UNIVERSITY OF MISKOLC
FACULTY OF ECONOMICS

THESIS ANNOUNCEMENT

FULL NAME: Narender Saini
NEPTUN CODE: I4KOHI
TYPE OF PROGRAMME: MSc
NAME OF PROGRAMME: Master of Business Administration (English)
NAME OF SPECIALISATION: Marketing
RESPONSIBLE DEPARTMENT OR INSTITUTE: Institute of Management Science
TITLE OF THESIS: Marketing and E-commerce Comparative Study of Amazon India and Flipkart

ASSIGNMENT:

– Introduce the company profiles and their marketing strategies.
– Introduce about marketing techniques in literature review.
– Data collected through Google survey about customer satisfaction.
– Analyse collected data that helps to understand consumer perception about E-Commerce companies.
– Provide recommendations for company on the basis of the research results.

BASE ORGANISATION: Flipkart and Amazon India

INTERNAL CONSULTANT: Laszlo Molnar, PhD, Assistant professor

EXTERNAL CONSULTANT:

DATE OF THESIS ANNOUNCEMENT:

Date: ..................... ........................................

Head of Institute
UNIVERSITY OF MISKOLC
FACULTY OF ECONOMICS

CONSULTATION SHEET

FULL NAME: Narender Saini
NEPTUN CODE: I4KOHI

TITLE OF THESIS: Marketing and E-commerce Comparative Study of Amazon India and Flipkart

BASE ORGANISATION: Flipkart and Amazon India

INTERNAL CONSULTANT: Laszlo Molnar, PhD, Assistant professor

EXTERNAL CONSULTANT (name, position):

DATES OF CONSULTATIONS:

<table>
<thead>
<tr>
<th>Consultation date</th>
<th>Signature of internal consultant</th>
<th>Consultation date</th>
<th>Signature of external consultant</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The thesis can be accepted:

Date: .....................

..........................................................
Internal Consultant

Date: .....................

..........................................................
External Consultant
DECLARATION OF ORIGINALITY

FULL NAME: Narender Saini

NEPTUN CODE: I4KOHI

TITLE OF THESIS: Marketing and E-commerce Comparative Study of Amazon India and Flipkart

I, the undersigned, hereby declare under penalty and perjury that each part of my thesis (text, figures, tables, etc.) – except the cited ones – is my own work and does not rely on other documents including my previous theses.

I am aware of the fact that plagiarism consists of:

– direct quoting without indicating the reference;
– indirect quoting without indicating the reference;
– publishing others’ ideas as my own.

I, the undersigned, hereby declare that I am aware of the definition of plagiarism and I understand that according to connecting regulations my thesis can be rejected and disciplinary proceedings may be applied if plagiarism is proved.

I declare that the electronic (CD and uploaded) and hard copy of my thesis are identical in form and content.

Date: 2018.4.26

........................................
Signature of Student
Marketing and E-commerce Comparative Study of Amazon India and Flipkart

Narender Saini
2018
Abstract

Amazon India and Flipkart are top two E-commerce companies in India. The purpose of my research study is to compare the level of customer satisfaction based on the services provided by Amazon India and Flipkart. For the collection of the data, I used questionnaires. 250 questionnaires were floated among customers using online shopping websites to shop. 73 different valid responses were received. Cross-tabulation and frequencies were used in order to examine the customer responses via SPSS. The research study showed that Amazon India is the best option for customers, because of the provision of good quality services and products by the company. Amazon India’s customers are more satisfied as compared to Flipkart because of their return policy, good reviews from consumers, fast delivery, and delivery services in the remote area across India.
# Table of Contents

1 Introduction .................................................................................................................................................. 1

1.1 Objectives.................................................................................................................................................. 2

1.2 Research Problem .................................................................................................................................... 3

1.3 Method of Data Analysis .......................................................................................................................... 3

1.4 Limitations .................................................................................................................................................. 3

2 Literature Overview ...................................................................................................................................... 4

2.1 Marketing .................................................................................................................................................. 4

2.2 History of Marketing .................................................................................................................................. 6

2.3 Digital Marketing ...................................................................................................................................... 6

2.4 Digital/Online Marketing Methods .......................................................................................................... 8

2.4.1 Search Engine Optimization ............................................................................................................... 8

2.4.2 Social Media Marketing ..................................................................................................................... 10

2.4.3 E-Mail Marketing .................................................................................................................................. 11

2.4.4 Content Marketing ................................................................................................................................ 11

2.4.5 Search Engine Marketing ................................................................................................................... 13

2.4.6 Viral Marketing ..................................................................................................................................... 13

2.4.7 Affiliate Marketing ................................................................................................................................ 14

2.4.8 Influencer Marketing ............................................................................................................................ 15

2.4.9 Pay per Click Advertisement (PPC) ..................................................................................................... 16

2.4.10 Video Marketing .................................................................................................................................. 17

2.4.11 Online Public Relation (PR) ............................................................................................................... 20

3 Secondary Research ..................................................................................................................................... 21

3.1 Company Profile ....................................................................................................................................... 21

3.1.1 Flipkart ................................................................................................................................................. 21

3.1.2 History of Flipkart .................................................................................................................................. 21

3.1.3 Economic history of FlipKart ............................................................................................................... 22

3.1.4 Various products introduced ............................................................................................................... 23

3.1.5 Awards and Achievements ................................................................................................................... 23

3.1.6 Estimated profit of Flipkart .................................................................................................................. 23

3.1.7 Flipkart's Success Mantras .................................................................................................................. 24

3.1.8 Amazon ................................................................................................................................................. 24

3.1.9 Major board of directors of the company ............................................................................................ 25
3.1.10 Products and services................................................................. 26
3.1.11 Expanding of Amazon in Software Development .................... 27
3.1.12 Name of opened centers in India: ........................................... 27
3.1.13 Revenue.................................................................................. 27
3.1.14 Key Facts................................................................................ 28
3.1.15 Amazon’s Entry in India.......................................................... 28
3.1.16 Working model...................................................................... 29
3.1.17 Strategy ................................................................................ 29
3.2 International outlook of Amazon and Flipkart............................. 30
  3.2.1 International growth of Amazon............................................... 30
  3.2.2 International growth of Flipkart............................................... 32
3.3 Marketing strategies and techniques of Amazon India and Flipkart .. 33
  3.3.1 Marketing strategy of Amazon India........................................ 33
  3.3.2 Marketing strategy of Flipkart.................................................. 34
4 Primary Research ........................................................................ 35
  4.1 Data Collection ......................................................................... 35
    4.1.1 Primary Data....................................................................... 35
    4.1.2 Secondary Data .................................................................. 35
5 Data Analysis and Results................................................................ 36
  5.1 Demographics: ....................................................................... 36
  5.2 Educational Qualification of Respondents................................. 37
  5.3 Respondent Monthly Income in Rupees..................................... 38
  5.4 Respondent Monthly Spending on Online Shopping in Rupees .... 39
  5.5 Respondent Payment Method..................................................... 39
  5.6 Which E-Commerce Websites Respondents Mostly Visit and Use .. 40
  5.7 How Respondents Choose E-Commerce Site............................. 43
  5.8 Which Website’s Loading Speed Fast on Respondent’s Screen .... 43
  5.9 Which Company Started Delivery Service in Remote Areas ....... 44
  5.10 Better Return Policies for Respondent Goods........................... 44
  5.11 Respondent is More Satisfied with Which Site Pricing and Product Quality ....... 45
  5.12 Respondent Would Like to Suggest to Family and Friends ........ 45
  5.13 Fast Delivery Service for Respondent’s Orders....................... 46
  5.14 Which Company Consistently Meet Respondent Requirements .. 47
  5.15 Which Company Focus on Customer’s Satisfaction More .......... 47
  5.16 Company’s Loyal Respondents................................................. 48
  5.17 Which Company Provides Comparison-Shopping Easily on their Site 48
5.18 Promotional Activities Impact On Respondent Purchasing Decision.......................... 49
5.19 Respondent Bad Experiences While Using E-Commerce Websites ............................. 49
5.20 Cross Tabulation of Gender and Monthly Spending on Online Shopping .................. 50
5.21 Cross Tabulation of Payment Method and Age ...................................................... 52
5.22 Cross Tabulation of Pricing and Product Quality and Gender ................................... 53
5.23 Cross Tabulation Of Respondent Gender And Bad Experiences With E-Commerce Sites 54
5.24 Respondents Bad Experiences With Amazon Or Flipkart ........................................ 55
   5.24.1 Respondents bad experience with Flipkart ...................................................... 55
   5.24.2 Respondents bad experience with Amazon ..................................................... 55
   5.24.3 Respondents bad experience with others ....................................................... 56
5.25 Findings of the study ............................................................................................... 56

6 Conclusion and Suggestions ......................................................................................... 58
   6.1 Conclusion ........................................................................................................... 58
   6.2 Suggestions .......................................................................................................... 58

7 Summary ..................................................................................................................... 60

Bibliography .................................................................................................................... 63

List of Figures ............................................................................................................... 67

List of Tables ............................................................................................................... 68

Appendix ...................................................................................................................... 70
1 Introduction

Nowadays, E-Commerce has become most popular business sector. It’s a process of buying and selling products online, so its needs are as simple as the business means. Every E-commerce business focuses on some main objectives like high sales, customer reaching, products quality and on time delivery. Mostly E-commerce companies try to focus on these objectives for business success. The customer is the main part of any E-commerce company and customer satisfaction is their prime motive, it’s very important to make your customer happy. So most companies try to provide good quality products, better customer support, deals, offers, and on time delivery. When any E-commerce company starts selling their products then what they require customer reach to their online shopping portal so high customer reach is also their main objective. Social popularity for any E-commerce company is essential because you can’t establish your brand until unless you are not popular and famous among people. So marketing and digital marketing is so important for any E-commerce business to make them popular among people.

Marketing in its broad sense is publicizing of a product/service as a way to easily access targeted customers by the manufacturer and ease of selection on the part of the customer. Marketing is very important for the sale of goods and services as it is the reach of the product to the public that decides its popularity. It is a way of creating awareness among the customer base regarding the goods produced and services offered by an organization. It is very visual in its outreach and certainly helps the growth of the firm by branding and brand promotion. Traditional marketing methods include advertising boards along the roads, publishing in newspapers, promoting via telecommunication (Radio and Television). But traditional marketing was effective earlier but now digital technologies are taking place of traditional marketing techniques or methods. It is the fastest growing sector in the marketing field. It's booming with help of fast internet speeds and advanced digital devices like smartphones, computers, and laptops.

The main problem in E-commerce business is competition. Flipkart and Amazon India are top two competitors in Indian E-market. Amazon is already world’s top E-commerce company and Flipkart is Indian based E-commerce company, which is growing very fast.

The above-stated problems become the basis for my work. In my work, I studied about marketing strategies and customer satisfaction level of these two companies. In order to analyze marketing strategies in accordance with customer satisfaction of these two
companies, for the purpose I used customer survey, which consists of 21 questions regarding customer satisfaction and their selection of online shopping websites through Google survey tool. I received 73 responses and performed cross tabulation and frequency through SPSS. The results of my research analysis about customer behavior towards Amazon India and Flipkart shows that majority of the consumers are satisfied from Amazon India’s services and they also prefer to suggest Amazon’s website to friends and family. According to the responses from Amazon India’s users, it is confirmed that that success of Amazon is the provision of good quality products on the reasonable price. People are satisfied by its fast delivery and return policy.

1.1 Objectives

- To understand the perceptions and factors which are affecting the customer behavior for choosing e-commerce websites.
- To understand the marketing strategies of Amazon India and Flipkart, which company’s techniques are more effective to influence customers.
- To understand the techniques and methods those are used by e-commerce companies to grab the customer’s attention in India.
- To understand how customers are evaluating E-commerce websites for their purchases.
- To understand Amazon and Flipkart’s workflow, and which company is leading in India.
- To study barriers and complexities between e-commerce sites and customers.
- To find out new opportunities and to succeed in those procedures
1.2 Research Problem

In India, E-commerce business is growing very fast with the good opportunity and huge success rate. There are so many small and big E-commerce players in the market. But Amazon and Flipkart are two top players of Indian E-commerce. The study is to understand about, which company is become leading and why? What kind of marketing strategies they are using to grab the attention of consumers. Which company is more customer-centric and becoming loyal to consumers. How they will sustain in the market for a long time and is there success rate for them. What customers are expecting from these companies and how they are fulfilling their requirements. The study is to understand both parties' procedures and requirements.

1.3 Method of Data Analysis

For the analysis purpose SPSS was used. Factor analysis was performed to determine the correlation between the variables and highly correlated variables are combined and represented by a factor. Cross tabs used to identify the relationship between two variables in the tabular form. Frequencies used to summarize the information about the single variable. Data tabulation performed on few major factors instead of all variables.

1.4 Limitations

- Companies data were so much confidential that are not exposed.
- The survey was restricted to Indian people.
- We got the response from particular age group respondents, they are basically college students.
- The analysis wasn’t done by experts or focused group, it was based on the personal opinion of every respondent.
2 Literature Overview

2.1 Marketing

Marketing is the social procedure by which people and companies acquire what they need through making and trading an incentive with others. The procedure by which organizations make products for clients and build solid client connections keeping in mind the end goal to catch profit from clients consequently (Kotler & Armstrong, 2010). According to Lancaster & Reynolds marketing as an organizational philosophy and activity, which is applicable to nearly all varieties of employer or companies, whether it is profit-making or non-profit (Lancaster & Reynolds, 2005). In our daily life, we use many products and services. These products/services are like food products, clothes, beauty products, mobiles phones and services, electricity and many more. How do we get information about these products/services and how do we get these things in our home. Obvious all business companies want to sell their products so they have to make awareness about their products in public and how useful these things for customers. This involves the number of actives like product planning, pricing of product, promotion and sale. And all these activities are together called "Marketing". (Kotler & Armstrong, 2010)

We know every entrepreneur produce products and services for our use. And it doesn’t matter they have to produce products/services where these consumed or used. Nowadays we can see a lot of companies or factories are producing or manufacturing products in small cities but after that manufacturer knows they have to send these items or products according to customers demand in all over the world. And when we go to buy something like clothes for us, and there is a lot of option available for us in term of quality, colour, design, cost etc. And we can buy what suits us more.

Marketing about creates, communicate, and delivering the products to customers. So that’s why marketing is not just about the promotion of products. Actually, marketing is about every small steps of the business process. It's about creating or producing the products. Even we have seen Apple looks at its customers’ desires and figures out what it wants to put in its latest version of the iPhone, it is engaged in marketing because it is creating a good that customers want. Marketing is about communicating with customers and people and find out about their taste and what’s going in there mind about this kind of products. Are they wanted to try a new product or they want moderation. This is the most familiar
sense of marketing. It has to do with letting your customers know what products you have and why they should want those products. Marketing is about delivering the products. This means that marketing is partly about figuring out how to get products from the company to the consumer. Marketing has to do with exchanging the offerings. This means that marketing is about actually selling the products/services as well. When a company decides how much it will charge for its products or services they must charge from customers. Therefore, it is engaged in marketing (Lancaster & Reynolds, 2005).

Advertising and marketing, in economics, that part of the system of manufacturing and exchange this is involved with the glide of goods and offerings from producer to consumer. In popular utilization, it's far described because the distribution and sale of products, the distribution being understood in a broader feel than the technical economic one. marketing includes the activities of all those engaged inside the transfer of goods from producer to consumer—now not best people who purchase and sell without delay, wholesale and retail, however also people who expand, warehouse, transport, insure, finance, or sell the product, or in any other case have a hand inside the system of switch. In a cutting-edge capitalist economic system, wherein nearly all production is intended for a market, such activities are simply as important as the manufacture of the products. It’s far envisioned within the USA that approximately 50% of the retail fee paid for a commodity is made up of the value of advertising (Wilmshurst & Mackay, 2002).

Marketing is based on the main fundamental that the customer is the main important factor for the organization. The general public considers the term consumer in the context of a profit-making facility. Even as it is true that the marketing idea has been more broadly adopted and practiced inside the income-making sectors of the economic system, the essential principles of advertising and marketing are similarly relevant inside the no longer-for-income sectors; a fact this is frequently left out.

In order to begin the marketing process at all, the organization has to understand in which business they are in, or in other words, what is their mission statement. The organization has to understand who their customers to be served are, what are the customer needs to be filled and what expertise or technology should be utilized to make all this happen. After these vital elements are determined, the process starts with an audit of the situation and it should be done both internally and externally. The internal audit includes past marketing objectives and success rates, sales or revenues, market shares and trends, profit margins
and pricing strategies, product range, promotional methods used and their success rates as well as distributional channels used, marketing resources of personnel, and budgets and market research available. So it could be said that internal audit concentrates on what the organization has control over and what has been done before.

2.2 History of Marketing
Marketing originated in ancient time but that time is known as Selling of products. As quickly as early man produced surpluses of certain items, he started to search for trading possibilities, first on a barter basis, and afterwards a monetized basis. The high-quality artwork of finding customers, showing goods attractively, and negotiating correctly had started very early in civilizations. In the 19th century with the development of mass media or communication and national markets, manufacturing companies find out if they advertise regular their products then they can increase sales of products. They can increase customer leads, interest and generate awareness about products and brands. After that company started to hire specialist or agencies for advertising of products. “First marketing department was formally established by the Curtis Publishing Company in 1911, and the example was soon followed by U.S. Rubber (1916) and Swift & Co. (1917)” (Kotler & Mindak, 1978). According to Bartels the word ‘marketing’ used as a noun first time in between 1906 to 1911, as a label for a particular practice (Bartels & Robert, 1976).

2.3 Digital Marketing
Digital Marketing is a part of Marketing, it’s a different way of promotion/marketing of products or services by digital technologies using internet through the digital medium like mobile, Computer and any other mediums. Digital platforms are increasing for Marketing in every day of life since from 1990 to 2000 it was the booming period for Digital marketing. People are using digital devices for shopping, bookings instead of visiting physical shops/stores or offices and these devices are more convenient for people. Digital Marketing campaigns are becoming the first choice of people and efficient in use for customers (Yasmin, Tasneem & Fatema, 2015).

Promotion of goods and services on the internet is known as digital marketing. It also is known as online marketing, internet marketing, e-marketing and web marketing. The internet as a medium has allowed firms and commercial enterprise to make themselves more popular or visible on the internet at low cost and they can get desirable global
audiences. Organizations make the plan to increase awareness and interest about their products and services in public (Stewart & Zhao, 2000).

Digital marketing is a method of internet-related strategies that help to target customers online. These activities and techniques are part of the customer engagement cycle and may consist of e-mail advertising and online marketing campaigns, SEO, SEM, social media marketing, affiliate marketing, influencer marketing. The main aim of these interactive online strategies and techniques to increase traffic on the enterprise's homepage. Internet marketing additionally uses the innovative and technical aspects of the internet, like web design, development, advertising and sales to promote precise services and products online. (Yurovskiy, 2015)

The internet has become one of the most important causes of the change, has made a widespread contribution to enterprise internationalization in addition to advertising and marketing. One new paradigm of advertising and internet marketing came into play. Consequently, there may be a developing consciousness many of the academia and industry about the contribution of internet marketing and marketing to corporations’ global enlargement. It’s obvious that emergent internet marketing and advertising practices are bringing new perspectives to organisation’s internationalization procedure. Online/internet marketing and advertising are specifically understood as revolutionary era-primarily based advertising enabling interactivity between an organization and clients. So internet marketing integrates records structures, statistics era, and online business strategy to create, communicate, and supply value to clients. Thus the conventional marketing method and processes need to be revised within the light of firms’ internationalization manner attitude. E-advertising and marketing method. An approach being a plan to achieve goals is the maximum critical e-marketing factor (Skudienea, Auraskevicieneb & Sukeviciute, 2015).

These days, Digital/online marketing is described as using the internet as a virtual storefront in which merchandise is sold directly to the client and every other view includes like how to create products, dispensing, selling, and pricing of products on the internet or websites for targeted customers (Corley, Jourdan & Ingram, 2013).

Internet/online marketing is becoming a most important topic for all businesses and progressively performs a very effective role in any organization’s marketing strategy. It uses the internet to supply promotional advertising messages to purchasers. Internet marketing includes many strategies like content marketing, affiliate marketing, SMM,
SEO, SEM and pay per click advertisement. These advertising and marketing methods involve both advertiser and sponsor, and they can check progress for their campaigns online whenever they want. (Madlenáč et al., 2015)

So for online marketers, there are various kind of Digital marketing methods like Content marketing, campaign marketing, pay per click, Search engine optimization, SEM, SMM, affiliate marketing, influencer marketing, e-commerce marketing. These are some advanced methods for Digital marketing are using by marketers. Even nowadays digital marketing has extended to non-internet marketing services like SMS or MMS on mobile phones.

2.4 Digital/Online Marketing Methods

2.4.1 Search Engine Optimization

Search engine optimization has become a hot topic for every online marketer. It's hard to imagine any business without its own website. However, having a properly-designed internet website does not always result in plenty of visits. So having an attractive website it doesn't mean we can get customers online because your business or website is still not visible on the internet.

In fact, one of the principal techniques of conducting online marketing is search engine optimization (SEO), “which is likewise known as search engine Marketing”. So SEO is a way of increasing the visibility of the website to get online traffic for business. So online traffic for the website works like fuel for it, and visitors can check our products and services online. An attractive website with huge traffic can get good position on google search result, and after more good efforts we can get position on the first page of google search result. (Yurovskiy, 2015)

Search engine optimization is directly related to the page hit ratio and frequency of hits, when many websites suffering hard competition for high ranking on search engine. So search engines like google, yahoo and Bing are played the important role for the websites to reach the client, in term of getting the higher rating. The main purpose of the search engines is to serve information to its customers according to their search queries, and the most crucial characteristic is to understand the habits and behaviour of users. (Egria & Bayrak, 2014)
Search engine optimization is enabling a website to appear in top search result lists a search engine for some keywords. There are numerous factors that allow and help an online website to move up in Google search result. The most powerful way to get traffic or attention from online users those like to search thing online with specific keywords. Basically search engine optimization is based on keywords those are related to online websites and helps to get attention through search queries, and helps to optimize website according to search engine result page, it must be appropriate for a few technical situations a typical SEO procedure that can be performed to change position of any website on internet. (Yalçına, Köse, 2010) Seo can be described as a cluster of strategies and techniques used to increase the variety of visitors to a website by obtaining an excessive-rating placement within the search result page of a search engine. What important for search engine optimization when users start to search things online on the internet then Google count them as traffic for the particular website so highly searched and with huge traffic websites can get very easily good rank on search engine result page if they do not avoid any guidelines of Google. (Yurovskiy, 2015)
Optimization of the website can be done into different parts i.e. one-page optimization and off-page optimization or internal website optimization and external website optimization. On-page optimization includes the coding part of website like page URL structure, Meta tags, content of website, keyword, header tag, H1 tag, fast loading page, mobile-friendly website, robots.txt, schema.org, alt & title tag for pictures, web page names, internal link, sitemap, Meta description and so on. Off-page optimization or Off-page SEO helps to improve the position of the website on the search engine result page. Off-page SEO is not only about link building. But link building must be on high page authority and domain authority websites and social media marketing, bookmarking, guest blogging, Infographics and PPT presentations, Content marketing campaigns and so on. (Yalçина, Köse, 2010)

2.4.2 Social Media Marketing

Social media marketing has started as a new field of marketing and a new commercial enterprise practice concerned with the marketing of goods, services, data, and thoughts through the online social media. But there is also some confusion among the field called social marketing and social media marketing. Several references on the internet have mislabelled social media marketing as honestly social marketing. The definition of social media advertising and marketing consists of the usage of the social media platforms and its associated technologies and strategies to help get marketing goals together with different marketing communication techniques (Dahnil et al., 2014).

Social media marketing is a rather new addition to the included advertising and marketing communications systems of many public and personal groups. Advertising and marketing communications is an organizational communications practice supposed to connect companies and different businesses with their goal market or target audience. Marketing communication is promotional and handles numerous factors: sales promotions, direct marketing, advertising, and publicity, brand promotion and so on. Social media marketing campaigns and programs mainly focus on to create attractive media content and encourage readers to proportion or share it with their social networks, including Facebook, YouTube, Twitter, Instagram, Pinterest and others (Constantinides, 2014).

Social Media Marketing is an extraordinary and very different than traditional marketing techniques. Therefore, it always requires best strategies and unique attention to building the best image for brand or business. Social media advertising and marketing is associated with relationship advertising and marketing, where the firms want to shift from trying to
sell to make a connection with the purchasers. In starting mostly Companies need to stay away from big campaigns and they must focus on small campaigns until unless their small campaigns will not reach to a lot of online users and achieve huge traffic in a very short period of time. Social media advertising and marketing is more reliable and best to communicate with customers, and how the brand is trying to maintain its image online. Nowadays customers are more powerful and busy so organizations must reachable and available on every social media communication channel like Facebook, Twitter, Instagram, Pinterest, Blogs, YouTube at any time (Erdogmus & Çiçek, 2012). Social Media made clients sophisticated and helped them to build new approaches in searching, comparing, deciding on and buying goods and services. According to latest studies new client behavioural tendencies rooted in Social Media usage (Constantinides, 2014).

2.4.3 E-Mail Marketing

E-Mail Marketing is one segment of internet marketing and direct form of advertising or marketing that currently popular on the internet, which encompasses online advertising and marketing through websites, social media, blogs, and many others. It's less expensive than another form of marketing and more effective for online marketers. While making plans an electronic mail advertising campaign, it's very important to define what kind of customers we are going to target for which kind of product sale. Nowadays, many businesses and marketers combine these channels, to increase the online traffic for website and sales (Hudák, Kianičková & Madleňák, 2017).

Electronic mail marketing is becoming most effective and less expensive advertising method due to its high response rate and expects email advertising to be worth 5 billion US dollars by using 2004. Online Marketer estimates that 61% of all medium and big US organizations use e-mail marketing on the everyday basis (Rettie). Nowadays marketers want to do greater with less. They want to connect with their audience in an exceptionally personalised manner while staying on price range. Marketers that could do that they can connect with their prospects and clients in a highly focused way and it might be a success in delivering ROI and revenue returned to the business.

2.4.4 Content Marketing

Content marketing is also a marketing technique, these techniques mainly focus on creating attractive, relevant and valuable content to attract customers, it helps to increase sales and profit of business (ROSE, 2016). Content marketing and advertising is a way of
promotion of content, where customers actively participate in media or social media for sharing valuable contents as per their interest. So, the main goal of creating content for marketing or advertising is to distribute valuable, attractive and the consistency for the audience to convert their interest into business profit (Ahmad, Musa, & Harun, 2016).

Content marketing is seen as a new phenomenon which has emerged from the various new ways to communicate over the internet. In 1998, Netscape had already appointed a director of online and content marketing, who upon the publication of Netscape's web forum had very modern ideas on content. We are absolutely not a media company, if you consider a media company as people who create original content. Our members are the ones really creating the content. In other words, content marketing is not direct interruptive advertising of products, but relevant information or content which is shared with potential customers. Hence the purpose of content marketing is essentially to deliver valuable information which educates potential customers, which should result in customers seeking for the service or the product of the business.

According to Rose content marketing is a way of producing a unique sort of sales or advertising collateral, and which always use as a fuel for direct-marketing campaigns. Accordingly, the enterprise assumes that doing content marketing advertising efficaciously means hiring some content Writers who supply high-quality content to brand managers, sales teams and other content marketing teams. These teams use this high-quality content to get attention from targeted customers for their specific brand or business (ROSE, 2016).

Content marketing is a device utilized by agencies to train, tell or entertain customers or possibilities by way of creating attention or inflicting behaviour that affects the result of sales, profit or advocacy. Content Marketing is also one of the strong ways to make sure that the brand health is in the top situation. Besides that, through having a good quality content material advertising it also can help the agencies to have more repeat site visitors, therefore, increase the brand health scores. High-quality content attracts visitors to go back because it proves that groups are knowledgeable and feature a reputable supply of information that makes the website more believable and extra reliable (Ahmad, Musa, & Harun, 2016). Content marketing requires a cultural trade from “selling” to “helping”, which require many extraordinary advertising targets, tactics, metrics, and abilities to those associated with extra conventional advertising and marketing procedures (Holliman & Rowley, 2014).
2.4.5 Search Engine Marketing

Search engine marketing is a way of website promotion that helps to rank the website on search engines like Google, Yahoo and Bing etc. And after this technique, we can make sure our website appears on search engine results when someone searches for information according to our website.

According to Dou Search engine advertising and marketing additionally may be playing subject for small and medium-sized organisations with unknown brands, but it's not much difficult for famous brands to get a fine position in search results. With the help of Search engine advertising and optimization strategies, unknown companies and brands can also appear on search engine result page as famous brands. Its possible due to many reasons for example organization or famous brand may be failed to create competitive techniques for seek engine advertising and marketing because of low competition. Or organization didn't pay interest on website problems and after while they lost their ranking on the Search engine (Dou et al., 2010).

Search engine marketing is an advertising and marketing mechanism that reaches out to online clients. In online paid advertising, it works according to user's queries those are listed on the search engines result page. SEM is playing a vital role in digital marketing nowadays. There are 3 different types of links those can drive traffic to the website through search engines like top ads, organic results and side ads. Top ads appear top in search results these ads are highly listed according to the search engine, and then organic results listed below these ads. Side ads appear on the right-hand side of the screen (Yeung & Nisar, 2014).

2.4.6 Viral Marketing

Viral marketing is a technique of advertising or marketing, through this technique, we can encourage peoples to spread positive messages in public, basically those they have received these messages from the mass media. So, it is defined as the strategy and we can try to start spreading word or phrases of mouth on electronic media or social media. Messages from famous people or celebrities and known people we consider more powerful and reliable rather than from unknown people. “The concept was first used to explain marketing strategy of Hotmail’s free mail service by Jurvetson and Draper in 1997” (Akdoğan & Altuntaş, 2015). According to Haryani & Motwani Viral advertising and marketing is the current word that is used to describe the innovative manner by way of
which any news or information proliferates across one million humans hastily within a quick timeframe (Haryani & Motwani, 2015). According to Adelsarbanlara & Khoshtinat, viral advertising and marketing is a method based on the internet and takes advantage of the nature of information. This kind of marketing is like a virus, it reproduces itself and moves from one customer to others. As an exciting idea, viral advertising can inspire customers to communicate with each other to be able to provide product or brand in consideration (Adelsarbanlara & Khoshtinat, 2016).

Nowadays, promotional activities performed by using the viral advertising method have grown to be extraordinarily accelerated with enjoyable visuals and everlasting elements in mind. The main important thing is organized messages should have content material, visuals and audio to be able to initiate viral spreading. Viral advertising and marketing mainly focus on delivering private recommendations to peoples. We have seen views of many video clips and songs has reached more than 1billion on YouTube. The content of the clip and utilization of visuals initiated a viral effect in a short time. Then, the presence of celebrities and sharing the video thru social networks elevated the viral effect exponentially. So these marketing techniques and strategies work effectively if they edit correctly and apply at the right time and right place (Akdoğan & Altuntaşb, 2015). Online Marketers are now increasingly trying to use more this technique to deliver any kind of advertising and marketing message because of its potential to make the message viral. Viral advertising isn't always simple or uncomplicated; it's been observed before that all such advertising and marketing campaigns have not been always successful, with certain exceptions. “The complexity of viral marketing campaigns arises from understanding how users react or respond to online marketing messages”. It’s very important for online marketers they must focus on customer behaviour and mentality according to market. The effectiveness of viral advertising as a promotion relies on social interactions and on figuring out the maximum active media in viral marketing campaigns (Haryani & Motwani, 2015).

### 2.4.7 Affiliate Marketing

Affiliate marketing is a prospective method of online marketing and e-trade, in which main sponsors or companies shift their responsibilities of sale to another person, third party or outsources company on the behalf of the commission. So they have to convince other people and online clients to buy products offered by main company or sponsor (MAZUREK & KUCIA, 2011). Affiliate marketing is conducted through the affiliate’s
web pages like web pages of affiliate’s website where he can target customers those are interested in his website so like this he can get customers for merchant’s website. An affiliate receives benefits, commonly commissions, for customers that interact with merchant’s business through a special affiliate hyperlink on the affiliate's website (Salta, 2010). Online Affiliate marketing and advertising is a technique of promoting online business. Where sponsor uses outsourcing of third-party or affiliate for his business marketing and he reward these affiliates for every customer those reach to his website through references of third party or affiliate. So it’s a new version of marketing where someone else finds new customers for sponsor's online business. Payment of the third party can be made primarily based on a positive value for each cost per click, pay per click, cost per lead, subscriber and for each customer (Janssen & Heck, 2007). The benefit of Affiliate marketing mechanisms for the sponsor is a way of compensation dependent on the effect of the performed marketing campaign and payment model for the marketing campaign. Affiliate gets profits only if his/her activities encourage customers to perform a predefined action that already decided in the contract with the sponsor (Mazurek & Kucia, 2011).

2.4.8 Influencer Marketing

Influencer marketing is the most important new method to advertising in a decade for the ones professionals at the main side of purchasing decision making. It indicates that key selection makers in all foremost markets operate within groups of influencers- because most important selections are too complicated and risky to take in isolation (Brown & Hayes, 2008). Opinion leaders are people with excellent expertise about products or category and whose recommendation peoples take seriously. Those people have the strength to influence different people’s thinking, behaviour and attitudes. When anyone who puts their time and efforts to change people’s opinions, behaviours and attitudes can become influencer within social media. When someone wants to become an influencer he/she has to take part in social media groups and put good quality content often and systematically. After sometime these efforts will be recognized and one could be seen as a professional (Contestabile, 2018).

Influencer marketing is a way of advertising and selling products or services thru famous people, who have already famous in people and he can effect name of the brand. Maybe Influencer advertising and marketing in trend nowadays, but it is not completely new. It has been starting for a long time, we’ve got just been thinking about it and defining it in a
different way. Celebrities, athletes, and leaders had been the primary influencers of their respective fields and brand would companion with those individuals to promote their Brand and services (Yodel, 2017). Whenever we log into Instagram and Facebook we see many superstars confesses their love of Chipotle with a burrito in their hand. And when you are scrolling thru Twitter and one in all your friend tweets an image with their Starbucks coffee. So these are examples of influencer advertising and marketing, the only one difference being the superstar picture is paid via advertisers and the second isn’t. Influencer advertising and marketing is basically virtual phrase of mouth, and customers are more likely to undoubtedly perceive and react to a message that comes from a trusted buddy or known people rather than sponsored ad or post that comes from a business enterprise.

2.4.9 Pay per Click Advertisement (PPC)

Pay per click is a method of online marketing in which advertisers pay for each click on his ad to search engine. Basically, it’s a way of buying visits for advertiser’s website rather than free organic visits. Search engine Marketing is one of the famous types of PPC, where advertisers can bid for his specific keyword according to his business and budget after that Google or search engine will show advertiser’s ad on the top of search results according to that specific keyword. Whenever any user searches something related his keyword, this ad will show on the top of search results. If this user clicks on this ad then advertiser has to pay to the Search engine. Mottaviani says when advertisers placed their bids online on websites for a specific keyword. In case of overture when a few advertisers placed their bids for the same keyword, and they can see current rank of their advert. Then each bid of advertisers will remain valid until unless it was deleted or modified (mottaviani, 2004).

There can be several reasons for using PPC rather than SEO. First thing can be unfriendly website design then only PPC is one option to get leads on this website. If we do not pay attention to website design then it can take several months to get rank in the natural listing but through PPC we can decrease time and fill this gap and can get good traffic within few days. You can get the wide range of keywords through PPC that you normally get through search engine optimization. We can get a few site visitors via Pay per click who, for some reasons, could not have clicked on the natural listing (Burt, 2009)

Google began search engine advertising and marketing in December 1999 and released AdWords in October 2000. AdWords allowed advertisers to area key-word-targeted
listings but charged advertisers on the basis of Cost per mille. Google launched Pay per click advertising and marketing in February 2002, and nowadays, it has become 99% revenue Google’s sales. A new search engine launched in February 1998, it was the first search engine that allowed to online websites owners to place their specific keyword in search engine result page. Search engine placed their results according to their bid; highest bid appeared on the top of the search result. So websites owners tried to pay more for bids. Advertisers paid to the search engine for each click those result appeared on the search engine result page. Until July 1998 all advertisers of websites were paying up to dollars for every click. After that Yahoo acquired Goto.com and changed its name to Service Inc in 2003. Goto.com started to work with Yahoo and MSN to monetize their search queries.

2.4.10 Video Marketing

Video marketing is not that difficult, even people use it for brand promotion, business marketing, and promotion of products or services of any company. One strong online marketing campaign includes videos like testimonials, videos from live events, how-to videos, explainer videos, training videos, viral videos, entertaining videos, brand promotion video.

According to Costa-Sanchez online video and audio are nothing new – there have been video clips online for as long as there has been an internet. Their availability just was not on the same level it is today, content was difficult to locate and impossible to browse. Websites like YouTube and Vimeo were the first among other sites to create an easier access to this video content. So online video is just not a ready-made vehicle for marketing. The video will transform from passive to the interactive experience, where the viewer doesn’t just sit and watch the video passively but can take part in surveys, click links or see the video. As the viewer interaction increases, the back end can also track more meaningful metrics and provide more meaningful analytics. Another aspect of video development is the hyper-personalization of videos. This means that video will not remain only as the one-size-fits-all proposition, but a personalized message just for the viewer. A targeted and persona-based video requires more content but will yield a better return on investment. As the personalization increases, viewers will become more engaged with content and the story of a company (Costa-Sánchez, 2017).

The consumption of online videos is rapidly increasing from last few years. People are recording their everyday lives with mobile phones, cameras and uploading the content into
the internet. People like to watch videos rather than read something on the internet. Social media platforms are constantly filled with video material - for example, Facebook generated 8 billion video views per day already in 2015. Normally many organizations and businesses use many social media platform for marketing and these platforms they use for sharing online videos. Video marketing is becoming future of online marketing field; According to study more than half companies are using it as a medium of marketing. Online video rapidly turning into a key factor for viewers to fulfill their entertainment needs and information. Many companies that failed to include this strategy in their online marketing techniques are not growing fast as like other companies those having a proper channel for video marketing.

Video marketing is not about advertising on television, online marketers are creating different types of video content to target their potential customers. Videos do not need to be direct advertisements of products and services, but they can rather be about anything which can help strengthen a brand and bring a marketing story into life. So online video has become a powerful way for marketing communication across the globe especially from last few years through the high-speed internet and advanced smartphones. (Trimble, 2015)

If we consider as a technological point of view, video creation has never been easier or cheaper. About 10 years ago, an HD-ready video camera would have cost about 5000 US dollars and with it, one would have needed an external microphone for decent audio. Around the same time in order to tackle the costliness of video, Cisco Systems started to produce a one-button pocket-sized camcorder, the Flip, which was able to record YouTube-ready video, meaning that the video format was in accordance with YouTube’s technical standards. But now people are making low-cost videos and they are using social media platforms to upload these videos to Facebook or YouTube, Vimeo, and Instagram. We just need good data connection with the smartphone and we can make and upload video directly to the internet with computer.

These evolutions in technology - the advancement of the equipment you need for making the video as well as the evolution of high-speed and easily available internet - have transmuted video from an art form also into a vessel of personal communication. Everyone is now comfortable capturing video with their smartphones. Videos are the way the younger generation wants to receive information. Online video can’t be treated as representation. It has to be considered as a temporal network of images, sounds, things,
subjects, and objects. Well planned videos use to spread meaningful message or information over the internet through social media sites like Youtube, Facebook, Snapchat, Instagram. Online video has definitely become more popular over recent years, online video content was already in the rise in the U.S. in 2011 when viewing of videos per month rose from 31 million to almost 40 million within a year. Early 2012 in the UK, 21.9 million people were exposed to video ad stream and 33.3 million UK internet users watched video content. In February 2013, there were 11.5 million mobile viewers in Germany as the number of mobile viewers had grown 215 percent from the number of mobile viewers from 2012.

According to one search, it turned out that in February 2013, through desktop 45 million Germans watched online videos. The same research was done about online video trends in Germany a year later and it turned out that the number of mobile video users grew 37 percent from 11.5 22 million to 15.8 million in that year whereas the amount of web video users stagnated minus 3 percent.

The research indicates that online video is going mobile. Accordingly, in 2014 Adobe conducted a research, which used data from over 1300 media and entertainment properties. The research revealed that people watched 38.2 billion free videos online and almost three-fifths of them were watched on smartphones. The number of videos viewed rose 43 percent from mid-2013. It was also noticed that advertising among these videos rose 25.8 percent during that year. All social media channel got 70% of traffic through online videos in 2017. So small businesses and enterprises should act accordingly to this trend and add online video marketing strategies to their marketing plans, as the future of content marketing is in the video. Online video is the future of content marketing because according to YouTube statistics, which show that YouTube has over a billion users those, watch 100 million hours of YouTube videos every day. The time people spent watching videos on YouTube is also increasing every year by 60%.

According to one latest research, 655 million videos were uploaded by 67 million content creators in a year to over 30 video platforms. These 655 million videos generated 2.8 trillion views. According to Jarboe Brendan Gahan, the founder of EpicSignal, says that Facebook, Twitter, Snapchat, Instagram, Tumblr, etc. are prioritizing or have already prioritized video, which means that advertisers, as well as audiences, have huge opportunities to create and consume content (Jarboe, 2015).
2.4.11 Online Public Relation (PR)

Online public relation and traditional PR are very similar and it's about influence people about your brand, products or services rather than placing advertising ads for brands and content. Traditional influencer used magazines, Television, and newspapers to influence peoples, but online influencers are using digital media platforms to influence peoples online. Normally when people talk about traditional PR they consider it only about traditional media like newspapers, magazine, TV, radio etc, but still, we can target traditional media and brand with the help of Online PR that includes digital media platforms and networks.

Mostly Multinational companies, non-government organizations, and government institutes use the internet to communicate and share important information and build relations with the public. Organizations use online public relations strategies through websites, emails, group discussion, and other social media platforms.

Online PR is about building useful relationships between a company and its numerous publics. Online PR is the artwork of managing and consolidating the online reputation of an enterprise. Online public relations help to build a long-term relationship between organizations and public, online PR helps to the audience to communicate with the organization and receive an immediate response. Understanding the target audience and the decrease expenses represent other incredible benefits which make a distinction. An applicable benefit of using online PR is represented by using message accuracy and precision. Unlike traditional public relations which make use of mass-media in external conversation with the target audience, as a result the possibility of message deformation, online public relations use the internet web page to tell the target market, with the advantage of publishing the message successfully and diminishing the possible noises which could arise throughout communication (Petrovici, 2014).
3 Secondary Research

3.1 Company Profile

3.1.1 Flipkart
Flipkart is an electronic commerce website of India, which is touching a new dimension of success today. The company's headquarters is located in the Bangalore city of Karnataka State with the help of this website many people are buying and selling various types of items sitting at home. Established in the year 2007 by Sachin Bansal and Binny Bansal, the company's total revenue is $3.1 billion.

*Founded:* October 2007  
*CEO:* Kalyan Krishnamurthy (Jan 2017–)  
*Headquarters:* Bengaluru, India  
*Revenue:* 198.5 billion INR (2017, US$3.1 billion)  
*Subsidiaries:* Myntra, PhonePe, eBay India Pvt. Ltd, Jeeves Consumer services, Mallers, Inc, DSYN Technologies etc  
*Founders:* Sachin Bansal, Binny Bansal  
*Slogan:* अब हर Wish होगी पूरी

3.1.2 History of Flipkart
- Sachin Bansal and Binny Bansal have been studying from the Indian Institute of Technology, Delhi, when they finished their education, and started working for a famous electronic commerce website Amazon, when they were working in this company, they planned to set up their own company. And both of them resigned from the company on October 2007 and started their own company.
- In starting the company they started name was Flipkart Online Service Pvt. Ltd. With the help of this service, they started to sale the books in starting. At that time, side by side they also worked for leaving Microsoft to change the world.
- During October-November of 2011, they created two websites Mime360.com and chakpak.com. With the help of these websites the company performed even better. The company has launched a digital music store during the year 2012. The music store was named 'Flight digital music Store'. People could legally download music from this online music store, but closed during the year 2013.
• The biggest reason for closure of this website was that very soon many websites were coming to India which provided the option to download songs for free. People didn't want to buy music online even when they were getting in free of cost.

• In 2014, Flipkart held a 'big billion sale'. During the event of this sale, Flipkart received a very high profit and turnover total of $300 million.

• In 2015 to improve their delivery service, they discovered Mapmindia technology for better navigation and make is more easy and simple way to place your order right with the help of Mapmindia devices.

3.1.3 Economic history of FlipKart

In the starting they spent approximately $6,200 for company’s website development. This company later received economic cooperation from several companies with the help of their projects. In periodically, Flipkart received $1 million from Excel India during the year 2009 and $10 million dollars in the year 2010 from Tiger Global and $20 million in the year 2011. In 2012, Flipkart announced that they have received a total $150 million investment from the Naspers group and ICONIQ. Because of these investments their business began to run very well. Because of their fast growing company and quick success, many other investors started to show their interest in Flipkart Company. During the 10th July of 2013, they got $200 million investment from all these investors.

In 2014, Flipkart made a total of 6.5 billion dollars in only 10-hour sale trading. The name of the event was The Big Billion Day. Flipkart announced about this sale was the biggest sale of e-commerce business. During the same year in December, Flipkart announced that they are going to work with a Singapore’s company. After this partnership with Singaporean Company, Flipkart became a public company whose total budget exceeds $700 million. This time Flipkart received investment from the new investors and such as Baillie Gifford, Qatar Investments Authority, and Steadview Capital etc.

In August 2015, the company had total of 16 investors and the company had nearly worth $3 billion. But during April 10, 2017 Flipkart announced clearly that the company has total of 1.4 billion dollars. During the same year In the month of August, Flipkart got $2.5 billion investment from the SoftBank Vision Fund.
3.1.4 Various products introduced
Flipkart became quite famous because of its business success. Many large companies started to launch their new products on this site.

- In February 2014 there was an agreement between Motorola and Flipkart. After the deal, on 19 March 2014, Flipkart started sell Moto-X smart phones from its website. On May 13, 2014, the company began selling a cheaper phone of Motorola Moto-e from its website.
- On 2 September 2014, Flipkart also started sell Xiaomi Redmi 1s smart phones. This phone was released in India in July 2014. A total of 40,000 smartphones were sold in a few moments during the sale.
- Flipkart launched the Micromax YU-Yunique 2 smartphone in July 2017. The price of this mobile was just 5,999 rupees at the time of launch. In addition Flipkart also launched its mobile phones, smartphone, tablet, and networking router etc.

3.1.5 Awards and Achievements
- In April 2016, the names of Binny Bansal and Sachin Bansal came in the list of 100 most influential people in the Times Magazine because of the success of Flipkart Company.
- Name of these two business tycoons came in the Forbes India Rich List, issued by Forbes in September 2015. They were on 86th Place in the list. At the moment both owners had a separate amount of 1.3 billion dollars.
- Sachin Bansal awarded as an Entrepreneur of the year (2012-2013) by Times of Economics. Flipkart Company also awarded as "Young Turk of the Year" in 2012 on the behalf of CNBC.

3.1.6 Estimated profit of Flipkart
- In 2008, approx. 604,166.64 USD.
- In 2009, about 3,020,833.18 USD
- In 2010, approx. 11,328,124.41 USD
- From 31 March 2011 to 2012, approx. 75,520,829.40 USD.
- Company had target about 7,552,082,940.00 USD in 2015.
3.1.7 Flipkart's Success Mantras

- **Great customer Service** - Flipkart started to give very easy services to their customers. And Flipkart’s customers are more satisfied than that of their competitors.

- **Easy to use website** - They made website very convenient for their customers, so anyone can use it very easily.

- **Hassle free Payment System** - This is one of the main factors of Flipkart’s success. They got 60% sales because of this mode. Their cash on delivery payment method was very unique and good idea and they created trust in the mind of Indians those always afraid from payment online.

- **Focused on user Experience** - Flipkart started to provide relevant information. Their main focus was customer’s needs.

3.1.8 Amazon

Amazon.com is an online retailer of E-books and online services provider and it has become the top-level company in the e-commerce world. Amazon’s headquarter in Seattle of Washington (USA). Amazon is a big internet based company that sells music, books, movies, household stuff, electronics, toys other kinds of stuff. Amazon works directly or as the middleman between retailers and Amazon’s customers. It’s also providing internet or web-based services like renting data storage or cloud computing on the internet.

Amazon also launched Kindle of the e-book reader. When they started to promote this device in the market, it was a dramatic growth in e-book publishing and Amazon becomes the main disruptive force for e-book publisher in the market.

Jeff Bezos is the founder of Amazon Company. When he founded Amazon, that time no one thought e-commerce or internet business or online shopping would be so forward. A day will come when people will be completely dependent on online shopping. With a very forward-thinking, Jeff Bezos in July 1994, made his company Cadabra after one year his lawyer changed its name to Amazon. Jeff Bezos, who named his company so different because of world's largest river name, is Amazon.

**Type of website:** E-commerce

**Available in:** English, French, German, Spanish, Italian, Chinese, Japanese, Portuguese, Dutch, Polish, Turkish

**Launched:** 1995
Customer service: 00 1 206-266-2992

Stockprice: AMZN (NASDAQ) $1,495.56 -49.36(-3.19%)
Mar 23, 4:00 PM EDT - Disclaimer

CEO: Jeff Bezos (May 1996–)

Headquarters: Seattle, Washington, United States

Founder: Jeff Bezos


Did you know: Amazon is the world's largest internet company by revenue.

In exactly the same way Jeff Bezos, Amazon had planned to open the world's largest trading company. Firstly the Amazon Company started its business with books. After that because of growing use of the Internet, and the need of people. Amazon started to sell many products through the company like electronic, mobiles, home appliances and even the goods that must be available from the small to large objects.

3.1.9 Major board of directors of the company

After while Amazon becomes a big firm it was not easy to handle everything by one person. The company could not be run alone by the single person. There were other members of the company; they created a committee, and assigned workload and positions to these members. The names of some main members given below.

- Jeffrey P. Bezos : Chairman, President & Chief Executive Officer
- Brian T. Olsavsky : Chief Financial Officer & Senior Vice President
- Akash Chauhan : Vice President-North America Operations
- Jeff M. Blackburn : Senior Vice President-Business Development
- Andrew R. Jassy : Chief Executive Officer-Amazon Web Services
- Jay Carney : Senior Vice President-Global Corporate Affairs
- Craig Berman : Vice President
- Kathy Sheehan : Associate General Counsel
- Jeffrey A. Wilke : CEO-Worldwide Consumer Business
• Seth Dallaire :- Vice President-Global Advertising Sales
• Shelley L. Reynolds :- Principal Accounting Officer, VP & Controller
• Beth Galetti :- Senior Vice President-Human Resources
• John Olsen :- VP-Worldwide Human Resources Operations
• David A. Zapolsky :- Secretary, Senior Vice President & General Counsel
• Phil Hardin :- Head-Investor Relations
• Michael Paull :- VP-Content Acquisition & Business Development
• Daniel P. Huttenlocher :- Independent Director
• Wendell P. Weeks :- Independent Director
• Judith A. McGrath :- Independent Director
• Jamie S. Gorelick :- Independent Director
• Jonathan Jake Rubinstein :- Independent Director
• Thomas O. RyderLead :- Independent Director
• Alain Monié :- Independent Director
• Patricia Q. Stonesifer :- Independent Director
• John Seely Brown :- Independent Director

3.1.10 Products and services

Amazon is a company that does not build or manufacture products, but they buy these products at reasonable prices from different companies, and then sell these products to customers in all over the world according to the company. Amazon sells books, e-books, electronic items, every stuff according to needs of kids and adults, home appliances, mobile, computer and tools related to computer, jewellery, motor vehicle parts, groceries and all other stuff according to customers need. For the customers, there are many offers every day. In the case of services, there are lots of facilities are available like cash on delivery, payment by cards, online payments and even other facilities are available e.g. if customers don’t like product and want to return back then cash back facilities are available and any other mistake or problem in ordered products then amazon provide return back facilities to their customers.
3.1.11 Expanding of Amazon in Software Development

Before expanding of any company, headquarter or Head office must be open. After that, the company started to open its branches in other countries. First of all, Amazon's headquarters opened in Seattle. The company started to expand its business in different countries, according to its requirement. Amazon opened its software development centers in many countries in the world, but we only look at the centers of India.

3.1.12 Name of opened centers in India:-

- Ahmedabad
- Bangalore
- Chennai
- Delhi
- Gurgaon
- Hyderabad
- Jaipur
- Kolkata
- Pune
- Mumbai

These are the main cities of India, where the centers of the Amazon have been opened.

3.1.13 Revenue

Revenue is also a very good way of earning profits. Amazon sells products to other companies and gains revenue every year. Amazon’s revenue from 1995 to 2015.
Fig. 1. Amazon Revenue


### 3.1.14 Key Facts

Every small and big business face loss and benefit. In the same way, the Amazon Company suffered from too many problems and toughness for success. Despite that, the company has maintained its credibility and reputation in the world. Net income of Company is $3.03 billion from 2004 to 2017 and it increased from 2.37 billion U.S. dollar net income in last year.

The Company is helping to increase employment in the world. From all over the world 566,000 employees are working with Amazon. Amazon is trying to make e-commerce more convenient for people and helping to save their time and money.

### 3.1.15 Amazon’s Entry in India

On February 02, 2012, Amazon.com declared the launch of its much-anticipated Indian site called Junglee.com. Mr. Amit Agarwal vice president of Amazon.com remarked that we are eager to give clients in India a solitary E-commerce beginning stage where they can shop a variety of items sold by local and worldwide retailers. True to the guarantee, Junglee.com has involved a choice of a wide assortment of Indian and worldwide brands. Another good feature of Junglee.com was that the customers could use it offline and online...
for shopping according to their choice, including Amazon.com. During the launch of Junglee.com, they included 10.2 million items with the choice of purchasing from several online and offline retailers, which included famous Indian retailers like UniverCell, FabIndia, Homeshop18 etc. Junglee.com started business that time with around 9 million books and worth was the items more than $3 million with 14,000 international and Indian brands. This website had 25 product categories, including buyer durables, music, adornments and books.

3.1.16 Working model

According to Indian laws international E-commerce companies can not start a wholly-owned company in India which can sell products directly to customers. Amazon India, thus, works on a third-party model, wherein it provides a platform to third party retailers, shop owners and publishers to sell their products to customers. This model is different from that of Flipkart’s, an established e-commerce firm in India, which has its own inventory of products. Amazon India started with a modest 100 retailers in India in 2013. However, the goal of the company remains one of building world’s biggest selection in India.

3.1.17 Strategy

Amazon India’s strategy comprises and its main components:

- Wide selection of products
- Offerings products at low prices to customers
- Fast delivery service to customers
- Startup of delivery service for remote area
- More focused on customer satisfaction
- Better return policies for customers

From the beginning company’s goal is expansion as opposed to profitability, and company strategy is customer-centric. The company aims to provide a reliable, trustworthy, enjoyable and reasonable online shopping experience for customers to get brand loyalty. Company’s primary focuses on building fast and convenient delivery methods and provide delivery of its products in every corner of India.
### 3.2 International outlook of Amazon and Flipkart

<table>
<thead>
<tr>
<th>Country</th>
<th>Amazon</th>
<th>Flipkart</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>Amazon.in</td>
<td>Flipkart.com</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>amazon.co.uk</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>amazon.ca</td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>amazon.com.mx</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>amazon.de</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>amazon.fr</td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>amazon.it</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>amazon.es</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>amazon.co.jp</td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td>amazon.nl</td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td>amazon.com</td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>amazon.com.au</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>amazon.com.br</td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>amazon.cn</td>
<td></td>
</tr>
<tr>
<td>Singapore</td>
<td>amazon.com.sg</td>
<td></td>
</tr>
</tbody>
</table>

**TABLE 3.2 International outlook of Amazon and Flipkart**

### 3.2.1 International growth of Amazon

Even without opening web sites and distribution centers abroad, Amazon.com had consistently served a global audience. Customers of the company started to come from 45 different in July 1995. Currently, the company sells to over 150 countries. In the year 2000, about 13.8% of all revenues came from the International market. The company realized that by more closely targeting some markets, revenue could be increased even more.
As a result of global interest, in 1998, the company launched a site in Germany-Amazon.de and a site in the UK-Amazon.co.uk. In each market, the focus was on books, music, and videos. The company adopted an acquisition strategy to achieve this goal. In 1998, Amazon acquired two European e-commerce websites (Telebuch in Germany, and Bookpages in the United Kingdom) and then relaunched them as Amazon.com-branded sites. Amazon’s loyal followings were helping the company to gain a customer base in these markets. The company opened customer service centers in different cities of Europe to serve the market. They opened customer service centers in Hague, England Slough, Germany and in the Resenburg. The company hired multilingual service representatives to serve customers effectively.

Later, the company expanded into other countries. In April and November 2000, company started its business in France and Japan. With the French, Japanese and German stores, the company was forced to deal with creating content in local languages. In addition, with international expansion, the company had to become sensitive to local cultures.

In February 2012 Amazon started junglee.com in, and next year in June Amazon.in launched in India, a marketplace that only sold books and DVDs India's $2 billion book market was growing at a rate of about 15% per a year. After that Amazon expand its business in other categories.

Amazon started its business in China in 2004. Amazon acquired online Chinese website Joyo.com and relaunched with the name of Joyo Amazon in Beijing China. Before 2000 Joyo.com was download website and it was providing IT information services. Kingsoft founded Joyo in August 1998. After that, in February 1999 Joyo.com became a website. At that time, had only five employees and it was a subsidiary of Kingsoft. Just in 6 months, Joyo.com became the 33rd-largest website in China, and they started to publish Software’s CD.

In 1999 Kingsoft decided to make Joyo.com into an online bookstore. That time internet was not much developed in china. Joyo operational expenses hardly covered. Joyo started company with only five employees. They had mission to become best and biggest Chinese website, within 6 months Joyo.com become well-known website in china.

On August 19, 2004 Joyo.com was took over by Amazon.com in $75 million. It became the Amazon’s 7th regional website after U.S., Canada, United Kingdom, Japan, Germany, and France. On June 5, 2007, Amazon renamed Joyo.com to Amazon.cn, and Amazon
changed its Chinese name Joyo network to Joyo Amazon. On October 27, 2011, Amazon decided to change its name again Joyo Amazon to Amazon china.

In South America, Brazil is the largest online retailing market. In 2016 total online retail sales was US$13 billion in Brazil, and Mexico is the second largest retailing market with sales of $4.6 billion. From July 2015, Amazon started its full retail operation in Mexico.

In December 2012, Amazon officially announced its launch in Brazil. Amazon was more focused on electronic in Brazil. Amazon sold only books and Kindle devices on Amazon.com.br. But soon they expand their categories and Amazon started to sell electronic products like television, smartphones, video games, camera and other electronic accessories.

In September 2011, Amazon.com launched the online store in Spain. Amazon started online retailing in Spain with books, music, DVDs, electronics, software and other products. Spain launched with many different products that include 130,000 DVDs, 2.5 million books, 450,000 CDs, 65,000 electronics products and variety of other products.

3.2.2 International growth of Flipkart

Flipkart is India based E-commerce Company, and we can see from the above table Flipkart is selling its products only in India. But now Flipkart is ready to start in global e-commerce market through eBay. Flipkart is going to tie-up with eBay and then its products will be available in nearly 200 countries. Flipkart’s global program allows its sellers to sell their products globally in partnership with eBay. Flipkart has completed the deal with eBay.in, and Flipkart investing $500 million for this global program.

The main aim of this program to sell made in India products in other countries. Some of the key products are handicraft, saris, gold jewelry and other products. This program is helpful for Indian seller they can sell their products to more than 170 million customers through eBay in the international market. When customers order something from eBay’s platform but Flipkart fulfill their orders.

Actually Amazon had already launched its global seller program with eBay before 2 years, and more than 25000 Indian sellers are selling their products through this global platform. If this program will be successful then Flipkart will start selling its products independently to its global customers.
3.3 Marketing strategies and techniques of Amazon India and Flipkart

3.3.1 Marketing strategy of Amazon India

Amazon India doesn’t expose much about its marketing techniques and strategies. Most of the customers of Amazon India form online marketing channels, so it seems Amazon India is more focused on online marketing. Amazon states that we have direct customers to our websites basically through online marketing channels, like sponsored search, portal advertising, email marketing campaigns, and associates program. Amazon India continuously increasing its spending on promotion and advertising to make its brand stronger. Amazon India is continuously improving its website and tries to make it more user-friendly and convenient for customers.

Marketing techniques of Amazon India: - We have earlier discussed these strategies in the literature review.

- Affiliate Marketing
- Email Marketing
- Offline Advertising
- Word of mouth
- Pay per Click Advertising
- Interactive ads on portals
- Social media Marketing
- Search engine optimization
- Cooperative advertising
- Banner Advertisement

Amazon India is targeting millions of keywords through SEO (Search Engine Optimization) and AdWords. According to my personal observation Amazon India was not on the top in Search engine result page, whenever I searched in google for any online product, most of the time and for most of the keywords, I found Flipkart was on the top. Flipkart is a very strong competitor for Amazon India in every aspect but soon Amazon India learned from Flipkart’s mistakes and lacking. Amazon India paid more attention to SEO and AdWords and soon they got the first rank in Search engine result page.
3.3.2 **Marketing strategy of Flipkart**

Flipkart is using brand promotion and word of mouth strategies to create more awareness about their brand name. Customer satisfaction is their prime marketing strategy. Flipkart very wisely used SEO (Search Engine Optimization) & Google Ad-words as the marketing tools to have a far reach in the online world. All in all to create a great customer experience. Kids were used to creating the adverts to send out the message -if a kid can do it, we can also do it.

**Marketing strategies of Flipkart.com:-**

- Word of mouth
- Good use of SEO- To get better rank in Search engine result page like Google’s first page.
- Flipkart DO NOT sell used books or old books. Only new books listed at Flipkart.com. Listed books at Flipkart.com are NOT available in eBook or PDF format for free download.
- Good use of Google AdWords.
- Ads placing for the highly targeted keyword at proper places and use pay per click to pay for ads.
- User-friendly website and more convenient for customers.
- Payment convenience.
- Cash/card on delivery – People feels more secure for their money when they pay on delivery.
- EMI –by targeting price-sensitive customers.
- Wallet – customers can keep money in their online wallet and they can recharge and purchase online whenever they want.
- The conversion rate of the customer is more than 70%.
- Personalization of the user page.
- Product recommendation to customers with their previous purchases.
4 Primary Research

4.1 Data Collection

The activity of collecting information that can be used for analyzing research problem, test hypotheses, and evaluate outcomes.

4.1.1 Primary Data

Primary data was collected through questionnaire from various people according to their personal opinion. This information used for specific purposes of study helped to run the analysis. Questions were asked and tailored to make the data more helpful for study. The questionnaire data was helpful to understand their experience and preference towards their loyal company.

4.1.2 Secondary Data

Secondary data helps to make primary data collection more specific and useful. It helps to improve the understanding of the problem. Secondary data was collected from various sources such as different business websites, article journals, and research papers.
5 Data Analysis and Results

5.1 Demographics:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Measuring Group</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>17-25</td>
<td>37</td>
<td>50.7</td>
</tr>
<tr>
<td></td>
<td>25-30</td>
<td>25</td>
<td>34.2</td>
</tr>
<tr>
<td></td>
<td>30-35</td>
<td>8</td>
<td>11.0</td>
</tr>
<tr>
<td></td>
<td>More than 35</td>
<td>3</td>
<td>4.1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>73</td>
<td>100.0</td>
</tr>
<tr>
<td>Gender</td>
<td>Male</td>
<td>59</td>
<td>80.8</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>14</td>
<td>19.2</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>73</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 5.1 Demographics of the Respondents

The given above table provides the empirical findings gleaned from the collected data. It provides demographic information of the respondents and the statistical analysis of the information collected from them. This is followed by the interpretation and discussion about our findings. The above table shows that out of 73 respondents more than 50% of people are in the age group of 17-25 years, 34.2% of people are in the age group of 25-30 and 11% of people are in the group of 30-35 and 4.1% of people are in the age group of older than 35. We have highest respondent from age 17-25 those are interested in online shopping and they are students. At the same time respondents from the age group 25-30 are also interested in online shopping well. All those people are attracted to e-commerce sites which are offering wide range of products to everywhere and with their services. Another demographic factor we considered is gender. Male respondents are higher than the female respondents that who prefer online shopping. We can interpret that based upon their
preferences that they are getting different and unavailable international products online, which made easy and time efficient.

5.2 Educational Qualification of Respondents

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid 10th</td>
<td>3</td>
<td>4,1</td>
<td>4,1</td>
<td>4,1</td>
</tr>
<tr>
<td>12th</td>
<td>15</td>
<td>20,5</td>
<td>20,5</td>
<td>24,7</td>
</tr>
<tr>
<td>Bachelor</td>
<td>26</td>
<td>35,6</td>
<td>35,6</td>
<td>60,3</td>
</tr>
<tr>
<td>Master</td>
<td>26</td>
<td>35,6</td>
<td>35,6</td>
<td>95,9</td>
</tr>
<tr>
<td>PhD</td>
<td>3</td>
<td>4,1</td>
<td>4,1</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100,0</td>
<td>100,0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.2 Educational qualification of Respondents

**Interpretation:** From above table we can interpret that 35.6% respondents have Masters and 35.6% respondents have Bachelor qualification and rest of respondents 20.5% have 12th and 4.1% have 10th and PhD qualification. We have more than 70% respondents have Master’s and Bachelor’s educational qualification.
### 5.3 Respondent Monthly Income in Rupees

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7000</td>
<td>21</td>
<td>28,8</td>
<td>28,8</td>
<td>28,8</td>
</tr>
<tr>
<td>10000-15000</td>
<td>9</td>
<td>12,3</td>
<td>12,3</td>
<td>41,1</td>
</tr>
<tr>
<td>15000-20000</td>
<td>11</td>
<td>15,1</td>
<td>15,1</td>
<td>56,2</td>
</tr>
<tr>
<td>20000-30000</td>
<td>10</td>
<td>13,7</td>
<td>13,7</td>
<td>69,9</td>
</tr>
<tr>
<td>30000-50000</td>
<td>15</td>
<td>20,5</td>
<td>20,5</td>
<td>90,4</td>
</tr>
<tr>
<td>More than 50000</td>
<td>7</td>
<td>9,6</td>
<td>9,6</td>
<td>100,0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>73</strong></td>
<td><strong>100,0</strong></td>
<td><strong>100,0</strong></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.3 Respondent Monthly Income in Rupees

**Interpretation:** Income range of respondents from 7000 to more than 50000 rupees. According to table majority of respondents have monthly income is 7000 Indian rupees that is 28.8% of total and these respondents are mainly students. After that 20.5% respondents monthly income is 30000 to 50000 per month And these peoples have basically good job or small business and they can easily spend a little amount of their income for online shopping. 15.1% respondents have 15000 to 20000 , 13.7% have 20000-30000 and 12.3% have 10000-15000 monthly income. Only 9.6% respondents have very good monthly income.
5.4 Respondent Monthly Spending on Online Shopping in Rupees

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>500</td>
<td>13</td>
<td>17,8</td>
<td>17,8</td>
<td>17,8</td>
</tr>
<tr>
<td>500-1000</td>
<td>19</td>
<td>26,0</td>
<td>26,0</td>
<td>43,8</td>
</tr>
<tr>
<td>1000-2000</td>
<td>21</td>
<td>28,8</td>
<td>28,8</td>
<td>72,6</td>
</tr>
<tr>
<td>2000-5000</td>
<td>11</td>
<td>15,1</td>
<td>15,1</td>
<td>87,7</td>
</tr>
<tr>
<td>5000-10000</td>
<td>8</td>
<td>11,0</td>
<td>11,0</td>
<td>98,6</td>
</tr>
<tr>
<td>More than 10000</td>
<td>1</td>
<td>1,4</td>
<td>1,4</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100,0</td>
<td>100,0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.4 Respondent Monthly Spending on Online Shopping in Rupees

**Interpretation:** According to our monthly income its really matter how much we can spend on shopping. From the above table mostly respondents like to spend 1000-2000 rupees for online shopping per month that is 28.8%. 26% respondents spend 500-1000 rupees on online shopping. Only 1.4% respondents can spend more than 10000 rupees per month for online shopping because they have higher monthly income than others.

5.5 Respondent Payment Method

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paypal</td>
<td>1</td>
<td>1,4</td>
<td>1,4</td>
<td>1,4</td>
</tr>
<tr>
<td>Net Banking</td>
<td>11</td>
<td>15,1</td>
<td>15,1</td>
<td>16,4</td>
</tr>
<tr>
<td>Debit / Credit Card</td>
<td>36</td>
<td>49,3</td>
<td>49,3</td>
<td>65,8</td>
</tr>
<tr>
<td>Cash on delivery</td>
<td>25</td>
<td>34,2</td>
<td>34,2</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100,0</td>
<td>100,0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.5 Respondent Payment Method
Interpretation: Payment is most sensitive part for customers; So E-Commerce companies have to build confidence in customers about security during online transactions and payment. Which payment method respondents like to use during online shopping, most of the respondents chose Debit/credit card payment method which is of 49.3%. And 34.2% respondents like to pay after delivery of product by cash on delivery method. We can analyze that Debit/credit card payment method is simple and perfect way to customer to proceed. Even now E-commerce companies providing swipe machines to their delivery boys to make payment more convenient for customers.

5.6 Which E-Commerce Websites Respondents Mostly Visit and Use

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Amazon.in</td>
<td>5</td>
<td>6,8</td>
<td>6,8</td>
<td>6,8</td>
</tr>
<tr>
<td>a) Amazon.in, b) Flipkart.com</td>
<td>16</td>
<td>21,9</td>
<td>21,9</td>
<td>28,8</td>
</tr>
<tr>
<td>a) Amazon.in, b) Flipkart.com, c) eBay.in</td>
<td>8</td>
<td>11,0</td>
<td>11,0</td>
<td>39,7</td>
</tr>
<tr>
<td>a) Amazon.in, b) Flipkart.com, c) eBay.in, d) Snapdeal.com</td>
<td>6</td>
<td>8,2</td>
<td>8,2</td>
<td>47,9</td>
</tr>
<tr>
<td>a) Amazon.in, b) Flipkart.com, c) eBay.in, d) Snapdeal.com, e) Jabong.com</td>
<td>6</td>
<td>8,2</td>
<td>8,2</td>
<td>56,2</td>
</tr>
<tr>
<td></td>
<td>a) Amazon.in</td>
<td>b) Flipkart.com</td>
<td>c) eBay.in</td>
<td>d) Snapdeal.com</td>
</tr>
<tr>
<td>----------</td>
<td>--------------</td>
<td>----------------</td>
<td>------------</td>
<td>-----------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td>4,1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td>4,1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td>4,1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1,4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1,4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td>2,7</td>
</tr>
<tr>
<td></td>
<td>Amazon.in, b) Flipkart.com, d) Snapdeal.com, e) Jabong.com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>4,1</td>
<td>4,1</td>
<td>78,1</td>
</tr>
<tr>
<td>g) Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Amazon.in, b) Flipkart.com, e) Jabong.com</td>
<td>2</td>
<td>2,7</td>
<td>2,7</td>
<td>84,9</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Amazon.in, c) eBay.in, d) Snapdeal.com</td>
<td>4</td>
<td>5,5</td>
<td>5,5</td>
<td>91,8</td>
</tr>
<tr>
<td>Snapdeal.com</td>
<td>a) Amazon.in, d)</td>
<td>1</td>
<td>1,4</td>
<td>1,4</td>
</tr>
<tr>
<td>Snapdeal.com</td>
<td>a) Amazon.in, d)</td>
<td>1</td>
<td>1,4</td>
<td>1,4</td>
</tr>
<tr>
<td>Snapdeal.com</td>
<td>g) Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Amazon.in, e) Jabong.com</td>
<td>1</td>
<td>1,4</td>
<td>1,4</td>
<td>95,9</td>
</tr>
<tr>
<td>b) Flipkart.com</td>
<td>3</td>
<td>4,1</td>
<td>4,1</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100,0</td>
<td>100,0</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Table 5.6 Which E-Commerce Websites Respondents Most Visit and Use

**Interpretation:** According to records respondents have visited and used all of these websites in table. But which E-commerce website or websites that is most appreciated by customers is Amazon and Flipkart. Amazon and Flipkart are leading with 21.9% of respondent’s interest because these are two top E-commerce companies of India and mostly people like to use them. And 11% respondents are like to use and visit Amazon, Flipkart and Ebay.in. And other E-commerce websites are less than 10%. These websites
are not even in the reach of Flipkart and Amazon. And these companies are not strong competitor for Amazon and Flipkart. So, it proves that Flipkart and Amazon are top e-commerce companies in India.

5.7 How Respondents Choose E-Commerce Site

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred by friends</td>
<td>14</td>
<td>19.2</td>
<td>19.2</td>
<td>19.2</td>
</tr>
<tr>
<td>Advertisement</td>
<td>21</td>
<td>28.8</td>
<td>28.8</td>
<td>47.9</td>
</tr>
<tr>
<td>Online reviews</td>
<td>38</td>
<td>52.1</td>
<td>52.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.7 How respondents choose E-Commerce site

Interpretation: How respondents like to choose online websites for shopping. According to above table 52.1% respondents are choosing E-commerce websites as per online reviews. And 28.8% respondents choose shopping websites on the basis of advertisements and rest of 19.2% respondents choose e-commerce/shopping websites based upon their friend’s suggestions. So mostly people like to check Online reviews before buying anything from online shopping websites.

5.8 Which Website's Loading Speed Fast on Respondent’s Screen

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>47</td>
<td>64.4</td>
<td>64.4</td>
<td>64.4</td>
</tr>
<tr>
<td>Flipkart</td>
<td>26</td>
<td>35.6</td>
<td>35.6</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.8 Which Website's Loading Speed Fast On Respondent’s Screen

Interpretation: Website’s loading speed must be fast on our screen while we are trying to open any webpage or site. Because nobody like to wait if the website’s loading speed is slow on their devices. They will immediately leave the website and move to another
website. So its very criticle factor for any E-commerce company if their website has slow loading speed. According to the above table 64.4% respondents think Amazon’s website speed is more faster than Flipkart’s. But only 35.6% respondents are satisfied with Flipkart’s website loading speed. This is also a major factor for any company’s success.

5.9 Which Company Started Delivery Service in Remote Areas

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Amazon.in</td>
<td>47</td>
<td>64,4</td>
<td>64,4</td>
<td>64,4</td>
</tr>
<tr>
<td>Valid Flipkart.com</td>
<td>26</td>
<td>35,6</td>
<td>35,6</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100,0</td>
<td>100,0</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Table 5.9 Which Company Started Delivery Service in Remote Areas

Interpretation: We didn’t had online shopping delivery service in remote areas of India. But Amazon opened warehouses at there and started to provide delivery services for these remote areas. According to given above table 64.4% respondents believe that Amazon started to provide delivery service in these areas. While only 35.6% repondents think Flipkart was the first company, who started to provide this services.

5.10 Better Return Policies for Respondent Goods

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Amazon.in</td>
<td>52</td>
<td>71,2</td>
<td>71,2</td>
<td>71,2</td>
</tr>
<tr>
<td>Valid Flipkart.com</td>
<td>21</td>
<td>28,8</td>
<td>28,8</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100,0</td>
<td>100,0</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Table 5.10 Better Return Policies For Respondent Goods

Interpretation: Most of the customers like to choose those online shopping companies, which provide better return policy on their products. Sometimes customers do not get products according to their order and they want to return them back to the company but
they don’t get satisfying response from the company or customer care. After that the customer will not buy anything from this website next time. According to given above table 71.2% respondents believe that Amazon always likes to take back their products within specific time period if customers are not satisfied or products (smartphones, laptops, watches etc) stop working within warranty period. While only 28.8% respondents are satisfied with Flipkart’s return policies.

5.11 Respondent is More Satisfied with Which Site Pricing and Product Quality

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amazon.in</td>
<td>57</td>
<td>78.1</td>
<td>78.1</td>
<td>78.1</td>
</tr>
<tr>
<td>Flipkart.com</td>
<td>16</td>
<td>21.9</td>
<td>21.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.11 Respondent is More Satisfied With Which Site Pricing And Product Quality

**Interpretation:** Price and product quality are the most important aspects while purchasing. When an e-commerce site can offer what we needed with reasonable price and good quality, then everyone will go after that site only. From above table people are mostly impressed with Amazon that is 78.1% and while only 21.9% respondents are satisfied with Flipkart pricing and product quality. Even other many companies are offering all the products at very low rates, people are interested in top ones.

5.12 Respondent Would Like to Suggest to Family and Friends

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flipkart.com</td>
<td>22</td>
<td>30.1</td>
<td>30.1</td>
<td>30.1</td>
</tr>
<tr>
<td>Amazon.in</td>
<td>50</td>
<td>68.5</td>
<td>68.5</td>
<td>98.6</td>
</tr>
<tr>
<td>eBay.in</td>
<td>1</td>
<td>1.4</td>
<td>1.4</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.12 Respondent Would Like to Suggest to Family and Friends
**Interpretation:** From one of our previous question we understood that many people choose shopping websites by online reviews but for our family and many friends ask for our recommendation about shopping website that we have already used. So friend suggestion is important when we buy something online or while choosing an e-commerce site for shopping. From above table we got our view clear based upon the respondent’s view which e-commerce site is leading in friends suggestions. 68.5% of respondents are ready to suggest Amazon to their friends and family. And after Amazon, Flipkart is leading in respondent’s suggestion box with 30.1%. And 1.4% respondents only for eBay.in And rests of websites like Snapdeal, Jobang.com and Homeshop18 respondents didn’t considered for suggestion to their family and friends.

### 5.13 Fast Delivery Service for Respondent’s Orders

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amazon.in</td>
<td>45</td>
<td>61,6</td>
<td>61,6</td>
<td>61,6</td>
</tr>
<tr>
<td>Flipkart.com</td>
<td>28</td>
<td>38,4</td>
<td>38,4</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100,0</td>
<td>100,0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.13 Fast Delivery Service For Respondent’s Orders

**Interpretation:** Customers like to order from websites those can deliver our products faster than others. Amazon and Flipkart are two top online shopping portals those are providing really good services in India. According to oppinon of 61.6% respondents, Amazon provide fast delivery service for orders. Even 38.4% respondents chose Flipkart for fast delivery service.
5.14 Which Company Consistently Meet Respondent Requirements

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Amazon.in</td>
<td>48</td>
<td>65,8</td>
<td>65,8</td>
<td>65,8</td>
</tr>
<tr>
<td>Flipkart.com</td>
<td>16</td>
<td>21,9</td>
<td>21,9</td>
<td>87,7</td>
</tr>
<tr>
<td>None of these</td>
<td>9</td>
<td>12,3</td>
<td>12,3</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100,0</td>
<td>100,0</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Table 5.14 Which Company Consistently Meet Respondent Requirements

**Interpretation:** Requirements of customers are most important aspect for E-commerce companies. Most of the E-commerce companies are try to fulfill the customers requirements, when customers try to find something on shopping website according to their needs. According to given above table Amazon is consistently fulfulling the requriments of 65.8% respondents. While only 21.9% respondents are happy with Flipkart. 12.3% respondents dont consider Amazon and Flipkart for their requirments.

5.15 Which Company Focus on Customer's Satisfaction More

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Amazon.in</td>
<td>58</td>
<td>79,5</td>
<td>79,5</td>
<td>79,5</td>
</tr>
<tr>
<td>Flipkart.com</td>
<td>15</td>
<td>20,5</td>
<td>20,5</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100,0</td>
<td>100,0</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Table 5.15 Which Company Focus on Customer's Satisfaction More

**Interpretation:** Customer satisfaction is prime motive of every company. When customers are satisfied with any E-commerce company, then they are like to buy products from same company again and again. According to given table 79.5% respondents are satisfied with Amazon. while only 20.5% respondents are satisfied with Flipkart. From the starting Amazon started to pay more attension on customers satisfaction and lackings of Flipkart became advantages for Amazon.
5.16 Company’s Loyal Respondents

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amazon.in</td>
<td>46</td>
<td>63,0</td>
<td>63,0</td>
<td>63,0</td>
</tr>
<tr>
<td>Flipkart.com</td>
<td>17</td>
<td>23,3</td>
<td>23,3</td>
<td>86,3</td>
</tr>
<tr>
<td>None of these</td>
<td>10</td>
<td>13,7</td>
<td>13,7</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100,0</td>
<td>100,0</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Table 5.16 Company’s Loyal Respondents

**Interpretation:** According to the given table above, 63% of respondents consider themselves loyal customers for Amazon, as they just like to buy from Amazon only. While only 23.3% of respondents are loyal for Flipkart and 13.7% of respondents do not consider themselves to be loyal for Amazon and Flipkart. Most of the customers are more satisfied with Amazon’s services and want to continue to connect with Amazon for a long time. Brand collaborations of Amazon and its perfect packing grabbed the customer’s attention and made customers loyal to it.

5.17 Which Company Provides Comparison-Shopping Easily on their Site

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amazon.in</td>
<td>39</td>
<td>53,4</td>
<td>53,4</td>
<td>53,4</td>
</tr>
<tr>
<td>Flipkart.com</td>
<td>16</td>
<td>21,9</td>
<td>21,9</td>
<td>75,3</td>
</tr>
<tr>
<td>I don’t know</td>
<td>18</td>
<td>24,7</td>
<td>24,7</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100,0</td>
<td>100,0</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Table 5.17 Which Company Provides Comparison-Shopping Easily On Their Site

**Interpretation:** According to the given table above, 53.4% of respondents experienced that Amazon provides comparison-shopping facility on its website. While only 21.9% of respondents think Flipkart provides easy comparison-shopping facility. 24.7% of respondents do not know which company provides better comparison-shopping facility.
Table 5.18 Promotional Activities Impact On Respondent Purchasing Decision

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>22</td>
<td>30,1</td>
<td>30,1</td>
<td>30,1</td>
</tr>
<tr>
<td>Agree</td>
<td>27</td>
<td>37,0</td>
<td>37,0</td>
<td>67,1</td>
</tr>
<tr>
<td>Neither Agree nor Disagree</td>
<td>19</td>
<td>26,0</td>
<td>26,0</td>
<td>93,2</td>
</tr>
<tr>
<td>Disagree</td>
<td>1</td>
<td>1,4</td>
<td>1,4</td>
<td>94,5</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>4</td>
<td>5,5</td>
<td>5,5</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100,0</td>
<td>100,0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.18 Promotional Activities Impact On Respondent Purchasing Decision

Interpretation: Promotional activities can easily influence customers. Most of the famous or top companies use promotional activities for their brands and products promotion. These companies use social media platform and digital marketing activities to promote their brands and products. According to given table, 37% of respondents agree and 30.1% strongly agree with the impact of promotional activities on their purchasing decision. While 26% respondents do not agree and nor disagree with this. Only 1.4% and 5.5% of respondents disagree and strongly disagree with this statement.

Table 5.19 Respondent Bad Experiences While Using E-Commerce Websites

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, with Amazon.in</td>
<td>12</td>
<td>16,4</td>
<td>16,4</td>
<td>16,4</td>
</tr>
<tr>
<td>Yes, with Flipkart.com</td>
<td>31</td>
<td>42,5</td>
<td>42,5</td>
<td>58,9</td>
</tr>
<tr>
<td>With others</td>
<td>16</td>
<td>21,9</td>
<td>21,9</td>
<td>80,8</td>
</tr>
<tr>
<td>No never had any</td>
<td>14</td>
<td>19,2</td>
<td>19,2</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>100,0</td>
<td>100,0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.19 Respondent Bad Experiences While Using E-Commerce Websites
Interpretation: Business can succeed only when your customers are satisfied with your services, products, and pricing. Bad experiences always put the negative impact on customers about the company. Customer satisfaction really matters for E-commerce websites. According to the given above table 42.5%, respondents have bad experiences while using Flipkart.com. 21.9% respondents have bad experiences with other online shopping sites. While 19.2% respondents never had any bad experience whilst using E-commerce sites. Least respondents have the bad experience with Amazon that is only 16.4%. That was the main drawback for Flipkart and they started to lose the trust of their customers. But Amazon was focused on customer satisfaction form the starting.

5.20 Cross Tabulation of Gender and Monthly Spending on Online Shopping

<table>
<thead>
<tr>
<th>Gender</th>
<th>500-1000</th>
<th>1000-2000</th>
<th>2000-5000</th>
<th>5000-10000</th>
<th>More than 10000</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>13</td>
<td>15</td>
<td>15</td>
<td>8</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Female</td>
<td>0</td>
<td>4</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>13</td>
<td>19</td>
<td>21</td>
<td>11</td>
<td>8</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 5.20 Cross Tabulation Of Gender And Monthly Spending On Online Shopping
Interpretation: From above table we can interpret that out of 73 respondents male are more interested in online shopping rather than females, and males spend more money on online shopping as compared to females. And males are also leading respondents rather than females in different categories. Where female are spending mostly 1000-2000 rupees but male respondents are spending 500-1000 and 1000-2000 rupees every month.
5.21 Cross Tabulation of Payment Method and Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Paypal</th>
<th>Net Banking</th>
<th>Debit / Credit Card</th>
<th>Cash on delivery</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>17-25</td>
<td>0</td>
<td>1</td>
<td>19</td>
<td>17</td>
<td>37</td>
</tr>
<tr>
<td>25-30</td>
<td>0</td>
<td>7</td>
<td>15</td>
<td>3</td>
<td>25</td>
</tr>
<tr>
<td>30-35</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>More than 35</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>1</td>
<td>11</td>
<td>36</td>
<td>25</td>
<td>73</td>
</tr>
</tbody>
</table>

Table 5.21 Cross Tabulation of Payment Method and Age

![Bar Chart](image.png)

Figure 5.2 Payment method of respondent with respect to age

Interpretation: we can interpret from the above given table and graph about the mindset of respondents for payment methods. Majority of the people going for payment by debit/credit card. Majority of respondents from age 17-25 like to pay by cash on delivery and with debit/credit card. Respondents from the age 25-30 like to pay by credit/debit card. People also feel more convenient with debit/credit card payment when they buy anything from online shopping websites.
5.22 Cross Tabulation of Pricing and Product Quality and Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Pricing and Product Quality</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Amazon.in</td>
<td>Flipkart.com</td>
</tr>
<tr>
<td>Male</td>
<td>43</td>
<td>16</td>
</tr>
<tr>
<td>Female</td>
<td>14</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>57</td>
<td>16</td>
</tr>
</tbody>
</table>

Table 5.22 Cross Tabulation of Pricing and Product Quality and Gender

**Interpretation:** We can interpret from the above table and graph respondents opinion are very different towards pricing and product quality. Majority of respondents are more satisfied with Amazon's pricing and product quality, and they are males. But not even single female respondent is satisfied with Flipkart's pricing and product quality. We have many top E-commerce websites in India especially for males and females, but most of the peoples are choosing reputed and leading e-commerce website like Amazon.
Table 5.23 Cross Tabulation Of Respondent Gender And Bad Experiences With E-Commerce Sites

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes, with Amazon.in</th>
<th>Yes, with Flipkart.com</th>
<th>With others</th>
<th>No never had any</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>11</td>
<td>22</td>
<td>13</td>
<td>13</td>
<td>59</td>
</tr>
<tr>
<td>Female</td>
<td>1</td>
<td>9</td>
<td>3</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td>Total</td>
<td>12</td>
<td>31</td>
<td>16</td>
<td>14</td>
<td>73</td>
</tr>
</tbody>
</table>

Table 5.23 Cross Tabulation Of Respondent Gender And Bad Experiences With E-Commerce Sites

Figure 5.4 Respondent Bad Experiences with E-Commerce Sites with Respect of Gender

**Interpretation:** We can interpret from the above table and graph about bad experiences of the respondents with E-commerce companies. We can clearly see the majority of male and female respondents have bad experiences with Flipkart, while they were shopping online from this website. And very few male and female respondents have bad experiences with Amazon. So this thing represents the level of customer satisfaction of Amazon.
5.24 Respondents Bad Experiences With Amazon Or Flipkart

5.24.1 Respondents bad experience with Flipkart

1. I didn't get the good quality product.
2. Flipkart for buying the phone.
3. Delivery service should be stronger in the rural area.
4. yes with Flipkart, late delivery
5. Flipkart doesn't care about its customers.
6. Flipkart didn't take back my mobile, even it was under warranty.
7. Flipkart - I got low-quality Product that I was not expecting.
8. I order ladies handbag in offer 64 to 94 INR but Flipkart seller of Flipkart is bad and third quality e-commerce site which canceled my all 11 order and me also daily message to Flipkart to do not cancel my order they say I m not canceled your order but they third quality customer support is very disgusting the canceled my all 11 order.
9. I had bought a moto shell which Flipkart refused to return because I was not satisfied with it.
10. Got damaged moto e phone from Flipkart
11. I am currently having a bad experience with Flipkart in which they are not helping with providing return and refund for a defective product ordered.
12. Flash sales for Flipkart.
13. Flipkart's late delivery.
14. with Flipkart they didn't change my mobile even it was under warranty.
15. Flipkart fake item delivery on big billion days.
16. Flipkart delivered me fake shoes.
17. Flipkart- they didn't replace my watch when it stops working after few days.
18. As per bad experience, I had with eBay and some of my friends confirm problems in delivery with Flipkart

5.24.2 Respondents bad experience with Amazon

1. Delivery of unboxed smartphone from Amazon.in.
2. Took more than 1 week to deliver the product
3. Yes with Amazon.
5.24.3 Respondents bad experience with others

1. Ebay - They cancelled the product and they did not refund my money,
2. As per bad experience I had with ebay
3. With Snapdeal
4. With Shopclues

5.25 Findings of the study

- Male respondents are showing more interest in online shopping than female respondents.
- Respondents from age group 17-25 are more interested in online shopping and they are master and bachelor qualified.
- Respondents are preferring the good quality products from online shopping websites, even it is little bit expensive.
- Flipkart was leading company before Amazon but Flipkart lost its position because Amazon India is giving very tough competition to Flipkart.
- Amazon is leading E-commerce company in every aspect of surveys like product quality, pricing, suggesting to friend and family.
- Amazon is the first E-commerce company, who started to provide delivery service in the remote areas of India. It was the advantage for Amazon and got many new customers from these areas.
- Most of the respondents consider loyal themselves towards Amazon India.
- Amazon India is providing more fast delivery service rather than Flipkart. Most customers don’t like to wait long for their orders.
- According to survey majority of respondents are choosing E-commerce website on the behalf of online reviews, and maximum respondents gave negative reviews for Flipkart.
- Most of the respondents are not happy with Flipkart’s return policies. So this thing put the negative impact on customers about the company.
- Amazon India is more focused on customer satisfaction as compared to Flipkart.
- Amazon India is providing better comparison shopping facility on their website.
- Flipkart has to take care of its products quality and customer service because of its cheap product quality and unresponsive customer service making it loose customers.
• No doubt, Flipkart and Amazon made their strong impact on customers rather than other E-commerce companies. And they are ready to suggest their online shopping site to with rest of their friends.

• Advertising and promotions of Amazon India and Flipkart are very innovative and attractive. And both companies are spending so much money on promotions and advertising.
6 Conclusion and Suggestions

6.1 Conclusion
The study consists all the workflows of top two E-commerce companies in India, Amazon India, and Flipkart. It has been explained, how these companies are performing and running perfectly in the competitive world. The innovative and customer-centric thinking of them to reach more and more consumers is appreciable. They are increasing their network in every corner of India with the ultimate aim of reaching more customers. They are making customers work more easy and comfortable. In this competitive E-commerce market, one company can be on top and rest will follow. After analysis the survey of consumer behavior about Amazon India and Flipkart, we got our clear winner is Amazon. Amazon India’s customers are more satisfied as compared to Flipkart because of their return policy, good reviews from consumers, fast delivery, and delivery services in remote area across India. Amazon’s marketing and advertising are outstanding as compare to Flipkart, it is world’s top E-commerce company and Amazon spending so much money for advertising and promotion its brands. Amazon studied Indian market and behavior of Indian customers and made its roots stronger in India. Flipkart is a new company as compare to Amazon but still, Flipkart is giving tough competition to Amazon India. Now Flipkart is trying to globalize its products in the international market with the help of eBay India. Maybe Flipkart will take some time to overcome, but definitely, these both companies are doing very well in Indian E-commerce market.

6.2 Suggestions
Amazon has become leading E-commerce company in India, few years before Amazon India was behind in competition with Flipkart, but as we know Amazon India is a customer-centric company. It always tries to provide better services to its customers. Flipkart started from the very low budget but just because of its quick success, they got funding from big investors. Flipkart successfully placed itself as India’s largest online store with a huge range of products. However, Flipkart still needs to work on its weaknesses and core competence. Flipkart should pay more attention to customers satisfaction and on their queries because according to this survey majority of people are not satisfied with their return policies and customer services. Flipkart’s products packages should be developed because they are receiving many customers complaints about their packaging. Flipkart
should open warehouses in the urban and remote area for fast delivery service. Flipkart should replace its marketing strategies with online marketing techniques, these techniques help to build its online presence more strong through search engine optimization techniques because most of the customers like to search from Google for online shopping products.
7 Summary

Every E-commerce business focuses on some main objectives like high sales, customer reaching, and products quality and on time delivery. Mostly E-commerce companies try to focus on these objectives for business success. So most companies try to provide good quality products, better customer support, deals, offers, and on time delivery. When any E-commerce company starts selling their products then what they require customer reach to their online shopping portal so high customer reach is also their main objective. So marketing and digital marketing is so important for any E-commerce business to make them popular among people. Marketing is very important for the sale of goods and services as it is the reach of the product to the public that decides its popularity. It is a way of creating awareness among the customer base regarding the goods produced and services offered by an organization. It is very visual in its outreach and certainly helps the growth of the firm by branding and brand promotion.

Flipkart and Amazon India are two top E-commerce companies in India. Amazon is already world’s top E-commerce company and Flipkart is Indian based E-commerce company which is growing very fast. Jeff Bezos is the founder of Amazon Company. When he founded Amazon, that time no one thought e-commerce or internet business or online shopping would be so forward. In July 1994, Jeff Bezos made his company Cadabra after one year his lawyer changed its name to Amazon. From all over the world 566,000 employees are working with Amazon. Amazon is trying to make e-commerce more convenient for people and helping to save their time and money. Amazon is the world's largest internet company by revenue. Net income of Company is $3.03 billion from 2004 to 2017 and it increased from 2.37 billion U.S. dollar net income in last year. Customers of the company started to came from 45 different in July 1995. Currently, the company sells to over 150 countries. In the year 2000, about 13.8% of all revenues came from the International market. The company realized that by more closely targeting some markets, revenue could be increased even more. As a result of global interest, in 1998, the company launched a site in Germany- Amazon.de and a site in the UK- Amazon.co.uk. In April and November 2000, company started its business in France and Japan. Amazon started its business in China in 2004. Amazon acquired online Chinese website Joyo.com and relaunched with the name of Joyo Amazon in Beijing China. In December 2012, Amazon officially announced its launch in Brazil.
On February 02, 2012, Amazon.com declared the launch of its much-anticipated Indian site called Junglee.com. During the launch of Junglee.com, they included 10.2 million items with the choice of purchasing from several online and offline retailers, which included famous Indian retailers like UniverCell, FabIndia, Homeshop18 etc. After one year of Junglee.com Amazon launched Amazon.in India. Amazon India started with a modest 100 retailers in India in 2013. However, the goal of the company remains one of building world’s biggest selection in India. From the beginning company’s goal is expansion as opposed to profitability, and company strategy is customer-centric. Company’s primary focuses on building fast and convenient delivery methods and provide delivery of its products in every corner of India.

Flipkart is an electronic commerce website of India, which is touching a new dimension of success today. The company's headquarters is located in the Bangalore city of Karnataka State with the help of this website many people are buying and selling various types of items sitting at home. Established in the year 2007 by Sachin Bansal and Binny Bansal, the company's total revenue is $3.1 billion. In the starting they spent approximately $6,200 for company’s website development. This company later received economic cooperation from several companies with the help of their projects. During the 10th July of 2013, they got $200 million investment from all these investors. In 2014, Flipkart made a total of 6.5 billion dollars in only 10-hour sale trading. The name of the event was The Big Billion Day. Flipkart announced about this sale was the biggest sale of e-commerce business. In August 2015, the company had total of 16 investors and the company had nearly worth $3 billion. During April 10, 2017, Flipkart got $2.5 billion investment from the SoftBank Vision Fund. In April 2016, the names of Binny Bansal and Sachin Bansal came in the list of 100 most influential people in the Times Magazine because of the success of Flipkart Company.

The main problem in E-commerce business is competition. Flipkart and Amazon India are top two competitors in Indian E-market. Amazon is already world’s top E-commerce company and Flipkart is Indian based E-commerce company, which is growing very fast. The stated problems become the basis for my research work. I conducted the survey on customer satisfaction; in order to analyze marketing strategies in accordance with customer satisfaction of these two companies, for the purpose I used customer survey, which consists of 21 questions regarding customer satisfaction and their selection of online shopping websites through Google survey tool. I received 73 responses and performed
cross tabulation and frequency through SPSS. In this study I found that male respondents are showing more interest in online shopping than female respondents. Respondents from age group 17-25 are more interested in online shopping and they are master and bachelor qualified. Respondents are preferring the good quality products from online shopping websites, even it is the little bit expensive.

This study further elaborates that customer behaviour towards Amazon India and Flipkart shows that majority of the consumers are satisfied with Amazon India’s services and they also prefer to suggest Amazon’s website to friends and family. According to the responses from Amazon India’s users, it is confirmed that that success of Amazon is due to the provision of good quality products at the reasonable price. People are satisfied by its fast delivery and return policy.
Bibliography


Ahmad, Musa, & Harun. (2016). The Impact of Social Media Content Marketing (SMCM) towards. FIFTH INTERNATIONAL CONFERENCE ON MARKETING AND RETAILING (5TH, 331 – 336.


Dahnil et al. (2014). Factors Influencing SMEs Adoption of Social Media Marketing. ICSIM, 119 – 126.


Madlenák et al. (2015). Analysis of Website Traffic Dependence on Use of Selected Internet. 2nd GLOBAL CONFERENCE on BUSINESS, ECONOMICS, MANAGEMENT and, 123-128.


## List of Figures

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of Figures</th>
<th>Page Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Most important factors of SEO for Websites</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td>Amazon Revenue</td>
<td>28</td>
</tr>
<tr>
<td>3</td>
<td>Monthly Spending On Online Shopping with Respect of Gender</td>
<td>51</td>
</tr>
<tr>
<td>4</td>
<td>Payment method of respondent with respect to age</td>
<td>52</td>
</tr>
<tr>
<td>5</td>
<td>Pricing and Product Quality with Respect of Gender</td>
<td>53</td>
</tr>
<tr>
<td>6</td>
<td>Respondent Bad Experiences with E-Commerce Sites with Respect of Gender</td>
<td>54</td>
</tr>
</tbody>
</table>
List of Tables

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of Tables</th>
<th>Page Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>International outlook of Amazon and Flipkart</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>Demographics of the Respondents</td>
<td>36</td>
</tr>
<tr>
<td>3</td>
<td>Educational qualification of Respondents</td>
<td>37</td>
</tr>
<tr>
<td>4</td>
<td>Respondent Monthly Income in Rupees</td>
<td>38</td>
</tr>
<tr>
<td>5</td>
<td>Respondent Monthly Spending on Online Shopping in Rupees</td>
<td>39</td>
</tr>
<tr>
<td>6</td>
<td>Respondent Payment Method</td>
<td>39</td>
</tr>
<tr>
<td>7</td>
<td>Which E-Commerce Websites Respondents Mostly Visit and Use</td>
<td>40, 41, 42</td>
</tr>
<tr>
<td>8</td>
<td>How respondents choose E-Commerce site</td>
<td>43</td>
</tr>
<tr>
<td>9</td>
<td>Which Website's Loading Speed Fast On Respondent’s Screen</td>
<td>43</td>
</tr>
<tr>
<td>10</td>
<td>Which Company Started Delivery Service in Remote Areas</td>
<td>44</td>
</tr>
<tr>
<td>11</td>
<td>Better Return Policies For Respondent Goods</td>
<td>44</td>
</tr>
<tr>
<td>12</td>
<td>Respondent is More Satisfied With Which Site Pricing And Product Quality</td>
<td>45</td>
</tr>
<tr>
<td>13</td>
<td>Respondent Would Like to Suggest to Family and Friends</td>
<td>45</td>
</tr>
<tr>
<td>14</td>
<td>Fast Delivery Service For Respondent’s Orders</td>
<td>46</td>
</tr>
<tr>
<td>15</td>
<td>Which Company Consistently Meet Respondent Requirements</td>
<td>47</td>
</tr>
<tr>
<td>16</td>
<td>Which Company Focus on Customer's Satisfaction More</td>
<td>47</td>
</tr>
<tr>
<td>17</td>
<td>Company’s Loyal Respondents</td>
<td>48</td>
</tr>
<tr>
<td>18</td>
<td>Which Company Provides Comparison-Shopping Easily On Their Site</td>
<td>48</td>
</tr>
<tr>
<td>19</td>
<td>Promotional Activities Impact On Respondent Purchasing Decision</td>
<td>49</td>
</tr>
<tr>
<td>20</td>
<td>Respondent Bad Experiences While Using E-Commerce Websites</td>
<td>49</td>
</tr>
<tr>
<td>21</td>
<td>Cross Tabulation Of Gender And Monthly Spending On Online Shopping</td>
<td>50</td>
</tr>
<tr>
<td>22</td>
<td>Cross Tabulation of Payment Method and Age</td>
<td>52</td>
</tr>
<tr>
<td>23</td>
<td>Cross Tabulation of Pricing and Product Quality and Gender</td>
<td>53</td>
</tr>
<tr>
<td>24</td>
<td>Cross Tabulation Of Respondent Gender And Bad Experiences With E-Commerce Sites</td>
<td>54</td>
</tr>
</tbody>
</table>
Appendix

QUESTIONERS:

1) Which age group do you belong to?
   a) 17-25
   b) 25-35
   c) 30-35
   d) More than 35

2) Your Gender?
   a) Male
   b) Female
   c) Other

3) Your Educational qualification?
   a) 10th
   b) 12th
   c) Bachelor
   d) Master
   e) PhD

4) Your monthly income range?
   a) ₹7000
   b) ₹10000-15000
   c) ₹15000-20000
   d) ₹20000-30000
   e) ₹30000-50000
   f) More than ₹50000
5) How much do you spend on Online shopping per month in Rupees?

a) ₹500
b) ₹500-1000
c) ₹1000-2000
d) ₹2000-5000
e) ₹5000-10000
f) More than ₹10000

6) Which payment method do you prefer while shopping online?

a) Paypal
b) Net Banking
c) Debit / Credit Card
d) Cash on delivery

7) Which of these websites have you already used or visited?

a) Amazon.in
b) Flipkart.com
c) eBay.in
d) Snapdeal.com
e) Jabong.com
f) Homeshop18
g) Other

8) How do you choose online shopping site?
a) Referred by friends
b) Advertisement
c) Online reviews

9) Which website's loading speed fast on your screen?
   a) Amazon.in
   b) Flipkart.com

10) Which company provides fast delivery service for your orders?
    a) Amazon.in
    b) Flipkart.com

11) Which company started to provide delivery service in remote areas of India?
    a) Amazon.in
    b) Flipkart.com

12) Which company is better for Goods return policies?
    a) Amazon.in
    b) Flipkart.com

13) Which company provides cheaper and good Quality products?
    a) Amazon.in
    b) Flipkart.com
14) Which company consistently meet your requirements?
   a) Amazon.in
   b) Flipkart.com
   c) None of these

15) Which company focus on customer's satisfaction more?
   a) Amazon.in
   b) Flipkart.com

16) For which company do you consider yourself a loyal customer to?
   a) Amazon.in
   b) Flipkart.com
   c) None of these

17) Which company provides comparison-shopping easily on their site?
   a) Amazon.in
   b) Flipkart.com
   c) I don't know

18) Which online shopping site will you suggest to your family and friends?
   a) Flipkart
   b) Amazon
   c) Snapdeal
   d) eBay.in
e) Jabong.com
f) Homeshop18

19) Does promotional activities impact your purchasing decision?
   a) Strongly agree
   b) Agree
   c) Neither Agree nor Disagree
   d) Disagree
   e) Strongly Disagree

20) Have you had any bad experiences whilst using E-Commerce websites?
   a) Yes, with Amazon.in
   b) Yes, with Flipkart.com
   c) With others
   d) No never had any

21) If you had any bad experiences with Amazon or Flipkart, please specify the name of Company and comment below?