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The Impact of E-Retail Marketing Mix on Consumers Attitude Comparative Study between Amazon and Flipkart Evidence of ALIGARH and NCR

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Abstract: The trend of e-commerce has been catching up in the country with high rates of domestic and local companies using the e-business model to do business very different from the traditional way of doing business in India. This study is trying to Estimate and understand the consumer attitude and factors influencing their behaviour for choosing E-commerce sites and to succeed in those procedures and Find out new opportunities. The study is based in primary data collected by questionnaire on students of Aligarh Muslim University the study conclude that With the increasing middle class people and more disposable incomes, people are now shopping more frequently. Access to affordable internet and increasing number of smartphone users have resulted in more online buyers.

Keywords: E-Retail, Marketing mix, Consumers, Attitude, Preference, Amazon and Flipkart.

INTRODUCTION

Definition

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, nowadays, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics as vital mix elements.

E-commerce is one of the fastest growing and emerging economies in the world, very existence large base of consumers and a large Internet-connected block (nearly \$ 100 million).

The trend of e-commerce had been catching up in the country with highest rates of local and domestic companies using the e-business model to do business very diverse from the old-style technique of doing business in India, has led to an exciting trend in the online shopping market

Starting right from ordering grocery Vegetables, food, fruits, electronics, taxis and so on. The total enrolment in agriculture, medicine, science and engineering amounted to 6.5 million in 2010. Shahru Sudan Kasturi in Hindustan Times (New Delhi, January 10, 2011) Watti opts for engineering has doubled over 2001. We suggest an approach to self-assessment questions for the electronic screening system.

LITERATURE REVIEW

Sharma and Mittal [1] In their study "India's e-Commerce Prospects," India is making significant progress in e-commerce. Certainly, with the middle

class of 288 million people, online shopping offers unlimited possibilities in India. Property costs were very high. At the moment, e-commerce is important in our daily lives. Many websites deal with any number of services and goods. E-commerce gateways provide services and goods in different categories.

Miyazaki and Fernandes [2] proved that past experience concluded that this effect of intention and behavior is significant and varied. Samadi and Ali [3] compare the future buying intent, the perceived level of risk of shopping in the store and the Internet, reviewing the relationship between the previous positive experience, perceived risk level, and future buyer intentions in the net shopping environment.

Abhijit Mitra [4], "E-Commerce in India - Review", International Journal of Marketing, Financial Services and Management Research conclude that e-commerce broke geographical limits and that trade would improve in the coming of five years in India. D. K. Gangeshwar [5], "E-Commerce", Science and Technology, International Journal of Electronic Service. Found that e-commerce had a very positive future in India though security, privateness and dependence on technology are some of the shortcomings of e-

commerce but still there a optimistic future for e-commerce.

RESEARCH METHODOLOGY

The main objective of the study is to:

- Estimate and understand the consumer attitude and factors influencing their behaviour for opting e-commerce sites.
- Find out new chances and to succeed in those procedures.
- Understand how consumers are estimating e-commerce sites for their buying.

Recognize the work flow of Flipkart and Amazon.

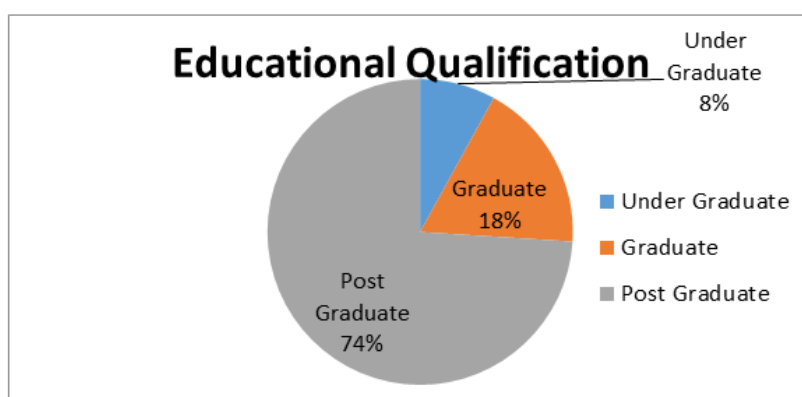
The research is carried out with a view to analyse the Marketing Mix of study of Amazon and Flipkart. The research is descriptive conclusive and is based on single cross sectional research design. Quantitative data was generated on the basis of the research instrument (Questionnaire).

Sample Size

Students belonging to graduate and post graduate in Aligarh Muslim University. In all 100 responses were received.

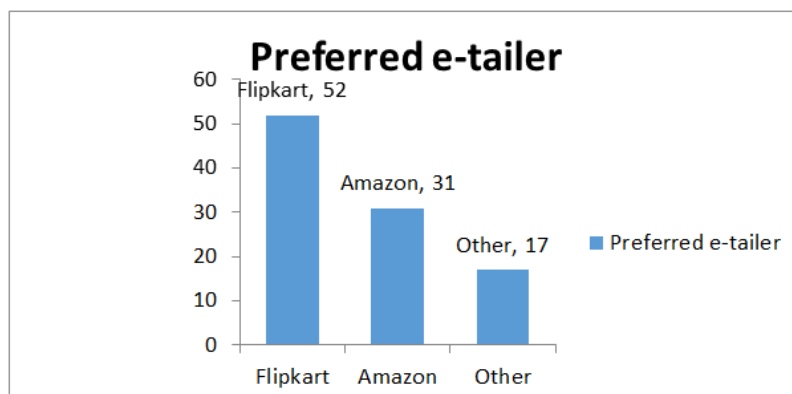
Analysis

Collected data was analysed with the help of MS-Excel. The useful information was extracted using bar graphs and pie charts.



Majority of respondents are post graduate in terms of educational level is concerned, 18 respondents

are of graduate level while 8 respondents are under graduates.



Flipkart is the most preferred e-tailer with 52% share out of total responses, Amazon holds second

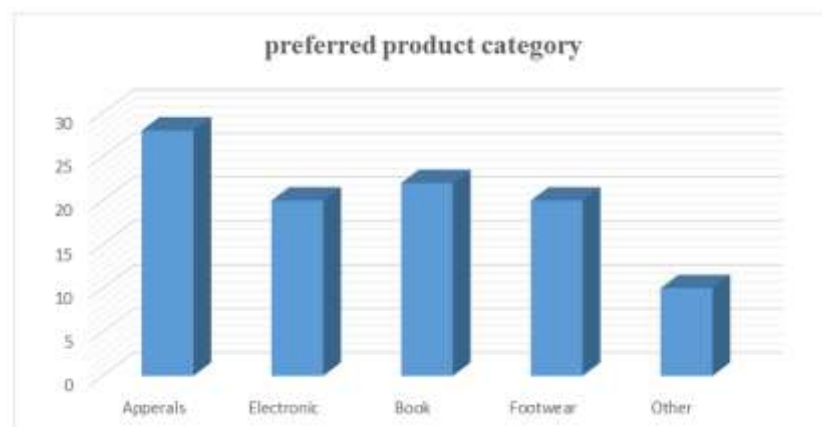
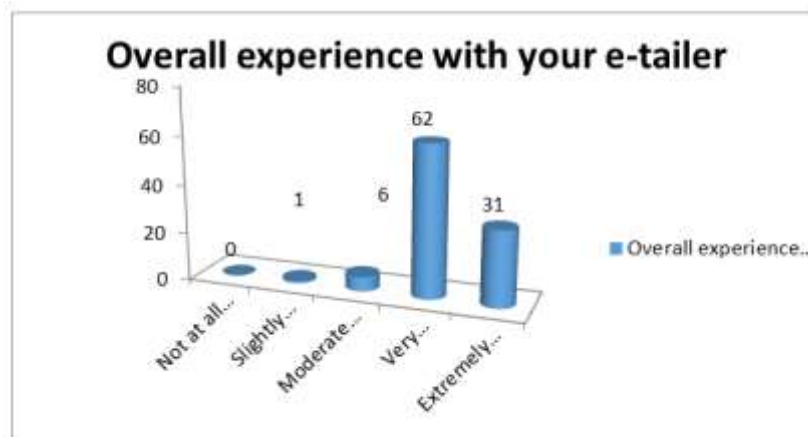
place after Flipkart with 31% share, while 17 % preferred e-tailers other than Flipkart or Amazon.



8% of respondents shop on a weekly basis, 20 % respondent's shop every 15 days while 72% shop on a monthly basis (above figure).

Majority of respondents i.e. 62 said they are

very satisfied with the overall shopping experience with the e-tailer they preferred, 31 respondents are extremely satisfied with the overall experience. 6 respondents are moderately satisfied while a single respondent is slightly satisfied (below figure).

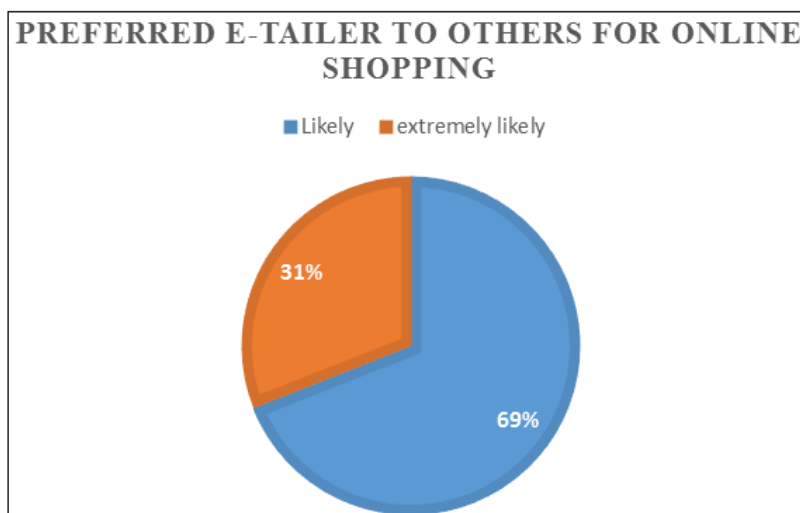


28 respondents said Apparels is among the most preferred product to shop, 22 respondents shop for books, 20 respondents said Electronics and footwear

both are preferred for shopping online, while remaining 10 respondents prefer other products.

Frequencies				
Q	ITEAMS	frequency	percent	Interpretation
Age	20 below	10	10	72 respondents belong to the age band 20-25, 20 respondents are above 25 years of age while 8 respondents are below 20 years.
	20-25	70	70	
	above 25	20	20	
Gender	Male	68	68	68 out of 100 respondents were Males while 32 respondents were females.
	Female	32	32	
	Total	100	100	
Occupation	post graduate	74	74	Majority of respondents are post graduate in terms of educational level is concerned, 18 respondents are of graduate level while 8 respondents are under graduates
	under graduate	8	8	
	Graduate	18	18	
	Total	100	100	
overall experience	extremely satisfied	32	32	Majority of respondents i.e. 62 said they are very satisfied with the overall shopping experience with the e-tailer they preferred, 31 respondents are extremely satisfied with the overall experience. 6 respondents are moderately satisfied while a single respondent is slightly satisfied.
	very satisfied	62	62	
	moderately satisfied	6	6	
	Total	100	100	
preferred e-tailer	Flipkart	52	52	Flipkart is the most preferred e-tailer with 52% share out of total responses, Amazon holds second place after Flipkart with 31% share, while 17 % preferred e-tailers other than Flipkart or Amazon.
	Amazon	31	31	
	Other	17	17	
	Total	100	100	
frequency of shopping	Weekly	9	9	8% of respondents shop on a weekly basis, 20 % respondents shop every 15 days while 72% shop on a monthly basis.
	Fortnightly	20	20	
	Monthly	71	71	
	Total	100	100	
preferred product category	Apparels	28	28	28 respondents said Apparels is among the most preferred product to shop, 22 respondents shop for books, 20 respondents said Electronics and footwear both are preferred for shopping online, while remaining 10 respondents prefer other products.
	Electronic	20	20	
	Book	22	22	
	Footwear	20	20	
	Other	10	10	
	Total	100	100	
provide diverse product category	Flipkart	48	48	48 respondents said that Flipkart has diverse product category as compared to Amazon or other players. Whereas, 42 says Amazon has diverse product category. 10 respondents selected other e-tailer as far as diverse product category is concerned.
	Amazon	42	42	
	Other	10	10	
	Total	100	100	
provides better product information	Flipkart	48	48	48% respondents said Flipkart provides better product information, Amazon gives tough competition to Flipkart as 44% respondents favoured Amazon while 8 % respondents prefer other e-tailers (Snapdeal, Jabong, Myntra) as far as product information is concerned
	Amazon	44	44	
	Other	8	8	
	Total	100	100	
provides attractive offers	Flipkart	52	52	52 respondents said Flipkart provides attractive offers, 46 respondents prefer Amazon while only 2 respondents prefer other e-tailers (snapdeal, jabong).
	Amazon	42	42	
	Other	6	6	
provides higher price discounts	Flipkart	38	38	Majority of respondents i.e. 43 said Amazon provides higher price discounts, 38 respondents said Flipkart provides higher price discounts while only 19 respondents said other e-tailers (Snapdeal, Jabong, Shopclues) provides higher price discounts.
	Amazon	43	43	
	Other	19	19	
	Total	100	100	
provides better product delivery	Flipkart	45	45	45 respondents said Flipkart provides better product delivery, 38 respondents said Amazon has better product delivery while 17 respondents prefer other e-tailers (comprising Snapdeal, Jabong, Myntra, Shopclues).
	Amazon	38	38	
	Other	17	17	
	Total	100	100	
satisfaction with the price offer	somewhat satisfied	18	18	None of the respondents is dissatisfied with the pricing of Flipkart/Amazon/other, only 2 respondents are somewhat satisfied, only 1 respondent gave neutral response, 18 respondents are slightly satisfied while majority of
	completely satisfied	79	79	

	neither satisfied or not	1	1	respondents(79) are fully satisfied with the prices offered.
	somewhat dissatisfied	2	2	
	Total	100	100	
recommend their preferred e-tailer to others for online shopping	Likely	69	69	Majority of respondents i.e. 69 said they would recommend their preferred e-tailer to others for online shopping, 30 respondents are highly satisfied with their preferred e-tailer, and hence they are extremely likely to recommend to others. Only 1 respondent is unlikely to recommend.
	extremely likely	31	31	
	Total	100	100	



Majority of respondents i.e. 69 said they would recommend their preferred e-tailer to others for online shopping, 30 respondents are highly satisfied with their preferred e-tailer, and hence they are extremely likely to recommend to others. Only 1 respondent is unlikely to recommend.

CONCLUSIONS

Flipkart is the most preferred player because of several reasons; it has a wider reach, better delivery network, influential ad campaigns etc. Maximum respondents shop on monthly basis or more because most of them are students and have less disposable income.

Apparels being most preferred because university students mostly follow new trends in fashion and online e-tailers have wide variety and affordable prices for the same. Both Flipkart and Amazon share almost equal share in terms of price discounts, reason being both have to offer attractive discounts/prices in order to remain in competition.

Most of the respondents will recommend to others because they are satisfied with the overall performance of their e-tailer in terms of 4 Ps. Analyses has been done on the overall customer perception about online shopping keeping in mind the 4 Ps of marketing i.e. Product, Price, Place and promotion. It is found that

Amazon gives tough competition to domestic player Flipkart in terms of product offerings and attractive offers.

It is found that Amazon gives tough competition to domestic player Flipkart in terms of product offerings and attractive offers. With the increasing middle class people and more disposable incomes, people are now shopping more frequently. Access to affordable internet and increasing number of smartphone users have resulted in more online buyers.

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