

A
Project Report
On
**“A DETAIL STUDY ON ONLINE MARKETING AND
CONSUMER BEHAVIOUR WITH REFERENCE TO
FLIPKART”**

Submitted to
BBA department,
**G.S. Autonomous College of Commerce & Economics
Nagpur.**

**Rashtrasant Tukadoji Maharaj Nagpur University,
Nagpur.**

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by
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Under the Guidance of
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G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



G.S. College Of Commerce & Economics , Nagpur

Academic Year 2021 – 22



CERTIFICATE

This is to certify that **"SHIVAM AMRUTLAL PANDE"** has submitted the project report titled **"A DETAIL STUDY ON ONLINE MARKETING AND CONSUMER BEHAVIOUR WITH REFERENCE TO FLIPKART"**, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by G.S Autonomous College Of Commerce & Economics, Nagpur. Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

DR. ANIRUDDHA AKART

(Project Guide)

DR. AFSAR SHEIKH

(Co-ordinator)

Place: NAGPUR

Date:



DECLARATION

I here-by declare that the project with title "A DETAIL STUDY ON ONLINE MARKETING AND CONSUMER BEHAVIOUR WITH REFERENCE TO FLIPKART" has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by G.S College Of Commerce & economics, Nagpur. Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Shivam Amrutlal pande

Place: Nagpur

Date:



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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N.Y. Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. DR. ANIRUDDHA AKARTE for his guideline throughout the project. I tender my sincere regards to Co-ordinator, DR. AFSAR SHEIKH for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Shivam Amrutlal pande

Place: Nagpur

Date:

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CHAPTER 1

INTRODUCTION

INTRODUCTION

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the internet using web browsers. The evolution of online shopping has opened door of chance to provide a competitive advantage over firms. Online shopping has grown in popularity over the years mainly because people find it convenient for the comfort of their home or workplace. Flipkart is one of the leading online shopping websites in India. This study aims online marketing and consumer behaviour, towards on Flipkart.com. Basically it is important to investigate the motivation behind consumer purchase but it is equally important to find us how the consumers form perception and behaviors towards online buying because consumer perception towards purchasing online is a conspicuous factor affecting actual buying behavior. The study is based on both primary and secondary data. Research findings from the paper will be useful to understand the customer perception and customers' level of satisfaction on basis of the products and services.

The Internet, as a mean for both firms and individuals to conduct business, is nowadays one of the most widely used non-store formats. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store.



ADVANTAGES OF ONLINE MARKETING

One of the most important advantages is the fast availability of the information. The clients/users can easily get information, by navigating the internet, about the products that they wish to purchase, and besides that, they can check the information at anytime of the day.

- It allows the companies to save money, an aspect that is really taken into account by the companies since the online marketing campaigns don't require a large amount of investment.
- The previous mentioned aspect, gives less importance to the differences between large and small companies in some way, thus increasing the competition and giving that way advantages to the customers.
- Presence on the Internet can help the expansion of the company from a local market to national and international markets at the same time, offering almost infinite expanding possibilities.
- On the internet everything can be measured, thus it's easier for the companies to know almost instantly if their campaign is working or not, what company or user is interested in their products, from what cities or countries are they, etc.

DISADVANTAGES OF ONLINE MARKETING:

- Slow internet connections can cause difficulties. If the companies build too complex or too large websites, it will take too long for users to check them or download them and they will get bored eventually.
- The e-commerce doesn't allow the user "to touch" the merchandise before purchasing it. Because of this, some salesmen are starting to guarantee the possibility of returning the product. In Germany, where a law that regulates e-commerce and guarantees the customers the total refund of the money exists since 2000, the electronic commerce is very popular.
- Other factor is the payment: many users still don't trust in the electronic methods of paying and give up buying online because of this.
- One of the major disadvantages may be the lack of trust of the users because of the constant virtual promotions that appear to be frauds. This is an aspect that deteriorates the image and reputation of quality and honest companies.

CHAPTER 2

COMPANY PROFILE

Flipkart



Flipkart is an Indian e-commerce company, headquartered in Bangalore, Karnataka, India, and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumer fashion electronics, home essentials, groceries, and lifestyle products.

Flipkart offers multiple payment methods like credit card, debit card, net banking, e-gift voucher and Cash on

Delivery. Flipkart went live in 2007 with the objective of making books easily available to anyone who had internet access. They're present across various categories including movies, music, games, mobiles, cameras, computers, healthcare and personal products, home appliances and electronics and still counting!.



Flipkart's main office in India

The service competes primarily with Amazon's Indian subsidiary and domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones. Flipkart also owns Phonepe, a mobile payment service based on the UPI.

In August 2018, U.S.-based retail chain Walmart acquired a 77% controlling stake in Flipkart for US\$16 billion, valuing Flipkart at around \$20 billion.

FLIPKART PRIVATE LIMITED

| | |
|---------------------|---|
| Company Type | Private, subsidiary |
| Industry | E-commerce |
| founded | October 2007, 15 years ago |
| Founder | Sachin Bansal and Binny Bansal |
| Headquarters | Bangalore, Karnataka, India |
| key people | Kalyan Krishnamurthy |
| Services | Online shopping |
| Owner | Walmart (82.1%) Tencent (5.1%) Tiger Global (4.87%) Binny Bansal (3.25%) Microsoft (1.46%) QAI (1.43%) Accel (1.32%) Other (0.47%) |
| Parent | Walmart |
| Subsidiaries | Myatra Phonepe Ekart Jeeves Cleartrip |

HISTORY OF FLIPKART.COM

Flipkart was founded in 2007 by Sachin and Binny Bansal, both alumni of the Indian Institute of Technology, Delhi. They worked for Amazon.com before quitting and founding their own company. They both were solid coders and wanted to



open a portal that compared different e-commerce websites, but there were hardly any such sites in India and they decided to give birth to their own e-commerce venture – Flipkart.com. Thus was born Flipkart in Oct 2007 with an initial investment of 4 lac (co-founders savings). It was never going to be easy since India had a bad past experiences with ecommerce trading. Initially they used word of mouth marketing to popularize their company. Flipkart began with selling books, since books are easy to procure, target market which reads books is in abundance, books provide more margin, are easy to pack and deliver, do not get damaged in transit and most importantly books are not very expensive, so the amount of money a customer has to spend to try out one's service for one time is very minimal. Flipkart sold only books for the first two years. A few months later, the company sold its first book on Flipkart.com—John Woods' Leaving Microsoft to Change the World. Flipkart started with the consignment model (procurement based on demand) i.e. they had ties with 2 distributors in Bangalore, whenever a customer ordered a book, they used to personally procure the book from the dealer, pack the book in their office and then courier the same.

EVOLUTION OF FLIPKART LOGO



Flipkart



ACQUISITIONS OF FLIPKART

In 2011, Flipkart acquired the digital distribution business Mime360.com and the digital content library of the Bollywood portal Chakpak. Following this acquisition, Flipkart launched their DRM-free online music store Flyte in 2012. Because of competition from free streaming sites, the site was unsuccessful and shut down in June 2013.

With its eyes on India's retail market, Flipkart acquired Letsbuy, an online electronics retailer, in 2012, and Myntra, an online fashion retailer, for \$280 million in May 2014. Myntra continues to operate alongside Flipkart as a standalone subsidiary focusing on separate market segments. In April 2015, Flipkart acquired Appiterate, a delhi-based mobile marketing automation firm. Flipkart stated that it would use Appiterate's technology to enhance its mobile services. In December 2015, Flipkart purchased a minority stake in the digital mapping provider MapmyIndia. In 2016, Flipkart acquired the online fashion retailer Jabong.com from Rocket internet for \$70 million and the UPI mobile payments startup PhonePe. In January 2017, Flipkart made a \$2 million investment in TinyStep, a parenting information startup. Flipkart invested \$35 million in Arvind Fashions Limited's newly formed subsidiary Arvind Youth Brands for a 27% stake in the company. Arvind Youth Brands owns Flying Machine.

Flipkart Wholesale recently launched a digital platform for kiranas and MSMEs. In October 2020, Flipkart acquired a 7.8% stake in Aditya Birla Fashion and Retail for \$204 million.

PARTNERSHIPS OF FLIPKART

In April 2017, eBay announced that it would sell its Indian subsidiary, eBay.in, to Flipkart and invest \$500 million in the company. While eBay suggested that the partnership would eventually allow Flipkart to access eBay's network of international vendors, these plans never actually came to fruition. In July 2017, Flipkart made an offer to acquire its main domestic competitor, Snapdeal, for \$700–800 million. It was rejected by Snapdeal, which was seeking at least \$1 billion.

In August 2019, Flipkart entered into a partnership with Authentic to license and distribute Nautica in India. Flipkart invested \$4 million in the customer engagement and rewards platform EasyRewardz on 19 November 2019

FUNDING

The initial development budget of Flipkart was INR Rs400,000. It later raised funding from venture capital firms Accel India (receiving US\$1 million in funding in 2009) and Tiger Global (US\$10 million in 2010 and US\$20 million in June 2011). On 24 August 2012, Flipkart announced the completion of its 4th round of funding, netting a total of US\$150 million from MIH (part of the Naspers Group) and ICONIQ Capital. The company announced on 10 July 2013 that it had raised an additional US\$200 million from existing investors, including Tiger Global, Naspers, Accel Partners and Iconiq Capital.

Flipkart reported sales were RS40 million in the FY 2008-2009, Rs200 million in the FY 2009-2010 and Rs 750 million in the FY 2010-2011.

On October 2013 it was reported that Flipkart had raised an additional US\$ 160 million from new investors Dragoneer Investment Group, Morgan Stanley Wealth Management, Sofina SA, and Vclean Inc.

On 29 July 2014, Flipkart announced that it raised US\$1 billion from Tiger Global, Accel Partners, Morgan Stanley Investment Management, and a new investor, Singaporean sovereign-wealth fund.

On 19 September 2018, Flipkart Marketplace Singapore infused ₹3,463 crore into Flipkart Internet. The transaction was done in two tranches, according to regulatory filings.

AWARDS AND RECOGNITION

- Sachin Bansal was awarded Entrepreneur of the Year, 2012–2013 from The Economic Times, a leading Indian economic daily newspaper.
- In September 2015, the two founders entered Forbes India Rich List, debuting in the 86th position with a net worth of \$1.3 billion each.
- In April 2016, Sachin and Binny Bansal were named to Time magazine's annual list of The 100 Most Influential People in the World.

TOP 10 ONLINE SHOPPING APPS



FLIPKART



Online shopping with Flipkart is very easy as we get to shop from the comfort of our home and get products delivered to doorstep.

Flipkart on line shopping app on our Android phone or tablet, we get access to a collection of more than 80 crore products from multiple categories including mobile phones, fashion wear, electronic devices, accessories and consumer durables.

AMAZON



The Amazon India Shopping App brings to our, over 16 Crore original products and at great prices.

The Amazon India Shopping App has a large variety of TVs, refrigerators, water purifiers, washing machines, sofa sets, mattresses, bean bags, wall stickers & cookware.

Amazon Fashion has collections for all occasions. Also, the kids range of clothes, footwear, toys & more.

MYNTRA



Myntra 's app offers Free delivery on all orders, 100% original products, EMI options on products, 30-day hassle-free returns and exchange with a convenient cash-on-delivery option.

We can Browse through 4 Lakh + products from 2000 brands instantly on the Myntra shopping app. Explore the latest trends in lifestyle and shop from the biggest clothing store for Kurtis, Sarees, Shoes, T-shirts, Jackets, Jeans, Bags, Skirts, Dresses, Jewellery, Watches, Wallets, Footwear, Home Furnishing and much more.

SNAPDEAL



Snapdeal is online shopping App for clothing, fashion, electronics, home & kitchen essentials, gadgets and more.

With Snapdeal, you can discover the latest offers on women's and men's clothing, mobile phones and mobile accessories, electronics, home & kitchen essentials and over 65 million other items.

Snapdeal is India's largest marketplace, giving access to not just what we need, but to all that our desire. Deals and offers get the best price on the items we been dreaming of.

PAYTM MALL :ONLIE SHOPPING



Paytm is an online marketplace for all our shopping needs – buy anything at amazing prices and save more on jaw-dropping deals. Browse a wide range of top selling products across various categories like Electronics, Mobiles, Women & Men Fashion, Home & Kitchen, Accessories, Jewelry, Home Appliances, Baby & Kids, Stationery, Sports, Value Store Bazaar & much more categories and shop to our heart's content.

eBAY



With eBay, we Buy, sell & save money. We can discover spring deals on home, fashion, electronics, used cars & more directly from our cell phone.

OLX



The OLX easy way to buy and sell things around you. It is India's largest classified marketplace, now brings you cool deals near you. OLX App shows you cool items that are up for sale at great prices around you. Hop across to pick them up from your neighborhood. OLX ensure that nobody is anonymous on OLX. You find only registered users.

BIGBASKET



Bigbasket is India's leading online supermarket shopping app, Shop anytime, anywhere from a vast range of 20,000+ products including farm-fresh fruits and vegetables, groceries, home & household essentials, pet care needs, organic products, beauty, and hygiene, imported and gourmet & more at the best prices. Enjoy hassle-free online grocery shopping and home delivery at just a click of a button. We also get a flat Rs. 200 cashback on our first order above Rs. 1000 by using voucher code **MYFIRST200**.

Nykaa



In a short span of time, Nykaa has managed to become the beauty destination of India. This online shop has everything that you can imagine. From soaps to luxury products, they have it all. Over the years, they have collaborated with international brands and exclusively launched them on their site. The most recent one is Huda's beauty. They also have a blog and a Youtube channel that shares useful tips and tricks. It is a perfect place to shop for your cosmetics, personal hygiene, grooming, toiletries, and skincare products, mostly at discounted prices.

LENSKART



India's No. 1 online shopping App for Sunglasses, Eyeglasses, Contact Lenses, Prescription Sunglasses & Eyewear Accessories, with the widest collection of Sunglasses, Eyeglasses, and Lenses.

VIRTUAL MIRROR: With Lenskart's advanced virtual mirror, you don't just get to try on eyewear real time; you can also get playful with the infinite range.

CHAPTER 3

LITERATURE REVIEW

REVIEW

The advancement in technology has led to the advent of modern means of shopping through digital means by making use of the internet. The online shopping platform includes the use of different e-commerce sites such as Amazon, Flipkart, Walmart, eBay, and Myntra for shopping through the internet. The increasing use of online shopping portals has changed consumer perception and behavior towards shopping. While focusing on customer behavior, it is referred to as the actions and attitude adopted by the individuals that pursue them to make product buying decisions. The online customer behavior is defined as the perception and attitude of the individuals towards making purchase decision when buying products through online portals

Online retail has become an important part of the daily life of the consumers as it provides several advantages to individuals. It includes saving time of the consumers as the consumer buys products with a click-through online retail portals in place of visiting the near-by shops. Online shopping is also preferred by consumers as it saves energy, ensures 24/7 availability, and eliminates waiting time. Online retailing also allows the consumers to purchase products from anywhere in the world by removing geographical limitations, allows comparison of price, and saves fuel. As a result, of the provision of several facilities such as easy payment, multiple choices, home delivery, cash against delivery, and easy returns, the use of online retailing sites has increased among the consumers. As per the survey conducted by eMarketer 2016, it was found that the value of e-commerce had reached 2.29 trillion US\$ and projected to reach 4 trillion US\$ by the end of the year 2020.

However, the consumer faced certain issues that were faced by consumers while performing online retailing activities. It includes issues related to fraud and security concerns. The consumers are at a high risk of fraud as they do not get the chance to inspect the merchandise before making a purchase. As a result, the consumer might receive a sub-standard product that is different from the product description mentioned in the online portal. Privacy is another major issue as many consumers are afraid of making online payments through net banking or credit cards owing to security issues. There is a lack of full cost disclosure while making purchases through online retail stores which reduces the intend of the consumer to make the online purchase.

There are options to compare the price of the product in different portals but the identification of the real cost of the product excluding additional charges such as tax and shipping is hard to find. It limits the use of online commerce sites among consumers when making cross-border purchases. Additionally, there are low instant satisfaction levels among consumers while making purchases through online retail stores. For example, when a product is purchased through a brick and mortar store, it allows the consumer to make instant use of the product. On the other hand, when a product is purchased through online stores, the consumer has to wait for 1 to 2 days for the delivery which diminishes the satisfaction level.

To reduce the issue that is faced by consumers and meet their major/minor needs and wants, retailers must adopt a customer-centric approach. It includes focusing on three essential aspects of the consumers such as acquisition, retention, and development so that there is the maintenance of extended customer lifetime value. The retailing company must align its business process by fulfilling the needs and demands of customers so that there is a

reduction in customer grievances. It includes establishing proper communication with the customers so that there is the attainment of product reviews and feedback. It will help in making improvements in the products and providing the consumer with high-quality products as per their expectations. Additionally, when the retailers provide quality services through their website and address risk perception issues associated with online shopping, there is a meeting of major/minor needs and wants of the consumers.

CHAPTER 4

RESEARCH STUDY

PROBLEM DEFINITION

The problem of the study is to find out whether Flipkart. Has been successful in satisfying their customers with their online marketing techniques.

OBJECTIVES

- To study the perception level of consumer towards the Flipkart.
- To study the purchasing pattern of the consumer towards the Flipkart.
- To aware the consumer about the services and offers provided by Flipkart.
- To study the consumer level of satisfaction with regard to Flipkart.

HYPOTHESIS

A hypothesis is an idea which suggested as a possible explanation for a particular situation or condition, but which has not yet been proved to be correct.

Hypothesis

H1: There is significant effect on purchasing power of buyer to buy new product of Flipkart.

H2: There no significant difference between in overall satisfaction level of Flipkart consumers on the basis of Flipkart after sales service.

SCOPE OF THE STUDY

This is relevant to the online marketing and consumer behaviour with reference to Flipkart. To understand which type of consumer product buy and also understand which type of product consumer like or dislike in online market.

CHAPTER 5

RESEARCH METHODOLOGY

WHAT IS RESEARCH?

Research means search for facts in order to find answers to certain questions or to find solutions to certain problems. It is often referred to as scientific inquiry or scientific investigation into a specific problem or situation.

RESEARCH DESIGN

The research was conducted to know about online marketing and consumer behaviour in Flipkart. Which affected the satisfaction level of consumer and to measure the availability of products at the portal of Flipkart.

DATA ANALYSIS METHOD

The data analysis of this research was represented on qualitative as well as quantitative manner and also from the internet websites.

RESEARCH INSTRUMENT

Contacting the customer personally and studying the response from the questionnaires field.

DATA COLLECTION

The present study is based on primary data which is collected using questionnaire.

PRIMARY DATA

The method of data collection was done by the way of survey. Primary data was collected through field survey with the help of structured questionnaire. The primary data is collected fresh and first hand and for first time which is original in nature. The questionnaire was filled by the consumers to know the satisfaction level of Flipkart and attained by using also took the personal interview of the delivery boys of the Flipkart

SECONDARY DATA

Secondary data from various magazine, newspaper, and other prominent source of information collected from different website and search engine. Various tools and techniques have been to graph and pie charts collecting from the website. The secondary data was used for the purpose of preparing questionnaires, industry & company profiles.

SAMPLING METHOD

In-Depth interview for this study was limited in my area, the interview was on the consumers of Flipkart and the delivery boy and also for internet. The sample size was 50 for this study. The random sampling size method was used for selecting samples.

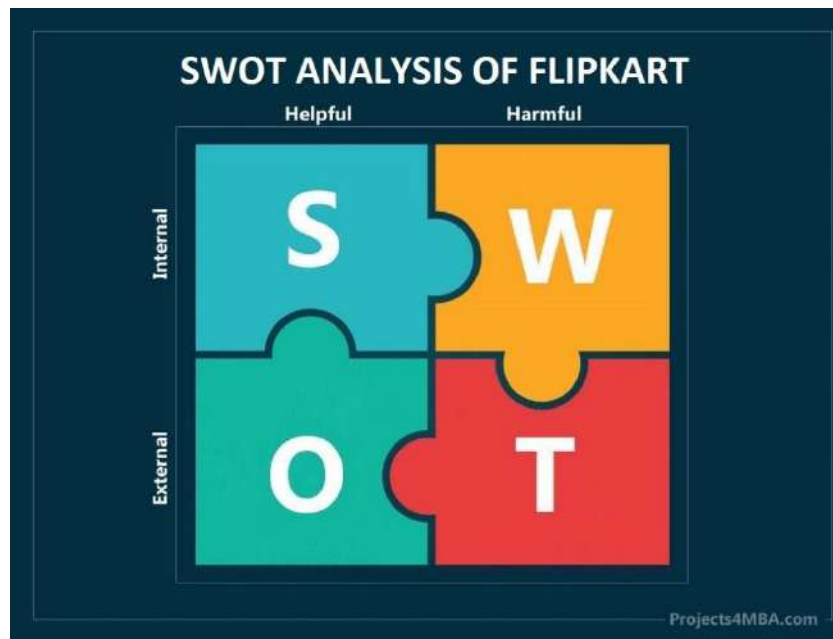
PLAN WORK

- Data collection and analysis (15 to 20 days)
- Writing and research project (10 days)

CHAPTER 6

SWOT ANALYSIS OF FLIPKART

SWOT Analysis of Flipkart focuses on strengths, weaknesses, opportunities, and threats. Strength and weaknesses are internal factors and opportunities and threats are the external factors that influence the SWOT Analysis of Flipkart.



STRENGTHS OF FLIPKART

- **Large Company:** Flipkart is India's largest e-commerce company, with a GMV (gross merchandise value) of \$1 billion.
- **Market Share:** Flipkart has a market share of 39.5%.
- **Financials:** Flipkart has annual revenue of 6.1 billion US Dollars.
- **Acquisitions:** The Company's series of acquisitions, including chakpak.com, weread.com, Letsbuy.co, Mine360, and Myntra, has assisted the company in its expansion into the E-commerce space by leveraging the capabilities and existing resources of acquired companies.
- **Large Employee Base:** Flipkart has an employee base of 30,000+ employees.
- **Financial Support from Wal-Mart:** Flipkart has 77% stake in Wal-Mart a global retail giant. Whose Prior experience in the E-commerce industry aided the founders in strategizing and differentiating their business in a highly competitive market.
- **Good Promotional Income:** Flipkart charge extra for promoting products of its seller. This model always is beneficial for the company.

WEAKNESSES OF FLIPKART

- **Limited Distribution:** Flipkart has a limited distribution channel reach, despite the fact that its logistics arm has kept costs low. This is a weakness for the company, as it has limited reach. Because of the use of outsourcing, global giants such as Amazon and eBay are able to deliver their products to any location in the country. Flipkart, on the other hand, is still struggling in this area.
- **Cost of Acquisition:** Because Flipkart acquires a large number of customers through online advertising, the cost of acquisition is high due to stiff competition in the market and low customer retention. According to Flipkart data, the company spends R.s 400/- on average to acquire a new customer.
- **Buyers hold the power:** Because this industry is flooded with a large number of players, buyers have a large number of options from which to choose. Customers save money on switching costs because they can easily switch from one online retail company to another. The same products will be displayed across multiple online retail websites. Product differentiation is almost non-existent, so the battle is fought solely on the basis of price.

OPPORTUNITIES OF FLIPKART

- **Business expansion:** By focusing on other emerging markets, a company can increase its revenues while also benefiting from economies of scale.
- **Expanding product categories:** This will increase their customer base while decreasing the cost of acquisition and customer switch.
- **The changing mentality of Indian customers:** As an increasing number of customers become more comfortable with online shopping, as well as an increase in the number of Internet users in India, there is tremendous opportunity in this industry.
- **Supply chain:** By optimising their supply chain, they can compete with the other players and manage the sales that are lost as a result of not being able to make the product available due to delivery constraints.
- **Establishing operations in other developing economies:** Similar to Amazon, Flipkart can gradually begin to expand its operations outside of India and establish operations in other countries as well, which will aid in the growth of its revenues.
- **Consumer Behaviour:** The new trends in consumer behaviour will open up new opportunities for Flipkart. This has given a great opportunity for the organisation to expand revenue streams and to diversify into new product categories.

THREATS OF FLIPKART

- **Intense Competition:** There is fierce competition from global players such as Amazon and eBay, as well as local players such as Snapdeal, Tolexo, and Shopclues, who are constantly attempting to take market share away from one another.
- **Government Regulations:** The government's regulations on issues such as foreign direct investment (FDI) in multi-brand retail have posed a significant barrier to the growth of the E-commerce industry in India.

CHAPTER 7

DATA ANALYSIS AND INTERPRETATION

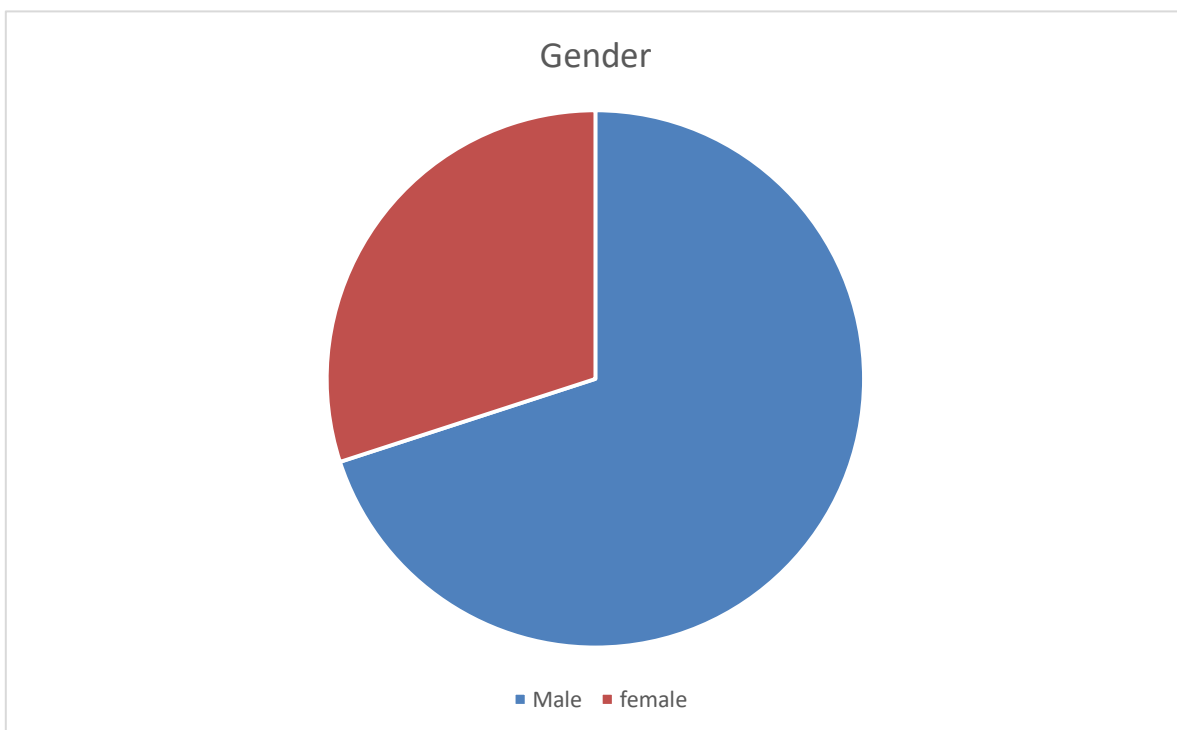
Table 01

Table showing gender of consumers.

| Gender | Responds | Percentages (%) |
|---------------|-----------------|------------------------|
| Male | 35 | 70 |
| Female | 15 | 30 |
| Total | 50 | 100 |

Figure 01

Pie chart showing gender of online consumers.

**Interpretation**

In the survey 70% of the respondents are male and the balance 30% are female which indicates that men prefer online marketing than women.

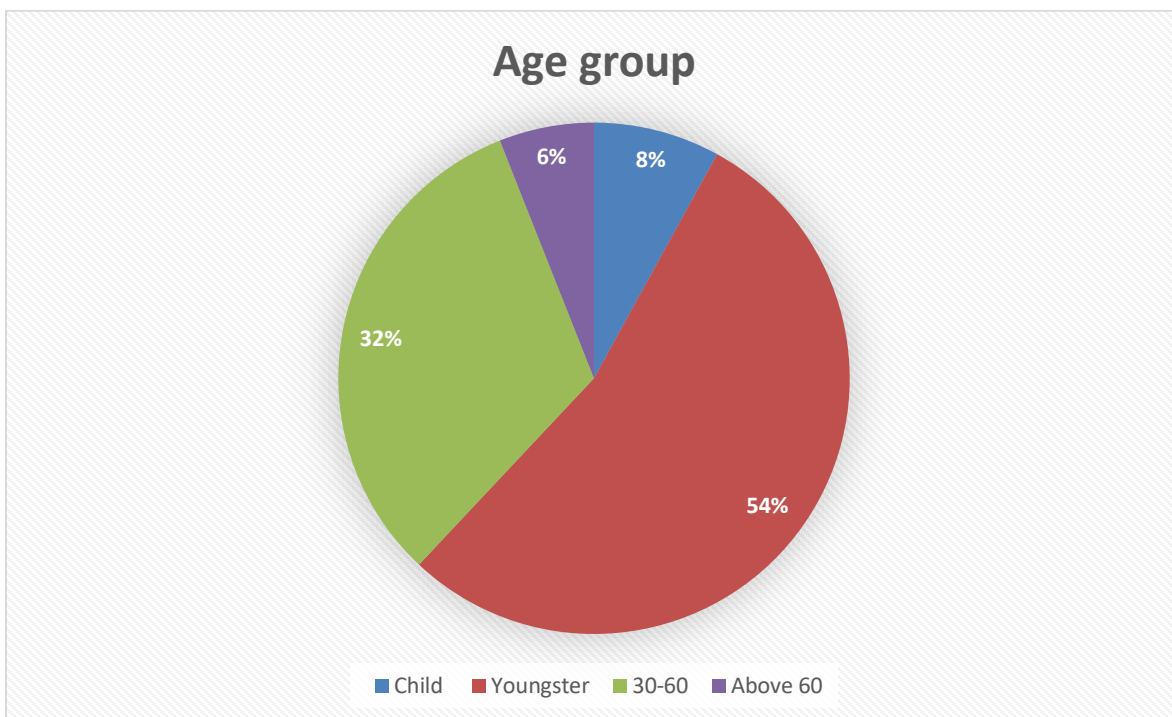
Table02

Table showing age group of online consumer.

| Age group | Responds | Percentage (%) |
|-----------|----------|----------------|
| Child | 4 | 8 |
| Youngster | 27 | 54 |
| 30-60 | 16 | 32 |
| Above 60 | 3 | 6 |
| Total | 50 | 100 |

Figure 02

Graph showing age group of online consumer.

**Interpretation**

This analysis showcases the participation of people in the online marketing which include 54% youngsters, 32% of middle age and only 8% and 6% of children and senior citizen respectively. That means the youngsters are more active in online shopping than any other category of age group.

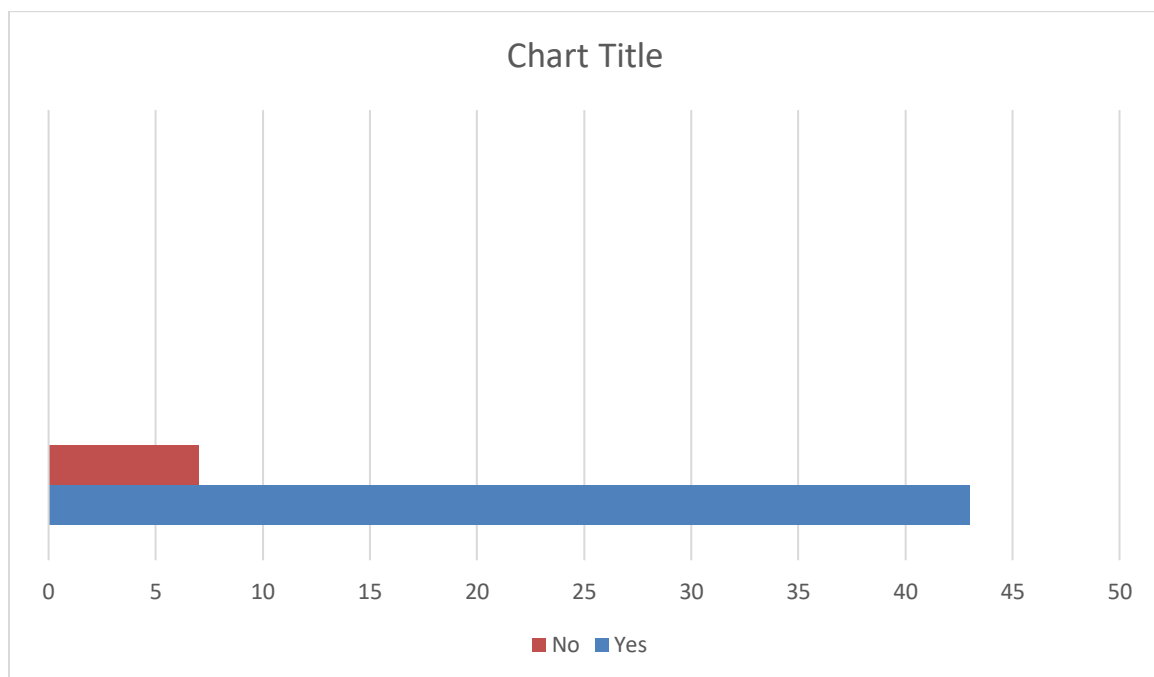
Table 03

Table showing whether they shop online.

| Do you shop online | Responds | Percentages (%) |
|---------------------------|-----------------|------------------------|
| Yes | 43 | 86 |
| No | 7 | 14 |
| Total | 50 | 100 |

Figure 03

Figure showing whether respondents shop online.

**Interpretation**

This table shows that out of 50 people only 86% prefer online marketing while 14% does not.

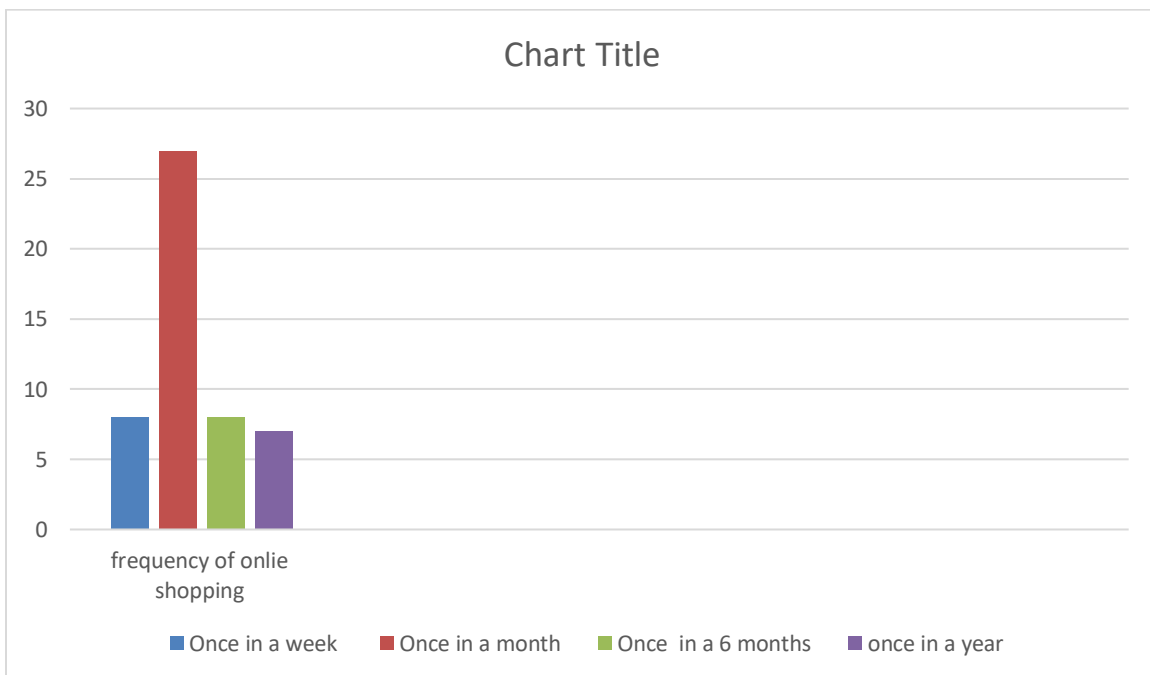
Table 04

Table showing how often they shop online.

| | Respond | Percentages (%) |
|--------------------|----------------|------------------------|
| Once in a week | 8 | 16 |
| Once in a month | 27 | 54 |
| Once in a 6 months | 8 | 16 |
| Once in a year | 7 | 14 |
| Total | 50 | 100 |

Figure 04

Figure showing how often do they shop online.

**Interpretation**

This analysis that 54% of the respondents shop in a month and others prefer shopping once in a week, once in 6 months is same 16%. and once in a year in the ratio of 14%.

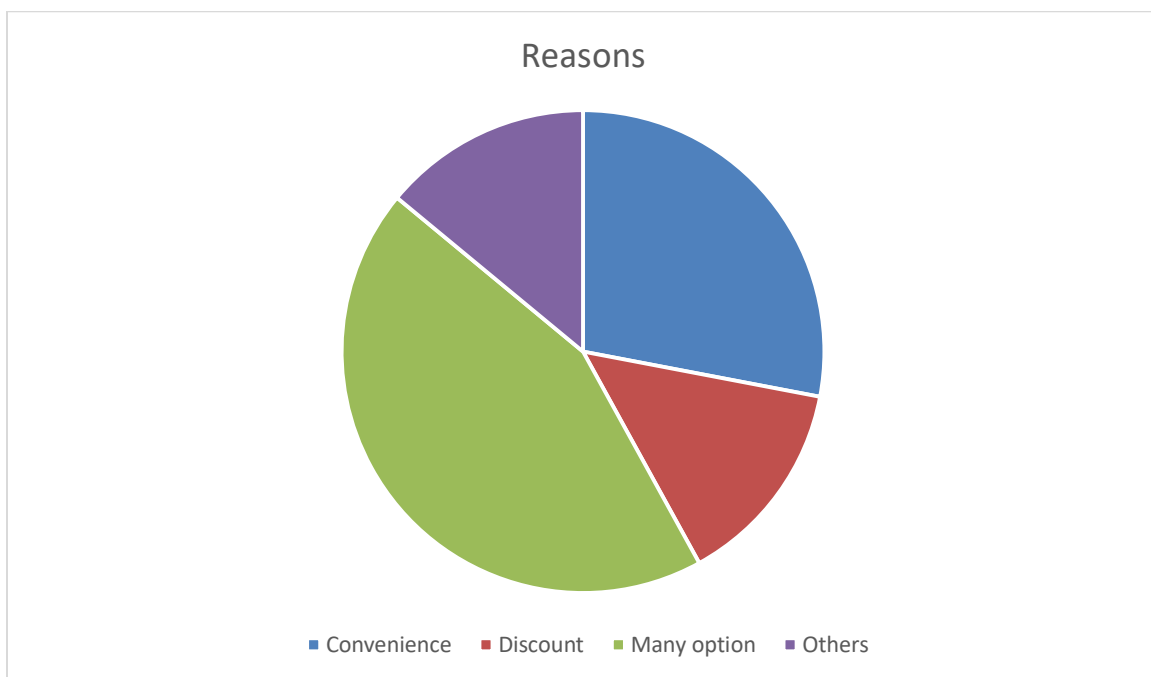
Table 05

Table showing reasons for shopping online.

| | Responds | Percentages (%) |
|-------------|-----------------|------------------------|
| Convenience | 14 | 28 |
| Discount | 7 | 14 |
| Many option | 22 | 44 |
| Others | 7 | 14 |
| Total | 50 | 100 |

Figure 05

Figure showing reasons for shopping.

**Interpretation**

According to this analysis 44% of the respondents shop online for the verity of options available to then, 28% according to their convenience, 14% for discount available and remaining 14% for other reasons.

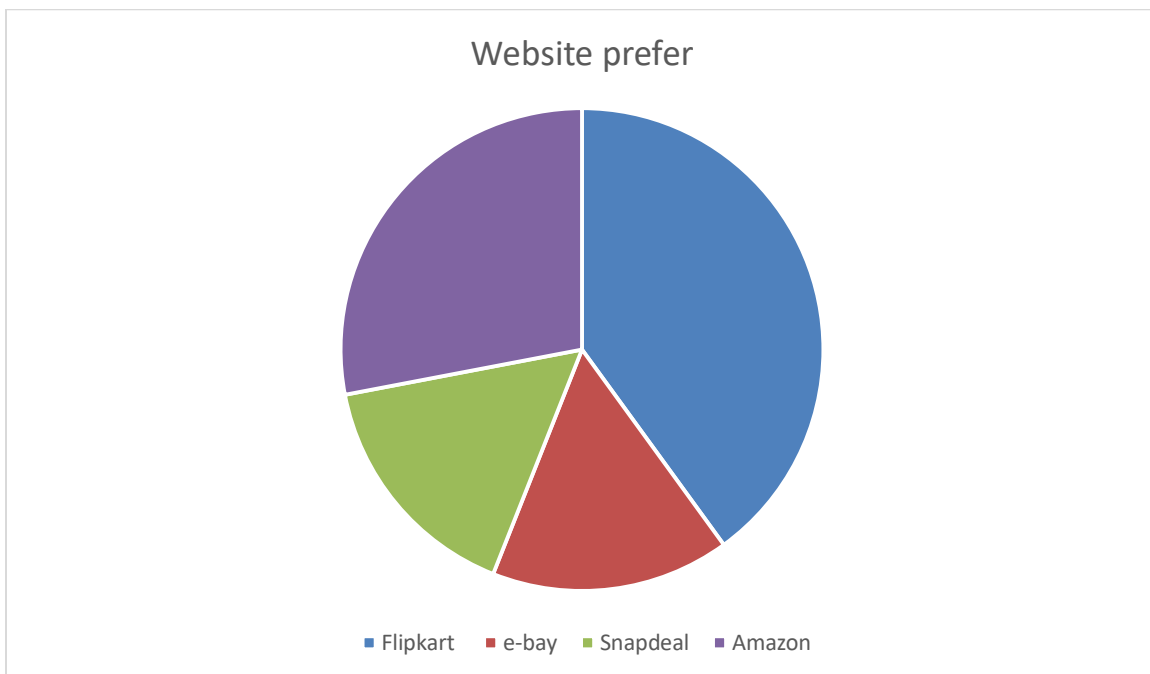
Table 06

Table showing which online website respondents prefer.

| Websites | Responds | Percentages (%) |
|----------|----------|-----------------|
| Flipkart | 20 | 40 |
| e-bay | 8 | 16 |
| Snapdeal | 8 | 16 |
| Amazon | 14 | 28 |
| Total | 50 | 100 |

Figure 06

Figure showing which online website respondents prefer.

**Interpretation**

This chart shows that 40% prefer Flipkart, 28% Amazon and e-bay and Snapdeal both prefer is 16%. This shows that participants prefer Flipkart and Amazon sites for online shopping than other.

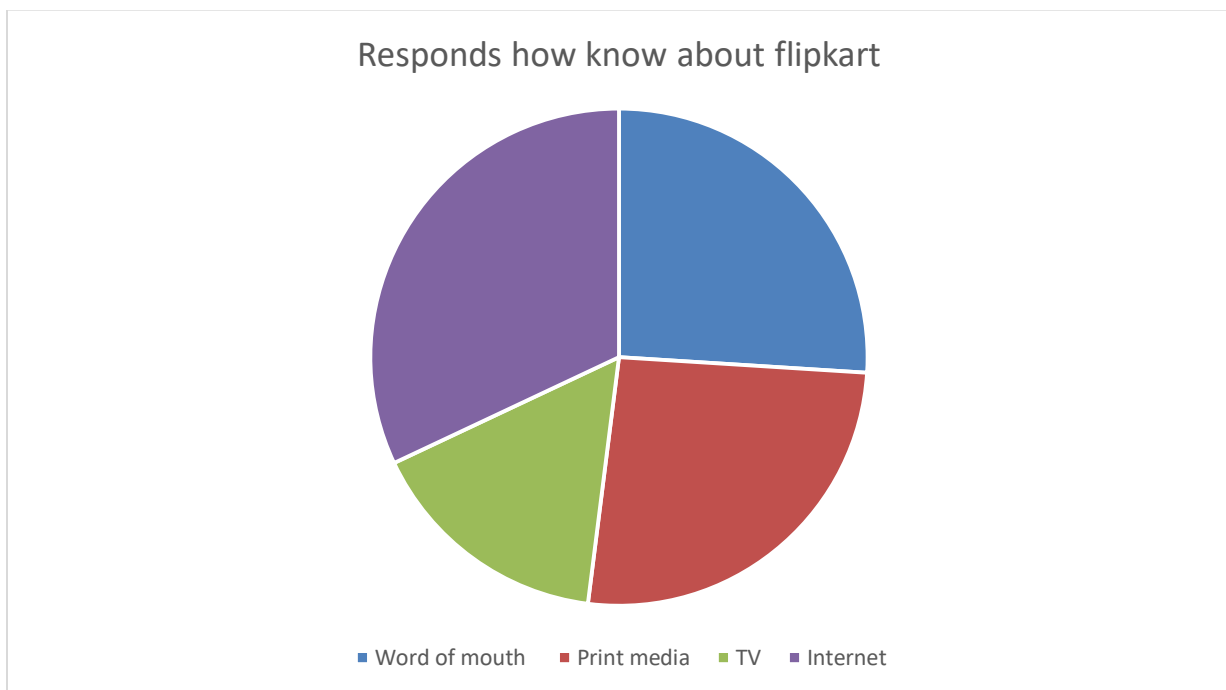
Table 07

Table showing how respondents came to know about Flipkart.

| | ResponDs | Percentages (%) |
|---------------|-----------------|------------------------|
| Word of mouth | 13 | 26 |
| Print media | 13 | 26 |
| TV | 8 | 16 |
| Internet | 16 | 32 |
| Total | 50 | 100 |

Figure 07

Figure showing how respondents came to know about flipkart.

**Interpretation**

This analysis shows that 32% came to know about Flipkart through internet, word-of-mouth and print media contributed equal awareness but only 16% contributed television.

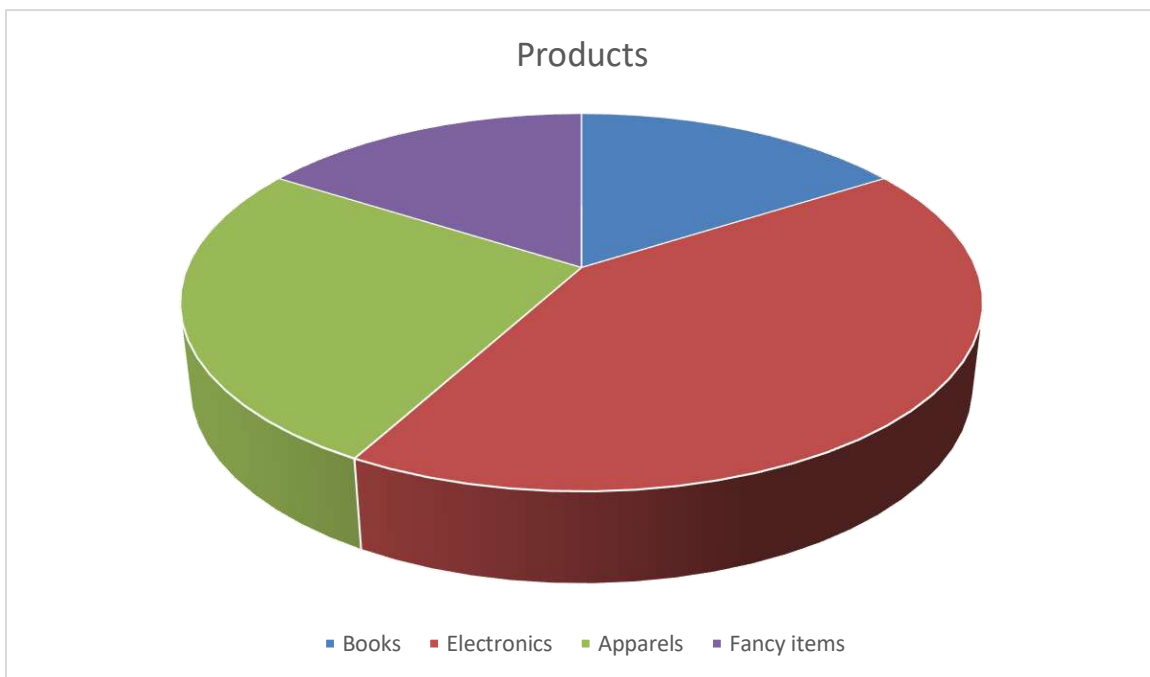
Table 08

Table showing what respondents prefer from buying online.

| Products | Responds | Percentages (%) |
|-------------|----------|-----------------|
| Books | 8 | 16 |
| Electronics | 21 | 42 |
| Apparels | 13 | 26 |
| Fancy items | 8 | 16 |
| Total | 50 | 100 |

Figure 08

Figure showing what respondents prefer from buying online.



Interpretation

According to this data electronics 42% and apparels 26% are purchased form online websites compared to books and fancy items 16%.

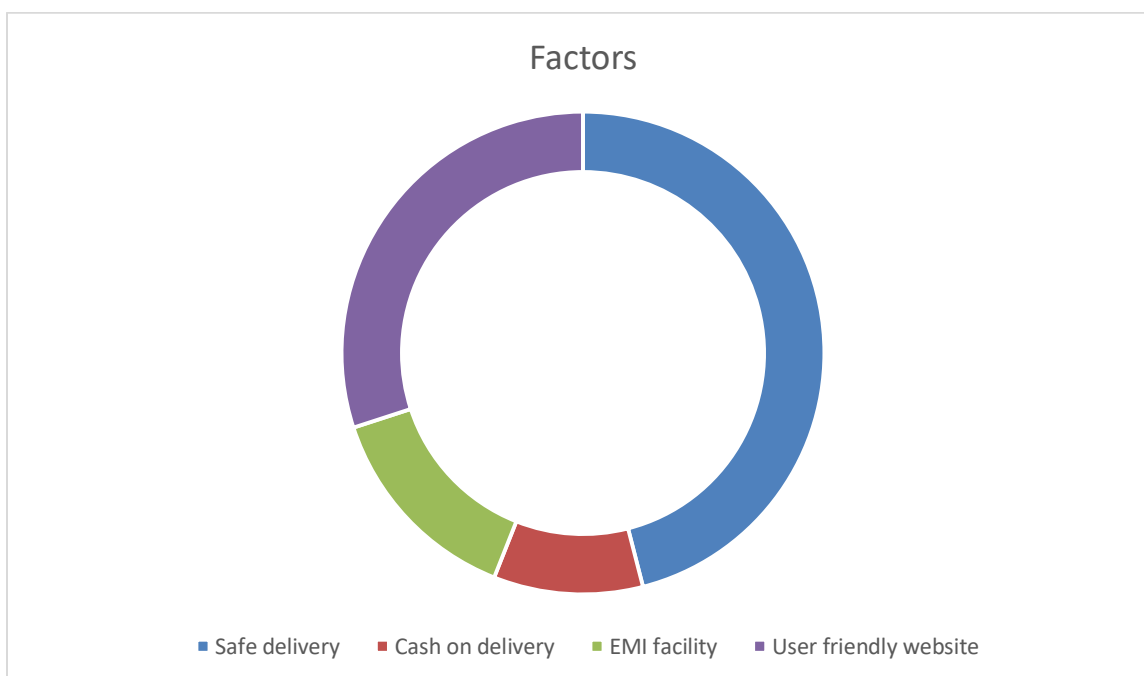
Table 09

Table showing factors respondents to buy through online.

| Factors | Responds | Percentages (%) |
|-----------------------|----------|-----------------|
| Safe delivery | 23 | 46 |
| Cash on delivery | 5 | 10 |
| EMI facility | 7 | 14 |
| User friendly website | 15 | 30 |
| Total | 50 | 100 |

Figure 09

Figure showing factors attracting respondents to buy through online.



Interpretation

According to this data, factors such as delivery 46%, cash on delivery 10%, attracts more customers than factors such as friendly websites 30%, and EMI facilities 14% done.

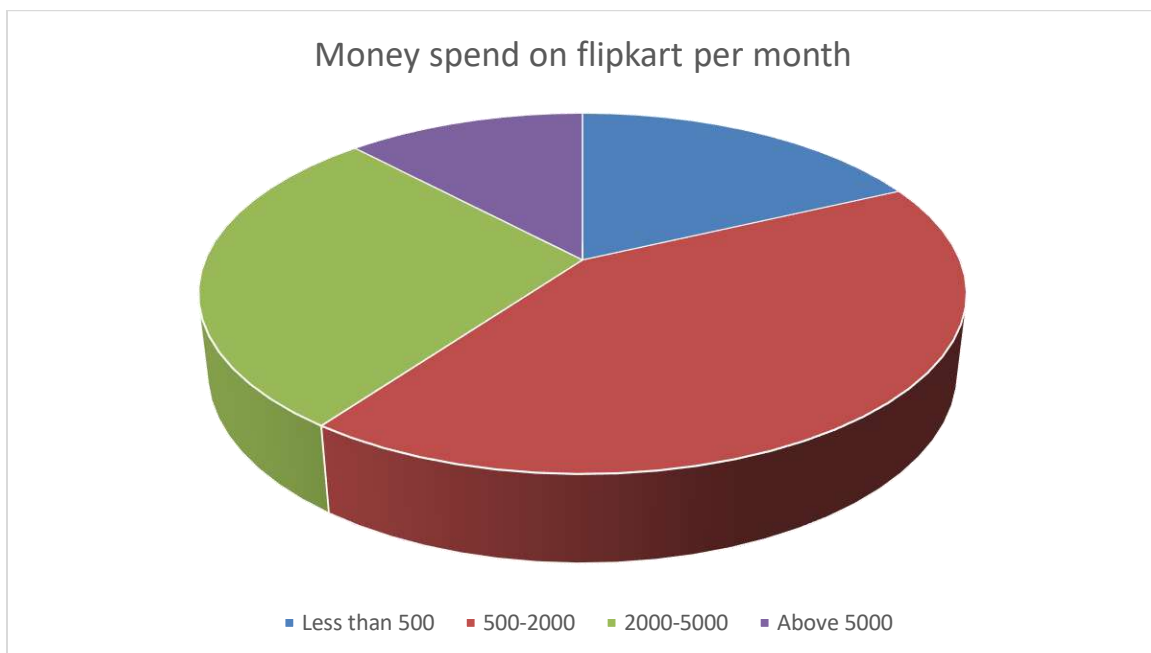
Table 10

Table showing how respondents spend on Flipkart per month.

| Amounts | Responds | Percentages (%) |
|---------------|----------|-----------------|
| Less than 500 | 9 | 18 |
| 500-2000 | 21 | 42 |
| 2000-5000 | 14 | 28 |
| Above 5000 | 6 | 12 |
| Total | 50 | 100 |

Figure 10

Figure showing how respondents spend on Flipkart per month.

**Interpretation**

This chart shows that 42% of the respondents spent around rs500-2000, 28% spends rs2000-rs5000. 18% spends less than rs500 and only 12% spends above 5000.

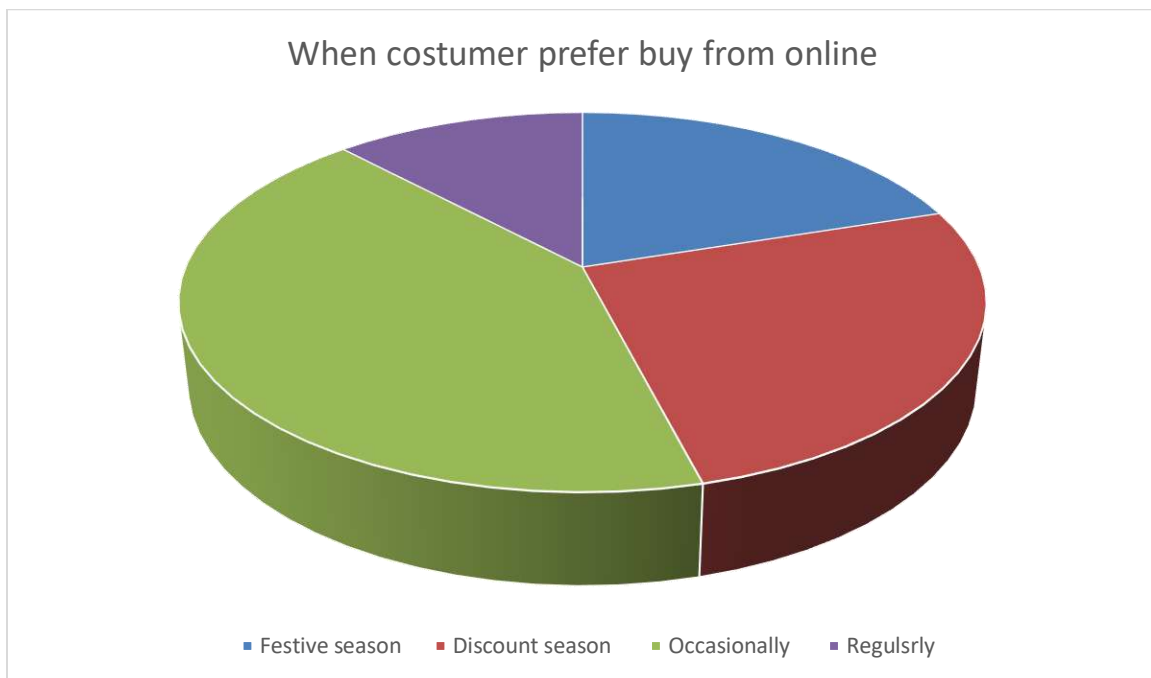
Table 11

Table showing when the respondents prefer to buy from online.

| | Responds | Percentages (%) |
|-----------------|-----------------|------------------------|
| Festive season | 10 | 20 |
| Discount season | 13 | 26 |
| Occasionally | 21 | 42 |
| Regularly | 6 | 12 |
| Total | 50 | 100 |

Figure 11

Figure showing when the respondents prefer to buy from online.

**Interpretation**

This survey shows that 42% shop occasionally, 26% during discount season. 20% during festive season and only 12% shop regularly from online sites.

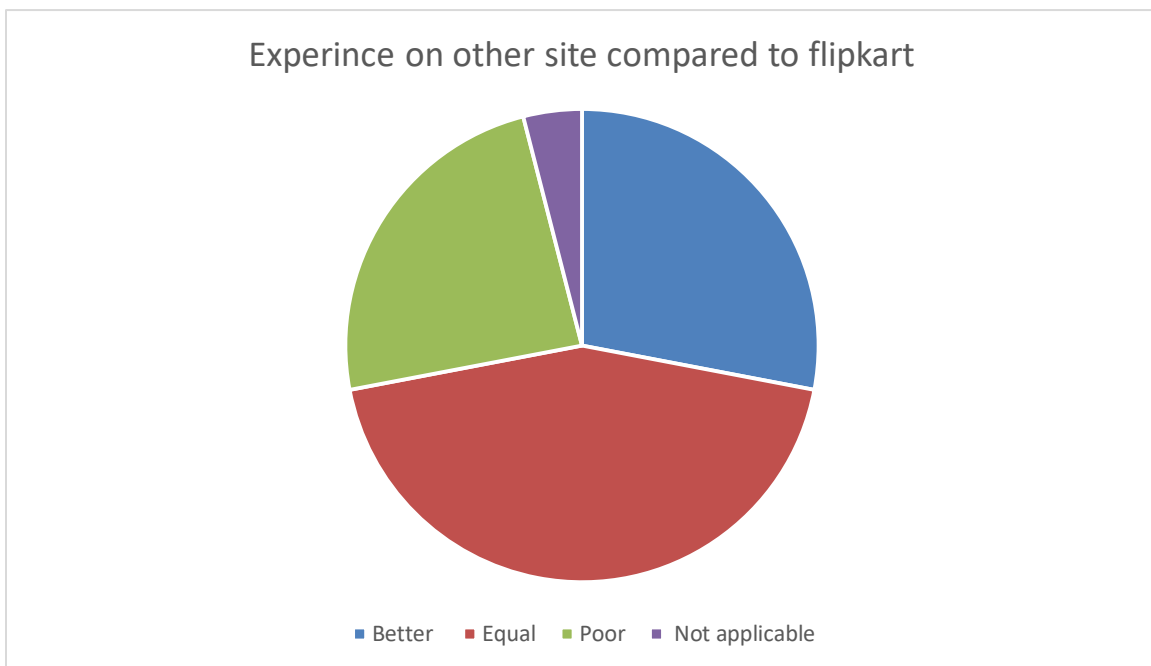
Table 12

Table showing respondents experience on other sites compared to flipkart.

| | Responds | Percentages (%) |
|----------------|-----------------|------------------------|
| Better | 14 | 28 |
| Equal | 22 | 44 |
| Poor | 12 | 24 |
| Not applicable | 2 | 4 |
| Total | 50 | 100 |

Figure 12

Figure showing respondents experience on other sites compared to flipkart.

**Interpretation**

In this survey 44% respondents feel their experience in Flipkart is equal to that of other online sites, 28% feels its better and 24% considers it as poor.

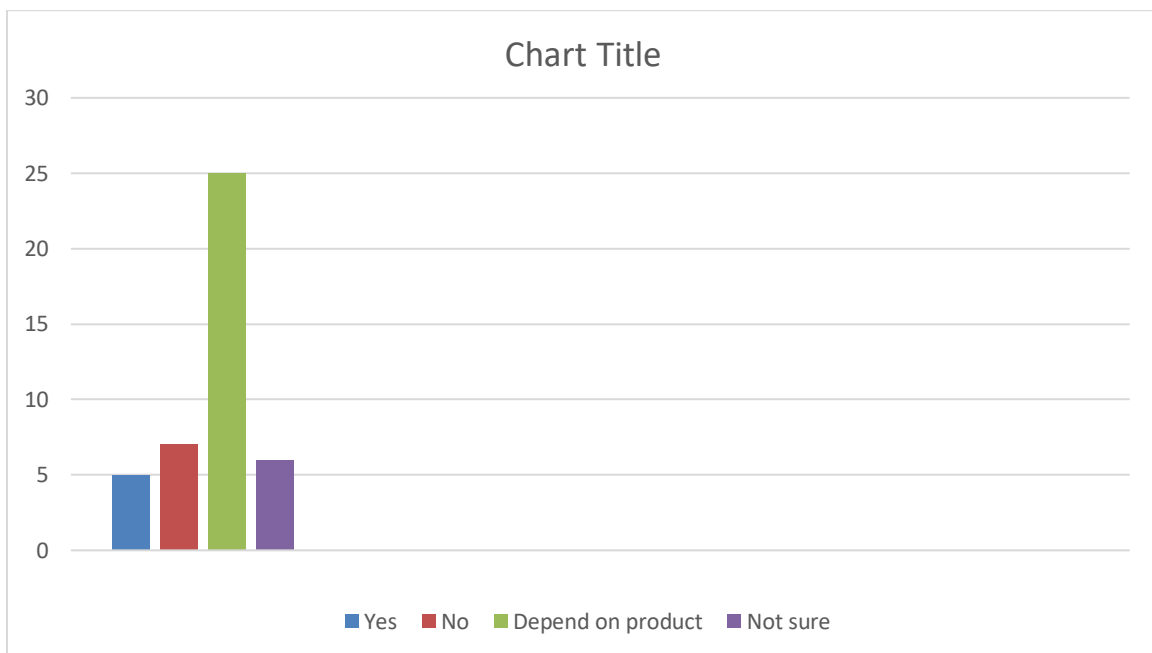
Table 13

Table showing whether respondent would buy if flipkart offers a new product.

| | ResponDs | Percentages (%) |
|-------------------|-----------------|------------------------|
| Yes | 5 | 12 |
| No | 7 | 16 |
| Depend on product | 25 | 58 |
| Not sure | 6 | 14 |
| Total | 50 | 100 |

Figure 13

Figure showing whether respondent would buy if flipkart offers a new product.



Interpretation

According to this data, in Flipkart introduces a new product 58% of the respondents would buy it depending upon the product, 16% wouldn't agree to buy it and only 12% would buy the product offered.

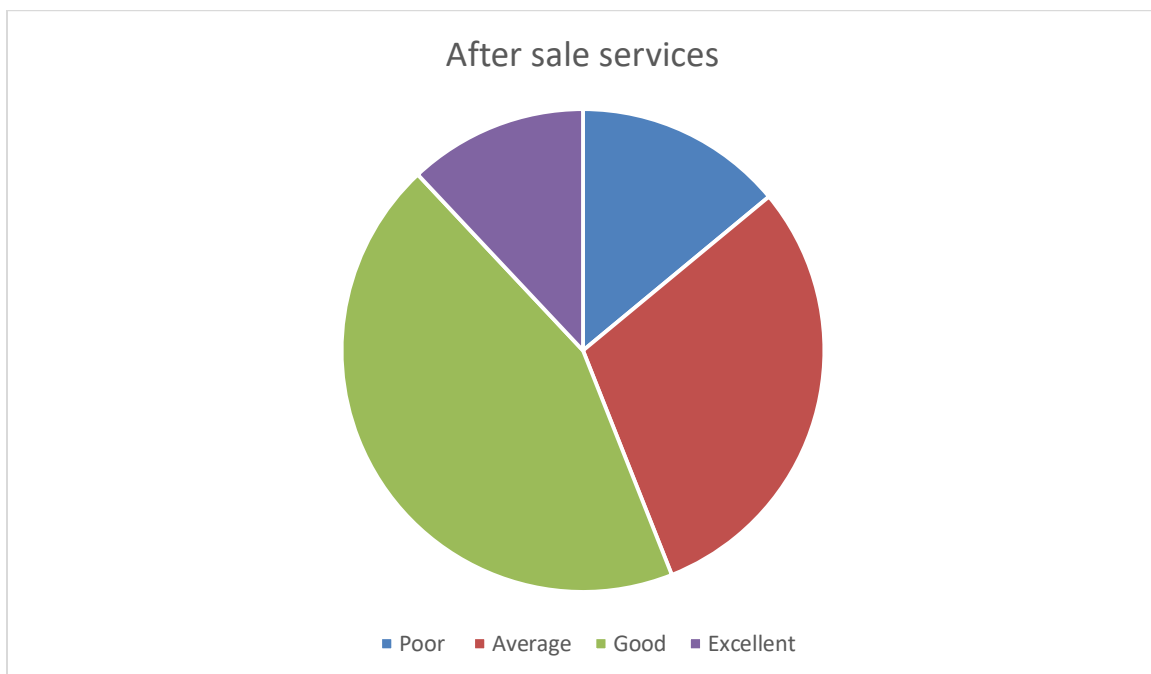
Table 14

Table showing how respondents rate their after-sale services

| | ResponDs | Percentages (%) |
|-----------|-----------------|------------------------|
| Poor | 7 | 14 |
| Average | 15 | 30 |
| Good | 22 | 44 |
| Excellent | 6 | 12 |
| Total | 50 | 100 |

Figure 14

figure showing how respondents would rate their after-sale services.

**Interpretation**

This survey proves that 44% rated after sale services as good,30% rated it average, 14% rated it poor but only 12% of respondents feel it as excellent.

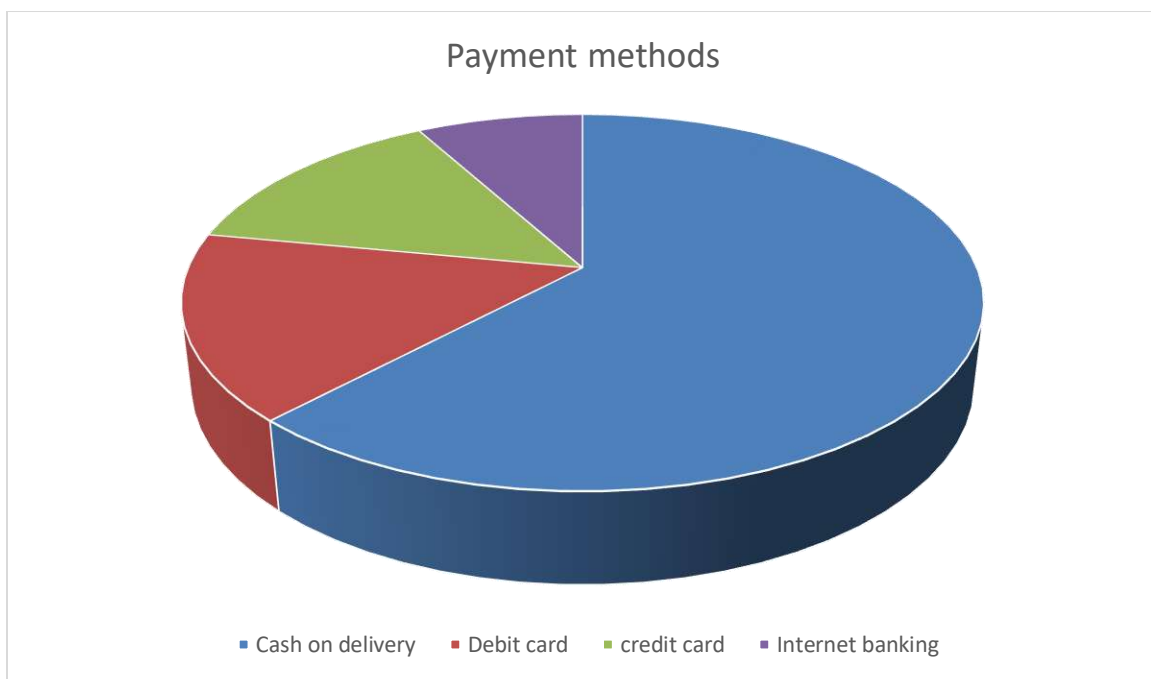
Table 15

Table showing payment method opted by respondent in online shopping.

| | Responds | Percentages (%) |
|------------------|-----------------|------------------------|
| Cash on delivery | 31 | 62 |
| Debit card | 8 | 16 |
| Credit card | 7 | 14 |
| Internet banking | 4 | 8 |
| Total | 50 | 100 |

Figure 15

Figure showing payment method opted by respondent in online shopping.



Interpretation

According to this survey respondents prefer to pay cash on delivery 62%, through debit card 16%, credit card 14%, and via internet banking 8%.

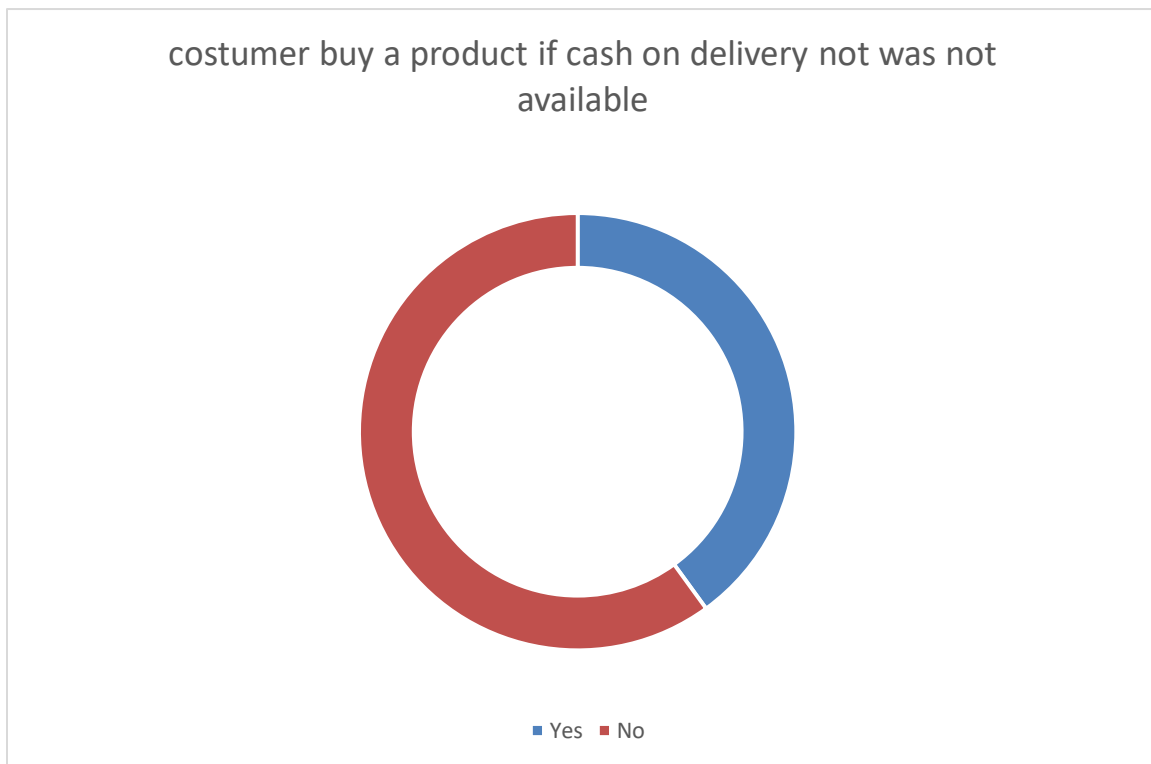
Table 16

Table showing whether a respondent would prefer to buy a product if cash on delivery was not available.

| | Responds | Percentage (%) |
|-------|-----------------|-----------------------|
| Yes | 20 | 40 |
| No | 30 | 60 |
| Total | 50 | 100 |

Figure 16

Figure showing whether a respondent would prefer to buy a product if cash on delivery was not available.

**Interpretation**

It is very clear that majority of the respondents would not buy the product if an option for cash on delivery was not available.

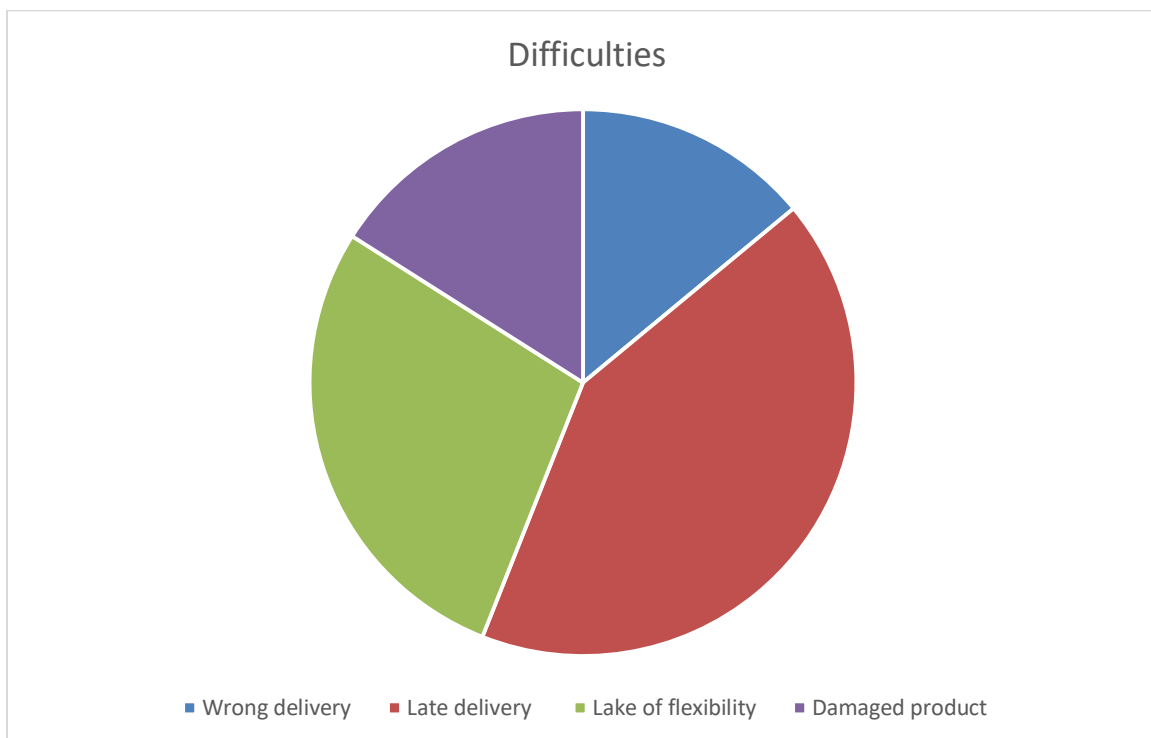
Table 17

Table showing difficulty faced by respondent in online shopping.

| Difficulties | Responds | Percentages (%) |
|---------------------|----------|-----------------|
| Wrong delivery | 6 | 12 |
| Late delivery | 25 | 50 |
| Lack of flexibility | 12 | 24 |
| Damaged product | 7 | 14 |
| Total | 50 | 100 |

Figure 17

Figure showing difficulty faced by respondent in online shopping.

**Interpretation**

This survey shows that 50% of the respondents faced difficulty in online shopping due to late delivery, 24% due to lack of flexibility, 12% wrong delivery and the rest 14% due to damaged products.

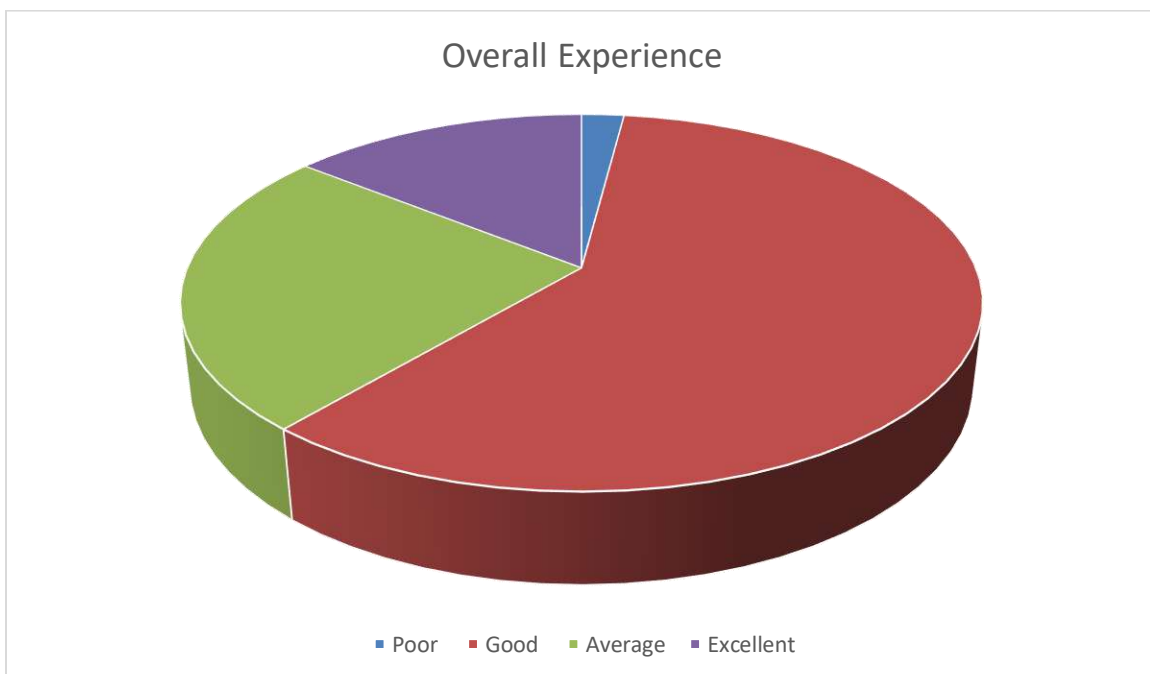
Table 18

Table showing how respondent rate their overall Flipkart.

| Overall experience | Responds | Percentages (%) |
|--------------------|----------|-----------------|
| Poor | 2 | 2 |
| Good | 29 | 58 |
| Average | 12 | 24 |
| Excellent | 7 | 14 |
| Total | 50 | 100 |

Figure 18

Figure showing how respondent rate their overall Flipkart.

**Interpretation**

58% of the respondents rated overall Flipkart experience as good, 24% felt the experience average, 14% had an excellent experience and balance 2% rated their experience poor.

CHAPTER 8

FINDINGS AND CONCLUSION

FINDINGS

- Men prefer online marketing than women.
- Mostly youngsters are more active shopping online than middle aged persons, children and senior citizens.
- Most people prefer online marketing than any other form of marketing.
- Majority of the people shop online once in every month.
- Internet plays a vital role in providing awareness about online marketing.
- Electronic gadgets are the most widely purchased product online.
- Safe delivery of products has attracted a majority of people to purchase product via online.
- Majority of the online customers prefer cash on delivery.
- Online customers feel the shopping experience of Flipkart is good compared to other shopping sites.
- The after-sale services provided on Flipkart sites have been proved good.

LIMITATIONS

- The study was confined to Nagpur region only which may not represent the real picture of the entire Flipkart company.
- Data collected about satisfaction & awareness level may not represent the real picture.
- My Study is confined only 50 respondents.
- Lack of the research experience.

CONCLUSION

The study on “online marketing and consumer behaviour with the reference to Flipkart”, is satisfactory. this analysis helps the researcher to understand the consumer preferences on online marketing with main reference to Flipkart. The question of trust is more important in internet shopping than in offline trade. This is because the cultivation of trust is particularly important when uncertainty and risk are inherent and contracts and warranties are often absent. This market shopping on the internet inherently risky from the view point of security, because of the importance of trust in inherent shopping initial trust in internet vendors is a major factor influence the growth e-commerce.

The overall brand value of Flipkart is good, but it is facing some tough competitions from its global competitors like amazon. But if talking about domestic market i.e., India it is the most superior E-Business portal which is aggressively expanding an planting its roots deep into the Indian market and at the same time shifting the mindset of the people i.e. from going and shopping from physical store to online stores, which is magnificent.

CHAPTER 9

SUGGESTIONS

SUGGESTIONS

- It should provide some special offers to attract middle aged customers.
- Websites can be more user friendly and should ensure convenience.
- Special offers should be provide to regular customers to retain them.
- Increasing internet penetration.
- Target social media to attract young customers.
- Secure methods should be introduced to safeguard trust and confidence of customers.
- Flipkart websites should also in Hindi language and other languages.

CHAPTER 10

BIBLIOGRAPHY

REFERENCE

- www.wikipedia.com
- www.google.com
- www.slideshare.net
- Published articles.
- Research papers.
- Relevant papers, newspapers and magazine.

CHAPTER 11

APPENNDICES

QUESTIONNAIRE

Name _____

Date _____

- 1) Gender?
 - a) Male
 - b) Female
- 2) Age group?
 - a) Child
 - b) Youngster
 - c) Between 30-60
 - d) Above 60
- 3) Do you shop online?
 - a) Yes
 - b) no
- 4) How often do you shop online?
 - a) Once in a week
 - b) Once in a month
 - c) Once in a 6 month
 - d) Once in a year
- 5) Which of the following are reasons for your shopping?
 - a) Convenience
 - b) Discount
 - c) Many options
 - d) Others
- 6) Which online store do you prefer?
 - a)
 - b) Flipkart
 - c) E-bay
 - d) Snapdeal
 - e) Amazon

7) How did you come to know about flipkart?

- a) Word of mouth
- b) Print media
- c) Tv
- d) Internet

8) What do you prefer buying from flipkart?

- a) Books
- b) Electronics
- c) Apparels
- d) Fancy items

9) Which factors attracts you to buy through flipkart?

- a) Safe delivery
- b) Cash on delivery
- c) EMI facility
- d) User friendly website

10) How much do you spend on flipkart per month?

- a) Less than 500
- b) 500-2000
- c) 3000-5000
- d) Above 5000

11) What do you usually prefer to shop from flipkart?

- a) Festive season
- b) Discount season
- c) Occasionally
- d) Regularly

12) How was your experience on the other sites compared to flipkart?

- a) Better
- b) Equal
- c) Poor
- d) Not applicable

13) Will you buy if flipkart offer a new product range?

- a) Yes
- b) No depend on product
- c) Not sure

14) How you rate the after sale service?

- a) Poor
- b) Average
- c) Good
- d) Excellent

15) Which payment method do you prefer?

- a) Cash on delivery
- b) Debit card
- c) Credit card
- d) Internet banking

16) Will you buy a product if cash on delivery is not available?

- a) Yes
- b) No

17) Did you face any difficulty in online shopping with flipkart?

- a) Wrong delivery
- b) Late delivery
- c) Lack of flexibility
- d) Damage product

18) How do you rate overall flipkart experience?

- a) Poor
- b) Good
- c) Average
- d) Excellent

