

A Study on Evaluation of Advertising Effectiveness and Marketing Communication Strategies of Amazon & Flipkart

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Abstract- The rapid expansion of India's e-commerce industry has intensified competition among online retail platforms, making advertising and marketing communication important tools for attracting and retaining customers. This study examines the effectiveness of advertising and marketing communication strategies adopted by Amazon and Flipkart and evaluates their influence on consumers' online shopping behaviour. The research focuses on identifying the advertising features that attract customers, assessing the impact of different advertising appeals, evaluating the effectiveness of advertising messages, and comparing the communication approaches adopted by both platforms. The study follows a descriptive research design and uses both primary and secondary data. Primary data were collected through a structured questionnaire administered to 200 online shoppers using a five-point Likert scale, while secondary information was obtained from books, research articles, journals, and company reports. The collected data were analysed using percentage analysis and presented through tables and charts to understand consumer opinions regarding advertising effectiveness. The findings indicate that online advertisements, attractive visuals, promotional offers, clear product information, and seasonal campaigns positively influence customers' purchase decisions. Respondents also perceived that both Amazon and Flipkart effectively communicate their offers through digital marketing channels. Although customers generally viewed the advertising strategies of both companies favourably, several respondents expressed neutral opinions regarding personalised advertising and promotional notifications, indicating opportunities for further improvement. The study concludes that effective advertising and integrated marketing communication play a significant role in shaping consumer attitudes, purchase intentions, and platform preference in the Indian e-commerce market. The findings provide useful insights for marketers in designing customer-oriented advertising

campaigns and improving digital communication strategies to strengthen customer engagement and long-term loyalty.

Keywords: Advertising Effectiveness, Marketing Communication, Amazon, Flipkart, Consumer Behaviour, Digital Marketing, Online Shopping, E-commerce.

I. INTRODUCTION

Technology is growing fast in India. Nowadays people love using smartphones, the Internet and payment apps like UPI. This has made online shopping a lot easier. The E-commerce industry is growing very quickly. The competition between shopping platforms has also increased. They use ways to advertise and market their products to attract customers make people aware of what they are selling and encourage them to shop online regularly.

Amazon and Flipkart are the two online shopping companies in India. They sell a variety of products to millions of customers all over the country. To get customers and increase sales both companies try to outdo each other in advertising through television, social media, Youtube, websites, email, influencer marketing and special sales events like the Great Indian Festival and Big Billion Days. These promotional activities help customers learn about products, offers and discounts.

When we talk about advertising effectiveness we mean how well an advertisement is doing its job. A good advertisement should always let people know

that a product exists and make them want to buy it. Marketing communication is how a company talks to its customers. This includes advertising, sales promotion, public relations, direct marketing, email marketing and digital marketing. Good marketing communication helps a company build trust with its customers improve its brand image and stay ahead of its competitors.

This study is mainly, about comparing how Amazon and Flipkart advertise and communicate with their customers. The main goal is to understand how customers react to the activities of Amazon and Flipkart and how these activities affect their shopping decisions and buying behavior. We also want to know how these activities help build brand preferences and customer loyalty for Amazon and Flipkart.

II. REVIEW OF LITERATURE

Uppal and Chauhan (2023) conducted a comparative study on Amazon and Flipkart to understand their competitive strategies and customer experiences in the Indian e-commerce market. The study revealed that Amazon performed better in pricing, product recommendations, and packaging quality, while Flipkart received higher ratings for customer service. However, the authors noted that the small sample size and the predominance of young respondents limited the generalization of the findings.

The Rizaldi Group (2021) examined the role of digital marketing in improving customer awareness and business performance. The study concluded that digital marketing through websites, social media, and email enables businesses to communicate effectively with customers, strengthen engagement, and support business growth in a competitive environment.

Maciej Potwora et al. (2023) explored the impact of internet advertising on business development. The researchers found that personalized advertising and customer relationship management help improve customer engagement, increase brand visibility, and enhance the effectiveness of digital marketing campaigns.

Abhishek and Banu (2025) analysed the competitive strategies of Amazon and Flipkart and reported that both companies rely on innovative advertising techniques, promotional campaigns, and customer-oriented marketing practices to maintain their competitive advantage in the e-commerce industry.

Laurea and Krishnanshu Kalia (2025) studied Flipkart's marketing strategies and observed that seasonal promotional campaigns, attractive offers, and customer engagement initiatives contribute to customer retention. The study also highlighted operational challenges such as product returns and delivery issues.

Rathore (2025) investigated the promotional strategies of Amazon and Flipkart and found that social media advertising, discounts, and competitive pricing have a significant influence on consumer purchase decisions, especially among young online shoppers.

III. STATEMENT OF THE PROBLEM

The growth of shopping is happening really fast and this has made the competition between Flipkart and Amazon very strong. Both Flipkart and Amazon spend a lot of money on ads and marketing to get customers keep the old ones and make purchaser think good about their brands.. We do not really know which advertising methods and marketing plans work better to make customers aware of things make decisions feel satisfied and like a brand.

Many people have studied things, like what makes customers happy how prices are decided and online marketing, but not many people have tried to compare how Flipkart and Amazon advertise and market themselves. This project will look at how Flipkart and Amazon advertise and market themselves and see what works better for them.

IV. RESEARCH GAP

Earlier studies have discussed online shopping, customer satisfaction, and digital marketing of Amazon and Flipkart. However, there are still few areas that need further research, such as:

- Most studies focus on Amazon or Flipkart individually, rather than comparing both companies.
- Few studies compare the advertising effectiveness of both platforms.
- Limited research examines how marketing communication strategies influence customer perception and brand loyalty together.
- Many earlier studies are based on older data and may not reflect current customer preferences and digital marketing trends.
- There is limited research using recent primary data gathered directly from customers to compare both companies.

V. RESEARCH OBJECTIVES

1. To identify the features of advertisement that influence the customer while shopping online
2. To analyze the various appeal of advertisement like emotional appeal, fear appeal, humorous appeal, celebrity appeal, theme based advertisement.
3. To assess whether advertisement message and content is effective or not to attract the customer.

VI. RESEARCH METHODOLOGY

Research Design : Descriptive Research
Sampling Technique : convenience sampling
Sample Size : 200 Respondents

Data Collection:

1. Primary Data : Structured Questionnaire from regular users of Flipkart and Amazon
2. Secondary Data : Books, journals, company website, online reports.

VII. DATA ANALYSIS AND INTERPRETATION

The data collected from 200 respondents were analysed using percentage analysis to understand customers' perceptions of the advertising effectiveness and marketing communication strategies adopted by Amazon and Flipkart. The

findings indicate that a majority of respondents are active online shoppers, with most belonging to the 21–30 years age group. This reflects that young consumers form the primary customer base for e-commerce platforms.

The analysis shows that online advertisements have a significant influence on customers' purchase decisions. Respondents agreed that attractive visuals, product information, discounts, cashback offers, and festive sale campaigns positively affect their buying behaviour. Promotional activities such as the Great Indian Festival and Big Billion Days were found to increase customer interest and encourage online shopping.

The study further reveals that clear and informative advertising messages help customers understand products and make informed purchase decisions. Emotional and humorous advertisements also received positive responses, indicating that creative advertising contributes to customer engagement. However, opinions regarding personalised advertisements were relatively neutral, suggesting that there is scope for improving personalised marketing strategies.

The comparative analysis indicates that both Amazon and Flipkart effectively use digital marketing communication channels, including social media, websites, email marketing, and mobile application notifications, to communicate promotional offers and product information. Respondents perceived that these communication strategies strengthen brand awareness, improve customer engagement, and encourage repeat purchases.

Overall, the analysis confirms that effective advertising and marketing communication positively influence customer satisfaction, purchase intention, and brand preference. The findings suggest that continuous innovation in digital advertising and customer-focused communication strategies can further enhance the competitive position of Amazon and Flipkart in the Indian e-commerce market.

VIII. FINDINGS

1. The study found that the majority of respondents were young adults aged 21–30 years, indicating that this age group is the most active in online shopping and digital engagement.
2. Students formed the largest group of respondents, suggesting that young consumers are the primary users of Amazon and Flipkart and are highly exposed to online advertisements.
3. Flipkart emerged as the most preferred online shopping platform among the respondents, although a considerable number of customers regularly used both Amazon and Flipkart.
4. Online advertisements were found to have a significant influence on customers' purchase decisions, particularly when they included attractive visuals, informative content, and compelling promotional offers.
5. Discounts, cashback offers, festive campaigns, and limited-time promotions were identified as major factors motivating customers to make online purchases.
6. Respondents perceived advertisements with clear messages, product information, and trustworthy content as more effective in increasing confidence and influencing buying behaviour.
7. Digital marketing channels, especially social media platforms, were considered more effective than traditional promotional methods such as email and SMS in reaching and engaging customers.
8. Overall, the findings indicate that the advertising and marketing communication strategies adopted by Amazon and Flipkart positively influence customer awareness, purchase intention, and online shopping behaviour, contributing to stronger customer engagement and satisfaction.

IX. SUGGESTIONS

- Amazon and Flipkart should ensure that the details provided should be informative and offer relevant information to the customers so that a purchase decision can be made clearly and with ease.
- What is advertised should be available for purchase by the customer at the time of shopping in order to gain trust and have better sales.
- More cashbacks, discounts and festive sales should be announced as customers are often lured by attractive offers.
- Ads should be created in a way that appeals to the customer, catches their attention and provides the required information regarding the features and benefits of the product.
- Ads should be personalized depending on the interest of the customer in order to make them more relevant and catchy.
- It would be best if Amazon and Flipkart continued using social media as the main platform for marketing as it connects better with the audience and is more engaging as compared to email or SMS marketing.
- While push notifications and reminder emails are a good way to get in touch with the customer, it would be best if notifications were only sent at appropriate times and did not contain unnecessary details.

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