

**COMPARATIVE STUDY AND MARKETING STRATEGIES OF FLIPKART  
AND AMAZON**

Makne Ravi<sup>\*</sup>, V.S.N Reddy<sup>\*\*</sup>, M.Pavani<sup>\*\*\*</sup>

<sup>\*</sup> Department of MBA, **Samskruthi College Of Engineering And Technology**,  
Hyderabad, Telangana, India .

Corresponding Author Email: [ravimakne44@gmail.com](mailto:ravimakne44@gmail.com)

<sup>\*\*</sup> Department Of MBA, **Samskruthi College Of Engineering And  
Technology**, Hyderabad, Telangana, India. Email: [vsnreddy.cse@samskruti.ac.in](mailto:vsnreddy.cse@samskruti.ac.in)

<sup>\*\*\*</sup> Department of MBA, **Samskruthi College Of Engineering And Technology**,  
Hyderabad, Telangana, India. Email: [drpavanikaran12@gmail.com](mailto:drpavanikaran12@gmail.com)

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**Abstract**

INTERNET became more powerful and basic tools for every person's need and the way people work by integrating various online management tools using internet, innovative companies have set up the payment system for taking customer orders, facilitate making of payments, customer service, collection of marketing data, and online feedback respectively. These activities have collectively known as e-commerce or Internet commerce. Online shopping made so easy for everyone with their product variations and simple way to buy things. An attempt has been made to critically examine various corporate and business level strategies of two big e-tailers and those are Flipkart and Amazon. Comparison have been done considering e-commerce challenges, their business model, funding, revenue generation, growth, survival strategies, Shoppers' online shopping experience, value added differentiation, and product offerings. Both these big players made their own mark in India, but who is going to be ultimate winner or be the top one is going to be. A comparative study of Flipkart.com with one of the close competitor Amazon.com delivers the information about the different strategies to succeed in e-commerce market and different opportunities available in India.

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## **LINTRODUCTION**

India's e-commerce sector is currently estimated to be worth around \$25 billion. It is expected to grow \$200 billion over the next 10 years. E-commerce websites like Flipkart and Amazon have made life so easy for the consumers, as with the help of one click a person can purchase whatever he wants to buy on discount from home, office or anywhere you just name it without even going to the actual store and get the product delivered at his/her doorstep. India's e-commerce sector is currently estimated to be worth around \$25 billion. It is expected to grow \$200 billion over the next 10 years. Ecommerce websites like Flipkart and Amazon have made life so easy for the consumers, as with the help of one click a person can purchase whatever he wants to buy on discount from home, office or anywhere Online shopping has become a popular way of shopping for consumers. This new innovation for shopping not only brings a great number and variety of merchandise to potential consumers, but also offers a numerous business activities and huge market. Social media is no longer known only as a media that facilitates its users to present themselves on the internet but also as media to sell some products to consumers known as an online shop. Because of the numerous advantages

and benefits, more people say that they prefer online shopping over conventional shopping these days (Singh & Kashyap, 2007). Online shopping or marketing via internet is the use of technology (computer) for better marketing production. Online shop on Instagram now develops its function along the updated and the increase of people's needs. Companies that sell stuffs such as clothes, makeup, shoes, have learned to use the recent technologies like Instagram in order to be able to reach the potential buyer since almost everyone uses social media these days. Over these past years E-commerce has developed very fast because of many advantages related to buying on internet because of easier transaction and lower cost as compared to other types of shopping. Through online shopping everyone can buy faster, have more alternatives and can order various product or services with lower price

### **Definition**

A comparative study and marketing strategies of Flipkart and Amazon refers to a systematic analysis of the similarities and differences between the two leading e-commerce giants in India, focusing on their business models, marketing approaches, customer engagement techniques, and overall market positioning. This study aims to

evaluate how both companies design and implement strategies to attract, retain, and satisfy customers in a highly competitive digital marketplace. Flipkart, being one of India's homegrown pioneers in online retail, emphasizes localized strategies, festival-based promotions, and affordability through schemes like Big Billion Days, while Amazon leverages its global presence, technological superiority, and customer-centric approach with initiatives such as Prime membership, Alexa integration, and wide-ranging logistics support. A comparative analysis provides deeper insights into pricing strategies, product variety, technological innovations, advertising techniques, and consumer trust-building measures adopted by both companies. Such a study not only highlights the effectiveness of their marketing strategies but also helps to understand consumer preferences, brand perception, and competitive advantages, thereby contributing to academic research and practical applications in the field of marketing and e-commerce.

### **Research Methodology**

The research methodology adopted for the comparative study and marketing strategies of Flipkart and Amazon is a blend of descriptive and analytical

research, aiming to provide a holistic view of how these two e-commerce giants operate and compete in the Indian market. The study relies on both primary and secondary data sources. Primary data is collected through structured questionnaires, surveys, and interviews with consumers to understand their shopping preferences, buying behavior, brand perception, and satisfaction levels with Flipkart and Amazon. Additionally, feedback from sellers and employees is considered to gain insights into operational efficiency and platform support. Secondary data is obtained from company reports, academic journals, research articles, case studies, online databases, and industry publications, which provide factual information on sales figures, market share, growth patterns, and promotional campaigns. Both quantitative methods (such as percentage analysis, charts, and comparative statistics) and qualitative methods (such as case analysis, observation, and content analysis of advertisements and customer reviews) are used to evaluate and compare the marketing strategies. The sampling method applied is convenience sampling, targeting respondents between the age group of 20–40 years who are regular online shoppers. Data analysis tools such as MS Excel and statistical

software are employed to interpret results and present findings in a clear, structured manner. This methodology ensures that the research is systematic, objective, and provides reliable insights into how Flipkart and Amazon differentiate themselves in terms of pricing, promotion, delivery, technology, and customer service.

product variety; to create competitive advantage, small e-tailers should offer more product choices for the consumers and offer competitive prices. can use charges for shipping and handling as a tool to attract patronage by matching consumers' delivery needs; for example, some consumers who would prefer a quick delivery will have to pay higher cost while others may prefer to wait if they pay lower shipping and handling charges.

**Miyazaki and Fernandez (2004):** substantiated that the prior experience was found to affect the intention and behavior significantly and in a variety of ways. The results of this study imply that the technology acceptance model should be applied to electronic commerce research with caution. In order to develop a successful and profitable web shop, understanding customers' needs is essential. It has to be ensured that products are as cheap in a web shop as purchased from traditional

channels. Today e-commerce has become an integral part of our daily life. There are websites providing any number of goods and services. The e-commerce portals provide goods and services in a variety of categories. To name a few: apparel and accessories for men and women, health and beauty products, books and magazines, computers and peripherals, vehicles, software, consumer electronics, household appliances, jewelry, audio, video, entertainment, goods, gift articles, real estate and services.

**Samadi and ali (2002):** compared the perceived risk level between internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the internet shopping environment.

**Abhijit mitra. (2001):** "e-commerce in India-a review", international journal of marketing, financial services & management research. Concluded that the e-commerce has broken

## II.LITERATURE REVIEW

**Vrender, 2019:** Day-by-day taste, preference and choices are varying regarding different factors such as the Internet emergence. However, this development needs some more understanding related to the consumer's behavior. Consumer behavior research

identifies a general model of buying behavior that depicts the processes used by consumers in making a purchase decision

**Haque et al., 2018:** However, brand image and quality of products, goodwill of country of origin also influence significantly on purchase intention of online products

**Huseynov and Yildirim 2017:** emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the Internet.

**D.k.gangeshwar. 2016:** E-commerce or internet marketing: a business review from Indian context”, international journal of u and e service, science and technology Concluded that the e commerce has a very bright future in India although security privacy and dependency on technology are some of the drawbacks of e-commerce

**Sabbir Rahman, 2015 :** In China, online shopping intention depends on consumers’ age, income, and education as well as marital status most importantly their perceived usefulness

**Samadi and ali,2014:** The e-commerce portals provide goods and services in a variety of categories, To name a few apparel and accessories for men and women, health and

beauty products, books and magazines. Computers and peripherals, vehicles, software, consumer electronics, household appliances, jewelry, audio, video, entertainment, goods, gift articles, real estate and services.

**Francis,2013:**Internet became powerful and basic tool for every persons need and the way people work by integrating various online information management tools using internet.

**Abhijitmitra,2012:** “e-commerce in India-a review, international journal of marketing, financial services & management research. Concluded that the e commerce has broken the geographical limitations and it is a revolution-commerce will improve tremendously in next five years in India.

**Mahfuz,2011:**Consumer attitudes toward online shopping usually been determined by two factors; one is trust, and another is perceived benefits. Therefore,trust and perceived benefits seem to be the critical conjectures of consumer behavior toward online shopping.

**Broderick,2010:** emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the Internet.

**Demangeot,2009:** also revealed that perceived ease of use does not affect the

behavioral pattern in this case rather influenced by security and privacy issues. No relationship is built between the customer and the online shop in the presence of perceived online risk even if a customer spent hours on the Internet.

**Xia and Monroe,2008:** their study resulted that consumers with a shopping goal are more responsive towards promotional messages such as “pay less” and “discount” while consumers without shopping goal are responsive towards promotional messages such as “save more” and “free gift.

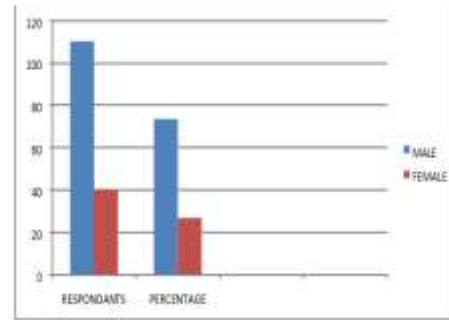
**Monroe,2007:** that price promotion have several benefits such as to increase demand, adjust fluctuations in supply and demand, and increasing consumers’ purchasing over time.

**Gao and xie,2006:** it is important for e-tailers to provide varied types of merchandise and preferential price because customer satisfaction is still based on product price and

### III.DATA ANALYSIS AND INTERPRETATION

#### 3.1: Gender of the respondents

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	MALE	110	73.3
2	FEMALE	40	26.6
TOTAL		150	100



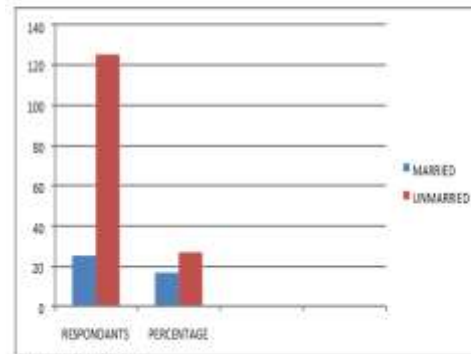
Source: Primary data.

#### Interpretation

From the above table it is interpreted that the number of male respondent is 73.3% and female respondent is 26.6%.

#### 3.2 Marital status of the respondents

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	MARRIED	25	16.6
2	UNMARRIED	125	83.3
TOTAL		150	100



Source: Primary data.

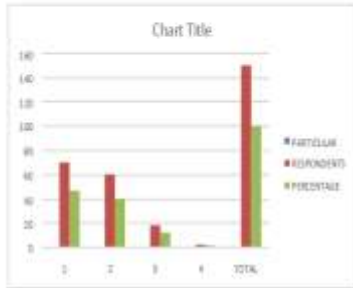
#### Interpretation

From the above table it is interpreted that the number of married respondent is 16.6% and unmarried respondent is 83.3%.

#### 3.3 Age of the respondents

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	18-26	70	46.6
2	26-34	60	40
3	34-42	18	12
4	42+	2	1.3
TOTAL		150	100

Source: Primary data.



**Interpretation**

From the above table it is interpreted that the number of respondents between 18 to 26 age of respondents are 46.6%, between 26 to 34 age of respondents are 40%, between 34 to 42 age of respondents are 12%, 42 above age of respondents are 1.3%.

**IV.FINDINGS**

The study findings highlight the demographic and behavioral patterns of respondents with regard to Flipkart and Amazon. It was observed that the majority of the respondents are male (73.3%) and unmarried (83.3%), with a significant proportion falling in the age group of 18 to 26 years (46.6%), indicating that young and single individuals form the dominant consumer base of online shopping platforms. In terms of platform preference, 56.6% of respondents preferred Flipkart, while a slightly lower percentage, 58%, showed preference towards Amazon, which

reveals close competition between the two e-commerce giants. With respect to payment modes, 36.6% preferred using credit facilities, reflecting a growing reliance on digital and credit-based transactions. When asked about their agreement levels, 53.3% of the respondents agreed with statements related to satisfaction or convenience in shopping, while 52.6% strongly agreed, showing a positive outlook towards e-commerce services.

On the product quality aspect, 46% of respondents reported facing problems related to product quality, which indicates an area of concern for both companies. Despite such challenges, consumer confidence remains strong, with 60% of respondents feeling extremely confident about their online shopping experiences. In terms of purchasing behavior, 46.6% reported shopping during offers, and 52% admitted shopping twice a month, while 45.3% mentioned shopping only once in a while, showing that purchase frequency varies significantly depending on offers, discounts, and personal needs. The product category most commonly purchased online was electronic gadgets (45.3%), reflecting the dominance of tech-based products in e-commerce sales. Respondents' emotional responses were also captured, where 53.3% felt good

about their online purchases and 60% mentioned they are satisfied most of the time. Furthermore, 52% of respondents stated they often purchase products at a premium, indicating that consumers are willing to pay higher prices for quality, convenience, or trusted brands. Overall, the study demonstrates that while both Flipkart and Amazon enjoy strong consumer preference, customer satisfaction is largely influenced by offers, product categories, quality, and confidence in the shopping experience.

#### **V.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 innovative 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 consumers work more easy and comfortable. In this 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 competition 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.

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