

**A STUDY ON THE CUSTOMER PREFERENCE BETWEEN
FLIPKART AND AMAZON WITH PARTICULAR
REFERENCE TO KOTTAYAM DISTRICT**

*Project Work submitted in partial fulfilment of the requirement for the
award of*

Bachelor Degree in Commerce

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CERTIFICATE

Certified that this is a bonafide report of the project work undertaken by
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partial fulfilment of the requirements for the award of the Bachelor's Degree in
Commerce of Mahatma Gandhi University, Kottayam under my supervision and
guidance.

Faculty - in- Charge

Countersigned

Principal

Head of the Department

DECLARATION

*I do hereby declare that the project titled “A STUDY ON THE CUSTOMER PREFERENCE BETWEEN FLIPKART AND AMAZON: -WITH PARTICULAR REFERENCE TO KOTTAYAM DISTRICT “is a bonafide report of the project work undertaken by me in partial fulfilment of the requirements for the award of the Bachelor of Commerce (Computer Application) of Mahatma Gandhi University, under the guidance of **MISS.CHRISTY ACHU CHANDY**, Lecturer, Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. I also declare that this project report has not been submitted by me anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of my knowledge and belief.*

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ACKNOWLEDGEMENT

In partial fulfilment of the award of the B. Com Degree by Mahatma Gandhi University, it is mandatory for the regular students of B. Com of the university to prepare a project report to be submitted to the college/university.

*First and foremost, I thank the **Lord Almighty** who is the source of knowledge and one who guided me in all aspects to bring out this project.*

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I express my sincere gratitude towards all the faculty members of Saintgits College of Applied Sciences for their valuable help.

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CHAPTER 1

INTRODUCTION

Introduction

Consumer preferences are defined as the subjective individual tastes, as measured by utility, of various bundles of goods. They permit the consumers to rank these bundles of goods according to the levels of utility they give the consumer. Preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. Preferences are the desires by each individual for the consumption of goods and services that translate into choices based on income or wealth for purchases of goods and services to be combined with the consumer's time to define consumption activities. Consumption is separated from production, logically, because two different consumers are involved. In the first case consumption is by the primary individual; in the second case, a producer might make something that he would not consume himself. Therefore, different motivations and abilities are involved. The models that make up consumer theory are used to represent prospectively observable demand patterns for an individual buyer on the hypothesis of constrained optimization. Prominent variables used to explain the rate at which the good is purchased (demanded) are the price per unit of that good, prices of related goods, and wealth of the consumer.

Internet and Information technology have made tremendous contributions for business transformation witnessed nowadays all over the world. This has given birth to E-commerce which encompasses several pre-purchase and post-purchase activities leading to exchange of products or services or information over electronic systems such as the internet and the other Telecommunication networks. Analysing the competitive advantage of E-Commerce it is observed that E-Commerce enables simpler, faster and efficient business transactions. For developing country like India, E-Commerce offer considerable opportunity for growth. E-Commerce leads to a boon for the current economic downturn India has close to 10 million online shoppers and is growing at an estimated 40-45% per annum. The rapid growth of e-commerce in India is being driven by greater customer choice and improved convenience.

Consumer preferences are becoming increasingly known through online sources. Young people expect companies to communicate online through forums and social media. Companies also attempt to listen to consumer's needs through online sources as well. Young consumers between 18 and 24 prefer generic online messages rather than private communications through email. Considering the huge growth potential in the field of e-commerce, it is a matter of utmost importance to for the major e-commerce players in the

Indian market to provide the customers with the products of their choice at the most reasonable prices to maintain their market share.

This project is being conducted to compare Amazon and Flipkart on the basis of customer preference. The impact of e-commerce on the rest of the economy has been so persuasive and momentous that is characterized as second industrial. It has played a vital role in helping the economy of India. The increase in the number of internet users and the low pricing of products are the key reasons for development and growth of e-commerce in India, which has led to cut throat competition in the field. So to gain the market share it is important for the online retailers to satisfy its customers by providing better products and services at an attractive price.

Research problem

Flipkart and Amazon occupy an important place among online shoppers. What is the extent of satisfaction offered by these websites to their customers? Which one is better preferred by the shoppers? A clear picture about their comparative service and preference is readily available. Only a scientific among the customers based on a questionnaire would provide a clear picture about their relative service and preference. Hence it is felt that are search study on the comparative customer preference of Flipkart and Amazon is inevitable.

Objectives of the study

This study is an attempt to compare the customer preferences off two online shopping websites. The Specific objectives are:

- To study about the customer preference of Flipkart and Amazon with particular reference to Kottayam area.
- To know the preference of the customers with respect to the services offered by the companies.
- To evaluate the opinion of the users of websites regarding it's features like ease of use ,wider choice hello of product discounts, delivery service.
- To put forward suggestions based on the study to improve customer satisfaction.

Methodology

Primary data: The study makes use of primary data collected from 60 respondents. Questionnaires were used to collect data from the customers.

Secondary data: Secondary data about customer satisfaction was collected from websites.

Area of the study: The study is confined to Kottayam district.

Sample size: The size of sample is 60 respondents.

Sampling technique: Convenient sampling technique is used for the study.

Tools of analysis: The various statistical tools such as percentage analysis, graphs, tables are used for this study.

Period of study

The study period of the dissertation is limited to 3 months from November to January 2020.

Limitation of the study

The study is subjected to some limitations.

1. The study has been done only in the Kottayam district, thus it is practically impossible to collect data from other places.
2. Findings of the survey are based on the assumption that the respondents have given correct information
3. Some of the respondents were reluctant to answer.

Project Scheme

This project report consists of four chapters.

Chapter 1 : Introduction

Chapter 2 : Flipkart and Amazon - an overview

Chapter 3 : Data analysis and interpretation

Chapter 4 : Findings , Suggestions and Conclusion

CHAPTER 2

LITERATURE REVIEW THEORITICAL FRAMEWORK

LITERATURE REVIEW

Sharma and mittal (2009) in their study “prospects of e-commerce in India”, mentions that India is showing tremendous growth in the e-commerce. Undoubtedly, with the middle class of 288 million people, online shopping shows unlimited potential in India. The real estate costs are touching the sky. 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, jewellery, audio, video, entertainment, goods, gift articles, real estate and services. Ashish gupta, senior managing director of hellion venture partners and one of the first backers of Flipkart as an angel investor: “Flipkart has been absorbing companies that have some potential (let’s buy, myntra). In that process, some of the bets will go wrong, for sure. But that is par for the course. The company (Flipkart) is consciously taking bets that allow it to either grow or eliminate competition that reduces marketing spend and improves economics.”

Miyazaki and Fernandez (2001) substantiated that the prior experience was found to affect the intention and behaviour 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. According to Sharma and mittal (2009) in their study “prospects of e-commerce in India”, mentions that India is showing tremendous growth in the e-commerce. Undoubtedly, with the middle class of 288 million people, online shopping shows unlimited potential in India. The real estate costs are touching the sky. 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, jewellery, audio, video, entertainment, goods,

gift articles, real estate and services. Samadi and ali(2010) 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. (2013), “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.

D.k.gangeshwar. (2013),” 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 but still there is a bright future to e-commerce.

Martin dodge. (1999),”finding the source of Amazon.com: examining the hype of the earth’s biggest book store”, centre for advanced spatial analysis. Concluded that Amazon.com has been one of the most promising e-commerce companies and has grown rapidly by providing quality service.

Vijay govindarajan is one of the world’s leading experts on strategy and innovation.Govindarajan, coxe distinguished professor at Dartmouth college’s tuck school of business and Marvin bower fellow at Harvard business school, is also a best-selling author. The biggest opportunity in India is e-commerce. Why? Three important factors will drive this:

1)mobile phone penetration; 2) a young demographic that is used to ordering things using the mobile platform; 3) growth of consumerism with more Indians with higher disposable income. We will see many new innovative business models in the e-commerce space in the next five years. No doubt we will see new innovative high-growth companies—Indian equivalents of alibaba.

THEORITICAL FRAMEWORK

FLIPKART.COM AND AMAZON.IN-AN OVERVIEW



Flipkart Private Limited, Flipkart is an Indian e-commerce company based in Bangalore, India. It was founded by Sachin Bansal and Binny Bansal in 2007. The company initially focused on book sales, before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

The service competes primarily with Amazon's Indian subsidiary, and the domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart is significantly dominant in the sale of apparel (a position that was bolstered by its acquisitions of Myntra and Jabong.com), and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones. Flipkart also owns PhonePe, a mobile payments service based on the Unified Payments Interface (UPI).

History

Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, who were both alumni of the Indian Institute of Technology Delhi and formerly worked for Amazon. The company initially focused on online book sales with country-wide shipping. Following its launch, Flipkart slowly grew in prominence; by 2008, it was receiving 100 orders per day. In 2010, Flipkart acquired the Bangalore-based social book discovery service weRead from Lulu.com

In late 2011, Flipkart made several acquisitions relating to digital distribution, including Mime360.com and the digital content library of Bollywood portal Chakpak. In February 2012, the company unveiled its DRM-free online music store Flite. However, the service was unsuccessful due to competition from free streaming sites, and shut down in June 2013.

In May 2012, Flipkart acquired Letsbuy, an online electronics retailer. In May 2014, Flipkart acquired Myntra, an online fashion retailer, for ₹20 billion (US\$280 million). Myntra continues to operate alongside Flipkart as a standalone subsidiary; the site focuses on an upscale, "fashion-conscious" market, while Flipkart itself focuses on the mainstream market and major international brands.

In February 2014, Flipkart partnered with Motorola Mobility to be the exclusive Indian retailer of its Moto G smartphone. Motorola also partnered with Flipkart on the Moto E—a phone targeted primarily towards emerging markets such as India. High demand for the phone caused the Flipkart website to crash following its midnight launch on 14 May. Flipkart subsequently held exclusive Indian launches for other smartphones, including the Xiaomi Mi3 in July 2014 (whose initial release of 10,000 devices sold out in around 5 seconds),^[26] the Redmi 1S and Redmi Note in late-2014 (which saw similarly accelerated sell-outs), and Micromax's Yu Yunique 2 in 2017.

On 6 October 2014, in honour of the company's anniversary and the Diwali season, Flipkart held a major sale across the service that it promoted as "Big Billion Day". The event generated a surge of traffic, selling US\$100 million worth of goods in 10 hours. The event received criticism via social media over technical issues the site experienced during the event, as well as stock shortages.

In March 2015, Flipkart blocked access to its website on mobile devices, and began requiring that users download the site's mobile app instead. The following month, Myntra went further and discontinued its website on all platforms, in favour of operating exclusively through its app. The "app-only" model, however, proved to be unsuccessful for Myntra (reducing sales by 10%), and its main website was reinstated in February 2016. The experiment with Myntra led to suggestions that Flipkart itself would perform a similar move, but this did not occur. In November 2015, Flipkart launched a new mobile website branded as "Flipkart Lite", which provides an experience inspired by Flipkart's app that runs within smartphone web browsers.

In April 2015, Flipkart acquired Appiterate, a Delhi-based mobile marketing automation firm. Flipkart stated that it would use its technology to enhance its mobile services. In October 2015, Flipkart reprised its Big Billion Day event, except as a multi-day event that would be exclusive to the Flipkart app. Flipkart also stated that it had bolstered its supply chain and introduced more fulfilment centres in order to meet customer demand. Flipkart achieved a

gross merchandise volume of US\$300 million during the event, with the largest volumes coming from fashion sales, and the largest value coming from mobiles.

In December 2015, Flipkart purchased a minority stake in the digital mapping provider MapmyIndia. The company stated that it would licence its data to help improve delivery logistics. In 2016, Flipkart acquired the online fashion retailer Jabong.com from Rocket Internet for US\$70 million, as well as the UPI mobile payments startup PhonePe. In January 2017, Flipkart made a US\$2 million investment in Tynystep, a parenting information startup.

In April 2017, eBay announced that it would sell its Indian subsidiary eBay.in to Flipkart and make a US\$500 million cash investment in the company. eBay promoted that the partnership would eventually allow Flipkart to access eBay's network of international vendors, and vice versa, but these plans never actually came to fruition. In July 2017, Flipkart made an offer to acquire its main domestic competitor, Snapdeal, for around US\$700–800 million. It was rejected by the company, which was seeking at least US\$1 billion.

Flipkart held a 51% share of all Indian smartphone shipments in 2017, overtaking Amazon India (33%). Flipkart sold 1.3 million phones in 20 hours on 21 September alone for its Big Billion Days promotion, doubling the number sold on the first day of the event in 2016 (where it sold a total of 2.5 million phones in five days). Flipkart has invested \$4 million (about Rs 29 crore) in customer engagement and rewards platform EasyRewards on Tuesday Nov 19 2019.

Acquisition by Walmart

On 4 May 2018, it was reported that the US retail chain Walmart had won a bidding war with Amazon to acquire a majority stake in Flipkart for US\$15 billion. On 9 May 2018, Walmart officially announced its intent to acquire a 77% controlling stake in Flipkart for US\$16 billion, subject to regulatory approval. Following the proposed purchase, Flipkart co-founder Sachin Bansal left the company, while the remaining management now report to Marc Lore, CEO of Walmart eCommerce US.[59] Walmart president Doug McMillon cited the "attractiveness" of the market, explaining that their purchase "is an opportunity to partner with the company that is leading transformation of eCommerce in the market". Indian traders protested against the deal, considering the deal a threat to domestic business.

In a filing with the U.S. Securities and Exchange Commission on 11 May 2018, Walmart stated that a condition of the deal prescribed the possibility that Flipkart's current minority

shareholders "may require Flipkart to effect an initial public offering following the fourth anniversary of closing of the transactions at a valuation no less than that paid by Walmart".

Following the announcement of Walmart's deal, eBay announced that it would sell its stake in Flipkart back to the company for approximately US\$1.1 billion, and re-launch its own Indian operations. The company stated that "there is huge growth potential for e-commerce in India and significant opportunity for multiple players to succeed in India's diverse, domestic market." Softbank Group also sold its entire 20% stake to Walmart, without disclosing terms of the sale. The acquisition was completed on 18 August 2018. Walmart also provided US\$2 billion in equity funding to the company.

On 13 November 2018, Flipkart CEO Binny Bansal resigned, after facing an allegation of "serious personal misconduct". Walmart stated that "while the investigation did not find evidence to corroborate the complainant's assertions against Binny, it did reveal other lapses in judgment, particularly a lack of transparency, related to how Binny responded to the situation.

21 November 2019 Flipkart joined hands with FICCI (Federation of Indian Chambers of Commerce & Industry) to introduce a series of workshops for MSMEs to understand how the e-commerce marketplace can help build businesses and increase brand visibility, the company said in a statement. According to a report in November 2014, Flipkart was operating through a complex business structure which included nine firms, some registered in Singapore and some in India. In 2012, Flipkart co-founders sold WS Retail to a consortium of investors led by Rajeev Kuchhal.

Funding

This section contains wording that promotes the subject in a subjective manner without imparting real information. Please remove or replace such wording and instead of making proclamations about a subject's importance, use facts and attribution to demonstrate that importance. (May 2018) (Learn how and when to remove this template message)

Initially, the Bansals spent ₹400,000 (US\$5,600) on developing the site. Flipkart later raised funding from venture capital funds Accel India (US\$1 million in 2009) and Tiger Global (US\$10 million in 2010 and US\$20 million in June 2011). On 24 August 2012, Flipkart announced the completion of its 4th round of US\$150 million funding from MIH (part of Naspers Group) and ICONIQ Capital. The company announced, on 10 July 2013, that it has

raised an additional US\$200 million from existing investors including Tiger Global, Naspers, Accel Partners and Iconiq Capital.

Flipkart's reported sales were ₹40 million (US\$560,000) in FY 2008–2009, ₹200 million (US\$2.8 million) in FY 2009–2010]and ₹750 million (US\$11 million) for FY 2010–2011. Flipkart reported a loss of ₹2.81 billion (US\$39 million) for the FY 2012–13. In July 2013, Flipkart raised \$160 million from private equity investors.

In October 2013, it was reported that Flipkart had raised an additional US\$160 million from new investors Dragoneer Investment Group, Morgan Stanley Wealth Management, Sofina SA, and Vulcan Inc., with participation from existing investor Tiger Global.

On 26 May 2014, Flipkart announced that it had raised US\$210 million from Yuri Milner's DST Global and its existing investors Tiger Global, Naspers and Iconiq Capital.

In early July 2014, it was also highly speculated that Flipkart was in negotiations to raise at least \$500 million, for a likely listing in the US for 2016.

On 29 July 2014, Flipkart announced that it raised US\$1 billion from Tiger Global Management LLC, Accel Partners, and Morgan Stanley Investment Management, and a new investor, Singapore sovereign-wealth fund GIC.

In December 2014, after it received \$700 million from another funding, Flipkart had a market cap of \$11 billion.

On 20 December 2014, Flipkart announced filing application with Singapore-based companies' regulator ACRA to become a public company after raising \$700 million for long term strategic investments in India following which its number of investors exceeded 50. The \$700 million fund raised by Flipkart added new investors—Baillie Gifford, Greenoaks Capital, Steadview Capital, T. Rowe Price Associates and Qatar Investment Authority—on company's board. Its existing investors DST Global, GIC, ICONIQ Capital and Tiger Global also participated in this latest financing round. As of May 2015, Flipkart had raised \$550 million from some of its existing investors, in a deal that raised its total valuation to \$15 billion.

By August 2015, after raising another US\$700 million, Flipkart had raised a total of \$3 billion, after over 12 rounds and 16 investors. In April 2017, Flipkart underwent another round of funding, with \$1.4 billion at a valuation of \$11.6 billion, including eBay, Microsoft,

and Ten cent. On 10 August 2017, Softbank Vision Fund invested another US\$2.5 billion in Flipkart.

On 19 September 2018, Flipkart Marketplace Singapore infused INR 3,463 crore into the Indian entity Flipkart Internet. The transaction was done in two tranches according to the regulatory filings.

Amazon

Introduction

This startup story features Jeffrey P. Bezos, the innovative founder of Amazon. The company, which now generates over \$61 Billion in Revenue and holds the title as the world's largest online retailer, was started out of Bezos's garage at 30 years old.

Amazon Stats:

Industry: Online Retailing

Annual Revenue: \$61.09 Billion

of Employees: 97,000

Famous For: Being the world's largest online retailer

How Amazon Got Started

The year was 94' and Bezos was working diligently on Wall Street. At 30 years old, he began to see the internet revolution take place, and made the decision to quit his job and start an internet company.

“The wake up call was finding this startling statistic that web usage in the spring of 1994 was growing at 2,300 percent a year. You know, things just don't grow that fast. It's highly unusual, and that started me about thinking, “What kind of business plan might make sense in the context of that growth?”After making a list of the ‘top 20’ products that he could potentially sell on the internet, he decided on books because of their low cost and universal demand. It turns out, it was just the beginning.....

The Founder's Start

As a child, he spent summers at his grandfather's ranch in southern Texas, “laying pipe, vaccinating cattle and fixing windmills”. The 18-year-old Bezos “said he wanted to build space hotels, amusement parks and colonies for 2 million or 3 million people who would be in orbit. ‘The whole idea is to preserve the earth’ he told the newspaper The goal was to be able to evacuate humans. The planet would become a park”.

Amazon's Funding

The initial startup capital came from his parent's personal savings.

From an interview with Jeff Bezos, for the Academy of Achievement:

“The first initial start-up capital for Amazon.com came primarily from my parents, and they invested a large fraction of their life savings in what became Amazon.com. And you know, that was a very bold and trusting thing for them to do because they didn't know. My dad's first question was, “What's the Internet?” Okay. So he wasn't making a bet on this company or this concept. He was making a bet on his son, as was my mother. So, I told them that I thought there was a 70 percent chance that they would lose their whole investment, which was a few hundred thousand dollars, and they did it anyway.”

Follow on Funding

Amazon raised a series A of \$8M from Kleiner Perkins Caufield & Byers in 1995. In 1997, Amazon went public to raise additional capital. By 1999, the value of the Kleiner Perkins Caufield & Byers investment in Amazon created returns of over 55,000%.

Years to profitability

Within two months, Amazon's sales were up to \$20,000/week. However, the company has continued to plow their revenue back into growth. The chart below depicts Amazon's continued focus on long-term growth, with profit remaining near \$0 or below, and revenue rising.

Important Amazon Milestones:

1994: Jeff Bezos quits his job and launches Amazon out of his garage.

Within 30 Days, it is doing \$20,000 per week in sales.

1995: Bezos raises an \$8 Million round of funding from Kleiner Perkins.

1997: Amazon goes public at \$18 per share.

1999: Bezos is named Time Magazine's “Person of the Year” for popularizing online shopping.

2009: Bezos acquires Tony Tsieh's Zappos through a stock swap.

2013: Bezos acquires the Washington Post.

Companies Amazon Has Acquired:

Amazon has made over 44 notable company acquisitions over the years. It's first Acquisition was in 1998.

1998: PlanetAll, Junglee, Bookpages.co.uk (later became Amazon UK).

1999: Internet Movie Database (IMDb), Alexa, Accept.com, and Exchange.com

2003: CDNow (Defunct)

2004: Joyo.com, an e-commerce site in China.

2005: BookSurge, Mobipocket.com, and CreateSpace.com.

2006: Shopbop, a women's luxury retailer.

2007: DPReview.com and Brilliance Audio.

2008: Audible.com, Fabric.com, Box Office Mojo, AbeBooks, Shelfari, and Reflexive Entertainment.

2009: Zappos, Lexcycle, SnapTell, Stanza (Kindle Rival).

2010: Touchco., Woot, Quidsi, BuyVIP, and Amie Street.

2010: Toby Press

2011: LoveFilm, The Book Depository, Pushbutton, and Yap

2012: Kiva Systems, Teachstreet, and Evi

2013: IVONA Software, Good Reads, and Liquavista

CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

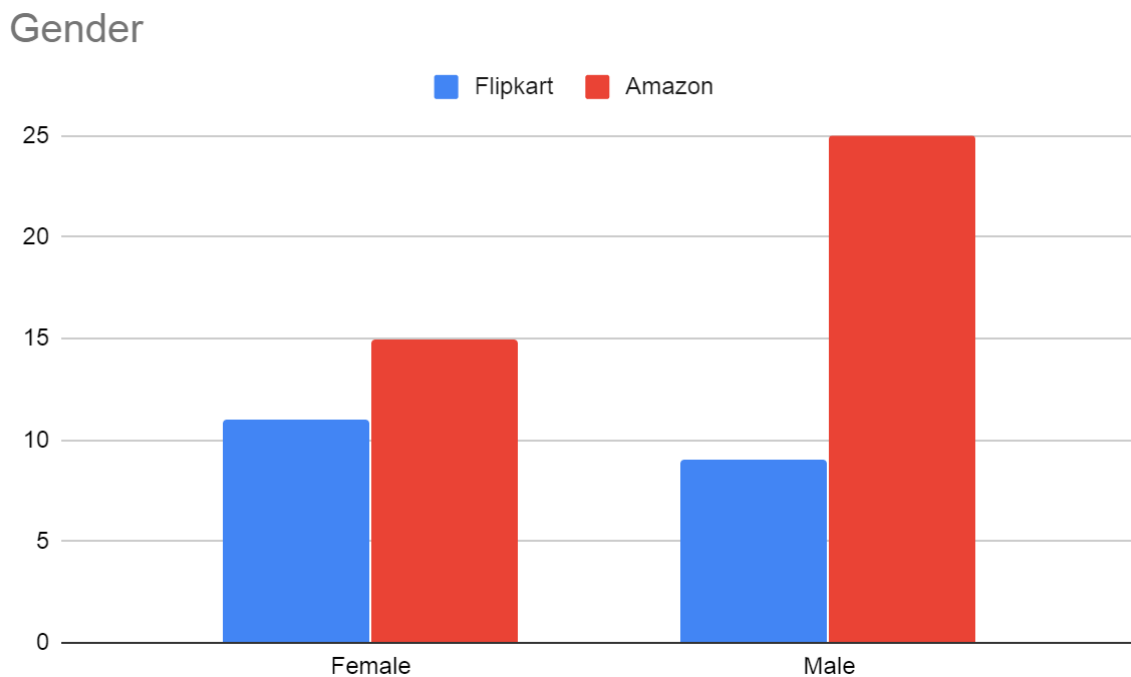
DATA ANALYSIS AND INTERPRETATION

Table 1.1 Gender of the respondents

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Male	25	9	62.5	45
Female	15	11	37.5	55

(Source –Primary data)

Fig 1.1 Gender of the respondents



(Source – Table 1.1)

INTERPRETATION

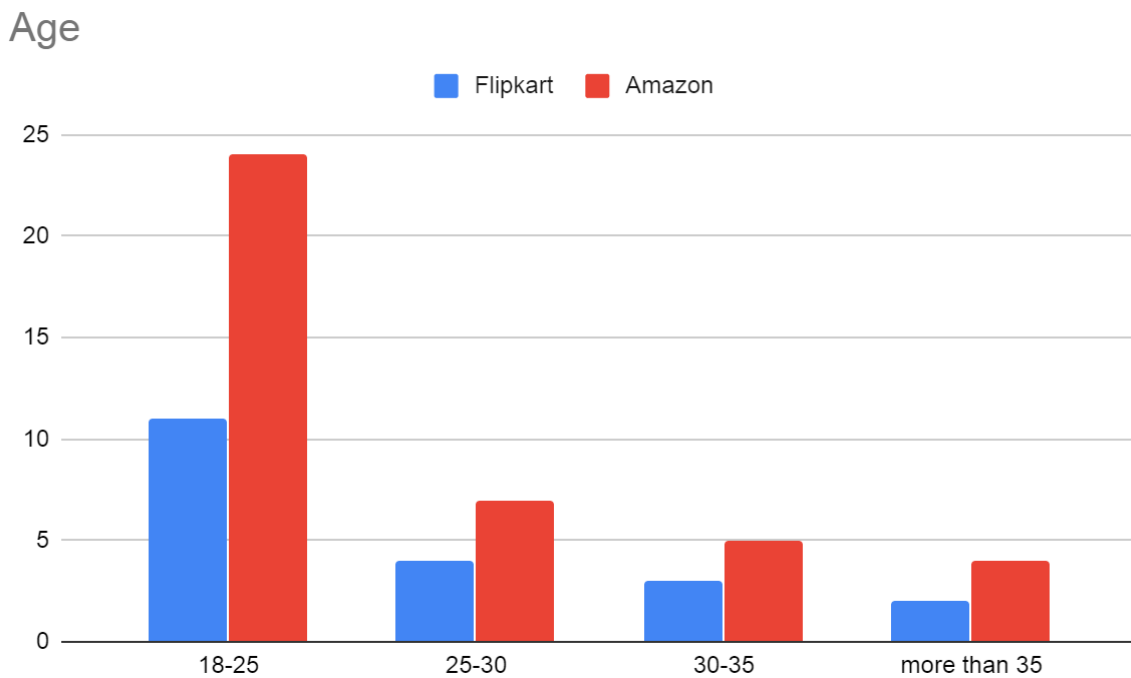
Table 1.1 fig1.1 shows the percentage of gender of respondents. The study shows that 62.5% respondents of Amazon are male and 55% of flipkart are females.

Table 1.2 Age of the respondents

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
18-25	24	11	60	55
26-30	7	4	17.5	20
31-35	5	3	12.5	15
More than 36	4	2	10	10

(Source –Primary data)

Fig 1.2 Age of the respondents



(Source – Table 1.2)

INTERPRETATION

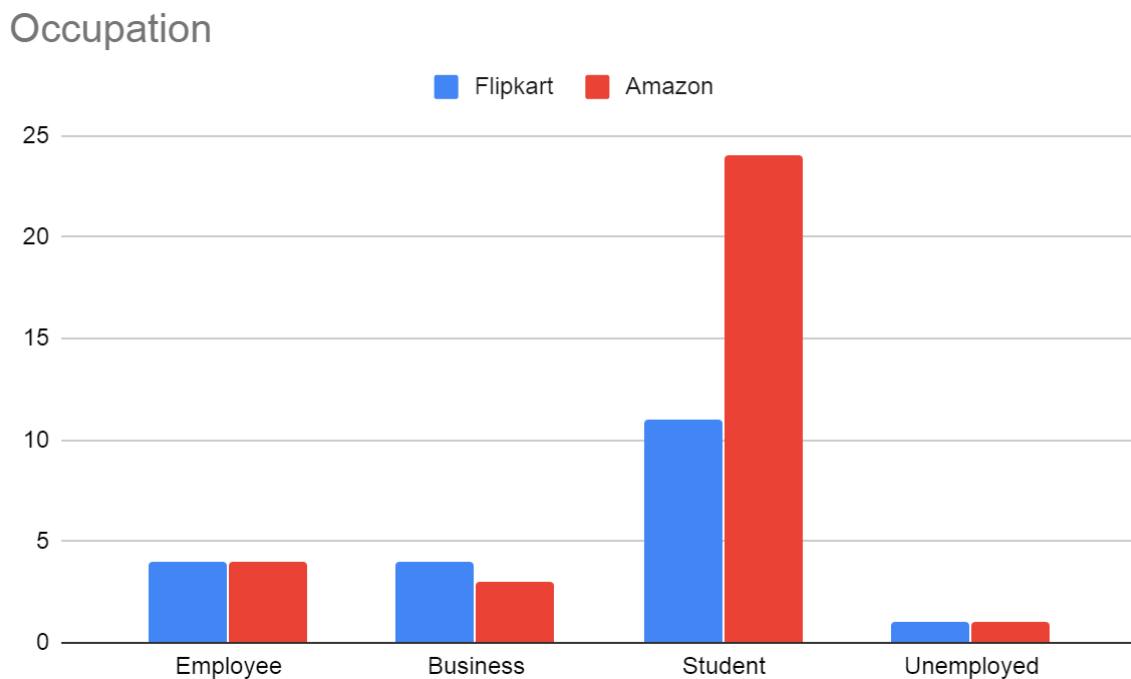
Table 1.2 fig1.2 shows the percentage of respondents of gender. The study shows that 60% respondents of Amazon and 55% of flipkart fall under age limit of 18-25.

Table 1.3 Occupation of the respondents

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Student	24	11	60	55
Employee	12	4	30	20
Unemployed	1	1	2.5	5
Business	3	4	7.5	20

(Source –Primary data)

Fig 1.3 Occupation of the respondents



(Source – Table 1.3)

INTERPRETATION

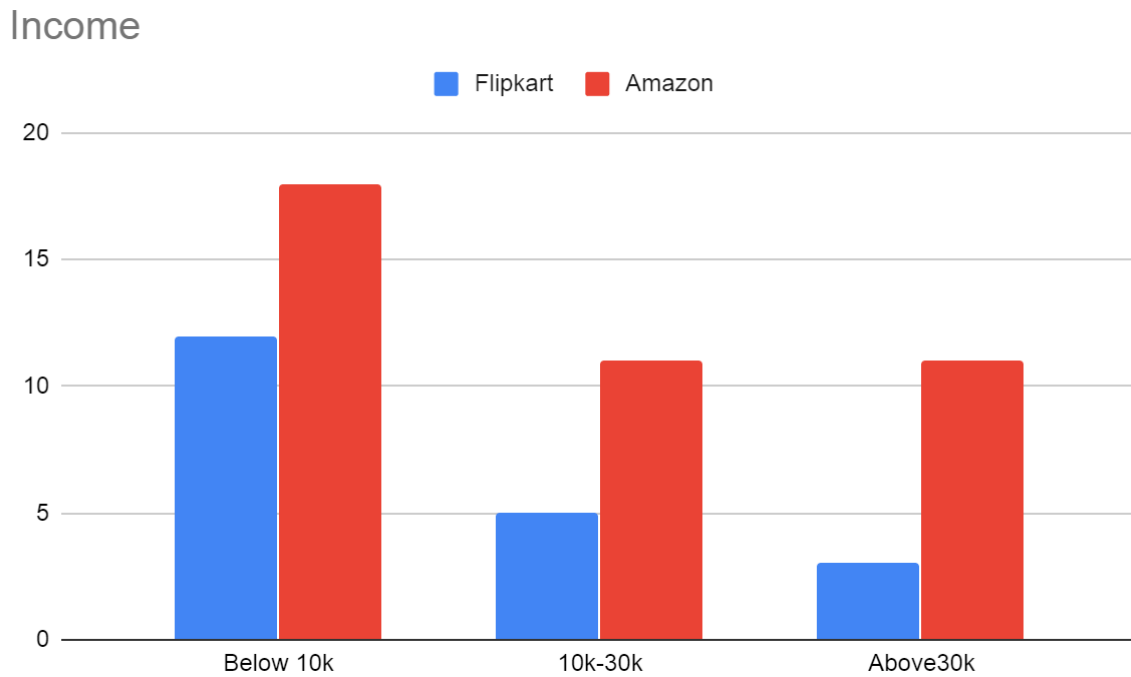
Table 1.3 fig1.3 shows the percentage of respondent's occupation. The study shows that 60% respondents of Amazon and 55% respondents of flipkart are students

Table 1.4 Income

PARTICULARS	RESPONDENTS		PERCENTAGE	
	flipkart	amazon	Amazon	Flipkart
Below 10k	12	18	44	60
10k-30k	5	11	28	25
Above30k	3	11	28	15

(Source –Primary data)

Fig 1. 4 Incomes



(Source – Table 1.4)

INTERPRETATION

Table 1.4 and fig 1.4 show the respondents' percentage of their income.

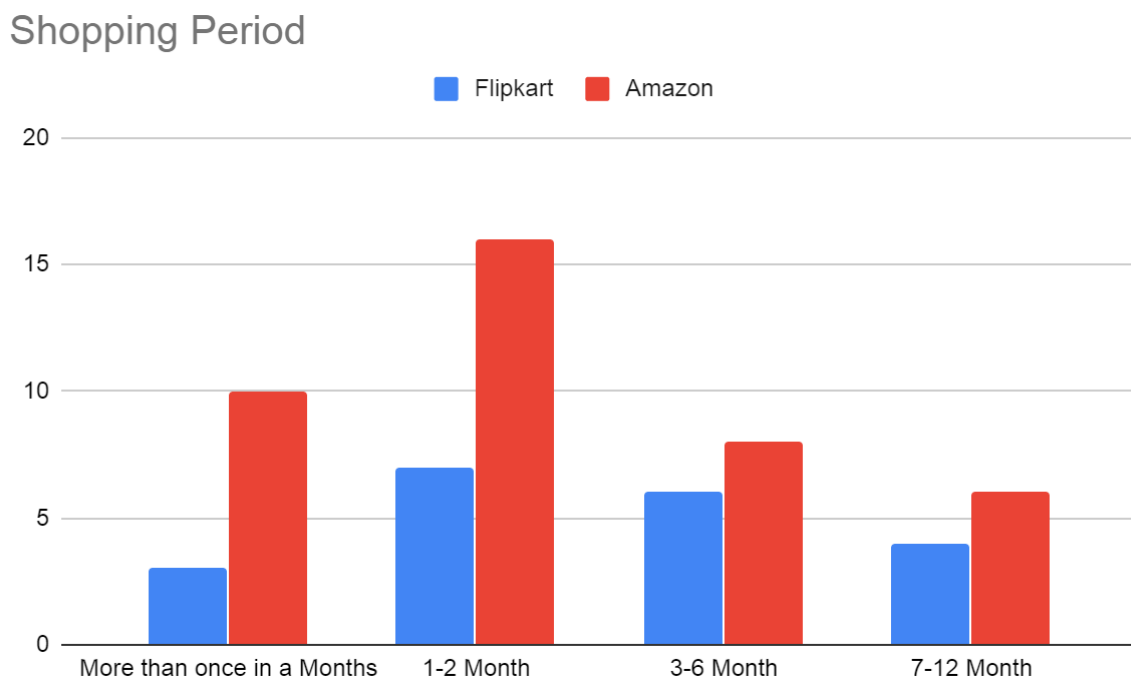
The study shows that 44% of respondents of Amazon and 60% of Flipkart earn below 10k.

Table 1.5 Shopping periods of the respondents

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
More than once in a month	10	3	25	15
1-2 month	16	7	40	35
3-6 month	8	6	20	30
7-12 month	6	4	15	20

(Source –Primary data)

Fig 1.5 Shopping period of the respondents



(Source – Table 1.5)

INTERPRETATION

Table 1.4 fig1.4 shows the percentage of respondents shopping period. The study shows that 40% respondents of Amazon and 35% respondents of flipkart buy products within a period of 1-2 months.

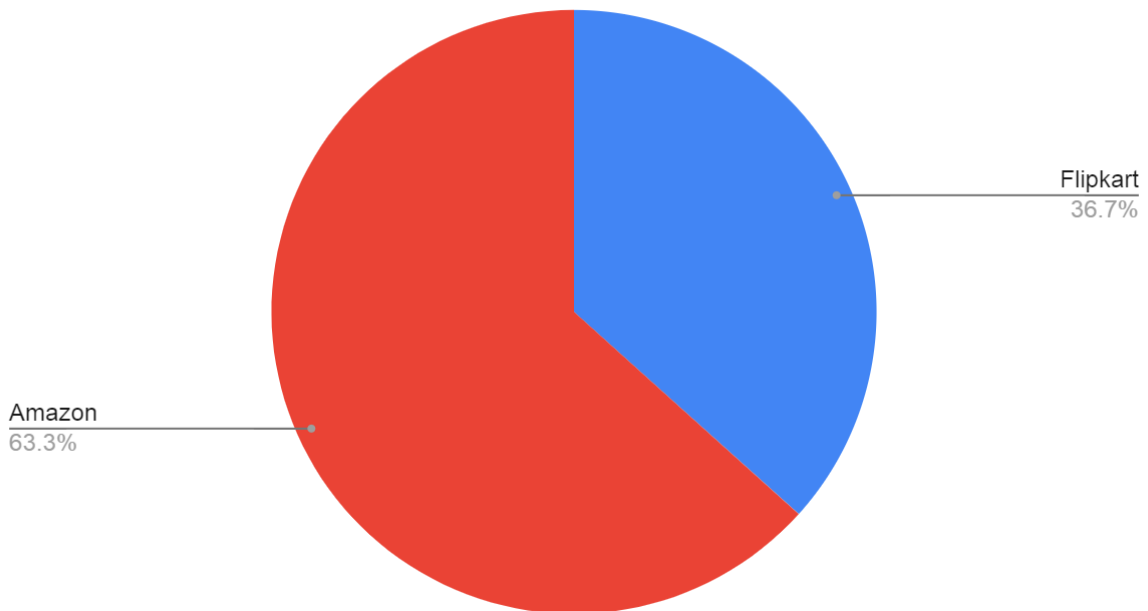
Table 1.6 Preferred Site of the respondents

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
	38	22	63.6	36.7

(Source –Primary data)

Fig 1.6 Preferred Site of the respondents

Preffered Site



(Source – Table 1.6)

INTERPRETATION

Table 1.6and fig1.6 shows the respondents percentage of preferences on website.

The study shows that 63.6% respondents prefer Amazon and 36.7% prefer flipkart .

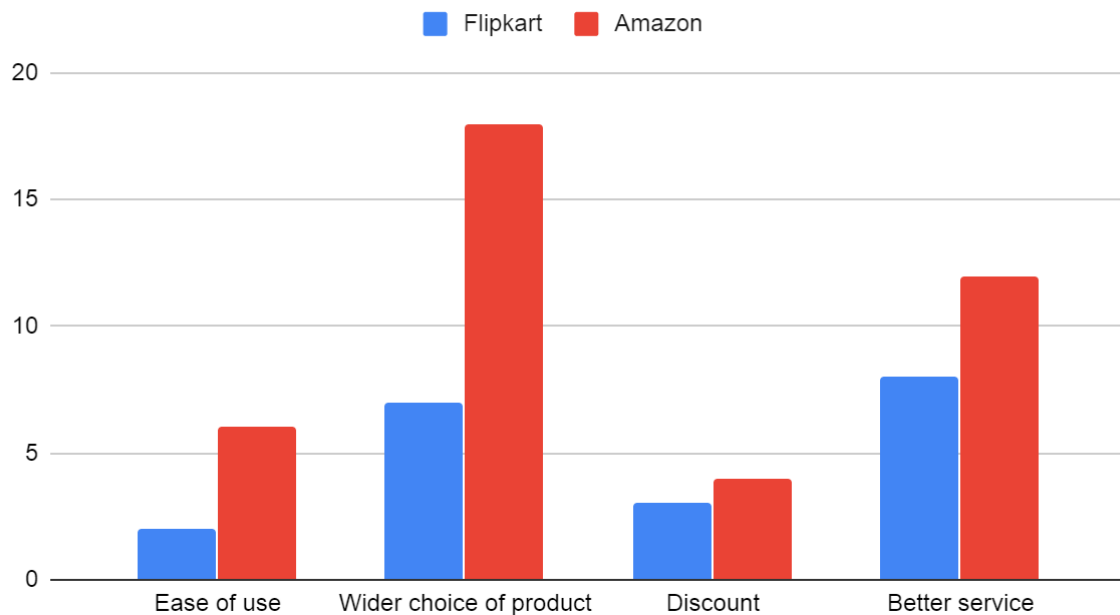
Table 1.7 reasons to opt the retailer by the respondents

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Ease of use	6	2	15	10
Wider choice of product	18	7	45	35
Discount	4	3	10	15
Better service	12	8	30	40

(Source –Primary data)

Fig 1.7 reasons to opt the retailer by the respondents

Specific reason to opt the retailer of your choice



(Source – Table 1.7)

INTERPRETATION

Table 1.6 fig1.6 shows the percentage of respondent’s reason to choose the retailer. The study shows that 45% respondents choose Amazon because of its wider choice of product availability and 40% choose flipkart for its better service.

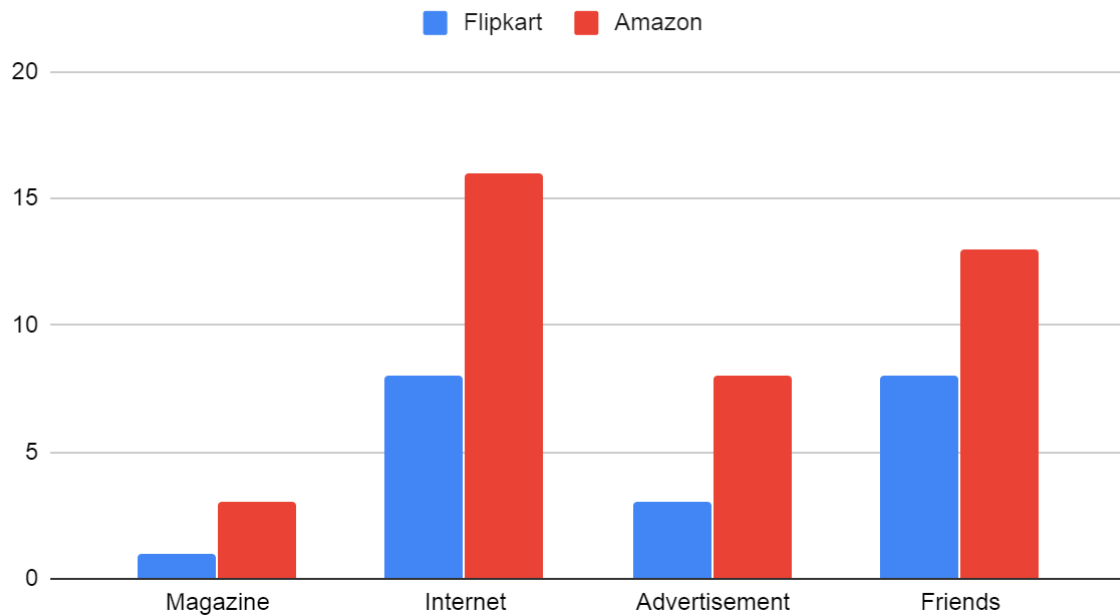
Table 1.8 how did you come to know about the website

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Magazine	3	1	8	5
Internet	16	8	40	40
Advertisement	8	3	20	15
Friends	13	8	32	40

(Source –Primary data)

Fig 1.8 how did you come to know about the website

How did you come to know about the website



(Source – Table 1.8)

INTERPRETATION

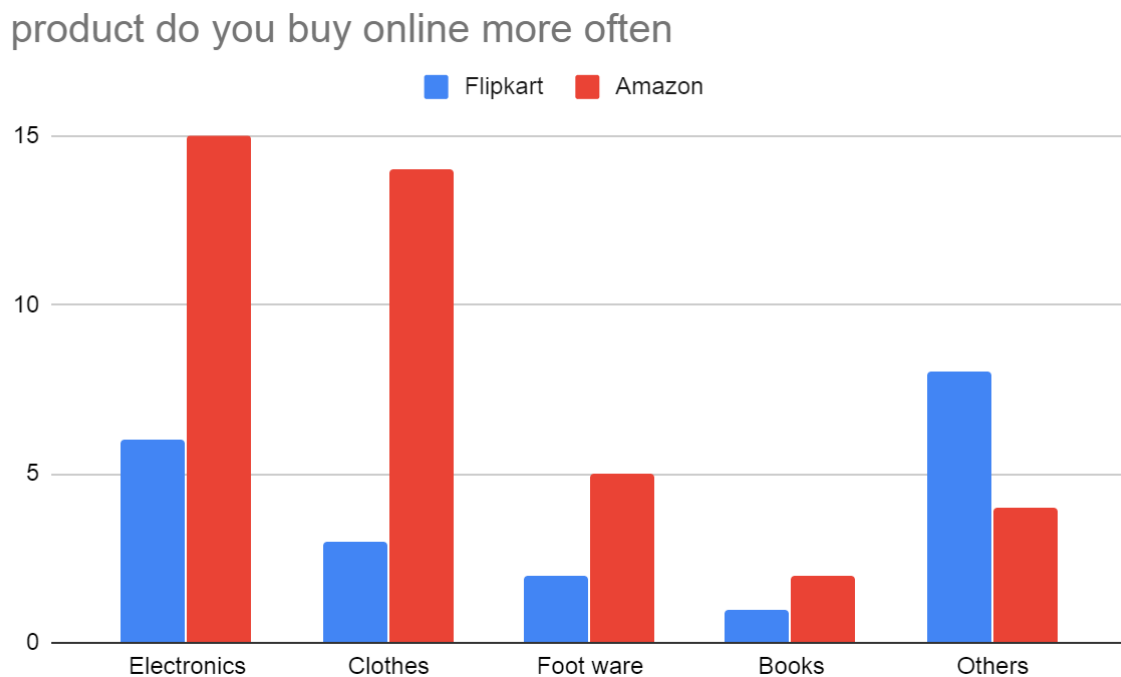
Table 1.1 fig1.1 shows the percentage of respondents source to know about this website. The study shows that 40% respondents of both Amazon and flipkart knew about this website through internet.

Table 1.9 product do you buy online more often

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Electronics	15	6	38	30
Clothes	14	3	35	15
Foot ware	5	2	12.5	10
Books	2	1	5.5	5
Others	4	8	10	40

(Source –Primary data)

Fig 1.9 product do you buy online more often



(Source – Table 1.9)

INTERPRETATION

Table 1.8 and fig 1.8 shows the percentage of type of products purchased online. The study shows that 40% respondents of both Amazon and Flipkart bought products of 'others' category respectively.

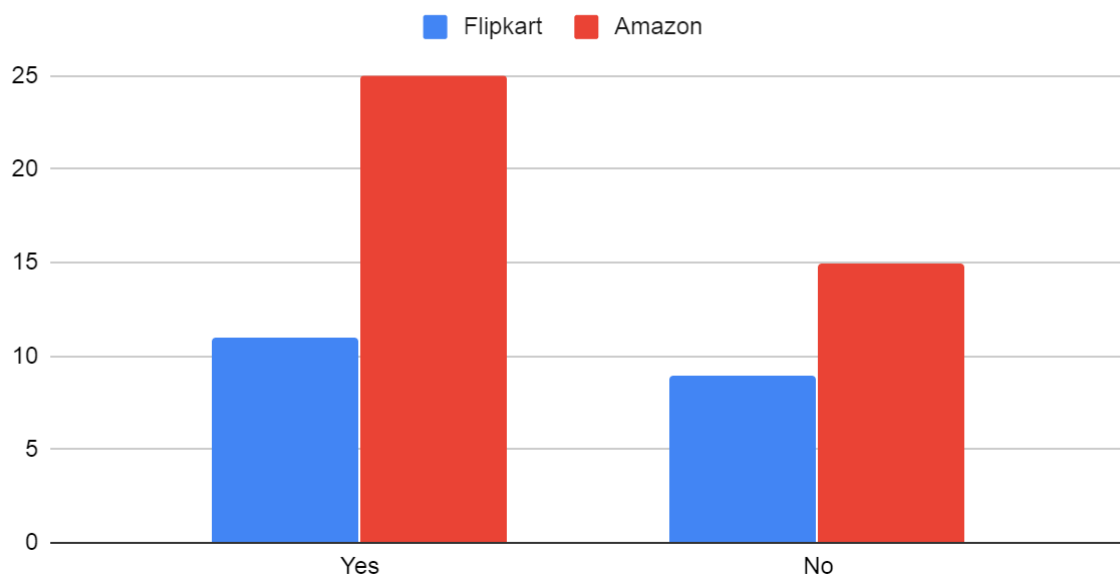
Table 1.10 providing sensitive information like credit card details to the website

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Yes	25	11	62.5	55
No	15	9	37.5	45

(Source –Primary data)

Fig 1.10 providing sensitive information like credit card details to the website

Providing sensitive information like credit card details to the website



(Source – Table 1.10)

INTERPRETATION

Table 1.10 fig1.10 shows the percentage of respondents willing to provide sensitive information. The study shows that 62.5% and 55% of respondents of Amazon and flipkart are willing to provide sensitive information.

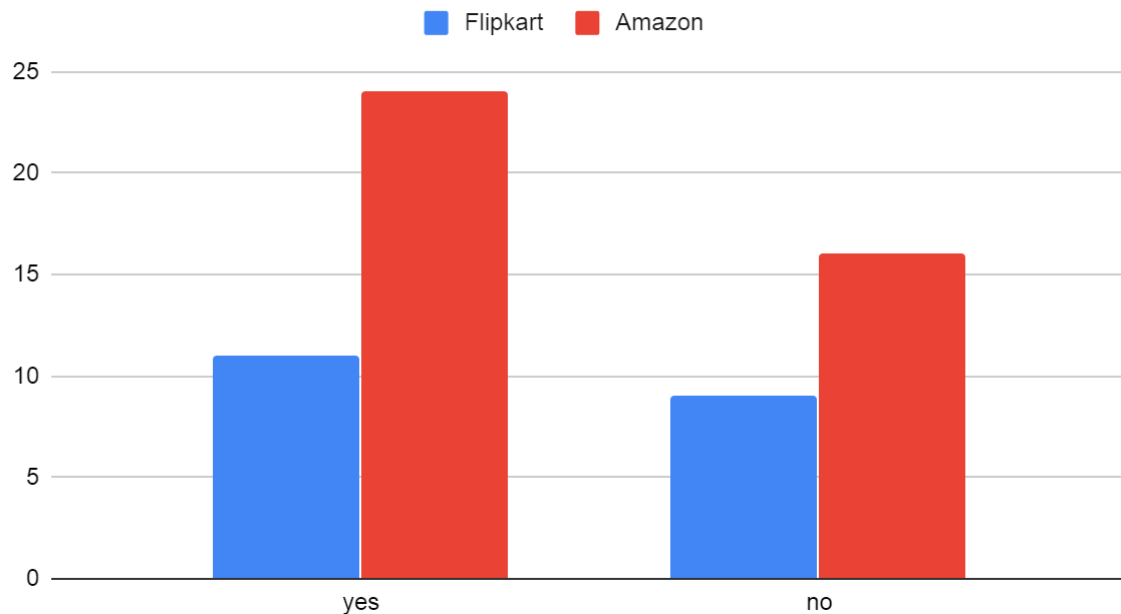
Table 1.11 had received any defective product from the online retailer

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Yes	24	11	60	55
No	16	9	40	45

(Source –Primary data)

Fig 1.11 had received any defective product from the online retailer

Received a defective product from the online retailer



(Source – Table 1.11)

INTERPRETATION

Table 1.11 fig1.11 shows the percentage of respondents whom had received defective product. The study shows that 60 % respondents of Amazon and 55% of flipkart had received defective products from retailer.

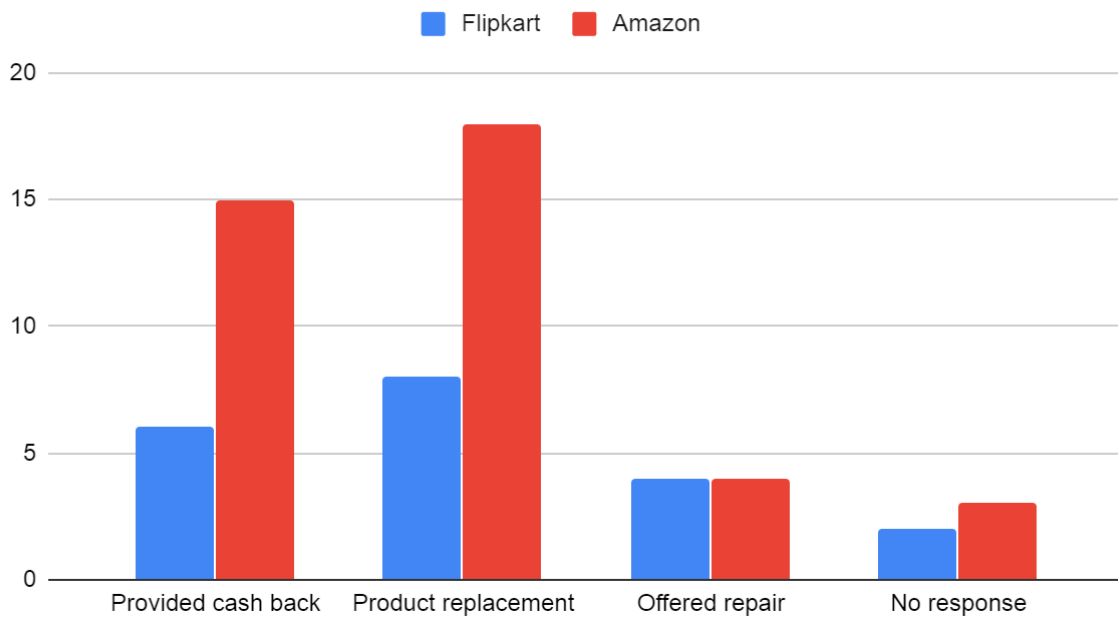
Table 1.12 remedial measure taken by the seller

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Provided cash back	15	6	37.5	30
Product replacement	18	8	45	40
Offered repair	4	4	10	20
No response	3	2	7.5	10

(Source –Primary data)

Fig 1. 12 remedial measures taken by the seller

Remedial measure was taken by the seller.



(Source – Table 1.12)

INTERPRETATION

Table 1.12 fig1.12 shows the percentage of the remedial measures taken by seller.

The study shows that 45 % respondents of amazon and 40% of flipkart had provided product replacement as a remedial measure.

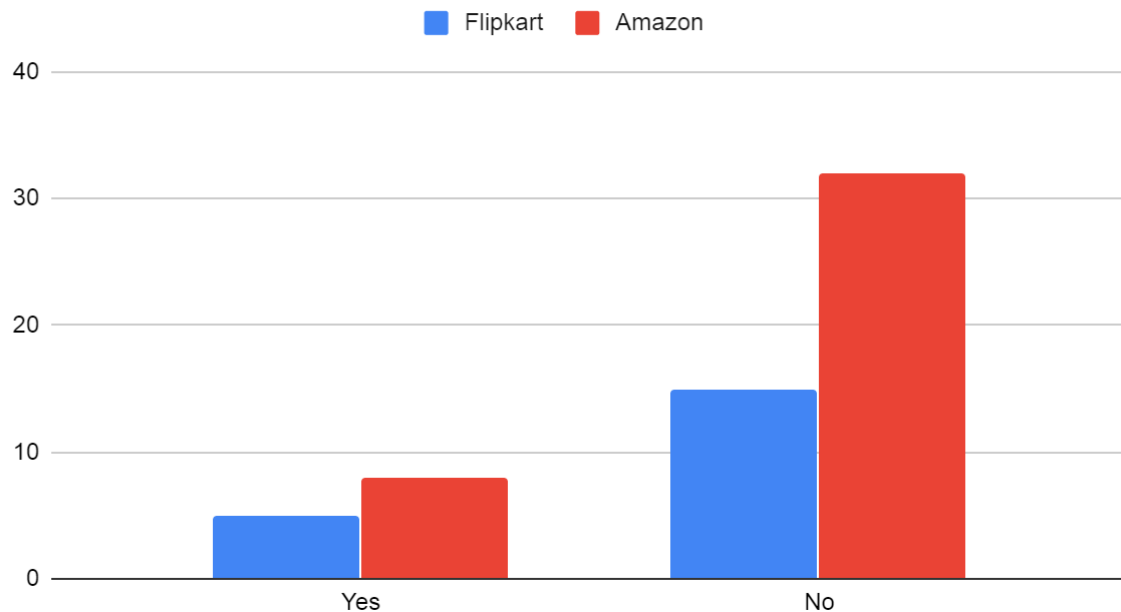
Table 1.13 is there any issues with regard to claiming warranty/guarantee

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Yes	8	5	20	25
No	32	15	80	75

(Source –Primary data)

Fig 1. 13 is there any issues with regard to claiming warranty/guarantee

Had any issues with regard to claiming warranty/guarantee



(Source – Table 1.13)

INTERPRETATION

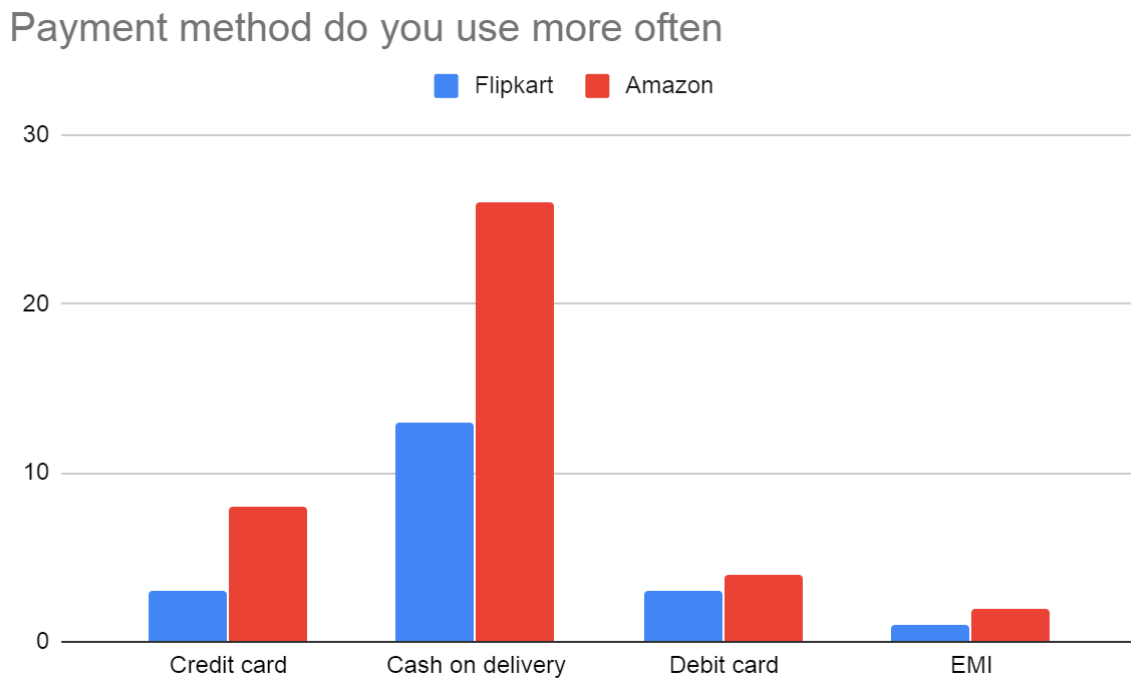
Table 1.13 fig1.13 shows the percentage of respondents having issues in claiming warranty or guarantee. The study shows that 80% respondents of amazon and 75% of flipkart does not have any issues.

Table 1.14 payment method do you use more often

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Credit card	8	3	20	15
Cash on delivery	26	13	65	65
Debit card	4	3	10	15
EMI	2	1	5	5

(Source –Primary data)

Fig 1. 14 payment method do you use more often



(Source – Table 1.14)

INTERPRETATION

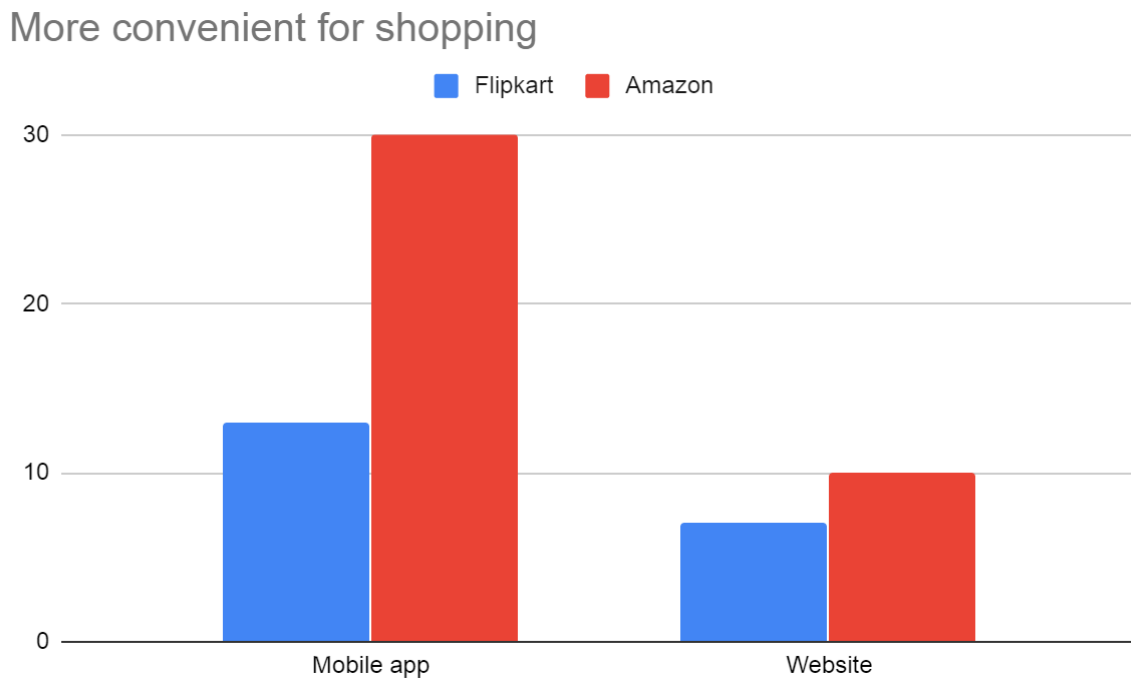
Table 1.14 fig1.14 shows the percentage of respondent's payment method. The study shows that 65% respondents of both Amazon and flipkart choose cash delivery as the payment method.

Table 1.15 more convenient

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Mobile app	30	13	75	65
Website	10	7	25	35

(Source –Primary data)

Fig 1. 15 more convenient



(Source – Table 1.15)

INTERPRETATION

Table 1.15 fig1.15 shows the respondents percentage of convenience for shopping

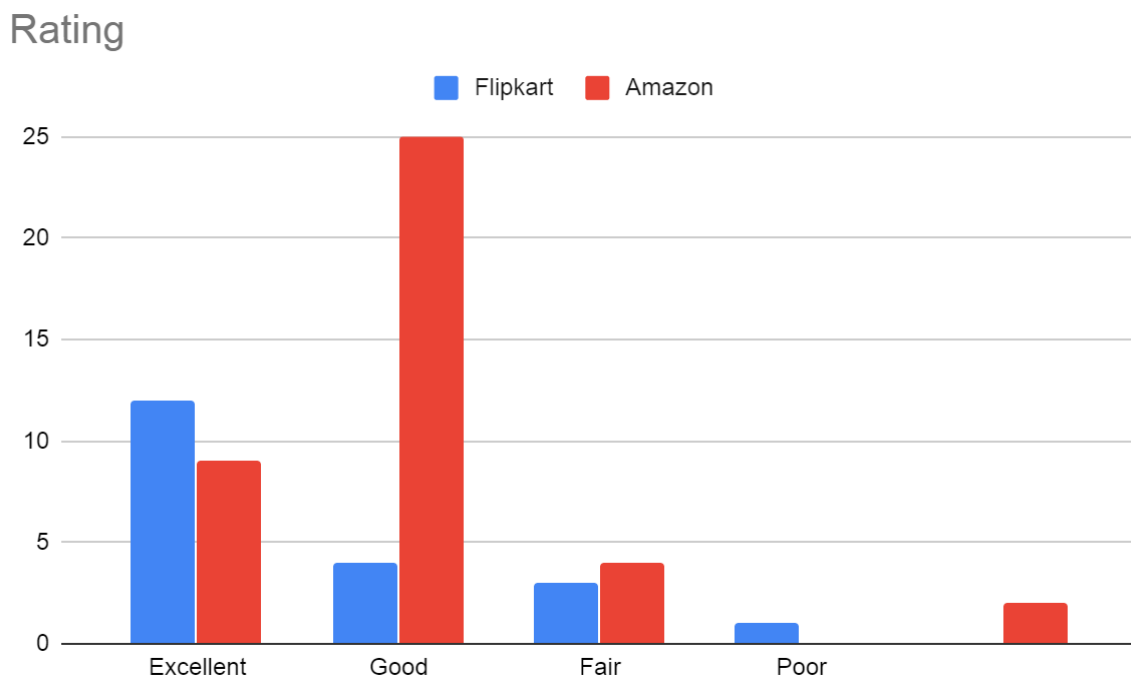
The study shows that 75 % respondents of amazon and 65% of flipkart are convenient in using mobile app for online shopping.

Table 1.16 Rating

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Excellent	9	12	22.5	60
Good	25	4	62.5	20
Fair	4	3	10	15
Poor	2	1	5	5

(Source –Primary data)

Fig 1. 16 Rating



(Source – Table 1.16)

INTERPRETATION

Table 1.16 fig.1.16 shows the respondents percentage of rating.

The study shows that 62.5 % respondents of amazon rated ‘good’ and 60% of flipkart ratings were ‘excellent’.

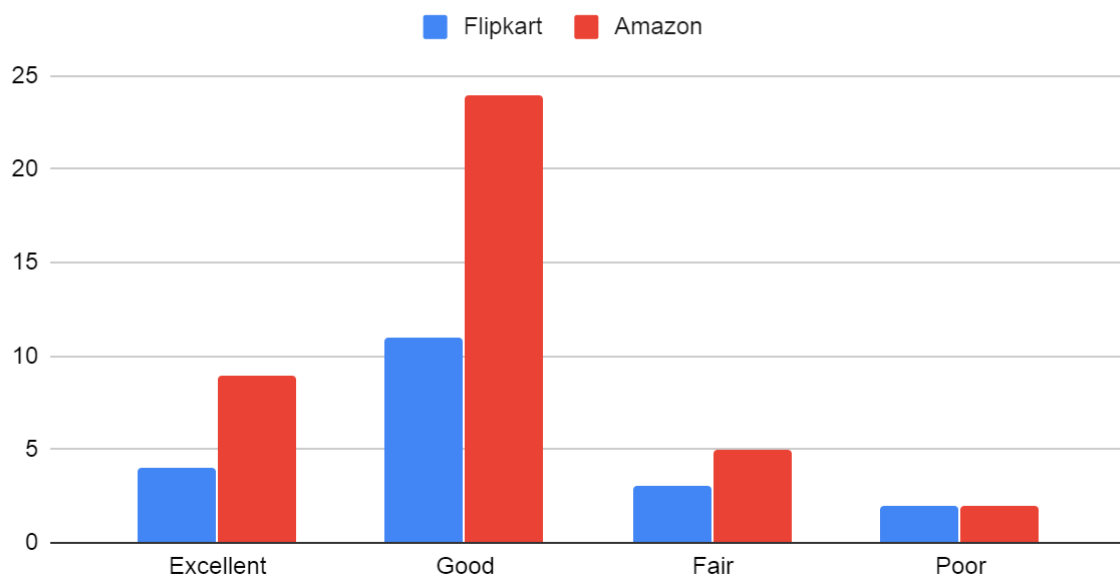
Table 1.17 users Friendliness of the E-commerce website which you prefer the most.

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Excellent	9	4	22.5	20
Good	24	11	60	55
Fair	5	3	12.5	15
Poor	2	2	5	10

(Source –Primary data)

Fig 1.17 user Friendliness of the E-commerce website which you prefer the most.

User Friendliness of the E-commerce website which you prefer the most.



(Source – Table 1.17)

INTERPRETATION

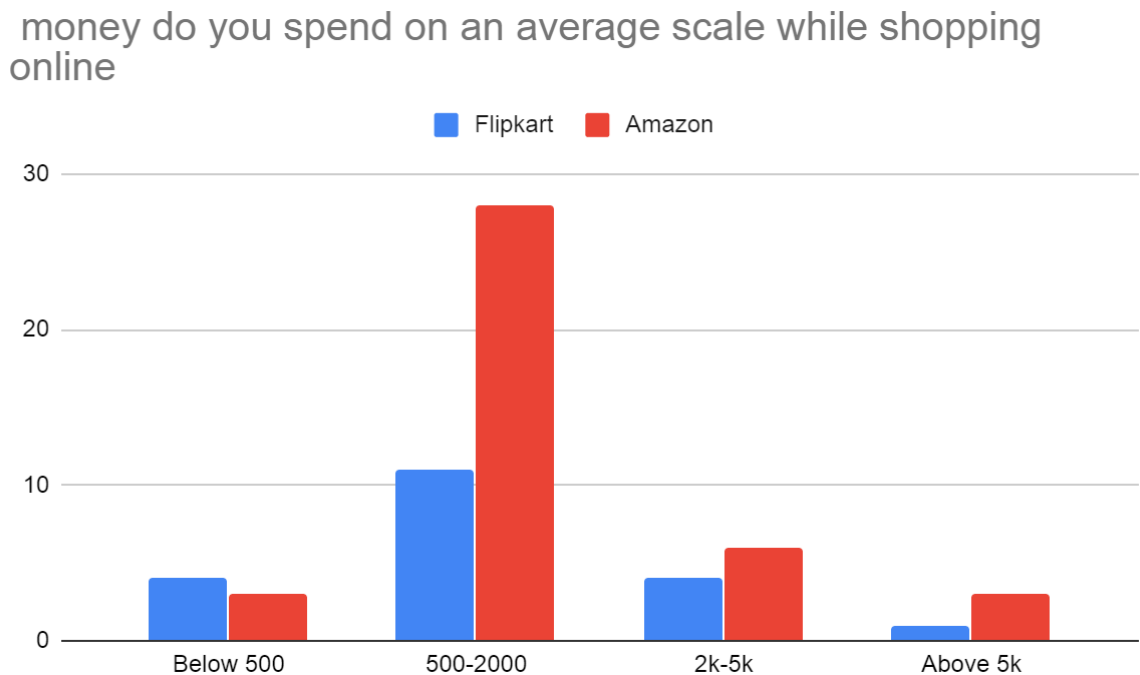
Table 1.17 fig1.17 shows the percentage of respondent’s user friendliness of the e commerce website that they prefer the most. The study shows that 60% respondents of Amazon and 55% of flipkart have good preference.

Table 1.18 money do you spend on an average scale while shopping online

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Below 500	3	4	7.5	20
500-2000	28	11	70	55
2k-5k	6	4	15	20
Above 5k	3	1	7.5	5

(Source –Primary data)

Fig 1. 18 money do you spend on an average scale while shopping online



(Source – Table 1.18)

INTERPRETATION

Table 1.18 fig1.18 shows the percentage of respondents spending habit on an average scale. The study shows that 70% respondents of amazon and 55% of flipkart spend money between 500-2000 while online shopping.

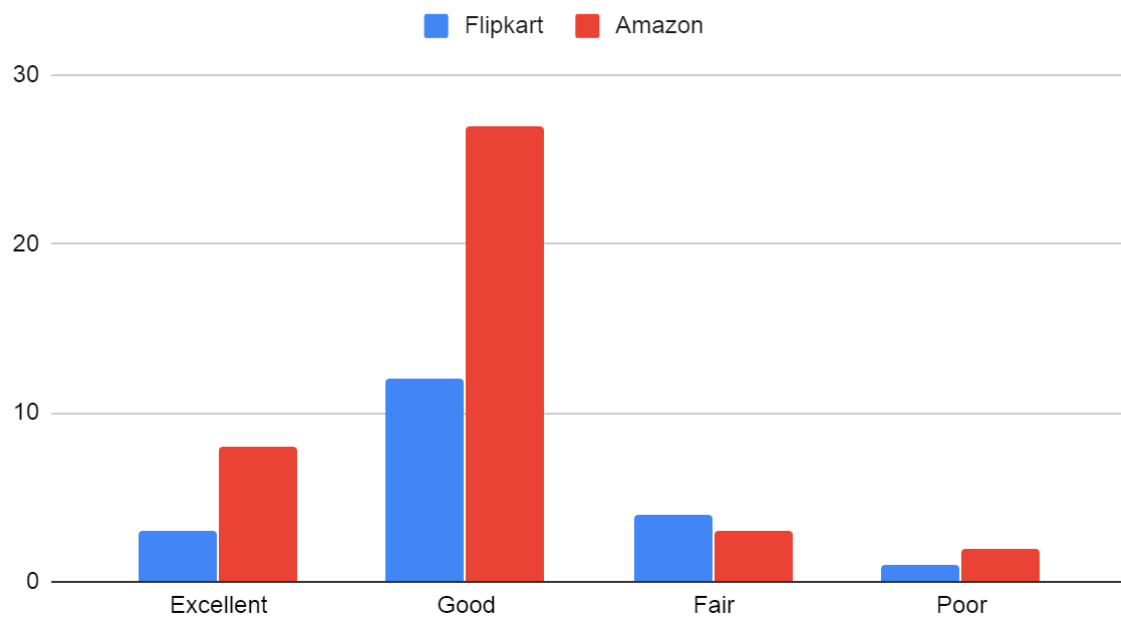
Table 1.19 rate the website's customer's grievance support

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Excellent	8	3	20	15
Good	27	12	67.5	60
Fair	3	4	7.5	20
Poor	2	1	5	5

(Source –Primary data)

Fig 1. 19 rate the website's customer's grievance support

Rate the website's customer's grievance support



(Source – Table 1.19)

INTERPRETATION

Table 1.19 fig1.19 shows the percentage of respondents that rate the website's customer's grievance support they prefer the most. The study shows that 67.5% respondents of Amazon and 60% of Flipkart provide good customer grievance

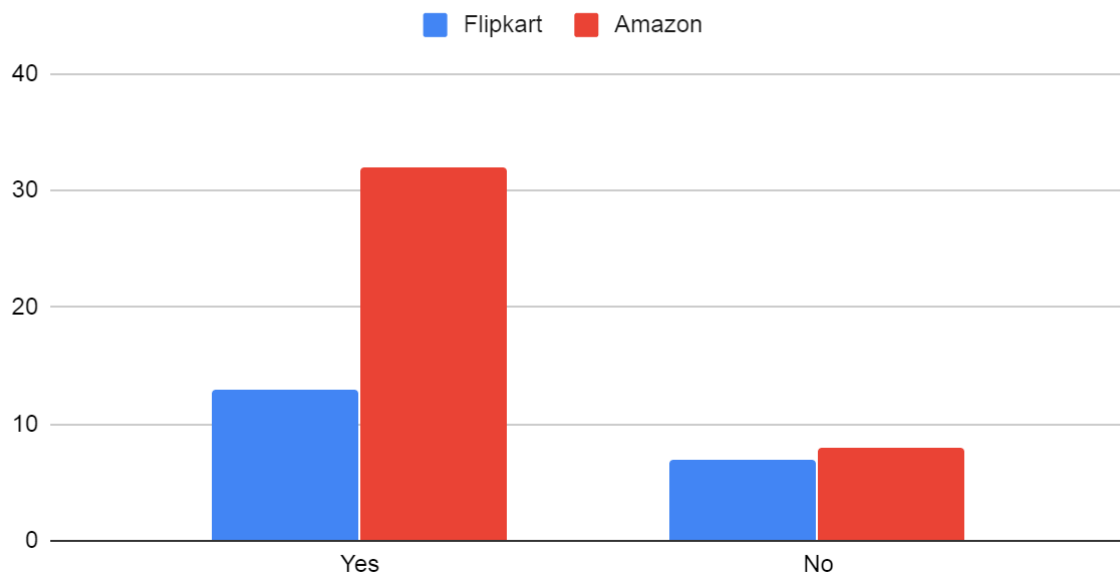
Table 1.20 Does the website deliver the product within the promised time frame

PARTICULARS	RESPONDENTS		PERCENTAGE	
	Amazon	Flipkart	Amazon	Flipkart
Yes	32	13	80	60
No	8	7	20	40

(Source –Primary data)

Fig 1.20 Does the website deliver the product within the promised time frame

Does the website deliver the product within the promised time frame



(Source – Table 1.20)

INTERPRETATION

Table 1.20 and fig1.20 shows the respondents percentage towards delivery of product within the time frame The study shows that 80% respondents of amazon 60% of flipkart enjoy timely delivery of products.

CHAPTER 4

**FINDINGS
SUGGESTIONS
CONCLUSION**

FINDINGS

- It is found that out of the 60 respondents 63.3% of them prefer Amazon and 36.7% of them prefer Flipkart.
- In gender wise classification, 62.5% respondents of Amazon are male and 55% respondents of Flipkart are female.
- In the classification of the respondents based on the basis of period of purchase, 40% respondents of Amazon and 35% respondents of Flipkart buys product within a period of 1-2 months.
- In the classification of the respondents based on the basis of favourable aspects, 45% respondents prefer Amazon because of its wider choice of products, while 40% respondents prefer Flipkart because of its better service
- It shows that 62.5% and 55% respondents of Amazon and Flipkart are willing to provide sensitive information like providing credit card information.
- Commenting on the user friendliness of the websites most 60% respondents of Amazon and 55% respondents of Flipkart have a good preference.
- It shows that 60% and 55% respondents of both Amazon and Flipkart have received defective products.
- It shows that 45% and 40% respondents of both Amazon and Flipkart had provided products replacement as a remedial measure.
- It shows that 80% respondents of Amazon and 75% respondents of Flipkart does not have any issues regarding warranty/guarantee of the product.
- Cash on delivery is the most preferred payment method by the customers
- It shows that 75% respondents of Amazon and 65% respondents of Flipkart prefer mobile app as more convenient for online shopping.
- 62.5% respondents of Amazon rated 'good' and 60% respondents of Flipkart rated 'excellent'.
- Online shopping was preferred over mobile shopping by the customers,
- Most of the Flipkart customers commented that the website was an absolute answer for their shopping need while the Amazon.

SUGGESTIONS:

- Certain products are not available on certain locations, this problem has to be dealt seriously and necessary steps have to be taken.
- Cash on delivery option has to be made available in more locations.
- Variety of sections has to be included in the area of like the electronics and fashion accessories.
- Problems in duration of replacement have to be given priority.
- Opinion for trial has to be strengthened.
- Seasonal offers and stock clearance sales has to be widened as the products are available in lesser quantities during the sales.
- Home delivery facility should be provided at all locations.
- Ensure that the product shipped is exactly what the customer has ordered for.
- Amazon has good customer care support but Flipkart has fast deliveries. But Amazon is catching up fast in terms of deliveries.
- Flipkart is performing ok but not good enough. There are so many cases where people felt that packing might have been better than this. Either it may be big or small / expensive or not product has to be treated with care. Some of the products mostly apparel's are turning out with original cover of supplier, which shows negligence of them. In this issue Amazon made a mark among us, because whatever the product is their packing will obviously safe and secure.

CONCLUSION

The project study on “Customer preference between Flipkart and Amazon with particular reference to Kottayam district was done from the response of 60 respondents from Kottayam district. The project study was started in October 2019 and ended in February 2020 during which questionnaires were distributed and responses were collected, tabulated and finally the data was analysed. The findings were recorded in tables and required graphs were prepared. The present study was helpful in understanding the customers view on the various aspects of online shopping and their taste of purchase of different goods, the customers marked their opinion on various aspects of the websites such as ease of use, product variety, delivery time, period of purchase, type of payment etc. The project helped to understand more about online shopping its features and its demand between various age groups and the type of products they prefer. The respondents were cooperative and supportive which helped to complete the project work in time. It is observed that both Flipkart and Amazon India are into deep neck competition and are in a brutal war where one tries to wipe the other out. Both these firms are seen to apply various strategies fromtime to time in order to make the other feel their presence. But it was very unfortunate to find that despite all the efforts Flipkart puts; people seem to recommend Amazon India more to others. Though people are more attracted towards Flipkart, yet it was observed that many of them choose not to retain with Flipkart, rather switch to Amazon India for its better quality and range of products. Flipkart should learn from its mistake and should make a balance between convenience, quality and quantity in order to retain its leadership position in the long run.

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APPENDIX

**A STUDY ON THE CUSTOMER PREFERENCE BETWEEN
FLIPKART AND AMAZON WITH PARTICULAR
REFERENCE TO KOTTAYAM DISTRICT**

QUESTIONNAIRE

- 1.Name
- 2.Gender male female
- 3.Residence
- 4.Age: 18-25 25-30 30-35
 More than 35
- 5.Occupation: Employee Business
 Student Unemployed
- 6.Income: Below 10k 10k-30k Above 30k
- 7.How often do you shop online?
 More than once in a Months
 Once in 1-2 months
 Once in 3-6 months
 Once in 7-12 month
- 8.Which online retailer do you prefer the most?
 Flipkart Amazon
- 9.What is the specific reason to opt the retailer of your choice?
 Ease of use
 Wider choice of product
 Discount
 Better service

10. How did you come to know about the website?

Magazine Internet Advertisement

Friends

11. What product do you buy online more often?

Electronics Clothes Foot ware Books

Others

Specify:

12. How many times have you made online purchase?

1 2-5 5-10 More than 10

13. Are you comfortable with providing sensitive information like credit card details to the website?

yes No

14. Please rate the user Friendliness of the E-commerce website which you prefer the most.

Excellent Good Average Bad

15. Does the website provide sufficient information regarding the product of your choice (rate from 1-4)

16. How much money do you spend on an average scale while shopping online?

Below 500 500-2000 2k-5k Above 5k

17. Have you ever received a defective product from the online retailer?

yes No

18. If yes, what remedial measure was taken by the seller.

Provided cash back Product replacement

Offered repair No response

19. Have you ever had any issues with regard to claiming warranty/guarantee?

Yes No

20. How would you rate the website's customers grievance support?

Excellent Good Satisfactory Bad

21. Does the website deliver the product within the promised time frame?

Yes No

22. What payment method do you use more often?

Credit card Cash on delivery Debit card

EMI

23. Is cash on delivery available at your location?

Yes No

24. Have you ever shopped using the website's mobile app?

Yes No

25. Which one do you think is more convenient for shopping?

Mobile app Website

26. Is the website an absolute answer for all your needs?

Yes No

27. How would you rate your overall shopping experience.

Excellent Good Average Bad

28. Would you recommend the website to another person.

Yes No

29. Have you taken any surveys conducted by the online retailers to improve their service?

Yes No

30. Do you have any suggestions?