

“Comparative Study of Marketing Strategies Adopted By Amazon & Flipkart”

Ajay Balaji Dhomne

(Master of Business Administration, Jhulelal Institute of Technology Rtmnu, India)

Abstract: The Present Study of Research entitled *COMPARATIVE STUDY OF MARKETING STRATEGIES ADOPTED BY AMAZON & FLIPKART*” E-commerce is the buying and selling of good and services on the internet, especially the World Wide Web. Various innovation companies have set up system for taking customer order, facilitate making of payments, customer service, collection of marketing data, and online feedback respectively. Grocery could be a game changer, for both marketplaces as Amazon is planning for more focus on grocery but Flipkart acquitted Mantra also have a good approach. Flipkart is planning to launch its Grocery business in 10 metropolitan cities. So, Grocery is a section which keeps an eye deserves in the upcoming strategy of Amazon & Flipkart.

Keywords: marketing strategy, online shopping, e-commerce, customer service

I. Introduction

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others. It is an integrated process through which companies create value for customers and build strong customer relationships in order to capture value from customer in return.

Marketing is used to create the customer, to keep the customer and to satisfy the customer. With the customers as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. The evolution of marketing was caused due to mature markets and overcapacities in the last decades. Companies then shifted the focus from production to customers in order to stay profitable.

1. Importance & Significance Of the Study

Marketing and promotional strategies are closely tied together. Marketing include all aspects of developing, promoting and selling products or services to customers. Promotion is a key element in communication the benefits of product once they are researched and developed. Effective marketing and promoting strategies drive the long-term success, customer developed and profitability for companies.

The marketing strategy is a central tool used in the developed of the section of a company's marketing plan. It is a blend of four key elements that go into developing and promoting a product offering. The product component is the specific tangible good you have developed to sell. Distribution refers to how you relate to your profitability. The final components, promotions, involves your strategies to communicate your brand benefits to customers.

2. Scope Of The Study

- To study the effect of corns of the company that effect on sales and consumers behavior.
- To know the importance of marketing strategies applied by company to the market share.

3. Objectives Of The Study

- To know about the marketing method adopted by Amazon & Flipkart.
- To know about impact of method on productivity level of company.
- To know about various marketing and advertising techniques of company.
- To study the marketing strategy offered by the Amazon & Flipkart.
- To study the consumer perception for E-Marketing.
- To study the benefits of E-Marketing Technique.
- To analyze consumer inclination towards products offered by E-Marketing companies.

II. Indentations& Equations

1. Research Methodology:

Research methodology is a way to find out the result of a given problem on a specific matter or problem that is even referred as research problem. In methodology, researcher uses different criteria for solving/searching the given research problem. Different sources use different type of methods for solving the problem. If we think about the word “Methodology”, it is the way of searching or solving the research problem.

1.1 Data Collection:

1.2 Universe Of Study:-

Universe of study for this project is Nagpur city

Sample Size:-

The sample size is used on 50 Respondents

Primary Data:-

Survey research and Questionnaires are used during the working period of project. Survey has been done in only Nagpur market and Questionnaires used in this project are open ended questions, multiple choice questions. Questionnaires keeping in view the objective of study a questionnaire as given in annexure was selected there is some in all. All questions are small in size and arranged logically. The language is simple to understand.

Secondary data:-

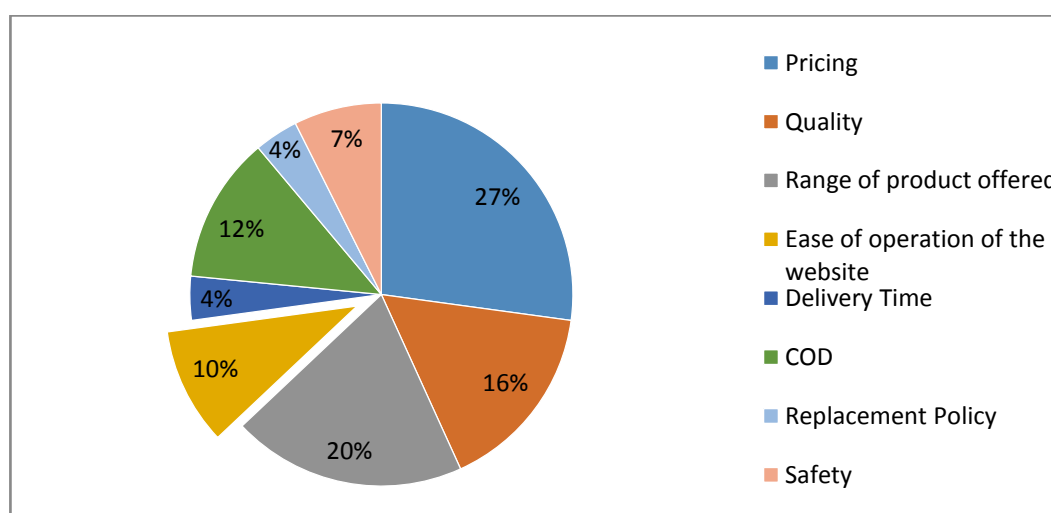
There are numerous sources of secondary data. Each here quantity of secondary source material expands at tremendous rate. A tedious and time consuming library research may give the desired information.

III. Figures& Tables

1.1 Data Analysis And Interpretation:

Q 1.What are the reasons for using Amazon or Flipkart E-commerce site for purchase?

Pricing	27
Quality	16
Range of product offered	20
Ease of operation of the website	10
Delivery Time	4
COD	12
Replacement Policy	4
Safety	7

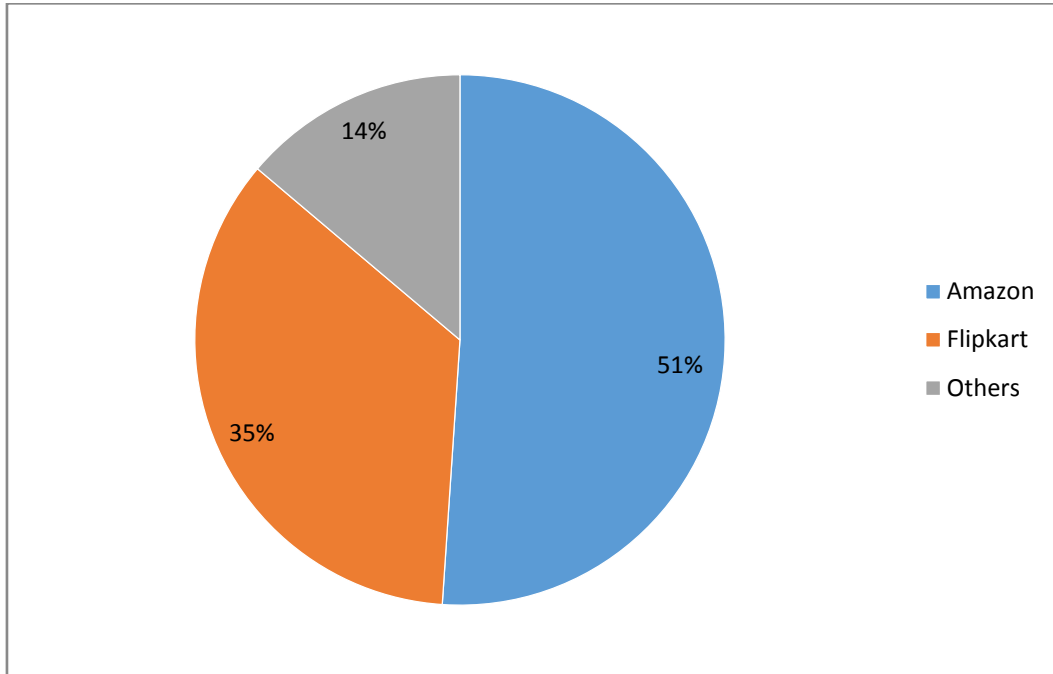


INTERPRETATION:From the above graph it is clear that reason of 27% respondents are using Amazon or Flipkart is pricing, reason of 16% respondents are using Amazon or Flipkart is Quality, reason of 20% respondents are using Amazon or Flipkart is Range of product offered, reason of 10% respondents are using Amazon or Flipkart is Ease of operation of the website, reason of 4% respondents are using Amazon or Flipkart

is Delivery time, reason of 12% respondents are using Amazon or Flipkart is COD, reason of 4% respondents are using Amazon or Flipkart is replacement policy, reason of 7% respondents are using Amazon or Flipkart is Safety.

Q 2. Which E-commerce website you prefer for Shopping?

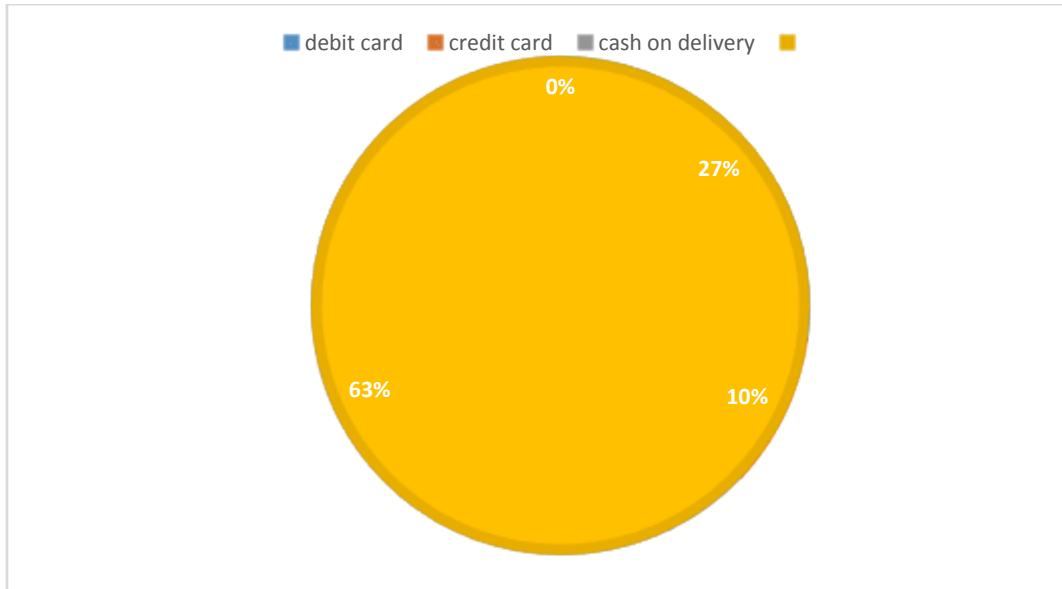
Amazon	51
Flipkart	35
Other	14



INTERPRETATION: From the above graph it is clear that 51% respondents prefer E-commerce website Amazon for shopping, 35% respondents prefer E-commerce website Flipkart for shopping, whereas only 14% respondents prefer E-commerce other website for shopping.

Q 3. Respondent payment method

Valid	Frequency	percent
Debit card	14	27.1
Credit card	5	10
Cash on delivery	31	62.9
Total	50	100



INTERPRETATION:

E-commerce players have to gain confidence in terms of providing security to customer’s sensitive data. When respondent is questioned with payment method they will use while doing online shopping most of the respondent choose cash on delivery method which is of 62.9%. We can analyze that cash on delivery is simple and perfect way to customer to proceed. Even delivery boys are carrying swipe machine and made more convenient.

IV. Conclusion

The study consisted with all the work flows of major e-commerce players in India. Flipkart and Amazon how they are performing and how they are running perfectly in the competitive world has been explained. The innovation thinking of them to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers. They made consumer work more easy and comfortable. In the competitive market one has to be lead and rest will follow. Based upon consumer’s survey we got our clear winner and it is amazon. Even though it is an international company it understood Indians very well and made its roots stronger in India. Flipkart is also giving very tough completion to amazon even though it is new company when compared to amazon may be it takes some time to overcome. But definitely they are doing very well in Indian e-commerce market.

Reference

WEB SITES

- [1]. www.amazon.com
- [2]. www.flipkart.com
- [3]. www.googlebooks.com

BOOKS

- [4]. Digital Marketing Jerry Wind & Vijay Mahajan
- [5]. Digital media Dave Chaffey
- [6]. Direct Digital Marketing Drayton Bird

Magazines

News papers