

# “STUDY OF BRAND PROMOTION STRATEGY WITH REFERENCE TO AMAZON AND FLIPKART: TWO MAJOR PLAYERS IN THE E-COMMERCE INDUSTRY”

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## ABSTRACT

The rapid evolution of e-commerce has transformed the retail landscape, with Amazon and Flipkart emerging as leading players in the global and Indian markets, respectively. In order to better understand how Amazon and Flipkart's unique marketing techniques affect market share, consumer behaviour, and competitive positioning, this study compares and contrasts them. Amazon is a multinational-commerce behemoth that uses data analytics, a vast technology infrastructure, and a customer-focused strategy to dominate markets all over the world. Conversely, Flipkart leverages its profound comprehension of the Indian market by prioritizing customized offerings, strategic alliances, and specialized strategies to meet regional tastes. By carefully analysing crucial components including branding, consumer interaction, digital marketing, and promotional methods, this study analyses the marketing strategies of the two businesses. Amazon has a strong focus on innovation and technology developments, as evidenced by the wide range of products it offers and the smooth integration of its Prime membership program. Flipkart, on the other hand, has a marketing plan that is specifically designed to meet the demands and obstacles of the Indian market. The organization hopes to appeal to a wide range of customers by emphasizing regional festivals, specialized advertising, and vernacular languages. While Amazon's strategy emphasizes scalability and global consistency, Flipkart's approach is deeply rooted in regional customization and consumer engagement. The study also explores how these strategies impact customer loyalty, brand perception, and market performance.

**KEYWORDS:** Strategies, Branding, E – commerce, Promotion, Artificial intelligence, Machine learning.

## INTRODUCTION OF INDUSTRY

Globally, e-commerce has completely changed the retail scene, with India leading the way in this change. Amazon and Flipkart, two significant companies that have revolutionized how customers shop, are among the industry pioneers. E-commerce, or online buying and selling of goods and services, offers unparalleled convenience, a large product selection, and reasonable rates. On the internet Purchasing has been a popular option in today's fast-paced world since it has made it possible for customers to browse, compare, and buy things from the comfort of their homes. From product listing and payment processing to logistics management and client delivery, the platforms take care of it all. For both buyers and sellers, this expedited procedure has greatly improved the in-store experience.

This change in consumer behaviour has been greatly aided by Amazon and Flipkart. Customers can purchase from a wide variety of products on their platforms, including those in categories like food, clothes, electronics, and more. By removing geographical restrictions and lengthy lines, these platforms have significantly decreased the necessity for in-person retail visits. Both businesses have also improved the purchasing experience by introducing features like secure payment options, easy returns, and speedy delivery.

To accommodate the wide range of tastes of contemporary consumers, the e-commerce market is divided into segments based on product type, sales channels, and payment methods. To win over their user base, Amazon and Flipkart have launched a number of cutting-edge services in India, including memberships based on subscriptions and tailored suggestions. Millions of people now depend on their platforms for everyday necessities, particularly in metropolitan and semi-urban areas where doorstep delivery has become a need.

## INTRODUCTION OF COMPANIES

### AMAZON

Being a global leader in online shopping, cloud computing, and artificial intelligence (AI). Amazon works in a dynamic and fiercely competitive market. It has established itself as one of the most significant corporations in the world thanks to its unwavering emphasis on innovation, client focus, and technological superiority. Amazon was established in 1994 and has operations in Amazon started out as an online book seller but has now expanded into a complex marketplace offering a vast array of goods and services in more than 190 countries, with its headquarters situated in Seattle, Washington., from food and electronics to cloud computing and streaming media.

Jeff Bezos, a former Wall Street entrepreneur and Princeton graduate, had the idea to start Amazon with the intention of creating a platform that could sell anything. Bezos started Amazon.com in his Seattle garage after realizing the internet's potential.

The business immediately became well-known and transformed online shopping by providing unmatched convenience, affordable prices, and a customer-first philosophy. Amazon became a one-stop shop for almost anything after branching out from books to music, electronics, clothing, and a host of other categories in a matter of years. Customer expectations were completely reshaped in 2005 with the introduction of initiatives like Amazon Prime, which provided quick delivery, access to a huge collection of digital content, and special discounts.

"To be Earth's most customer-centric company," which is Amazon's goal statement, reflects the company's dedication to provide consumers with outstanding value and experiences. This philosophy permeates every aspect of the business, from its vast logistical network to its ground-breaking inventions like Alexa-assisted voice shopping and cashier less Amazon Go stores.

### FLIPKART

One of the most well-known startup success stories in India is Flipkart, the top e-commerce platform, which attained unicorn status early in its existence. Flipkart was established in Bangalore in 2007 and has since transformed India's online retail market by providing millions of customers with a vast array of goods and services. With locations in all of India's main cities and towns, Flipkart has become a well-known and reliable brand. IIT Delhi alums Sachin and Binny Bansal created the platform because they wanted a strong e-commerce solution specifically for the Indian market. Flipkart's status as the market leader was further cemented in 2020 when it's worth topped \$24 billion.

After starting out as an online book retailer, Flipkart swiftly expanded its product line to include electronics, clothing, consumables, and household necessities. More than 150 million people have registered on the platform throughout the years, and more than 100,000 sellers have joined. Flipkart is a strong contender in India's e-commerce market thanks to its quick growth and creative customer-focused strategy.

Flipkart's innovative strategy for tackling particular issues in the Indian market is one of its main differentiators. For a large portion of consumers, the advent of cash-on-delivery and free EMI choices transformed e-commerce accessibility, promoting adoption and building trust. The company's loyalty program, Flipkart Plus, increases consumer engagement and retention by providing members with exclusive advantages including free delivery, First priority on sales, and Flipkart Coins.

## LITERATURE REVIEW

### D. k. Gangeshwar . 2016:

E-commerce or internet marketing: a business review from Indian context”, international journal of u and e service, science and technology concluded that although security, privacy, and reliance on technology are some of the disadvantages of e-commerce, it has a very bright future in India.

### Samadi and ali,2014:

The e-commerce portals offer products and services in a number of areas, including books, periodicals, health and beauty items, and clothing and accessories for both men and women. Computers and peripherals, vehicles, software, consumer electronics, household appliances, jewellery, audio, video, entertainment, goods, gift articles, real estate and services.

### Abhijitmitra,2012:

“e-commerce in India-a review, international journal of marketing, financial services & management research. concluded that e-commerce is a revolution that has broken down geographical barriers and would significantly advance Indian trade during the next five years.

### Xia and Monroe,2008:

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

## OBJECTIVES OF THE STUDY

- Analyse and contrast Flipkart's and Amazon's brand promotion strategies:
- Determine Target Audience and Segmentation Strategies:
- Analyse the Effects of Social Media Presence, Advertising Campaigns, and Other Promotional Activities:
- Assess Consumer Satisfaction and Feedback as Elements Affecting Brand Perception:

## RESEARCH METHODOLOGY

Research is conducted in a methodical and rational manner. Graphs and charts are used in the study to answer broad issues, and students' data is gathered and analysed using scientific and logical methods.

## DESIGN OF RESEARCH

**Methodology Type:** Descriptive study. The following is the methodological approach used in this study:

First stage: A comprehensive theoretical analysis was carried out.

The second step involves analysing how consumers feel about Amazon's and Flipkart’s marketing tactics.

## SAMPLING

Design of sampling: non-probability sampling

Method of sampling: Purposive sampling

Unit example: Students

19 is the sample size.

Study area: Galgotias University.

Method of data analysis: graphical representation and tables.

## DATA COLLECTION TECHNIQUES

Primary and secondary data are the two main methods used in data collection. Primary Data: Information gathered directly from the source for a particular objective, frequently via surveys and questionnaires.

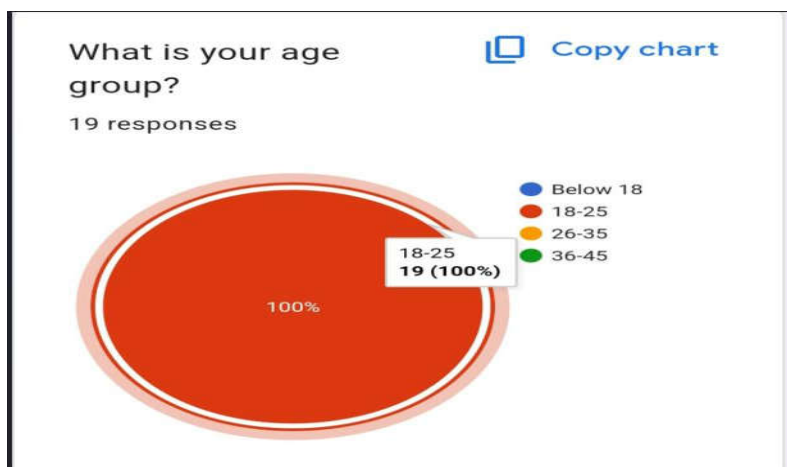
Secondary Data: Information that is already accessible from sources like journals and websites. Both primary and secondary sources of information were used. Galgotias University BBA students were given a questionnaire to complete in order to gather primary data, while secondary data was utilized to comprehend the disparate marketing approaches of the two platforms. There were roughly 19 responders in the sample.

## DATA FINDINGS, ANALYSIS AND INTERPRETATION

The Data is analysed and interpreted based on the findings from questionnaire. The data is presented graphically in the form of pie charts Various opinions of the sample participants are distributed in form of percentages.

### Q1. What is your age group?

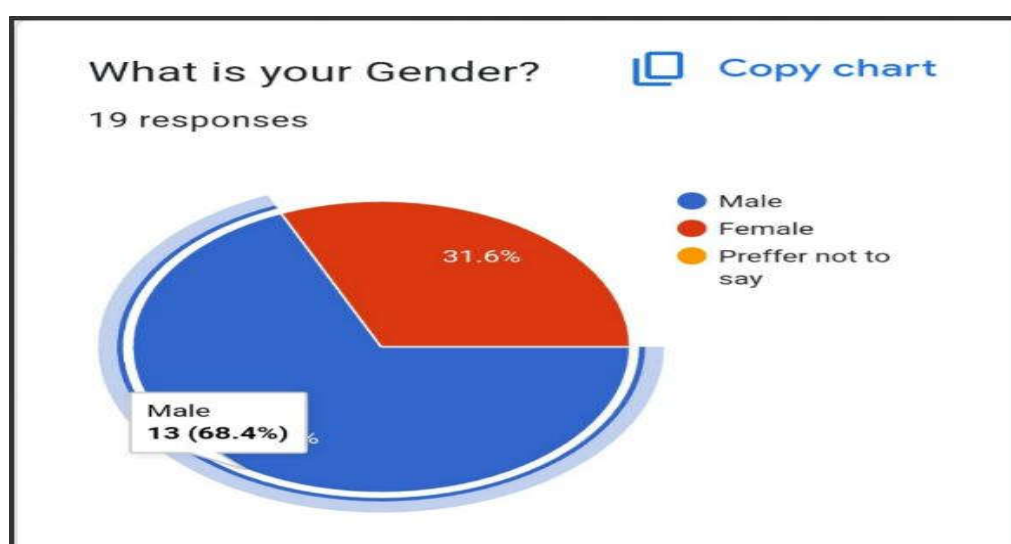
S.No.	Particular	Respondent	Percentage
1	Below 18	19	100
2	18-25	0	0
3	26-35	0	0
4	36-45	0	0
	<b>Total</b>	19	100

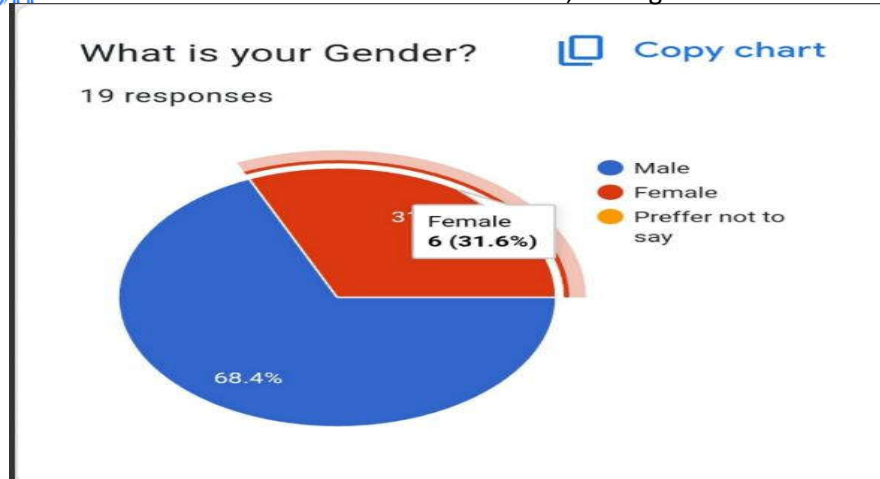


The Pie chart indicates that the age of most users surveyed is between 18-25, the age group of 26-35 takes 0%, Below 18 takes 0% and none for age group of 36-45.

## Q2. What is your gender?

S.no.	Particulars	Respondents	Percentage
1.	Males	13	68.4
2.	Females	06	31.6
	<b>Total</b>	19	100

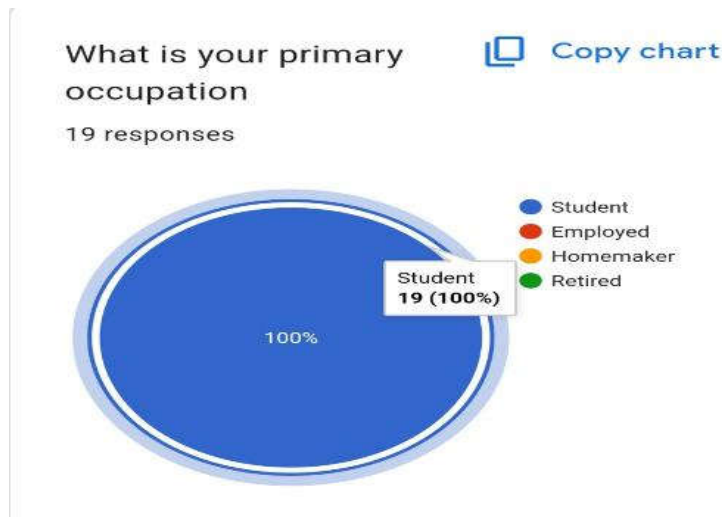




The Questionnaire is filled by 68.4% male population and 31.6% female population.

### Q3. What is your primary occupation?

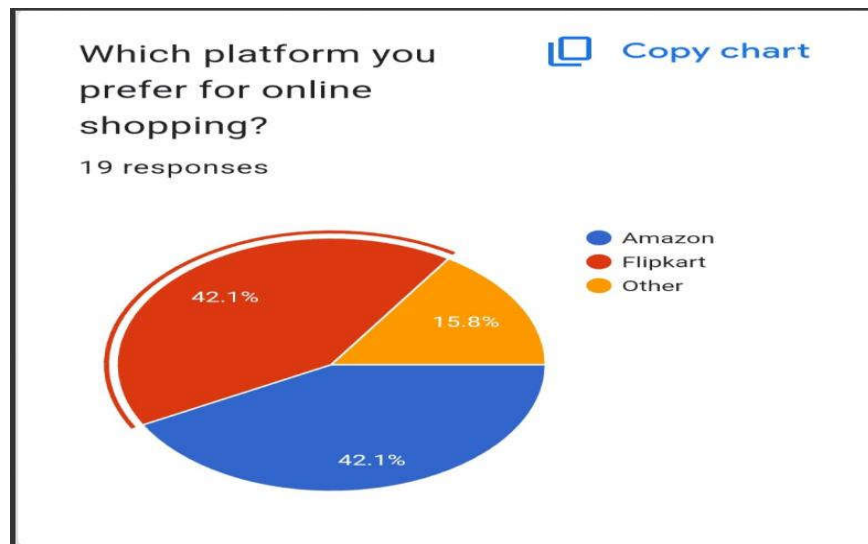
S.no	Particular	Respondents	Percentage
1	Student	19	100
2	Employed	0	0
3	Homemaker	0	0
4	Retired	0	0
	<b>Total</b>	19	100



This chart indicates that this Questionnaire is filled by students only.

### Q4. Which platform you prefer for online shopping?

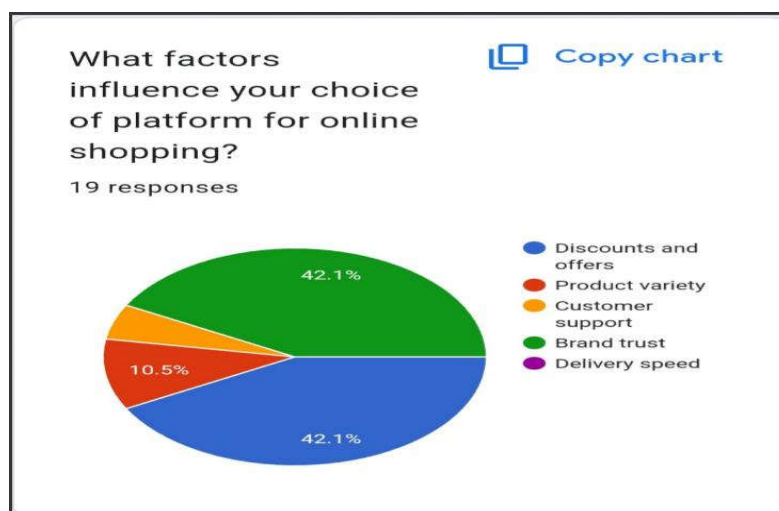
S.no.	Particular	Respondents	Percentage
1	Amazon	08	42.1
2	Flipkart	08	42.1
3	Other	03	15.8
	<b>Total</b>	19	100



This chart indicates that 42.1% people use Amazon, 42.1% people use Flipkart for their shopping and 15.8% people use other platform for online shopping.

**Q5. What factors influence your choice of platform for online shopping?**

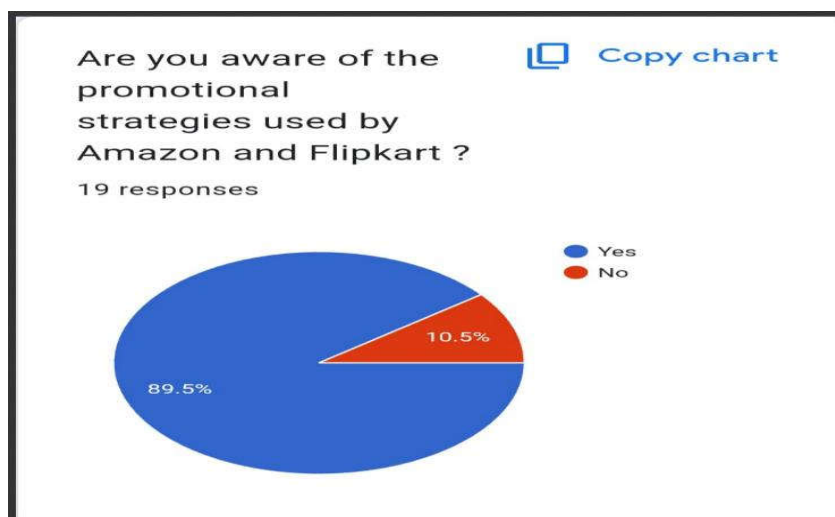
S.no.	Particular	Respondents	Percentage
1	Discounts and offers	08	42.1
2	Product variety	02	10.5
3	Customer support	01	5.3
4	Brand trust	08	42.1
5	Delivery speed	0	0
	<b>Total</b>	19	100



Maximum Participants ticked the Discounts and Offers and Brand trust as the main factor for using Amazon and Flipkart, other factors were also considered such as Product variety and Customer support.

**Q6. Are you aware about promotional strategies used by Amazon and Flipkart?**

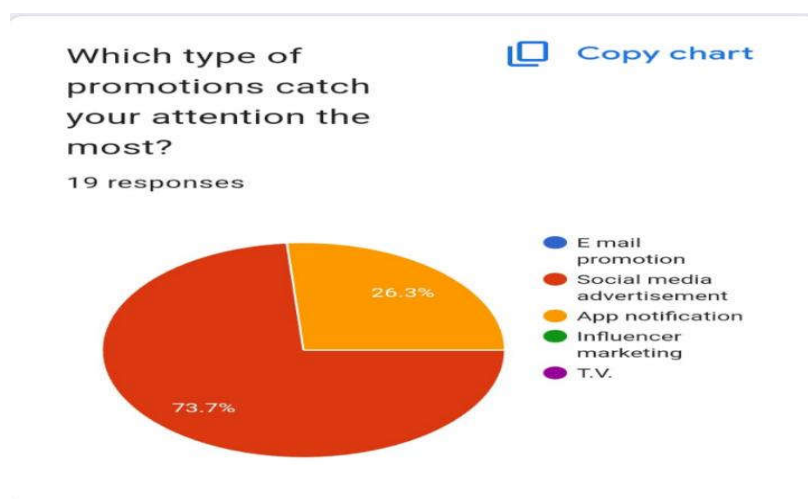
S.no.	Particular	Respondent	Percentage
1	Yes	17	89.5
2	No	02	10.5
	<b>Total</b>	19	100



This chart indicates that 89.5% respondents are aware of the promotional strategies used by Amazon and Flipkart and 10.5% respondents are not aware about that.

**Q7. Which type of promotions catch your attention the most?**

S.no.	Particulars	Respondents	Percentage
1	Email promotion	0	0
2	Social media ads	14	73.7
3	App notification	05	26.3
4	Influencer marketing	0	0
5	Television	0	0
	<b>Total</b>	19	100



Most of the respondents ticked the option social media marketing which is 73.7% and rest of the respondents choose app notification which is 26.3%.

**Q8. How effective do you find Amazon's promotional campaigns?**

S.no.	Particulars	Respondents	Percentage
1	Very Effective	05	26.3
2	Effective	08	42.1
3	Neutral	06	31.6
4	Ineffective	0	0
5	Very Ineffective	0	0
	<b>Total</b>	19	100

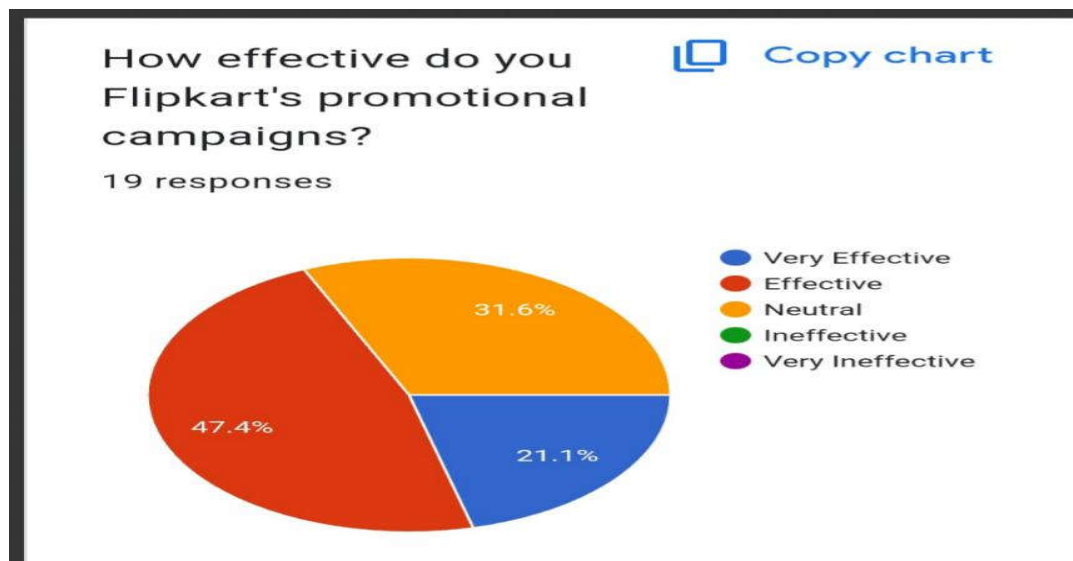




26.3% of respondents find Amazon's promotional campaigns very effective, 42.1% find effective and 31.6% finds neutral

**Q9. How effective do you find Flipkart's promotional campaigns?**

S.no.	Particulars	Respondents	Percentage
1	Very effective	04	21.1
2	Effective	09	47.4
3	Neutral	06	31.6
4	Ineffective	0	0
5	Very ineffective	0	0
Total		19	100

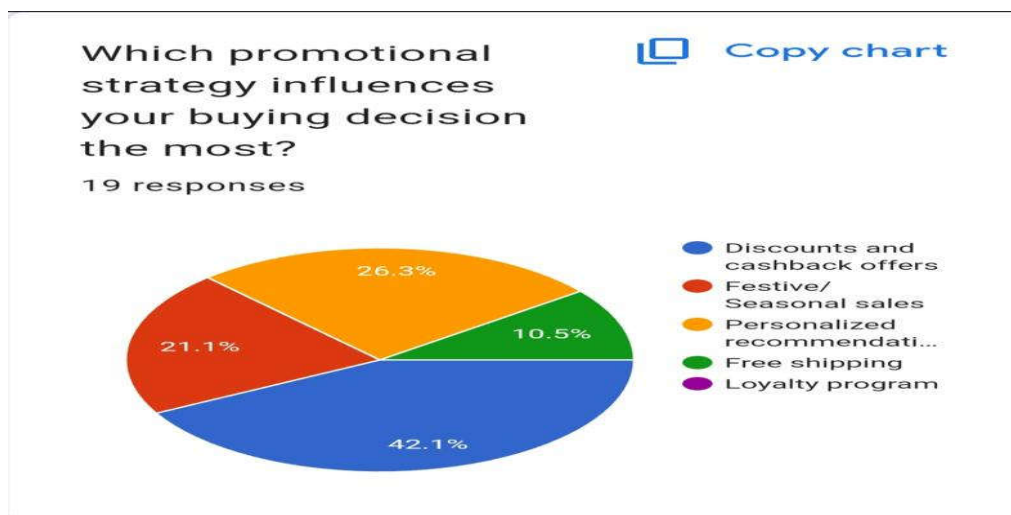


21.1% of respondents find Flipkart's promotional campaigns very effective, 47.4% find effective and 31.6% finds neutral.

**Q10. Which promotional strategy influences your buying decision the most?**

S.no.	Particulars	Respondents	Percentage
1	Discount and cashback offers	08	42.1
2	Festive/seasonal sale	04	21.1
3	Personalized recommendation	05	26.3
4	Free shipping	02	10.5
5	Loyalty program	0	0
Total		19	100

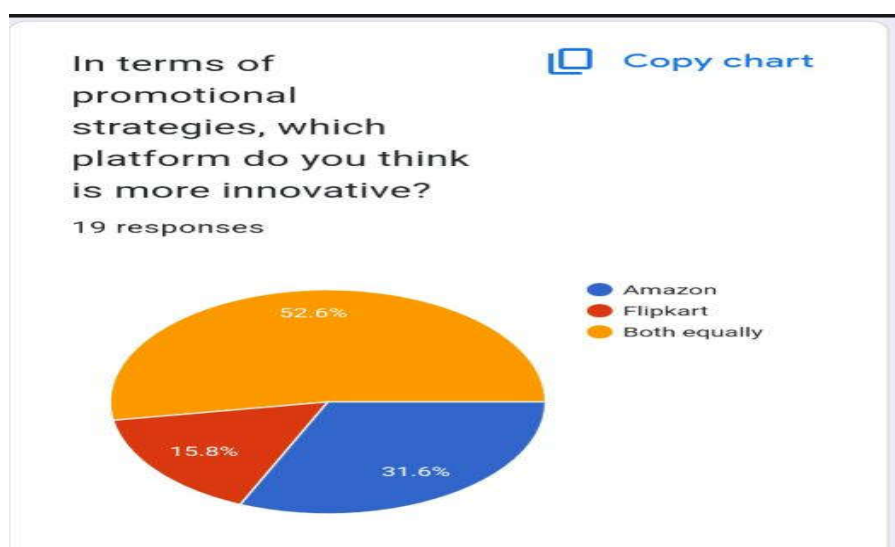




This chart shows that buying behaviour of most of the respondents are influenced by the discounts and cashback offers which is 42.1%, then personal recommendation is 26.3%, festive/ seasonal sales is 21.1% and free shipping is 10.5%.

**Q11. In terms of promotional strategies, which platform do you think is more innovative?**

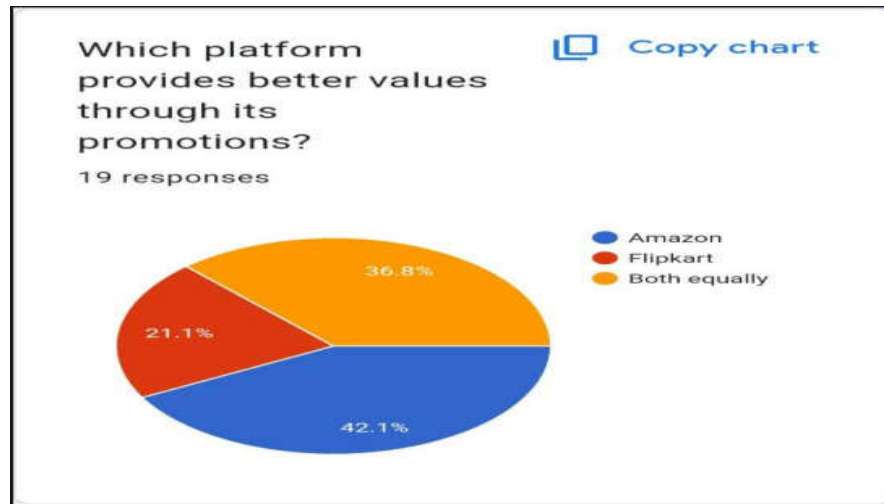
S.no.	Particular	Respondents	Percentage
1	Amazon	06	31.6
2	Flipkart	03	15.8
3	Both equally	10	52.6
	<b>Total</b>	19	100



Majority of the respondent choose equally option which is 52.6% in terms of platform which is more innovative in promotional strategies. 31.6% respondents choose Amazon and 15.8% choose Flipkart.

**Q12. Which platform provides better values through its promotions?**

S.no.	Particular	Respondents	Percentage
1	Amazon	08	42.1
2	Flipkart	04	21.1
3	Both equally	07	36.8
	<b>Total</b>	19	100



This chart shows that Amazon provides more values to their customers in comparison of Flipkart.

## FINDINGS AND SUGGESTION

### FINDINGS

The poll was dominated by younger respondents, as the majority of participants (100%) were students between the age of 18-25.

There were 31.6% female participants and 68.4% male participants, indicating a lopsided gender representation.

Both Amazon and Flipkart were equally popular, with 42.1% of respondents saying they preferred one over the other. A lesser percentage (15.8%) shopped online using other platforms.

The main motivators, which affected 42.1% of the participants, were discounts, incentives, and brand trust. Customer service and product diversity were less important factors.

The vast majority (89.5%) demonstrated a high level of customer knowledge of marketing initiatives by being aware of the promotional tactics employed by Flipkart and Amazon.

68.4% of respondents (who combined the terms "very effective" and "effective") said that Amazon's campaigns were effective, whereas 68.5% thought the same of Flipkart's campaigns. For both systems, neutral answers were comparable. Purchase selections were heavily impacted by discounts and rebate offers (42.1%). Festive/seasonal sales (21.1%) and personalized recommendations (26.3%) were also significant factors.

Purchase selections were heavily impacted by discounts and rebate offers (42.1%). Festive/seasonal sales (21.1%) and personalized recommendations (26.3%) were also significant factors.

### SUGGESTIONS

To broaden their user base and boost engagement, Amazon and Flipkart ought to look at tailored advertising for senior citizens and working adults.

Given the strong preference for social media advertisements, both platforms ought to keep coming up with new ideas on sites like YouTube and Instagram, incorporating influencer partnerships and gamified experiences to keep users interested.

Given the substantial impact of tailored recommendations, both businesses can increase their investments in AI-driven personalized marketing tactics to accommodate the preferences of specific customers.

Flipkart should make improvements to its loyalty programs in order to match the perceived value of Amazon Prime. It could be beneficial to include perks like early access to deals or special discounts.

While rebates and discounts should always be a mainstay of marketing plans, innovative offerings like bundled deals or tiered discounts may draw in more budget-conscious customers.

Investing in interactive, non-intrusive app alerts could increase user retention and encourage sales, as they are an important secondary channel.

Particularly during holiday seasons, both platforms should examine the unbiased comments made about their advertising and try to innovate by incorporating local or cultural quirks.

For Amazon and Flipkart to keep and grow their competitive edge in the rapidly changing e-commerce market, they must constantly innovate in the areas of logistics, payment methods, and customer support.

## BRAND PROMOTION STRATEGIES OF AMAZON

**1. Marketing to Specific Demographics:** Amazon uses data-driven insights to target a variety of demographics, including families, busy professionals, and tech-savvy millennials. Amazon guarantees its relevance to every client category with targeted promos, region-specific campaigns, and tailored suggestions. By catering to the audience's tastes, this focused strategy optimizes customer acquisition and engagement.

**2. Creating Captivating Content:** Amazon uses engaging and aesthetically pleasing information, such as testimonials,

video tutorials, and promotional advertisements, to draw in customers. Amazon increases audience retention and brand memory by integrating popular themes and user-generated content. Creative storytelling and eye-catching imagery guarantee that the brand stays at the forefront of consumers' minds.

**3. Strategic Alliances and Cooperation:** To increase its reach, Amazon works with small companies, well-known content producers, and international brands. By organizing events like "Amazon Prime Day" and interacting with local communities through projects like "Amazon Future Engineer," the business demonstrates its dedication to growth and diversity. Amazon is able to successfully handle obstacles and hold onto its dominant position thanks to partnerships with important stakeholders.

**4. The Use of Multiple Channels for Marketing:** Amazon uses a multi-channel marketing approach that combines television advertisements, email advertising, social media, and search engines. The business guarantees a widespread presence through both traditional and digital channels with initiatives like sponsored product placements and Amazon Alexa. This multifaceted strategy maximizes brand visibility by enabling Amazon to engage with its audience at every touchpoint.

**5. Communication Focused on the Customer:** By using AI-driven personalization to provide customized offers and recommendations, Amazon places a high priority on customer-centric communication. Amazon promotes customer happiness and loyalty by attending to user needs through proactive customer service and user-friendly interfaces. Programs like "Amazon Prime" and "Subscribe & Save" highlight the company's commitment to providing value for its clients.

## BRAND PROMOTION STRATEGIES OF FLIPKART

**1.Segmentation by Demographics:** Flipkart mainly caters to Gen Z and millennial clients in rural, semi-urban, and urban regions of India, who are between the ages of 18 and 45. This group appreciates variety, affordability, and ease of use while buying online, all of which complement Flipkart's objective of meeting a wide range of consumer demands with its extensive product selection.

**2. Segmentation by Behaviour:** Flipkart caters to consumers who value convenience, price, and sales while making purchases. Flipkart attracts price-conscious consumers and those seeking a hassle-free buying experience with features like flash deals, cashback rewards, and free EMI alternatives.

**3. Segmentation using Psychographics:** Flipkart caters to people who like modernity, technology, and the ease of online shopping. Its dedication to meeting the demands of time-conscious, tech-savvy customers is demonstrated by its user-friendly design, tailored suggestions, and variety of payment methods.

**4. Focusing:** Young professionals, stay-at-home moms, and students looking for dependable and reasonably priced purchasing options make up Flipkart's target clientele. Flipkart guarantees greater penetration into unexplored markets and fosters customer loyalty by appealing to this demographic with region-specific deals and vernacular content.

**5. Orientation:** Flipkart markets itself as a customer-focused online retailer that provides a smooth shopping experience together with affordable prices and a wide range of products. Flipkart successfully conveys the importance of being India's domestic e-commerce behemoth that caters to a wide range of customer needs by highlighting price, convenience, and trust.

## CONCLUSION

The study highlights Amazon and Flipkart's outstanding accomplishments in transforming India's e-commerce sector and solidifying their positions as market leaders in a fiercely competitive space. Both businesses have proven to be incredibly flexible and innovative in their strategic thinking, which has allowed them to meet the varied and ever-changing demands of Indian customers.

Amazon's world-class logistics system, which guarantees prompt and dependable deliveries throughout the country, including outlying locations, is a major factor in its success. Users have developed a strong sense of trust and loyalty as a result of its unwavering focus on customer pleasure, which is reinforced by hassle-free return policies and customized shopping experiences. The dominance of Amazon in the marketplace has been further cemented by its data-driven approach to analysing consumer behaviour and its ability to offer a wide range of products at affordable prices. Flipkart, on the other hand, has established a niche for itself by using a regional strategy that appeals to Indian customers. Flipkart has successfully met the needs of budget-conscious and value-driven consumers by implementing regional language support on its platform and providing reasonable prices through creative financing solutions like buy-now-pay-later plans and free EMIs. Furthermore, by emphasizing seasonal sales campaigns such as "Big Billion Days," it's not only higher sales but also cultivated a sentimental bond with Indian consumers.

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