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# Research between Flipkart and Amazon India

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**ABSTRACT:** By integrating various online management tools on the Internet, innovative businesses have established Payment systems for taking customer orders, enabling payments, customer service, debt collection, marketing data, or online reviews. As a result, the internet has grown more powerful and indispensable for meeting people’s needs and their ways of working. Electronic or Internet commerce refers to all of these operations as a whole. Two major e-tailers, Flipkart and Amazon, have had their varied corporate and business level tactics critically examined. 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. Both of these significant players left their respective legacies in India, but only one will emerge as the ultimate victor or number one. Comparing Flipkart.com to one of its main rivals, Amazon.com, reveals information about the various e-commerce market tactics and business potential in India.

**KEYWORDS:** E-commerce, E-tailers, Online Shopping, Shopping Experiences, Strategie

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## I. INTRODUCTION

The use of cellphones and the internet has increased recently in India. In 2021, there were 830 million internet connections worldwide, mostly as a result of the “Digital India” initiative. Metropolitan regions accounted for 55% of all internet connections, and 97% of those connections were wireless. The number of smartphones has also increased significantly; by 2026, it’s expected that there will be 1 billion of them in use. This has boosted India’s digital economy, which is expected to be worth US\$1 trillion by 2030. India’s rapidly expanding e-commerce market has benefited from the nation’s rising wealth, swift rise in internet users, and widespread usage of smartphones.

The e-tailing industry in India is expanding. India ranked third globally in terms of internet users (Kalia, 2016). Businesses today find it challenging to operate without internet due to the growing popularity of the internet among consumers (Bhattacharya & Mishra, 2015). Electronic commerce is a new form of trading that emerged with the advent of the internet decades ago (Bansal, 2013). E-Trading is what commerce is through an electronic medium, provide goods and services. (Panigrahi et al., 2016, p.1).

The four main types of e-commerce are business-to-business, business-to-consumer, consumer-to-business, and consumer-to-consumer (Singh, 2019). Even the methods used to conduct ecommerce transactions have changed. Smartphones are now used to access transactions that were previously only accessible through desktop computers (Arora & Budree, 2016).

With new options for business-to-business (B2B), direct-to-consumer (D2C), consumer-to-consumer (C2C), and consumer-to-business (C2B) transactions, India’s e-commerce sector has fundamentally altered how business is done there. Major markets like D2C and B2B have expanded significantly in recent years. The D2C market in India is

projected to reach \$60 billion by FY27. By 2030, it is expected that the worldwide e-commerce market would be worth US\$350 billion.

The e-commerce industry is experiencing unheard-of growth as a result of increased use of tablets and smartphones, better internet connections offered by 4G and broadband, and expanding tablet and smartphone usage. Along with this, the government's initiative to modernize India Posts and the Digital India project will give the Indian e-commerce sector the much-needed boost (Singh, 2019). With the primary goal of expanding e-commerce in India, the government has launched a number of other initiatives, including Make in India, Start-up India,

Innovation Fund, and Skill India (IBEF, 2018). In addition to all of these, Sarode (2015) noted that the introduction of startups like Flipkart and Snapdeal, a wide range of suppliers, an increase in the use of online classified sites, the availability of many products at reasonable rates, and all of the aforementioned factors are what primarily account for the expansion of e-commerce. E-commerce is gaining ground in India thanks to the country's consumers' dynamic lifestyles, rising disposable income among households, and nuclear families (Pandey et al., 2014; Mukkelli, 2015; Kumar, 2016).

#### PURPOSE OF STUDY

1. To comprehend and gauge consumer perceptions and the variables influencing how they select e-commerce sites.
2. To comprehend the operations of the two biggest companies in India, Amazon and Flipkart.

#### II. LITERATURE REVIEW AND THE CRITICAL FRAMEWORK

Vreder, 2019 As a result of various circumstances, including the rise of the Internet, taste, preference, and choices are changing daily. This improvement does, however, require deeper comprehension of customer behavior. Consumer behavior study identifies a generic model of purchasing behavior that represents the steps customers take while deciding what to buy.

However, brand reputation, product quality, and the reputation of the nation of origin also have a substantial impact on consumers' intentions to buy products online, according to Haque et al. Huseynov and Yldrm 2017 noted that the security of financial transactions over the Internet as well as the privacy of personal information tend to be the main obstacles to online retail purchases.

India is exhibiting remarkable growth in e-commerce, according to Sharma and Mittal's 2009 study "prospects of e-commerce in India." With 288 million middle-class residents, India has untapped potential for online commerce. The price of real estate is rising rapidly. Today, e-commerce plays a significant role in our daily lives. Numerous products and services are offered on websites. Various categories of products and services are offered by the e-commerce portals. Men's and women's clothing and accessories, health and beauty products, books and periodicals, computers and peripherals, cars, software, consumer electronics, home appliances, jewelry, movies and other entertainment, gifts, real estate, and services are just a few examples. As one of the original angel investors in Flipkart and senior managing director of helion Venture Partners, Ashish Gupta said, "Flipkart has been acquiring companies with some potential (letsbuy, myntra)." Undoubtedly, some of the bets will be erroneous during that process. But that is standard fare. The business (Flipkart) is intentionally placing wagers to either increase or decrease competition, which lowers marketing costs and boosts economics.

According to Miyazaki and Fernandez (2001), earlier experience was found to have a large, multifaceted impact on intention and conduct. The findings of this study suggest that caution should be used when applying the technological acceptance paradigm to internet commerce research. The findings of this study suggest that caution should be used when applying the technological acceptance paradigm to internet commerce research. Understanding client wants is crucial for creating a successful and profitable web store. It must be maintained that things are just as affordable to buy online as they are offline. In their study "prospects of e-commerce in India," Sharma and Mittal (2009) claim that India is displaying significant growth in e-commerce. With 288 million middle-class residents, India has untapped potential for online commerce. The price of real estate is rising rapidly. E-commerce is become a crucial aspect of our daily lives. Numerous products and services are offered on websites. Various categories of products and services are offered by the e-commerce portals. Men's and women's clothing and accessories, health and beauty products, books and

periodicals, computers and peripherals, cars, software, consumer electronics, home appliances, jewelry, movies and other entertainment, gifts, real estate, and services are just a few examples.

Samadi and Ali (2010) revisited the connections between prior positive experiences, perceived risk level, and future purchase intention within the context of online purchasing. They contrasted the perceived risk level between online and in-store shopping.

International journal of u- and e- service, science and technology published D. K. Gangeshwar's article titled "E-commerce or Internet Marketing: A Business Review from Indian Context" in 2013 says Although security, privacy, and dependence on technology are some of the disadvantages of e-commerce, there is still a bright future for e-commerce in India.

The International Journal of Marketing, Financial Services & Management Research published Abhijit Mitra's article titled "E-commerce in India-a Review" in 2013 concluded that e-commerce has eliminated geographical restrictions and is a revolution; Indian commerce will significantly improve over the next five years.

### III. METHODOLOGY

The study uses an empirical methodology and has 70 participants. A formal questionnaire was used for data collection. The data were analyzed using statistical techniques like analysis of variance (t-test) and mean estimation. Convenience sampling was used for the study's sample strategy.

#### COLLECTION OF DATA

The aim of any data collecting is to gather high-quality evidence, which can then be used to conduct extensive data analysis and create a solid case for answering a given question.

#### PRIMARY DATA

Primary information was gathered from a variety of sources, and the analysis was aided by their insight and knowledge of the study's particular goals. In essence, the questions posed were designed to generate information useful for research. To further understand their experiences and preferences for their devoted company, data were gathered through questionnaires.

#### SECONDARY DATA

Secondary data will help to make primary data collecting more precise and useful. It contributes to a better comprehension of the issue. Secondary data was gathered from a variety of sources, including published papers and several corporate websites.

### IV. DATA ANALYSIS

#### DEMOGRAPHICS:

Table 1 Demographics Of The Respondents

Variables	Measuring group	Frequency	Percentage
Age	<25	35	50.0
	25-35	25	34.7
	>35	10	15.3
	Total	70	100
Gender	Male	30	40

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	Female	40	60
	Total	70	100

The empirical conclusions drawn from the data gathered are presented in the above graphic. Both the demographic data for the respondents and a statistical analysis of the data gathered from them are provided. The interpretation and discussion of our findings come next. The aforementioned table reveals that, out of 70 respondents, 50% are under the age of 25, 34.7% are between the ages of 25 and 35, and 15.3% are over the age of 35. Most of our respondents who purchase online are under 25 years old, and nearly all of them fall into the category of students at the same time, 34.7% of consumers in the 25–35 age bracket successfully use online shopping. All of those folks are drawn to e-commerce websites that provide a large selection of goods to everyone as well as with their services. We also took gender into account while looking at demographics. The proportion of respondents who prefer internet shopping is higher among women than among men. Our interpretation of this, given their choices, is that people are purchasing unique and time-consuming international goods online.

**HOW OFTEN RESPONDENT SHOP ONLINE**

**Table 2 How often respondent shop online**

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Once in month	20	30.0	30.0	30.0
	Once in two month	12	15.6	15.6	45.6
	More frequently	18	24.4	24.4	70.0
	Very rare	20	30.0	30.0	100.0
	Total	70	100.0	100.0	

Interpretation: We can infer the frequency of respondents’ internet shopping from the table above. Online shopping has started to replace traditional brick and mortar stores on a regular basis. 30% of the respondents in this survey shop online at least once a month. This gives those involved in e-commerce greater opportunities to prosper.

**PREFERRED ONLINE SITE BY RESPONDENT**

**Table 3 Respondent online site preference**

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	Flipkart	28	41.2	41.2	41.2
	Amazon	29	41.4	41.4	82.6
	Snapdeal	6	8.9	8.9	91.5
	Paytm	4	4.3	4.3	95.8
	Others	3	4.2	4.2	100.0

	Total	70	100.0	100.0	
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Interpretation: According to the preceding table, 82.6% of respondents picked Amazon and Flipkart equally. Additionally, the other e-commerce competitors, such as Snapdeal (8.9%) and Paytm (4.3%), are too weak in the market to compete with Amazon and Flipkart. Even though Paytm offers greater discounts than its rivals.

**RESPONDENT PAYMENT METHOD**

**Table 4 Respondent payment method**

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Debitcard	19	27.3	27.3	27.3
	Creditcard	7	10.2	10.2	37.5
	Cashondelivery	44	62.5	62.5	100.0
	Total	70	100.0	100.0	

Interpretation: Players in the e-commerce industry must become more secure in their ability to protect sensitive client data. When asked which payment option they will use for online purchasing, the majority of respondents (62.5%) say they will utilize cash on delivery. Cash on delivery is a straightforward and ideal approach for customers to continue, according to our analysis. Swipe machines have made life more convenient and are even carried by delivery boys.

**RESPONDENT IS MOST IMPRESSED WITH WHICH E-COMMERCE SITE**

**Table 5 Respondent’s positive towards**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Flipkart	28	39.0	39.0	39.0
	Amazon	33	48.4	48.4	87.4
	Others	9	12.6	12.6	100.0
	Total	70	100.0	100.0	

Interpretation: Amazon is the e-commerce site that customers value the most. When compared to Flipkart, which has 40% of respondents’ interest, Amazon is in the lead with 47.1%. Additionally, Flipkart and Amazon cannot even compete with the majority of e-commerce websites. It demonstrates unequivocally that Flipkart and Amazon dominate the Indian e-commerce business.

**RESPONDENT CHOOSING ETHNOLOGY FOR AN E-COMMERCE SITE**

**Table 6 Respondent’s selection process**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Referredbyfriends	28	40.0	40.0	40.0
	Advertisements	14	20.0	20.0	60.0
	Onlinereviews	28	40.0	40.0	100.0
	Total	70	100.0	100.0	

Interpretation: Which method of client contact is ideal? Based on what criteria the customer decides to shop online. According to the above table, a similar amount of respondents choose e-commerce sites based on recommendations from friends and a similar percentage choose based on online evaluations.

**WHICH SITE’S PRICES ARE THE RESPONDENT MORE HAPPY WITH?**

**Table 7 Respondent’s satisfied with pricing**

	Frequency	Percent	Valid percent	Cumulative percent
Flipkart	24	35.6	35.6	35.6
Amazon	25	34.4	34.4	70
Snapdeal	7	9	19	79
Paytm	12	18.2	18.2	97.2
Others	2	2.8	2.8	100
Total	70	100	100	

Interpretation:-Price is the most crucial consideration when making a purchase. Everyone will only use a particular e-commerce site if it can provide what we need at a fair price. As seen from above the table, people. With a small tweak, I’m mainly impressed with Amazon and Flipkart. People are attracted in premium products even though Paytm offers all of them at incredibly inexpensive prices.

**RESPONDENT WOULD LIKE TO SUGGEST TO OTHERS**

**Table 8 Respondent will suggest to others**

		Frequency	Percent	Valid percent	Cumulative percent
	Flipkart	20	28.6	28.6	28.6
	Amazon	26	37.1	37.1	65.7
Valid	Snapdeal	10	14.3	14.3	80

	Paytm	9	12.9	12.9	92.9
	Others	5	7.1	7.1	100
	Total	70	100	100	

Interpretation: We deduced from a previous inquiry that friend recommendations are crucial when making an online purchase or choosing an e-commerce site. Based on the respondent's assessment of the preceding data, it is evident which e-commerce site is leading in friend recommendations. 37.1% of those polled said they would recommend Amazon to friends and family. Flipkart is in first place in the respondents' suggestion box with 28.6%, following Amazon. The respondent believes that the remainder of them are of very little relevance and occupation.

**OCCASIONS PREFERRED BY RESPONDENT TO DO SHOPPING**

**Table 9 Respondent is interested in buying particularly**

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Festivals	7	10	10	10
	To gift	6	8.6	8.6	18.6
	Offers	38	54.3	54.3	72.9
	Weddings	5	7.1	7.1	80
	Others	14	20	20	100
	Total	70	100	100	

Interpretation: E-commerce platforms are skilled in attracting clients at the right time. Offers on e-commerce websites are timed just right. People will buy them despite not having a need for them because of several alluring bargains. When e-commerce companies are providing so many enticing deals and offers, more than 50% of consumers are purchasing online. Customers are confused as a result of all the e-commerce companies shifting their pawns in competition with one another.

**RESPONDENTS FACED PROBLEM WITH**

**Table 10 Respondent troubled in particular issue**

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Delay in delivery	15	21.4	21.4	21.4
	Product damage	10	14.3	14.3	35.7



	Cheap quality of a product	29	41.4	41.4	77.1
	Non delivery	7	10	10	87.1
	Other	9	12.9	12.9	100
	Total	70	100	100	

Interpretation: From the time a product is ordered until it is delivered, it is the duty of the business to satisfy the needs of the consumer. Customers anticipate what they pay for; if something goes wrong, they could think twice before making another purchase. According to the above table, the majority of respondents (41.4%) had issues with product quality, followed by issues with delivery delays.

**RESPONDENTS OPINION ON FLIPKART CUSTOMER CARE**

**Table 11 Respondent opinion on Flipkart Customer Care**

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly agree	12	17.2	17.2	17.2
	Agree	33	47.1	47.1	64.3
	Neither agree nor disagree	10	14.4	14.4	78.7
	Disagree	9	12.9	12.9	91.6
	Strongly disagree	6	8.4	8.4	100.0
	Total	70	100.0	100.0	

Interpretation: When respondents are completely happy with a website’s entire range of offerings, they will prefer it. Company must accept responsibility for the needs of the consumer even after the sale. Flipkart left a lasting impression on its customers. Respondents’ satisfaction with Flipkart’s customer care is high (47.1%). In fact, this is a better outcome for Flipkart because of the positive public perception.

**V. RESULTS**

1. Compared to male respondents, female respondents are more interested in purchasing online.
2. Despite being slightly more expensive, customers prefer purchasing excellent goods from e-commerce websites.
3. Amazon India is giving Flipkart a really tough fight as it tries extremely hard to take the top spot.
4. In every survey question, Amazon came out on top in terms of pricing, popularity, and recommending to friends.
5. Without a doubt, Flipkart and Amazon had a significant impact on consumers and attracted a following of devoted customers. They are prepared to recommend their internet store to the rest of their pals.
6. The advertising from Flipkart and Amazon India was both creative and appealing. Both businesses spend a lot of money on promotions and advertising.
7. Regardless of whether they are in need or not, people of all ages are intrigued in offers.

**VI. RECOMMENDATIONS**

Flipkart is doing alright, but not well enough. In so many situations, people have thought that packing could have been a better option. No matter how big or tiny, expensive or not, a product needs to be handled carefully. Some things,

primarily garments, are shipped with the supplier's original packaging, which demonstrates their irresponsibility. Amazon has distinguished itself among us in this matter because, regardless of the product, its packaging will undoubtedly be safe and secure.

## VII. CONCLUSION

The analysis included all of Flipkart's and Amazon's work processes, two of the largest Indian e-commerce players. It has been described how they operate flawlessly and perform well in a competitive environment. It is commendable that they are using new thinking to reach a growing number of people. In an effort to serve as many clients as possible, they expanded their network as much as they could. They improved the comfort and ease of work for consumers. In this cutthroat market, one must take the lead, and the others will follow. Based on user surveys, Amazon emerged as the clear winner. Despite Even while Flipkart is a much younger company than Amazon, it is nevertheless giving the latter a very tough fight. They may need some time to get over it, but they are undoubtedly succeeding in the Indian e-commerce sector. Flipkart is the victor when it comes to prefer ability and impression with customers, which implies Amazon, needs to improve these areas. Flipkart and Amazon are both doing excellent work when it comes to pricing strategies and offering advice to others, but there is a tie game between the two. Both are succeeding, but Amazon needs to make additional upgrades to regain its former position at the top. Flipkart is doing alright, but not well enough being a multinational corporation, it developed deeper roots in India thanks to its deep understanding of Indians. Flipkart is doing alright, but not well enough. In so many situations, people have thought that packing could have been a better option. No matter how big or tiny, expensive or not, a product needs to be handled carefully. Some of the products, mainly garments, are shipped with the supplier's original packaging, which demonstrates their neglect. Amazon has distinguished itself among us in this matter because, regardless of the product, its packaging will undoubtedly be safe and secure.

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