

Marketing Strategies of Amazon & Flipkart: A Study on Great Freedom Festival and Flagship Sale 2024

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ABSTRACT

Millions of Indian consumers now prefer online shopping due to the attractive offers and convenience provided by e-commerce platforms. In the Indian market, major players leading this transformation are Amazon and Flipkart. The current research tries to study the marketing strategies used by Amazon's Great Freedom Festival and Flipkart's Flagship Sale that is happening in connection with Independence Day in India in the month of August 2024. The study employs a content analysis methodology by examining the official page of Amazon and Flipkart and also the promotional materials and advertisements used by the e-commerce platforms to promote their sales. The study identifies and compares the product offerings, pricing strategies and brand participation in both the platforms. Amazon's Great Freedom Festival and Flipkart's Flagship 2024 are among the most anticipated events, each attracting millions of customers with the promise of exclusive deals, discounts, and product launches. Influencer collaborations, loyalty programmes, use of flash sales, gamification, and banking partnerships are few marketing strategies used by both Amazon and Flipkart during its Great Freedom Festival and Flagship Sale. The findings reveal key differences and similarities in how each platform approaches these sales, providing insights into the competitive dynamics of India's e-commerce market and consumer behavior.

Keywords: Amazon, Flipkart, marketing strategies, Product Offerings, consumer behavior and online festivals.

1. Introduction

The E-commerce sector in India has witnessed a huge growth transforming the way people shop and do business. Internet penetration, smartphone usage and the changing consumer behavior are the vital reasons for such a growth. This growth of e-commerce platforms has resulted in a shift from traditional shopping to online shopping paving a way for the growth of e-commerce in India. Millions of people in India prefer online shopping over the other. The offers provided by the e-commerce platforms and the convenience in shopping has accelerated the growth of e-commerce in India. Taking Indian Market, the companies leading the e-commerce platform are Amazon and Flipkart.

Amazon, a globally recognized e-commerce platform, entered the Indian market in 2013. Amazon's journey from an online bookstore to a global e-commerce and technology giant is a story of continuous

innovation, customer focus, and strategic expansion. It promised a broad range of products, fast delivery, and services focused on customer satisfaction. Over time, Amazon has expanded its offerings beyond books and electronics to include groceries and fashion, establishing itself as a leading platform for online shopping in India. Amazon Prime, with its quick delivery, exclusive discounts, and access to streaming content, has further solidified Amazon's popularity among Indian shoppers.

Flipkart, on the other hand, began in 2007 as an online bookstore in India and quickly grabbed online shoppers' attention with its offers and price. It rapidly diversified its product range and introduced features like cash-on-delivery and no-cost EMI options, which were specifically tailored to the Indian market. Flipkart's deep understanding of local preferences and its strong marketing efforts have helped it build a loyal customer base, making it Amazon's main competitor in the region.

Balasubramanian and Isswarya (2017) conducted a research study to compare customer satisfaction levels between Flipkart and Amazon among students at an educational institution. They collected data from 179 postgraduate students and used simple statistical methods, such as percentages, for their analysis. The study aimed to identify the key factors that influence customer satisfaction with both platforms. The questionnaire included various aspects that customers consider important when shopping online, such as order tracking, delivery, website usability, product availability, and payment processes. The findings of the study concluded that in the competition between Flipkart and Amazon, Flipkart stands out by offering a more efficient delivery system, a user-friendly website, and accurate tracking features.

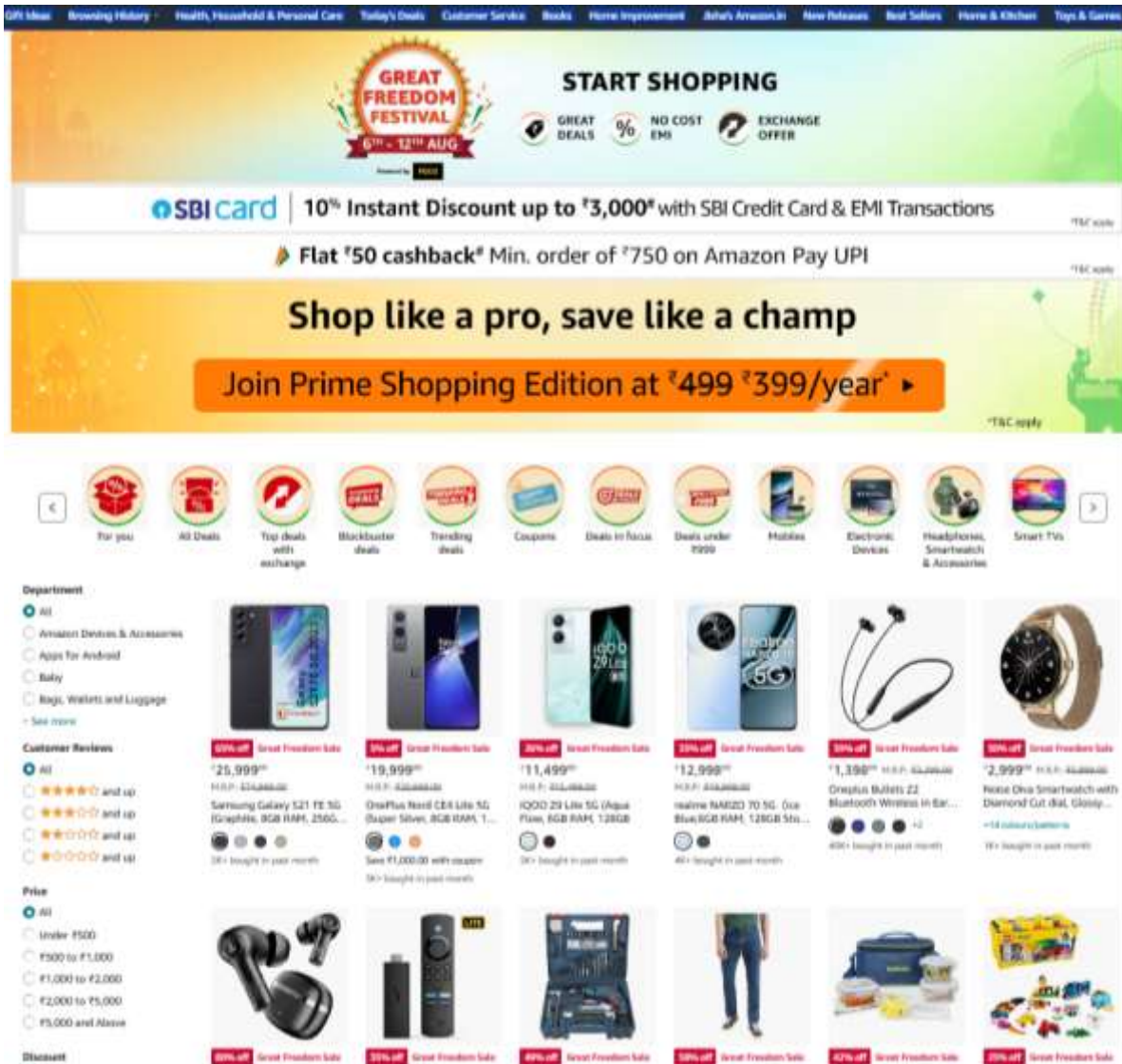
Francis Sudhakar K and Habeeb Syed (2016) conducted a study to analyse the different corporate and business strategies of the two major online retailers Amazon and Flipkart. The comparison looked at various challenges in e-commerce, their business models, funding, revenue generation, growth, survival strategies, online shopping experiences for customers, value-added features, and product offerings. Both Flipkart and Amazon have established themselves in the Indian market. The study concluded that Amazon emerged as the winner, as it satisfied customers in all areas examined.

Ahuja (2018) conducted a study on how customers perceive buying electronic goods from Amazon and Flipkart. The research focused on four main areas: the relationship between gender and satisfaction with Amazon, gender and satisfaction with Flipkart, income and satisfaction with Amazon, and income and satisfaction with Flipkart. The study found that men are generally more interested in buying electronic goods online than women. Additionally, it revealed that people are more likely to shop for electronic items online when they see attractive offers, regardless of their age or income level.

In connection with the Independence Day in India, the Amazon Great Freedom Festival and Flipkart's Flagship Sale spans several days featuring vast discounts for electronics, fashion, home essentials, and more. The focus of this study is the comparison of product offerings during Amazon's Great Freedom Festival and Flipkart's Flagship Sale. These sales have become synonymous with huge discounts, exclusive deals, and a wide range of products. This paper will explore how each platform positions itself in terms of product variety, pricing, and appeal to consumers.

2. Overview of The Great Freedom Festival and Flipkart’s Flagship Sale

2.1. Amazon’s Great Freedom Festival



Starting from August 6th to 12th, 2024, Amazon’s Great Freedom Festival is an annual event that typically aligns with India’s festive season. With the slogan “Shop Like a Pro, Save Like a Champ,” the sale is designed to meet the diverse needs of Indian consumers, offering a wide range of products across categories such as electronics, fashion, home appliances, and groceries. The event is known for its deep discounts, flash sales, and special offers for Amazon Prime members.

Credits: amazon.co.in

2.2. Flipkart's Flagship Sale

Flipkart’s Flagship is one of the largest shopping events in India, known for its aggressive pricing strategies and a vast array of products as part of Independence Day. The sale has started from August 06th 2024 onwards. The slogan for the sale is “Deals Chahiye Sabko, Par Milega Sirf India Ko”. The event features discounts across multiple categories, including electronics, fashion, home essentials, and more. The sale also includes exclusive product launches and collaborations with brands to offer limited-edition items.



Flipkart Flagship Sale

Powered By
OPPO K12x™

Flipkart
FLAGSHIP SALE

Associate Sponsor
Google | acer

SALE IS LIVE
Deals Chahiye Sab ko
Par Milega Sirf India ko

ICICI Bank **BOBCARD** **YES BANK** 10% Instant Discount*

Biggest Deals on Smartphones
Lowest Prices Ever
[Shop Now](#)

Galaxy S24

From ₹20,999* From ₹12,499* From ₹13,999* From ₹20,999*

Fashion
50-80% Off
[Shop Now](#)

Min. 70% Off Min. 60% Off Min. 60% Off Min. 70% Off

TVs & Appliances
Up to 80% Off
[Shop Now](#)

Credits: Flipkart.com

3. Methodology

The researchers have employed content analysis as the methodology for the current study in order to understand the marketing strategies used by Amazon and Flipkart for its independence sale in India during the month of August 2024. The sample taken for the study is the official page of both Amazon and Flipkart, Digital media advertisements, TV and print ads. Apart from the marketing strategies used by the platforms, the researchers also analyse and compare the product categories, pricing strategies, brand participation during the Independence Day sale.

The data for the study was collected from promotional materials used by both the platforms through its official websites, mobile apps, TV, Print and digital media platforms. Apart from that additional information was also collected through reports and articles from trusted news sources, blogs and vlogs.

4. Data Analysis

The official home page of Amazon and Flipkart for the Independence Day sale was analysed by the researchers. The banner of both the e-commerce portals have used the tri-colour pattern of Indian Flag and the visuals relevant to India and its freedom struggle. Flipkart has used the visuals of Red Fort and Taj Mahal throughout its site wherever the product categories are mentioned whereas Amazon has limited that with just the banner of the portal. Amazon's Great Freedom Festival starting from 06th August to 12th August 2024 has its slogan "Shop Like a Pro, Save like a champ" whereas Flipkart Flagship Sale has its slogan "Deals Chahiye Sabko, Par Milega Sirf India Ko". Flipkart's Flagship Sale is powered by OPPO K12X 5G and the associate sponsors are the brands Cuddles and Acer. Amazon's Great Freedom Festival offers 10 % of instant discount for using SBI CARD and upto Rs 3000/ with SBI Credit Card and EMI Transactions whereas Flipkart offers 10 % instant discounts through the card usage of ICICI Bank, BOB CARD and YES BANK. In the category of Smartphones, Amazon's Great Freedom sale is promoting the following brands Samsung Galaxy S21 FE 5G, OnePlus Nord CE4 Lite 5G, IQ00 Z9 Lite 5G and realme NARZO 70 5G whereas Flipkart's Flagship Sale is promoting the brands Samsung Galaxy S24, Moto Edge 50 Fusion, Vivo T3X 5G, Galaxy S23 FE and Nothing Phone (2a).

4.1. Product Categories and Diversity

4.1.1. Electronics and Gadgets

Both Amazon's Great Freedom Festival and Flipkart's Flagship Sale heavily focus on electronics, particularly smartphones, laptops, and home appliances. However, the brands and models highlighted during each event can vary. Flipkart Flagship Sale offers TVs and Appliances with upto 80 % off whereas Amazon offered Jackpot deals, budget friendly TVs, and discounts for Premium Plus TVs, Ultra-Premium TVs etc. Smart gadgets and accessories are available 50-80 % off in Flipkart for the Flagship Sale.

4.1.2. Fashion and Apparel

Fashion is another key category in both events. The Amazon Great Freedom sale tends to emphasize a wide range of fashion brands, including global names and Indian ethnic wear, catering to diverse tastes. The premium brands in men's fashion like Puma, Adidas, Reebok, Nike and Fila were given 40-60% off and in women's fashion brands like Biba, W, Vera Moda, Soch, Aurelia, and Janasya were given with minimum 50 % discount. Flipkart Flagship Sale, on the other hand, often highlights budget-friendly fashion options with a focus on youth-centric brands and exclusive collections with a discount of 50-80 % off.

4.1.3. Home and Kitchen Appliances

During both events, home and kitchen appliances see significant discounts. Flipkart Flagship Sale often offers bundle deals and exchange offers, making it attractive for consumers looking to upgrade their appliances. Amazon Great Freedom Festival also provides similar deals but with a broader selection of international brands. Flipkart Flagship Sale offers home essentials starting from Rs 49 which is quite attractive for the consumers. Furniture is provided with an offer of upto 80% off.

4.1.4. Groceries and Daily Essentials

Amazon's Great Freedom Festival includes a strong focus on groceries and daily essentials, through its

Amazon Pantry and Fresh services. Flipkart Flagship Sale, while offering grocery discounts, tends to focus more on non-perishable items and bulk purchases. Flipkart Flagship Sale offers food, beauty and sports with an offer discount of upto 80% off.

5. Pricing Strategies

5.1 Discount Mechanisms

Both events use a variety of discount mechanisms, including flat discounts, buy-one-get-one offers, and cashback deals. Flipkart Flagship Sale is known for its steep price cuts, especially in electronics, which are often marketed as “unbeatable prices.” Amazon Great Freedom Festival, while competitive, emphasizes value-added services like extended warranties and free delivery.

5.2 Bank Offers and EMI Options

Bank offers and easy EMI options are prominently featured in both events. Amazon and Flipkart often partners with leading banks to provide instant discounts and no-cost EMIs Amazon Great Freedom Festival promotes SBI Card and Credit cards usage by providing attractive offers whereas Flipkart Flagship Sale promotes ICICI Bank, BOB Card and YES Bank by providing 10 % instant discounts.

5.3 Flash Sales and Limited-Time Deals

Flash sales are a key feature of both Amazon Great Freedom Festival and Flipkart Flagship Sale. These are time-limited offers on high-demand products, creating a sense of urgency among consumers. Amazon Great Freedom Festival and Flipkart Flagship Sale are notable examples of midnight flash sales, offering discounts, cashbacks, and other incentives to customers who shop during this period.

6. Brand Participation and Exclusive Offerings

6.1 Brand Collaborations

Both platforms collaborate with brands for exclusive product launches and special editions during these events. Flipkart Flagship Sale often partners with brands for exclusive early access to new smartphone models, while Amazon Great Freedom Festival collaborates with global brands for limited time offers.

6.2 Exclusive Product Launches

Exclusive launches are a highlight of both sales events. Amazon Great Freedom Festival and Flipkart Flagship Sale frequently introduces new smartphone models, while Amazon Great Freedom Festival often features exclusive home appliances and electronic gadgets. These exclusive offerings are a major draw for consumers looking for the latest products.

7. Marketing Strategies

Both The Great Freedom Festival and Flagship employ aggressive marketing strategies to attract customers. Digital marketing campaigns across various social media platforms were used by both Amazon and Flipkart for its online festival. Amazon utilizes personalized ad campaigns, collaborations with popular brands, and substantial promotions on Amazon Prime memberships to draw in more consumers. Flipkart strategically focuses on offering higher discounts, intense visibility through social media marketing, and gamification aspects such as contests and rewards to engage shoppers. Loyalty programs, for instance, Amazon for its Amazon Prime members offer early access to deals and provides exclusive discounts. Nevertheless, both events aim to create a sense of urgency through limited time offers, capitalizing on consumer psychology.

7.1 Online Advertising: Amazon and Flipkart utilized targeted ads across various digital platforms, including Google Ads and social media channels like Facebook and Instagram. These ads were designed to reach specific consumer segments based on browsing history and past purchases.

7.2 Influencer Partnerships: Amazon and Flipkart collaborated with influencers and bloggers to create content and generate buzz around the sale event. These influencers shared their recommendations and reviews of discounted products.

7.3 Flash Sales: Amazon featured limited-time flash sales that created a sense of urgency among consumers. These sales offered significant discounts on select items for a short period. It works with the principle of scarcity. The online consumers are prompt for a quicker purchase decision with such flash sales.

7.4 Traditional Media Advertising: Both Amazon and Flipkart have used traditional media advertising like print and television commercials. This will in turn ensure that both the online and offline consumers are informed about its deals and promotions.

7.5 Banking Partnerships: Both Amazon and Flipkart engage at banking partnerships by providing additional discounts for purchases made with specific bank cards both debit and credit.

7.6 Gamification: Contests and rewards associated with purchases are also used during the festival by both Amazon and Flipkart.

7.8 Focus on regional targeting: Amazon and Flipkart also focus on regional targeting by tailoring the advertisements and offers to suit the diverse Indian market.

In summary, both Amazon and Flipkart have used a blend of traditional and digital marketing strategies in order to reach both online and off-line consumers.

8. CONCLUSION

The Great Freedom Festival and Flipkart's Flagship are two of the most significant events in India's e-commerce calendar during the month of August 2024 in lieu of Independence Day. While both platforms offer a wide range of products and substantial discounts, their approaches differ in terms of product focus, pricing strategies, and customer experience. Flipkart tends to focus more on electronics and budget-friendly fashion, with aggressive pricing and exclusive launches, while Great Freedom Festival offers a broader product range with added value through services like Amazon Prime. Understanding these differences can help consumers make informed decisions and enable brands to better strategize for future events. By systematically analysing the content, this study aims to understand the marketing strategies implemented by both Amazon and Flipkart. The study also offers insights into how these major e-commerce events shape consumer behavior and competition in India's online retail market. This content analysis research study will provide a detailed comparison of Amazon's Great Freedom Festival and Flipkart's Flagship Sale 2024, offering valuable insights into the strategies used by these platforms.

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