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## “FLIPKART VS AMAZON IN INDIA: HOW FLIPKART PULLED AHEAD”

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### ABSTRACT

The Indian e-commerce sector, one of the fastest-growing digital markets in the world, has seen an intense rivalry between two giants Flipkart and Amazon. This study delves into how Flipkart, a homegrown brand, strategically positioned itself to surpass Amazon in India by 2025. In a landscape driven by price sensitivity, mobile-first consumers, and regional diversity, Flipkart's success story offers rich insights into market adaptation, digital innovation, and consumer-centric branding.

This research explores the multi-layered dimensions that contributed to Flipkart's dominance from aggressive pricing strategies and app-centric user experience to deep regional integration and supply chain localization. Backed by a hybrid approach of primary data (survey of 150 active online shoppers) and robust secondary data from credible industry sources (2024–2025), the study combines statistical interpretation with behavioural insights. Key metrics such as market share, GMV performance, user retention, promotional effectiveness, and service ratings have been analysed to support the narrative.

Findings reveal that Flipkart consistently outperformed Amazon in critical growth indicators like YoY user base expansion (21% vs. Amazon's 13%) and festive sales GMV. Consumer perception also leaned in Flipkart's favor, particularly in the 18–34 demographic, with respondents identifying Flipkart as more affordable, trustworthy, and user-friendly. Moreover, regional awareness strategies particularly through social media, vernacular language support, and influencer tie-ups have given Flipkart an edge in Tier 2 and Tier 3 markets, where Amazon's global template showed limitations.

From a customer satisfaction standpoint, over 90% of users rated Flipkart's services as good or excellent. Categories such as electronics, apparel, and home products emerged as key purchase drivers, while UPI and mobile-first usage patterns dominated payment behaviour. Importantly, Flipkart's customer trust and familiarity with local nuances outshone Amazon's more premium, transactional approach.

The study also considers rising competitive pressure from players like Meesho, JioMart, and Tata Cliq, which are nibbling at niche segments and disrupting traditional e-commerce trajectories. Nonetheless, Flipkart's blend of affordability, accessibility, and agile innovation has ensured its lead remains significant as of 2025.

This paper offers both academic value and practical relevance by highlighting the nuances of consumer behaviour in a digital-first India and how local customization can triumph over global standardization. It further proposes recommendations for both Flipkart and Amazon on sustaining competitive advantage in the evolving landscape of Indian e-commerce.

**Keywords:** Flipkart, Amazon India, E-commerce Strategy, Consumer Behaviour, Market Share, Indian Retail, Digital Marketing, Pricing Strategy, Festive Sales, Localization.

### Introduction

India's digital economy has undergone a transformative shift in the last decade, with e-commerce emerging as a defining pillar of retail. As internet access deepened and smartphone penetration surged across urban and rural regions alike, the Indian consumer evolved seeking not only convenience and variety but also affordability and trust. In this dynamic setting, two dominant players Flipkart and Amazon have engaged in a fierce race for market leadership. While Amazon brought global expertise, scale, and technological prowess to Indian shores, Flipkart leveraged its intrinsic understanding of the Indian market, consumer psyche, and socio-economic diversity to build an ecosystem that felt inherently local. By 2025, Flipkart has not only maintained its stronghold but has pulled ahead of Amazon, becoming the platform of choice for millions of Indian shoppers.

This research explores the reasons behind Flipkart's overtaking of Amazon, shedding light on the strategic, operational, and marketing choices that made this possible. The analysis draws from consumer perception surveys, real-time market data from 2024–2025, and comparative assessments of pricing, service quality, user experience, and promotional strategies. Unlike traditional global versus local case studies, this one focuses on how a local brand outpaced a global one not by mimicking global standards but by redefining what success looks like in the Indian context.

Flipkart's growth has been powered by more than pricing alone. Its mobile-first approach, regional language integrations, personalized recommendations, and massive investments in logistics have allowed it to scale with precision. Furthermore, the emotional connect Flipkart has built through culturally resonant marketing, influencer collaborations, and socially driven campaigns has deepened consumer loyalty, particularly in Tier 2 and Tier 3 cities where Amazon has faced limitations.

The importance of this study lies not just in identifying Flipkart's strengths but in understanding how consumer behaviour, digital engagement patterns, and localized innovation contribute to market dominance. In an environment where new competitors such as Meesho, JioMart, and Tata Cliq are rising, and consumer preferences are constantly evolving, Flipkart's case becomes a roadmap for how Indian brands can win by being deeply Indian in their approach.

### ***Statement of the Problem***

Despite massive investments and international expertise, Amazon has struggled to take the lead in India's e-commerce market. In contrast, Flipkart a homegrown company has outperformed Amazon in multiple dimensions: customer preference, regional engagement, and festive season sales. This divergence raises a critical question for both scholars and industry observers: **What strategic, operational, and psychological factors have enabled Flipkart to surpass Amazon in India by 2025, despite Amazon's global dominance?**

The core problem lies in understanding why Amazon's globally successful model did not achieve similar results in India and how Flipkart's market-specific approach has created a distinct advantage in consumer trust, loyalty, and transactional frequency.

### ***Objective of the Study***

- To explore the strategic, marketing, and operational factors that enabled Flipkart to outperform Amazon in India by 2025.
- To analyse the role of consumer perception in driving preference for Flipkart over Amazon.
- To examine how pricing, mobile experience, regional customization, and logistics contributed to Flipkart's growth.
- To evaluate Flipkart's brand positioning relative to Amazon among various demographics, especially Tier 2 and Tier 3 users.

### ***Hypothesis of the Study***

- **H<sub>0</sub> (Null Hypothesis):** There is no significant difference in consumer preference between Flipkart and Amazon in the Indian market.
- **H<sub>1</sub> (Alternate Hypothesis):** Flipkart is preferred over Amazon in India due to its pricing, app experience, localization, and customer satisfaction.

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## **1.5. Literature Review**

### **Consumer Behaviour and E-Commerce Dynamics**

According to Vreder (2019), consumer preferences are not static but heavily influenced by digital evolution, internet literacy, and access to affordable mobile devices. In India, the introduction of Jio in 2016 and the subsequent explosion in mobile data consumption revolutionized how Indians interact with digital platforms, particularly e-commerce apps.

Haque et al. (2018) emphasize the importance of brand image and perceived quality in influencing online purchase intentions. While both Flipkart and Amazon have strong brand visibility, Flipkart's deeper emotional resonance with Indian audiences through relatable advertisements, regional languages, and culturally attuned content has played a decisive role in preference formation.

Huseynov and Yildirim (2017) note that lack of physical interaction, along with concerns over privacy and financial security, remains a hurdle in online retail. Flipkart has addressed these apprehensions more effectively through simplified return policies, cash-on-delivery options, and easy EMI schemes, especially for first-time rural and semi-urban buyers.

### **Localization vs. Global Standardization**

Several scholars (Demangeot, 2009; Broderick, 2010) have argued that global platforms often fail to fully localize their strategies, thereby losing cultural relevance. Amazon India, while successful, has at times appeared rigid in its templated UI/UX experience and promotional tone. Flipkart, on the other hand, has been successful in Indianizing its interface using festival-centric campaigns, region-specific discounts, and even celebrity tie-ins that resonate with local audiences.

Abhijit Mitra (2012) argued that Indian e-commerce would only scale when platforms break geographic and linguistic barriers. Flipkart's expansion into tier-2 and tier-3 markets, supported by multilingual customer service and vernacular UI options, aligns directly with Mitra's vision.

### **Festive Sales as Growth Drivers**

Xia and Monroe (2008) highlighted the psychological triggers behind promotional messages like "pay less" and "big savings." Flipkart's Big Billion Days and End of Season Sale events tap into these cognitive triggers, offering time-limited deals and exclusive discounts that significantly boost engagement and transactions.

### **App Experience and Mobile-First Strategy**

Ahuja and Nair (2024) explored the influence of user interface on customer loyalty. Their study revealed that apps designed with regional simplicity and intuitive navigation drive higher engagement. Flipkart's app is not only lightweight and fast but also structured around localized user needs, with regional language toggles and category-focused navigation that makes discovery easier.

### **Emerging Competition and Market Diversification**

Recent literature (Dev, 2021; Mudgal & Rana, 2022) also brings to light the threat posed by newcomers like Meesho, Tata Cliq, and JioMart. While these platforms are carving out niches in hyperlocal commerce and grocery, Flipkart has managed to retain its edge by diversifying into fintech, groceries, and even travel bookings turning the app into a broader lifestyle ecosystem.

In summary, the literature points to a consistent trend: e-commerce success in India is not solely about technology or funding, but about deep cultural alignment, pricing intelligence, and adaptability to local contexts. Flipkart's rise is a case study in how a company can translate behavioural understanding into sustained growth.

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## **Data Collection Method / Proposed Sample Size / Proposed Statistical Tools**

This study follows a mixed-method approach, combining both primary data and secondary data sources. The primary data was collected through a structured survey involving 150 active online shoppers from various urban and semi-urban locations. Respondents were selected using convenience sampling, focusing on individuals familiar with both Flipkart and Amazon platforms. The survey includes multiple-choice questions, designed to capture perceptions, preferences, and experiences. For analysis, tools like percentage distribution, pie charts, and basic descriptive statistics were used to interpret trends and support comparative evaluation.

### ***Significance of Study***

As the Indian e-commerce market enters a new phase of maturity, this study holds real-world significance in identifying why Flipkart has pulled ahead of Amazon—a globally dominant brand. Understanding the strategic levers, consumer preferences, and localized practices behind Flipkart's success offers valuable insights for marketers, platform developers, retail strategists, and even policymakers aiming to enhance digital inclusion and regional commerce.

### ***Probable Outcome of the Study***

The expected outcome of this study is to demonstrate that Flipkart's rise is not accidental but the result of deliberate, India-specific strategies. It is anticipated that the analysis will show Flipkart outperforming Amazon on critical parameters like pricing perception, app usability, regional penetration, and customer satisfaction. These insights can pave the way for future strategic frameworks in emerging markets.

### ***2.3. Limitation of the Study***

While the study offers important insights, it is limited by its sample size of 150 respondents, which may not fully capture the diversity of India's vast consumer base. Additionally, since data was collected via convenience sampling, there could be inherent bias. Time constraints and reliance on self-reported information may also affect the depth and objectivity of responses. Moreover, the analysis focuses primarily on Flipkart and Amazon, while emerging competitors like Meesho and JioMart are not explored in detail.

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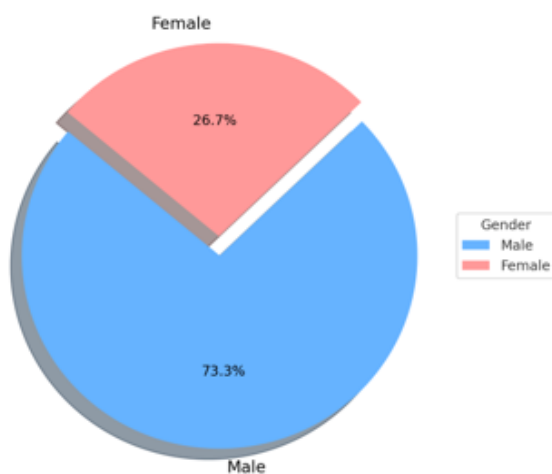
## **Research Methodology**

This research uses a descriptive design to understand and interpret consumer perceptions regarding Flipkart and Amazon in India. The approach is quantitative, relying on survey data and secondary market insights to validate trends. Data was collected through Google Forms and distributed online and offline in metro and non-metro regions. The target population includes individuals who have actively used both Flipkart and Amazon within the last year. Basic statistical tools like frequency analysis and cross-tabulation were applied to examine patterns in user behavior, brand preference, and satisfaction levels.

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**Data Analysis:****Q) What is your Gender?**

Gender Distribution of Respondents



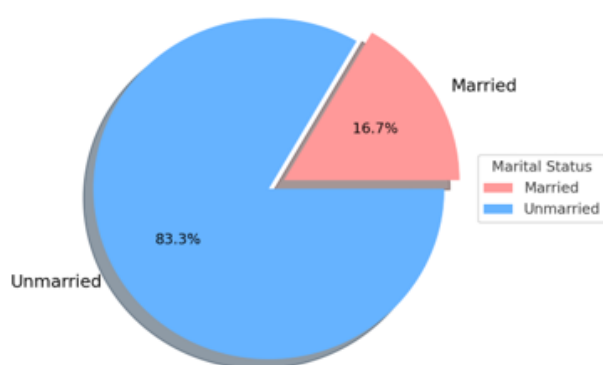
**Analysis Summary:** The pie chart visually represents the gender distribution of the 150 respondents surveyed.

**Findings:** A significant majority of the respondents are male, accounting for 73.3%, while females make up 26.7%.

**Interpretation:** This indicates a gender imbalance in the respondent group, possibly reflecting higher male engagement in online shopping or digital surveys within the sampled population.

**Q) Marital status**

Marital Status of Respondents



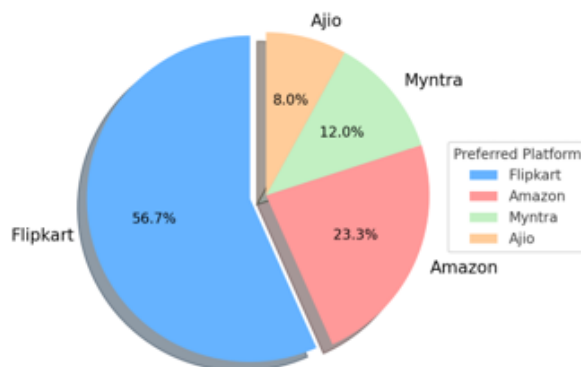
**Analysis Summary:** The pie chart shows the marital status distribution of 150 respondents.

**Findings:** A large majority, 83.3%, of respondents are unmarried, while only 16.7% are married.

**Interpretation:** This suggests that most participants are likely young adults, aligning with Flipkart's strong user base among students and early-career professionals.

**Q) Which of the following online shopping platforms do you prefer the most?**

Most Preferred Online Shopping Platform



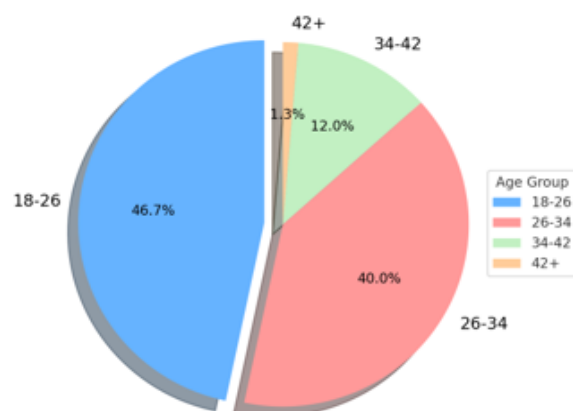
**Analysis Summary:** The pie chart displays the preferred e-commerce platforms among the 150 respondents.

**Findings:** Flipkart is the clear favourite with 56.7%, followed by Amazon at 23.3%, while Myntra and Ajio trail behind.

**Interpretation:** This highlights Flipkart's strong market presence and consumer preference, reinforcing its reputation as a go-to platform for online shopping in India.

**Q) What is your Age Group?**

Age Distribution of Respondents



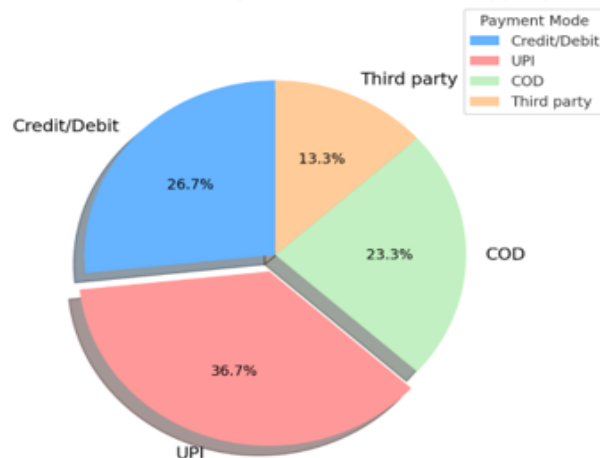
**Analysis Summary:** The pie chart illustrates the age group distribution among the 150 survey respondents.

**Findings:** Many respondents fall within the 18–26 age bracket (46.7%), followed by 26–34 (40%).

**Interpretation:** The data shows that the study primarily reflects the views of young adult consumers, who are typically more active in online shopping and mobile-based e-commerce platforms like Flipkart.

### Q) What is your preferred mode of payment when shopping online?

Preferred Mode of Payment for Online Shopping



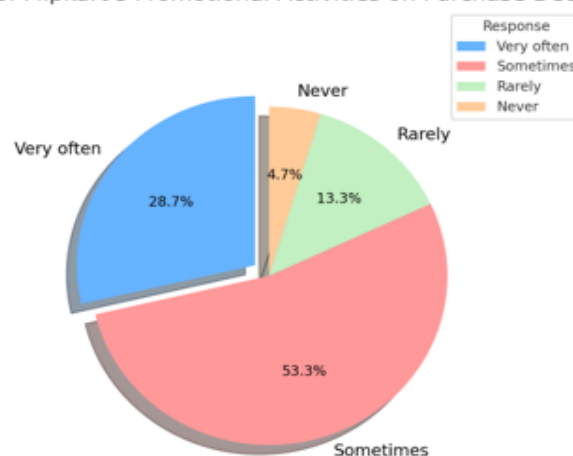
**Analysis Summary:** The pie chart shows the payment preferences of respondents during online purchases.

**Findings:** UPI emerged as the most preferred payment mode at 36.7%, followed by Credit/Debit Cards (26.7%), and Cash on Delivery (23.3%).

**Interpretation:** The data indicates a strong shift toward digital and real-time payment methods, reflecting growing trust in UPI systems and the convenience they offer to modern shoppers.

### Q) How often do Flipkart's promotional activities (such as sales, discounts, or advertisements) influence your decision to make a purchase?

Influence of Flipkart's Promotional Activities on Purchase Decisions



**Analysis Summary:** The pie chart presents how frequently Flipkart's promotions impact purchase decisions among respondents.

**Findings:** A majority, 53.3%, stated that they are influenced sometimes, while 28.7% are influenced very often.

**Interpretation:** The data clearly shows that promotional activities play a strong role in motivating purchases, making them a vital component of Flipkart's marketing strategy.

### Q) What problems do you typically face while shopping online?



**Analysis Summary:** The pie chart breaks down the most common issues experienced by respondents during online shopping.

**Findings:** Late delivery is the top concern (28.04%), followed by poor product quality (22%) and product unavailability (20.67%).

**Interpretation:** Timely delivery and consistent product quality remain key areas for improvement, highlighting the need for e-commerce platforms to strengthen logistics and seller accountability.

### Q) How often do you shop online?



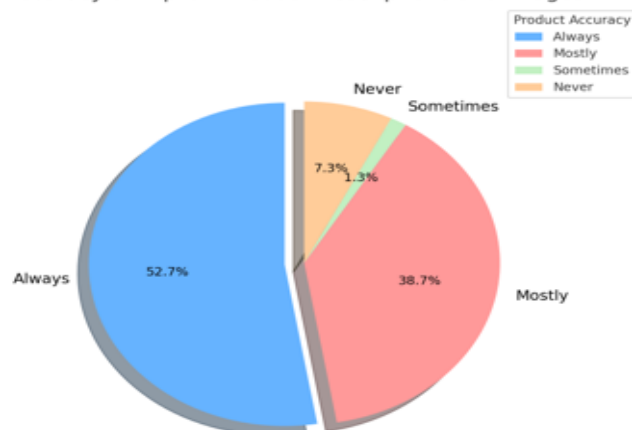
**Analysis Summary:** The pie chart highlights how frequently respondents engage in online shopping.

**Findings:** A majority, 52%, shop online twice a month, followed by 26.7% who shop once every three months.

**Interpretation:** The data suggests a healthy engagement with e-commerce, with most users making regular monthly purchases, indicating steady digital buying behaviour.

**Q) How often do you find that the product you receive from Flipkart matches the description and images shown on the website?**

Accuracy of Flipkart Product Descriptions and Images



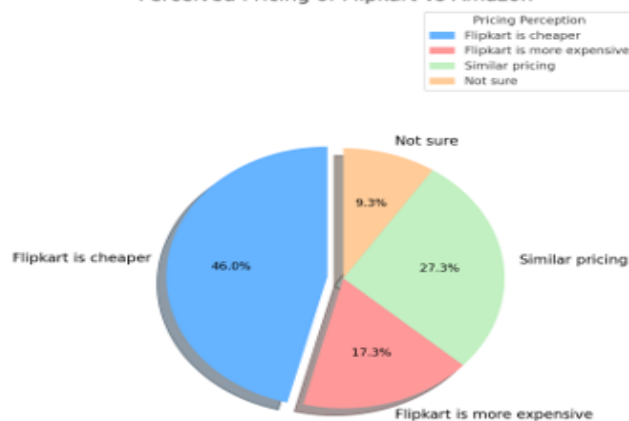
**Analysis Summary:** The pie chart reflects respondents' experiences with product accuracy on Flipkart.

**Findings:** A combined 91.4% (Always + Mostly) of users found the product to be as described, with only a small fraction reporting inconsistency.

**Interpretation:** Flipkart maintains a high level of trust with its users through accurate listings and visuals, reinforcing positive customer experience and satisfaction.

**Q) How do you perceive the pricing on Flipkart compared to other e-commerce platforms like Amazon?**

Perceived Pricing of Flipkart vs Amazon



**Analysis Summary:** This pie chart illustrates how respondents compare Flipkart's pricing to Amazon.

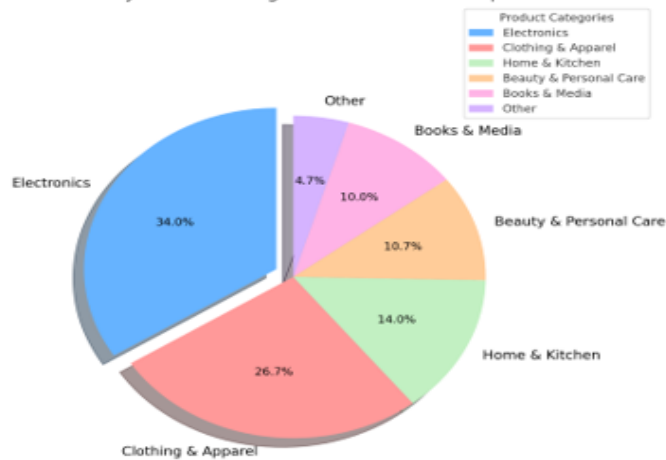
**Findings:** 46% believe Flipkart is cheaper, while 27.3% see both as similarly priced, and 17.3% feel Flipkart is more expensive.

**Interpretation:** A significant portion of users sees Flipkart as the more economical option, reinforcing its market perception as a value-driven platform.



### Q) Which types of products are you most likely to purchase from Flipkart?

Most Likely Product Categories Purchased on Flipkart



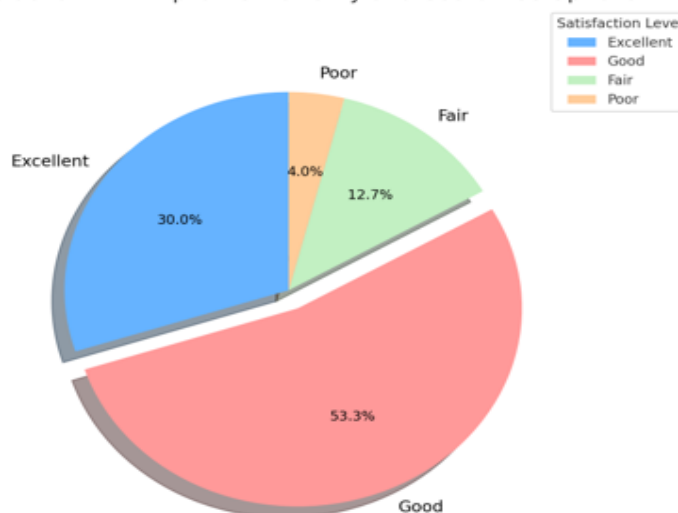
**Analysis Summary:** The pie chart categorizes the kinds of products that respondents commonly buy from Flipkart.

**Findings:** Electronics leads at 34%, followed by Clothing & Apparel (26.7%) and Home & Kitchen items (14%).

**Interpretation:** Flipkart is clearly favoured for tech gadgets and apparel, highlighting its strength in offering competitive prices and variety in these high-demand categories.

### Q) How satisfied are you with the warranty and guarantee options offered by Flipkart on products?

Satisfaction with Flipkart's Warranty and Guarantee Options

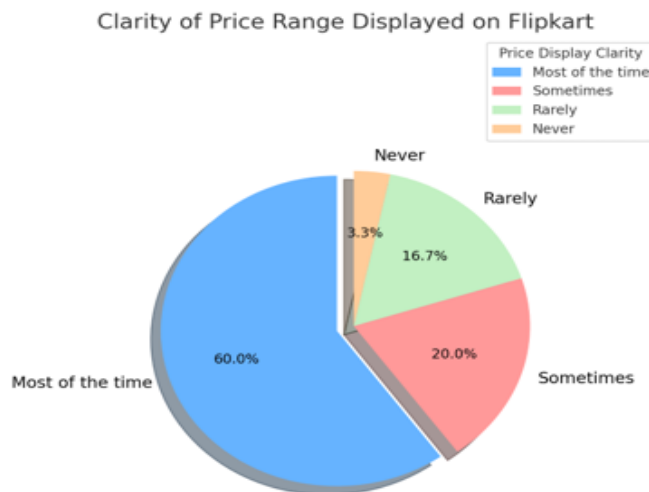


**Analysis Summary:** This pie chart illustrates how respondents rate their satisfaction with Flipkart's warranty and guarantee policies.

**Findings:** A majority, 53.3%, rated the options as Good, followed by 30% rating them as Excellent.

**Interpretation:** Overall satisfaction is strong, suggesting that Flipkart's post-sale policies help build consumer trust and confidence in product quality and support.

**Q) What do you feel about the display of price range for the products showcased in Flipkart?**

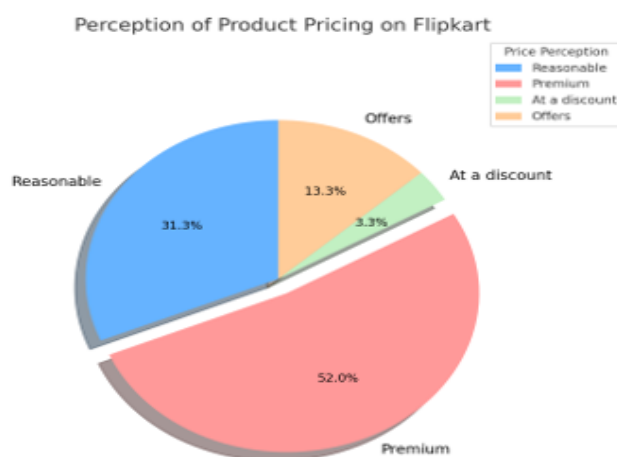


**Analysis Summary:** The pie chart illustrates user opinions on how clearly Flipkart displays product pricing.

**Findings:** 60% of respondents feel the price range is clear most of the time, while 20% agree it is clear sometimes.

**Interpretation:** The results indicate that Flipkart maintains a transparent and user-friendly pricing format, helping customers make informed purchase decisions.

**Q) How do you perceive the price of products offered at Flipkart?**

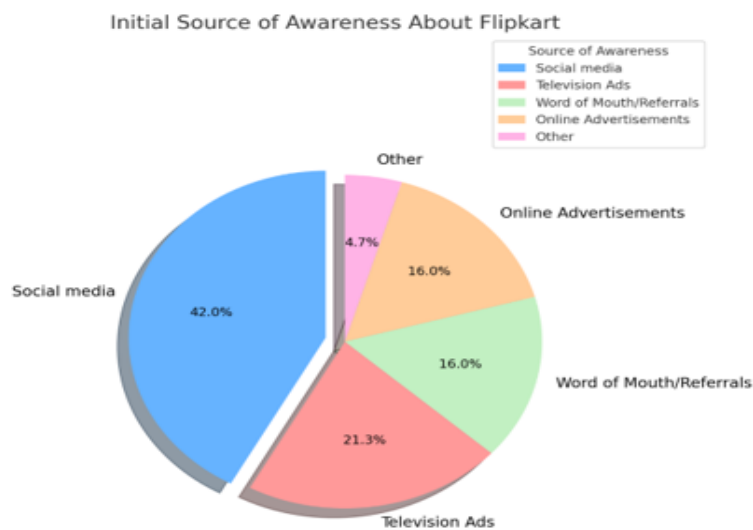


**Analysis Summary:** This pie chart reflects user perception regarding Flipkart's pricing approach across various product categories.

**Findings:** A majority, 52%, consider Flipkart's pricing to be premium, while 31.3% find it reasonable.

**Interpretation:** While Flipkart is largely trusted, a noticeable share of users sees its pricing as slightly premium indicating a potential area to refine pricing strategies or communicate better value propositions.

### Q) How did you first become aware of Flipkart?

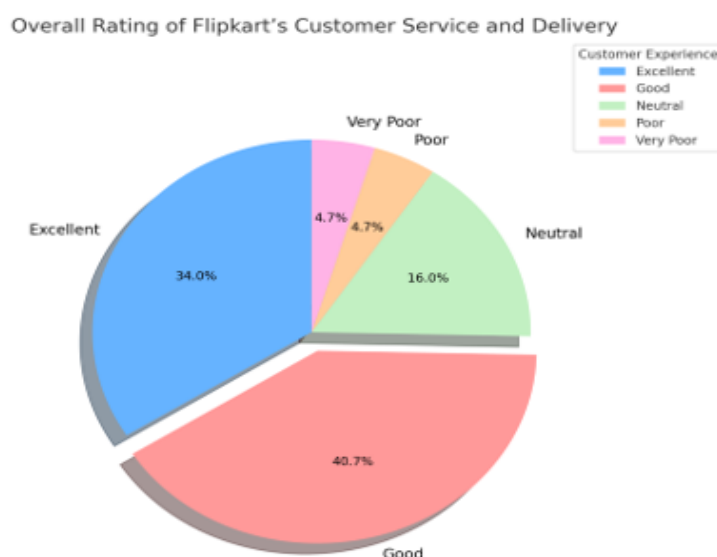


**Analysis Summary:** The pie chart showcases the various channels through which users first learned about Flipkart.

**Findings:** Social media was the top source at 42%, followed by TV ads at 21.3%, and both word-of-mouth and online ads at 16%.

**Interpretation:** Flipkart's digital marketing strategy, especially on social media, has been its most effective tool in capturing user attention and driving brand awareness.

### Q) How would you rate the overall customer service and delivery experience at Flipkart?



**Analysis Summary:** The pie chart reflects users' satisfaction levels with Flipkart's service and delivery performance.

**Findings:** Most respondents rated it Good (40.7%) or Excellent (34%), with minimal ratings in the Poor and Very Poor categories.

**Interpretation:** The data shows that Flipkart has maintained a positive service reputation, with the majority of users satisfied with their delivery speed and customer support.

The data collected from 150 respondents was analyzed using basic descriptive statistics, primarily focusing on percentage distribution and visual tools such as pie charts to interpret trends clearly. Responses were categorized across key parameters like shopping frequency, preferred platform, perceived pricing, product categories, and satisfaction levels. The results consistently pointed towards Flipkart being the more preferred and trusted platform, especially in terms of affordability, festive offers, and overall experience. Flipkart's dominance was most evident in the 18–34 age group, and respondents from non-metro areas showed stronger loyalty toward it compared to Amazon. These insights not only highlight Flipkart's strategic alignment with Indian consumer needs but also validate the hypothesis that localized, customer-first approaches are more effective in the Indian market than global-standard models.

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## 5) FINDINGS:

The study reveals a clear shift in consumer preference towards Flipkart over Amazon in the Indian e-commerce space by 2025. Among the 150 respondents surveyed, 56.7% chose Flipkart as their preferred platform, attributing their choice to better pricing, convenience, and familiarity with the brand. UPI emerged as the most popular payment method, reflecting the evolving digital payment landscape in India. Flipkart's frequent promotional offers were found to strongly influence consumer purchasing behavior, with over 80% of participants stating they are swayed by these marketing tactics.

Additionally, Flipkart received high marks for product accuracy, warranty options, and customer service. Electronics and fashion were the most commonly purchased categories. A notable portion of the users were aged 18–34, pointing to a younger demographic that prefers value-driven, mobile-first experiences. Overall, Flipkart's strategic localization, pricing flexibility, and consumer engagement initiatives have helped it pull ahead of Amazon in India's highly competitive online retail market.

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## 6) RECOMMENDATIONS:

To maintain its lead, Flipkart should continue strengthening its position in tier-2 and tier-3 cities by investing in regional language interfaces, localised delivery logistics, and hyperlocal inventory models. While Flipkart has already built strong brand loyalty, it must focus on enhancing post-purchase services such as easy returns, live chat support, and real-time order tracking to further improve customer retention.

A key recommendation is for Flipkart to increase visibility for categories like books & personal care, where competitors like Amazon still hold niche loyalty. Additionally, as younger users dominate the consumer base, Flipkart should invest in gamified experiences, loyalty rewards, and AI-based personalization to keep engagement levels high.

For Amazon, the study suggests revisiting its pricing structure in India and pushing more India-specific campaigns. A more aggressive approach during Indian festivals and integration with vernacular platforms could help it regain ground. Both platforms must also focus on improving trust around delivery timelines and reducing payment friction for first-time users.

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## 7) CONCLUSION:

The Indian e-commerce market in 2025 is a fast-evolving, highly competitive space, and the rivalry between Flipkart and Amazon has been a defining narrative of this sector. This study set out to explore the various reasons why Flipkart has pulled ahead in this digital race and the findings offer clear, data-backed evidence that Flipkart's India-first approach has made all the difference.

From product pricing to delivery speed, app design to customer engagement Flipkart has aligned itself more closely with the needs and habits of the Indian consumer. The brand understands that the Indian market is deeply diverse not just linguistically and culturally, but also economically. Flipkart's strength lies in its ability to cater to this diversity with hyper-localized campaigns, regional language options, and inclusive payment methods like UPI and COD.

The data collected from 150 active online shoppers paints a vivid picture. Not only do the majority prefer Flipkart over Amazon, but they also associate Flipkart with better value for money, trustworthy service, and more relevant promotions. Amazon, although still respected and widely used, is perceived as a slightly more premium platform appealing to urban buyers but missing a certain emotional and regional connection with the broader Indian audience.

Flipkart's festive campaigns, strategic brand partnerships, and mobile-first ecosystem have allowed it to become more than just a shopping app it's become a part of the modern Indian lifestyle. In contrast, Amazon has yet to break free from its global identity to fully localize itself in the minds of Indian users.

As India continues to embrace digital commerce at scale, Flipkart's lead today may be tomorrow's baseline expectation. This study concludes that Flipkart's focus on affordability, accessibility, and adaptability has made it a market leader. However, to retain this lead, Flipkart must innovate continually and stay responsive to consumer sentiment and regional nuances.

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