



A COMPARATIVE STUDY OF BRAND PROMOTION IN STRATEGY OF AMAZON AND FLIPKART WITH SPECIAL REFERENCE TO BUYING BEHAVIOUR OF GEN Z IN VADODARA.

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ABSTRACT

The Internet has evolved into a tool that is both more powerful and more fundamental to meet the requirements of every person's profession. Various forward-thinking businesses have established systems for taking customer orders, facilitating the making of payments, providing customer service, collecting marketing data, and receiving online feedback, respectively, by integrating a variety of online information management tools and making use of the Internet. These events and activities

Have come to be referred to together as "e-commerce" or "Internet commerce." The numerous product options and user-friendly interface offered by online retailers have rendered shopping a breeze for virtually everyone. An effort has been made to conduct an in-depth analysis of the several corporate and company level methods used by the two most prominent online retailers, namely Amazon and Flipkart. Comparisons have been made taking into consideration e-commerce in Gen Z in Vadodara's issues, their business strategy, financing, revenue generation, growth, and survival plans, as well as shoppers' online shopping experiences, value added distinction, and product offers.

Both of these major actors left their imprint in India, but the question remains as to which of them would emerge victorious in the end or which will take first place. A study that compares Flipkart.com to one of its closest competitors, Amazon.com, provides information about the various strategies that can be used to be successful in the e-commerce market as well as the various opportunities that are available in India among Gen Z inhabitants in Vadodara.

Keywords: Amazon India, Flipkart, E- Commerce, and Customers' Perceptions Are the Keywords Here.

GENERAL INFORMATION

The level of competitiveness is at an all-time high in the age of the 2020s. In the current highly competitive business climate, every company is striving toward securing their product position in the many marketplaces throughout the world. Having said that, the fact that they are the originators and suppliers of these innovative brands allows them to differentiate their products and services from those of their rivals, which is a requirement for new business opportunities and perspectives. It makes the consumer an active participant in the inventive process and incorporates the customer's brand values into the process. Gen Z in Vadodara Social media is a wellspring of marketing that may be used to captivate consumers with the intention of increasing sales and boosting value with clients located all over the globe. The function of social media is highly essential in the context of branding strategies, and it is seen as a very powerful actor that fulfilled all of the characteristics of consumer satisfactions. In this context, the role of social media is quite crucial.

Traditional archetypes are being challenged in today's world by novel business designs, cutting-edge technologies, cutting-edge skills, and the demands of Gen Z customers in Vadodara. Indeed, we are rapidly entering a new era of customer brand value, one in which customers are increasingly able to be directly inspired by branding strategies, which are contributing to user-generated contents on social media. In this new era, customers are increasingly able to directly inspire one another. It's possible that in the future, companies will create user-generated content for Gen Z customers in Vadodara as part of a future scenario that involves user-generated content.

ABOUT THE COMPANY / INDUSTRY / SECTOR

INDUSTRY PROFILE AMAZON

The Seattle-based Amazon.com Inc. is a multinational American technology company that specialises in e-commerce, cloud computing, digital streaming, and artificial intelligence. "One of the most significant economic and cultural forces" in the world, it is one of the most valuable brand names in existence right now. Besides Alphabet, Apple, Meta, and Microsoft, it is one of the Big Five American information technology businesses. On July 5, 1994; Jeff Bezos launched Amazon from his Bellevue, Washington, garage.

As a result of its diversification into a wide range of products, The Everything Store has acquired the title "The Everything Store". Cloud computing, driverless cars, satellite Internet, and Amazon Lab126 are just a few of the many divisions under its umbrella (computer hardware R&D). IMDb and Whole Foods Market are just some of its numerous subsidiaries. Its purchase of Whole Foods for \$13.4 billion in August 2017 significantly expanded its physical retail network. As a result of its technological advances and ability to operate on a large scale, Amazon has positioned itself as a market disruptor. According to revenue and market share, it is the world's biggest online retailer and marketplace, smart speaker supplier, cloud computing service via AWS, live-streaming service through Twitch, and Internet firm.

After surpassing Walmart as the world's biggest retailer outside of China in 2021, Amazon Prime has over 200 million users globally, a substantial portion of which is due to its monthly subscription plan. As the second biggest private employer in the United States, it employs more people than any other company. Amazon's Prime Video, Amazon Music, Twitch, and Audible services all provide a wide range of digital and streaming media.

As of March 20, 2022, Amazon owns film and television studio Metro-Goldwyn- Mayer, which it has been releasing books via its publishing arm, Amazon Publishing. Kindle e-readers and Echo devices, as well as Fire tablets and Fire TVs, are all products of Amazon's consumer electronics division. Amazon has been attacked for consumer data gathering tactics, a hostile work atmosphere, tax dodging, and anti-competitive activities.

Flipkart Private Limited is a Singapore-based private limited company that operates as an Indian online retailer with headquarters in Bengaluru. The business started out selling books online but has since branched out into other areas, including electronics, clothing, household goods, food, and lifestyle products.

Snapdeal, Amazon's Indian affiliate and domestic competitor, is the main service with which this one competes. Flipkart dominated the Indian e-commerce market in March 2017, controlling 39.5% of the total. After acquiring Myntra, Flipkart quickly became the industry leader in the clothing sector, and it is now "neck and neck" with Amazon in the competitive mobile phone and electrical goods market.

Flipkart was valued at roughly US\$20 billion when American retailer Walmart purchased a 77% controlling share in the company in August 2018 for US\$16 billion. As of 2022, the estimated value of Flipkart is \$37.6 billion. In 2023, it hopes to become publicly traded by listing in the United States.

Sachin Bansal and Binny Bansal, both of whom have degrees from the Indian Institute of Technology in Delhi and previously worked at Amazon, launched Flipkart in October 2007. Early on, the company's main emphasis was on providing nationwide delivery for online book orders. With steady growth, Flipkart reached the point in

2008 when it was processing 100 orders each day. Flipkart purchased WeRead, a social book discovery service located in Bangalore, from Lulu.com in 2010.

Mime360.com, a digital distribution company, was purchased by Flipkart back in 2011 in addition to Champak's digital content archive, which is dedicated to Bollywood.

Flipkart's Flyte, a DRM-free online music store, debuted in 2012 after the company made the acquisition. Failure to compete with free streaming sites ultimately led to Flyte's closure in June 2013.

OVERVIEW OF WORLD MARKET

Analysing Distinct Characteristics

1. An Assortment of Items

These two online marketplaces provide substantial product variety. Due to its longer existence, Flipkart may have a slight advantage. Electronics, computers, clothing, sportswear, health and beauty aids, cosmetics, and even books and tools may all be found on both sites. The breadth and depth of their offerings means that they may be used for any purpose, giving the customer a wide range of options to choose from. This means that when it comes to product selection, Amazon and Flipkart are virtually tied.

2. The User Input Device

Even though the front ends of both sites seem quite similar, the ordering, checking out, and paying process on Flipkart is far easier than on Amazon. Compared to Flipkart, Amazon is easier to use, more straightforward in its presentation of products, and more user-friendly in its overall feel. The shopping experience at Amazon is enhanced by the site's friendly and uncluttered user interface. This means that, unlike Flipkart, more results may fit on a single page since each result is less substantial.

3. Finally, shipment and delivery

In order to get their products to customers quickly, both Amazon and Flipkart have their own delivery services that use couriers. While Amazon employs the Amazon Transportation Services (ATS) delivery system, Flipkart instead uses the Ekart system (Amazon Transportation Services). Each of these online retailers uses a courier service that is almost indistinguishable from the others in terms of dependability and quality.

OVERVIEW OF INDIAN MARKET

Can employees feel free to use their natural creativity on the job.

The government of India has announced a new framework to restrict the flow of data across borders, standardize taxation, promote the growth of the digital economy, and end product counterfeiting, all of which will

require the two businesses to be highly flexible in the coming year. Even though they have had to make major adjustments to their operations and setup in the past, they may once again find themselves in the same situation. In order to remain competitive in India, one of the world's largest e-commerce markets, the two companies must adhere to stringent data privacy standards as they expand into new channels like hyper-local delivery, over-the-top (OTT) platforms, and electronic wallets.

The study comparing Amazon and flip kart is to gain an understanding of the procedures followed by each company in Amazon and flip kart and the advantages, disadvantages, opportunities, and threats of online retailers and the factors influencing consumers' decisions.

The purpose of this research was to systematically analyze the coordination's analysis, advertising systems, and publicity organizations used by these E-business sites on a global and corporate scale. For this study, we adopted an expressive measurements strategy, gathering primary data through a formally conducted survey and secondary data from a variety of online and offline sources, such as specialized business websites and scholarly articles. In summary, compared to Flipkart, Amazon provides a higher level of customer satisfaction.

The Indian market has seen tremendous rise in the popularity of online shopping in recent years, making this method of purchasing both cheaper and more convenient. Buying products or services from merchants in real time through the internet is known as "online shopping." We have been transported from the period of transactional purchasing into the current era of online shopping, all thanks to the Internet.

Internet retailers provide a convenient and cutting-edge buying experience for consumers. In addition to the ease of use and accessibility, the variety of items available at reasonable prices, and the ability to quickly zero in on exactly what you're looking for are just a few of the benefits of shopping online. Customers who purchase online because it's more convenient than any other method can't be happier than with e-commerce. Present day.

ABOUT MAJOR COMPANIES IN THE INDUSTRY

All facets of modern life rely heavily on some kind of technological advancement. Things like eLearning and the modern trend of working from home, in which even office work is increasingly being done online, are examples of how people are increasingly turning to electronic mediums, especially since the advent of the web. This new trend has an influence on e-shopping as well. Consumers have made a dramatic transition away from in-store to internet purchasing.

There has been a dramatic decline in in-store purchasing and a meteoric rise in internet shopping as individuals adopt social distance to prevent the spread of the virus. It's becoming more common for people to shop online instead of at traditional brick-and-mortar establishments.

Both the total number of purchasers and the total amount of items purchased online have climbed dramatically. The rise of internet retailers has been spurred by these changes. This is a golden chance for online merchants to

gain their consumers' confidence and encourage them to make more purchases from their site rather than from more conventional retailers. Sales at major online retailers like Amazon and Flipkart have skyrocketed in recent years.

Here, we examine Vadodara consumers' perceptions of Amazon and Flipkart over a spectrum of values. It also identifies the significance of many characteristics in determining client attitude.

INTRODUCTION OF THE STUDY

Amazon's unique blend of start-up ethos with a globally functional group structure and regionalized divisions makes for an intriguing organizational model. The purpose of upper-level management is to enable managerial control at both the organizational and regional market levels (such as in North America and internationally).

Due to its growth via acquisition, Flipkart's formerly flat organizational structure has expanded to include many levels of management. The corporation has also made the shift from a desktop-centric to a mobile-centric strategy, while simultaneously adding inorganically to its top leadership ranks.

Amazon places a premium on forming strategic alliances with local logistics firms in order to grow its company.

Flipkart has grown rapidly via acquisitions, both in terms of the number of services it offers and the variety of goods it sells. Flipkart is able to provide the greatest deals in the electronics area because to its collaborations with leading brands.

Assimilation Priority Sectors:

Amazon's recent purchase of MGM was made to bolster its Prime video streaming business. Amazon has also purchased the one-stop app Tapzo in an effort to expand the use of Amazon Pay.

When Amazon began advertising its hotel and travel booking services, Flipkart bought Clear trip to diversify its offerings. Flipkart has bought Scapi in order to improve the Myntra buying experience.

LITERATURE REVIEW

Associate Professor Nandhini Balasu bramanian Issara, School of Management Studies, Banjari Amman Institute of Technology, India (2017) Both Amazon and Flipkart deserve praise for their forward-thinking strategies, as was noted in research comparing their services' customer satisfaction ratings among students at a single educational institution. This research draws conclusions on customer satisfaction based on a survey of customers, finding that although Flipkart excels in areas like website usability, shipping, and order tracking, Amazon provides strong competition in the area of product quality. Amazon is a global corporation, but it has

deepened its roots in India because it has a firm grasp of the preferences of Indian consumers.

Rashid Al Karim "An investigation of the drivers of and barriers to e-shopper happiness" Several variables influence customers' final judgments while making purchases online, according to the study's findings. The convenience of shopping online, the ease of placing an order, the wide selection of items offered, the low costs, and the many discounts and specials available for online purchases are all reasons that draw customers in. As additional significant barriers to online shopping, he listed the "online payment system," "personal privacy or security concerns," "delaying of delivery," "things the lack of live customer service," "items return rules," and "mixing up at delivery time.". When it comes to online payment systems, personal data, and internet security, consumers are understandably concerned about fraud, privacy invasion, and hacking.

PROBLEM STATEMENT

Competition is fierce in today's corporate environment. In today's business world, every company is competing for an ever-growing share of the consumer market. It would seem that every firm is engaged in a constant state of war with every other business, each attempting to one-up the other with more aggressive and successful techniques. Even in the world's most rapidly expanding business, e-commerce, there is evidence of this conflict. Almost every business today is adapting some aspect of their operations to the ever-changing landscape of online commerce. Keeping in mind the importance of maintaining market share and expanding client bases, this research looks at the strategies used by Amazon India and Flipkart, two of the largest online retailers in India, to compete with one another

OBJECTIVES OF THE STUDY

- 1.The goal of this study is to get insight into and make educated predictions about the preferences of Vadodara's when it comes to shopping online.
- 2.Determine how youths in Vadodara rate and review e-commerce businesses.
- 3.The goal is to learn how Amazon and Flipkart operate in India.
- 4.With the goal of better understanding the challenges faced by both e-commerce companies and their respective clientele.
- 5.I need to identify the factors that influence Gen Z consumers' perception of a brand's value in the city of Vadodara.
- 6.Employing user-generated content as a technique for increasing consumer brand loyalty.

RESEARCH METHODOLOGY**DATA COLLECTION METHODS AND STUDY VARIABLES**

Methods for data collection Primary Information Secondary Information

Primary Information

Primary data were gathered using a questionnaire.

Secondary Information

The logistical elements of Books Journals Magazines Online were used to collect secondary data.

Sampling

Convenient sampling is the sampling technique utilised for data collection. The convenience sampling method is not based on probability.

Sample size

The logistics reveal how many people need to be surveyed. Although big samples provide more trustworthy findings than small samples, owing to time and financial constraints,

Analytical strategy

Diagrams are represented by graphs and charts.

- After utilising the appropriate statistical techniques, logistical conclusions will be drawn.
- To improve the value of the research, conclusions and suggestions will be given.

LIMITATIONS OF THE STUDY

The research sheds light on a variety of issues concerning Flipkart and Amazon India. This demonstrates how users see the two mobile apps as being equivalent in terms of the features they want. They are, however, cognizant of the fact that Amazon opted for a multilingual approach. They also believe that Amazon India has higher-quality items, better deals, and faster shipping. apathetic towards the emotional, simplistic, discounted, and offered products on Flipkart and Amazon India's advertising.

Flipkart, however, seems to have triumphed in this conflict in terms of entertainment value, attention-grabbing qualities, attractiveness, retention and recall, and exclusive sales. Even though Flipkart is the market leader, a majority of respondents (56.7% to be exact) said they would suggest Amazon India to friends and family. One reasonable explanation is that consumers prefer to purchase online because of the greater selection and higher quality of the things available.

CONCLUSION/SUGGESTIONS

Both Flipkart and Amazon, two of India's most prominent e-commerce providers, were included in the analysis.

All the secrets of their success in the global marketplace have been revealed. Their creative problem-solving to attract a growing customer base is admirable. Its ultimate goal was to expand their network to serve a growing number of users. They made life and work easier and more pleasant for their users. When you take the lead in today's competitive market, others will follow. The results of the customer study are in, and Amazon comes out on top. Despite being a global corporation, it has deepened its ties to India by learning to speak the language and culture of its target market, the Indian people. Even though it's a relatively young firm in comparison to Amazon, Flipkart is giving the latter a run for its money. Although this challenge may take some time to solve, their success in the Indian e-commerce business is undeniable.

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