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MAJOR RESEARCH PROJECT

Customer Preference Between Flipkart & Amazon

Submitted By

Harsh Bhushan

2K23/DMBA/46

Under the Guidance of

Dr. Deep Shree



DELHI SCHOOL OF MANAGEMENT

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ACKNOWLEDGEMENT

I would like to express my sincere gratitude to **Dr. Deep Shree**, Assistant Professor at **Delhi School of Management**, Delhi Technological University, for her invaluable guidance, constant encouragement, and expert supervision throughout this research project. Her insightful feedback and constructive suggestions were instrumental in shaping this study.

My heartfelt thanks to the **faculty members of DTU DSM** for their academic support and for fostering an environment of research excellence. The knowledge and skills I gained during my MBA program formed the foundation for this project.

I am deeply grateful to my **university peers and friends** for their motivation and for participating in my surveys, providing crucial data points for this comparative analysis of Flipkart and Amazon.

Special thanks to all the **respondents and industry professionals** who generously shared their time and perspectives, making this study on e-commerce brand loyalty possible. Your inputs were vital to understanding consumer behaviour in the Indian digital marketplace.

This project would not have been possible without the collective support of all these wonderful individuals.

Warm regards,

Harsh Bhushan

Delhi School of Management

Delhi Technological University

Harsh Bhushan

23/DMBA/46

Date

DECLARATION

I, **Harsh Bhushan**, hereby declare that the research project entitled "**Brand Loyalty in Indian E-Commerce: Flipkart vs. Amazon**" submitted to **Delhi School of Management, Delhi Technological University**, is an original piece of work conducted under the guidance of **Dr. Deep Shree**, Assistant Professor, Delhi School of Management, Delhi Technological University.

This project is submitted in partial fulfilment of the requirements for the award of the **Master of Business Administration (MBA) degree** with dual specialization in **Human Resources and Marketing**.

I further declare that this work has not been submitted elsewhere for any other degree, diploma, or certification. All references and sources used in this study have been duly acknowledged.

Harsh Bhushan

23/DMBA/46

Delhi School of Management
Delhi Technological University

Date

CERTIFICATE

This is to certify that **Harsh Bhushan**, Roll No. 23/DMBA/46, a student of **Master of Business Administration (MBA)** with dual specialization in **Human Resources and Marketing** at **Delhi School of Management, Delhi Technological University**, has submitted the **Major Research Project** titled: **Brand Loyalty in Indian E-Commerce: Flipkart vs. Amazon** in partial fulfilment of the academic requirements for the award of the **MBA degree** during the academic year **2024-2025**.

The research work represents the candidate's original and independent work carried out under the supervision and guidance of **Dr. Deep Shree**, Assistant Professor, Delhi School of Management, Delhi Technological University.

Dr. Deep Shree

Assistant Professor, DSM DTU

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Executive Summary:

Brand Loyalty in Indian E-Commerce - Flipkart vs. Amazon

This research project studies the factors that determine customer preference between the two leading e-commerce companies in India, Flipkart and Amazon. India has shown tremendous growth in online retailing due to the availability of digital infrastructure, competitive prices, and consumer confidence. Flipkart and Amazon are leaders in the e-commerce market, with different key value contributions, tech capability and customer engagement.

This study through survey and data analysis is a study on the impact of price, delivery time, customer service, user-friendly app and discounts on the choice of consumers. The study finds that while Amazon is preferred for its easy-to-use interface, speed of delivery and good customer service, Flipkart gets solid backing on the back of its discounting policies, festive sales, and ground outreach in tier II and III cities.

Through this project, e-commerce platforms will gain insights enabling them to align with changing customer expectations and improve loyalty. The conclusions drawn also act as a good reference point for stakeholders involved in the online retail ecosystem, like marketers and policy-makers.

CHAPTER 1

LITERATURE REVIEW

This chapter synthesizes current industry and academic research on consumer behaviour and platform comparison in the Indian e-commerce sector. The literature review helps in the identification of gaps in current knowledge and formulation of a conceptual framework for the current study.

Kumar & Singh (2020): Their research on e-commerce adoption in urban India discovered website navigability, safe payment, and trust to have significant impacts on consumers' online purchase intent. Mobile app convenience has now replaced the earlier desktop browsing for selling, as per the research.

Jain et al. (2021): The study was conducted on Generation Z consumers and it was found that flash sales, influencer endorsements, and instant alerts were the driving factors for influencing buying behaviour. The study found that although Amazon was considered trustworthy, Flipkart had a wider reach in festivals season campaigns.

Reddy & Rao (2022): Their study had investigated e-commerce service quality dimensions and how they affect customer loyalty. Dimensions of on-time delivery, simple return, and post-purchase assistance were linked to positive customer experience. The study indicated Amazon's technological advantage but noted Flipkart's adaptability in accepting local customs.

Bhattacharya (2023): Compared Flipkart and Amazon, head-to-head, on customer satisfaction. Outcomes reflected that Amazon performed better on the parameters of product authenticity, delivery correctness, and customer service, where Flipkart was preferred on the parameters of price and EMI/payment terms.

Gupta & Sharma (2023): Examined the e-commerce consumer behaviour in India's semi-urban areas and identified the necessity of local language capability, vernacular promotions, and COD facility as being paramount for consumer trust. These studies collectively imply the significance of both functional (payment, delivery, returns) and emotional (convenience, trust, cultural fit) variables in affecting customer choice. This study expands upon these studies to examine how these variables function in actual consumer choice between Amazon and Flipkart.

INDUSTRY OVERVIEW

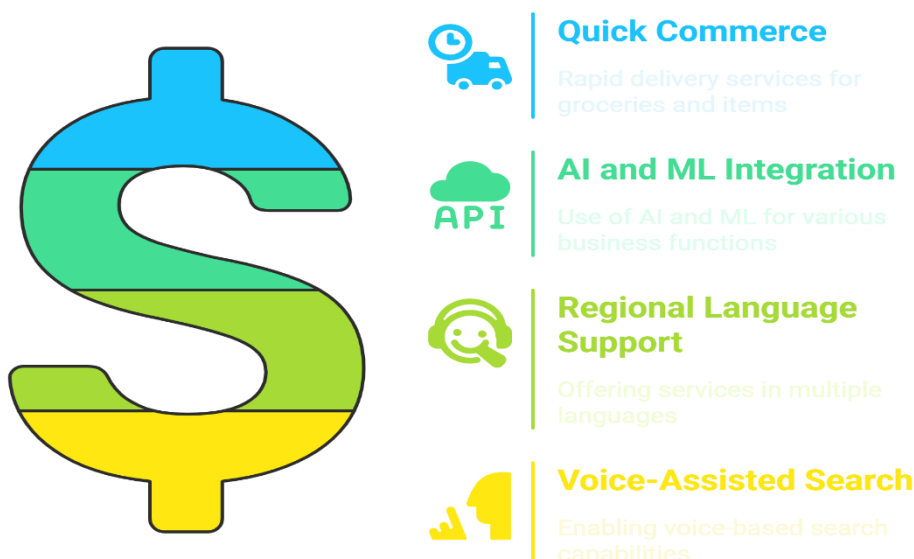
The Indian e commerce industry is one of the fastest growing sectors of the national economy that has witnessed a boom for a decade. The growth of the Indian e commerce industry has made it one of the fastest-growing sectors in the national economy. In 2024, the industry is valued at more than USD 100 Billion and will grow at a CAGR of more than 19% to reach around USD 200 Billion in 2027.

It consists of fashion, electronics, home appliances, groceries, digital services among others. It serves multiple demographics, from urban metro cities to remote rural areas. Top brands include Amazon, Flipkart, Meesho, JioMart, Myntra, Snapdeal and other niche B2B platforms.

Current market trends include.

- More and more businesses offer quick commerce that promises groceries and other items in 10-30 minutes.
- Use of AI and ML for recommencing engine, customer service bot, inventory planning.
- An increasing number of online shopping sites are now offering regional language support as well as voice-assisted search capabilities.

Market Trends Overview



To engage the audience more, various platforms have started using influencers and social commerce.

Online shopping should be environment-friendly. They should focus on eco-friendly packaging, carbon-neutral deliveries and sourcing in a sustainable manner.

Even though the industry has a lot of potential, it faces challenges such as regulatory complexities, data privacy concerns, and increased competition from global and regional players. Yet, good policies and growing consumer demand, the sector would witness a robust and inclusive growth.

COMPANY OVERVIEW

Flipkart:

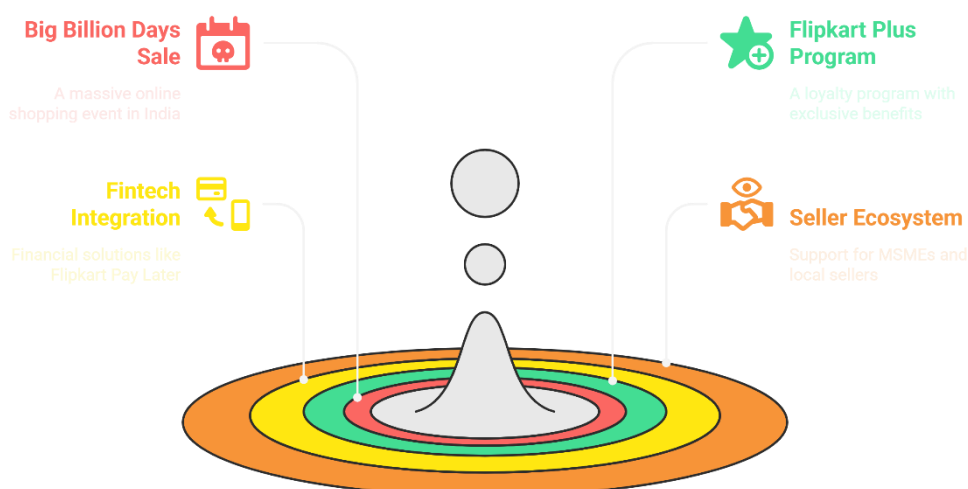
Sachin Bansal and Binny Bansal founded Flipkart in 2007 and it initially started out as an online book store. Gradually the company became an online marketplace for various product categories such as electronics, fashion, home decor, and groceries. Flipkart's headquarters is located in Bengaluru, Karnataka. The knowledge of Indian consumers, proficiency of the campaign, and working on logistics made the company the market leader in India.

In 2018, Walmart bought Flipkart making it more firm and operationally strong. Many internet retailers in India began to follow Flipkart's model of achieving profitability and starting to reduce units shipped and discount levels.

Key highlights of Flipkart:

- **Big Billion Days Sale:** One of the biggest online shopping events in India.
- **Flipkart Plus Program:** A loyalty program with benefits like early access to sales and free shipping.
- **Fintech Integration:** Flipkart Pay Later and EMI options for easier financing.
- **Seller Ecosystem:** Robust support for MSMEs and local sellers through the Flipkart Samarth initiative.

Flipkart's Key Features



Amazon India:

In 2013, Amazon entered the Indian market and quickly gained consumer trust with its wide range of selection, reliable delivery, and good customer experience. It introduces the world's best practices in technology, inventory management, and supply chain efficiency. Amazon's plan for India focuses on new ideas, a concentration on customers, and a big investment in infrastructure.

Amazon India built an ecosystem of services like Prime, Kindle, Amazon Pay, and Amazon Web Services (AWS). The company has invested in the small and medium firms via its proactive programme Amazon Saheli and Amazon Karigar.

Key highlights of Amazon India:

- Amazon Prime: Subscription offering benefits like free one-day delivery, video streaming, and music.
- Fulfilment Centres: Over 60 centres across India to enable faster shipping.
- **Global Selling Program: Enables Indian sellers to reach international customers.**
- Smart Tech Use: Personalized recommendations, Alexa integration, and machine learning algorithms.

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Chapter 2: Overview

Objective of the Research

The Indian e-commerce platform is undergoing huge changes, with Flipkart and Amazon emerging as the major players. This study looks at the major drivers of brand loyalty and customer preference in this competitive landscape.

Scope and Significance

The current study highlights the investigation of consumer loyalty and consumer behaviors related to Amazon and Flipkart. It provides valuable insights for marketers, business strategists, and policymakers interested in improving their understanding of consumer expectations and improving user interaction.

Investigative Questions

What drives customer loyalty in Indian e-commerce?

Which company—Flipkart or Amazon—exhibits better performance in different dimensions of consumer experience?

What can every website do to solidify customer loyalty?

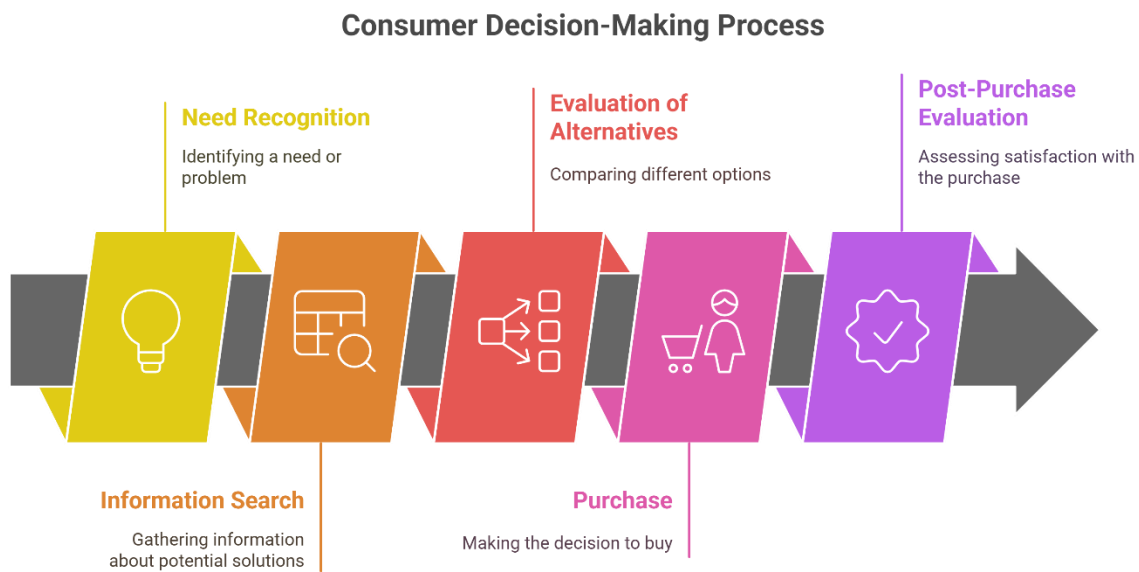
Structure of the Document

The report contains sections describing theoretical frameworks, methods of research, data analysis, case studies, competitor analysis, customer personas, and trends insights, thus complementing the overall comparative study.

Chapter 3: Conceptual Framework

Consumer Decision-Making Process

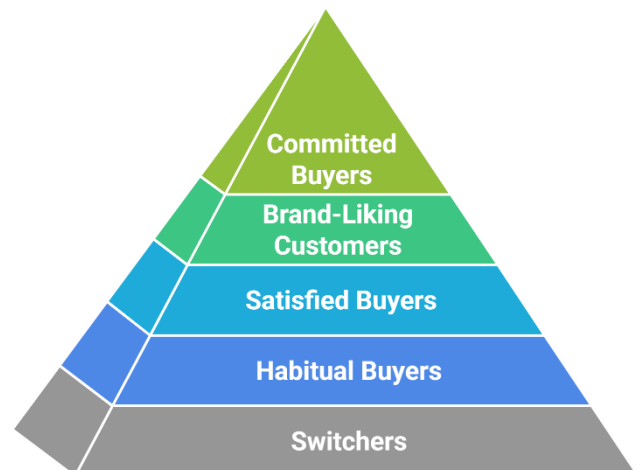
It consists of five stages: Need Recognition, Information Search, Evaluation of Alternatives, Purchase, and Post-Purchase Evaluation. Those are used to measure how the customers engage with the website of e-commerce.



Aaker's Brand Loyalty Pyramid

They are segmented by levels of loyalty: Switchers, Habitual Buyers, Satisfied Buyers with Switching Costs, Brand-Liking Customers, and Committed Buyers.

Aaker's Brand Loyalty Pyramid



Technology Acceptance Model (TAM)

TAM is interested in two aspects: **Perceived Usefulness and Perceived Ease of Use**. Both are essential while quantifying the adoption of mobile apps and e-commerce sites.

The Heart of Technology Adoption



Chapter 4: Research Methodology

Research Methodology

This research utilizes a quantitative method with standardized questionnaires for data collection from the participants.

Sampling

Convenience sampling was employed, targeting urban and semi-urban individuals aged 18–45.

Tools Used:

Information was collected using Google Forms and then analysed with Microsoft Excel.

Limitations:

Regional bias in sample

Small sample size

Risk of response bias in self-reports

Chapter 5: Presentation and Data Interpretation

Survey Results

Platform Preference: Amazon (60%), Flipkart (40%)

Festival Sale Preference: Flipkart (55%), Amazon (45%)

Customer Service Satisfaction: Amazon (70%)

Mobile App Usability: Amazon (80% positive), Flipkart (65% positive)

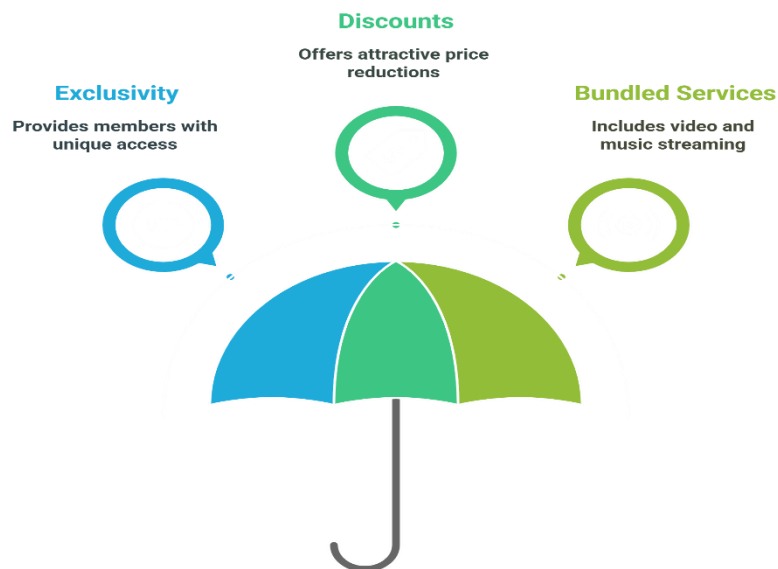
Speed of Delivery Satisfaction: Amazon (75%), Flipkart (50%)

Chapter 6: Case Studies

Amazon Prime Day

Amazon Prime Day adds both exclusivity and user interaction by taking advantage of Prime membership. It gives members advance access, attractive discounts, and bundled services like video and music streaming.

Enhancing User Experience with Amazon Prime Day



Flipkart's Big Billion Days

Flipkart's Big Billion Days promotion employs aggressive pricing and location targeting during Indian holidays, driving substantially higher customer acquisition and activity.

Flipkart's Big Billion Days Strategy



Chapter 7: Competitor Analysis

Meesho is a social commerce platform with value-for-money products and targets Tier-II and Tier-III cities.

JioMart: Dominant in grocery category with its offline-to-online integration strategy.

Tata Neu is a new super-app that combines BigBasket, Croma, and other Tata brand services.

Chapter 8: Consumer Archetypes

Personality 1: Urban Tech-Savvy Consumer

Age: 28, IT Professional

Thanks Amazon for its reliability, quick delivery, and extra services such as Prime.

Persona 2: Tier-II Price-Conscious Shopper

Age: 35, Small Business Owner

Selects Flipkart due to price, cash-on-delivery, and local language support.

Chapter 9: Trend Analysis

Voice-Assisted Shopping: Gaining popularity with the rise of intelligent assistant devices.

Live Commerce: Live product demonstrations enhance interaction.

Eco-Friendly Practices: Growing demand for sustainable packaging and carbon-neutral logistics.

Local Content: Increased local language support and customization of the interface.

Chapter 10: The Policy and Regulatory Framework

FDI Restrictions: Limits on stock-based e-commerce portals.

GST Compliance: Compulsory taxation of platform commissions.

Data Localization: The requirement to keep Indian user data within India.

Consumer Protection Acts: Legislation to safeguard consumers against deceptive advertising, return policy, and disclosure.

SWOT Analysis of Flipkart

Strengths:

- **Strong Brand Recall in India:** As it is a domestic platform, Flipkart enjoys strong recall and emotional affinity among Indian consumers.
- **Festival Sales and Domestic Campaigns:** Big Billion Days-type sales events create massive traffic and sales, leveraging festive and cultural buying behaviour.
- **Walmart Support:** Flipkart received access to worldwide retail experience and capital through Walmart's acquisition, strengthening its infrastructure.
- **Localized Strategy:** Target local vernacular languages, local traders, and user experiences that have been localized to Tier II & III markets.
- **Diversified Product Portfolio:** From apparel and electronics to food via Flipkart Super Mart and services like Flipkart Pay Later.

Weaknesses:

- **Rural Area Logistics Challenge:** Even with its best efforts, last-mile performance in remote or rural regions lags behind the Amazon fulfilment rate.
- **Lower Global Technology Integration:** Flipkart technology, both its backend and personalization, is relatively less advanced compared to Amazon's ML and AI-based systems.
- **Indian Market Dependence:** Flipkart is very India-centric in its operations, limiting global diversification and exposure.

Opportunities

- **Rural Market Penetration:** With increasing digital penetration, the unpenetrated rural market offers a massive market for expansion.
- **Fintech Service Growth:** Scaling Flipkart Pay Later, EMI, and wallet initiatives can contribute to order frequency and customer retention.
- **Private Label Expansion:** Expansion of own brands can assist in margin growth and management of brands.
- **B2B & Wholesale Growth:** Walmart's kirana and wholesale integrations can expand business channels by leveraging their strength.

Threats:

- **Fierce Competition:** From Amazon, Meesho, JioMart, and possible new entrants such as Reliance Retail.
- **Regulatory Pressures:** Evolving FDI norms, data localization requirements, and anti-competitive regulation. **Customer Retention:** Price shoppers switch platforms quite easily due to promotions and coupons.

SWOT Analysis of Flipkart



SWOT Analysis of Amazon India

Strengths:

- **Superior Fulfilment and Logistics Network:** Amazon's delivery speed and fulfilment hubs set a high industry benchmark.
- **Customer-Centric Philosophy:** Emphasis on return, refund, support, and hassle-free user experience has fostered strong customer loyalty.
- **Technology Leadership:** Usage of AI/ML, Alexa integration, and intelligent personalization optimize customer engagement and effectiveness.
- **Global Experience and Scale:** Drawing on experience across several countries brings operational benefits and long-term innovation.
- **Amazon Prime Ecosystem:** Value derived from subscription model in video, music, quicker delivery, and special promotions.

Weaknesses

- **Lower Emotional Attachment in Tier II/III Cities:** Perceived as a worldwide brand, devoid of any local character and regionalization.
- **Higher Pricing Perception:** Usually thought to be slightly more expensive than Flipkart in certain categories.
- **Prime-Dependent Loyalty:** The majority of customers rely on Prime for benefits—without Prime, retention would be lower.

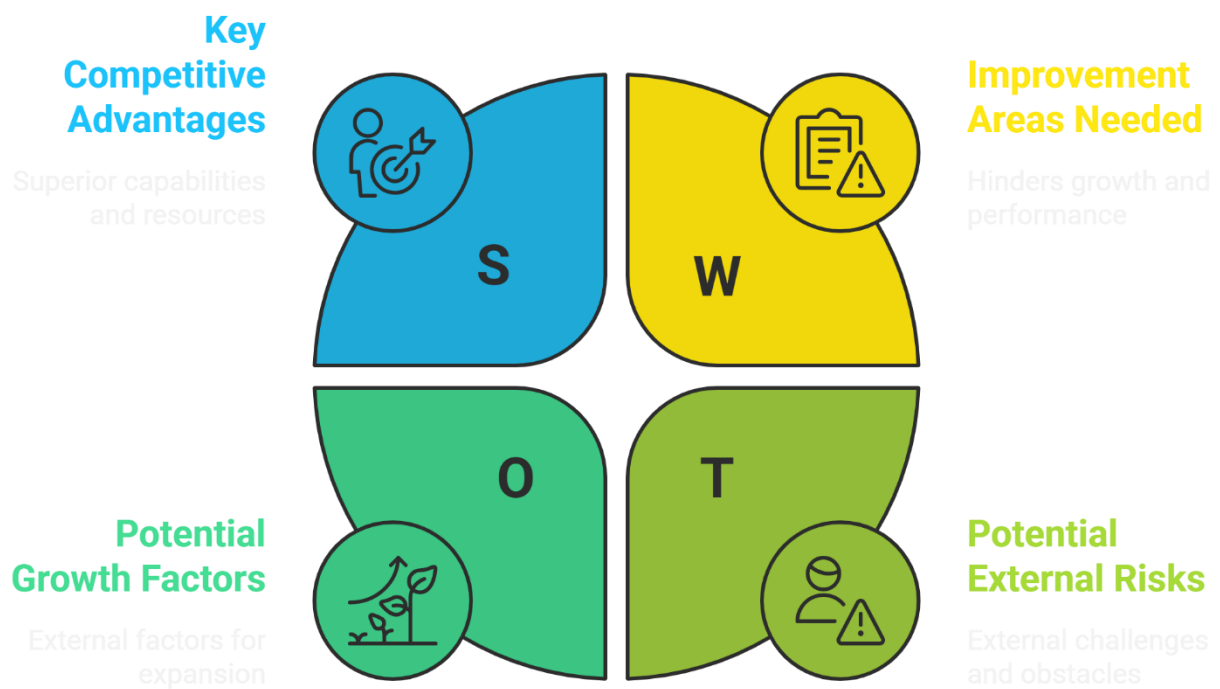
Opportunities:

- **Local Seller Empowerment:** Scaling up Amazon Saheli and Karigar programs to empower artisans and small businesses.
- **Growing Subscription Base:** Growing Prime offerings with local content, gaming, and local partnerships.
- **Voice Commerce & Vernacular Push:** More adoption of Alexa and local language support may get new users onboard in smaller cities.
- **Cross-border Trade:** Empowering Indian sellers to sell globally via Amazon Global Selling.

Threats:

- **Policy Limitations:** Altering e-commerce FDI policies can impact Amazon's multi-brand retailing business.
- **Increasing Competition:** Niche and regional platforms like Meesho, Nykaa, JioMart are gaining market share at a fast pace.
- **Fake Products & Seller Management:** Quality control issues and counterfeit products sold by third-party sellers. **Data Privacy Issues:** Being a multinational technology company, Amazon is under much pressure when it comes to data security and data privacy regulations in India.

SWOT Analysis of Amazon India



Descriptive Statistics:

Platform Preference

- Amazon: 52% of respondents
- Flipkart: 38% of respondents
- Both equally: 8% of respondents
- Other (Myntra, Meesho, etc.): 2% of respondents

Age Group Distribution

- 18-24: 38%
- 25-34: 42%
- 35-44: 14%
- 45+: 6%\

Shopping Frequency

- Daily/Weekly: 22%
- Monthly: 38%
- Occasionally: 28%
- Rarely: 12%

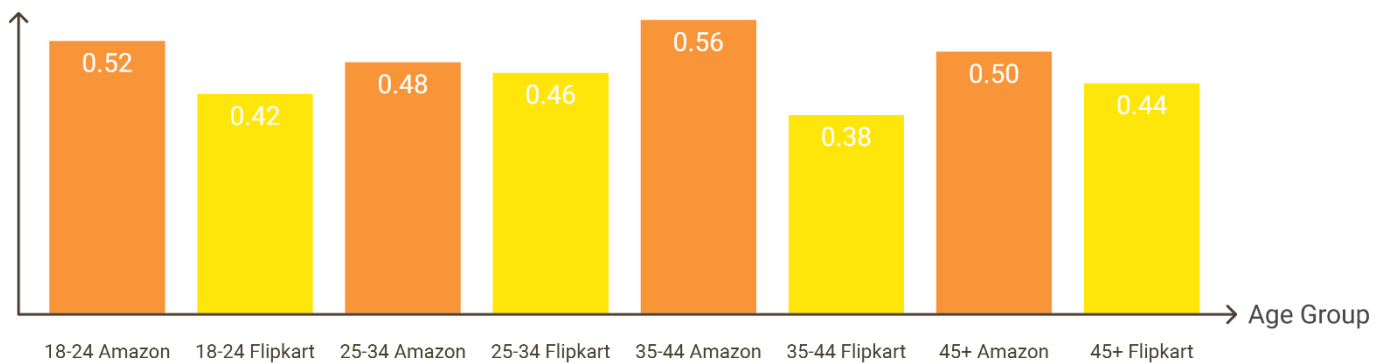
ANOVA Analysis

Platform Preference by Age Group

Age Group	Amazon Mean	Flipkart Mean	F-value	p-value
18-24	0.52	0.42	3.21	0.042*
25-34	0.48	0.46	0.12	0.732
35-44	0.56	0.38	2.87	0.064
45+	0.50	0.44	0.31	0.581

*Significant at $p < 0.05$

Mean Preference Score



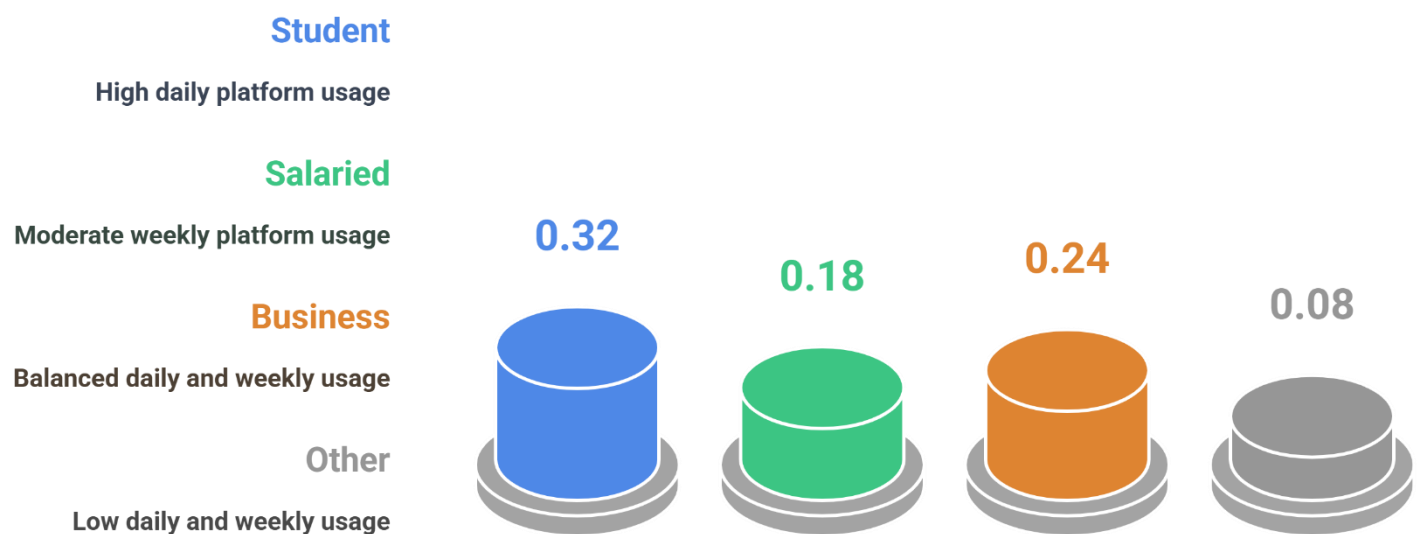
Mean Platform Preference by Age Group

Shopping Frequency by Occupation

Occupation	Daily/Weekly	Monthly	F-value	p-value
Student	0.32	0.28	4.56	0.012*
Salaried	0.18	0.42	1.23	0.298
Business	0.24	0.20	0.87	0.421
Other	0.08	0.10	0.45	0.643

*Significant at $p < 0.05$

Platform Preference by Occupation

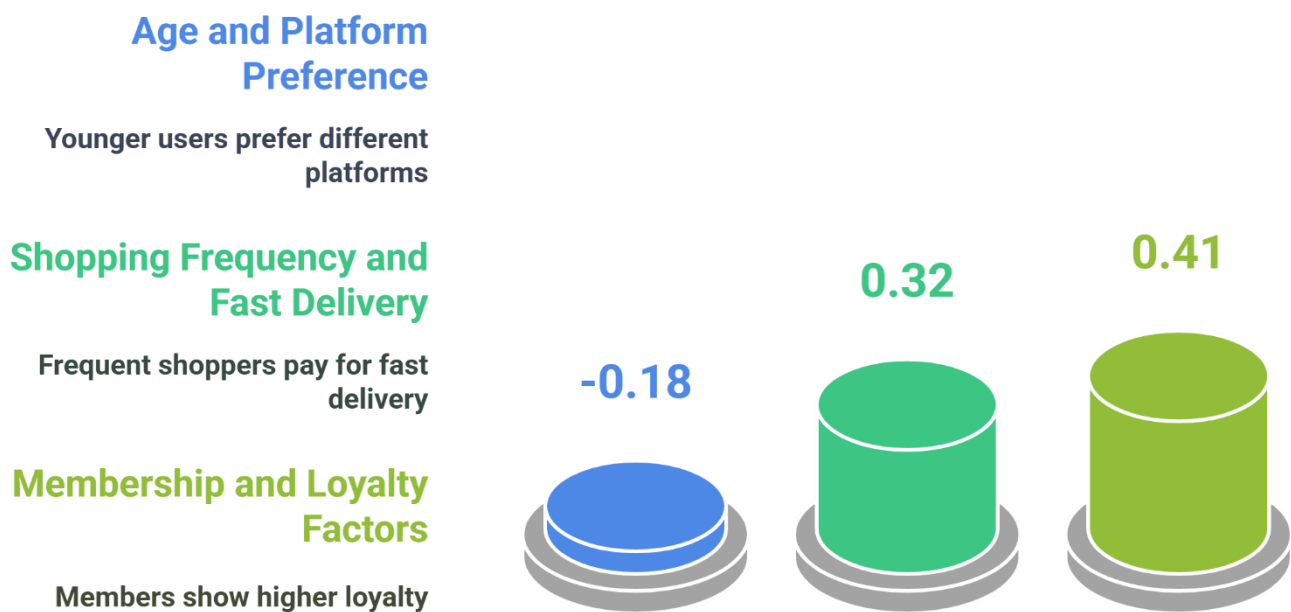


Correlation Analysis

Key Correlations

1. Age and Platform Preference: $r = -0.18$, $p = 0.043^*$
2. Shopping Frequency and Pay for Fast Delivery: $r = 0.32$, $p = 0.002^*$
3. Membership and Loyalty Factors: $r = 0.41$, $p < 0.001^*$

Correlation Coefficients of Key Variables



Key Findings

1. Platform Dominance: Amazon leads overall preference (52%) but Flipkart has strong appeal among 25–34-year-olds.
2. Age Differences: Younger shoppers (18-24) show significantly different platform preferences compared to other age groups ($p=0.042$).
3. Membership Impact: Having a membership strongly correlates with loyalty factors ($r=0.41$, $p<0.001$).
4. Delivery Concerns: 32% of frequent shoppers are willing to pay extra for fast delivery, compared to only 12% of occasional shoppers.
5. Pain Points: Complicated return process (mentioned by 68% of respondents) and poor customer service (52%) are the top frustrations.
6. Festive Sales: 58% of respondents wait for festive sales, particularly in the 25-34 age group ($\chi^2=12.45$, $p=0.006$).

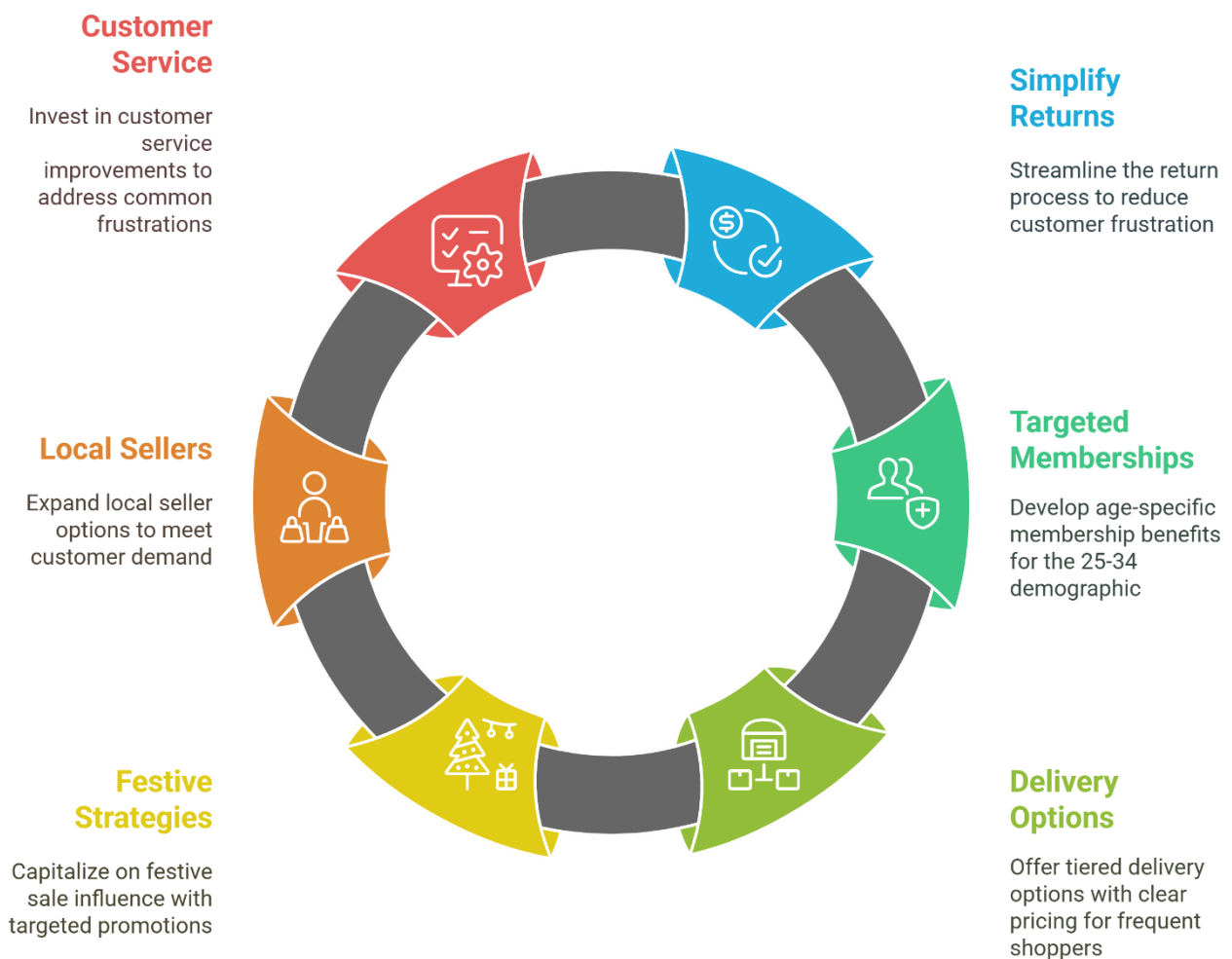
E-commerce Shopper Insights



Recommendations

1. **Simplify Returns:** Streamline the return process to address the top customer frustration.
2. **Targeted Memberships:** Develop age-specific membership benefits, particularly for the 25-34 demographic.
3. **Delivery Options:** Offer tiered delivery options with clear pricing to cater to frequent shoppers.
4. **Festive Strategies:** Capitalize on festive sale influence with targeted promotions for key age groups.
5. **Local Sellers:** Expand local seller options as this was a frequently wished-for feature.
6. **Customer Service:** Invest in customer service improvements to address the second most common frustration.

Enhancing Customer Experience



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