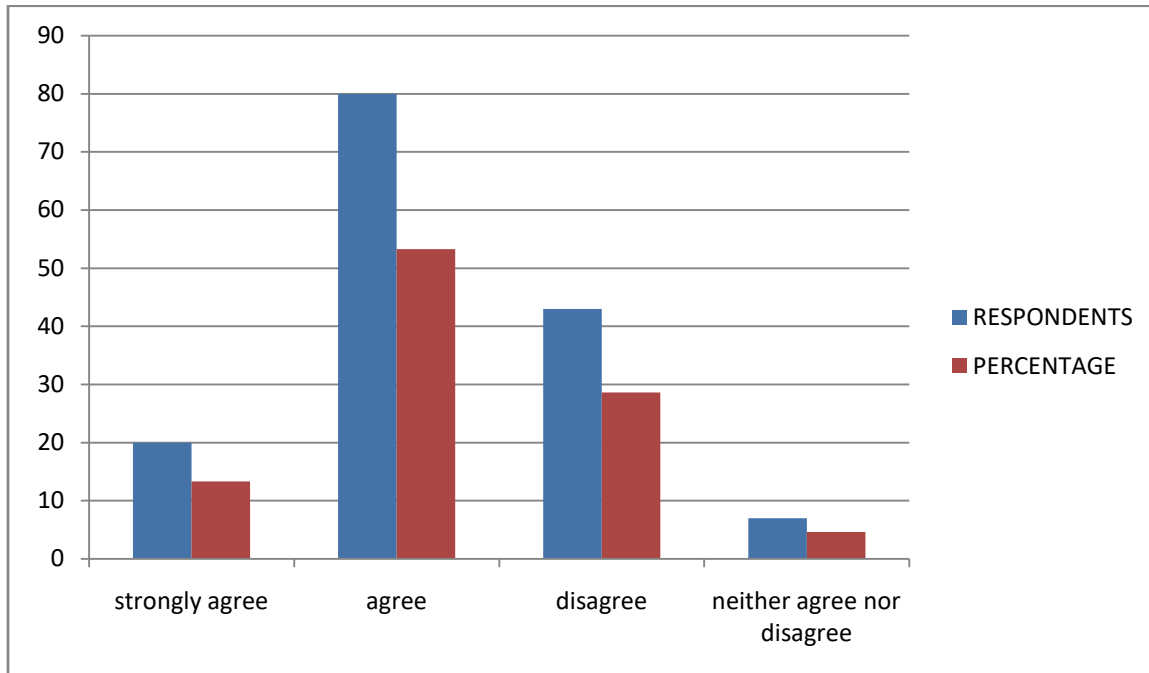


Chart 4.1.6: : Impact of promotional activites

Interpretation

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

Inference

Majority (53.3) of the respondents agree.

Table4.1.7 problems facing while online shopping

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

Source: Primary data.

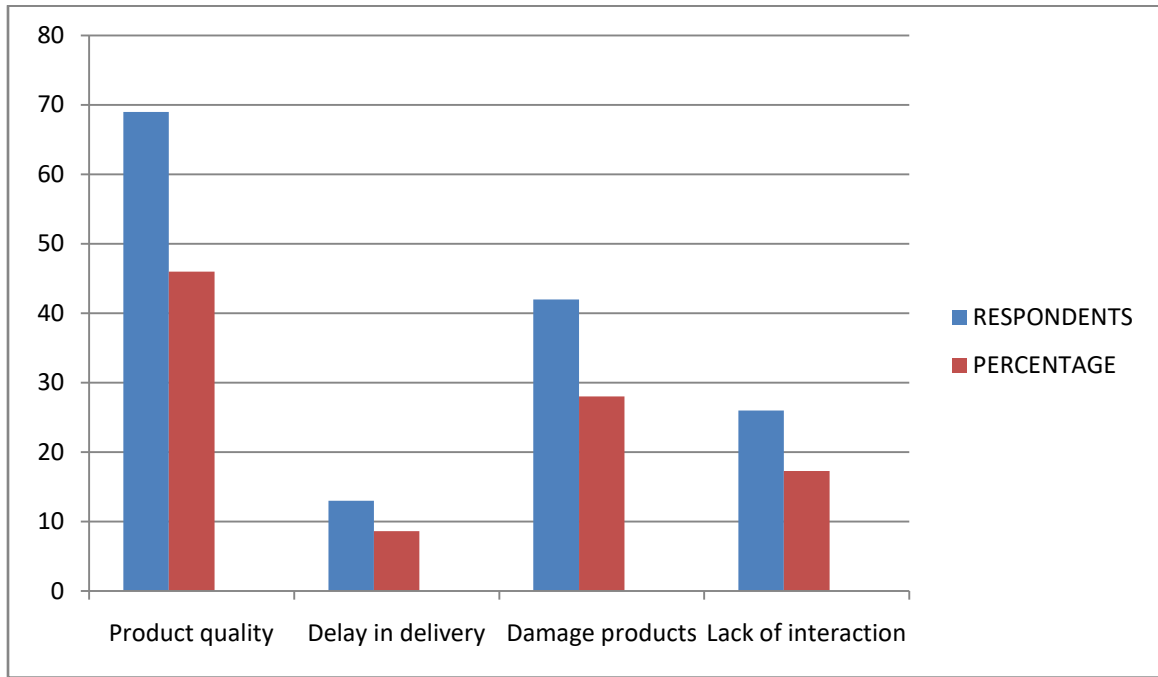


Chart 4.1.7: problems facing while online shopping

Interpretation

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

Inference

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

Table4.1.8:How confidential is your personal information.

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

Source: Primary data

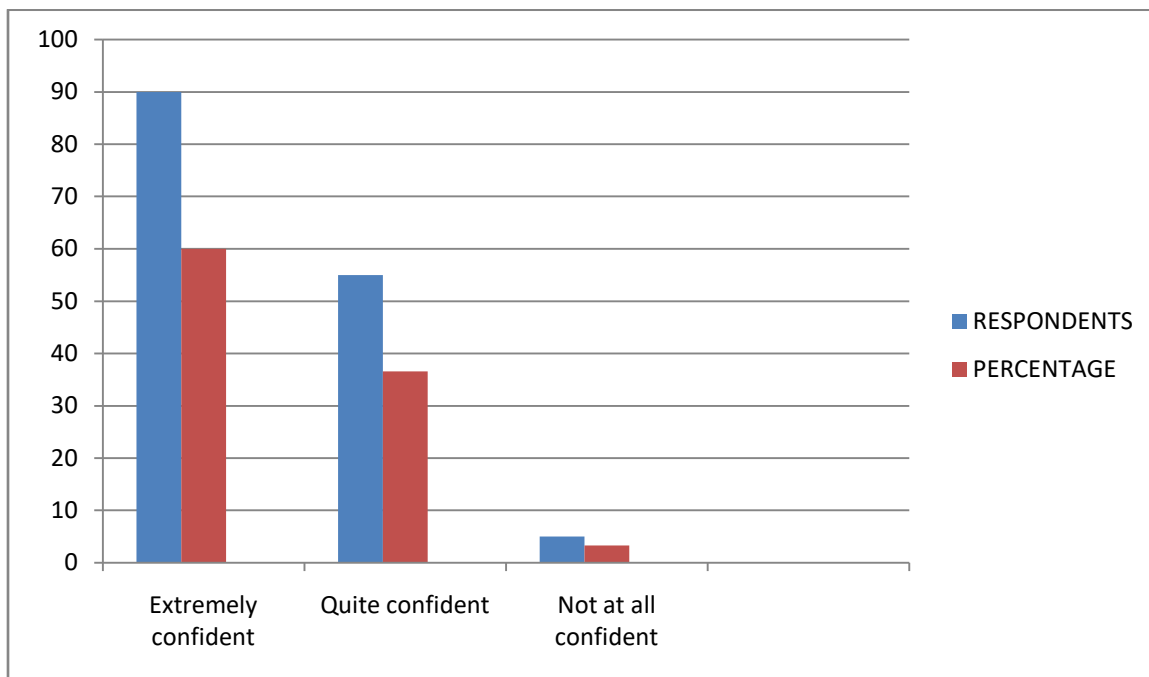


Chart 4.1.8: 3How confidential is your personal information.

Interpretation:

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

Inference:

Majority(60%)are extremely confident.

Table4.1.9: most satisfied online sites

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

Source: Primary data.

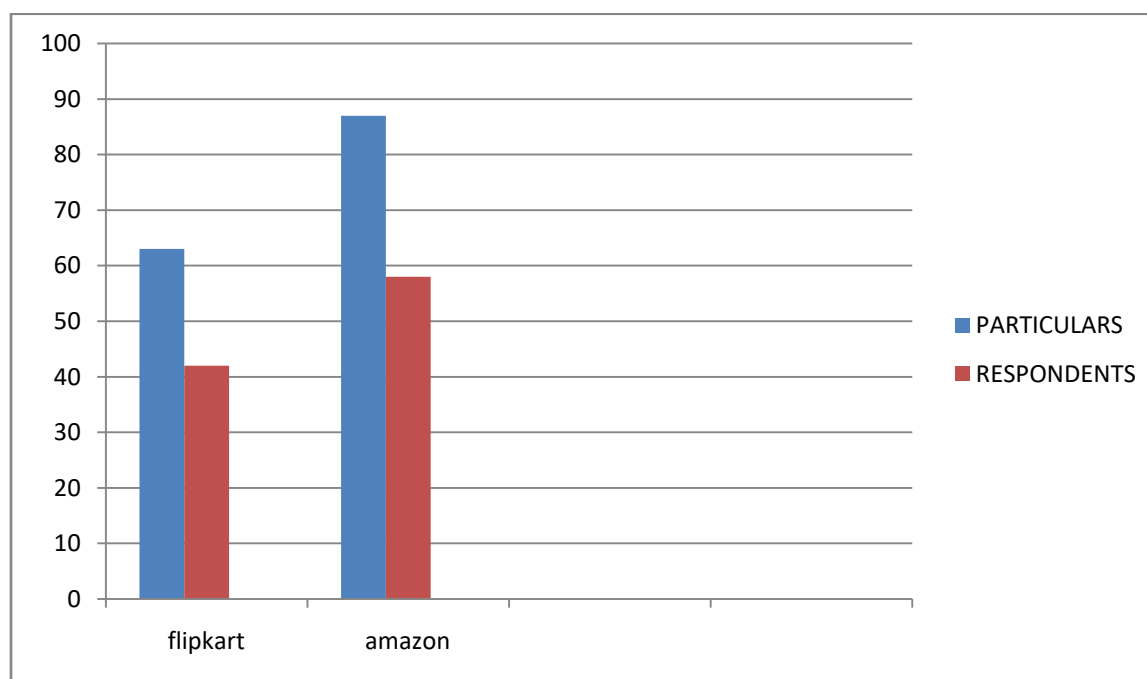


Chart 4.1.9: most satisfied online sites

Interpretation

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

Inference

Majority (58%) of the respondents prefer amazon.

Table4.1.10: which occasion do you make purchases

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

Source: Primary data.

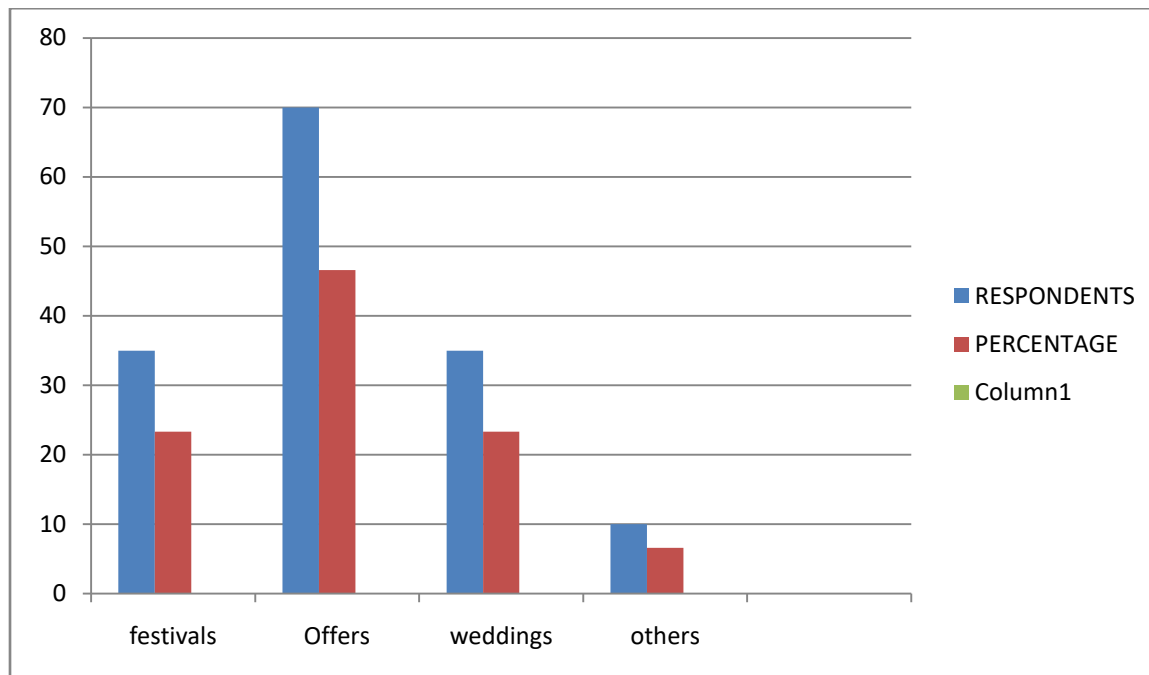


Chart 4.1.10: : : which occasion do you make purchases

Interpretation

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

Inference

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

Table4.1.11 privacy concern during online shopping

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Always	19	12.6
2	Most of the time	51	34
3	Once in a while	68	45.3
4	never	12	8
TOTAL		150	100

Source: Primary data.

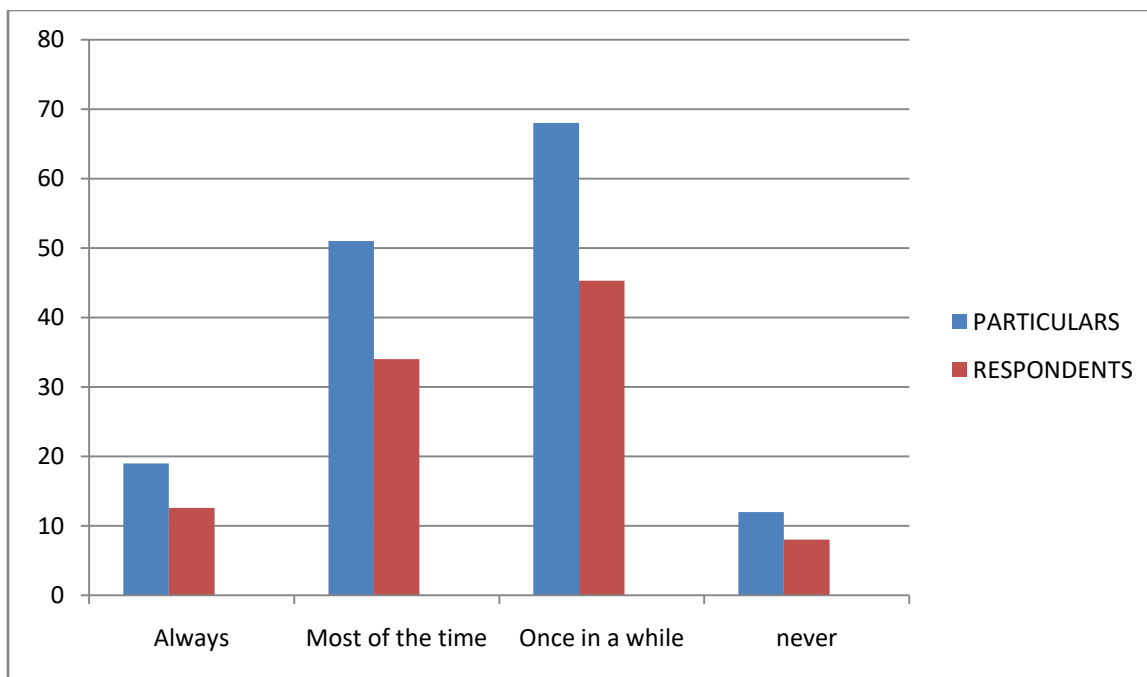


Chart 4.1.11: privacy concern during online shopping

Interpretation

From the above table it is interpreted that the number of respondents 12.6% say always,34% most of the time,45.3% once in a while and 8% never.

Inference

Majority (45.3%)of the respondents say its once in a while.

Table4.1.12: how often do you shop online

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Weekly	16	10.6
2	Twice a month	78	52
3	3 months once	40	26.6
4	5-6months	16	10.6
TOTAL		150	100

Source: Primary data.

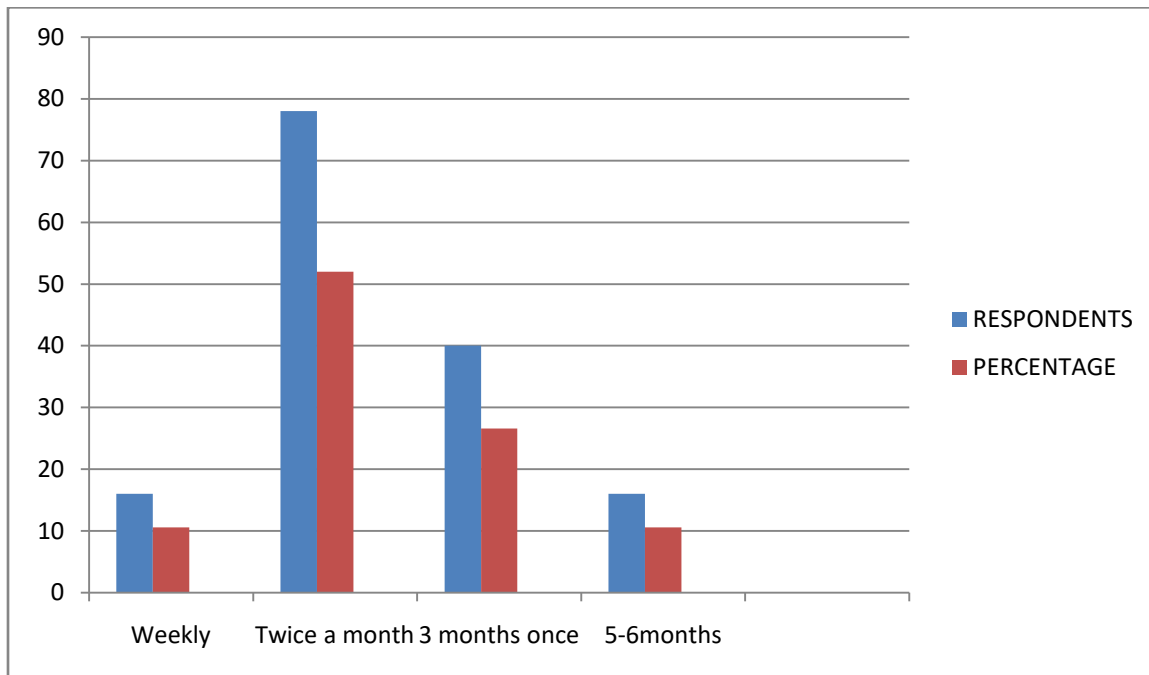


Chart 4.1.12: how often do you shop online

Interpretation

From the above table it is interpreted that the number of respondents 10.6% shop weekly,52% shop twice a month,26.%6 shop 3 months once and 10.6% 5-6 months.

Inference

Majority (52%) of the respondents shop twice a month.

Table 4.1.13 expectation over the reality

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

Source: Primary data.

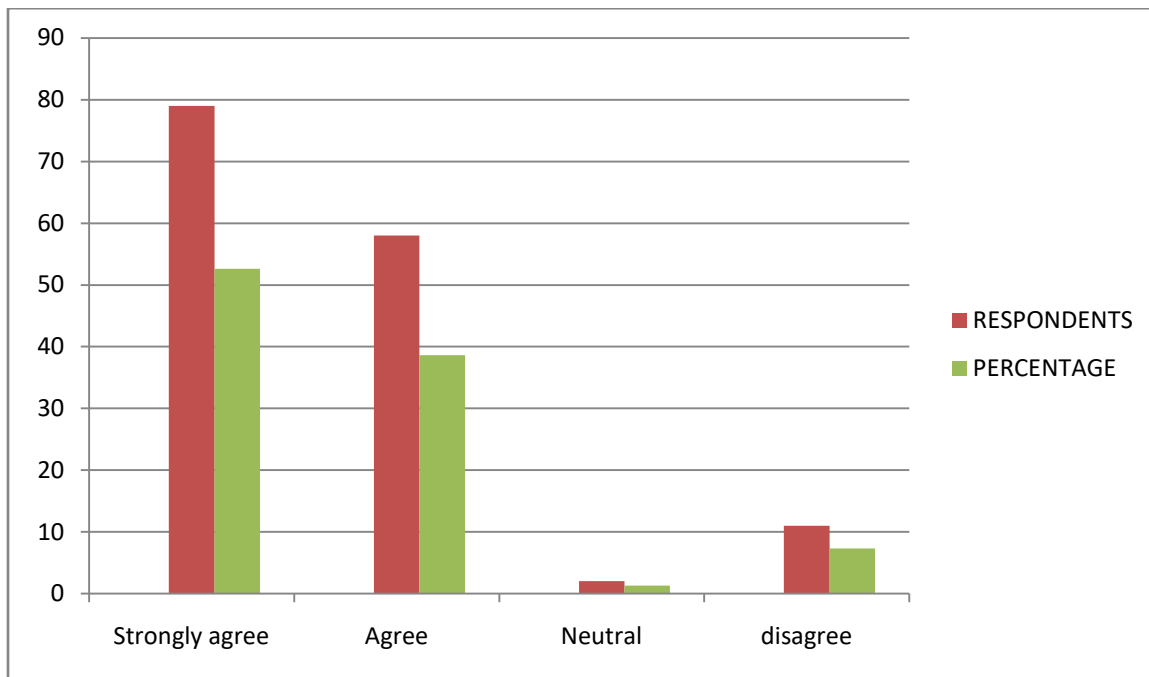


Chart 4.1.13: 3 expectation over the reality

Interpretation

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

Inference

Majority (52.6%) of the respondents strongly agree.

Table4.1.14 terms of pricing in online sites

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

Source: Primary data.

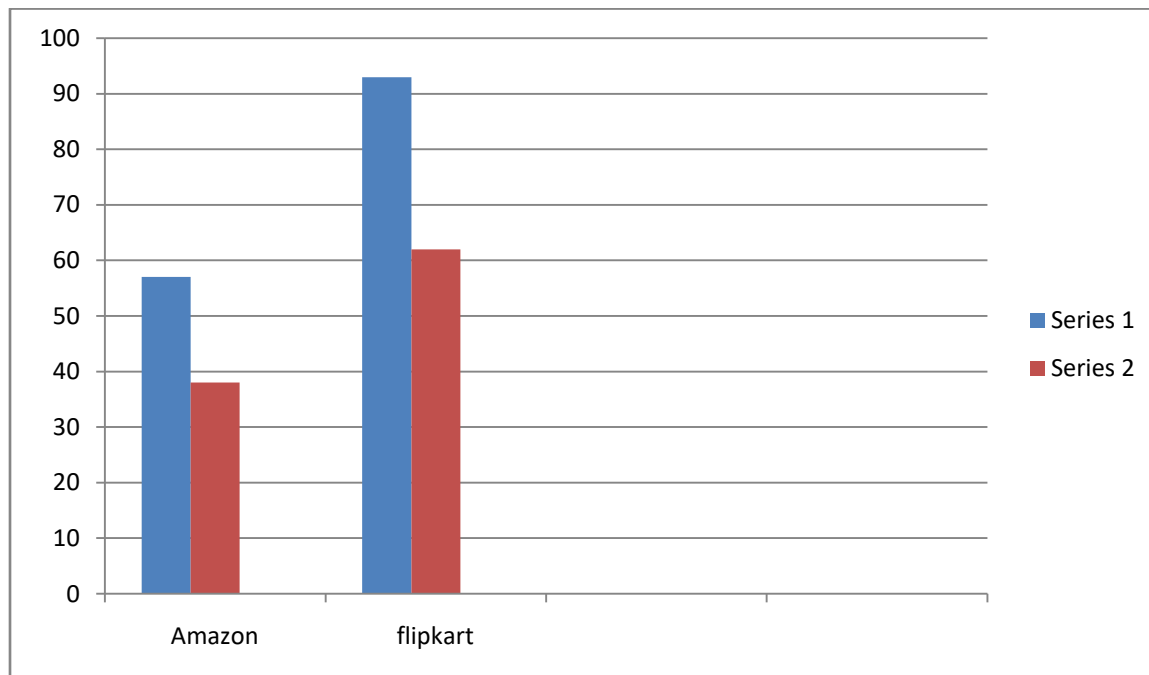


Chart 4.1.14: terms of pricing in online sites

Interpretation

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

Inference

Majority (62%) of the respondents prefer Flipkart.

Table4.1.15: which of the purchase will you make in amazon

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Cosmetic/jewellery	12	8
2	Cd/books	30	20
3	Electronic gadgets	68	45.3
4	Clothes/shoes	40	26.6
TOTAL		150	100

Source: Primary data.

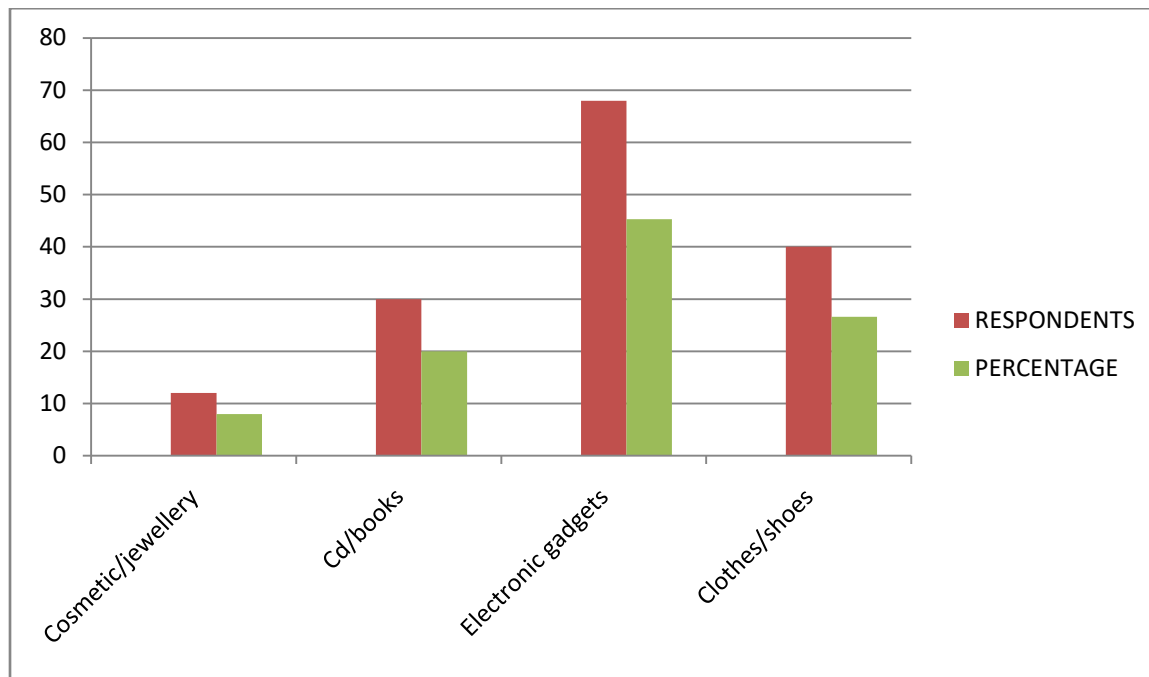


Chart 4.1.15 : which of the purchase will you make in amazon

Interpretation

From the above table it is interpreted that the number of respondents 8% cosmetic,20% books,45.3% electronic gadgets and 26.6 clothes and shoes.

Inference

Majority (45.3%)of the respondents purchase electronic gadgets.

Table4.1.16:guarantee and warranty offered in flipkart

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

Source: Primary data.

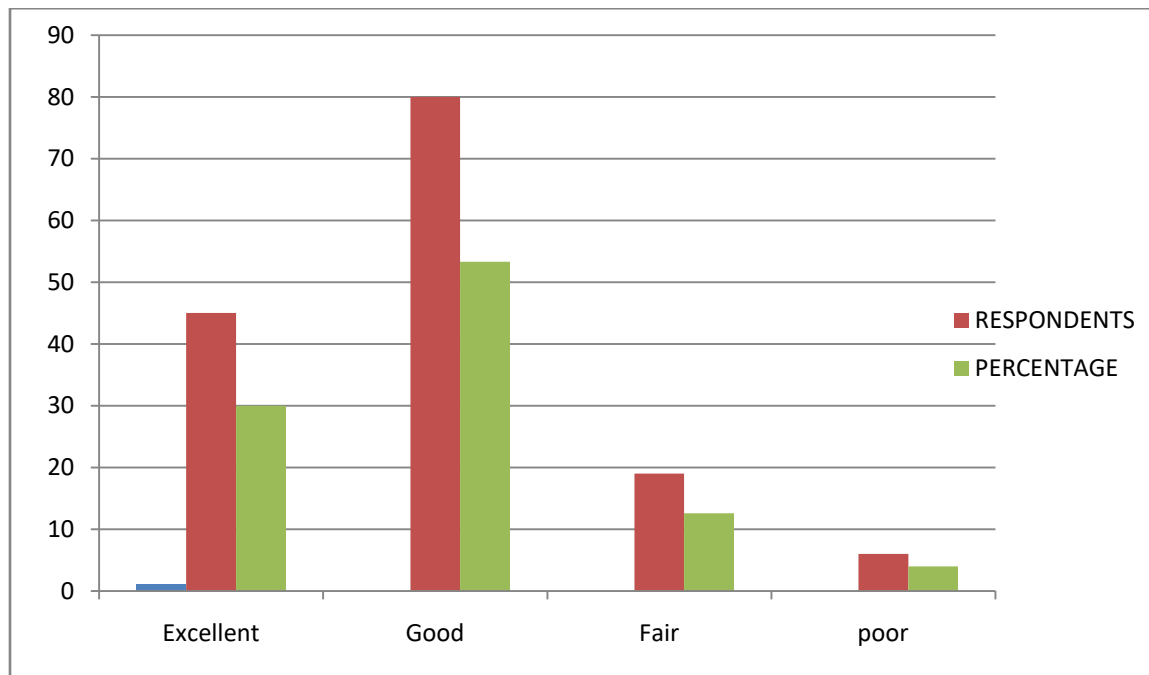


Chart 4.1.16: guarantee and warranty offered in flipkart

Interpretation

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

Inference

Majority (53.3 %) of the respondents felt good.

Table4.1.17: display of price range showcased in amazon

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

Source: Primary data.

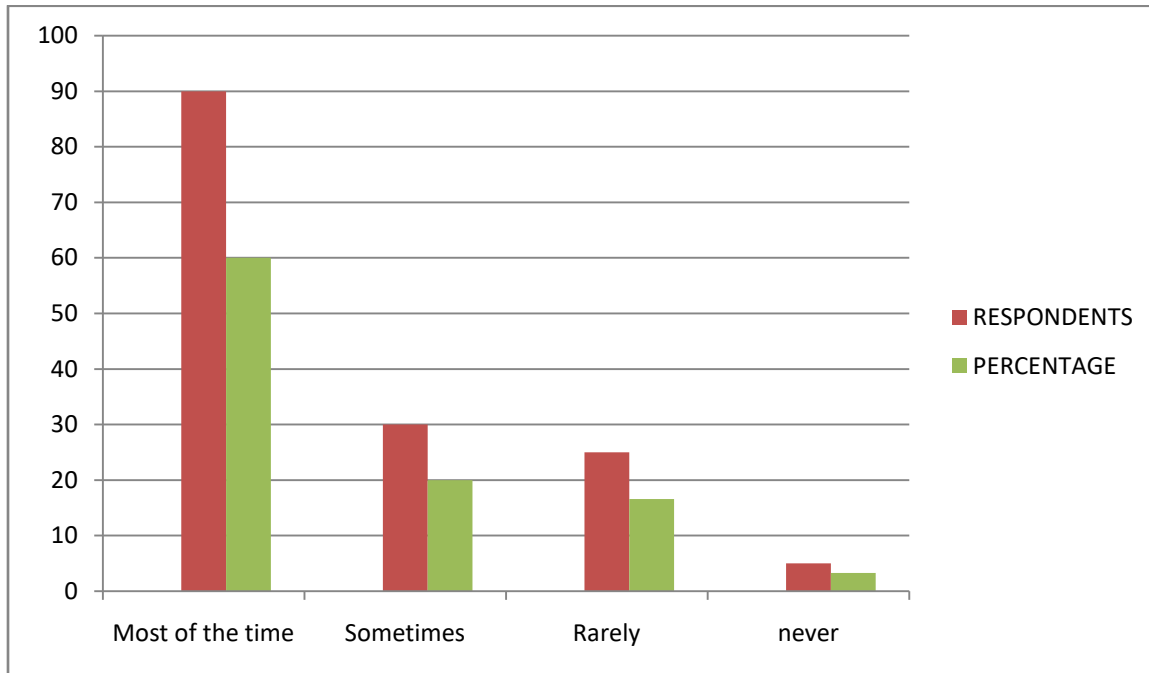


Chart 4.1.17: display of price range showcased in amazon

Interpretation

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

Inference

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

Table 4.1.18 price of product offered at amazon

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Reasonable	47	31.3
2	Premium	78	52
3	At a discount	5	3.3
4	offers	20	13.3
TOTAL		150	100

Source: Primary data.

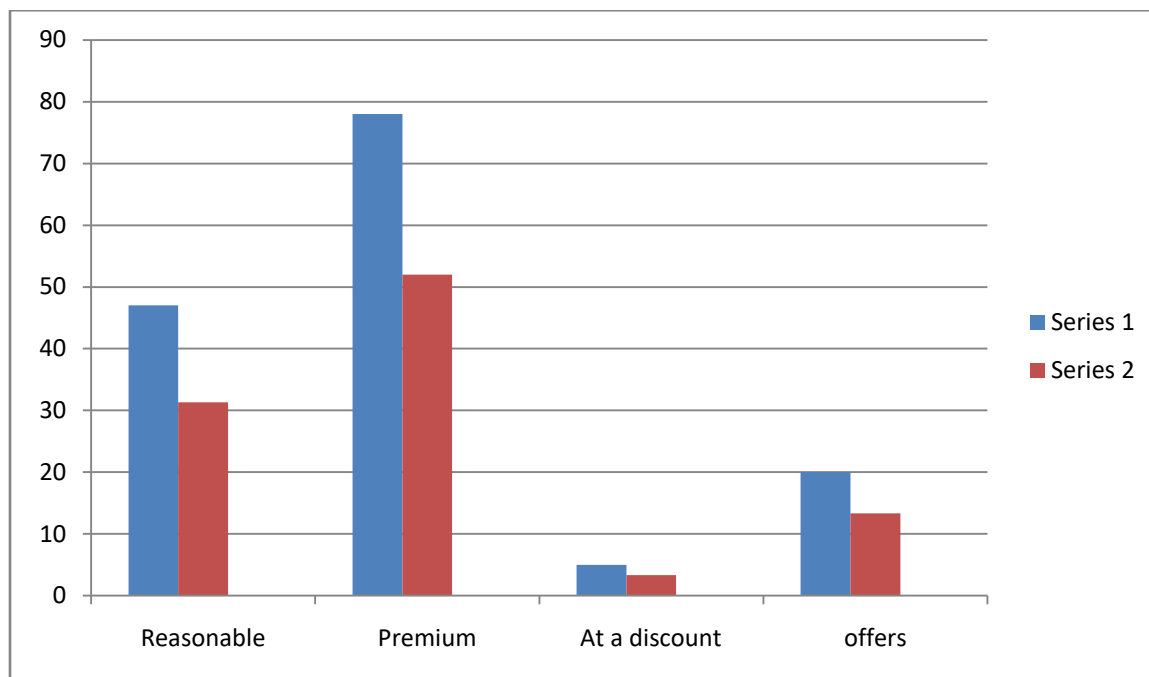


Chart 4.1.18: 3price of product offered at amazon

Interpretation

From the above table it is interpreted that the number of respondents 31.3% reasonable, 52% premium, 3.3 at a discount and 13.3 offers.

Inference

Majority (52%) of the respondents say at a premium.

CHAPTER-5

FINDINGS

1. Majority (73.3%) of the respondents are Male.
2. Majority (83.3%) of the respondents are unmarried
3. Majority (46.6%) of the respondents are age between 18 to 26 years.
4. Majority (56.6%) of the respondents prefer Flipkart.
5. Majority (36.6%) of the respondents prefer credit.
6. Majority (53.3) of the respondents agree.
7. Majority (46%) of the respondents faced problem in the products quality
8. Majority (60%)are extremely confident.
9. Majority (58%) of the respondents prefer amazon.
10. Majority (46.6%) of the respondents purchase during offers.
11. Majority (45.3%)of the respondents say its once in a while.
12. Majority (52%) of the respondents shop twice a month.
13. Majority (52.6%) of the respondents strongly agree.
14. Majority (62%) of the respondents prefer Flipkart.
15. Majority (45.3%)of the respondents purchase electronic gadgets.
16. Majority (53.3 %) of the respondents felt good.
17. Majority (60%) of the respondents say most of the time.
18. Majority (52%)of the respondents say at a premium.

SUGGESTIONS

Flipkart is performing ok but not good enough. There are so many cases where people felt that packing might have been better than this. Either it may be big or small / expensive or not product has to be treated with care. Some of the products mostly apparel's are turning out with original cover of supplier, which shows negligence of them. In this issue Amazon made a mark among us, because whatever the product is their packing will obviously safe and secure.

CONCLUSION

The study consisted with all the work flows of major e-commerce players in India, Flipkart and Amazon. How they are performing and how they are running perfectly in the competitive world has been explained. The innovative thinking of them to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers. They made consumers work more easy and comfortable. In this competitive market one has to be lead and rest will follow. Based upon consumer's survey we got our clear winner and it is Amazon. Even though it is an international company it understood Indians very well and made its roots stronger in India. Flipkart is also giving very tough competition to Amazon even though it is new company when compared to Amazon. May be it takes some time to overcome, but definitely they are doing very well in Indian e-commerce market.

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APPENDIX(QUESTIONAIRE)

1)Full Name

2)Gender

- male
- female

3)Marital status

- married
- unmarried

4)Age

- 18-26
- 26-34
- 34-42
- 42 and more

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

- Flipkart
- Amazon
- Myntra.
- Ajo

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

- debit card
- credit card
- cash on delivery (COD)
- third party (paytm wallet, PayPal, etc)

7)Does promotional activities impact your purchasing decisions?

- strongly agree
- agree
- disagree
- either agree nor disagree

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

- product's quality
- delay in delivering
- damaged products
- lack of interaction

9) How confident are you that your personal information is kept confidential when buying online products?

- extremely confident
- quite confident
- not at all confident

10) On which online sites you are satisfied with for receiving after sales assistant?

- Flipkart
- Amazon
- Other.

11) On which occasions do you make purchases?

- festivals
- offers
- weddings
- others

12) How often do privacy concerns prevent you from buying products online?

- always
- most of the time
- once in a while
- never

13) On average, how often do you shop online?

- Weekly
- twice in a month
- 3 months once every

- 5-6 months

14)The differences between your expectations and the real products would influence your satisfaction

- strongly agree
- agree
- neutral
- disagree

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

- Amazon
- Flipkart
- others

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

- cosmetic/jewellery
- CD's/books
- electronic gadgets
- clothes and shoes

17)what you say about the guarantee and warranty policies offered in Flipkart?

- excellent
- good
- fair
- poor

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

- most of the time
- sometimes
- rarely
- never

19) how do rates prices of the products offered at amazon?

- reasonable
- premium
- at a discount
- others

20)how can we improve online shopping in the prevailing conditions?