

CLASH OF THE TITANS: A COMPARATIVE STUDY OF FLIPKART AND AMAZON INDIA IN THE E-COMMERCE LANDSCAPE

Shipra Bhutani Uppal¹

Nikita Chauhan²

ABSTRACT

Using online management solutions, forward-thinking companies in the quickly changing digital marketplace have streamlined purchase orders, transactions, customer service, credit recovery, promotional analytics, and user feedback. Due to this integration, the internet is becoming a vital tool for satisfying customer demands and transforming corporate processes. In order to better understand how two major e-tailers, Flipkart and Amazon India, have approached e-commerce difficulties, organizational approaches, funding, revenue-generating growth, and means of surviving, a comparative analysis of their corporate and business strategies has been conducted. The research being conducted looked at their value-added services, product offers, and online shopping experiences in order to identify what makes them successful in the Indian market. Even while both businesses leave a lasting legacy in India, only one can succeed in the years to come. When Amazon.com and Flipkart.com are compared, it becomes clear

Keywords: E-commerce platforms, E-tailers, Online Shopping, Shopping Experiences, Customer retention strategies

INTRODUCTION

Over the past ten years, the Indian e-commerce business has grown enormously thanks to shifting customer behavior, rising internet penetration, and smartphone usage. Two titans of the industry leading this change are Flipkart and Amazon India, whose fierce competition has molded the competitive environment. Flipkart, which was started in 2007 by Sachin and Binny Bansal, became an overnight success in India by taking benefit of the country's growing e-commerce market. The multinational giant Amazon joined the Indian market in 2013 and quickly expanded its presence thanks to its extensive resources and experience.

The e-tailing industry in India is expanding. As per the report India ranked third globally in terms of internet users (Kalia, 2016). Businesses today find it challenging to operate without internet due to the growing popularity of the internet among consumers (Bhattacharya & Mishra, 2015). Electronic commerce is a new form of trading that emerged with the advent of the internet decades ago (Bansal, 2013). E-Trading is what commerce is through an electronic medium, provide goods and services. (Panigrahi et al., 2016, p.1).

The multinational giant Amazon joined the Indian market in 2013 and quickly expanded its presence thanks to its substantial assets and experience. This study compares and contrasts Flipkart and Amazon India, examining the techniques, benefits and market conditions that characterize their rivalry and the ways in which both industry titans have shaped customer preferences and the e-commerce landscape in the region. Acquiring knowledge of their methods can help one better understand the predominant trends and potential future paths of online shopping in

India. Even the methods used to conduct e-commerce transactions have changed. Smartphones are now used to access transactions that were previously only accessible through desktop computers (Arora & Budree, 2016).

The enormous potential for market participants is demonstrated by the prediction that the Indian e-commerce industry is going to grow from \$64 billion in 2020 to \$188 billion by 2025 (IBEF, 2021). A number of variables, including as a younger demographic, rising urbanization, and government programs supporting digital transactions, are driving this expansion. Amazon and Flipkart's ongoing struggle for domination provides an engaging story of innovation, customer interaction, and calculated maneuvering. This research attempts to present a thorough analysis of these two industry titans, concentrating on their business plans, approaches to the market, innovations in technology, and methods of customer support.

The ecommerce industry is experiencing unheard of growth as a result of increased use of tablets and smartphones, better internet connections offered by 4G and broad band, and expanding tablet and smartphone usage. Furthermore, the government's endeavors to update the telecom network and implement the Smart Cities Mission will greatly enhance the Indian technology sector (Singh, 2019). The government of India has implemented various initiatives, such as Digital India, Atal Innovation Mission, National Investment and Infrastructure Fund, and Pradhan Mantri Kaushal Vikas Yojana, with the primary objective to encourage technological advancement in the country (IBEF, 2018).

In addition to all of these, Sarode (2015) noted that the introduction of startups like Flipkart and Snapdeal, a wide

¹ Assistant Professor, GIBS, Rohini, Delhi

² Student, GIBS, Rohini, Delhi

range of suppliers, an increase in the use of online classified sites, the availability of many products at reasonable rates, and all of the aforementioned factors are what primarily account for the expansion of e-commerce. E-commerce is gaining ground in India thanks to the country's consumers' dynamic lifestyles, rising disposable income among households, and nuclear families (Mukkelli, 2015; Kumar, 2016, Pandey et al., 2014;).

1. PURPOSE OF STUDY

- To comprehend and quantify the attitudes of customers and the elements influencing their selection of online retailers.
- To comprehend the operations of the two biggest companies in India, Amazon and Flipkart.

2. LITERATURE REVIEW AND THEORITICAL FRAMEWORK

Vrender, 2019 Taste, preferences, and options continually change due to various factors, including the expansion of the Internet. However, to support this development, a deeper understanding of consumer behavior is needed. Consumer behavior studies outline a fundamental model of purchasing behavior, illustrating the stages consumers go through when deciding what to buy.

However, according to Haque et al., customers' intends to purchase things online are also significantly influenced by brand reputation, product quality, and the standing of the country of origin. Online retail purchases are typically hampered by concerns about the security of financial transactions conducted over the Internet and the protection of personal information, according to Huseynov and Yldrm (2017).

The substantial expansion of e-commerce in India is highlighted in the 2009 paper "Prospects of e-commerce in India" by Sharma and Mittal. India, home to 288 million middle-class people, has enormous potential for online business. E-commerce has become a seamless part of daily life, offering a vast selection of goods and services, while real estate prices continue to skyrocket. A wide range of categories are available on Indian e-commerce websites, such as jewelry, gifts, movies and entertainment, real estate, computers and their accessories, cars, software, consumer electronics, home appliances, books and magazines, accessories for men and women, health and beauty products, and a variety of services.

Senior managing director of Helion Venture Partners and one of Flipkart's original angel investors, Ashish Gupta, said, "Flipkart has been acquiring companies with potential, such as Letsbuy and Myntra." He admitted that it's possible for some of these acquisitions to fail, but that's a typical part of the procedure. By making these calculated investments, Flipkart hopes to gain market share or lessen competition, which will

boost economic results and cut down on marketing costs.

Miyazaki and Fernandez (2001) discovered that intention and behavior were significantly and complexly influenced by prior experience. The study's conclusions recommend that the technological acceptance paradigm be applied with caution to studies on online commerce. The study's conclusions recommend that the technological acceptance paradigm be applied with caution to studies on online commerce. Developing a successful and lucrative online company requires having a thorough understanding of customer needs. It must be upheld that online and offline shopping are equally inexpensive. The study "Prospects of E-Commerce in India," by Sharma and Mittal (2009), emphasizes the noteworthy expansion of e-commerce in the nation. India, home to 288 million middle-class people, offers a large untapped market for internet commerce. E-commerce, which offers a wide range of goods and services, has become an indispensable aspect of daily life as real estate values rise quickly. These include clothing and accessories for men and women, beauty and wellness products, publications, computers and accessories for them, automobiles software, electronics, ornamental jewelry, appliances for the house, offerings, real estate, and a variety of other services.

In a study by **Samadi and Ali (2010)**, they reviewed the relationships among previous positive experiences, perceived risk, and intentions for future online purchases. They also compared perceived risks between online shopping and traditional in-store purchases.

An article by **D. K. Gangeshwar** titled "**E-commerce or Internet Marketing: A Business Review from Indian Context**," published in the International Journal of u- and e- Service, Science and Technology in 2013, discusses the drawbacks of e-commerce such as security concerns, privacy issues, and reliance on technology. Despite these challenges, the article highlights a promising future for e-commerce in India.

Abhijit Mitra's article titled "**E-commerce in India- a Review**" was published in 2013 in the International Journal of Marketing, Financial Services & Management Research. The article concluded that e-commerce is a revolution that has eliminated geographical restrictions and will significantly improve Indian commerce over the next five years.

3. METHODOLOGY

The study included 70 participants and utilized an empirical approach. Data collection was conducted using an official questionnaire. Statistical techniques like mean estimation and analysis of variance (t-test) were applied to analyze the gathered data. Convenience

sampling was the sampling strategy employed in this research.

4. COLLECTION OF DATA

The primary objective of any data collection process is to obtain high-quality evidence, enabling comprehensive analysis and the construction of a robust argument concerning a specific topic.

a. PRIMARY DATA

Primary information was gathered from a variety of sources, and the analysis was aided by their insight and knowledge of the study's particular goals. In essence, the questions posed were

designed to generate information useful for research. To further understand their experiences and preferences for their devoted company, data were gathered through questionnaires.

b. SECONDARY DATA

Using secondary data enhances the precision and utility of collecting primary data, leading to a deeper understanding of the issue at hand. This secondary data was gathered from diverse sources such as published papers and multiple corporate websites.

5. DATA ANALYSIS-DEMOGRAPHICS:

Parameters	Items	Frequency(f)	%
Age	Less than 25	35	43.75
	Age 26 to 39	35	43.75
	Above 40	20	25
	Total	80	100
Gender	Male	30	37.5
	Female	50	62.5
	Total	80	100

Table 1 - Demographics of the Respondents

The figure above depicts the empirical results that were reached after the data were acquired.

It contains a review of the data gathered analytically as well as the demographic information provided by the respondents. Our findings are interpreted and discussed below. According to the table, out of the 80 respondents, 43% are under 25, 43% are between 26 and 39, and 25% are above 40. Almost all of the under 25 online shoppers in our sample are also students. Furthermore, 43% of customers between the ages of 25 and 35 purchase online with success. These people are drawn to e-commerce websites because they offer an extensive range of goods and services. We also looked at gender demographics and determined that more women than men prefer to purchase online. According to our analysis, consumers are utilizing internet sites to buy distinctive and time-saving foreign goods.

HOW OFTEN RESPONDENT SHOP ONLINE

	Frequency (f)	Percent (%)
Monthly	20	25
Twice a month	12	15
Regularly	28	35
Rarely	20	25
Total	80	100%

Table 2 - How often respondent shop online

Interpretation: We can infer the frequency of respondents' internet shopping from the table above. Online shopping has started to replace traditional brick and mortar stores on a regular basis. 35% of the respondents in this survey shop online at least once a month. This gives those involved in e-commerce greater opportunities to prosper.

PREFERRED ONLINE SITE BY RESPONDENT

Online Platforms		Frequency (f)	Percent (%)
	Flipkart	20	25
	Amazon	38	47.5
	Nykaa	15	18.75
	Others	7	8.75
	Total	80	100.0

Table 3 respondent online site preference

Interpretation: According to the preceding table 72% of respondents picked Amazon and Flipkart. Additionally, the other e-commerce competitors, such Nykaa (18.75%) and Paytm (8.75%), are too weak in the market to compete with Amazon and Flipkart. Even though Paytm offers greater discounts than its rivals.

Consumer Payment Preferences: Trends and Insights

		Frequency (f)	Percent (%)
Valid	Debit card	17	21.25
	Cr. Card	27	33.75
	COD	36	45
	Total	80	100.0

Table 4 respondent =Payment Preferences: Trends and Insights

Interpretation: Players in the e-commerce industry must become more secure in their ability to protect sensitive client data. When asked which payment option they will use for online purchasing, the majority of respondents (45%) say they will utilize cash on delivery. Cash on delivery is a straightforward and ideal approach for customers to continue, according to our analysis.

"Impressive E-Commerce Sites: Shoppers' Top Picks

		Frequency (f)	Percent (%)
	Flipkart	25	31.25
	Amazon	35	43.75
	Others	20	25
	Total	80	100.0

Table 5 respondent's impressive towards

Interpretation: Amazon is the e-commerce site that customers value the most. When compared to Flipkart, which has 31% of respondents' interest, Amazon is in the lead with 43.75%. Additionally, Flipkart and Amazon cannot even compete with the majority of e-commerce websites. It demonstrates unequivocally that Flipkart and Amazon dominate the Indian e-commerce business.

RESPONDENT CHOOSING ETHNOLOGY FOR AN E-COMMERCE SITE

	Frequency (f)	Percent (%)
Referral by relatives/ friends	27	33.75
Ads on tv, social media	27	33.75
Rating and reviews	26	32.50
Total	80	100.0

Table 6 respondent's selection process

Interpretation: Which method of client contact is ideal? Based on what criteria the customer decides to shop online. According to the above table, a similar amount of respondents choose e-commerce sites based on recommendations from friends and a similar percentage choose based on online evaluations.

WHICH SITE'S PRICES ARE THE RESPONDENT MORE HAPPY WITH?

	Frequency (f)	Percent (%)
Flipkart	35	43.75
Amazon	37	46.25
Paytm	6	7.5
Others	2	2.5
Total	80	100

Table 7 respondent's satisfied with pricing

Interpretation: -Price is the most crucial consideration when making a purchase. Everyone will only use a particular e-commerce site if it can provide what we need at a fair price. As seen from above the table, people. With a small tweak, I'm mainly impressed with Amazon and Flipkart. People are attracted in premium products even though Paytm offers all of them at incredibly inexpensive prices.

RESPONDENT WOULD LIKE TO SUGGEST TO OTHERS

	Frequency (f)	Percent (%)
Flipkart	37	46.25
Amazon	32	40
Nykaa	4	5
Others	7	8.75
Total	80	100

Table 8 respondent will suggest to others

Interpretation: We deduced from a previous inquiry that friend recommendations are crucial when making an online purchase or choosing an e-commerce site. Based on the respondent's assessment of the preceding data, it is evident which e-commerce site is leading in friend recommendations 40% of those polled said they would recommend Amazon to friends and family. Flipkart is in first place in the respondents' suggestion box with 46.25%, following Amazon. The respondent believes that the remainder of them are of very little relevance and occupation.

Shopping Habits: Key Occasions When Consumers Love to Shop

	Frequency (f)	Percent (%)
Gifting	10	12.5
Discounts	42	52.5
Anniversary/ Marriage	14	17.5
Others	14	17.5
Total	80	100

Table 9 Respondent Shopping Habits: Key Occasions When Consumers Love to Shop

Interpretation: E-commerce platforms are skilled in attracting clients at the right time. Offers on e-commerce websites are timed just right. People will buy them despite not having a need for them because of several alluring bargains. When e-commerce companies are providing so many enticing deals and offers, more than 50% of consumers are purchasing online. Customers are confused as a result of all the e-commerce companies shifting their pawns in competition with one another.

RESPONDENTS FACING ISSUES

	Frequency (f)	Percent (%)
Timely Delivery Issues	22	27.5
Product Quality Issues	25	33.75
Product Material Issues	17	21.25
Not Delivered Product Issues	10	12.25
Any Other	6	7.5
Total	80	100

Table 10 Top Concerns of Survey Respondents

Interpretation: From the time a product is ordered until it is delivered, it is the duty of the business to satisfy the needs of the consumer. Customers anticipate what they pay for; if something goes wrong, they could think twice before making another purchase. According to the above table, the majority of respondents (33.75%) had issues with product quality, followed by issues with delivery dela.

Likert Scale	Frequency (f)	Percent (%)
SA	32	40
A	19	23.75
Netural	8	10
DA	12	15
SDA	9	11.25
Total	80	100.0

RESPONDENTS BELIEFTS ON CUSTOMER CARE SUPPORT (Flipkart)

In Referred table-

Strongly agree- SA-

Agree-A

Disagree-DA

Strongly Disagree-SDA

Interpretation: When respondents are completely happy with a website's entire range of offerings, they will prefer it. Company must accept responsibility for the needs of the consumer even after the sale. Flipkart left a lasting impression on its customers. Respondents' satisfaction with Flipkart's customer care is high (40%). In fact, this is a better outcome for Flipkart because of the positive public perception.

RESULTS

- Compared to male respondents, female respondents are more interested in purchasing online.
- Despite being slightly more expensive, customers prefer purchasing excellent goods from e-commerce websites.
- Amazon India is giving Flipkart a really tough fight as it tries extremely hard to take the top spot.
- In every survey question, Amazon came out on top in terms of pricing, popularity, and recommending to friends.
- Without a doubt, Flipkart and Amazon had a significant impact on consumers and attracted a following of devoted customers. They are prepared to recommend their internet store to the rest of their pals.
- The advertising from Flipkart and Amazon India was both creative and appealing. Both businesses spend a lot of money on promotions and advertising.
- Regardless of whether they are in need or not, people of all ages are intrigued in offers.

RECOMMENDATIONS

Despite not excelling, Flipkart is performing adequately. There have been widespread sentiments that better packaging choices could have been made in many cases. Every product, irrespective of size or value, deserves careful handling. Some items, particularly clothing, arrive in their original packaging from the supplier, reflecting a lack of attention to detail. In contrast, Amazon distinguishes itself by ensuring secure and safe packaging for all its products, setting it apart in this regard from its competitors.

CONCLUSION

Two significant participants in the Indian e-commerce market, Flipkart and Amazon, had their operational procedures analyzed in this study. Both businesses are acknowledged for their competitive success and efficient operations. Through the use of creative thinking, they have been able to contact an increasing number of clients, greatly broadening their networks to improve client convenience and

effectiveness. In this very competitive market, taking the lead is essential, and others will follow. User surveys showed that Amazon was the most popular option. Flipkart is a young player in the Indian e-commerce space, but it competes hard and is achieving great things. Amazon has to make improvements in these areas, but Flipkart excels in terms of consumer preference and happiness. Although there is fierce competition between both businesses, they both excel at pricing strategies and offer benchmarking guidance. Despite fierce rivalry, both businesses excel at pricing tactics and offer benchmarking guidance. As a global company, Amazon has strengthened its ties to India by developing a sophisticated awareness of regional preferences. Flipkart does a respectable job, but it might do better. There have been arguments made for a number of situations when better packing decisions may have been made. Every product, regardless of size or value, needs to be handled carefully. There are some products, especially clothes, that show up in their original packing from the source, which suggests carelessness. One way that Amazon sets itself apart is by guaranteeing safe packaging for every product, no matter what kind, demonstrating its dedication to this field.

REFERENCES

1. Agarwal, A., & Yadav, V. K. (2015). Impact of Technology in E-Retailing Operations: A Consumer Perspective. *Procedia-Social and Behavioral Sciences*, 189, 252-258.
2. Agarwal, S. (2019). Impact of Demonetization on Consumer's Buying Behaviour Towards Online Shopping. Available at SSRN 3306724.
3. Agrawal, S., & Abhinav Sareen, S. (2016). Flash Sales—The Game Changer in Indian E-Commerce Industry. *International Journal of Advance Research and Innovation*, 4(1), 192-195.
4. Arora, S., & Budree, A. (2016). Basket loyalty tussle amongst Indian online retailers. In 2016 International Conference on Information Technology (InCITE)-The Next Generation IT Summit on the Theme-Internet of Things: Connect your Worlds (pp. 12-16). IEEE.
5. Bansal, R. (2013). Prospects of electronic commerce in India. *Journal of Asian Business Strategy*, 3(1), 11.

6. Gupta, S., & Bijlani, T. (2012). E-commerce in Asia: challenges and opportunities. *Asia Business Insights*.
7. Inc42 (2018) Flipkart Vs Amazon India: Who Won the Indian Ecommerce Battle in 2018. Available at <https://inc42.com/features/flipkart-vs-amazon-india-who-won-the-indian-ecommerce-battle-in-2018/>. Retrieved on March 18, 2019.
8. Jamnani, A. (2016). E-commerce: Big Billion Day. *Asian J. Management*, 7(3), 219-222.
9. Mukkelli, V. (2015). Growth and Challenges of E-tailing in India. *International Journal of Advanced Research in Management and Social Sciences*, 4(2), 18-25.
10. Nigam, D. P., Nayak, D. K. M., & Vyas, D. P. H. (2015). E-Commerce Challenges: A Case Study of Flipkart. com Versus Amazon. in. *Indian Journal of Applied Research*, 5(2), 332-339.
11. Pandey, A., Jamwal, M., & Soodan, V. (2014). Transforming physical to digital marketplace- E-retail: An Indian Perspective. *International Journal of Research in Management*, 4(4), 11-18.
12. Panigrahi, D., Upadhyaya, R., & Raichurkar, P. P. (2016). E-Commerce Services in India:Prospects and Problems. *International Journal on Textile Engineering and Processes*, 2(1).
13. Prabhu, S., & Satpathy, T. (2015). Affiliate marketing's future in India. *Indian Journal of Science and Technology*, 8(S4), 278- 282.
14. Prasad, C. S. D., & Rao, S. S. (2015). Competition in the Indian E-Commerce Sector: The Case of Flipkart. *Gavesana Journal of Management*, 7(2), 22.
15. Sarode, R. M. (2015). Future of E-Commerce in India Challenges & Opportunities. *International Journal of Applied Research*, 1(12), 646-650.
16. Singh, R. K. (2019). E-Commerce in India: Opportunities and Challenges. Available at SSRN 33150