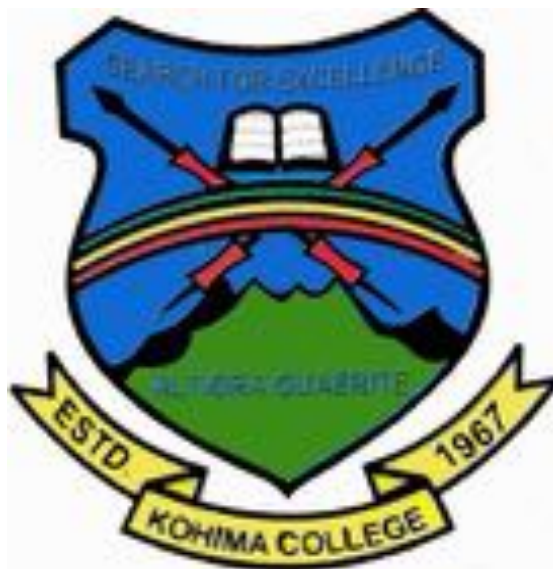


**COMPARATIVE STUDY ON CONSUMERS' ONLINE  
SHOPPING PREFERENCES: FLIP KART, AMAZON  
AND MYNTRA**

*Projects reports submitted to Nagaland University in partial fulfillment  
for the award of the degree of bachelor of commerce.*

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**DECLARATION**

I declare that the project report entitled “comparative study on consumer online shopping preference: flip kart, Amazon and Mantra” submitted by me for the award of the degree of **Bachelor of Commerce** of Nagaland university is my own work. The project report has not been submitted for any other degree of this university or any other university.

**ARUKHA K**

**CERTIFICATE**

I forward this project report to be placed before the examiners for evaluation.

**NGIPLON RACHEL GHOHWANGLIM**  
**Supervisor**

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# **CHAPTER 1 – Introduction**

## **1.1 Background**

E- Commerce can best be narrates as the buying and selling of productions and services over the internet. It includes business to business (B2B) and business to consumer (B2C) transactions. Thus, e-commerce has become one of the essential characteristics in the internet area.

Many companies have started using the internet with the aim of reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies use internet to demonstrate goods and services on the web and disseminate information to sell the product, to take feedback from the customer and to conduct satisfaction surveys with the customer. Consumers can get full information, to sell the product with its reviews being passed by the existing users. Consumer used the internet to buy the product online, to compare prices, product features and after sale services facilities they will receive if they purchase the product from a particular store.

With the advancement in technology and science, people can now do various things at the comfort of their homes and one such thing is online shopping. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. It has gained a lot of spotlight due to its ever-increasing demand and craze among

People. Online Shopping is definitely a great way to shop with everything available on the website from clothes, gift items, Electronics, cosmetic and many more. Online shopping allows customer to shop comfortable from home conveniently without even taking trouble going to the super markets. Online shopping is the best option for people who don't have much time and are busy in their office and business work. It helps customer to shop anytime and from anywhere not just when the shops are open. Online shopping website provides products with better prices to the customers. Customers can even have the advantage of discounts coupons, exchange and refunds. It is easy and convenience to shop however sometimes it disappoints customer as things ordered online may not seen the same when they arrive at our door the colour, the size, or something else can be different from the actual items. Customer can't feel, taste or try the desired products that are demonstrated on the website until it has been delivered to her or him. While buying any product online a customer should be very careful, he should check the authenticity of the online shopping website as how much the site is trustworthy and reliable.

The project is divided into four chapters, where chapter I gives the details about the study which include background of the, objectives, limitation, research method of the study, chapter 2 aims to inform people about the company profile. It covers a brief information about the online shopping websites, chapter 3 covers the presentation of data analysis where the detail about the study and interpretation of the findings, resulting from the data gathered during the study and lastly chapter 4 it covers the conclusion, findings and suggestions of the study.

The study is about the comparative analysis of the online shopping websites i.e. flip kart, Amazon and Myntra. The purpose of the study is to know which website is mostly preferred by the customer and why do they prefer that particular website.

## **1.2. Review of literature**

Number of studies has been done based on the online shopping and its costumers some of which are discussed below:-

Dahiya Richa (2012) conducted the study on the impact of demographic, factors of consumers on online shopping behavior: a study of consumer in India and the study found that online shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping In the world. Most of the companies are running their online portals to sell their products or services online.

Arilina Nurbaity Lubis (2018) conducted the study on evaluating the customer preferences of online shopping:-

Demographic factors and online shop application issue and the study found that the growth of online market both from seller and enthusiastic of online shopping from year to year continuous to increase consumer shopping preference are key to successful transactions, both traditionally and online.

Dr. Durmaz (2011) conducted the study on impact of cultural factors on online shopping behavior and the study found that while buying goods and services, cultural, benefits and traditions take an important position.

Japneet Kaur (2017), conducted the study on a study on consumer preference towards online shopping and traditional shopping and found that this era of business is marked with a high degree of dynamism. Due to technological advancement, the concept of competitive advantage is eluding day by day. Shopping at the click of a mouse is gaining popularity now a day.

## **1.3.Objective of the study**

1. To know the consumer preference of online shopping for flip Kart, Amazon and Myntra.
2. To know consumer preference shop towards store.
3. To know about the consumer concern while shopping online.

### **1.3. Research Question**

1. Which company is preferred for online shopping (Flip Kart, Amazon and Myntra).
2. Why to the costumer prefer that particular company for online shopping.

### **1.4. Research Method**

Data collection method

Primary data

It constitutes first hand information. These are original documents by actual participants or direct observer. For this project I have use the common research instrument i.e. questionnaire

Secondary Data

It is an information collected by someone other than the actual participant. It can be collected from website, magazines; newspaper etc. under this project secondary data was collected to add value to the primary data.

**Sample Design:-**

For studying consumer preference towards online shopping platforms, samples were randomly selected from kohima town.

Sampling method:-

- (i) Random Sampling
- (ii) Convenient shopping

Sample size -40

### **1.6. Limitation of study**

(I) Lack of prior research studied on the topic. Depending on the scope of my research topic there was little prior research on the same

(ii) The time available to do research was constrained by due date of the assignment.

(iii) Sample size:- The size of the sample is very less so couldn't collect enough information.



## CHAPTER 2

### Company profile

#### Flip kart

Flip kart is an Indian electronic company headquartered in Bangalore, Karnataka. Flip kart was founded by Sachin Bansal and Binny Bansal, in 2007. They both studied for the Indian institute of technology Delhi. Before they create their own company they worked for Amazon Company. They incorporated as flip kart online services Pvt.Ltd in October 2007. After the incorporation the first product was the book called 'Leaving Microsoft to Change the World' to a customer from Hyderabad which they packed and delivered themselves. They started with selling one book but now they sell varieties of product and they employs more than 30000 people.

In 2014 Flip kart introduce big Billion sale but they failed, but in 2017 they carried out a Big Billion sale and it was successful. It was reported that they had a business turnover of \$300 million in gross merchandise volume. Flip kart app was the first to become first Indian mobile app to cross 50 million users in 2016. The mode of payment Flip kart provides are Credit Card, Debit Card, Net banking, gift, vouchers, cash on delivery (COD).

# SWOT Analysis: Flipkart



## **Amazon**

Amazon is an electronic commerce company with headquartered in Seattle, Washington. It was started by Jelf Bezos in the year 1994. It is the largest internet based retailer in the united state. It was started as an online bookstore but soon diversified selling electronics, video game, toys, jewelry, mp3 downloading, videos downloading etc.

The international giant e-commerce retailer stepped into India with an Indian version site [www.amazon.in](http://www.amazon.in) on June 2013. Since the launch, Amazon has seen a nice growth in the numbers of Indian costumers even before it launched in India. The store host wide range of product like electronic, mobile, laptops, books, fashion, jewelry, kitchen ware and more. It has separate retail website for the united state (us) United Kingdom (UK) Ireland, France, Canada, Germany, Italy, Spain, Netherlands, Australia, Brazil, china, India, Mexico. Amazon also offers international shipping to certain countries for some of its products. In 2011 it had professed and intention to launch its websites in Poland and Sweden.

# SWOT Analysis of amazon

S

## STRENGTHS

- Strong brand image
- Differentiation and innovation
- Number of third party sellers
- Diversified revenue streams
- Low cost structure
- Prime membership

W

## WEAKNESSES

- High expenses regarding tax avoided
- Relatively high profit margins
- Growing user problems
- 4 Customer service can be easily replaced

- Expansion into emerging markets
- Decline of costs and energy
- Backwards integration to control supply chain
- Focus on core brand products where profit margins are high
- Increase physical presence

O

## OPPORTUNITIES

- Artificial intelligence
- Streamline supply and use legislation
- Supply operations to developed markets with highest economies
- Cybercrime
- Increasing levels of competition from Alibaba, eBay etc.

T

## THREATS

## **Myntra**

Myntra is a major Indian fashion e-commerce company headquartered in Bangalore, Karnataka, India. It was founded in 2007 by Mukesh Bansal, Ashutosh Lawani and Vineet Sexana. Myntra began its journey as a B2B player in 2007. During its initial years, the company focused primarily on selling on-demand personalized gift items to other business. It became an effective center of an activity for customer who wanted to get personalized items such as mugs, t-shirt, etc. from 2011 Myntra switched over the fashion and lifestyle products and discontinued its personalization business. In 2014, Myntra was acquired by Flipkart. However, Myntra continues to function as an independent company and did not merge with Flipkart.

Myntra is a leading online store, offering a comprehensive range of fashion and lifestyle products. It allows shoppers to choose from a wide variety of national and international brands. Myntra sells everything from clothing to fashion, accessories, footwear, watches, sunglasses, sports and active wear, bags and backpacks and many more.

While there are other online fashion and lifestyle stores, many people prefer to shop at Myntra. One reason is the company offers the latest in fashion and some of the most unique products. Myntra also launched special programs such as 'easy 30 days return and exchange' and 'try and buy'.

# SWOT ANALYSIS OF MYNTRA

## Strength

- Strong branding
- Delivery And Support
- Variety of products
- Innovative Services

## Weakness

- Lack Of Infrastructure
- Inter State Movement of Products
- Consumer Mindset

## Opportunity

- Market Segment
- Growth in Internet traffic
- New technologies
- Change in Mindset of the youth

## Threat

- Competition in the market
- Successful competitors
- Consumer Mindset
- Government regulation
- Product Retailers

## Chapter -3

### Presentation of Data Analysis

The objective of the research was studied with respect to regular online shoppers who shopped more than ones because they would be the right respondent to give an insight about the online shopping. Therefore, it is important to understand who is a regular online shopper. In the survey the respondent were asked the questions which help to know about the regular shopper.

3.1. The first question I asked to all the respondent was their age group and I have given them four options which are:-

1. 10-20 (25%)
2. 20-30 (53%)
3. 30-40 (16%)
4. 40 an above (6%)

Here majority of the respondent fall between the age group of 20-30 as compared to the other age group.

3.2. Occupation

As per the survey, majority of the respondent are students and service men who fall in the above mentioned age groups who are the powerful internet users in the country.

1. Students (43%)
2. Service (38%)
3. Others (19%)

3.3. Frequent online shopper

As per the data collected, many people are regular online costumer which is 64% and 36% of the respondents are not regular online costumers because the quality of

the products cannot be try, feel or taste and some respondent are not flexible to shop online.

- (i) Yes (64%)
- (ii) No (36%)

#### 3.4. Shopping platform

Almost all the respondent prefer to shop from mobile app rather than shopping through official website. They prefer mobile app because it is easy and shortcut but when it comes to official website a costumer have to go to Google first.

- (i) Mobile app (100%)
- (ii) Website

#### 3.5. Mode of payment

As per the study, the most preferred mode of payment that the costumer prefers is cash on delivery. Only few respondents prefer to pay through Debit or Credit Card and no one wants to pay through net banking. Because it is not very familiar to all of them.

- (i) Net banking
- (ii) Debit/Credit Card (22%)
- (iii) Cash on delivery (78%)

#### 3.6. Preferred online site

As per the data collected 53% prefer Flip kart, 31% prefer Amazon and only 17% of the respondent prefer Myntra.

- (i) Flip kart (53%)
- (ii) Amazon (31%)
- (iii) Myntra (17%)



### 3.7. Mobile layout

As per the survey, for a better and effective mobile layout for the ease of shopping, more than 50% of the respondent prefer Flip kart mobile app over Amazon and Myntra.

3.8. As per the survey, online shopping is most preferred by the costumers at the time of offers and discount.

- (i) Regularly (19%)
- (ii) Offers and discount (81%)
- (iii) Occasion
- (iv) Rarely

### 3.9. Frequently purchased products

- (I) Clothing (38%)
- (II) Footwear (20%)
- (III) Electronic (7%)
- (IV) Cosmetic (9%)
- (V) Accessories (16%)

As per the study conducted 38% of the respondent purchase cloths most frequently from their preferred online store, 20% purchase footwear, 7% electronic and 9% cosmetic and 16% purchase accessories.

### 3.10. Price of the product

The survey says that the majority of the respondents prefer flip kart online store for shopping because compare to Amazon and Myntra flip kart sell products at a lowest price.

- (i) Flip kart (67%)
- (ii) Amazon (33%)
- (iii) Myntra

### 3.11. Product visibility and detailed description

- (i) Flip kart (48%)
- (iii) Amazon (42%)
- (iv) Myntra (10%)

As per the data collected, both Flip kart and Amazon have good products visibility and detailed description (like price, discount and offers, pictures etc.) but Flip kart has a slight edge over Amazon.

### 3.12. Customer feedback, reviewing system and exchange/return/replacement/refund policy

As per the data collected, In terms of giving better customer feedback, rating and reviewing system majority of the respondent vote for Flip kart over Amazon and Myntra. And for better customer-friendly (exchange/return/replacement/refund policy) more than 50% of the respondent find Flip kart more convenient in comparison to Amazon and Myntra.

### 3.13. Delivery system

In terms of better delivery system more than 50% respondent vote for Flip kart some respondent says that they haven't experienced any delivery system from other online store.

### 3.14. Online shopping or shopping in person

As per the survey, in terms shopping many respondent prefer to take trouble going to the supermarket for shopping physically than online shopping because they cannot taste, feel or try the item that is displayed in the website.

## CHAPTER 4

### Findings, Suggestions and Conclusion

#### 4.1. **Findings:**

As per the Survey data my findings are as follows:

- 4.1.1. Majority of the online shoppers are students and servicemen who is between the age group of 10 years to 30 years who are powerful internet users in the country.
- 4.1.2. People prefer to shop with the mobile app rather than logging in to the official website solely due to the shopping experience.
- 4.1.3. The most preferred mode of payment while purchasing online is cash on delivery and card transactions.
- 4.1.4. Both Amazon and Flip kart are preferred by the people over Myntra for online shopping.
- 4.1.5. People prefer to shop with Flip kart over Amazon and Myntra because of the ease of shopping experience through its official website and mobile application.
- 4.1.6. Online shopping is most preferred by the customers at the time of availability of offers and discounts.
- 4.1.7. Flip kart has the edge over Amazon in terms of lower product cost and product delivery system.
- 4.1.8. Flip kart has a better product description and display, customer feedback and rating system, exchange/return/replacement/refund policy.

## 4.2. **Suggestion:**

4.2.1. Amazon and Myntra needs to improve its mobile application for improving the shopping experience of their customers and to attract more customers.

4.2.2. As per the survey though Flip kart and Amazon have good product visibility and detailed description but Flip kart has a slight edge over Amazon. So, Amazon and Myntra should improve the product visibility, description and display to make the shopping experience more intuitive.

4.2.3. Both Myntra and Amazon has good service quality but should work on lowering its product cost to be more competitive.

4.2.4. Flip kart provides products with lower price but should focus on increasing the variety of products available for all social and demographic groups.

4.2.5. Myntra and Amazon should work on better customer feedback and rating system.

### **4.3 Conclusion**

This Research shows that online shopping is having a very bright future in Kohima Town. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as, online stores. Online shopping even after gaining popularity won't completely eliminate the traditional shopping. There are still many people who prefer who prefer to go shopping in person. The advent of plastic money and the tremendous usage of debit and credit cards have brought shops from around the world to the tip of customer's finger to the website. But there is no going back, and online shopping will become an even more sophisticated with each passing year. Over all the factors from the internet that influenced or prevented online consumer behavior and attitude need to be carefully concerned by the online retailers, who can utilize the appropriate marketing communication to support the customers purchase decision making process and improve their performance.

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## APPENDIX

### Questionnaire:

1. What age group do you fall under?
2. What do you do currently?
3. Are you a frequent online shopper?
4. Which platform do you prefer for your online shopping?
5. What is your most preferred mode of payment while you purchase from online?
6. What is your most preferred online shopping site?
7. Which online store has a better and effective mobile layout for your ease of shopping?
8. When do you mostly shop from your preferred online store?
9. Which is the most frequently purchased product from your preferred online store?
10. Which online store has products at a lower price as compared to others?
11. Which online store has a better product display and description?
12. Which online store gives you a better customer feedback, rating and system?
13. Which online store has a better customer-friendly (exchange/return/replacement/refund policy)?
14. Which online store has better delivery system?
15. Is shopping in person better than shopping online?