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## COMPARATIVE STUDY BETWEEN AMAZON AND FLIPKART

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### ABSTRACT

A comparative study between Amazon & flipkart has the primary goal to comprehend the work process utilized in Amazon & flipkart and strength, shortcoming, opportunity and dangers of the E-trade locales and the figure influencing their conduct picking between them.

This examination is an endeavour that has been made to basically analyse the coordinations investigation, promoting systems and publicizing organizations utilized between these E-business site at worldwide and corporate level.

An expressive measurements strategy has been embraced for this investigation by utilizing essential information by organized poll and auxiliary information assortment from different sources like different business sites and paper articles.

The conclusion shows that Amazon is providing more satisfaction to most of the customers in comparison to flipkart.

**Keywords:** Flipkart, Amazon, E-Shopping, Online Shopping, Customer Perception.

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### I. INTRODUCTION

#### FLIPKART:

Flipkart is an e-commerce company founded in 2007 and graduated from the Delhi Indian Institute of Technology, both by Mr Sachin Bansal and Bunny Bansal. Even before they both worked for Amazon. Flipkart's Bangalore, Karnataka headquarters. It is registered and processed in Singapore by a Singapore-based company. Earlier Flipkart was named "DigiFlip," but later on it shipped its own medical and household appliance to "Citron" brand. During the period Flipkart extending his services from books to different items like electronic, merchandise, climate control system, air cooler, writing material provider, and digital book.

#### AMAZON:

Amazon.com, founded by Jeff Bezos in 1994, is an American electronic commerce company based in Seattle. On July 5, 1994, Jeff Bezos renamed the company "Cadabra," and the site went live as amazon.com in 1995. Due to the fact that Cadabra.com sounded suspiciously like cadaver, Bezos changed the name to amazon.com. Furthermore, a name that began with the letter "A" was considered special. It is the United States' largest online association. Amazon.com began as an online book store, but over time expanded to include DVDs, VHSS, CDs, video and MP3 downloads/continuous, software, PC games, electronic apparel, furniture, food, toys, and accessories.

### II. LITERATURE REVIEW

"Web-based company in India-a study," Abhijit Mitra, global diary of ads, financial administrations, and board analysis, 2013. It is reasoned that web-based business has breached geological barriers, and that the unrest trade in India will increase dramatically in the next five years.

D.k. Gangeshwar, "Internet business or web advertising: a business survey from the Indian environment," in International Journal of U-and E-Administration, Research, and Innovation, vol. Inferred that web-based business has a bright future in India, despite the fact that security, privacy, and reliance on innovation are some of the drawbacks of web-based business, the internet business has a bright future.

"Seeing the Wellspring of Amazon.com: Analyzing the Publicity of the World's Largest Bookstore," by Martin Dodge (1999), is a good starting point for cutting-edge spatial research. Amazon.com is thought to be one of the most encouraging web-based business organisations, having grown rapidly by providing excellent customer service.

### III. RESEARCH METHODOLOGY

#### 3.1 OBJECTIVE

- To comprehend and gauge the customer insight and variables influencing their conduct for picking online business locales.
- To get strategies and techniques that're utilized by internet business players to get the clients in India.
- To know how shoppers are assessing online business locales for their buys.
- To comprehend the work stream of Amazon and Flipkart which are driving in India.
- To study intricacies and obstructions those are there in the middle of internet business destinations and clients.
- To discover new freedoms and to prevail in those methods.

#### 3.2 RESEARCH DESIGN

##### • EXPLORATORY RESEARCH

Exploratory examination directed for a difficult that has not been unmistakably characterized. Exploratory examination decides the best examination plan, information assortment technique and determination of subjects. It should make conclusive inferences just with outrageous alert. Exploratory examination regularly depends on optional examination, for example, surveying accessible writing or potentially information, or subjective methodologies like casual conversations with shoppers, workers, the board or contenders, and more conventional methodologies through inside and out interviews, center gatherings and projective strategies.

##### • DESCRIPTIVE RESEARCH

The target of enlightening exploration is to portray the attributes of different angles, for example, the market potential for an item/organization or the socioeconomics and perspectives of customers who purchase the item with the assistance of essential information gathered.

#### 3.3 DATA COLLECTION

The objective for all information assortment is to catch quality proof that at that point means rich information investigation and permits the structure of a persuading and dependable response to questions that have been presented.

##### • PRIMARY DATA

Basic information from different people was collected and their evaluation and information was used to explain the specific reasons behind the assessment. The evaluation was carried out. Basically, the applications submitted were specifically designed to motivate the data for study. The data were collected by means of a verbal inquiry to understand their experience and their tendency towards a reliable partnership.

##### • SECONDARY DATA

To make essential information assortment more explicit, optional information will assist with making it more valuable. It assists with improving the comprehension of the issue. Auxiliary information was gathered from different sources like distinctive business sites and distributed papers.

#### 3.4 LIMITATION

- There was such a lot of private information of organizations that are not uncovered.
- Overview was limited to specific age bunch since respondents willing to fill are understudies.
- Examination was done dependent on sincere belief of respondents exclusively, not from any center gatherings or specialists.

### IV. DATA ANALYSIS

For the investigation reason spss was utilized. Factor investigation was performed to decide the relationship between's the factors and profoundly associated factors are joined and addressed by a factor. This is to guarantee information decrease, rather than a few factors they are addressed by barely any main considerations. Relapse investigation, to recognize the effect of the elements distinguished in factor examination (free factors) on consumer loyalty (subordinate variable).

**4.1 DEMOGRAPHICS:**

Variables	Measuring group	Frequency	Percentage
Age	<25	35	50.0
	25-35	26	35.7
	>35	9	14.3
	Total	70	100
Gender	Male	27	48
	Female	43	52
	Total	70	100

**Demographics of the respondents**

This part gives the observational discoveries gathered from the gathered information. It gives segment data of the respondents and the factual examination of the data gathered from them. This is trailed by the understanding and conversation about our discoveries. The above table shows that out of 70 respondents 50 % of individuals are in the age gathering of < 25 years, 35.7% of individuals are in the age gathering of 25-35 and 14.3% of individuals are in the gathering of >35. We are having most noteworthy respondents who do web based shopping are under 25 years and practically every one of those has place with understudy classification. Simultaneously 35.7% old enough gathering 25-35 are using web based shopping admirably. Each one of those individuals are pulled in to internet business locales which are offering wide scope of items to all over and furthermore with their administrations. Another segment factor we considered is sex. Female respondents are higher than the male respondents that who favor web based shopping. We can decipher that dependent on their inclinations that they are getting unique and inaccessible worldwide items on the web, which made simple and time proficient.

**4.2 HOW OFTEN RESPONDENT SHOP ONLINE**

	Frequency	Percent	Valid percent	Cumulative percent
Once in month	21	30.0	30.0	30.0
Once in two month	11	15.7	15.7	45.7
More frequently	17	24.3	24.3	70.0
Very rare	21	30.0	30.0	100.0
Total	70	100.0	100.0	

**How often respondent shop online**

**Interpretation:** From the above table we can decipher that how regularly respondents are getting along shopping on the web. It became propensity for picking internet shopping rather than physical shopping. Here 30% of respondents are ordinary to such an extent that they do shop online in any event once in month. That opens more approaches to internet business individuals to prevail in market.

**4.3 FAVOURED ONLINE SITE BY RESPONDENT**

	Frequency	Percent	Valid percent	Cumulative percent
Flipkart	29	41.4	41.4	41.4
Amazon	28	41.4	41.4	82.9
Snapdeal	6	8.6	8.6	93.4
Paytm	4	5.3	4.3	92.7

Others	3	3.3	4.3	100.0
Total	70	100.0	100.0	

Respondent online site preference

**Interpretation:** We can decipher from the above table that 82,9% of the people selected were similar both Amazon and Flipkart. Also, other internet operators, for instance, are too low in the opposition to achieve Amazon and Flipkart targets, for example snapdeal (8.6%) and paytm (4.3%). In contrast to its competitors, paytm offers colossal limitations.

**4.4 RESPONDENT PAYMENT METHOD**

	Frequency	Percent	Valid percent	Cumulative percent
Debit card	19	25.1	27.1	27.1
Credit card	8	10.0	11.0	37.1
Cash on delivery	43	62.9	62.9	100.0
Total	70	100.0	100.0	

Respondent payment method

**Interpretation:** E-business players need to acquire trust regarding giving security to client's touchy information. At the point when respondent is addressed with installment technique they will utilize while doing web based shopping, the greater part of the respondents pick money down strategy which is of 62.9%. We can investigate that money down is basic and ideal approach to client to continue. Indeed, even conveyance young men are conveying swipe machines and made more helpful.

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

	Frequency	Percent	Valid percent	Cumulative percent
Flipkart	28	40.0	40.0	40.0
Amazon	34	48.1	49.1	86.1
Others	8	11.9	10.9	100.0
Total	70	100.0	100.0	

Respondent's positive toward

**Interpretation:** E-business site that is generally valued by clients is Amazon. Amazon is driving with 47.1% when contrasted with Flipkart, which is having 40% of respondent's premium. What's more, rest of internet business destinations are not even in the compass of Flipkart & Amazon. It unmistakably demonstrates that Flipkart & Amazon are driving online business market in India.

**4.6 RESPONDENT CHOOSING METHOD OF E-COMMERCE SITE**

	Frequency	Percent	Valid percent	Cumulative percent
Valid Referred by friends	28	40.0	40.0	40.0
Advertisements	14	20.0	20.0	60.0
Online reviews	28	40.0	40.0	100.0
Total	70	100.0	100.0	

Respondent's selection process

**Interpretation:** Which is the ideal method to arrive at the clients? Or then again by the thing premise customer is picking on the web webpage for shopping. As per above table respondents are picking according to online audits and furthermore equivalent level of respondents are picking internet business destinations dependent on their companion's ideas.

**4.7 RESPONDENT IS MORE SATISFIED WITH WHICH SITE PRICING**

	Frequency	Percent	Valid percent	Cumulative percent
Valid Flipkart	24	34.3	34.3	34.3
Amazon	25	35.7	35.7	70.0
Snapdeal	7	10.0	10.0	80.0
Paytm	12	17.1	17.1	97.1
Others	2	2.9	2.9	100.0
Total	70	100.0	100.0	

Respondent's satisfied with pricing

**Interpretation:** Price, the main perspective while buying. At the point when an online business webpage can offer what we required with sensible value, at that point everybody will pursue that website as it were. From above table individuals are generally intrigued with Amazon and Flipkart with slight change. Despite the fact that paytm is offering every one of the items at low rates, individuals are keen on top ones.

**4.8 RESPONDENTS FACED PROBLEM WITH**

	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	10.0	10.0	87.1
Other	9	12.9	12.9	100.0
Total	70	100.0	100.0	

Respondent troubled in particular issue

**Interpretation:** from the request for items to the transfer of their organization's obligation to meet customer needs. If something happens, customers expect what they paid for, they wonder if they are to buy again. The majority of respondents in the table above (41.4 percent) have problems with the quality of the items afterwards and have problems postponing the item transport.

**4.9 RESPONDENTS OPINION ON FLIPKART CUSTOMER CARE**

	Frequency	Percent	Valid percent	Cumulative percent
Valid Strongly agree	12	17.1	17.1	17.1
Agree	33	47.1	47.1	64.3
Neither agree nor disagree	10	14.3	14.3	78.6

Disagree	9	12.9	12.9	91.4
Strongly disagree	6	8.6	8.6	100.0
Total	70	100.0	100.0	

Respondent opinion on Flipkart customer care

**Interpretation:** Respondents will pick internet business destinations when they are completely happy with their total administrations. After buy additionally, organization need to take liable for client's prerequisite. Flipkart positively shaped client's heart. Respondents (47.1%) of them are content with the Flipkart client assistance. This is really a superior outcome to Flipkart, in light of the fact that individuals are positive towards it.

**4.10 RESPONDENTS OPINION ON AMAZON CUSTOMER CARE**

	Frequency	Percent	Valid percent	Cumulative percent
Valid Strongly agree	21	30.0	30.0	30.0
Agree	25	35.7	35.7	65.7
Neither agree nor disagree	14	20.0	20.0	85.7
Disagree	6	8.6	8.6	94.3
Strongly disagree	4	5.7	5.7	100.0
Total	70	100.0	100.0	

Respondent opinion on Amazon customer care

**Interpretation:** Amazon demonstrated indeed, that it will be consistently one stride ahead from the remainder of the major parts on the lookout. A large portion of Amazon clients (30%) are extremely glad and unequivocally concur with client service of Amazon, which made Amazon phenomenal victor ahead. From past tables we comprehended clients are frightened of harm of the item and nature of items are significant issues to be thought of. These obstructions were not there in Amazon in light of its image coordinated efforts and its astonishing pressing caught client's eye and made individuals faithful to it.

**4.11 CROSS TABULATION OF GENDER & HOW OFTEN THEY SHOP ONLINE**

		How often respondent shop online				Total
		Once in month	Once in two month	More frequently	Very rare	
Gender of respondent	Male	11	3	9	5	28
	Female	10	8	8	16	42
Total		21	11	17	21	70

Cross tabulation of gender & how often they shop online

**Interpretation:** From the table above we can decipher that web-based shopping is intriguing for women out of 70 respondents when thinking about guys because of the widespread range of products online. Moreover, they drive in different classes than male respondents. Where men are ordinary buyers, women respondents do web-based shopping and driving at any rate once than men. Although female interviewees are high, they are not unusual online clients.

**4.12 CROSS TABULATION OF AGE & PAYMENT METHOD**

		Respondent payment method			Total
		Debit card	Credit card	Cash on delivery	
Age of respondent	<25	9	2	24	35
	25-35	5	3	17	25
	>35	5	2	3	10
Total		19	7	44	70

Cross tabulation of age & payment method

**4.13 CROSS TABULATION OF GENDER & PRICE SATISFACTION**

		Respondent is satisfied with pricing of					Total
		Flipkart	Amazon	Snapdeal	Paytm	Others	
Gender	Male	11	8	2	7	0	28
	Female	13	17	5	5	2	42
Total		24	25	7	12	2	70

Cross tabulation of gender & satisfied pricing online site

**Interpretation:** From the above table and chart assessment on valuing shown a major contrast about respondent's sentiments towards it. Male respondent's having practically equivalent assessment on all online business destinations with the exception of snapdeal. Flipkart is driving in male respondent's review and after that nearly with same rate Amazon and paytm are there. Paytm had immense effect in male sex in light of its coupons and its colossal limits. With regards to female reactions, Amazon is driving than the remainder of web based business large parts in India. Where there are so numerous selective internet business destinations particularly for young ladies, still they are picking presumed and driving online business locales like Amazon and Flipkart.

**V. CONCLUSION**

The examination included almost all streams of major online companies in India, Flipkart & Amazon. It has been clarified how they work and how they run totally in the serious world. The inventive way in which they reach ever more customers is evident. However, with the extreme point of reaching a growing number of clients, they expanded their organisation as reasonably expected. They made it easier and pleasant for shoppers to work. One has to lead and rest in this serious market. We have our reasonable champion and it is Amazon in view of the review by shopper. Despite its global nature, it has largely understood Indians and has strengthened its foundations in India. Flipkart also gives intensive rivalry to Amazon, although it is in contrast to Amazon as a new organisation. It may require certain investments to survive, but in Indian internet business, they certainly do a very good job.

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