

PROJECT REPORT

**“A study on Digital Marketing and understanding
Indian consumer behaviour with reference to Flipkart
India”**

Submitted to

**Rashtrasant Tukadoji Maharaj Nagpur University,
Nagpur**

In partial fulfilment for the award of the degree of

Bachelor of Business Administration

Submitted by -

YOGESH KISHAN SHARMA

Under the guidance of -

DR. GEETA V. NAIDU

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Re-Accredited “A” Grade Autonomous Institution**



Academic Year 2020-21

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
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CERTIFICATE

This is to certify that **“YOGESH KISHAN SHARMA”** has submitted the project report titled **“(A study on Digital Marketing and understanding Indian consumer behaviour with reference to Flipkart India)”**, towards partial fulfilment 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 Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Name of Project Guide

(Dr. Geeta V. Naidu)

(Co-ordinator)

(Dr. Geeta V. Naidu)

Place: Nagpur

Date:

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
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DECLARATION

I here-by declare that the project with title “(A study on Digital Marketing and understanding Indian consumer behaviour with reference to Flipkart India)”, has been completed by me in partial fulfilment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by 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.

Yogesh Kishan Sharma

Name & Signature of student

Place: Nagpur

Date:

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Re-Accredited "A" Grade Autonomous Institution**



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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 Dr. Geeta Naidu for his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Geeta Naidu 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-Technical 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.

Yogesh Kishan Sharma

Name & Signature of student

Place: Nagpur

Date:

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INTRODUCTION

INTRODUCTION

The present study is undertaken to understand the market potential and customer's satisfaction for an e-commerce company's services with special reference to Flipkart. I also found out the various attributes of an e-commerce company and especially for Flipkart's services on the basis of which consumer chooses an e-commerce company for shopping. I also tested the consumer's satisfaction level towards Flipkart and also the availability of the Products at the Web Portal. Now a day's people go for a brand, not for a product and therefore, this is the reason that the companies are looking for brand building. From the customer point of view, there are some benefits of using a brand. The study is conducted to find out the customer's satisfaction level in services of Flipkart in the market and to know the availability of the products at the web Portal.

COMPANY PROFILE

Flipkart is an Indian e-commerce company headquartered in Bangalore, Karnataka. It was founded by Sachin Bansal and Binny Bansal in 2007. In its initial years, Flipkart focused on online sales of books, but it later expanded to electronic goods and a variety of other 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!.

Their success is largely due to their obsession with providing customers a memorable online shopping experience. Be it Cash on Delivery, a 30-day replacement policy, EMI options, free shipping - and of course the great prices that they offer. Then there's dedicated Flipkart delivery team that works round the clock to personally make sure packages reach on time. For now they're present in 27 lucky cities, but don't worry, plans are underway to spread many others.

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 popularise 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.

Flipkart Today:

Today, as per Alexa traffic rankings, Flipkart is amongst the top 20 Indian Web sites and has been credited with being India's largest online bookseller with over 11 million titles on offer. The store started with selling books and in 2010 branched out to selling CDs, DVDs, mobile phones and accessories, cameras, computers, computer accessories and 10 peripherals, and in 2011, pens & stationery, other electronic items such as home appliances, kitchen appliances, personal care gadgets, health care products etc. Further in 2012, Flipkart added A.C, air coolers, school supplies, office supplies, art supplies & life style products to its product portfolio. As of today, The Company started from 2 employees and now employs more than 4500 people. Flipkart.com started off from selling books in 2007, based in

Bangalore, and entered then consumer electronics category with the launch of mobile phones, in September 2010. Since then it kept on adding more new products categories including books, mobiles, computers, cameras, home & electronic gadgets & appliances, In addition to these very Recently, Flipkart.com has also widened its foray by entering into the emerging digital content market with the recent launch of Flyte, the digital music store & is still continuing to enlarge its product portfolio. It is now one of the leading e-commerce players in India, currently ranks at the top 20 websites in India, spread in 37 cities, with 11.5 million plus book titles, 14 different categories, 3 million plus registered users and sale of 30000 items a day. It provides online-shoppers a memorable online-shopping experience because of its innovative services like:

- Cash on Delivery.
- 30-day replacement policy.
- Easy Monthly Instalment options (EMI).
- Free shipping.
- Discounted prices & deals.

A humble beginning from books, Flipkart now has a gamut of products ranging from: Cell phones, laptops, computers, cameras, games, music, audio players, TV's, healthcare products, washing machines etc. etc. Still, Flipkart derives around 50% of its revenue from selling books online. Flipkart is the Indian market leader in selling books both offline and online, it enjoys an online share of around 80%. The electronic items have a large number of players like Naaptol, Letsbuy, Indiaplaza, Tradus, Infibeam, Yebhi etc. The

electronic market share is distributed among them in different unknown proportions. India has around 13.5 crore internet users today where as the number of homes with Cable and Satellite (C&S) television is 10.5 crore. The expected internet users will reach a figure of 30 crore by 2014 and C&S homes are expected to be 14 crore by 2014. Thus India has a tremendous internet growth and with the customers getting accustomed to e-commerce, the future of e-commerce sector is definitely rosy. An approximated 25 lac people have transacted online this year, the number is all set to increase with time. Also to mention most of the Flipkart customers use internet from PC's/Laptops to order goods. The use of mobile internet is very less at the moment, but with the advent of smart phones the use of mobile internet for e-commerce transactions will soar with time. India has 8 crore mobile net users at the moment, the number is expected to swell to 22.5 crore by 2014. Flipkart had a revenue of 4cr in FY 2008 - 2009, 20 crore in FY 2009 - 2010, 75 crore in FY 2010 - 2011, and the revenue for FY 2011 - 2012 which ends on 31 Mar 2012 had 500 crore. This is indeed a massive growth. The company targets revenues of 5000 crore by 2015.

Evolution of Logos:-



Funding -

- Initially funded by the Bansals themselves with 4 Lakhs (INR).
- Flipkart has since then raised two rounds of funding from venture capital funds Accel India (in 2009) and Tiger Global Management (up to the tune of US\$10 million) (in 2010).
- Private equity firms Carlyle and General Atlantic are in talks to jointly invest about \$150 million to \$200 million in Flipkart, according to sources.

Teams at Flipkart:-

Category Management:

All this requires an extremely efficient supply chain and this is where Category Management comes in. The folks at Category Management are responsible for vendor relations and supply management – without which online shopping wouldn't be what it is at Flipkart.

- Developing Vendor Network across Country
- P&L Responsibility for various Product Categories
- Building Relations with Leading Brands and Manufacturers
- Market Research
- Managing Supply Chain for efficient sourcing
- Using Technology to Solve Problems

Catalogue:

These guys build the look of every catalogue that is launched on the website. From defining product specifications to ensuring all product related content appears correctly on the site – the team is constantly working to ensure the customer can make an informed purchase from us at all times.

Warehouse & Fulfillment Center:

Procurement in Flipkart is all about obtaining products that are the best in “Quality”, from the right “Source” and in the shortest possible “Time” to ensure “Customer Delight”.

Warehousing in Flipkart, on the other hand, is where these products are inspected with a fine tooth-comb. After all, we have a promise to keep - original products with original warranty. And this is all done with the highest level of automation because for us, technology is everything.

Logistics:

Flipkart ship 30,000 items every day. That’s 20 items a minute, to nearly every single pin code in this country. At least 80% of these orders are shipped by our very own, one-and-a-half year old delivery team, Flipkart Logistics. Today Flipkart is in 30 cities and soon we intend to expand all over the country. A huge (and growing) team of delivery executives with a ‘customer first’ approach – this is what FKL is all about.

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.

Finance:

Flipkart is a company that has gone from being a start-up to the largest online retailer in the country – clocking revenues of Rs 2.5 cores per day and well on its way to achieve a target of \$1 billion in revenue by 2014. So can there be any doubt that Finance plays a really important role in their development.

Talent Acquisition:

Growing by leaps and bounds is not an exaggeration when it comes to Flipkart. What was started by two people in 2007 has today become a 4500 strong company – and counting! In the last year alone we have added 4000 people to the team. With the demand for high quality talent across departments showing no signs of slowing down, the Talent Acquisition Group, or TAG as Flipkart like to call them, have their hands full.

Human Resource:

Flipkart as an organization has grown from strength to strength to emerge as a leader today in the Indian e-commerce space. The pace which we have maintained has been possible because of a high caliber, energetic and agile workforce.

Today Flipkart attracts highly talented professionals from across the industry and campuses alike - the opportunity to innovate and exposure to a high-growth business environment being our main attraction. Being a de-centralized function, the team constantly interacts with various business departments at all times in order to better understand and cater to their HR needs. The team also builds strategic relationships with the corporate functions to drive pan organization initiatives.

The Human Resources team is responsible for the end to end HR life cycle of an employee once they come on board. It is the HR team that ensures that employees across departments and from various backgrounds get to know and understand the Flipkart 14 culture. Creating a high level of employee engagement and helping them develop as professionals is what keeps the HR team at Flipkart busy.

Payment through Wallet in Flipkart:

Flipkart has added a new 'Wallet' feature to enable customers store money in their Flipkart account and redeem it on future purchases. Flipkart Wallet works on a prepaid credit system: customer can top up your wallet with any desirable amount up to Rs 10,000 by using any one of its regular payment modes

like credit card, debit card, and net-banking. As said earlier, there are other players in the country like MobiKwik and PayTM* which offer online wallet services called 'MobiKwik Balance' and 'Paytm Cash' respectively, indicating the impact of unreliable payment gateways on online transactions in India. While MobiKwik Balance allows customers to add money into their account to allow multiple purchases like online recharge for prepaid mobile phones, DTH and data cards, PayTM Cash allows you to store money in a wallet for future transactions on its portal. The company had recently claimed to ship around 20 units every minute, with 65% of the purchases being made through Cash on Delivery (COD). The company had also hoped to grow its sales by more than tenfold this financial year.

Interesting facts & figures about the portal:

- Flipkart employs 4500+ people.
- 2 million sales units and 4 million visitors/month.
- 11.5 million Titles, Flipkart is India's the largest online book retailer.
- Registered user base of 4 million customers
- Ships out as many as 45,000 items a day, clocking daily sales of approx. Rs 2.5 cr.
- Flipkart is now investing in expanding its network of distribution centres, warehouses, procurement operations which is now in only 8 cities in country, so as to reach more & more Indian cities.

- The company is even setting up its own delivery network which is now in 37 cities, by which company can save up cost associated to the outsourced shipping & logistic function and is set to expand this even further by next year.

Future Road Map

- They aim at 10 times growth and eyes at \$ 1Billion sales by 2015.
- They will look at bigger investments in their supply chain and technology.
- Investment will be made in large warehouses and increased automation of their process, so that the product is not delayed.
- They intend to enter in to various new categories and expand their current categories as well.
- Everything except for groceries and automobiles will be available on Flipkart in future.
- To go further in the value chain, Flipkart is looking at associations with a larger number of suppliers and partners, both nationally and internationally.

Threats in future:

There are no major foreseeable threats in the future. The company has built a great brand name, they just have to maintain and enhance the same. Need to keep introducing more products, adapting to the changing needs of the

customer with time. The entry of Amazon.com in 2012 in the Indian e-commerce space has been cited as a big challenge to Flipkart. However Flipkart is a respected Brand name in India and should be able to compete with Amazon. Amazon being a very big company can bring in serious competition to Flipkart, since Amazon can bear more losses in the beginning to gain customer base. But again Indian market is growing at a rapid pace as access to internet increases and people become more aware of e-commerce sites and start trusting the same; hence Indian market is sufficiently big at-least for these two giants to co-exist beneficially.

RESEARCH
METHODOLOGY

PURPOSE OF THE STUDY:-

The main purpose of the study is to check customer's satisfaction in the services of Flipkart and also the product availability at the Web Portal of Flipkart and making new customers for the company.

Managers are always curious about the position of their company making position in the market which largely depends upon the company's goodwill. In order to maximize the sales and profit, company must have outstanding satisfaction to the retailers, wholesaler, and customers as well. So market survey of customer satisfaction and availability of products at the Web Portal will provide better insight to the company's market position of company as well as compared to the competitors. It helps the organization to find out the brand being sold most by the distributors along with their stocking and also consumer satisfaction.

RESEARCH OBJECTIVES:-

- To determine and measure the satisfaction level in the services provided by Flipkart among the customers.
- To measure the availability of several stuffs at the web portal of Flipkart.
- To aware the customers about the services and offers provided by Flipkart with the special reference to Flipkart.

- To improve the availability of several stuffs at the web portal and influence the customers to access Flipkart for shopping.

Research Design:-

The research was conducted to know the various factors of services offers by Flipkart which affected the satisfaction level of customers and to measure the availability of Products at the Web Portal of Flipkart.

Descriptive Research Design:-

Descriptive research is also called Statistical Research. The main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. Although this research is highly accurate, it does not gather the causes behind a situation.

Descriptive research is mainly done when a researcher wants to gain a better understanding of a topic for example, a frozen ready meals company learns that there is a growing demand for fresh ready meals but does not know much about the area of fresh food and so has to carry out research in order to gain a better understanding. It is quantitative and uses surveys and

panels and also the use of probability sampling. Descriptive research is the exploration of the existing certain phenomena. The details of the facts won't be known. The existing phenomena facts are not known to the persons.

Primary Data:-

Method of data collection was done by the way of survey. Primary data was collected through Google Forms with the help of structured questionnaire. The questionnaire was filled by the consumers to know the satisfaction level of Flipkart.

Secondary Data:-

Secondary data is the data which has already been collected by someone else for the same, similar or for different purpose. The secondary data was also collected through various researches and websites. The secondary data was used for the purpose of preparing questionnaires, industry & company profiles.

- **Sample –**

Sample means a representation of the whole universe by a small population. Samples for this research are under Indian

youth and young Indians, who come under 17 to 45 year age groups and who have online presences.

- **Sample size -**

The number of sample units selected from the total population is called sample size. Sample size selected for this study is 50. Among them 25 are males and 25 are females.

Data Requirements and Collection:-

Primary Source:

Data was collected by using questionnaire.

Secondary Source:

Secondary source of data includes: published articles, research papers, published books, different research work done previously, Relevant papers or journals, magazine etc. and also used other reports from Internet, as well as from the websites of Flipkart.

Research Tools:-

The data was processed and analysed by using computer aided tools such as MS-Excel and SPSS (Statistical Package for the Social Sciences) software.

Hypothesis of the Study:-

A Hypothesis is a suggested solution for an unexplained occurrence that does not fit into current accepted scientific theory. The basic idea of a hypothesis is that there is no pre-determined outcome.

Hypothesis is a proposition about the nature of the world that makes predictions about the results of an experiment. For a hypothesis to be well formed there must be some experiment whose outcome could prove it to be false.

In this research report we are finding some of the outcomes on the basis of prediction and assumptions. For this purpose we formed some hypothesis:

H0 - Flipkart experienced no consumer Behaviour changes in Pandemic.

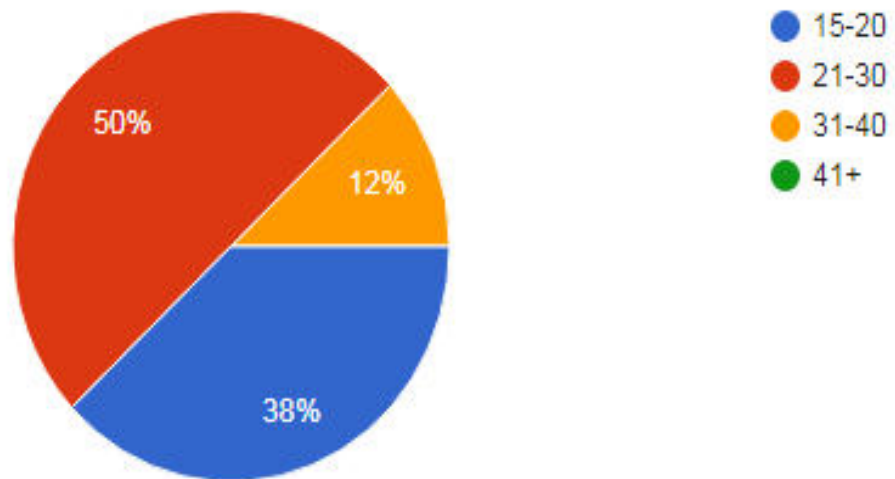
H1 - Flipkart experienced several consumer Behaviour changes in Pandemic.

H2 - There is no significant difference between in overall satisfaction level of Flipkart consumers.

DATA ANALYSIS AND
INTERPRETATION

Age Group

50 responses

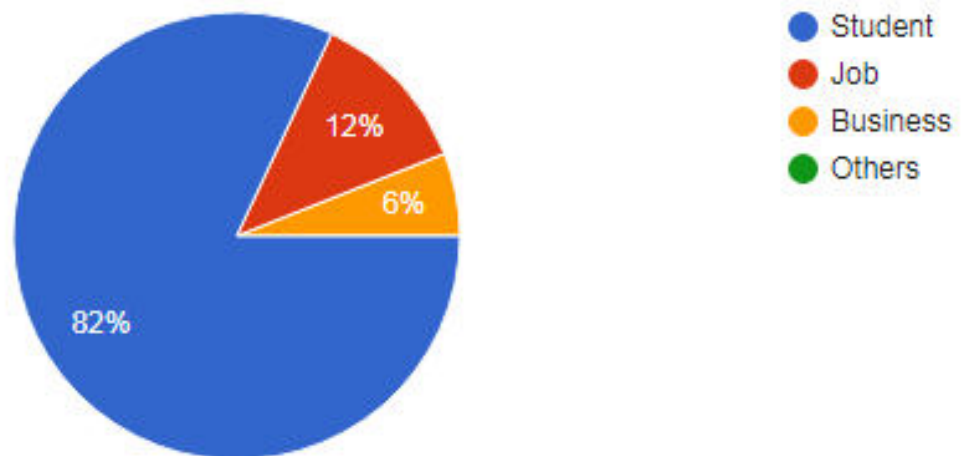


INTERPRETATION:-

Above the pie-chart shows the Age Group of the Peoples who have filled the Questionnaire, Out of Which 50% are of the age group of 21-30 years, 38% are of 15-20years and 12% are of 31-40years.

Profession

50 responses

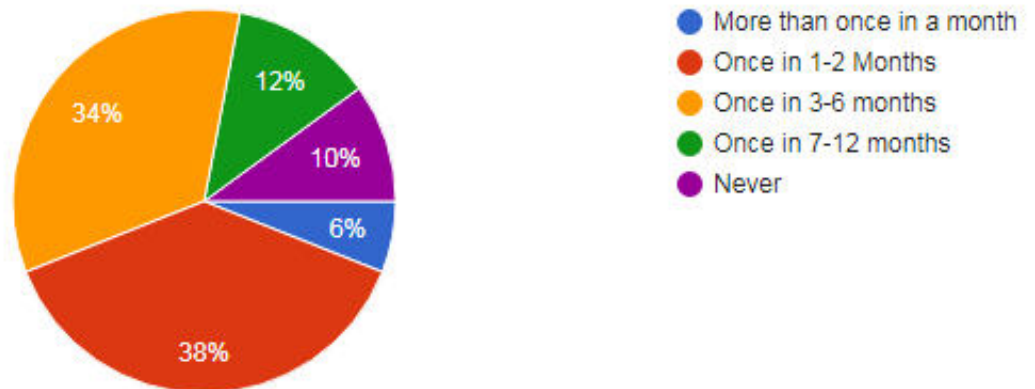


INTERPRETATION:-

Above the pie-chart shows the Professions of the Peoples who have filled the Questionnaire, Out of Which 82% are Students, 12% peoples are doing jobs and 6% peoples have their own business.

How often you shop online?

50 responses

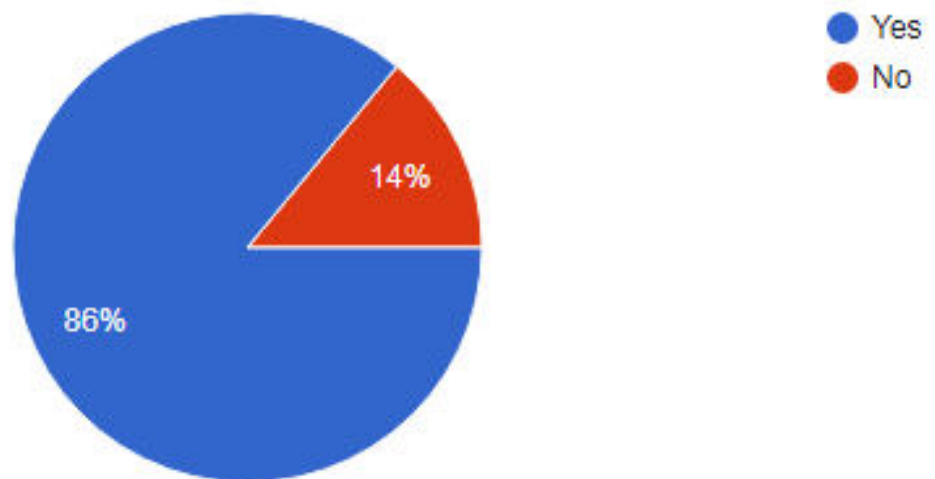


INTERPRETATION:-

- 38% of the respondent shops once in 1-2 Months online.
- 34% of the respondent shops once in 3-6 Months online.
- 12% of the respondent shops once in 7-12 Months online.
- 6% of the respondent shops more than once in a Month online.
- 10% of the respondent has never shopped online.

Are you Aware about the services and offers provided by Flipkart

50 responses

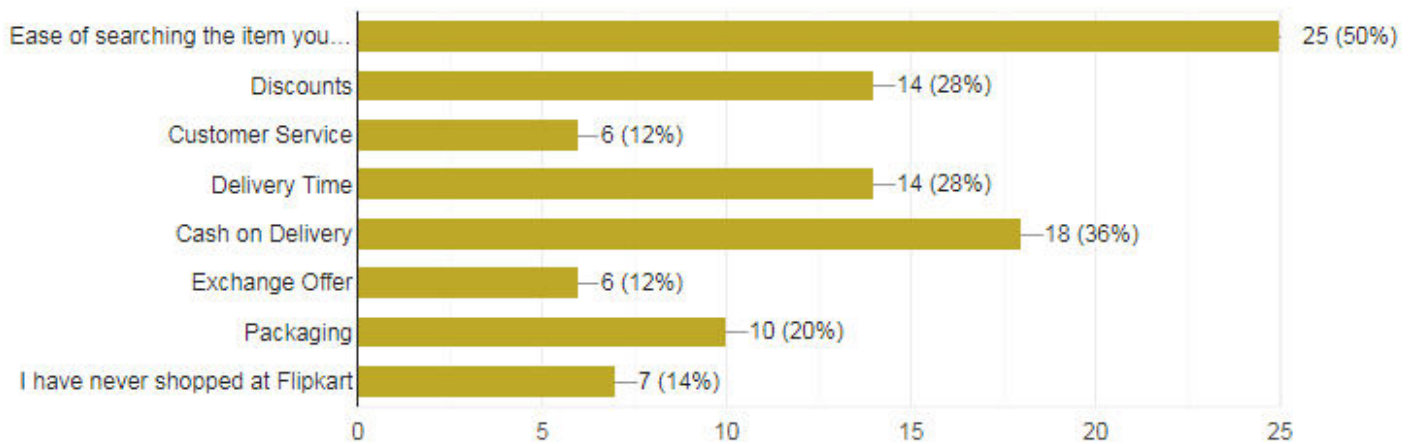


INTERPRETATION:-

Above the pie-chart shows that 86% of the Respondents are Aware about the services and offers provided by Flipkart but 14% Respondents are not Aware about the services and offers provided by Flipkart.

Which of the following features DO you like about Flipkart?

50 responses



INTERPRETATION: - Above the Bar graph shows the

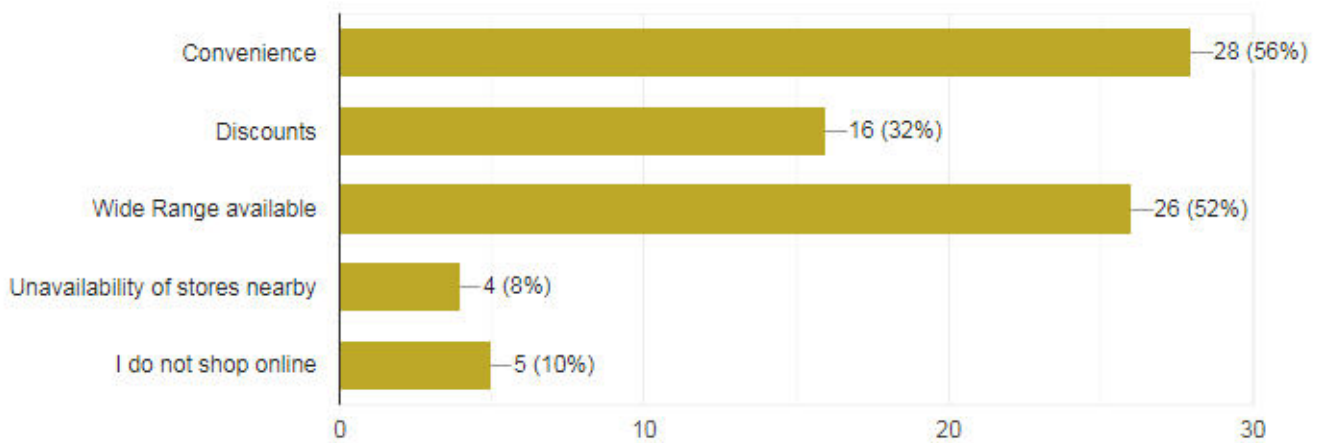
features respondents like about the company, which are as

follows –

- 25 Respondents have chosen the feature “Ease of searching the item you are looking for”.
- 14 Respondents have chosen the feature “Discounts”.
- 6 Respondents have chosen the feature “Customer Service”.
- 14 Respondents have chosen the feature “Delivery Time”.
- 18 Respondents have chosen the feature “Cash on Delivery”.
- 6 Respondents have chosen the feature “Exchange Offer”.
- 10 Respondents have chosen the feature “Packaging”.
- 7 Respondents have have never shopped at Flipkart.

Which of the following are your reasons for shopping online?

50 responses

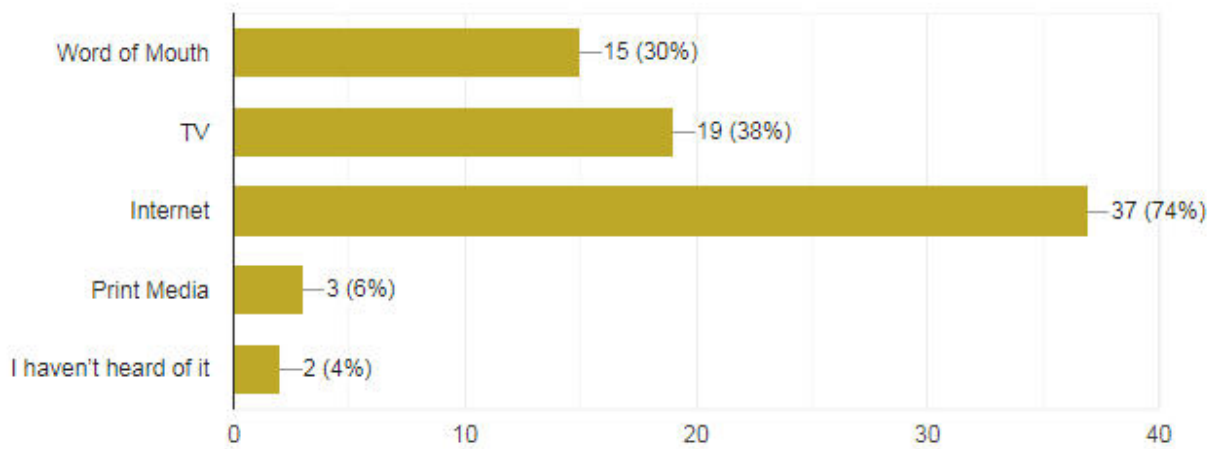


INTERPRETATION: -

- 28 of the Respondents reason for shopping online is “Convenience” of the products.
- 16 of the Respondents reason for shopping online is “Discounts” on the products.
- 26 of the Respondents reason for shopping online is “Wide Range Available” of the products.
- 4 of the Respondents reason for shopping online is “Unavailability of stores nearby”.
- 5 of the Respondents had “Not shopped online”.

How did you come to know about Flipkart?

50 responses

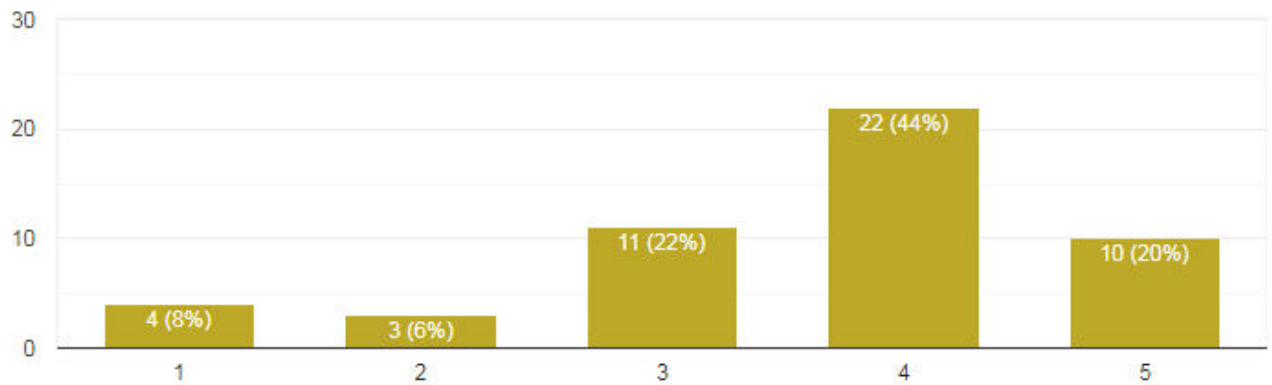


INTERPRETATION: -

- 15 Respondents came to know about Flipkart Through “Word of Mouth”.
- 19 Respondents came to know about Flipkart Through “Television”.
- 37 Respondents came to know about Flipkart Through “Internet”.
- 3 Respondents came to know about Flipkart Through “Print Media”.
- 2 Respondents doesn't heard about Flipkart Company.

How Satisfied were you by Flipkart service?

50 responses



INTERPRETATION: -

- 10 Respondents were 100% Satisfied with the Company “Flipkart”.
- 22 Respondents were 80% Satisfied with the Company “Flipkart”.
- 11 Respondents were 60% Satisfied with the Company “Flipkart”.
- 3 Respondents were 40% Satisfied with the Company “Flipkart”.
- 4 Respondents were 20% Satisfied with the Company “Flipkart”.

SWOT ANALYSIS OF **FLIPKART**

STRENGTH:-

- Strong Brand Value.
- Own Logistic arm.
- Own online payment gateway solution.
- Own market place model.
- Inventory management.
- Customer Service.
- Supplier network/relation.

WEAKNESS:-

- Investors driven Organization or lack of Independent board.
- Secretive and Political culture.
- Excessive focus on expanding customer base rather than pulling profits.
- Global reach.

OPPORTUNITY:-

- Online fashion and apparel business.
- Opportunity is always there because of a strong brand name.
- Providing logistics services to its competitors.
- Growth in online retail sector in India.
- Enter new untapped global markets.

THREAT:-

- From competitors like Amazon, Snap deal, Infibeam, Indiaplaza, Homeshop18 etc.
- Less usage/preference of online buying.
- Low Internet penetration.

LIMITATIONS OF THE **STUDY**

LIMITATIONS:-

Almost attention was taken to eliminate any kind of biasness & misinterpretation in the study to get optimum result, even though the following limitations could have certain degree of impact on the findings.

- 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.
- The major problem is to find out the consumers of Flipkart, as my study is to find out the consumer behaviour towards the Flipkart Company.
- Many consumers were also not get ready to participate in the research study.

CONCLUSION

CONCLUSION:-

I have learned a lot of things while doing this survey like consumer psychology - How they behave, what they want, what they need, how they think while collecting the information about Flipkart, etc.

Flipkart has a wide category of Stuffs some are core products and some are the premium products. Mostly customers know more about core products in comparison to premium products and this may be due to lack of advertising or marketing of the premium range of products.

The study was conducted in Nagpur region. After the survey was done I came to know that the consumers are not using online shopping only for the easiest way to get the stuffs but also for cheapest in comparison to the retailers.

Consumers have very good experience with Flipkart 20% respondents were highly satisfied, 44% respondents were satisfied which sound very good result.

It was found apart from the price and quality of the products offered by Flipkart is not the best online shopping website as it suffers at various other points in the survey. Most of the respondents have rated it as just above and average. The research always reflects the truth.

No doubt Flipkart has very good quality product and availability at the web portal. Many consumers feel delightful with the Flipkart services and are satisfied with Flipkart after sales service.

RECOMMENDATIONS &
SUGGESTIONS

Recommendations & Suggestions:-

- Company should always check the availability of the various products at its web portal.
- Company should change their sales strategy as the sales of premium products is not that good.
- From the website the company should remove the information of the product which they have discontinued selling as it gives the wrong information to their customers.
- Delivery boys should try to more satisfy the customers because they are only the person who faces the customers on the behalf of the company.
- Delivery boys should always wear companies T-Shirt as well as identity card during working time.
- Company should improve their after sales services which can boost the sales of the company.
- Company should use more online media to promote their website.
- The company should use some better mode of technology which can provide better service to the customers.

BIBLIOGRAPHY –

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- www.Flipkart.com
- www.wikipedia.com
- Published articles.
- Research papers & published books.
- Different research work done previously.
- Relevant papers or journals, magazine.

Annexures

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SYNOPSIS

**“A study on Digital Marketing and
understanding Indian consumer behaviour
with reference to Flipkart India”**

**Affiliated to
Rashtrasant Tukadoji Maharaj Nagpur
University, Nagpur**

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by-

Yogesh Sharma

Under the Guidance of

Dr. Geeta V. Naidu

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G.S. College of Commerce & Economics, Nagpur
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- 2) Relevance of Study.**
- 3) Need of the Study.**
- 4) Objectives of the Study/Research.**
- 5) Research Design (Methods, Techniques of Data Collection).**
- 6) Research Methodology.**
- 7) Hypothesis.**
- 8) Plan of Work.**
- 9) Bibliography.**

INTRODUCTION

Online Marketing, also known as digital marketing, web marketing, internet marketing or e-marketing is the marketing of products or services over the Internet. Internet marketing is sometimes considered to be broad in scope because it not only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media. Management of digital customer data and electronic customer relationship management (ECRM) systems are also often grouped together under internet marketing.

RELEVANCE OF STUDY

This study is relevant to the Digital Marketing and understanding Indian consumer behaviour with reference to Flipkart India. It plays a vital role in marketing management to study feasibility of segment according to raising capital and growth of business.

NEED OF STUDY

The main objective of carrying out this project is to gain knowledge about the Digital Marketing of Flipkart India. This study provides an opportunity of collecting and analyzing information about the market, products, customers, as well as competitors in order to determine which steps can lead to the success of the organization.

OBJECTIVES OF THE STUDY/RESEARCH

- To determine and measure the satisfaction level in the services provided by Flipkart among the customers.
- To measure the availability of several stuffs at the web portal of Flipkart.
- To aware the customers about the services and offers provided by Flipkart with the special reference to Flipkart.
- To improve the availability of several stuffs at the web portal and influence the customers to access Flipkart for shopping.

RESEARCH DESIGN (Methods, Techniques of Data Collection)

The present study is based on secondary data which was collected using company website.

➤ Primary data :-

- The primary data is that data which is collected fresh and first hand and for first time which is original in nature.

- But in this project we are collecting data from secondary data.

- The secondary data are those data which are collected by web based, publication in the newspaper, magazines and information available in the internet.

HYPOTHESIS –

A Hypothesis is a suggested solution for an unexplained occurrence that does not fit into current accepted scientific theory. The basic idea of a hypothesis is the there is no pre-determined outcome.

The hypothesis or the result that we expect from the study might be-

H0 – Flipkart experienced no consumer Behaviour changes in Pandemic.

H1 – Flipkart experienced several consumer Behaviour changes in Pandemic.

RESEARCH METHODOLOGY –

Research methodology is a way to systematically solve the research problem. It may be under stood as a science of studying how research is done scientifically. It is a system and in-depth study for any particular subject.

➤ **Sample –**

Sample means a representation of the whole universe by a small population. Samples for this research are under Indian youth and young Indians, who come under 17 to 45 year age groups and who have online presences.

➤ **Sample size -**

The number of sample units selected from the total population is called sample size. Sample size selected for this study is 50. Among them 25 are males and 25 are females.

PLAN OF WORK –

- Literature review (5 days)
- Data collection and analysis (15-20 days)
- Writing of research project (10 days)
- Printing and binding (soft copy) coz of Covid.

BIBLIOGRAPHY –

- www.google.com
- www.Flipkart.com
- www.wikipedia.com

QUESTIONNAIRE

➤ Name - _____

➤ Age Group –

- 1) 15-20 2) 21-30 3) 31-40 4) 41+

➤ Profession

- 1) Student 2) job 3) Business 4) Others

➤ How often you shop online?

- 1) More than once in a month
2) Once in 1-2 Months
3) Once in 3-6 months
4) Once in 7-12 months
5) Never

➤ Are you Aware about the services and offers provided by Flipkart?

- 1) Yes 2) No

➤ Which of the following features DO you like about Flipkart? (Can tick more than 1)

- 1) Ease of searching the item you are looking for
- 2) Discounts
- 3) Customer Service
- 4) Delivery Time
- 5) Cash on Delivery
- 6) Exchange Offer
- 7) Packaging
- 8) I have never shopped at Flipkart

➤ Which of the following are your reasons for shopping online? (Can tick more than 1)

- 1) Convenience
- 2) Discounts
- 3) Wide Range available
- 4) Unavailability of stores nearby
- 5) I do not shop online

➤ How did you come to know about Flipkart? (Can tick more than 1)

- 1) Word of Mouth
- 2) TV
- 3) Internet
- 4) Print Media
- 5) I haven't heard of it

➤ How Satisfied where you by Flipkart service?

