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Comparative Analysis of Amazon and Flipkart with Special Reference to Buldhana Region

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ABSTRACT: This study conducts a comparative analysis between two leading e-commerce platforms, Amazon and Flipkart. Utilizing a mixed-method approach, it gathers primary data through online questionnaires distributed to customers in the Khamgaon region, targeting employees from various companies. Additionally, secondary data is collected through literature review, company reports, and market research reports. The findings provide a comprehensive analysis of Amazon and Flipkart, covering aspects such as user experience, product range, pricing, customer satisfaction, and brand perception. This study aims to offer valuable insights for consumers, businesses, and policymakers, facilitating informed decision-making in the dynamic e-commerce landscape.

I. INTRODUCTION

E-commerce, the buying and selling of goods and services over the internet, has revolutionized the global marketplace. It has eliminated geographical barriers, providing convenience and accessibility to both businesses and consumers. With its rapid technological evolution, secure online transactions have become the norm, fostering trust and driving substantial growth in online commerce. E-commerce has also led to the emergence of various business models and popular platforms, offering a centralized space for transactions. The data-driven nature of e-commerce enables businesses to analyze consumer behavior and trends, allowing for targeted marketing strategies and personalized shopping experiences. While e-commerce presents challenges such as cybersquatting risks and logistical complexities, its continuous evolution through innovations like augmented reality and artificial intelligence promises to reshape the future of commerce, offering both opportunities and challenges for businesses worldwide.

II. IMPORTANCE OF E-COMMERCE

└ **Global Reach:** E-commerce eliminates geographical barriers, allowing businesses to reach a global audience without the need for physical storefronts. This expanded reach opens up new markets and opportunities for businesses of all sizes.

└ **Convenience:** E-commerce offers unparalleled convenience to consumers. They can browse, compare, and purchase products and services from anywhere, at any time, using computers, tablets, or mobile phones. This 24/7 accessibility has significantly altered consumer behavior, fostering a culture of online shopping.

└ **Cost Efficiency:** Online businesses often have lower overhead costs compared to traditional brick-and-mortar stores. By existing primarily in the digital realm, they can sidestep expenses like rent, utilities, and in-store personnel. Additionally, digital marketing strategies provide targeted and measurable campaigns at a fraction of the cost of traditional advertising.

└ **Data-driven Decision Making:** E-commerce generates vast amounts of data on customer behavior, preferences, and trends. This wealth of information allows businesses to analyze and understand their customers better, leading to data-driven decision-making, personalized marketing strategies, and continuous improvement of the online shopping experience.

└ **Innovation:** E-commerce continues to evolve with technological advancements. Innovations such as augmented reality for virtual try-ons, artificial intelligence for enhanced customer service, and blockchain for secure transactions are reshaping the e-commerce landscape, offering new opportunities for businesses and enhancing the shopping experience for consumers.

Amazon

└ **Market Leader:** Amazon is one of the largest and most influential e-commerce platforms globally, offering a vast range of products and services, including electronics, books, clothing, and cloud computing services.



- └ **Global Reach:** With operations in multiple countries, Amazon has a significant global presence, allowing businesses to reach a vast international audience.
- └ **Customer-Centric Approach:** Amazon's customer-centric approach, fast shipping, and easy returns have set the standard for e-commerce customer service, earning it a loyal customer base.
- └ **Innovation Hub:** Amazon has been at the forefront of e-commerce innovation, introducing features such as one-click purchasing, personalized recommendations, and voice-activated shopping through devices like Alexa.

Flipkart

- └ **Market Presence:** Flipkart is one of India's largest e-commerce platforms, offering a wide range of products across categories such as electronics, fashion, and home appliances.
- └ **Homegrown Success:** As an Indian e-commerce giant, Flipkart has played a crucial role in the growth of e-commerce in India, catering to the diverse needs of Indian consumers.
- └ **Innovative Offerings:** Flipkart has introduced innovative features such as cash on delivery, easy returns, and installment payment options, catering to the needs of Indian consumers and improving the overall shopping experience.
- └ **Ecosystem for Sellers:** Flipkart provides a platform for sellers, including small businesses and artisans, to reach millions of customers across India, offering logistics and payment solutions to facilitate seamless transactions.
- └ **Acquisition by Walmart:** In 2018, Walmart acquired a majority stake in Flipkart, signaling its significance not only in the Indian market but also on a global scale, and bringing with it the expertise and resources of one of the world's largest retailers.

III. LITERATURE REVIEW

- └ **k.gangeshwar. (2013),” 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 but still there is a bright future to e-commerce.
- └ **Vijay govindarajan** is one of the world's leading experts on strategy and +innovation. Govindarajan, distinguished professor at Dartmouth college's tuck school of business and Marvin bower fellow at hardheartedness school, is also a best-selling author. The biggest opportunity in India is e-commerce. Why? Three-important factors will drive this: 1) mobile phone penetration; 2) a young demographic that is used to-ordering things using the mobile platform; 3) growth of consumerism with more Indians with higher disposable income. We will see many new innovative business models in the e-commerce space in the next five years. No doubt we will see new innovative high-growth companies—Indian equivalents of Ali baba
- └ **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 general model of buying behavior that depicts the processes used by consumers unmaking a purchase decision.
- └ **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 areas cheap in a web shop as purchased from traditional channels.

IV. RESEARCH METHODOLOGY

Objective:

1. To compare pricing policy and special offerings by amazon and flipkart.
2. To study promotion strategy and effective advertisement of amazon and flipkart.
3. To study customers focus service by amazon and flipkart.
4. To compare delivery time and product return policy by amazon and flipkart.
5. To analyze overall satisfaction of customers of amazon and flipkart

Data collection techniques

The research is require some basic information regarding the AMAZON and FLIPCART. Therefore following sources is utilized to collect the data.

1) Primary Method of data collection

- ✓ Questionnaire Method



✓ Interview Method

2) Secondary Method of data collection :-

- ✓ Internet
- ✓ Shop

Sampling techniques

A Research Design specifies the methods and procedures for conducting a particular study. It is defined as specification of methods and procedure for acquiring the information needed. It is a plan or organizing framework for doing the study and collecting the data. Broadly speaking the research design can be group in to three categories exploratory research, Descriptive Research and Hypothesis testing

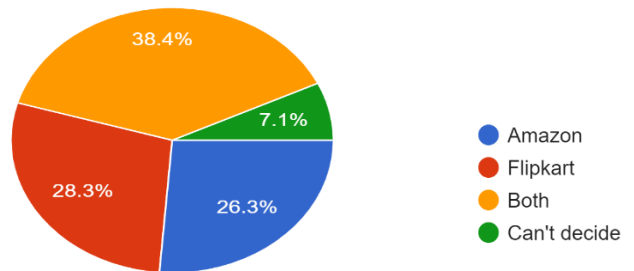
Sample size

- Sampling size- 100 responder on AMAZON & 50 responder on FLIPKART
- Sampling area: Buldhana Region
- Sampling techniques – Random

Analysis and Interpretation

1.

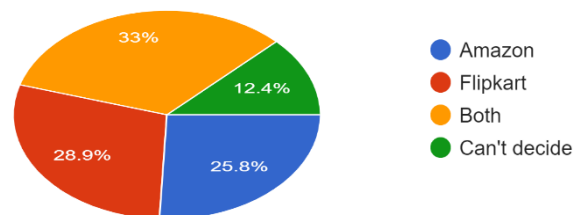
Which platform do you find has a more user-friendly interface for browsing and making purchases?	
Count in %	
Amazon	26.3
Flipkart	28.3
Both	38.4
Can't decide	7.1



Approximately 26.3% of respondents favor Amazon, while a slightly higher percentage, 28.3%, lean towards Flipkart. However, a significant majority, accounting for 38.4% of respondents, believe that both platforms offer a user-friendly experience. Interestingly, there is a segment, comprising 7.1% of respondents, who find it difficult to make a definitive choice between Amazon and Flipkart.

2.

Overall, which platform's customer service do you find more satisfying?	
Count in %	
Amazon	25.8
Flipkart	28.9
Both	33
Can't decide	12

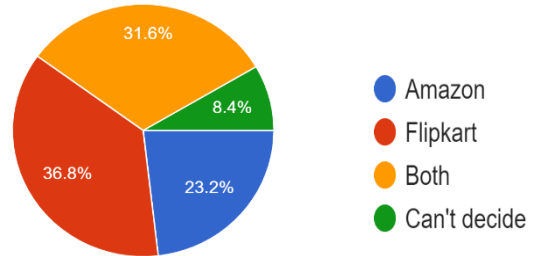


Approximately 25.8% of respondents find Amazon's customer service to be more satisfying, while a slightly higher percentage, 28.9%, favor Flipkart in this regard. Interestingly, a significant portion, representing 33% of respondents, believe that both Amazon and Flipkart provide equally satisfactory customer service experiences. Additionally, there is a segment comprising 12% of respondents who find it challenging to determine which platform's customer service they find more satisfying.



3.

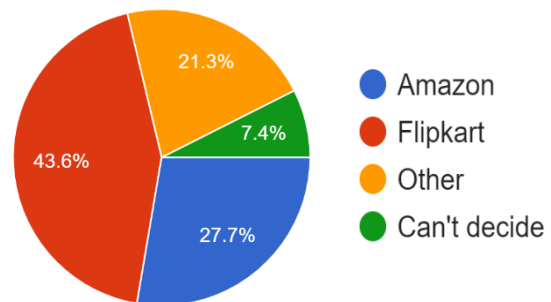
If you had to recommend one platform to a friend or family member, which would it be?	
Count in %	
Amazon	23.2
Flipkart	36.8
Both	31.6
Can't decide	8.4



Approximately 25.8% of respondents would recommend Amazon, while a slightly higher percentage, 28.9%, would recommend Flipkart. Interestingly, a significant majority, comprising 33% of respondents, would recommend an "Other" platform, suggesting a variety of alternatives beyond Amazon and Flipkart. Additionally, there is a segment representing 12% of respondents who wouldn't recommend either Amazon or Flipkart to their friends or family members.

4.

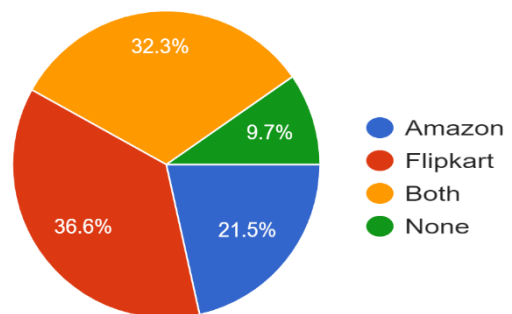
If you are aware of voice shopping features, which platform do you associate with this feature?	
Count in %	
Amazon	27.7
Flipkart	43.6
Both	21.3
Can't decide	7.4



Approximately 27.7% of respondents associate Amazon with voice shopping, while a significantly higher percentage, 43.6%, associate Flipkart with this feature. Moreover, there is a notable proportion, comprising 21.3% of respondents, who believe that both Amazon and Flipkart offer voice shopping capabilities. Lastly, there is a segment representing 7.4% of respondents who couldn't decide which platform is associated with voice shopping.

5.

If you appreciate emerging technology features (e.g., AR, voice shopping), which platform's implementation do you find more innovative?	
Count in %	
Amazon	21.5
Flipkart	36.6
Both	32.3
None	9.7



Approximately 21.5% of respondents appreciate Amazon's implementation of emerging technology features, while a significantly higher percentage, 36.6%, favor Flipkart in this regard. Moreover, there is a substantial proportion, comprising 32.3% of respondents, who find both Amazon and Flipkart equally innovative in their implementation of emerging technology features. Lastly, there is a minority, representing 9.7% of respondents, who don't find the implementation of emerging technology features on either platform to be innovative.



V. CONCLUSION

Flipkart and Amazon have been instrumental in revolutionizing e-commerce, enabling convenience and accessibility worldwide. Their technological advancements and data-driven strategies have fueled substantial growth in online commerce, providing personalized experiences and catering to diverse needs. Despite challenges, both platforms continue to innovate with technologies like augmented reality and artificial intelligence, shaping the future of commerce. As e-commerce evolves, embracing innovation and overcoming challenges will be crucial for businesses to succeed in this dynamic landscape dominated by Flipkart and Amazon.

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