

Final Project Report

On

***“A Study On E-Commerce Industry With Reference To Flipkart And
Amazon”***

ACADEMIC SESSION

MBA(2017-2019)



DELHI TECHNOLOGICAL UNIVERSITY

New Delhi - 110042

SUBMITTED BY

Mohit Prakash Yadav

MBA/2K17/048

Under the Guidance of:

Prof.Dr P.K. Suri

Faculty- MBA

CERTIFICATE

This is to certify that the Final Project Report on ***“A Study On E-Commerce Industry With Reference To Flipkart and Amazon”***. is abonaafide work of ***“Mohit Prakash Yadav, Roll No: MBA/2K17/048”***, pursuing MBA, Batch (2017-19) of Delhi school of Management, Delhi Technological University, Delhi. The report was prepared under my supervision during 07.12.2018 - 02.03.2019.

Date:02/03/2019

Professor : ***Dr P.K. Suri***
Faculty-MBA
Delhi school of
Management , DTU

DECLARATION

I declare that the Report on “*A Study On E-Commerce Industry With Reference To Flipkart and Amazon*” is an original work done by me in accordance with the guidelines prescribed by the Dean’s office for preparation of Final Project Report and the work has not been submitted anywhere else for review.

I understand that if the content of the work is found to be plagiarized at any time of its evaluation, my report can be rejected and disciplinary action may be initiated against me.

Mohit Prakash Yadav

MBA/2K17/048

MBA(2017-19)

ACKNOWLEDGEMENT

I take this opportunity to express my profound gratitude and deep regards to my guide ***Dr P.K. Suri*** for his exemplary guidance, monitoring and constant encouragement throughout the course of this Project. The blessing, help and guidance given by her from time to time shall carry me a long way in the journey of my life on which I am about to embark. I am really thankful to her for giving me this wonderful opportunity to work on this project title which involved a lot of Research and I came to know about so many new things. Lastly, I thank almighty, my parents, brother, sisters and friends for their constant encouragement without which this Project report would not be possible.

MBA (2017-19)

Final Project Synopsis

- **Title of the Project:** "A Study On E-Commerce Industry With Reference To Flipkart And Amazon"

- **Functional Area:** Marketing
- **Why is the Particular topic chosen?**

E-Commerce industry is growing at faster rate & it is changed the buying pattern of consumers. This industry uses different technology to provide better shopping experience to the customers.

Objectives and scope of study-

- 1) To study the consumer satisfaction while buying the products online.
- 2) To study the measures & approach taken by E-commerce players to attract customers.

Methodology to be adopted- Primary and Secondary data will be use in this project

- **Data Collection Source-** Newspapers, Flipkart & Amazon websites, Journals

- **What contribution would the project make?**

This project will help us to understand the E-Commerce industry and there schemes, technologies to attract customers.

- **How you plan to proceed for your project ?(Date wise targets to be mentioned)**

Analysis of data : 15/01/2019

Writing of report : 27//01/2019

Rough draft : 10/02/2019

Final submission : 22/02/2019

Signature :
Name : Mohit Prakash Yadav
Roll no. : MBA/2K17/048
Mobile No. : 9968638046
E-mail : raist864@gmail.com
Date : 7/12/2018

Approved by faculty mentor (Name)-Dr P.K. Suri

Signature of Faculty Mentor:.....

Note: Copy of approved synopsis is to be attached with the final project report

TABLE OF CONTENTS

CHAPTERS	PARTICULARS	PAGE NO.
1.	Introduction	1-6
2.	Market and Industry	7-14
3.	Data collection procedures(Research methodology)	15-18
4.	Analysis and Interpretation	19-27
5.	Recommendation and suggestions	28-30
6.	Discussion and conclusion	31-32
-	Bibliography	33
-	Annexure	34-37

CHAPTER - 1

INTRODUCTION

1.1 OVERVIEW

India's e-commerce market, dominated by Flipkart Pvt. Ltd and Amazon.com Inc., can potentially grow more than fourfold to \$150 billion by 2022, fuelled by rising incomes and a surge in internet users, according to a latest report. During the period, the size of India's middle-class is expected to swell to 540 million from 380 million in 2017, showed the report by software industry lobby group Nasscom and consulting firm PwC India. The e-commerce market was pegged at \$36 billion last year.

"A 'Make-for-India' solution approach along with conducive policy environment can potentially make e-commerce a \$150 billion market by 2022 with a globally leading compounded annualized growth rate of 35%.

The number of internet users is expected to nearly double to 850 million in five years from 450 in 2017, the study showed. Of the total, 150 million users are expected to transact digitally and will emerge mainly from tier-2 and 3 cities with diverse language choices, payment modes and products.

The reasons of growth of E-Commerce industry in india are:

1. India is one of the fastest growing economy in the world and in india the population of youth is highest who use internet for shopping, sending E- mails, Hotel bookings etc. It is expected that, in 2020, the average age of an Indian will be 29 years, compared to 37 for china 48 for Japan and by 2030, India's dependency ratio should be just over 0.4.
2. The growth of internet and smart phones in india has increased. The young india is very much technology driven. India has one of the largest and fastest growing populations of internet users in the world. According to Internet mobile Association's India is one of the third largest internet population (190 million) after China (620 million).
3. To cater the young and technology driven consumers business will also use new technology heavily. The new technology is changing the way all type and scale business operate in India. E-Commerce contributes hugely in Indian economy . Not only big corporate houses but also small and medium enterprises who are online today use E-commerce in India.

1.2 Overview Of The Company



- Flipkart Pvt Ltd. is an Indian electronic commerce company based in Bengaluru, India.
- Founded by Sachin Bansal and Binny Bansal in 2007.
- Flipkart held a 41% market share of India's e-commerce industry.
- Multiple payment method.
- 30 Days return policy.
- Payment by card on delivery.
- Sales wide categories of products on there portal.
- Total Employees of Flipkart is 35000.
- Flipkart operates in more than 150 cities across India.

Flipkart Subsidiaries

- Myntra
- Jabong.com
- Phonepay
- Ekart
- 2GUD

HISTORY

Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, who were both alumni of the Indian Institute of Technology Delhi and formerly worked for Amazon. The company initially focused on online book sales with country-wide shipping. Following its launch, Flipkart slowly grew in prominence; by 2008, it was receiving 100 orders per day. In late 2011, Flipkart made several acquisitions relating to digital distribution, including Mime360.com and the digital content library of Bollywood portal Chakpak. In May 2012, Flipkart acquired Letsbuy, an online electronics retailer. In May 2014, Flipkart acquired Myntra, an online fashion retailer, for ₹20 billion (US\$280 million).

Flipkart subsequently held exclusive Indian launches for other smartphones, including the Xiaomi Mi3 in July 2014 (whose initial release of 10,000 devices sold out in around 5 seconds). The third party sellers can sell their products through Flipkart platform. Flipkart allows payment methods such as cash on delivery, credit or debit card transactions, netbanking, e-gift vouchers and payment by card on delivery. Flipkart has currently 12,000 members of team, with 4000 registered sellers on its platform and delivering 7 million shipments per month. It made its presence felt in online retailing by offering path-breaking services like cash on delivery (COD), EMI Option, etc. On 4 May 2018, it was reported that the US retail chain Walmart had won a bidding war with Amazon to acquire a majority stake in Flipkart for US\$15 billion. On 9 May 2018, Walmart officially announced its intent to acquire a 77% controlling stake in Flipkart for US\$16 billion, subject to regulatory approval. Following the proposed purchase, Flipkart co-founder Sachin Bansal left the company, while the remaining management now reports to Marc Lore, CEO of Walmart ECommerce US.



- Started as online bookstore
- Amazon was founded by Jeff Bezos on July 5, 1994.
- The company took its first steps into the Indian market in February 2012 when it launched Jungle.com.
- American International Headquarter at Seattle
- Mission to be world's largest customer centric company.
- Amazon.com works hard to achieve value- added differentiation through customer- focused information services. Amazon.com's sites retains customer preferences and provides automated customization for users.
- Amazon has expanded it network of fulfilment centres to a total of 67 across 13 states .
- Currently, the Prime selection in India stands at 50 million products. Overall, the company offers 170 million products across categories.

Amazon products and services

- **Amazon Fire Products** – Amazon launched its fire range of products which include phones, tablets, Tv and Mobile OS.



- **Amazon Prime** – The company provides premium membership to its every service through Amazon prime like 1 or 2 day delivery, Access to prime videos, prime music etc.



History & growth of Amazon

Amazon is the largest e-commerce marketplace and cloud computing platform in the world as measured by revenue and market capitalization. Amazon.com was founded by Jeff Bezos on July 5, 1994, and started as an online bookstore but later diversified to sell video downloads/streaming, MP3 downloads/streaming, audiobook downloads/streaming, software, video games, electronics, apparel, furniture, food, toys, and jewelry. The company also owns a publishing arm, Amazon Publishing, a film and television studio, Amazon Studios, produces consumer electronics lines including Kindle e-readers, Fire tablets, Fire TV, and Echo devices, and is the world's largest provider of cloud infrastructure services through its AWS subsidiary. Amazon has separate retail websites for some countries and also offers international shipping of some of its products to certain other countries. 100 million people

subscribe to Amazon Prime. Amazon invest in India to \$4 billion in its five years of its operation, even as it continues to battle against Flipkart Amazon, which has committed to invest at least \$5 billion in India and also separately allocated an additional \$500 million to build out its food retail business in India, simultaneously pumped in about ₹ 100 crore (\$14 million) into the business (Amazon Retail India Pvt. Ltd).

CHAPTER - 2

2.1 Literature Review

Electronic Commerce ("e-commerce") has been defined by the Organisation for Economic Cooperation and Development ("OECD") to be 'commercial transactions, involving both organisations and individuals, that are based upon the processing and transmission of digitized data, including text, sound and visual images and that are carried out over open networks (like the Internet) that have a gateway onto an open network'. These include electronically marketed products from business-to-consumer, which are 'intangibles such as travel and ticketing services, software, entertainment, banking, insurance and brokerage services, information services, legal services, real estate services, and increasingly health care, education and government services'.

Manner of concluding a transaction online

Let us suppose that a resident of country X (A Ltd) is a retailer selling a wide range of goods and/ or services. A Ltd is contemplating entering the market for country Y's customers. A Ltd plans to have no offices, warehouses, factories or other facilities in country Y and no employees of A Ltd will work

in country Y. However, residents of country Y will be able to purchase goods from A Ltd by logging on to A Ltd's website on the Internet.

In order to establish an Internet presence, A Ltd arranges with an Internet service provider to establish a connection between his website, hosted on a server, to the Internet. A Ltd could maintain its own web server which is connected to the internet service provider or could lease space on the internet service provider's server or lease space on a server owned by a third party (say a server farm like Exodus, Digital Nation, etc) that is connected to the Internet.

The customer accesses the Internet by dialing a local phone number (using a wired or wireless connection) or using a direct connection (eg a cable modem). Once logged on to the Internet, the customer surfs the Internet using a web browser (software like Netscape Navigator, Internet Explorer, etc) to locate A Ltd's cybermall and then browses through the cybermall itself. Upon selection of the products to be purchased, he can click on a payment icon that provides the necessary credit (or debit) card information to consummate the sale. When the payment is complete, A Ltd permits the downloading of products or services that are downloadable in digital form (eg computer software, films, books, music, etc). Similarly, if the payment is for services, a videoconference may be established between the customer and A Ltd's service personnel. If the items ordered are not downloadable, A Ltd makes shipping arrangements and the customer may download the payment receipt and the shipping information.

2.2 CONCEPT OF THE TOPIC

Technological advancements in the 21st century such as the birth of the internet have transformed how business is conducted all over the world. Instant access to resources and people all over the world has been made possible by the World Wide Web and has become the preferred medium for working, marketing, socializing and even buying specific products and services from online stores. The evolution of the internet, CIO trends and development of technologies in the last ten years has led to the growth of the E-commerce industry which can otherwise be defined as the activity of selling and buying products using a website in the place of a physical shop.

Online stores now have a competitive edge over the traditional brick and mortar store due to their 24-hour accessibility from any geographical location. Online stores also give the consumer the convenience to go through hundreds of products that are available for purchase by browsing through the website. The website offers a variety of products that enable the consumer to make an informed

decision, use a cart to put the product of choice and then pay for the product through a checkout. E-commerce giants such as eBay, Amazon and other startups such as jet.com and Trunk Club are all success stories when it comes to the E-commerce industry. Amazon has been in the retail sector for a record 23 years as of December 2017. The projection figures in themselves prove that the E-commerce industry is experiencing breakneck growth.

In this article, we shall discuss the e-commerce trends that have revolutionized the way we have conducted business in 2017.

Mobile-friendly buying

By 2020, consumers will make use of mobile devices and smartphones in particular to make online purchases worth \$129.44 billion annually. Google has said that over 40% of all the people who browse the internet on a daily basis are currently not on desktops and laptops but are using mobile devices such as tablets and smartphones. Many online retailers have increased their market share by making their websites mobile-friendly, therefore, making its constant reachable to a vast pool of potential consumers who are using smartphones and tablets.

Most consumers go through the whole spectrum of the shopping experience using their smartphones. There is a trend where consumers prefer to make their purchases and payments using their mobile devices without having to deal with the time and resource constraints of having to go to a brick and mortar retail store. The development of iOS and Android-based e-commerce applications have created numerous business opportunities for companies to engage their consumers.

Digital marketing

E-commerce has revolutionized the way businesses do their product promotion and their strategies for retail marketing. For the success of any business, a smart strategy on digital marketing is crucial. The digital marketing strategy should be able to reach out and convince consumers to purchase your product and the numerous advantages of making the purchase online. Digital marketing has made it possible for businesses to reach their consumer base to places where they spend most of their free time which includes social media platforms, blogs, applications, emails, and websites. Technological advancements and innovations in the inventory management systems have made it possible for online retailers to stream stock management and business operations which have improved the consumer brand experience tremendously

Virtual Reality (VR) technology

Augmented reality and virtual reality technologies have helped online retailers create more immersive consumer shopping experiences. The future of e-commerce will be based on virtual stores. Consumers can use a VR headset to browse through the diverse categories of products, select their items of choice, put them in the cart and then proceed to checkout for payment. Augmented reality, on the other hand, makes enhancements to existing reality using digital reality.

Promotional techniques of Flipkart

1. Google Adwards

PPC Search ad – Category based text ads.

Display – Products offers based ad images.

Gmail – Content / Topic based Text ads.

Keyword Targeted – FLIPKART.

2. Remarketing : Remarketing activates if customer visit site and Clicks any display / Search ad.

3. T.V Commercial strategy

The objective is to build the brand as a verb for Shopping.

Target Biggest event of the year i.e IPL T20 2014

Total 29 ads released Since 2011

Portraying Kids as Adults in ads gives higher brand recall.

Ads Targeted as Pan India Shoppers of all generation.

Ads aimed to Popularise the brand as a verb.

Testimonial based Creative Campaigns to demystify the fear of Online Shopping experience.

Mobile App downloads TV ad to increase m-commerce Value.

Launching Campaigns i.e " The Big Billion Day "

Promotional Technique of Amazon.in

It is also doing one to one marketing and relationship building to web shoppers with personalized e-mails and cross linked websites. Amazon.in is a customized website where through personalized shopping service and alliance with thousands of other dealers with trusted brands and prices of millions of products from single front. Amazon is also using emails apart from networking with other popular websites for ads and tags promotions.

LOGISTICS FOR E-COMMERCE

The increasing popularity and success of e-commerce has meant a parallel change in the existing support structures in place to facilitate the retail system. Traditional business models are evolving and traditional supply chains and logistics processes are also evolving to accommodate this new mode of doing business.

Conventionally, a customer had the responsibility of becoming the last link in the supply chain by travelling to a store location and making their purchase. To facilitate and encourage customers, businesses would need to make significant investments in creating the perfect store in the perfect location. The costs associated with this would then be reflected in the final price of the good available for sale. The seller would also need to keep a particular level of inventory on hand and this would need to be regularly replenished.

Several changes have occurred to the system because of the shift towards online selling. The major changes include:

- **The Sellers** – Some sellers in the new marketplace are entirely online, with no physical retail presence at all. Concurrently, there has been widespread adoption of online retailing by traditional brick-and-mortar stores as well. In many cases, the new system allows the seller to be both a retailer and a distribution and fulfillment center.
- **Flexibility in Locations** – Because online sellers do not need to be overly concerned with the location of their operation, they enjoy a lot more flexibility in choosing a place that allows them to minimize costs. Smaller online sellers can even use their own house as a warehouse, while bigger more established ones often choose to have a network of distribution locations to better meet the needs to regional markets and minimize distribution costs.
- **Connection to Supply Chain** – Customers communicate with the store directly and are in essence, connected directly to the supply chain itself.
- **Tracking** – A customer who chooses to shop online is also choosing a method where the gratification can be significantly delayed. This means that a purchase is made without actually having experienced the product firsthand and the customer needs to wait a while before the order is received. This means that they will expect a bit more from the delivery process and demand accurate and real time transit information for their purchase. This means that there need to be information systems in place to provide this information.

IMPORTANT CONSIDERATIONS IN E-COMMERCE LOGISTICS

Major Requirements of E-commerce Logistics

As online retail has grown, especially in non-food related industries such as fashion or electronics, where goods are shipped to customers through postal or freight networks, there has been a need for four major functions from logistics:

1. **Mega E-Fulfillment Centers:** The merchandise to be sold is stocked in these centers. These centers may either be maintained by the e-commerce retailer themselves or by a third party

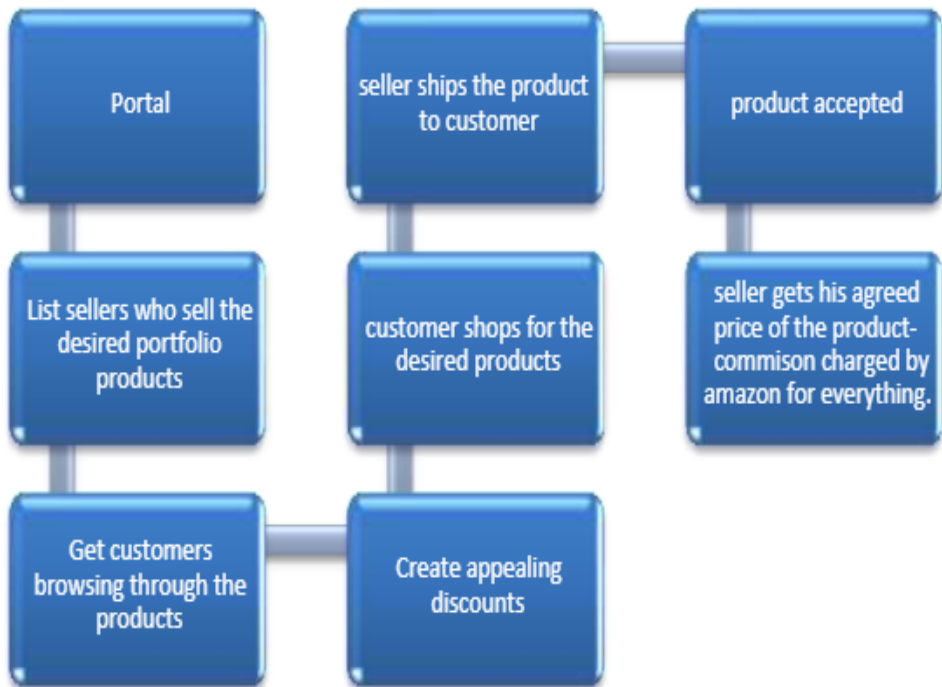
logistics service provider. These facilities can be as large as or larger than one million square feet in size and usually operate 24 hours a day, seven days a week.

2. **Parcel Hubs:** Parcel hubs or sortation centers are points where the outgoing parcels are divided based on destinations so that they can be sent to the parcel delivery centers.
3. **Parcel Delivery Centers:** The parcel delivery center is the last stage before the package reaches the customer. The sorted parcels arrive to these centers and are then sent out to the customer.
4. **Integrated Technology:** To allow faultless delivery of the right items to each customer, there needs to be technology that seamlessly integrates all aspects of the e-commerce operation to each other. Predominately, the shopping cart needs to be connected to the transport system to ensure that shipping costs and time frames communicated to the customer are accurate and updated.

Reverse Logistics Consideration

When a product flows backwards from the point of consumption to the point of production, this process is called reverse logistics. This process is one of the fundamental operational challenges faced by companies involved in e-commerce activities. The reason for this is that the volume of items that go through this reverse flow are immense and the cost of making this happen can become substantial. As many as 3% to 50 % of all shipped items can lead to returns and this can translate into high volumes of items travelling backwards along the supply chain.

E-Commerce companies working model



CHAPTER - 3

RESEARCH METHODOLOGY

3.1 The Objectives of the research

- To study the customer satisfaction level while buying the product online.
- To know the measure and approach taken by E-commerce players in this competitive situation.
- To analyse the quality of service offered by the E-Commerce websites.
- To know the source of awareness created by these players.
- To study the promotional techniques used by E-commerce websites.

3.2 Research Design

Exploratory research : Exploratory research is research conducted for a problem that has not been studied more clearly, intended to establish develop operational definitions and improve the final design.

I have used exploratory research to find the Behaviour of customers towards E-Commerce websites . These parameters helped in formation of questionnaire. Exploratory research helps in Determine the best research design, data collection and selection subject.

Descriptive research : It aims at elucidating the data and primary characteristics about the objective/ situation/ concept under study.

Descriptive research is a research method in this project, Which includes surveys fact finding, inquires of different kinds. The major purpose of descriptive research is description of situation.

I used this research type to explain the factors that affect consumer buying behavior towards Online shopping.

3.3 Sources of data collection

Primary data:

Questionnaire : A questionnaire survey was conducted for the purpose of the project. The questionnaire was designed to find Consumers perception about E-Commerce website , Objective and Information needed.

Interview : Interview involves a face to face interaction with the respondents. Personal interview includes collection of data by personally contacting the respondent.

Secondary data:

Secondary data is that, which is already exists. Secondary data was collected mainly through the Internet, Company website, Newspapers.

3.4 Data analysis - tools/techniques

The data has analyzed into Microsoft Excel 2013 and the data has presented through pie charts.

3.5 Sampling design

Sample unit : Respondent such as customers (students, housewife, salaried person ,business man)

Sample size : The size of the sample of my survey is 100. The responses had been taken by 100 peoples with the help of questionnaire in New Delhi.

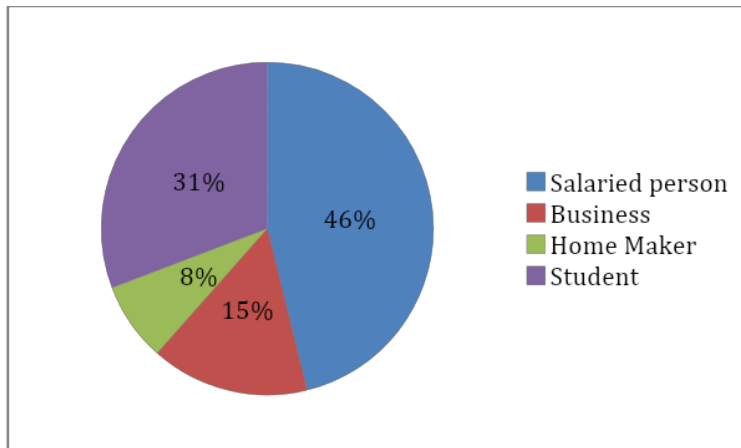
3.6 Limitations of the study

- Limited time available to know problems and scenario of market . As a result of this it was not possible to gather full information about the respondents.
- Since all the products and services are not widely used by all the customers it is difficult to draw realistic conclusion based on the survey.
- Respondent were found hesitant in revealing opinion about the services of E-Commerce websites.
- Interpretation of data may vary from individual depending on the individual understanding the product features and services of the company.
- All the secondary data required were not available.

CHAPTER - 4

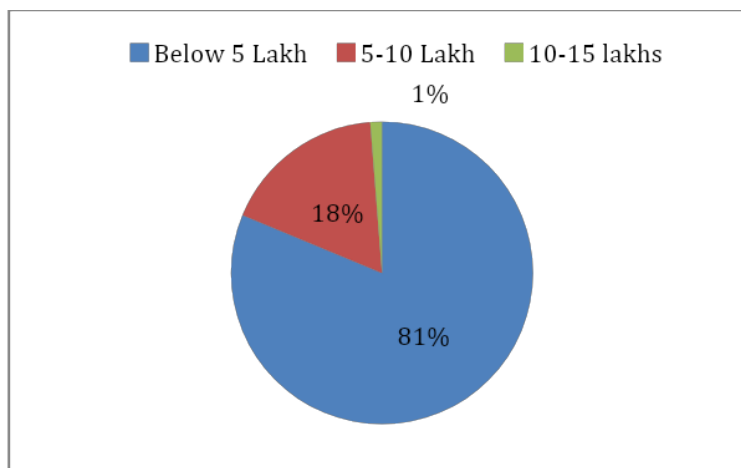
4.1 Data Analysis and Findings

1) Distribution of Respondents According to Occupation



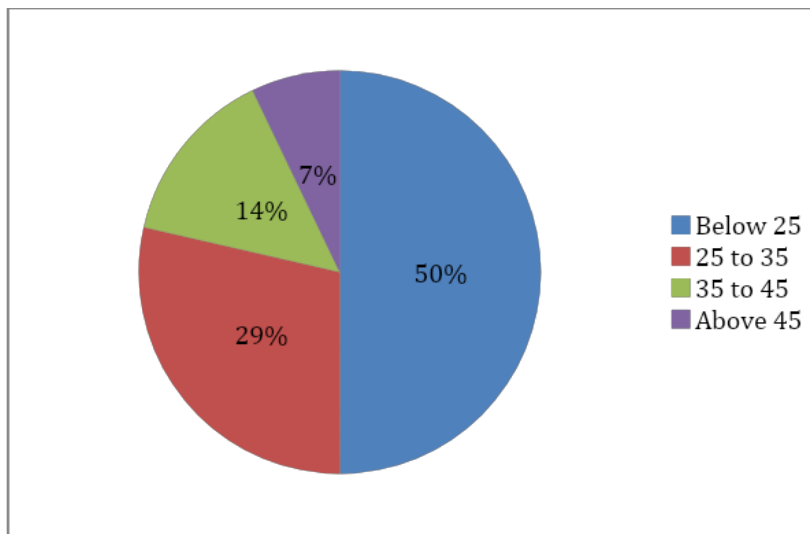
Interpretation : Out of the 100 respondent 46% peoples are salaried person. 31% are students, 15% are business man, 8 % are home makers.

2) Distribution of Respondents According to Income



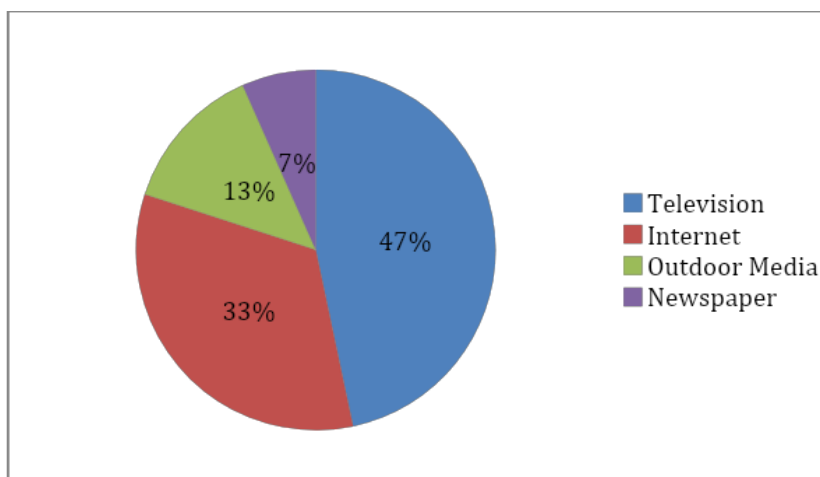
Interpretation : Out of the 100 respondents 81% peoples has annual income below Rs 5 lakhs, 18% peoples has annual income between 5 to 10 lakhs, 1% peoples has annual income between 10 to 15 lakhs

3) Distribution of Respondent According to Age



Interpretation : Out of 100 respondents 50% peoples were below age of 25, 29% peoples were between 25 to 30 age, 14% peoples were between 35 to 45 of age, 7% peoples were age of above 45.

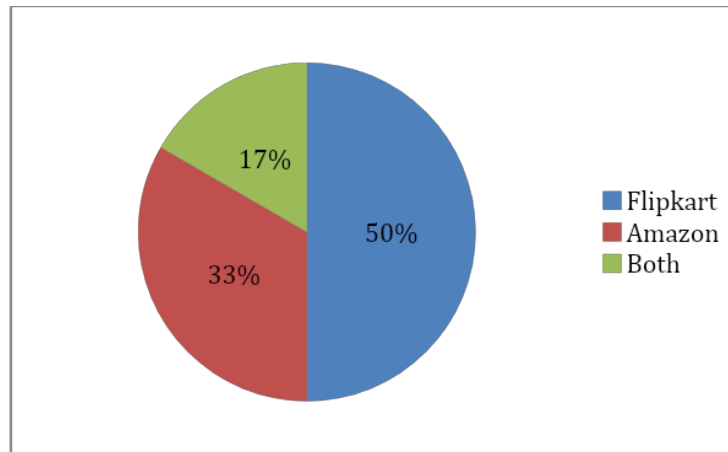
4) How you are aware about Flipkart & Amazon?



Interpretation : Out of 100 respondents 47% peoples were aware about flipkart and amazon through internet this represent most of the peoples access internet now days, 33% peoples aware

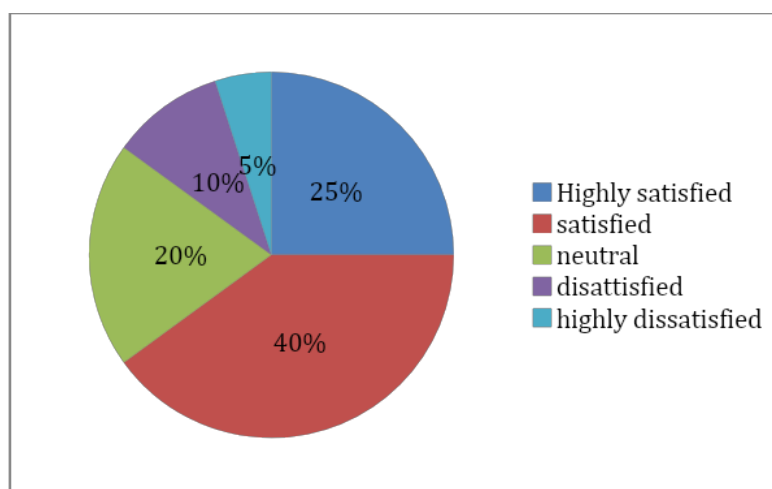
about the these website through television advertisement because these companies makes attractive advertisements, Rest of the respondents were aware by outdoor media & newspaper.

5) Among flipkart and Amazon which has better promotional advertisement?



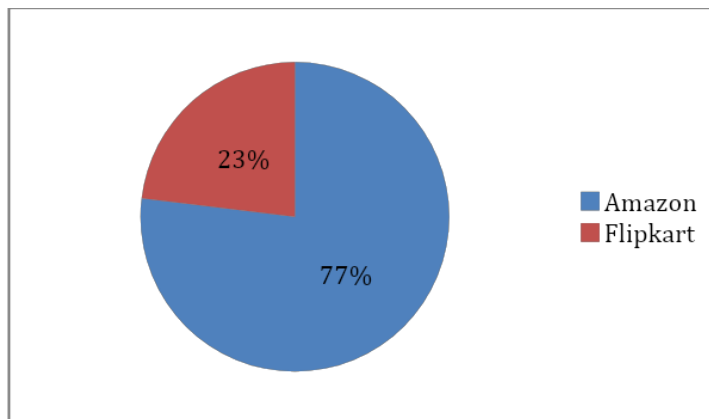
Interpretation : Around 50% respondents liked the advertisements of Flipkart, 33% peoples liked the Amazon advertisement, 17% peoples liked the advertisements of both the companies.

6) Are you satisfied with the after sale service of flipkart?



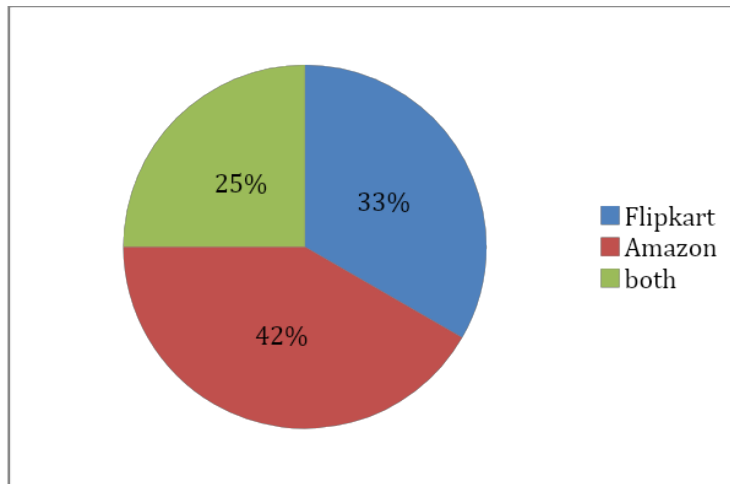
Interpretation : Out of 100 respondents 25% peoples were highly satisfied with the after service of Flipkart they said the customer care executives of Flipkart are very supportive, 40% peoples are satisfied.

7) Who provides better prime membership policy?



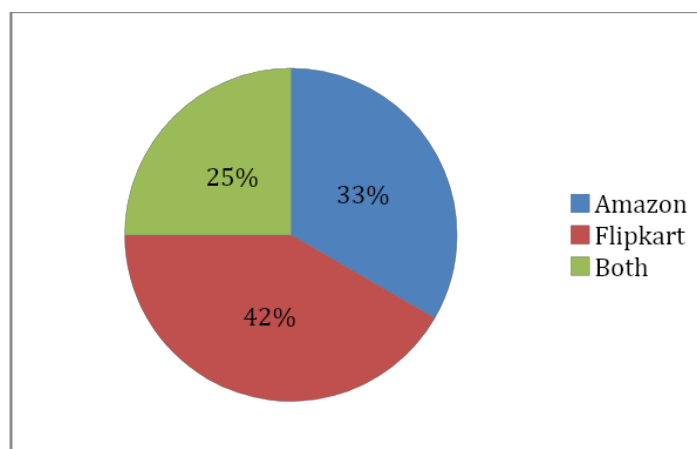
Interpretation : Out of 100 respondents 77% peoples liked the prime membership policy of Amazon they said the price of Amazon prime member ship is more cheaper and they get free access of Amazon prime videos and music which is currently not provided by Flipkart.

8) Who provides the fast delivery of products ?



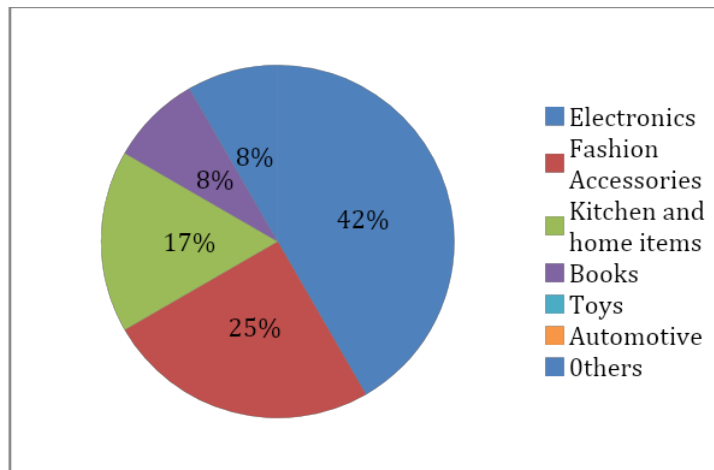
Interpretation : Out of 100 respondents 42% people have noticed that Amazon delivers the product faster as compared to Flipkart because Amazon has large numbers of fulfillment centers in India which helps Amazon to deliver the products on time to the customers.

9) Who has better return policy ?



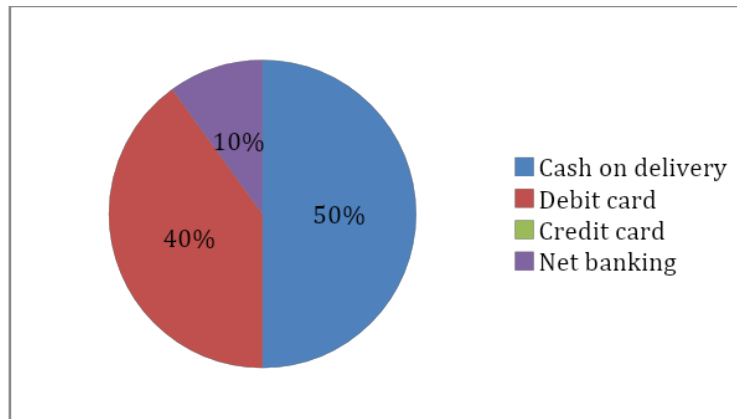
Interpretation : Out of 100 respondents 42% peoples thinks that the return policy of Flipkart is better than Amazon they said when they call the customer care executive they solve there problems faster and replace there damaged product with the new products with less formalities. 33% peoples thinks Amazon has better return policy.

10) Which product categories do you buy the most from E-commerce website?



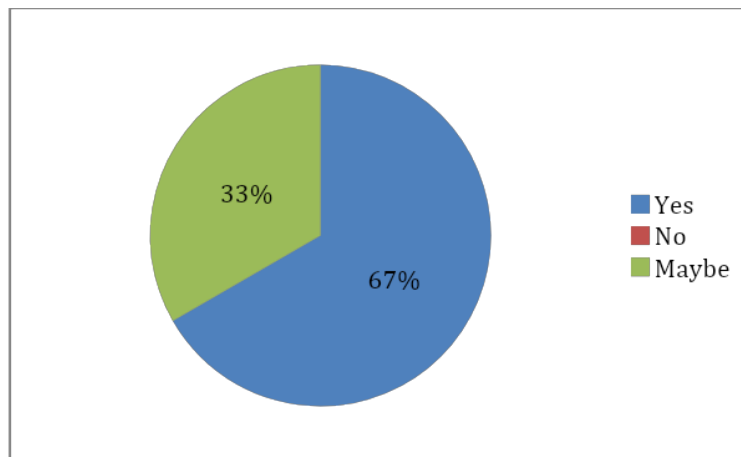
Interpretation : Out of 100 respondents 42% peoples buys the electronics products online like mobiles, Laptops etc. 25% peoples buys fashion accessories they said they get huge number of options at one place and at less prices as compared to physical stores which makes them more fashionable.

11) While purchasing online which payment method you choose ?



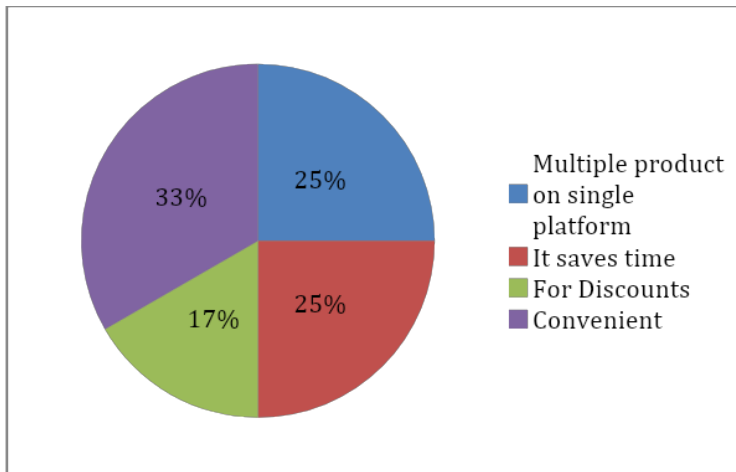
Interpretation : Out of 100 respondents 50% prefer cash on delivery because they think this mode of payment is safe. 40% peoples make online payment through debit card, 10% peoples do net banking while purchasing the products.

12) Do you think online shopping is safe?



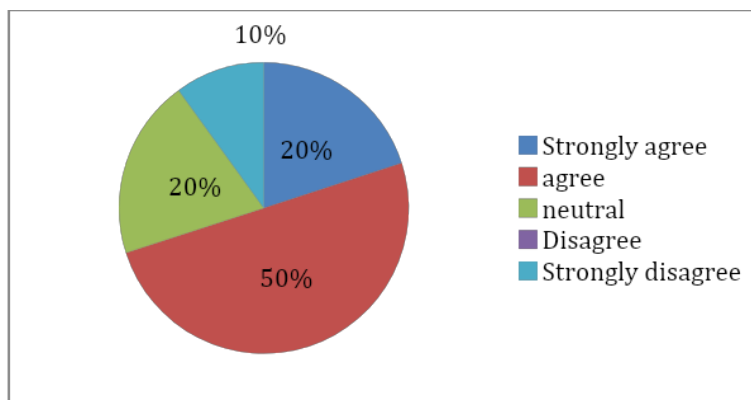
Interpretation : Around 67% respondent thinks the online shopping is safe and secured by various online payment companies so, they can do online shopping without fear.

13) Why do you like to purchase the products online?



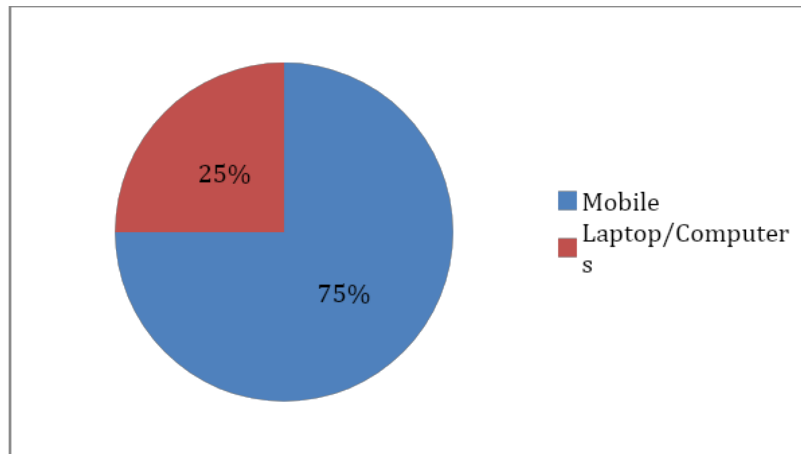
Interpretation : Out of 100 respondents 25% peoples do online shopping because on E- commerce websites they get different categories of products on single platform so, they can choose wide variety of products. 25% peoples do online shopping because it saves there time the peoples can do shopping from anywhere which makes there life easy. 17% peoples buy products online because E- commerce websites gives discounts on various products buy which they can save money.

14) Do you think E-Commerce websites sales product at less prices as compared to offline stores?



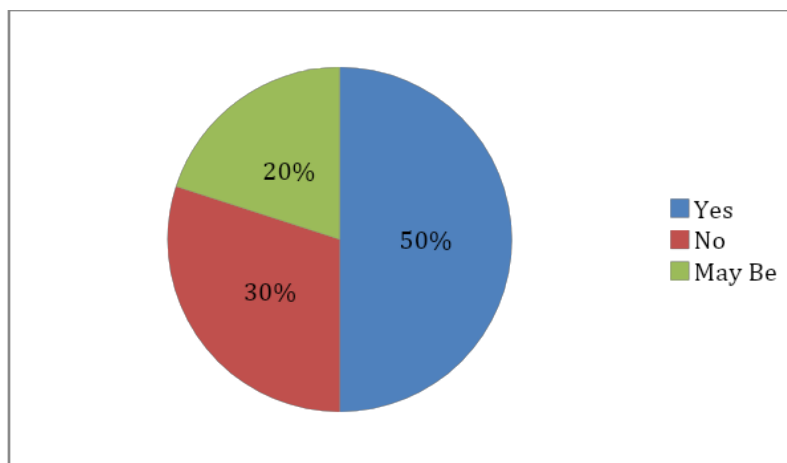
Interpretation : Out of 100 respondents around 20% peoples are strongly agree that E-Commerce websites sales the products at low prices as compared to offline stores. 50% peoples are agree that E-Commerce websites sales products at low prices.

15) Which device you use for online shopping?



Interpretation : Out of 100 respondents 75% peoples use mobiles for online shopping they said through mobile they can do shopping easily. Since they can carry mobile anywhere they can do shopping from any where which makes there life easy. The 25% peoples use Laptops/Computers for online shopping.

16) Do you recommend others peoples to buy expensive products online(like AC, Smart 4K television, Refrigerator)?



Interpretation: Out of 100 respondents 50% peoples said yes they recommend others to buy expensive products online and it is safe. The 30% peoples doesn't recommend others to buy expensive products online because they think they will get damaged products and they will incur losses.

CHAPTER - 5

5.1 RECOMMENDATION

Flipkart need to work on its prime membership they should provide more benefits to the customers under the prime membership. Flipkart lacks innovation not only was the entire idea of Flipkart was imitation of Amazon by the bansals who were former employees at Amazon, but also things like Flipkart first, bookseller turned all-purpose retailer, pseudo-inventory based model have been borrowed from Amazon. Innovation and disruption are ultimately what lead to success for a company in the long run. And between Amazon and Flipkart, i will definitely place my money on Amazon- also the one with the greater experience.

Seller like Amazon over Flipkart. Flipkart competes with all other sellers through WS retail. Though, Flipkart officialy doesn't own WS retail anymore, it is often alleged that has circumvented the law to show separate ownership of WS Retail. Amazon is partnering up strategically. Recently it partnered with the Aditya Birla More retail chain & with Future group. Under the partnership Future group current portfolio of over 40 brands will be retailed exclusively online through the Amazon.in platform, the companies said in a statement. As per a Reuters report. Though this is not to say that the others are not doing the same, but Amazon has really hit iron where it is the hottest with its partnership with future group.

Last year walmart has acquired the 77% stake of Flipkart at 16Billion Dollars. Now Flipkart is backed by Walmart which has deep pockets and which is largest retail giant in the world. So, Flipkart should invest money on making there exclusive products like Amazon has Alexa which is smart speakers based on artificial intelligence and kindle so Flipkart should also work on making there exclusive products. Flipkart also need to work on the groceries segment they should do advertisement to make peoples aware about there groceries segment so the customer will purchase the groceries from the Flipkart. Flipkart is backed by walmart who is groceries giant So, Flipkart has an advantage.

But, The both companies have to do work hard to survive in the market they should do tie-ups with new brands and sale the products exclusively on there website. They should also provide new offers to customers to recruit new customers and to retain existing customers.

5.2 SUGGESTIONS

Flipkart need to work to improve its prime membership policy.

Visibility of Flipkart is less in the rural area as compared to competitors. So it need to be more visible in that area.

Amazon need to tie-ups with more brands to sale the particular brand exclusively on there platform.

Flipkart need to build up its product delivery more strong and reliable.

CHAPTER – 6

Discussion and Conclusion

There are large number of peoples who are satisfied with the service of Flipkart & Amazon.

The large number of peoples gets the information about Flipkart & Amazon through Television & Internet by which there sale has increased.

The exciting offers launched by Flipkart & Amazon helped in increasing their sales.

The large number of peoples watch the television advertisement with concentration.

E-Commerce websites has wide product range of product categories which helps them to target different segments.

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Websites:

www.Flipkart.com

www.Amazon.in

ANNEXURE

QUESTIONNAIRE

1) Occupation

- a) Salaried person
- b) Business
- c) Home Maker
- d) Student

2) Annual Income

- a) Below 5 Lakh
- b) 5 to 10 Lakh
- c) 10 to 15 Lakh

3) Age

- a) Below 25
- b) 25 to 35
- c) 35 to 45
- d) 45 & Above

4) How you are aware about Flipkart and Amazon?

- a) Television
- b) Internet
- c) Outdoor Media
- d) Newspaper

5) Among Flipkart and Amazon which has better promotional advertisement?

- a) Flipkart
- b) Amazon
- c) Both

6) Are you satisfied with the after sale service of Flipkart?

- a) Highly Satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

7) Who provides better prime membership policy?

- a) Amazon
- b) Flipkart

8) Who provides fast delivery of products?

- a) Flipkart
- b) Amazon
-

c) Both

9) Who has better return policy?

- a) Amazon
- b) Flipkart
- c) Both

10) Which product categories do you buy the most from E-Commerce website?
(Select multiple options)

- a) Electronics
- b) Fashion Accessories
- c) Kitchen and home items
- d) Books
- e) Toys
- f) Automotive
- g) Others

11) While purchasing online which payment method you choose?

- a) Cash on delivery
- b) Debit card
- c) Credit card
- d) Net banking

12) Do you think online shopping is safe?

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

13) Why do you like to purchase online?

- a) Multiple product on single platform
- b) It saves time
- c) For discounts
- d) Convenient

14) Do you think E-Commerce websites sales product at less price as compared to offline stores?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

15) Which device you use for online shopping?

- a) Mobile
- b) Laptop/Computer

16) Do you recommend others peoples to buy expensive products online (like AC, Smart 4k television, Refrigerator)?

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

