



## Comparitive Analysis Between Flipcart and Amazon with the Reference of E-Commerce Sector

Kunal Mer <sup>1</sup>, Khushali Gothadiya <sup>2</sup>, Prof. Jignesh Vidani <sup>3</sup>

<sup>1,2</sup> L.J. Institute Management Studies, Lj University

<sup>3</sup> Assistant Professor L.J. Institute Management Studies, Lj University

**Corresponding Author:** Kunal Mer [kunalmer@gmail.com](mailto:kunalmer@gmail.com)

---

### ARTICLE INFO

*Keywords:* E-Commerce, Consumer Satisfaction, Online Shopping, Flipkart, Amazon

*Received :* 4 January

*Revised :* 20 January

*Accepted :* 21 February

©2024 Mer, Gothadiya, Vidani: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/)



### ABSTRACT

In the dynamic landscape of e-commerce, understanding consumer satisfaction is crucial for the success of online retailers (Vidani, 2015). This research paper aims to provide a comprehensive analysis of consumer satisfaction on two prominent e-commerce platforms, Flipkart and Amazon (Niyati & Vidani, 2016). The quantitative phase involves the distribution of surveys to a diverse sample of consumers who have recently made purchases on either Flipkart or Amazon (Vidani & Plaha, 2017). The surveys gather data on various aspects, including user experience, product quality, delivery efficiency, customer service, and overall satisfaction. Statistical tools such as regression analysis and correlation are utilized to identify significant patterns and relationships between different variables (Bansal, Pophalkar, & Vidani, 2023). Additionally, the qualitative phase of the research involves conducting in-depth interviews with a subset of participants to gain a deeper understanding of their experiences (Chaudhary, Patel, & Vidani, 2023). The findings of this research can contribute to the existing body of knowledge on e-commerce consumer behavior and satisfaction (Patel, Chaudhary, & Vidani, 2023). Moreover, it offers practical implications for managers and policymakers in the e-commerce industry to refine their strategies, improve service quality, and ultimately foster greater consumer satisfaction (Sharma & Vidani, 2023).

## **INTRODUCTION**

India's e-commerce sector is currently estimated to be valued at approximately \$25 billion (Bhatt, Patel, & Vidani, 2017). It is projected to expand to \$200 billion in the next decade. Ecommerce platforms such as Flipkart and Amazon have greatly simplified the lives of consumers (Sukhanandi, Tank, & Vidani, 2018). With a single click, individuals can purchase discounted items from the comfort of their home, office, or any location they choose, without the need to visit a physical store, and have the products delivered to their doorstep. India's online retail industry is presently valued at roughly \$25 billion. It is anticipated to experience a growth of \$200 billion over the next ten years. Online shopping has gained popularity as a consumer's preferred method of shopping. This novel approach to shopping not only provides a wide range of products to potential customers but also opens up numerous business opportunities in a vast market (Sachaniya, Vora, & Vidani, 2019). Social media has evolved from being merely a platform for self-expression on the internet to becoming a vehicle for selling products to consumers, commonly referred to as an online store. Due to its many advantages and benefits, an increasing number of individuals express a preference for online shopping over traditional brick-and-mortar shopping (Singh & Kashyap, 2007). Online shopping or internet marketing involves utilizing technology (computers) to enhance marketing efforts. Instagram shops are now expanding their functionality in response to evolving consumer needs (Sachaniya, Vora, & Vidani, 2019). Companies selling items such as clothing, cosmetics, and shoes have harnessed the power of platforms like Instagram to connect with potential buyers, as social media usage has become widespread. (Vidani, Jacob, & Patel, 2019) E-commerce has experienced rapid growth in recent years, thanks to numerous advantages associated with online purchasing, including simplified transactions and lower costs in comparison to other shopping methods. (S, 2022)

## **LITERATURE REVIEW**

**Samrat Bharadwaj (2019)**, This study refers the e-commerce sector in India and to examine the competitiveness in e-commerce sector between two giants Amazon and Flipkart. In the ecommerce sector, though we can see numerous e-commerce companies in India, Amazon and Flipkart are two firms that are extremely competing. According to the survey done by the author, Amazon India is better than Flipkart when attributes such as stock availability, discounts, delivery speed, and product quality were compared. From this study the author found out males are more interested in purchasing products online when compared to females and people gain interest in buying goods online when they are vulnerable to discounts, offers, etc.

**Dk Gageshwar (2013)**, An Indian Business Report context", international journal of underground and electronic services, science and technology. He concluded that e-commerce in India has a very bright future despite security, privacy and dependency Technology is one of the disadvantages of e-commerce, but e-commerce still has a bright future.

**Dr. Milind A. Marathe and Mr. Amar V. Yedake (2020)**, the opportunities for worldwide and local e-commerce are created to increase in the number of internet users gradually. This number is said to reach over 445 million users in 2020. The authors found that various factors like security, information availability, shipping, quality, pricing, and time are the determinants of customer satisfaction and concluded that most of the customers are satisfied with.

**S. Sudheer, SK. Fayaz (2019)**, the key purpose of this research is to find out the factors which influence the purchasing and satisfaction level of customers when they buy using Flipkart website or application. The authors found that, countryside customers prefer Flipkart because they are satisfied with the in-time delivery of the products, the offers, and discounts given, safe packaging, payment procedure, customer service and concluded that, even though there are many others e-commerce sites, customers prefer Flipkart.

**M. A. Prasad and A. Chandra Praba (2021)**, wants to understand the consumers' satisfaction level and to know consumers' purchasing pattern. The primary data is being collected through a survey conducted in Coimbatore town. The researcher considered factors such as price, quality, offers and discounts, brand preference, delivery on time, premium membership for the study and found that people prefer delivery on time as the major factor while choosing the e-commerce site. The findings from this study are majority of respondents purchase online once in a month, choose cash on delivery as their payment method, and respondents purchase online due to promotional activities. The conclusion drawn from this study is, based on the survey done on consumer' Amazon is the clear winner against Flipkart and other e-commerce websites.

### **Research Objective**

Primary Objective:

- a. The main objective of this research paper, is to analyse amazon and Flipkart which are giants company in E-commerce sector comparatively.
- b. To study customer satisfaction on reliability and delivery time of Flipkart and amazon.
- c. To Analyse Customer preference for online shopping either amazon or Flipkart.
- d. To study customer choice when they prefer to do online shopping

## METHODOLOGY

### Research Design:

For this research, we used quantitative method as it is precise and faster comparison to qualitative method as far as this is descriptive research.

### Sample Size:

For this research, we try to target people who are frequently buying products using Amazon and Flipkart. As it is demographic research, the target population for study is customers of Ahmedabad city located in Gujrat.

### Data Collection

For this study, we use primary method for data collection. For that we made Questionnaire to reach out targeted population. In Primary method, data is not used before and it has more trustable for research analysis.

### Tools use

- Microsoft word
- Chat Gpt

### Questionnaire Design

We apply survey method through Questionnaire for data collection, in Questionnaire we use some demography question such as gender, age, income etc. after that we modify question to know approach and attitude of customer.

## RESULT

### Data Analysis

### Cronbatch Alpha

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
<b>.768</b>	<b>14</b>

*\*Source Spss Software*

As the Alpha Value is more than 0.07 i.e.0.768 the Data is Reliable

**Table 2. Experience about Delivery Time of Flipcart**

		Experience about delivery time of flipkart					Total	
		.00	Strongy disagree	disagree	normal	agree		Strongy agree
age	.00	1	0	0	0	0	0	1
	18 to	0	4	5	14	16	58	97
	30 30	0	0	1	3	1	11	16
	to 50	0	0	0	0	0	3	4
	above		1					
	50		5					
Total		1		6	17	17	72	118

*\*Source Spss Software*

Reliability of Statistics

Scale: All Variables

**Table 3. Chi-Square Tests**

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	125.692 <sup>a</sup>	15	.000
Likelihood Ratio	19.230	15	.203
Linear-by-Linear Association	.687	1	.407
N of Valid Cases	118		

*\*Source Spss Software*

A. 20 Cells (83.3%) have Expected Count Less than 5. The Minimum Expected Count is .01

### Interpretation

The majority of respondents in the 18 to 30 age range highly agree or agree that their experience with Flipkart regarding delivery time was favorable. There is less overall satisfaction and agreement among respondents in the 30- to 50-year-old age range.

The age group above 50 had the fewest comments, and most of them disagree or are unsure regarding the delivery time.

Table 4. Experience about Deliverytime of Amazon  
Crosstab Count

	Experience about delivery time of amazon						Total
	.00	stongly disagree	disagree	normal	agree	strongly agree	
age .00	1	0	0	0	0	0	1
18 to 30							97
30 to 50	0	5	5	13	18	56	16
above 50	0	2	0	4	0	10	4
	0	1	0	0	0	3	
Total	1	8	5	17	18	69	118

\*Source Spss Software

Table 5. Chi-Square Tests

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	128.016 <sup>a</sup>	15	.000
Likelihood Ratio	24.796	15	.053
Linear-by-Linear Association	.034	1	.853
N of Valid Cases	118		

\*Source Spss Software

A.19 Cells (79.2%) have Expected Count Less than 5. The Minimum Expected Count is. 01

### Interpretation

The crosstab that is supplied is a poll on the experiences of various age groups with Amazon's delivery time. The information is arranged in a tabular style, with rows denoting three age ranges: 18 to 30, 30 to 50, and above 50. The columns correspond to replies that range from "strongly disagree" to "strongly agree."

At the bottom of the table is the overall count for each response type. There are 118 replies to the poll overall, and the opinions of the various age

groups about Amazon's delivery time are divided into different degrees of agreement and disagreement.

Table 6. Experience about Reliability of Flipkart  
 Crosstab Count

	Experience about reliability of flipkart						Total
	.00	strongly disagree	disagree	normal	agree	strongly agree	
age							
.00	1		0	0	0	0	1
18 to 30	0	0	6	11	24	51	97
30 to 50	0	5	2	2	4	8	16
above 50	0	0	0	1	2	1	4
Total	1	5	8	14	30	60	118

\*Source Spss Software

Table 7. Chi-Square Tests

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	122.289 <sup>a</sup>	15	.000
Likelihood Ratio	16.543	15	.347
Linear-by-Linear Association	.368	1	.544
N of Valid Cases	118		

\*Source Spss Software

A.19 Cells (79.2%) have Expected Count Less than 5. The Minimum Expected Count is. 01

### Interpretation

With 97 replies, the table indicates that the majority of respondents are between the ages of 18 and 30. "Strongly agree" (51 responses) has the second-highest total among this age group, after "agree" (24 responses) .

There are 16 replies overall in the 30- to 50-year-old age range. With two responses apiece, the "normal" and "agree" categories comprise the majority of responders in this age group.

Table 8. Experience about Reliability of Amazon  
Crosstab Count

	Experience about reliability of amazon						Total
	.00	strongly disagree	disagree	normal	agree	strongly agree	
.00	1	0	0	0	0	0	1
18 to 30 30 to 50	0	6	3	11	28	49	97
above 50	0	1	2	0	5	8	16
	0	0	0	0	3	1	4
Total	1	7	5	11	36	58	118

\*Source Spss Software

Table 9. Chi-Square Tests

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	126.775 <sup>a</sup>	15	.000
Likelihood Ratio	21.037	15	.136
Linear-by-Linear Association	.534	1	.465
N of Valid Cases	118		

\*Source Spss Software

A.19 Cells (79.2%) have Expected Count Less than 5. The  
Minimum Expected Count is. 01

### Interpretation

A summary of replies on Amazon's reliability is shown in the crosstab below, broken down by age groups and agreement levels. The replies are shown in the table as follows: "strongly disagree," "disagree," "normal," "agree," and "strongly agree." The age groups "18 to 30," "30 to 50," and "above 50" are represented by the rows.

The numbers in the table's cells indicate how many respondents fit into each age group and agreement level combination. In the cell containing the age range of "18 to 30" and the agreement level of "agree," for instance, 28 people answered. Additionally given are the totals for each age group and agreement level .

Table 10. Experience with Flipkart Delivery Time and Reliability  
 Crosstab Count

		Experience with flipkart of delivery time and reliability					Total
		.00	strongly disagree	disagree	normal	agree	
age	.00	1	0	0	0	0	1
	18 to 30	0	4	6	14	16	57
	30 to 50	0	0	2	1	3	10
	above 50	0	0	0	1	2	1
Total		1	4	8	16	21	68

*\*Source Spss Software*

Table 11. Chi-Square Tests

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	124.247 <sup>a</sup>	15	.000
Likelihood Ratio	18.072	15	.259
Linear-by-Linear Association	.649	1	.421
N of Valid Cases	118		

*\*Source Spss Software*

A.19 Cells (79.2%) have Expected Count Less than 5. The Minimum Expected Count is. 01

**Interpretation**

18 to 30: Out of 97 respondents, the majority (57) strongly agree that Flipkart has good delivery times and dependability. The remaining respondents (16) agree, 14 answer normally, 6 disagree, and 4 strongly disagree.

30 to 50: Of the 16 responses, 10 are in agreement, 3 hold a typical opinion, 2 are in disagreement, and neither strong agreement nor strong dissent is present.

Above 50: Of the four responders in this age group, two give a normal response, one agrees, and there are neither strong disagreements nor strong agreements. The final total reveals that there is a wide range of opinions among the 118 respondents about Flipkart's dependability and delivery time.

Table 12. Experience with Amazon about Delivery Time and Reliability  
Crosstab Count

	Experience with amazon of delivery time and reliability						Total
	.00	strongly disagree	disagree	normal	agree	strongly agree	
age .00	1	0	0	0	0	0	1
18 to 30	0	9	6	6	23	53	97
30 to 50	0	1	2	1	3	9	16
above 50	0	1	0	0	2	1	4
Total	1	11	8	7	28	63	118

*\*Source Spss Software*

Table 13. Chi-Square Tests

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	122.540 <sup>a</sup>	15	.000
Likelihood Ratio	15.991	15	.383
Linear-by-Linear Association	.003	1	.954
N of Valid Cases	118		

*\*Source Spss Software*

A.18 Cells (75.0%) have Expected Count Less than 5. The Minimum Expected Count is. 01

### **Interpretation**

A summary of poll responses about Amazon delivery time and dependability is shown in the crosstab table, which is organized by respondents' age groups and agreement levels. The number of responders who fit into each category is displayed in the table.

The age ranges shown in the rows are 18 to 30, 30 to 50, and over 50. The levels of agreement are shown in the columns as strongly disagree, disagree, agree, and strongly agree.

With a total count of 97, the data shows that most respondents, who are between the ages of 18 and 30, either agree or strongly agree with Amazon's delivery time and reliability. On the other hand, respondents who are over 50 and in the 30- to 50-year age range exhibit lower overall counts of agreement.

### **DISCUSSION**

In this study we find out what customer facing problem while purchasing online from platform like Flipkart and amazon.by analysing data, age group 18-30, most of respondents are strongly agree with amazon delivery time while age group 18-30, most of respondent strongly agree with Flipkart reliability.

### **CONCLUSION**

The data illustrates how opinions about Flipkart and Amazon's dependability and delivery timeframes are distributed among various age groups. It implies that responses fluctuate according to age group, with younger respondents seeming to agree more than older respondents. The data presented is a summary of survey replies about the dependability and delivery schedules of two e-commerce companies, Flipkart and Amazon. This is a succinct overview.

## REFERENCES

- A Comparative Study between Flipkart and Amazon India by Dk Gageshwar (2013)
- Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Antecedents. *JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY*,
- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. *National Conference on Startup India: Boosting Entrepreneurship* (pp. 61-67). Pune: D.Y. Patil University Press.
- Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press. *Boosting Entrepreneurship* (pp. 111-118). Pune: D. Y. Patil University Press. CHALLENGING WAY OF THRONES. *National Conference on startup India:*
- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110. CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. *EXCEL International Journal of Multidisciplinary Management Studies*, 5(12), 45-56.
- Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Dr. Milind. A. Marathe, Mr. Amar. V. Yedake (2020), "Literature Review on Customer Satisfaction
- Dr. Milind. A. Marathe, Mr. Amar. V. Yedake (2020), "Literature Review on Customer Satisfaction towards Online Shopping - With Special Reference to Flipkart", Dogo Rangsang Research Journal. ISSN: 2347-7180, Vol-10 Issue-06 No. 14 June, 2020. UGC Care Group I Journal, copyright © 2020 Authors. DR.MANMOHANSINGH. *The Indian Writer's e - Journal*, 1(1), 1-14. Himalaya Publishing House Pvt. Ltd. In P. (. Mateen, *WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT* (pp. 32-Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision Making Process. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*. Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51> INITIATIVE BY INDIAN CORPORATES. *International Multidisciplinary Journal Think Different*, 3(22), 44-50.

- M. A. Prasad and A. Chandra Praba, "Comparative Study on Consumer Satisfaction towards Online Shopping in Amazon and Flipkart with Special Reference to Coimbatore Town". *International Journal of Creative Research Thoughts (IJCRT)*, © 2021 IJCRT | Volume 9, Issue 4 April 2021 | ISSN: 2320-2882
- Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING- A NEW WAY OF MARKETING: A REVIEW APPROACH. *International*
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116. *Multidisciplinary Educational Research*, 5(11(3)), 224-237. *MULTIDISCIPLINARY FIELD*, 2(7), 110-114. *Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN*
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING
- Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.
- Pathak, K. N., & Vidani, J. N. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. *Governance in Ecommerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.
- Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120. Pvt. Ltd.
- Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII(12(II)), 155-167.
- Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 79-85). Ahmedabad: Himalaya Publishing House
- Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 162-169). Ahmedabad:
- Samrat Bharadwaj (2019), "The war between Flipkart and Amazon India: a study on customer perception", *International Journal of Research in Humanities, Arts and Literature*. ISSN (P): 2347-4564; ISSN (E): 2321-8878. Vol-7, Issue 5, May 2019. 391402 © Impact Journals.

- Samrat Bharadwaj (2019), "The war between Flipkart and Amazon India: a study on customer perception", *International Journal of Research in Humanities, Arts and Literature*. ISSN (P): 2347-4564; ISSN (E): 2321-8878. Vol-7, Issue 5, May 2019. 391402 © Impact Journals.
- Sathyabama Institute of Science and Technology.  
[https://sist.sathyabama.ac.in/sist\\_naac/documents/1.3.4/39280095%20THAANESHWAR.pdf](https://sist.sathyabama.ac.in/sist_naac/documents/1.3.4/39280095%20THAANESHWAR.pdf). 47). Kanpur: International Publications.
- Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 193-212.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(2), 213-234.
- Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. *International Multidisciplinary Journal*
- Singh, P. K., Vidani, J. N., & Nagoria, V. S. (2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. *Journal of Basic and Applied Engineering Research*, 3(10), 921-926.
- Solanki, H. V., & Vidani, J. N. (2016, November). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH*, 5(11(2)), 61-77.
- Solanki, N., & Vidani, J. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. *ZENITH International Journal of Multidisciplinary Research*, 6(1), 226-284. SPECIAL REFERENCE TO AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 121-135). Ahmedabad: GTU. *Strategic Management: Key to Success* (pp. 96-100). Pune: D.Y Patil University Press.
- Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). ANALYSIS OF THE IMPACT OF THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and THE PEOPLE OF BHAVNAGAR DISTRICT. The Indian Writer's e - Journal*, 1(1), 1-26. *Think Different*, 3(22), 9-16.
- Vasveliyya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and
- Vidani, J. N. (2015, December ). THE STUDY OF INVESTMENT PATTERN OF
- Vidani, J. N. (2015, December). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF

- Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. *ZENITH International Journal of Multidisciplinary Research*, 5(12), 33-50.
- Vidani, J. N. (2015, November). Self Aid Group - A Preeminent way for Bucolic Female Empowerment. *International Journal of Advance Engineering and Research Development*, 2(11), 351-360.
- Vidani, J. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). *Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016*, 2533.
- Vidani, J. N. (2016, December ). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian
- Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". *International Journal of Management and Research*, 1, 208-213.
- Vidani, J. N. (2018). *Export and Import Procedures* (Vol. 1). Online: Educreation Publishing .
- Vidani, J. N. (2018). MERGER AND ACQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 105-108). Pune: D.Y Patil University Press.
- Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Pre-nrural Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), *Transformation Through Strategic and Technological Interventions* (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.
- Vidani, J. N. (2019). INFLUENCER MARKETING: A NEW TREND. *Nafional Conferenee on "Multidisciplinary Research in Socelal Seienes & Management Studies*. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- Vidani, J. N. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA.
- Vidani, J. N. (2022). *Digital Marketing for Business in #hashtag era* (Vol. 1). Delhi, India: Publishing Expert.
- Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media
- Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, *Management and Innovation: Research Study* (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- Vidani, J. N., & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH

- Vidani, J. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR
- Vidani, J. N., & Plaha, N. G. (2017). AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR. *Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms* (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. *Services in Emerging Markets* (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. N., & Solanki, N. (2015, December). THE STUDY OF FUNDAMENTAL
- Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). STARTUP INDIA: A
- Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. *Sodhsamhita*, 137-157.
- Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of
- Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.
- Vidani, J., Jacob, S., & Patel, M. (2019, July - September). MENTAL HEALTH START-UP: MOODCAFE. *Economic Challenger: An International Journal*, 21(84), 35-42. Women Entrepreneurs: A Review Approach. *International Journal of WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 77-80). Pune: D.Y.Patil University Press. XXV(6), 99-117.