Development of Fashionable Products through Online Retailing: A Case Study on Amazon and Flipkart

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ABSTRACT

Purpose: *The internet has concise the world bringing global community to very close. It helps to communicate information in a cheaper, quicker, and simpler form. At present era, the internet enables fashion businesses to reach out to each and every corner of the world without making significant investments. Fashion companies might have their own website to promote and sell their products or they can also exhibit their products on e-commerce and social networking platforms, drawing a larger number of buyers. Fashion houses can use online media to sell their items all over the world at a low cost. The main purpose of this study is to see the development of fashion products through online retailing. The author mainly considered Amazon and Flipkart for the study.*

Methodology: *This qualitative research is based on secondary data. Secondary data is gathered from the research papers published in reputable journals, newspapers, articles. Financial information was collected from the annual reports of Amazon and Flipkart and also census reports.*

Findings: *The major findings of the study are: Male customer expressed a greater desire to purchase fashionable products, there is a healthy competition between both Amazon and Flipkart, Celebrities are being used by Amazon and Flipkart to promote their fashionable products, Flipkart's Recommendation module and Amazon's Stylist assist users to discover more and more fashion and other products similar to the ones they've looked at. It has one of the greatest conversions and contributes significantly to the company's revenue and units.*

Practical Implication: *This study will be helpful to know the different fashionable products offering by the Amazon and Flipkart companies and marketing channels using by these two companies to market their fashion products.*

Paper Type: *Company Case Study*

Keywords: Fashionable Product, Fashion, Online Retailing, Online Retailing Channels, Amazon, Flipkart.

1. INTRODUCTION :

Almost all organizations used traditional marketing strategies in previous decades, which means marketing that was not done online [1]. It includes Journals, direct mail, telecommunication and outdoor advertising (posters, banners, borders, etc.) will the business reach the ultimate consumers [2]. Because of globalization the traditional business system sluggishly shifted to online merchandising because of the preface of commerce and its benefits to its companies and to its consumers. In online merchandising, consumers can fluently and snappily reach a product without any problem and they can also partake an opinion by comparing with the affiliated products. The most common problem is the time people will spend shopping but online merchandising will wipe out this problem [3]. So, currently, online selling operation is essential to all types of business including the fashion industry as it can be used to negotiate numerous purposes extending from factual communication with consumers to increase in deals, brand recognition, and brand operation [4]. Digitalization is more in the fashion industry because it's a wide

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and varied area that extends different kinds of products consumed by each and every person in the world at any point in time, wherever and whenever by using digital media [5]. Different types of digital media similar as Computers, Smartphones, Tablets, and other devices will help the companies to give demonstrations, to assay the consumer perception of the product, services handed by the companies, etc [6]. These kinds of information can be put in different ways similar to images, textbooks, robustness, art, and games [7]. By using colourful digital channels like emails, displays, social media, search machines, and mobile marketing are connected with the consumers by listening, responding to, and giving suggestions to their queries on a timely basis [8]. Numerous kinds of fashion products are introduced in the worldwide request and the companies are always facing a problem on selling it [9] and so as to ameliorate their marketing and competitiveness utmost of the companies are using celebrities as their brand ambassadors [10].

2. REVIEW OF LITERATURE :

For many businesses, digital shopping is becoming increasingly important. Several businesses, however, use e-commerce as extensively as the fashion industry. Online stores are being used by more customers than ever before to make fashion purchases. The profits generated by these individuals or companies have aided in the expansion of businesses and are now essential for their success. A SWOC analysis allows a fashion company or brand to understand how it compares against the competition. The analytical tool will also assist the shop in determining the position of its fashion products in the huge fashion market.

Table 1: This table reviews the various literatures on fashion industry and online retailing.

Sl. No.	Area	Contribution	Authors
1.	Fashion	Fashion can be described as the styles in vogue with respect to apparel and accessories and the trends which the public wishes to follow either influenced by their role models or by themselves for their convenience or for better outlook and appreciation at any point of time. The fashion industry is growing more and more with the trends changing fast and meeting the needs of the public in every sphere of life.	McKelvey and Munslow, (2011) [11]
2.	Fast Fashion	The fashion system includes the components that play a part in the fashion transition process. Some components of fashion are inherent, such as the desire for variety and novelty. There are also external factors like Individual trendsetters, as well as changes in lifestyles, all have an impact. The fashion industry's distinct features can be defined by words like volatility, mobility, diversity, and energy. The goal of this study is to learn about the fundamentals of the fashion business and design a supply chain model that is both time and cost-effective.	Ciarniende and Vienazindiene, (2014) [12]
3.	Life Style	The goal of this research was to identify prospective lifestyle brands in India. People in India enjoy varied lifestyle patterns because the country is a mix of cultures, religions, castes, demographic areas, and so on. For this reason, it wants to create a single lifestyle brand for everyone, which includes a diverse range of product categories such as clothes, accessories, and footwear. Also, how these Indian lifestyle brands are establishing a brand image among stakeholders.	Ganesh and Aithal (2020) [13]

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4.	Digital Marketing	Digital marketing is nothing but, the element of marketing uses digital technology such as computers, mobile phones, and other digital media (any media encoded in machine-readable formats) to promote products and services and increase customer knowledge by meeting their demands.	Chaffey, (2013) [14]
5.	Digital Marketing Channels	Digital marketing is a system based on the Internet that can develop, accelerate, and transmit product value from a producer to a consumer terminal, using digital networks.	Key, (2017) [15]
6.	Fashion Retailing	The state of interactive digital technology is continuously changing, and it has had a significant impact on the way customers shop. This trend emphasizes the importance of conducting research into the most up-to-date interactive digital technology tools used in the fashion retailing industry. The goal of this research was to look at how fashion retailers are incorporating new interactive digital technologies into both online and offline retailing formats, as well as new hybrid contexts, and how this is resulting in new experiential quality that helps customers engage.	Colombi et al., (2018) [16]
7.	Online retailing of fast fashion	The focuses of this article are on how soon fast fashion can produce a product in a cost-effective manner so that they may implement the essential online retailing strategy to boost sales and develop a competitive advantage through effective supply chain management.	Zhenxiang, W., & Lijie, Z., (2011) [17]
8.	Technological advancement in fashion online retailing	This study focuses on market penetration and how technologies such as a) web 2.0 fashion product viewing technology (video files, 2D image views, close-up, angled views of the product, and so on) and b) web 2.0 fashion product service technology (recommendations, ratings, Wishlist's, hashtags, etc.) c) Web 3.0 technology (metaverse technology, augmented reality (AR), digital fitting rooms, virtual catwalks, and so on) assists in the enhancement of fashion products in online retailing platforms, as well as the use of digital human measurements to create customized styles and patterns for the consumers.	Idrees, S., et al., (2020) [18]

Based on the above reviewed article it is clear that, without making a large investment, the internet allows businesses to reach a global audience. Fashion companies can keep a website up and running to promote and sell their products. Any fashion brand's official website serves as its digital identity on the internet (WWW). It aids in the promotion of the company and its products. Customers can also shop for fashion items on the site. Fashion firms can also display their products on e-commerce websites and social networking sites, drawing an increasing number of customers. Fashion houses can use online media to market their items all over the world at a low cost.

3. RESEARCH GAP :

Many researchers have discovered a lot of challenges in the online retailing of fashion products. the companies in fashion industry needs to address these challenges to increase their sales therefore the emphasis of this paper is to study challenges and give recommendations of online retailing of Amazon and Flipkart and overcome those challenges.

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4. RESEARCH AGENDA :

- Which are the fashion products offered by the company?
- What are the various marketing channels adopted by the company?
- How to analyse the company's Strength, Weakness, Opportunists and Challenges?
- What is the transaction processing system of the company?

5. OBJECTIVE OF THE STUDY :

- To explore the different online fashion products offered by the company.
- To find the online marketing channels of the company.
- To evaluate the company by SWOC analysis.
- To study the transaction processing system of the company.

6. SCOPE OF THE STUDY :

The study mainly concentrated on the development of fashion products through online retailing itself. Here, the scope of the study is limited to the online retailing systems and different fashionable product offerings through online mode and channels of online retailing in India.

7. RESEARCH METHODOLOGY :

This qualitative research is mainly based on secondary data. The necessary information which was required for the study was gathered through published books or journals, magazine papers, marketable reports, and factual web runners as its introductory resources. Financial information was collected from the annual reports of the companies as well as fashion-product-related information was directly obtained from the Amazon and Flipkart companies' official sites on the internet sites.

8. COMPANY PROFILE :

Amazon:
On July 5, 1994, Jeff Bezos founded Amazon as an American worldwide technology firm, Amezon.com. Inc. in the United States. It began with online book sales and soon expanded to software, clothes, furniture, food, electronics, video games, trinkets, and gemstones. It issued 3 million ordinary shares in an initial public offering (IPO) (equity shares). As of 2020, Amazon currently has 93.404 US dollars in equity shares, with institutions like Advisor Group Inc., Vanguard Group Inc., and BlackRock Inc. owning 59.48 percent [19]. The CEO, President, and Chairman of the Board of Amazon own 20% of the company's common stock. They started with "music and videos" in 1998, and then expanded to other areas. In addition, overseas operations began. Amazon began selling "clothing," as well as other items. It began its "Web Hosting Business" in 2002 and 2003, renting its platform to other websites such as Target.com and others. Amazon Prime' began operations in 2005 with free two-day shipping on all orders, but it currently has over 100 million members from all over the world [20]. In 2007, the electronic reading gadget 'Kindle' is released, allowing users to download books, articles, magazines, and newspaper items wirelessly. In 2008, it also acquired Audible, a company that produces audiobooks. In the audiobook market, audible has a 41 percent market share [21]. The shoe company 'Zappos. Com' was purchased in 2009 and offers free shipping and returns. In 2012, it purchased a 'Robotics' in its warehouse, and in 2014, it released the first smartphone on the market. In 2015, Amazon released its first virtual personal assistant, the 'Alexa' smartphone speaker. In 2017 it was started 'Whole Food', it also enters the food market [22]. Currently, there are 14,68,000 employees working around the world (as of September 2021). A9.com, Abe Books, Alexa Internet, Amazon Books, Amazon Fresh, Amazon Games, Amazon Lab 126, Amazon Logistics, Amazon Pharmacy, Amazon Publishing, Amazon Robotics, Amazon Studios, AWS, Audible, Digital Photography Review, Eero LLC, Good Readers, Graphics, Amazon Studios, AWS, Audible, Body Labs, Book Depository, ComiXology, PillPack, Ring, MGM Holdings, MGM Holdings, MGM Holdings, MGM Holdings, Twitch Interactive, Souq.com, and Whole Foods Market are the subsidiaries of Amazon.

Flipkart:
Flipkart is one of the big e-commerce companies established in October 2007 by Sachin Bansal and Binny Basal and incorporated in Singapore as Pvt Ltd Company. Initially started the business with

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sales of books through online, subsequently entered into sales of various consumer goods which includes, fashion, electronics, lifestyle products, house essentials, etc [23]. In the process, it has acquired many companies and partnerships (Myntra, Ekart, Jeeves, and Jabong.com). With the increase in demand for online shopping in the world, Flipkart has risen to the occasion and has become one of the biggest and most wanted marketing sites. Flipkart targets mainly the urban market with personalized offers, discounts, choices, and easy payment methods. Flipkart also has its own payment gateway service i.e., PhonePe [24].

In August 2018, US-based retail chain Walmart acquired 77% of the controlling stake in Flipkart for the US $ 16 billion value Flipkart at around $ 20 billion. Flipkart is bolstering its foundation in order to increase sales, particularly in India, by enabling faster deliveries, generating more job opportunities, expanding its warehouses, and taking other necessary steps to ensure e-shopping success [25].

9. FASHION PRODUCTS OF AMAZON AND FLIPKART :

Table 2: This table shows fashionable products offered by Amazon and Flipkart.

Product Classification	Products	
1. Clothing	▪ Traditional wear (Sherwanis, Kurtas, Pyjamas, Sarees, Salwar, etc.) ▪ Formal ware (Shirts, Pants, gowns, etc.) ▪ Spots ware (Tracksuits, helmets, ski wears, shorts, etc.)	• Men • Women • Kids
2. Foot ware	Sneakers, Boots, Clogs, Crocs, Sandals, Slippers, Saddle shoes, Loafers, Earth shoes, etc.	• Men • Women • Kids
3. Accessories	Mask, Head Phones, Earphones, Cufflinks, Ties, Handbags, Gloves, Hats, Belt, Suspenders, wallets, eyewear, Socks, Stockings, Umbrellas, etc.	• Men • Women • Kids
4. Makeup	▪ Beauty products ▪ Hair products ▪ Skincare products ▪ Perfumes ▪ Nail paints ▪ Cologne	• Men • Women • Kids
5. Watches	Analog Watch, Digital Watch, Smart Watch, Dress Watch, Quartz watch, Field Watch, Chronograph Watch, Swiss Watch, Pilot Watch, Tactile Watch, Casual Watch, Luxury Watch, etc.	• Men • Women • Kids
6. Jewellery	Chains, Rings, Pendants, Bracelets, Necklace, Bangles, Anklets, Chokers, Broach, etc.	• Men • Women • Kids
7. Bags and Luggage	Handbags, Backpacks, Messenger Bags, Hobs and Shoulder bags, Totes, Ethnic Bags, Party Bags, etc.	• Men • Women • Kids

Source: Compiled by the researcher

10. ONLINE RETAILING CHANNELS OF AMAZON AND FLIPKART :

The world has transformed into a Global village with the occurrence of information technology so that businesses can communicate very easily. In the modern era, because of competition, businesses are finding new ways to reach their customers in innovative ways. The more and more development of technologies and customer demand made the retailers adopt online retailing systems [26]. A fashion product is made available to interested individuals who can then purchase it online. It may help the

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company to increase fashion sales, improve brand awareness, and make the product more profitable. By making a fashion product available to those who are interested in it, it can enhance fashion brand recognition, increase revenue, and make its users into brand ambassadors. Therefore, online retailing is the best platform for businesses to sell their fashion products without much disruption. There are different kinds of online retailing channels that will directly reach their customers i.e.

(1) E-mail Marketing:
It is one kind of online retailing or direct marketing channel which will directly send the fashion brand information to their existing customers to promote their various types of fashion products, offers, and other services offered by the retailers [27]. Here, the retailers use Email Service Provide (EPS) to send marketing emails and this software handles all the marketing campaigns of fashion products. There are 3 objectives it is trying to fulfil i.e., the first objective is to bring up a good relationship among the business and its existing customers, Secondly, to acquire new customers or encourage the existing consumers to repurchase the fashion products [28]. And lastly, it creates fashion brand awareness as well as customer loyalty among the customers. Even though it is not a new technology still it is quite popular in now a day because it is less time consuming, it is accessible to all the age groups of people, extremely cost-effective, email can help to sort out the customers' queries very quickly, etc., benefits can enjoy by the retailers [29]. Fashion firms may use email marketing to get their latest fashions into their clients' heads, inboxes, and, eventually, their closets. Putting customers at the core of the business may sound cliché, but it is still something that separates the most successful brands. Great fashion brands, rather than functioning in silos, integrate their marketing activities to provide the greatest possible client experience. But these days, so many junk mails are available so there is a less chance to reach their target customers. If it reaches also there is a no assurance that the customers will open and it is a big task for them to segregate different emails. So, there is a possibility of deleting the emails [30].

(2) Display Advertising:
Display advertising is one of the visual marketing channels where it combines with the images, videos, animations, texts and these are connected with the Uniform resource locator (URL) links of the fashionable products to the website, through that customer can get all information about the products [31]. Visuals are important to all the fashion brands, but especially these brands that rely on visuals to attract and retain customers. If a retailer going to post fashion-related information that will be seen, whether it's an image or a video, it should have excellent quality and appeal to the eye. This type of advertisement mainly targets the online users in various configurations and that is placed in a publisher website in different ways like Pop-ups, leader boards, skyscrapers, motion pictures like flash videos, streaming videos, etc [32]. With the help of this, retailers are able to reach, numerous target groups, in a very short span of time and it conveys the fashion products content or message very effectively and efficiently. With help of the this, real-time updates can give to their targeted people, also send personalized or customized ads with continuous improvement [33].

(3) Search Engine Marketing (SEM):
The SEM is the most effective way to develop the fashion business in online retailing in the competitive world. Here, the retailers use paid advertisements that will appear in Search Engine Result Pages (SERPs). This type of marketing engages the promotion of fashion brands/ companies' websites by increasing their visibility in SERPs [34]. Here, the advertiser (retailer) fixes the price for keywords that users of services such as Bing, Google, etc. might enter when the customers looking for particular fashion products or services. It is also known as pay -per-click-adds. It may be small ads, text-based ads, visual-based ads on products and services [35]. The greater advantage of this marketing is, it creates an opportunity for the retailers to put their fashion ads in front of the customers who are ready to buy the fashion product at that particular point in time [36]. SEM may join with Search Engine Optimisation (SEO) to rewrite or adjust website content to achieve advancement in search engine pages. Both SEM and SEO can apply together to get excellent results [37].

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(4) Social Media Marketing:

The term social media marketing simply refers to the use of social media platforms for the promotion of a company's products and services via the internet [38]. Social media has become an integral part of any fashion marketing strategy. Fashion is a very visual sector, so it appears that social media was created specifically for fashion firms [39]. The fashion business, in particular, is benefiting the most from social media; fashion marketers all over the world are figuring out new methods to use social media platforms to help them succeed and expand online Facebook, Instagram, and Pinterest, for example, are highly visual sites that make it simple to advertise your fashion brand. It may include text messages, videos, pictures, voice messages, opinions of the consumers about the product, reviews of the existing customers [40]. If the retailer using social media as their promotional tool means they have to plan for good marketing strategy like keyword search, content plan (that users can share the information with their family, friends, relatives, and others), observing the competitors, good brand image (with a unique environment, good voice, identity, etc.) [41]. The advantages of social media advertising cover a huge number of customers at once to a great extent and most of the customers will be influenced by it. These also help to build strong trust and loyalty among the consumers. The Pew research center America survey says that, out of 11 social media websites, Facebook comes at first with 36% of Americans able to get news regularly. [42].

(5) Mobile Marketing:

Mobile marketing is one of the digital marketing or online retailing technique engaged to reach their target audience with the help of smartphones, tablets, featured phones or any other devices [43]. Because of their instant transactions, cost-effectiveness, and ease of use, mobile or smartphones have become a vital communication tool for most customers throughout the world [44]. There are different types of mobile marketing strategies like social media marketing, Multi-Media Marketing through downloaded apps exercising with smartphone websites, pop-up notifications, in-game or in-app, SMS, scanning of QR code by via mobile devices are used by the retailer to reach as well as to hold their target population in the fashion industry [45].

11. TRANSACTION PROCESSING SYSTEM OF ONLINE RETAILING :

A Transaction Processing System (TPS), also known as a Transaction Processing Monitor, is a collection of data that processes data transactions in a database system and keeps track of transaction programs [46]. A transaction program's main function is to manage data that must be kept in a consistent state. The TPS is an important part of the Business Information System in online retailing, as it enables customers to make secure and quick transactions [47].

The following steps are followed in the transaction processing system:

1. **Registration:** Customers must first register on the website before making a purchase of a product or service. The customer's email address, name, address, and other personal information are saved and protected on the website. The company takes safety measures to protect the consumer's "account" and "shopping cart".

2. **Placement of Oder:** When a customer like and wants to buy a product from the company's website, they should add them to their 'shopping basket.' This shopping cart records all of the things the consumer wishes to purchase, as well as the number of items or quantity desired for each. After that, the buyer can proceed to the payment stage.

3. **Payment:** Soon after placement of an order, each buyer must choose a payment method from the list provided on the website. Cheque payments, Net banking, debit or credit card payments, cash on delivery, and digital cash(e-wallets) are the most common payment alternatives offered by the company. With the help of high-level encryption, the personal and mainly the financial information (bank or card-related data) supplied by customers is given protection during payment.

12. SWOC ANALYSIS OF AMAZON AND FLIPKART'S FASHION PRODUCTS :

SWOC analysis is a strategic planning technique for investigating external and internal elements that influence a company's success and growth [48]. In other words, it is a method of evaluating a company's

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strengths, weaknesses, opportunities, and challenges. It's commonly used at the outset of a strategic planning process to establish ideas about what's working, what needs to be improved, possibilities, and potential issues [49]. It is a suitable and effective technique to assess the present condition and uncover the business's comparative advantages as well as potential areas for improvement [50].

Strengths

Strengths are qualities that make it possible to accomplish the mission of an organization. They form the basis on which continuation and sustainability of success can be reached. Human skills, process capabilities, financial resources, products and services, consumer goodwill, and brand loyalty are examples of business strengths. Huge financial resources, a diverse product line, little debt, and dedicated personnel are all examples of internal capabilities.
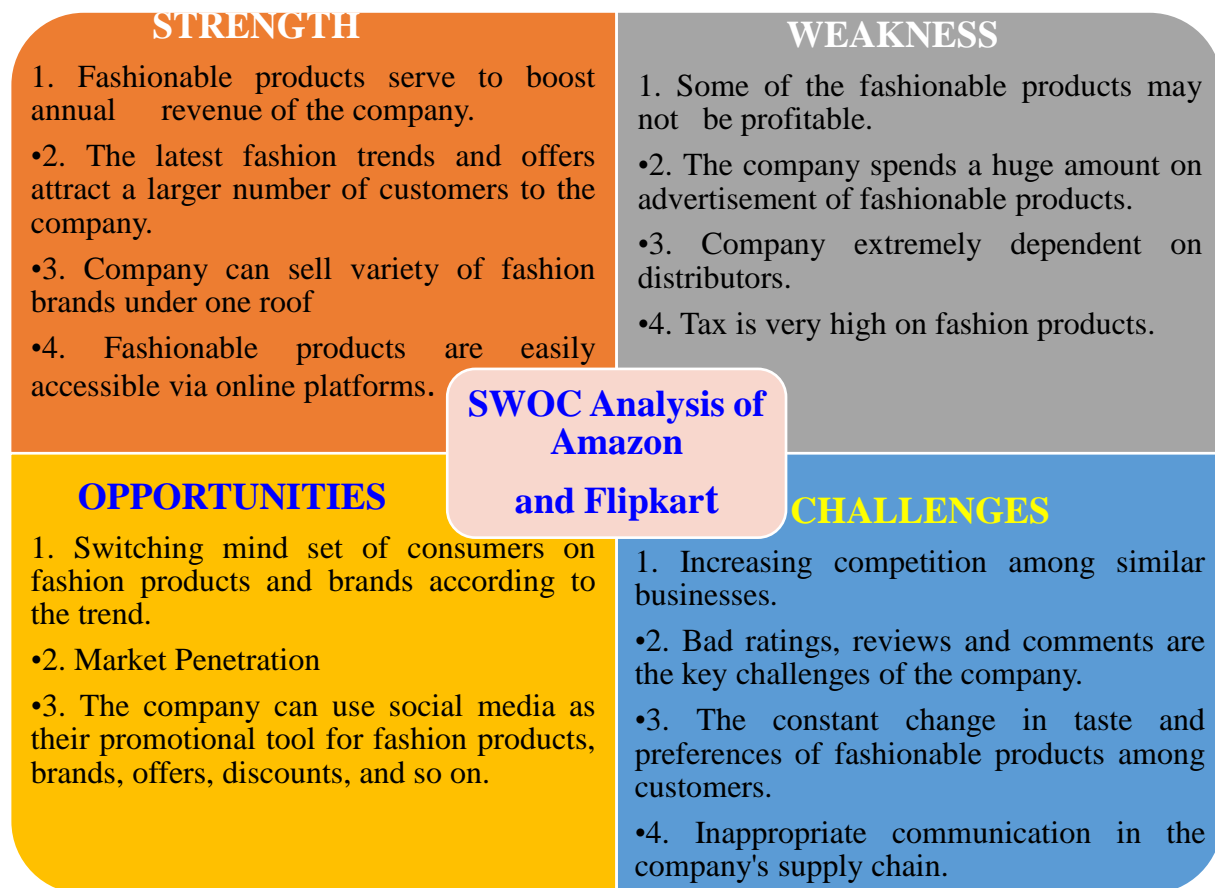
Weaknesses

The factors that prevent us from accomplishing our mission and achieving our full potential are the company's weaknesses. They deteriorate influences on the success and growth of the organization. Weaknesses are the elements that do not meet the standards we feel they should meet.

Opportunities

The organization has opportunities based on the environment in which it operates. These occur when a business takes advantage of conditions in its environment to plan and execute strategies that will improve profitability. Making use of opportunities can help organizations gain competitive advantage.

Challenges

When external conditions affect the organization's business stability and profitability, challenges to develop.

STRENGTH

1. Fashionable products serve to boost annual revenue of the company.

•2. The latest fashion trends and offers attract a larger number of customers to the company.

•3. Company can sell variety of fashion brands under one roof

•4. Fashionable products are easily accessible via online platforms.

WEAKNESS

1. Some of the fashionable products may not be profitable.

•2. The company spends a huge amount on advertisement of fashionable products.

•3. Company extremely dependent on distributors.

•4. Tax is very high on fashion products.

SWOC Analysis of Amazon and Flipkart

OPPORTUNITIES

1. Switching mind set of consumers on fashion products and brands according to the trend.

•2. Market Penetration

•3. The company can use social media as their promotional tool for fashion products, brands, offers, discounts, and so on.

CHALLENGES

1. Increasing competition among similar businesses.

•2. Bad ratings, reviews and comments are the key challenges of the company.

•3. The constant change in taste and preferences of fashionable products among customers.

•4. Inappropriate communication in the company's supply chain.

Source: Compiled by Researcher

Fig. 1 : SWOC Analysis of Amazon and Flipkart

Flipkart and Amazon are continually changing and extending their capabilities and products, including new promotional opportunities in the field of fashion. Because of the enormous volume of sales, the online holiday or festive season sale promises to be a test for all e-commerce enterprises. In the Indian

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e-commerce market, Flipkart and Amazon are in tight competition that too in the apparels, accessories, foot wares, cosmetics etc. While Flipkart is relying on cutting-edge technologies such as Artificial Intelligence and machine learning to improve its technologies and payments, but Amazon is constantly improving its logistics and Alexa. In India, Amazon opened its distribution centres all over the country to sell to reach more and more customers in the area of fashion products too. Flipkart is also planning to penetrate the smartphone retail market through digital marketing, social media, and its own website.

13. DISCUSSION :

As per Statista report published in the year 2020-21 regarding the online fashion industry, it was observed that the market value of the online fashion industry's worldwide share accounted for $759.5 Billion with a growth rate of 7.2% p.a and it is also expected to be increased to $1.0 Trillion in the year 2020-25. (It is also evident that marketing of fashion products through online channels was increased 22% in the year 2020-2021 compared to 14% in the year 2017 penetrate fashion market in the order Apparel (32.9%), Footwear (22.6%), and Bags & Accessories (15.7%) out of the global market share of fashion products. India is accounted for 4.2% (as per fiber2fashion) [51].

According to a Fashion e-commerce report by Unicommerce, in the financial year 2021, India's overall online fashion sector has grown up by 51%. As compared to the previous financial year of 2020, brand websites saw a 66% increase in order volume and a 77% increase in GMV in FY-2021. Strong order volume growth, along with stronger GMV growth, resulted in a 6% increase in average order value. In the case of websites comparison, marketplaces increased order volume by 45 % and gross merchandise volume by 33% in the financial year 2021, while average order value fell by 8% [52].

As India's largest e-commerce platform, Walmart- possessed Flipkart has gone toe-to-toe with Amazon. According to Forrester Research 2020, Flipkart will be India's biggest retailer, with a market share of 31.9 percent. Amazon India, on the other hand, is in second place with a market share of 31.2 percent [53].

In market segmentation of fashion products in India (both Amazon and Flipkart) the major share is grabbed by Apparel (52%) followed by Footwear (35%), Hand Bag (4%), and jewellery and Health & Beauty shared 3%. (Source: fashion-angel-news) [54].

In India, fashion e-commerce brands use social media to reach their customer by introducing The Great Indian Sale (Amazon) and Big Billion Days (Flipkart) through various offers and discounts.

According to consultancy firm Redner's e-commerce festive season research, India experienced its largest-ever festive sales in 2021, with brands posting a gross merchandise value (GMV) of $9 billion against $7.4 billion in 2020 that means 23% hike in the sales through online platforms. In the year of 2021 Flipkart acquired top market share with 64% and Amazon able to reach only 24% [55].

Table 3: Its shows what are marketing channels are effective in online retailing and the difficulties of execution of these marketing channels.

Marketing Channel	Effectiveness of channel	Execution difficulty level
Website Marketing	63%	40%
Email Marketing	52%	36%
Social Media Marketing	49%	40%
Organic Search Marketing	31%	39%
Paid Source Marketing	29%	30%
Mobile Marketing	28%	34%
Display Adds Marketing	24%	29%

Source: Ascend2 [56]

As shown in the above digital marketing plans survey conducted by Ascend 2 and Research Partners in December 2016, website marketing was the most effective channel in online retail with 63 percent, but it was also the most difficult to implement in online retail market. It was followed by email and social media in second and third place, respectively, but other channels such as organic search, paid source promotions, mobiles, and display ads had no effect on consumers and the market [56].

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14. FINDINGS :

1. Men expressed a greater desire to purchase more cloths than women [57].
2. Flipkart is attempting to take the top spot, but Amazon is putting up a strong fight.
3. People of all ages are interested in the offers made by the companies.
4. Both companies spend a lot of money on advertising [58].
5. In Amazon and Flipkart, Fashion has established itself in a significant place, with rapid growth during the pandemic. Because there is a reluctance to go to regular shopping locations, internet shopping has become an important aspect of the new normal for fashion.
6. During the offer period, the website remains more active.
7. To sell fashion and other products, online retailers will not need expensive e-Commerce websites or mobile apps. A retailer can start selling anything by registering as a seller on Amazon and Flipkart.
8. A trader is fashion retailer or other retailers to get registered under GST to be able to sell on Amazon and Flipkart.
9. Celebrities are being used by Amazon and Flipkart to promote their fashionable products.
10. Flipkart's Recommendation module and Amazon's Stylist assist users to discover more and more fashion and other products similar to the ones they've looked at.

15. RECOMMENDATIONS :

1. Companies needs to conduct more and more fashion products shopping events that will helps to attract a greater number of customers and also to create a good brand image of products.
2. The companies must adhere to all sales policies and refrain from engaging in unethical business practices such as delivery or shipping of empty boxes to customers, selling counterfeit items, etc.
3. In digital era, images are the only way for a buyer to obtain a sense of the genuine product, making them a crucial component of online selling. The company's products, especially fashion-related photos, should be in high-resolution, with every detail evident. Because what looks nice sells more, make sure your product photographs are well-photographed to pique buyer interest.
4. Both the companies should concentrate on Recommendation modules/ Stylist assist because it is one of the greatest conversions and contributes significantly to the company's revenue and units.
5. Companies need to keep greater product stock on hand during Festive sessions and year-end sales.

16. CONCLUSION :

This study is mainly concerned with fashion products offered by Flipkart and Amazon and the marketing channels used by them in India through online retailing platform. In the present scenario, the companies have found out different ways to reach many numbers of people. Despite being an international firm, it has developed a profound understanding of Indians and deepened its Indian traditions. Despite the fact that it is a new company, Amazon is giving Flipkart acute competition. Although it will take some time, they will undoubtedly be successful in the Indian e-commerce market.

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