

# Consumer Behavior Towards Digital Marketing in Flipkart

**Harsh Vardhan Rawat**

Student, School of Business, Galgotias University

## **Abstract:**

One of the best methods of disobedience nowadays is the Internet as a platform for conducting business and acting as a business person. Here, both new and established firms create their websites in addition to the size trends and network idea needs that are needed to move forward and better realisation. As the internet can be used directly for advertising and buying, it is important for website owners to sell useful and educational websites. PR, sales, and customer service. The first attempts at e-commerce between vendors and consumers occurred more than ten years ago. Future purchasers are a topic that both academics and e-commerce specialists are always working to better comprehend.

## **Introduction**

The goal of the current study is to comprehend the market potential and consumer satisfaction for an ecommerce company's services, specifically with regard to Flipkart. Indian consumers now purchase products and services differently because to online shopping. After touching and handling a product, consumers who wished to buy it started their buying by looking at a website's image of it. It's just that Indians are becoming more trusting of and accepting of internet buying. Instilling confidence in online buying has been greatly aided by Flipkart, which launched in October 2007. discounts on online purchases of goods. The Flipkart is a popular online retailer with 80 million items available across more than 80 categories. It has 100 million registered users, 100 thousand merchants, 21 cutting-edge warehouses, 10 million daily page views, and 8 million shipments each month (Flipkart website). It reached 50 million users for the first time in India's online shopping App market in 2016. It provides products from a variety of product categories, including toys, books, stationery, music CDs, movies, home furnishings, electrical and technological products, sports equipment, and life style and fashion. Flipkart offers customer care 24 hours a day, seven days a week, offers items at the lowest price feasible, and consumers receive deals and discounts while making online purchases. For flawed purchases, it offers a 30-day replacement guarantee. Flipkart has been recognised as India's largest online bookshop with over 11 million titles available and now ranks in the top 20 Indian websites according to Alexa traffic statistics. The store began by selling books, expanded to selling CDs, DVDs, mobile phones and accessories, cameras, computers, computer accessories, and 10 peripherals, and in 2011 added pens & stationery and other electronic items like home appliances, kitchen appliances, personal care products, health care products, etc. to its inventory. The store originally sold only books. In addition, Flipkart expanded its product offering in 2012 by include air conditioners, air coolers, office supplies, art supplies, school supplies, and lifestyle items. The Firm currently employs more than 4500 people after beginning with just 2 workers. It offers unforgettable online shopping experiences for customers thanks to its cutting-edge offerings, such as:

- Cash on Delivery;

- 30-day replacement policy.
- Simple alternatives for monthly instalments (EMI).
- Complimentary delivery;
- discounted costs; and exclusive offers.

Flipkart had a modest beginning selling books, but today it offers a wide range of goods, including: smartphones, laptops, computers, cameras, games, music, audio players, TVs, healthcare items, washing machines, etc. Yet, Flipkart gets almost 50% of its income from online book sales. With an online market share of almost 80%, Flipkart is the industry leader in India for the offline and online sale of books.

### **OBJECTIVES:**

The following will be the study's particular goals:

- to determine what motivates consumers to make online purchases.
- to learn the preferences of customers for making purchases online.

### **Research Design:**

The study was done to determine the many aspects of the services provided by Flipkart that had an impact on customer satisfaction levels as well as to gauge the availability of products at the Flipkart web portal.

### **Primary Data: -**

The survey method was used to acquire the data.

Using a standardized questionnaire and Google Forms, primary data was gathered. Customers completed the survey to rate their happiness with Flipkart.

### **Other Information:**

Secondary data is information that has already been gathered for a similar, identical, or unrelated reason by another party.

A variety of studies and websites were also used to get the secondary data. The secondary data was utilised to create surveys, industry and business profiles.

### **Customer Support:**

Customer delight is one of the USP of Flipkart. Flipkart want their customer to have the best ever online shopping experience when they are with them – and will do everything in our power to ensure it. Though every employee at Flipkart is responsible for giving the customer a great experience at all touch points, it is our 24X 7 customer support team that has succeeded in setting unbeatable standards in the service industry.

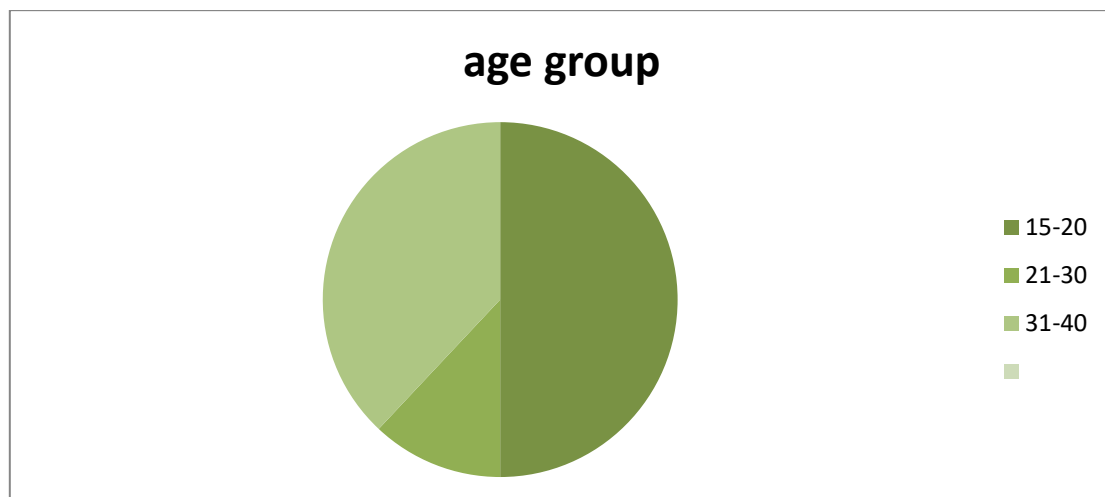
### **Future Road Map:**

- By 2025, they hope to increase by 3times and reach \$50 billion in sales.
- They'll consider increasing supply investments.
- Investment will be made in huge warehouses and greater automation of their process, preventing a delay in the delivery of the goods.
- They want to grow their present categories and enter into a number of new ones.
- Everything will eventually be accessible on Flipkart, save groceries and cars.

- Flipkart is considering partnerships with a greater variety of suppliers and partners in order to advance farther down the value chain, both domestically and globally.

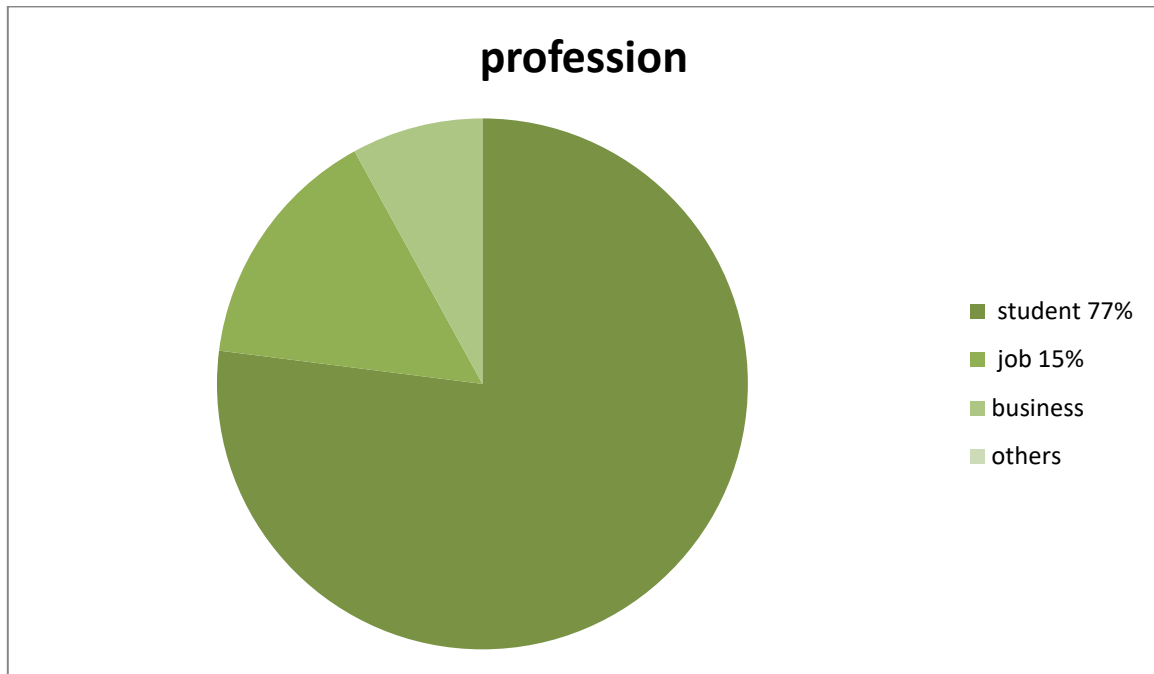


Data analysis and interpretation:



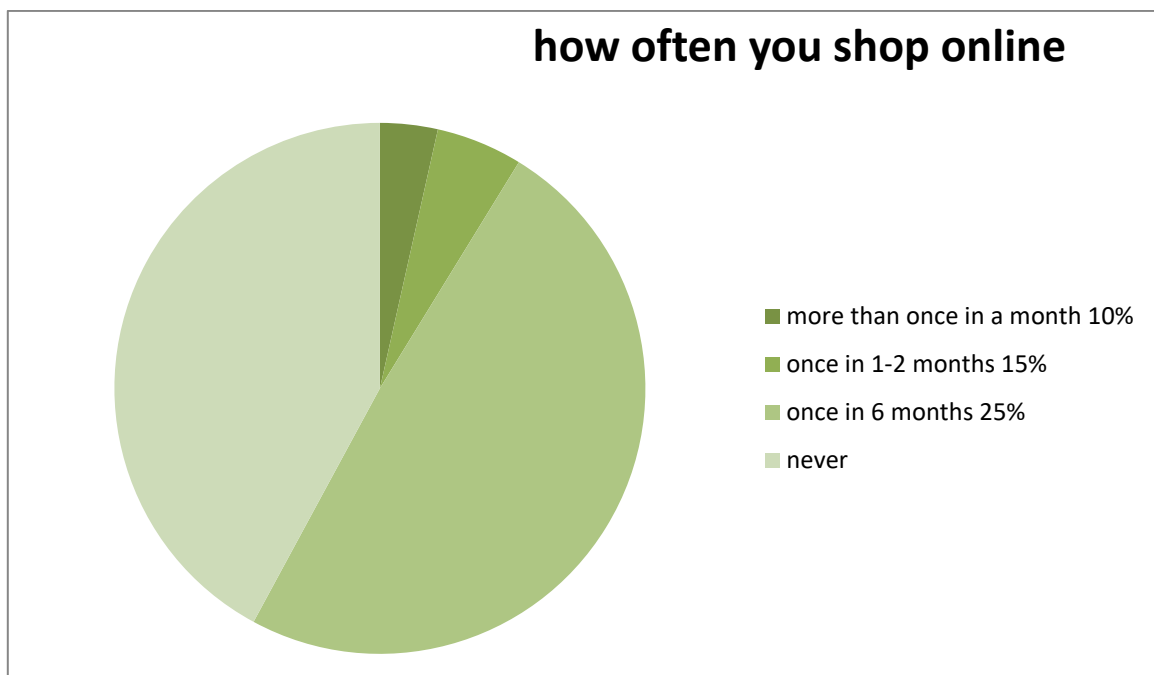
**INTERPRETATION: -**

The age range of the respondents is displayed above the pie chart. Of them, 50% are between the ages of 21 and 30; 38% are between the ages of 15 and 24; and 12% are between the ages of 31 and 40.



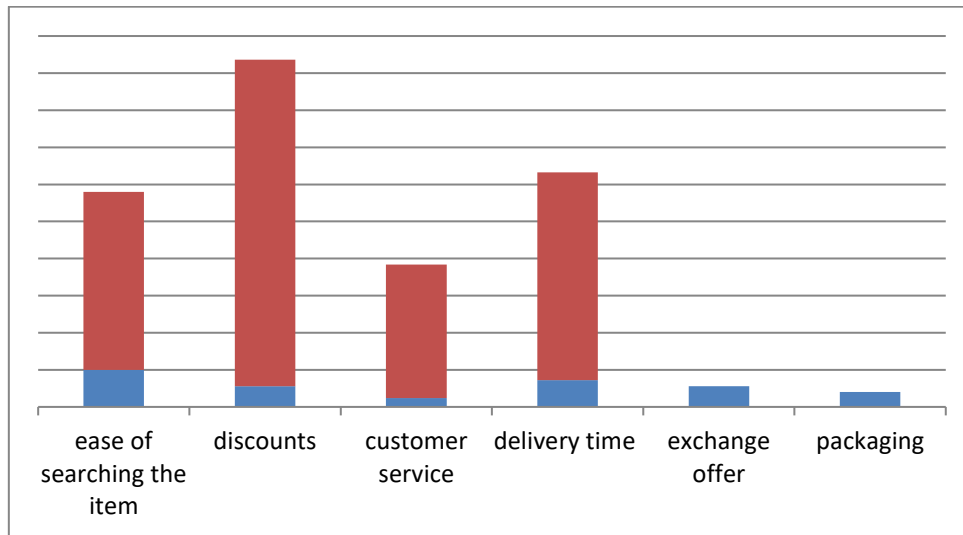
**INTERPRETATION: -**

The professions of the persons who filled out the questionnaire are shown in the pie chart above, with 77% of respondents being students, 15% working, and 8% owning their own business.



**INTERPRETATION:-**

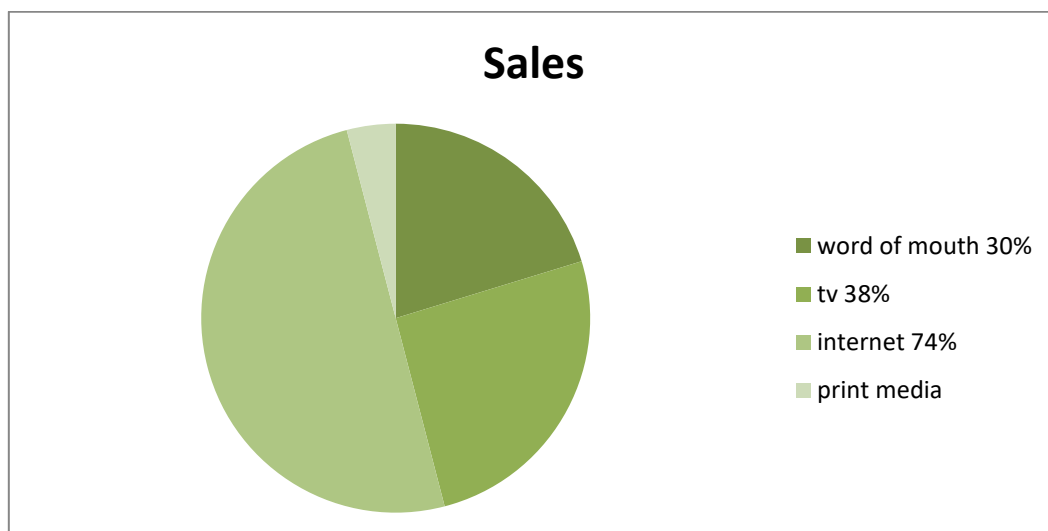
- 10% of respondents purchase online just once every two to four months.
- 15% of respondents report doing one to three internet purchases each year.
- 25% of respondents said they only purchase online once every 7 to 12 months.



**INTERPRETATION: -**

The bar graph above lists the qualities of the business that respondents find appealing. These are as follows:

1. The feature "Ease of searching the thing you are looking for" was selected by 25 respondents.
2. 14 respondents have selected the discount feature.
3. Customer service is the feature that 6 respondents have selected.
4. 14 respondents have selected the delivery time feature.
5. 18 respondents selected the "Cash on Delivery" option.
- a. The feature "Exchange Offer" has been selected by 6 respondents.
6. Ten respondents have selected the packaging feature.
7. 7 respondents have never made a purchase on Flipkart.



**INTERPRETATION:**

1. Through "Word of Mouth," 15 respondents learned about Flipkart.
2. 19 respondents said they first learned about Flipkart on television.
3. 37 respondents discovered Flipkart via the internet.
4. Three of the respondents learned about Flipkart from print media.

**Conclusion:**

For every business, branding is a priceless asset. Strong & efficient brands provide a competitive edge in the market. Because of the positive relationship it has with its customers, Flipkart has been able to thrive in the market.

The company has given its branding strategy a lot of consideration, which has enabled them to attract a sizable consumer base. Together with amazing deals and discounts, it has also included crucial elements like customer happiness, shipping options, simple return procedures, etc. The business has made good attempts to maintain and retain consumers since it has a thorough understanding of consumer behaviour. The customer preference research in relation to Flipkart is good. With a focus on Flipkart and other rivals in the same industry, this analysis aids the researcher in understanding customer preferences for online marketing. In comparison to physical trading, the issue of trust is more significant when purchasing online. This is due to the fact that building trust is crucial in situations where risk and uncertainty are inherent and contracts and guarantees are frequently lacking. Because of the importance of trust in intrinsic purchasing—which is a significant element supporting the expansion of e-commerce—online buying is inherently dangerous from the perspective of security. Flipkart's total brand value is strong, although it is up against stiff competition from international rivals like e-bay and But, if speaking about the native market, which is India, it is the best e-business site that is rapidly growing and setting down strong roots in the Indian market while also changing people's purchasing habits from visiting to physical stores to online businesses, which is amazing.

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