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A Study on Marketing of Flipkart

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ABSTRACT

In order to meet everyone's needs and work preferences, the Internet has become more powerful and important. By combining a number of online information management systems over the Internet, creative businesses have created ways to ease the payment process and accept orders from clients.

In that sequence, customer service, marketing data collection, and internet comments. All of these business activities are together referred to as e-commerce, or Internet commerce. Online shopping has become tremendously easy for everyone because to its large product range and simple purchasing method. The corporate and business level strategies of two big e-tailers, Flipkart and Amazon, have each been scrutinized. E-commerce issues, firm strategies, funding, income creation, growth, survival strategies, online shopping experiences of customers, value added differentiation, and product offerings have all been taken into consideration when making comparisons. Although both of these notable sportsmen have made an impact on India, only one will be declared the ultimate winner or number one.

KEYWORD: E-commerce, Marketing, Product, Corporate, Internet, customer service, Management

INTRODUCTION

Consumers don't purchase what you sell, as the saying goes. They spend money on things they value highly. The two primary objectives of marketing strategy are increasing sales and creating a long-lasting competitive advantage. All fundamental, short-term, and long-term activities in the field of marketing that are focused on the analysis of a company's strategic initial situation and the formulation, evaluation, and selection of market-oriented strategies and, as a result, help the company achieve its goals and its marketing objectives are included in the concept of marketing strategy.

Identifying value, providing for it, sharing it, and giving it to others are all steps in the process by which organisations, groups, and individuals meet their requirements and fulfil their desires. The foundation of strategic marketing is this idea. The foundations of marketing include client needs, wants, and values in addition to goods, commerce, conversation, and connections. The breadth and direction of long-term actions done by the company to gain a competitive edge are the strategic focus of marketing. In order to meet stakeholder expectations, the company leverages its resources to serve customer needs in a dynamic environment.

Literature of Review

Mr. Vicky Singh "E-commerce is quickly gaining favour with Indian consumers. Lack of time is a major driving force behind online buying in urban areas. On the other hand, audiences from smaller towns and cities choose to utilise it because it is simple to get a wide variety of goods online. the problem of huge retailers not having enough stock in their stores. When consumers can't get what they want in traditional stores, they frequently turn to online sellers. Due to the company's emphasis on building trust, its excellent customer service team assists consumers in navigating the website and resolving issues.

"Written by the team at Moderandi Inc" The way that Indian consumers view online shopping is well-established. When it comes to internet buying, time restrictions have a particular impact on urban locations. On the other hand, consumers from smaller towns and cities are choosing internet shopping due to the accessibility of a wide choice of goods. Large shops struggle to keep their shelves filled. When customers can't find the things they want in brick-and-mortar stores, they occasionally use online stores. Flipkart has a strong Customer Support Team that assists users in navigating the website and locating solutions to problems because trust-building is so crucial to the company.

Customer Support Team which helps the customers with the website guidance and resolving issues.

"ANVESHANA's international journal of research in regional studies, law, social sciences" The Internet has evolved through time into a crucial and powerful instrument for all human wants and behaviours. Innovative businesses have developed systems that combine various online information management technologies with the Internet to manage client orders, provide payment processing, enable customer assistance, collect marketing data, and collect online feedback. All of these commercial operations have been categorised as e-, or Internet commerce. Due to the vast product range and

straightforward purchasing process of online shopping, everyone's life have been greatly simplified. Critiqued examinations of a variety of corporate and business themes have been conducted in an effort to. commerce

OBJECTIVE

- To understand and evaluate how consumers view and are influenced by different factors while choosing e-commerce sites.
- Knowledge of the approaches and strategies used by Flipkart to entice customers to India.
- To comprehend the decision-making process used by customers when choosing an online retailer.
- To gain knowledge of novel possibilities and achieve success in those endeavours.
- To understand the India-specific workings of Flipkart.

RESEARCH METHODOLOGY

1. PRIMARY RESEARCH:-

A Primary Research was conducted:

The questionnaire was prepared for the companies and following areas covered

2. SECONDARY RESEARCH:-

Data was collected from websites and catalogues to understand the product of the different players.

Sources used for secondary data collection are company web site, E-tailer web site etc.

Research design

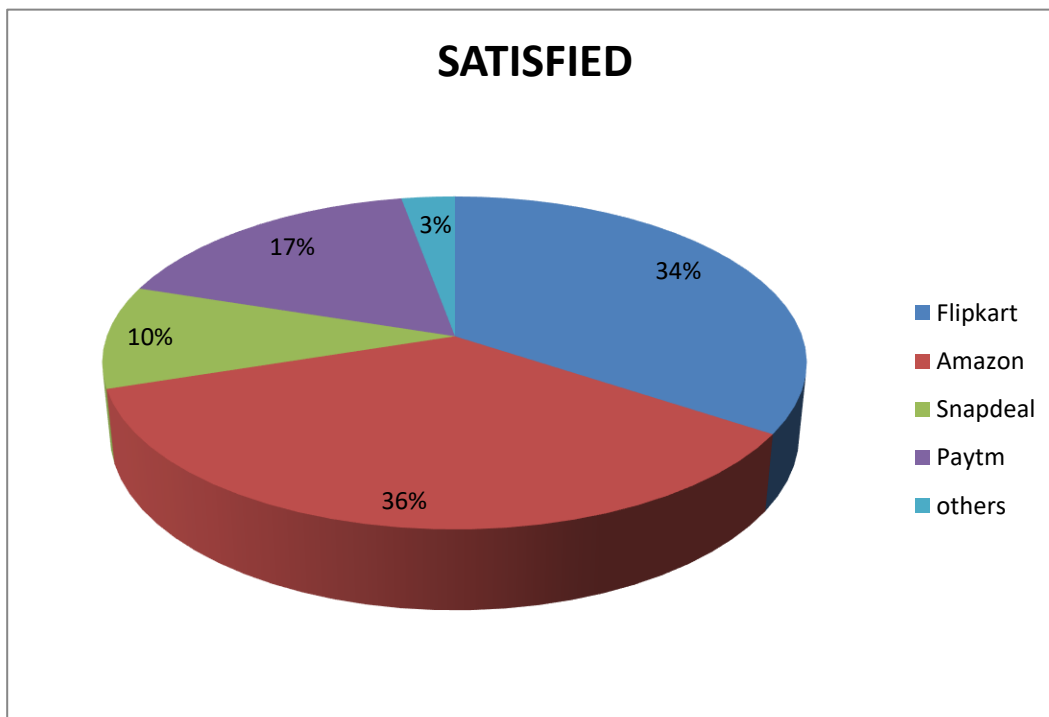
A sample of 100 people

Data analysis and interpretation

How do you come to know about the strategies of marketing schemes of E-commerce

GRAPH: 1

RESPONDENT IS MORE SATISFIED WITH WHICH SITE PRICING

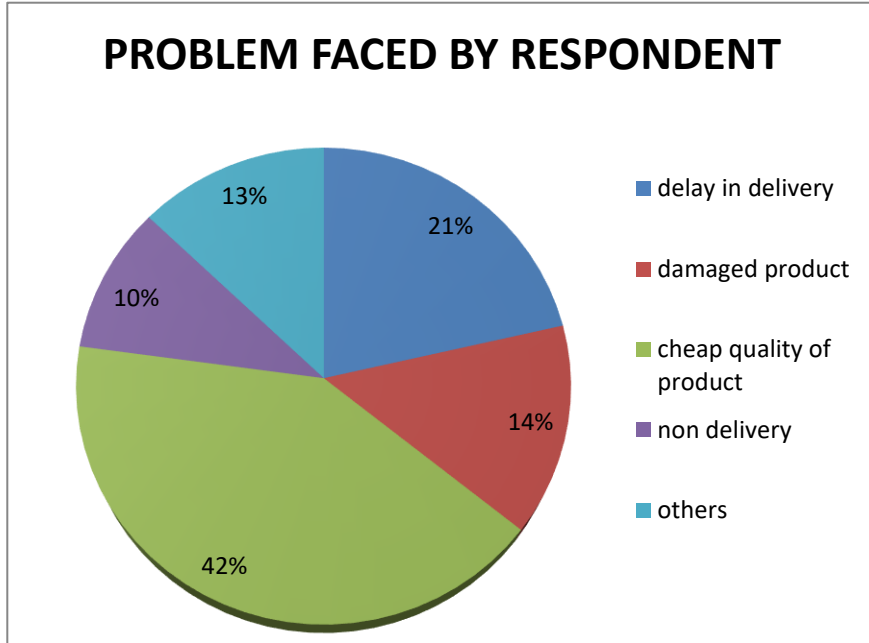


INTERPRETATION

The firm is accountable for satisfying the needs of customers from the point that they place an order until the product is delivered. Customers will not hesitate to make another purchase if something goes wrong since they want what they bought for. In the above table, the majority of respondents (41.4%) mention having problems with product quality, which is followed by problems with delivery delays.

GRAPH: 2

RESPONDENTS FACED PROBLEM WITH

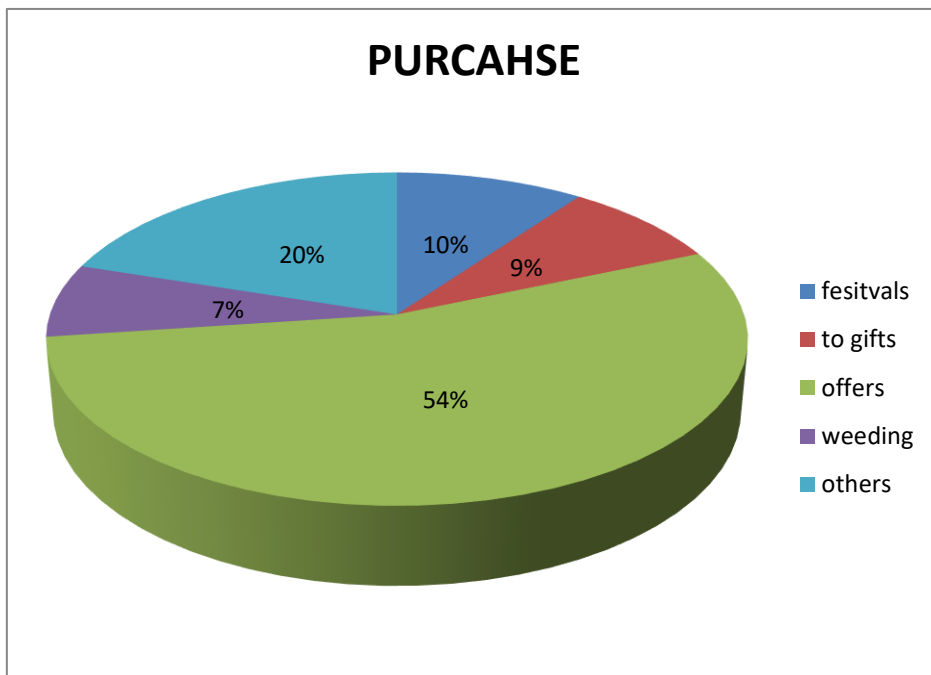


INTERPRETATION

The company is liable for fulfilling the needs of the consumer from the time the product is ordered until it is delivered. When anything goes wrong, customers won't think twice about buying again since they want what they bought for. Concerns with product quality are the most frequently reported problem (41.4% of respondents) in the aforementioned table, followed by concerns with delivery delays.

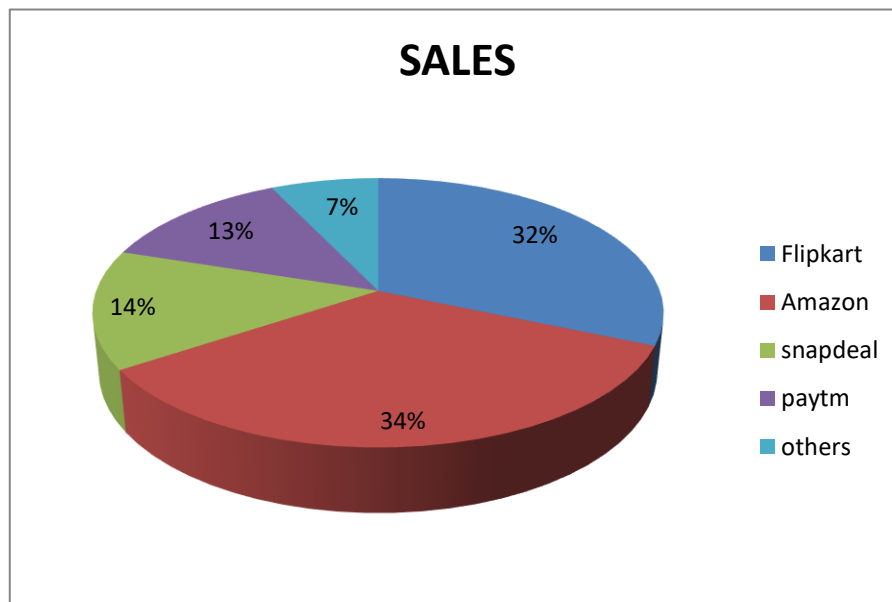
GRAPH: 3

OCCASIONS PREFERRED BY RESPONDENT TO DO SHOPPING



INTERPRETATION

E-commerce sites are aware of when and how to get visitors. The timing of deals on e-commerce sites is perfect. Despite not needing them, many will nonetheless purchase them due to a number of attractive discounts. Over 50% of people shop online when e-commerce companies provide so many alluring discounts and promotions. Due of the battle among all e-commerce businesses to shift their pawns, customers are confused.

GRAPH: 4**RESPONDENT WOULD LIKE TO SUGGEST TO OTHERS****INTERPRETATION**

When choosing an e-commerce site or making an online purchase, we inferred from a previous inquiry how important friend recommendations are. The following table showed which online retailer leads in friend referrals in the respondent's opinion. 37.1% of those surveyed said they would suggest Amazon to friends and family. With a 28.6% market share, Flipkart is second in the recommendation box behind Amazon. The remaining ones, according to the response, are hardly relevant or actively employed.

FINDINGS

- Women respondents expressed a greater enthusiasm in making online purchases than did men respondents.
- Even though it costs a little more, consumers prefer purchasing excellent goods from e-commerce websites.
- Flipkart is making a lot of effort to surpass Amazon India, but the battle is tough.
- Both Flipkart and Amazon India advertisings were very innovative and attractive.
- No matter their need or lack thereof, people of all ages are attracted in offers.

CONCLUSION:-

Every commercial and workforce tactic used by Flipkart was investigated. The effectiveness and success of Flipkart in the competitive business climate have been discussed. It is commendable that they have thought of novel ways to attract more clients. To reach as many clients as they could, they expanded their network as widely as they could. They facilitated and facilitated clients' labour. One must take the lead in this cutthroat economy, and the others will follow. According to a consumer poll, Amazon is by far the winner. It was an international company with deep roots in India because it had a good understanding of Indians.

Despite being a much younger company than Amazon, Flipkart is putting up a very strong fight against the latter. They will need some time to recover, but they are undoubtedly successful in the Indian e-commerce sector. Flipkart is increasingly utilising promotions like the Big Billion Day. Both Amazon and Flipkart use pay-per-click advertising as a marketing tactic. Additionally, the company is purchasing more firms that can benefit Flipkart. Flipkart acquired E-Bay India to ruthlessly compete with Amazon.

LIMITATION

We believe that the time provided for the investigation was insufficient, one of many project-related limitations that created a significant barrier to the competition for the report.

- Survey respondents were selected as a sample.
- The information provided by the respondent may not be accurate or true.
- A few of the samples used in the study didn't complete the questionnaire in the right way. However, adequate consideration was provided in order to increase the study's significance and its ability to support conclusions.
- Since questionnaires are impersonal, it could be difficult to comprehend the answers and subsequently act on them. There is also a chance that the question will be misinterpreted, in which case the answer will be useless.

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