

Final Project

“A STUDY OF MARKETING STRATEGIES OF FLIPKART”

DMSR- G. S. College of Commerce & Economics, Nagpur

Affiliated to

**Rashtrasant Tukadoji Maharaj Nagpur University
Nagpur**

In partial fulfilment for the award of the degree of

Master of Business Administration

Submitted by

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Under the Guidance of

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NAAC Re-Accredited “A” Grade Autonomous Institution**



Academic Year 2021-22

G.S. College of Commerce & Economics, Nagpur

CERTIFICATE

This is to certify that “**Jayashri Govindrao Dhokane**” has submitted the project synopsis titled “**A Study of Marketing Strategy of Flipkart**”, towards partial fulfillment of **MASTER 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/she has ingeniously completed his/her project as prescribed by **DMSR G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR** (NAAC Reaccredited “A” Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji MaharajNagpur University, Nagpur.

Dr. Archana Dadhe
(Project Guide)

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(Co-Ordinator)

Place: Nagpur

G.S. College of Commerce & Economics, Nagpur

DECLARATION

I here-by declare that the project with title “**A Study of Marketing Strategy of Flipkart**” has been completed by me in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR** (NAAC Reaccredited “A” Grade Autonomous Institution) affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur** and this hasnot been submitted for any other examination and does not form the part of any other course undertaken by me.

Jayashri Govindrao Dhokane

Place: Nagpur

Date:

G. S. College of Commerce & Economics, Nagpur

ACKNOWLEDGEMENT

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Jayashri Govindrao Dhokane

Place: Nagpur

Date:

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1. INTRODUCTION

Marketing is the science of meeting the needs of a customer by providing valuable products to customers by utilizing the expertise of the organization, at same time, to achieve organizational goals.

According to the American Marketing Association-

Marketing is the activity, set of institutions, and processes for creating, communicating, Delivering, and exchanging offerings that have value for customers, clients, Partners.

MARKETING:-

"Marketing is a process of communicating the value of a product service to customers for the purpose of selling that product or service. Marketing is the science of choosing target market through market analysis and market segmentation" With this definition, it is important to realize that the customer can be an individual user, a company, or several people who contribute to the purchasing decision. The product can be a hard good, a service, or even an idea - anything that would provide some value to the person who provides an exchange an exchange is most often thought of as money, but could also be a donation of time or effort, or even a specific action. A producer is often a company, but could be an individual or non-profit organization.

Classical marketing is often described in terms of the four "P's, which are

Product-what goods or services are offered to customers

Promotion how the producer communicates the value of its products

Price-the value of the exchange between the customer and producer

Placement how the product is delivered to the customer

Marketing has both inbound and outbound activities. Inbound activities largely on discovering the needs and wants of the potential customers. The collective group of all potential customers is called a market. Categorizing these needs into groups is called segmentation. Organizing markets into segments allows a producer to more logically decide how to best provide value to that group of potential customers. The analysis of market segment needs; analysis of existing sales and profitability, the descriptions, design and Introduction of new products; and the analysis of competitor offerings are also inbound and are important but not often seen by the public. Outbound activities include all aspects of informing the market that a product is available, delivering that product, and encouraging the purchase decision. These activities include

INTRODUCTION TO MARKETING STRATEGY

Marketing strategy is a process that can allow an organization to concentrate its sources on the optimal opportunities with the goals of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of the company the formulation, evaluation and selection of market orientated strategies and therefore contributes to the goals of the company and the marketing objectives.

DEVEIOPING MARKTING STRATEGY

External marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Plans and objectives are gently tested for measurable results. Commonly, marketing strategies are developed as multiyear plans, with a tactical plan detailing specific action to be accomplished in a current year. Time horizons covered by the marketing plan vary by company, industry, and by nation, however, time horizons are becoming shorter as the speed of changing the environment increases. Marketing strategies are dynamic and interactive. They are partially planned and partially unplanned.

Marketing strategy involve careful scanning of the internal and external environment. Internal environmental factors include the marketing mix, plus performance analysis and costumer strategic constraints environmental factors include.



Flipkart is an e-commerce company founded in 2007 by Sachin Bansal and Binny Bansal. The company owns and operates an online shopping website in India. Flipkart, registered in Singapore, has also launched its own product range under the name "Digi Flip" with products including tablets, USBs, and laptop bags.

Some Interesting Facts:

Flipkart.com is India's leading e-commerce marketplace with over 30 million products across multiple categories. Started by a team of 2, Flipkart today employs 30,000 people with 46 million registered users. With technology that enables 8 million shipments every month, 10 million daily page visits and 14 state of the art warehouses, they are ranked amongst top 5 websites in India based on Alexa ranking. Flipkart is the first billion-dollar company in Indian e-commerce.

Recently Bansal's became the first e-commerce promoters to enter Forbes India's Richest Billionaire's List. After 2014 Big Billion Day sale, Flipkart has announced the second edition of Big Billion Day sale to be held between October 13 and 17.

Why do you know about Flipkart?

Flipkart Private Limited is an Indian e-commerce company established in 2007. It started with a primary focus on online book sales and soon, expanded to lifestyle products, electronics, home essentials and groceries. Today, Flipkart is the biggest online Indian marketplace competing with the world leader Amazon

Why do you want to work for Flipkart?

For Flipkart, it is a commitment towards its employees, ensuring a work culture that is supportive, diverse, inclusive and empowering for each Flipster to be exactly who they are while bringing their best to work. Flipkart was recently recognized as a Great Place to Work® Institute (India) Certified company.

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Flipkart, one of the most popular & leading e-commerce companies in India with a market share of 31.9%. In 2016, Flipkart's valuation stood at \$20 billion, when American retail giant Walmart bought 77% stake in the company for \$16 billion. Flipkart currently has more than 200 million registered customers and the company is offering more than 150 million products in more than 80 categories. Flipkart currently has about 36,000 employees and is competing in the e-commerce sector in India with competitors such as Amazon and Snapdeal. Flipkart was started by two friends Sachin Bansal and Binny Bansal. Flipkart was founded in 2007 in Bangalore, India. An interesting fact is, they share the same surname but they are not actually

related. Sachin Bansal was born in 1981 in Chandigarh, India. In 2005, Sachin graduated from the Indian Institute of Technology (IIT), Delhi, with a degree in Computer Engineering he met Binny Bansal, the other founder of Flipkart. After graduation, Sachin joined Techspan and shortly after this, he joined Amazon Web Services in 2006 as a Senior Software Engineer.

Binny Bansal, on the other hand, was born in 1982 in Chandigarh, India. Along with Sachin, Binny also graduated from IIT in 2005 with a degree in Computer Engineering. That's where the friendship between Binny and Sachin began. After graduation, Binny joined Sarnoff Corporation, but in 2007 he also joined Amazon Web Services.

In 2007, Sachin and Binny first thought of creating a comparison search engine. At that time, they saw a huge gap in the e-commerce sector in India and quit their job at Amazon Web Services to establish their e-commerce site, Flipkart. Initially, they set up their venture with an investment of Rs 400,000 and Flipkart started its journey by selling books. Because at that time it was not easy to find vendors of electronics, fashion, or household items in India.

Even book vendors could not completely put their trust in an Internet-based service like Flipkart in the beginning. At that time Sachin Bansal took charge as the CEO of the company. In 2008, the company started operating with an office in a two-room apartment in Bangalore and gained popularity among book readers. Flipkart's popularity began to catch the eye of investors and in 2009, the company was able to secure a capital of \$1 million capital investment from an investment firm, Accel Partners. At that time, the company had a staff of over 150, and a total of three offices across India. At the end of that year, they were able to sell books worth a total of Rs 40 million.

2. INDUSTRY PROFILE

Online shopping in India It is a fact that a great online shopping revolution is expected in India in the coming years. There is a huge purchasing power of a youth population aged 18-40 in the urban area.

If we observe the growth of Indian online transactions (Info by:IAMAI), it is getting doubled year by year. The usage of internet in India is only 4% of the total population. This is also getting increased day by day as the costs of computers are decreasing and net penetration is increasing. The cost of internet usage is also getting lower, with good competition among the providers. Wi-Fi & Wilma is also getting tested in Bangalore and other cities in India. This will increase the usage as it goes more on wireless internet. Indians are proving every time that they can beat the world when it comes to figures of online shopping. More and more Indians are going to online shopping and the frequency of India's online buying is crossing the overall global averages.

2.2 Factors That Boost Online Shopping in India

- Rapid growth of cybercafés across India
 - Access to Information
 - The increase in number of computer users
 - Reach to net services through broadband
 - Middle-class population with spending power is growing. There are about 200 millions of middle-class population good spending powers. These people have very little time to spend for shopping. Many of them have started to depend on internet to satisfy their shopping desires.
- 2.3 Few Facts about Online Shopping The figures from IAMAI

show that the internet users in India will grow to 200million by 2010. Around 25% of regular shoppers in India are in the 18-25 age groups, and 46% are in the 26-35-year range.

- Indian online matrimonial sector is worth around \$230 million.
- Worldwide e-commerce is only growing at the rate of 28%, since India being younger market, the growth of e-commerce is expected at 51% in the coming years.



3. COMPANY PROFILE



Type of business	:-Private, subsidiary
Type of site	:-E-commerce
Available in	:-English, Hindi, Tamil, Telugu, Kannada, Marathi
Founded	:-2007; 14 years ago
Headquarters	:-Singapore (legal domicile) Bengaluru, Karnataka, India (Operational Headquarters)
Area served	:-India
Founder(s)	:- Sachin Bansal and Binny Bansal
Key people	:-Kalyan Krishnamurthy (CEO)
Services	:- Online shopping
Revenue	:-Increase ₹43,615 crore (US\$6.1 billion) (FY 2020)
Employees	:-30,000 (2020)
URL	:-www.flipkart.com

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 electronics, fashion, home essentials, groceries, and lifestyle products.

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 Phone pe , a mobile payments service based on the Unified Payments Interface.

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

HISTORY

Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, alumni of the Indian Institute of Technology Delhi and former Amazon employees. The company initially focused on online book sales with country-wide shipping. Flipkart slowly grew in prominence and was receiving 100 orders per day by 2008.[16] In 2010, Flipkart acquired the Bangalore-based social book discovery service We Read from Lulu.com.

History of flipkart was founded in 2007 by sachin bansal and binny bansal. Both alumni of the Indian institute of technology Delhi. They worked for amazon.com and left to create their new company incorporated in October 2007, as flipkart online service pvt. ltd. The first product they sold was the book “leaving Microsoft change the world to customer from Hyderabad”.

Flipkart now employs more than 33,000 people. Flipkart allows payment methods such as cash on delivery, credit/debit card transaction, net banking, e-gift voucher and card swipe on delivery. After failure of its 2014 big billion sale, it recently completed the second edition of big billion sale held between October 13 and 17 where it is reported that they saw business turnover of 300 million in gross merchandise volume. It is registered in Singapore but has its headquarters in Bangalore, Karnataka, India. It launched its own product range under the name "DIGFLIP" with products including tablets, USB and laptop bags. In May 2014, Flipkart received \$210 million from DST Global, in July 2014 it raised \$1 billion led by existing investors Tiger Global and South African's media group Naspers and in May 2015 it raised \$550 million from some of its existing investors. Flipkart's last fund-raising round in May 2015 has pegged its valuation at \$15 billion in February 2016, merger Staley, marked down its investors' value to \$11 billion.¹⁸

What are the services provided by Flipkart?

Flipkart Online Services Private Limited owns and operates e-commerce website. The Company provides books, movies, music, games, consoles, televisions, mobiles, digital cameras, computers, network components, software, peripherals, apparel, shoes, and kitchen appliances.

Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal. It is one of India's leading E-commerce marketplaces and is headquartered in Bengaluru. The company initially started as an online bookstore. Later, it also started selling other items such as movies and mobile phones. Now the company offers more than 80 million products spread across more than 80 categories. It has the capacity to deliver eight million shipments per month.

Flipkart Group raised an additional US\$ 1.2 billion from Walmart-led investor group in July 2020. Its valuation has reached US\$ 24.9 billion post equity round. Flipkart has pledged to completely transition to electric vehicles (EVs) by 2030 across its E-commerce value chain by partnering with Climate Group's global electric mobility initiative, EV100.

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Although Indian consumers at that time did not feel comfortable shopping online, Flipkart was able to gain the trust of customers by providing 24/7 customer support. In 2010, Tiger Global invested \$10 million in Flipkart, and the company acquired the Bangalore-based social book discovery service "WeRead". After the popularity of book sales picked up, Flipkart started selling mobiles under the electronics category. As the company did not achieve the desired success in it, they implemented cash on the delivery system for the first time in India. As a result, the company was able to gain the trust of consumers and Flipkart's sales growth continued to grow. At the beginning of Fiscal Year 2011, their revenue stood at Rs 750 million,

and in the same year, they acquired a digital content platform, Mime360. Flipkart, in the same year, officially registered their company since at that time the regulations did not allow 100% Foreign Direct Investment (FDI) to an online retail company providing multi-brand goods and services.

Where is Flipkart Today?

In 2018, Flipkart was in the leading position with 31.9 % market share as an online retailer in India, while Amazon had a market share of 31.2%. Besides, the combined sales from Myntra and Jabong increased Flipkart's market share to 38.3%. In August of that year, American retail giant Walmart bought a 77% stake in Flipkart for \$16 billion, bringing the company's valuation to more than \$20 billion. During the acquisition, Flipkart co-founder Sachin Bansal, along with Softbank, eBay and Naspers, sold their entire stake to Walmart. After the acquisition, the company's top management started reporting to Walmart eCommerce US CEO, Marc Lore. At the end of the year, the company's revenue stood at Rs 217 billion.

In 2019, Flipkart released the in-app streaming service "Flipkart Video" to compete with Amazon's premium video streaming service Amazon Prime. The service's first original show, Back Benchers, was released on October 19 of that year. At the end of the year, the company's revenue exceeded Rs 436.15 billion, but according to an article in Business Today, the company's net loss for the year was \$38.35 billion. In April 2020, Flipkart launched a digital platform for kiranas and local MSMEs that would allow micro-market level B2B and B2C businesses to operate with more ease. In July of that year, Flipkart bought a 27% stake in Arvind Youth Brands, a subsidiary of Arvind Fashions Ltd, for Rs 2.6 billion. In October, Flipkart bought a 7.8% stake in Aditya Birla Fashion and Retail (ABFRL) for Rs 15 billion. In September, Chinese giant Tencent bought a 5.37% stake in Flipkart for 72.7 million. Walmart currently has 81.29% stake in Flipkart. In addition, co-founder Bini Bansal, Tiger Global,

Microsoft and Accel Partners have a stake of 4.2%, 4.77%, 1.53% and 1.38%, respectively. According to Statista, the company's total revenue at the end of 2020 stood at Rs 346.1 billion. However, according to a Business-Standard article, the company's net loss that year was Rs 31.5 billion.

Emergence of Flipkart

In 2012, Flipkart launched its own music streaming service, Flyte, with the intention of expanding their business in online music streaming services. But the service was discontinued the following year as it could not attract many customers at that time. In the same year, the company acquired online electronics retailer Letsbuy for around Rs 12.5 billion, which further boosted their business. That year, Flipkart occupied first position in the list of Top 20 E-retailers in India. According to the company's website, they were able to sell 100,000 books in one day in 2013. In the same year, e-commerce giant Amazon entered the Indian market alongside the existing local competitor Snapdeal. The same year the company launched a payment gateway system called PayZippy, but shut it down the following year.

In 2014, Flipkart was able to raise a total of \$2 billion through Tiger Global and Accel Partners as well as various investors. That same year, Flipkart acquired Indian e-commerce company Myntra for \$330 million to add it to the Fashion & Lifestyle category in their portfolio. At the end of the year, the company's revenue stood at Rs 28.4 billion. The next year, in 2015, it increased by about 80% to a little over Rs 95 billion. In the same year, Flipkart acquired Delhi-based mobile marketing firm "Appiterate" and bought a minor stake in Mapmy India to further improve their delivery operations. According to a report by The Economic Times, Flipkart was able to sell products worth a total of Rs 20 billion in five days of the festive sale season last year

The same year, according to a report by firstpost, during Flipkart's 'Big Billion Sale' the company sold 200 million mobile phones. In 2016, Flipkart acquired Jabong, another Indian fashion & lifestyle-based e-commerce business, for \$60 million. Following the acquisition, Jabong began operating under Myntra and Flipkart's market share in India's fashion e-commerce sector stood at more than 60%. That year, Flipkart was able to cross the milestone of 100 million registered customers. In the same year, Co-founder Binny Bansal became the new CEO of Flipkart when Sachin Bansal stepped down from the position. According to a report by The Economic Times in October 2016, that year in its 'festive sale season', Flipkart was able to sell products worth a total of Rs 14 billion in one day.

At the end of the year, the company's revenue stood at Rs 132 billion. In April 2017, Tencent, eBay and Microsoft invested \$1.4 billion in Flipkart, and the company's valuation stood at \$11.6 billion. That same year, Flipkart acquired India's UPI-based payment start-up PhonePe for an undisclosed amount. Also in August, Japanese giant SoftBank invested \$2.5 billion of their Vision in the company and at the end of the year, the company's revenue stood at about Rs 156 billion.

4. LITERATURE REVIEW

The current literature on consumer online purchasing decisions has mainly concentrated on identifying the factors which affect the willingness of consumers to engage in Internet shopping. In the domain of consumer behaviour research, there are general models of buying behaviour that depict the process which consumers use in making a purchase decision. These models are very important to marketers as they have the ability to explain and predict consumers' purchase behaviour. The current literature on consumer online purchasing decisions has mainly concentrated on identifying the factors which affect the willingness of consumers to engage in Internet shopping. In the domain of consumer behaviors research, there are general models of buying behaviors that depict the process which consumers use in making a purchase decision. These models are very important to marketers as they have the ability to explain and predict consumers' purchase behaviors. service and ease of use of the shopping site. In another study, Jarvenpaa et al. [2000] tested a model of consumer attitude towards specific web base stores, in which Decision sequences will be influenced by the starting point of the consumer, the relevant market structures and the characteristics of the product in question. Consumers' attitude towards online shopping is a prominent factor affecting actual buying behaviors. Source: Jarvenpaa Journal of Electronic Commerce Research, VOL. 6, and NO.2, 2005 Todd [1997] proposed a model of attitudes and shopping intention towards Internet shopping in general. The model included several indicators, belonging to four major categories; the value of the product, the shopping experience, the quality of service offered by the website and the risk perceptions of Internet retail shopping. In the research conducted by Vellido et al [2000], nine factors associated with users' perception of online shopping were extracted. Among those factors the risk perception of users was demonstrated to be the main discriminator between people

buying online and people not buying online. Other discriminating factors were; control over, and convenience of, the shopping process, affordability of merchandise, customer perceptions of the store's reputation and size were assumed to affect consumer trust of the retailer. The level of trust was positively related to the attitude toward the store, and inversely related to the perception of the risks involved in buying from that store. Jarvenpaa et al. [2000] concluded that the attitude and the risk perception affected the consumer's intention to buy from the store

5. NEED OF STUDY

The need of this research is to identify and get insight into what main factors the online consumer takes into consideration when most he buys products on internet what affects their shopping behaviors, basic need of this research is to find out what are the main factors affect the online consumer when considering and making a purchase over Internet.

6. OBJECTIVES OF STUDY

- To study the e-shopping in detailed manner.
- To understand the factors which will influence the purchase intention in online shopping Flipkart.
- To study the customer's level of satisfaction with regard to online shopping Flipkart
- To understand the perception of consumers of Flipkart
- To examine whether customers prefer online shopping to physical stores

7. **HYPOTHESIS**

- H0: Consumers are not satisfied with the services offered by filpkart.
- H1: Consumers are satisfied with the services offered by filpkart.

8. RESEARCH METHODOLOGY

Research refers to a search for knowledge. It is a systematic method of collecting and recording the facts in the form of numerical data relevant to the formulated problem and arriving at certain conclusions over the problem based on collected data.

Thus, formulation of the problem is the first and foremost step in the research process followed by the collection, recording, tabulation and analysis and drawing the conclusions. The problem formulation starts with defining the problem or number of problems in the functional area. To detect the functional area and locate the exact problem is most important part of any research as the whole research is based on the problem.

RESEARCH TYPE

In this research we will use descriptive type of research.

Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon studied. This methodology focuses more on the “what” of the research subject than the “why” of the research subject.

RESEARCH UNIVERSE

All the online food delivery app users are the research universe.

SAMPLE METHOD

Sample Method: - When you conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead, you select a sample. The sample is the group of individuals who will actually participate in the research. In this research, the method of sampling is Selective sampling

Sample Technique: - Sample is the small group taken under consideration from the total group.

Sample Size: - The sample size is chosen for this study is 100 customers.

1. Data collection is one of the most important aspects of research. For the success of any project accurate data is very important and necessary. The information collected through research methodology must be accurate and relevant. Due to constraint of time only city of Nagpur is selected and so it cannot claim to be a comprehensive study of the population.
2. The sample size is restricted to 100 respondents.
3. Questionnaire method involves some uncertainty of response. Co-operation on the part of informants, in some cases, was difficult to presume.
4. It is possible that the information supplied by the informants may be incorrect. So,
5. the study may lack accuracy. The study will be limited to the age between 18 to 35 Nagpur city only.

METHODS OF DATA COLLECTION:

1. Primary Data
2. Secondary Data

Primary Data:

collected by a researcher is known as primary data. It is collected by a person for his own use obtained from findings. This is considered as firsthand information.

In this project, the data is collected in following ways:

- Observation Method
- Interview Method
- Questionnaire Metho

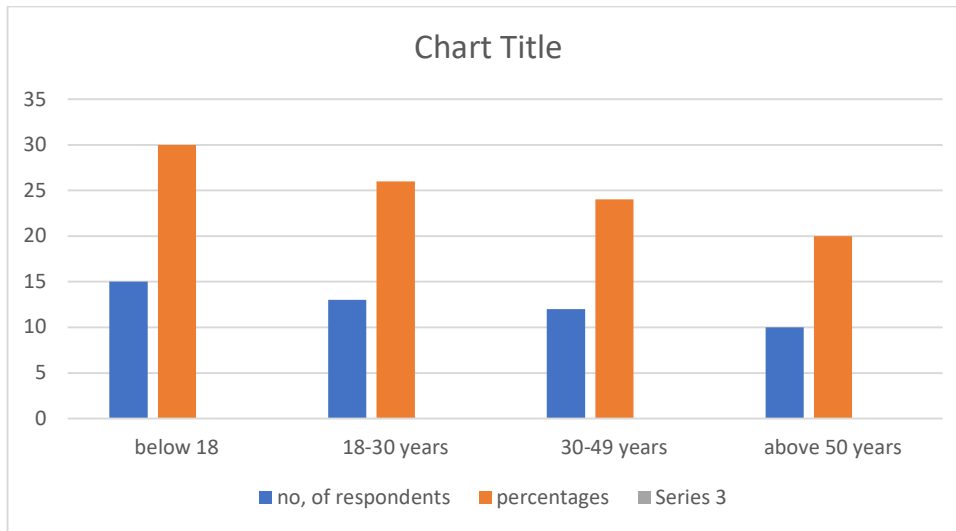
Secondary Data:

Secondary data means data that are already available i.e., they refer to data which has already been collected and analyzed by someone else. This type of data information can also be used by the researcher for his use as second hand information sources through which secondary data can be collected. Secondary data may either be published data or unpublished data Website, etc.

9. DATA ANALYSIS AND INTERPRETATION

Table no 1 :

Table showing the age of respondents :

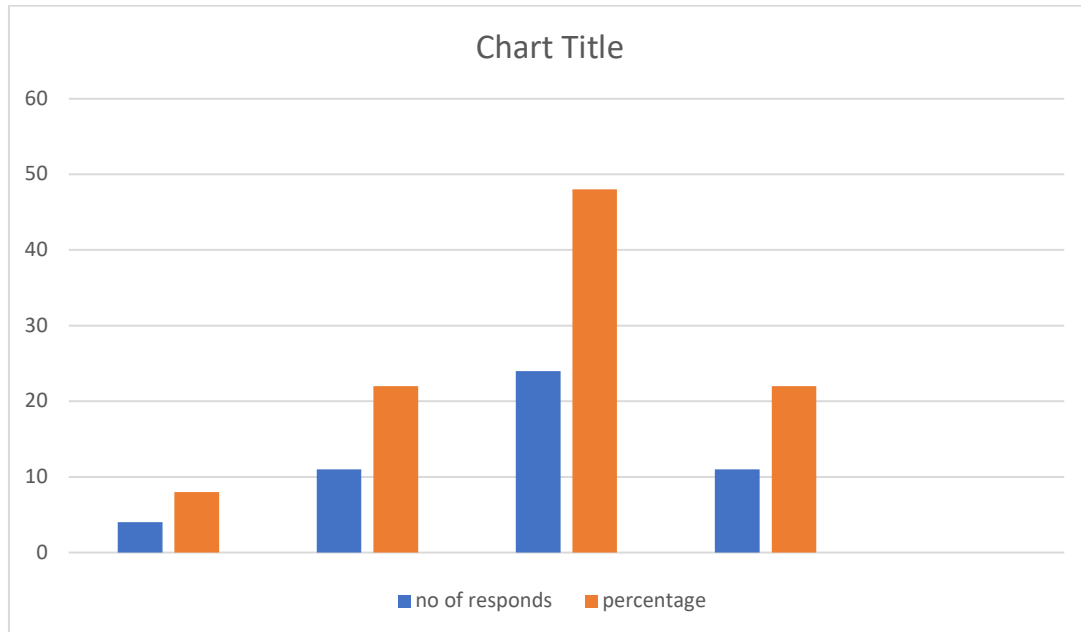


Interpretation: -

From the as above graph, it is shown those 30 % respond are below 18, 26% are 18 and 24% are 30-49, 20% above 50 years. It means the majority of people is below 18 years.

Table no. 2

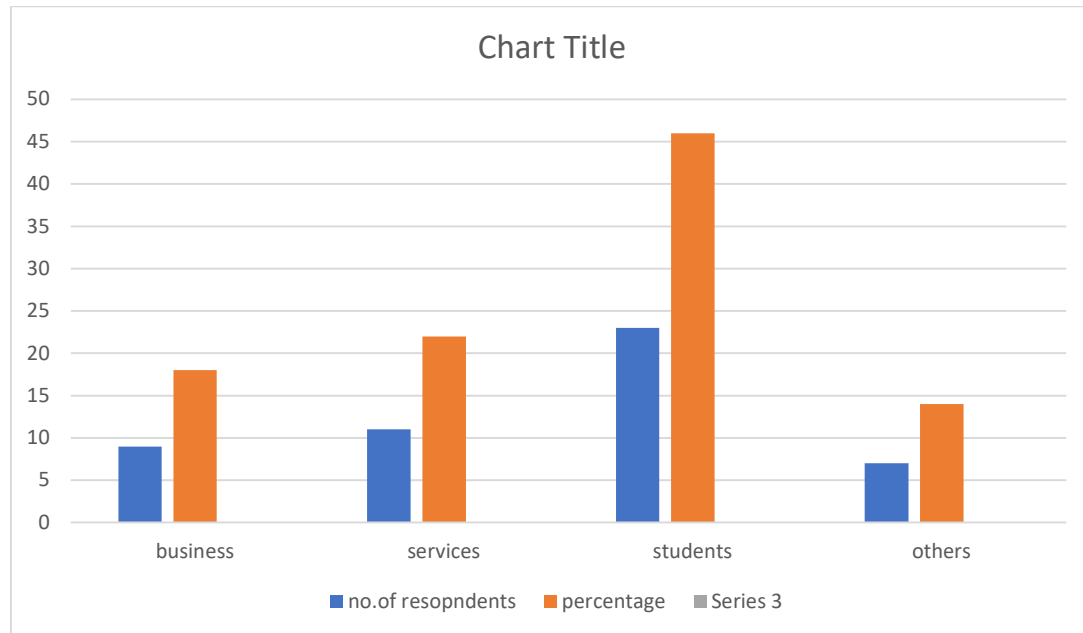
2) Table showing the education background of responds

**Interpretation: -**

From the above graph it is clear that 8% respondents are non-matriculate, 22% are matriculate, 48% are graduation, and post-graduated. It means the majority of people are the people who are graduated i.e. 48%

Table No 3 :

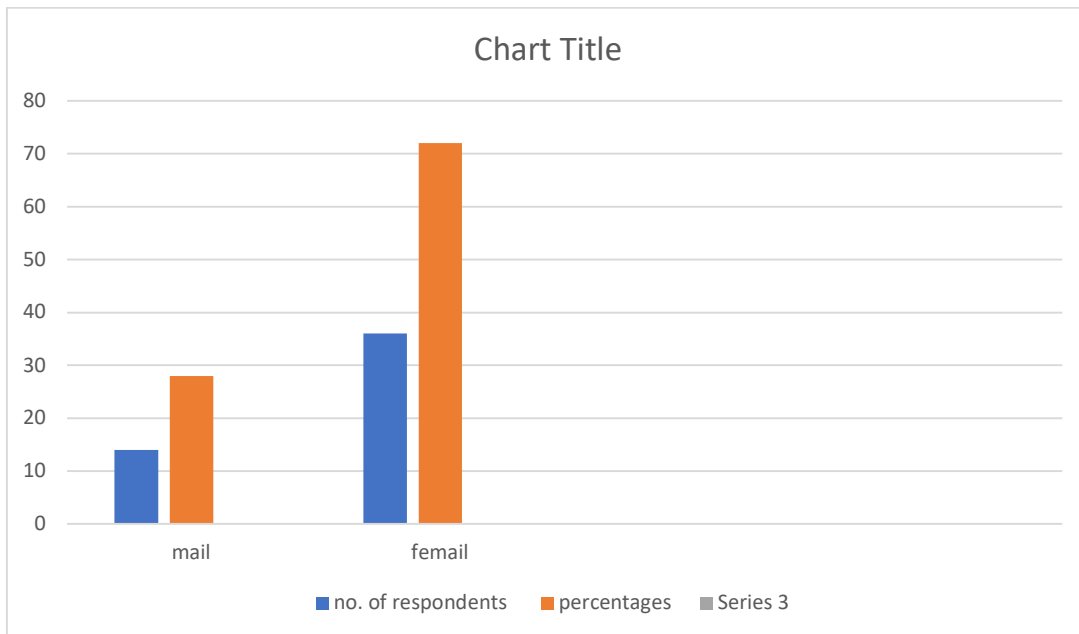
Table showing occupation of respondents

**Interpretation :-**

From the above graph it is clear that 18% respondent's businessman. 22% are services, 46% are other than them. It means majority of respondents are students.

Table No 4

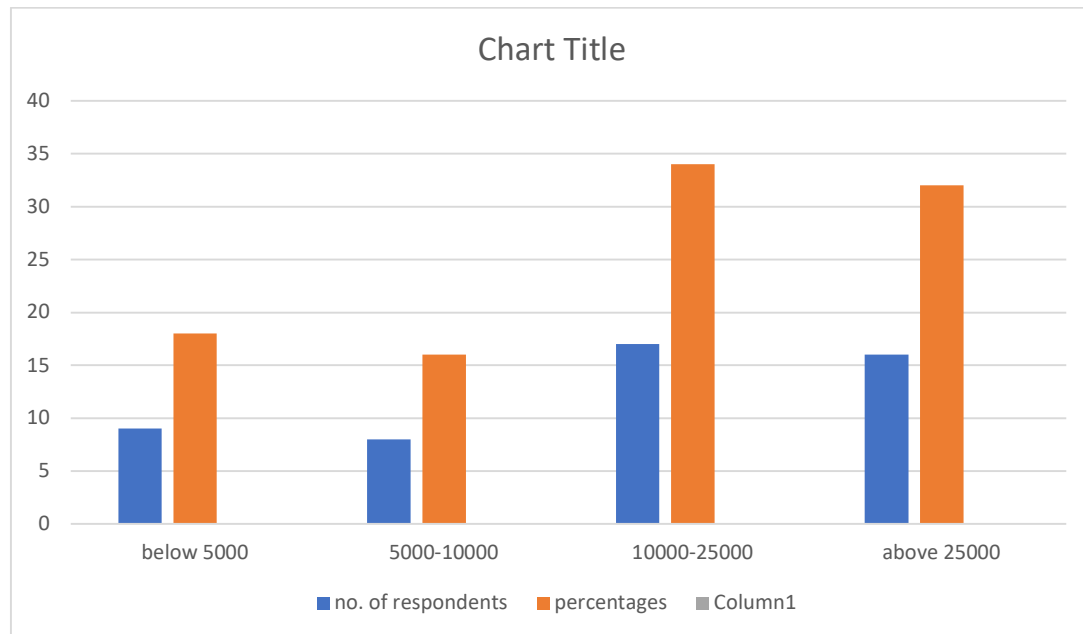
4) Table showing gender of the respondent

**Interpretation: -**

From the above graph it is clear that, 28% of the respondents are male and 72% people are female. It means the majority goes to the female.

Table No 5

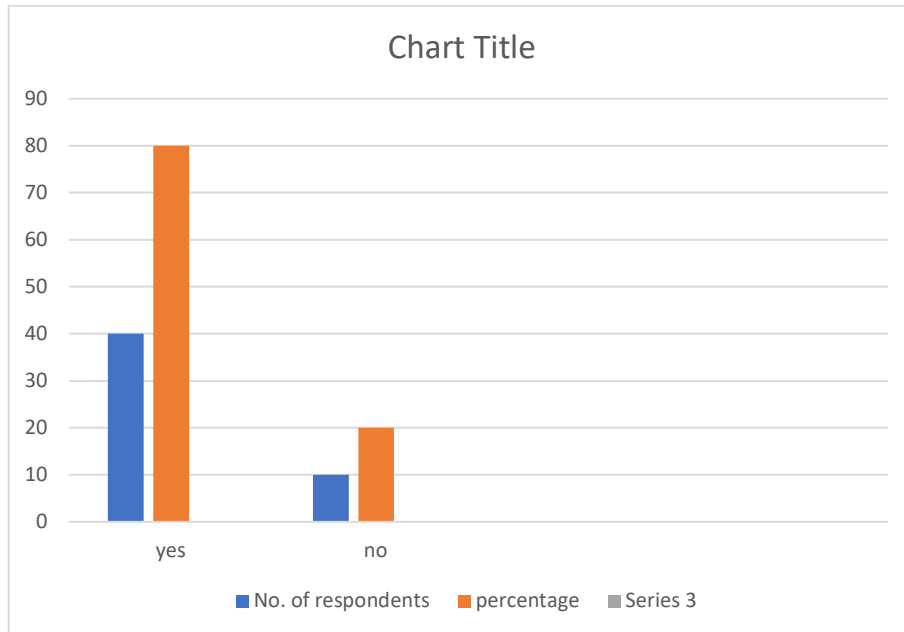
5) Table showing the income of the respondents

**Interpretation: -**

From the above graph it is clear that, 18% of responds are having income below 5000, 60% are having between 5000-10000, 34% are having between 10000-25000, and 32% are having above 25000.

Table No 6

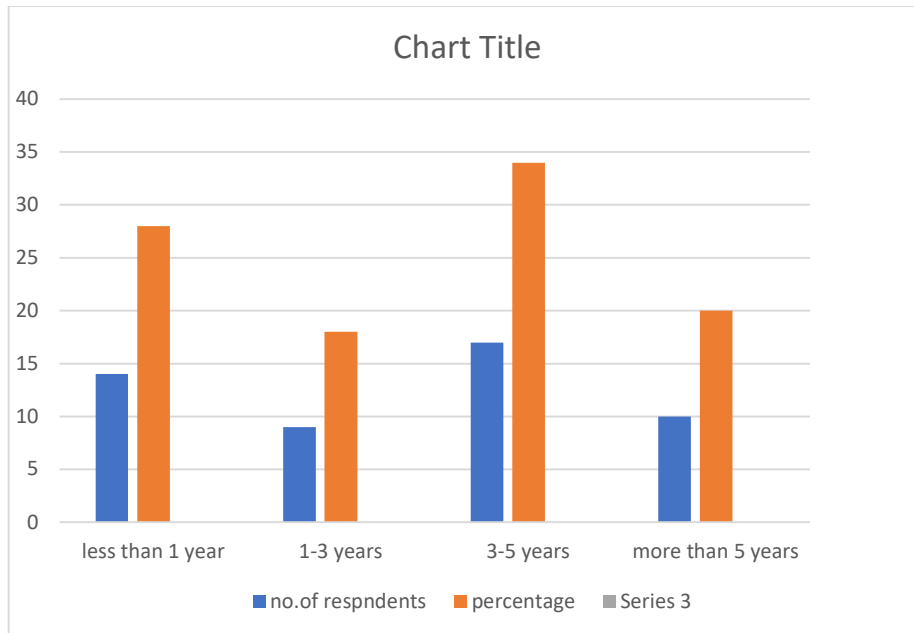
6. Table showing the internet users among respondents

**Interpretation: -**

From the above graph it is clear that most of the people are using internet as 80% are user of internet and rest 20% people are not user.

Table no. 7

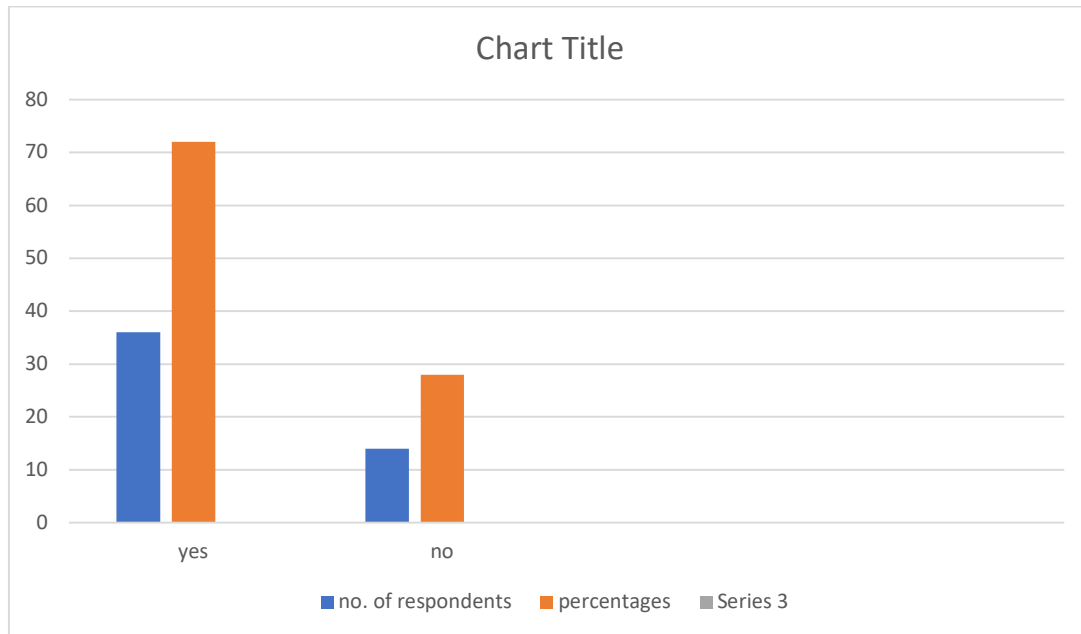
7 .Table showing period of internet users

**Interpretation: -**

From the above graph 28% respondents are users who use internet for less than 1 year 18% are between 1-3 years,34% are between 3-5 years and 20% are more than 5 years.

Table no. 8

8 Table showing the customer of flipkart

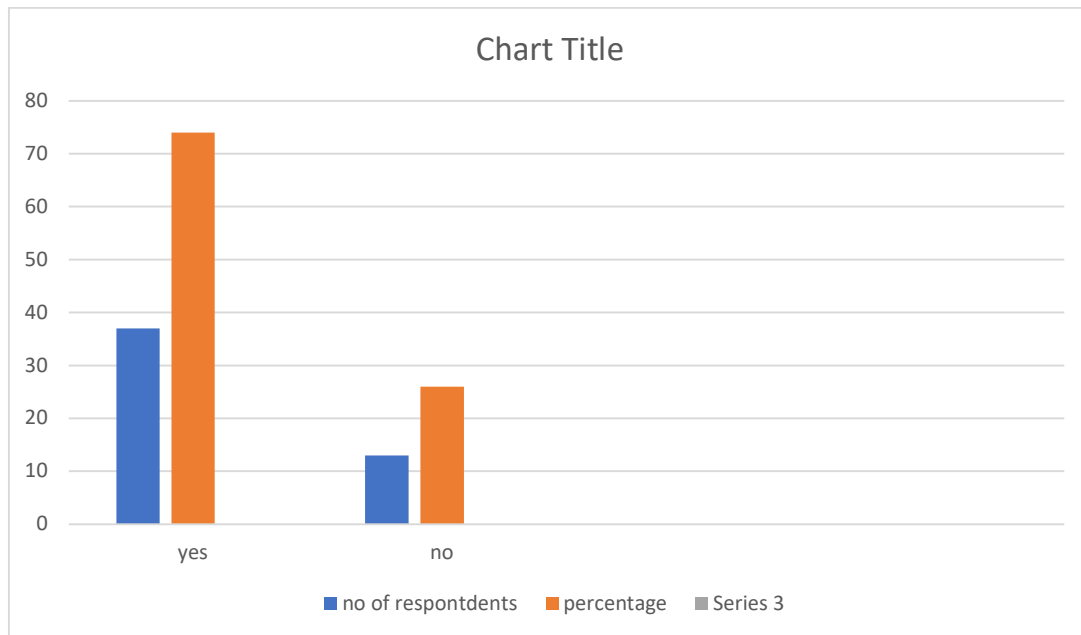


Interpretation: -

From the above graph it is clear that 72% of the respondents are users of flipkart and 28% of respondents are not users of flipkart.

Table No 9

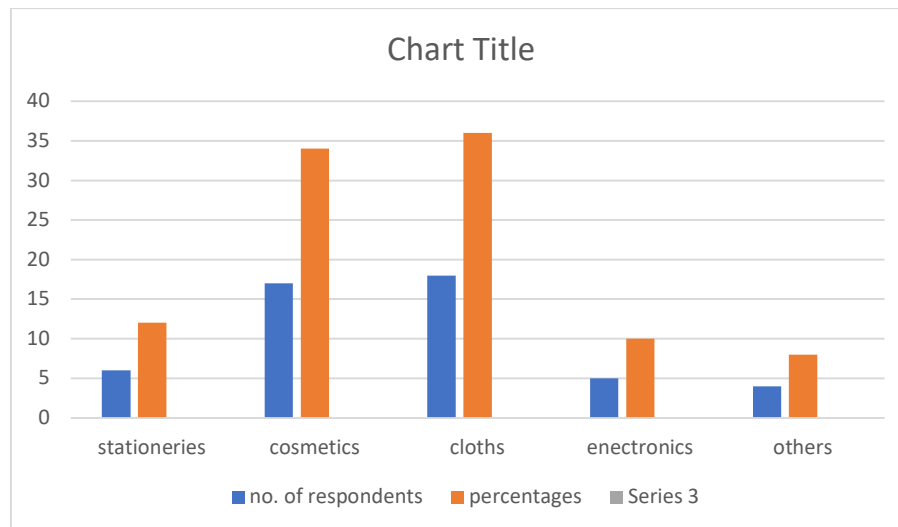
9 Table showing the interest of respondents to words flipkart.

**Interpretation: -**

From the above graph it is clear that 74% are interested on online shopping and rest 26% people are not interested.

Table No 10

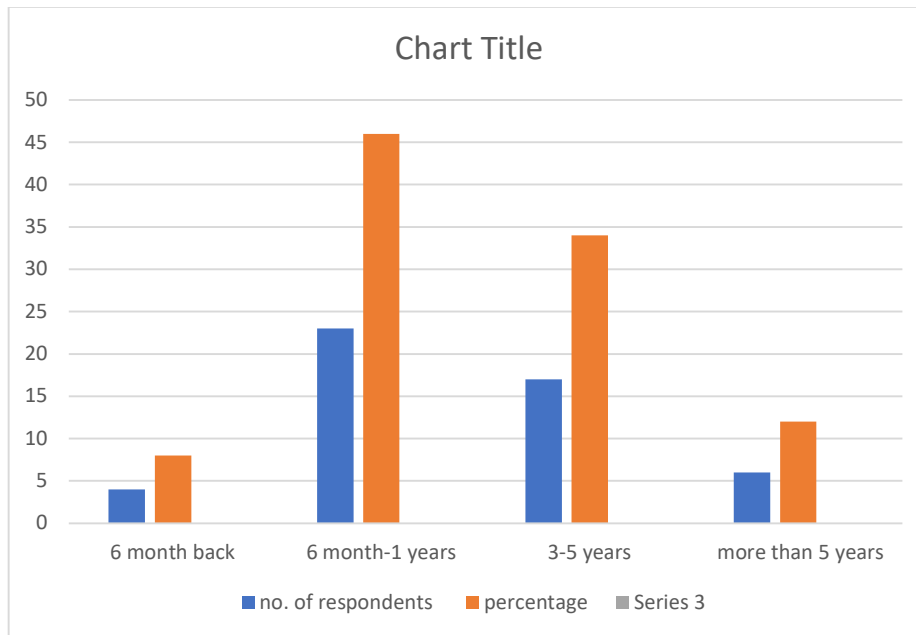
10 Table showing the buying behaviors of customer regarding shopping.

**Interpretation: -**

From the above graph it is clear that 12% of respondents are interested to buy stationeries, 34% are using cosmetics, 36% are using for cloths, 10% are interested in electronics, and rest 8% are interested for specific things. It seems people are interested for cloths buying from flipkart.

Table No11

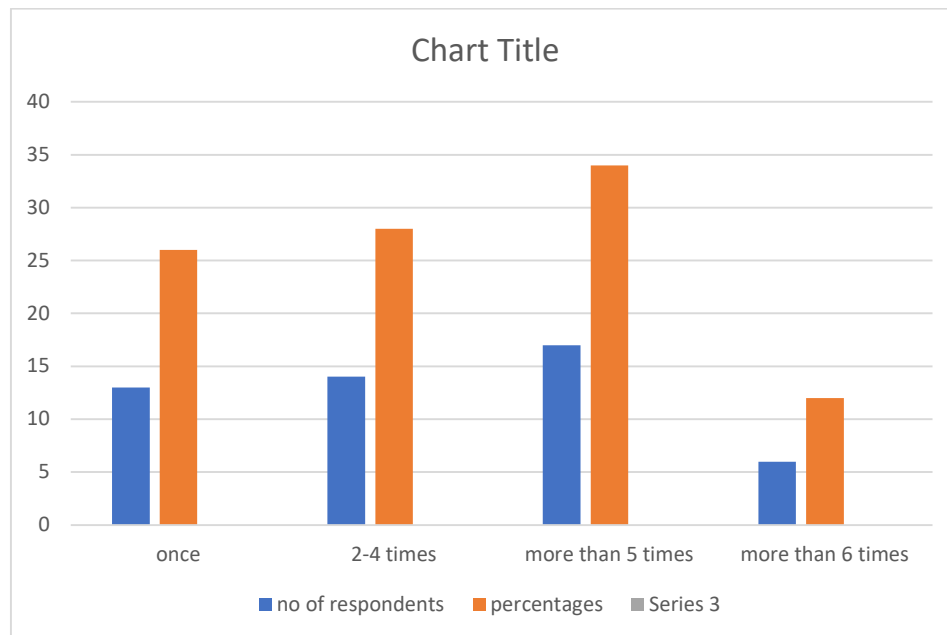
11 Table showing the no. of time of purchasing of customers

**Interpretation: -**

From above graph it is clear that 8% people are using flipkart from 6-month 46% people are using it from 6 month – 1 years , 34% people 3-5 years, and 12% people are using it from more than 5 years. It means people are using flipkart from 6-month 2 year mostly.

Table No 13

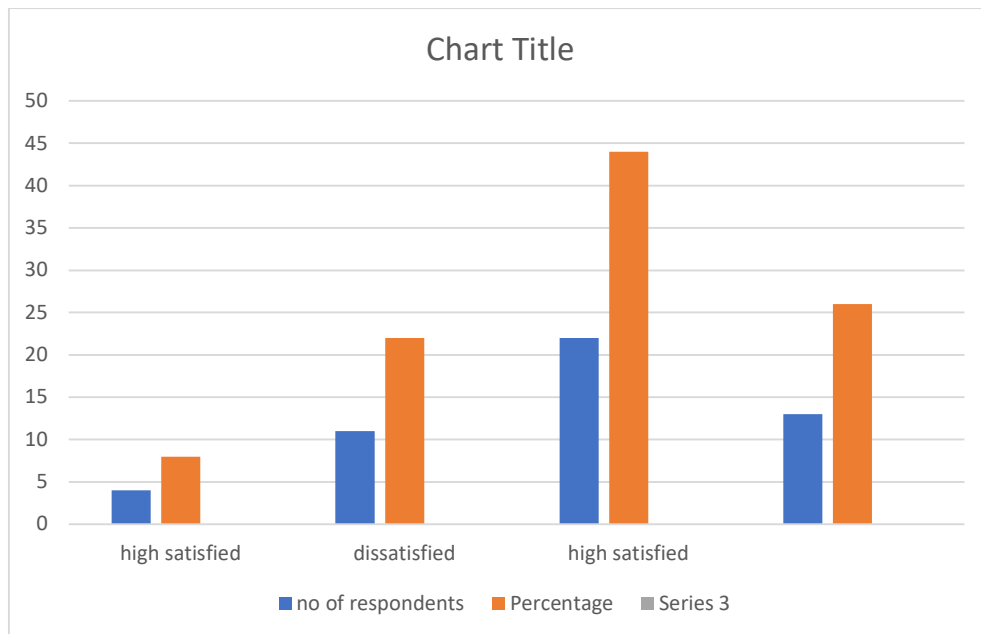
12 Table showing the frequency of purchasing of product

**Interpretation: -**

From the above graph it is clear that 26% people used it for once ,28% use it for once , 28% used it for 2-4 times , 34% used it more than 5 times , 12% people used for more than 5 times.

Table no. 14

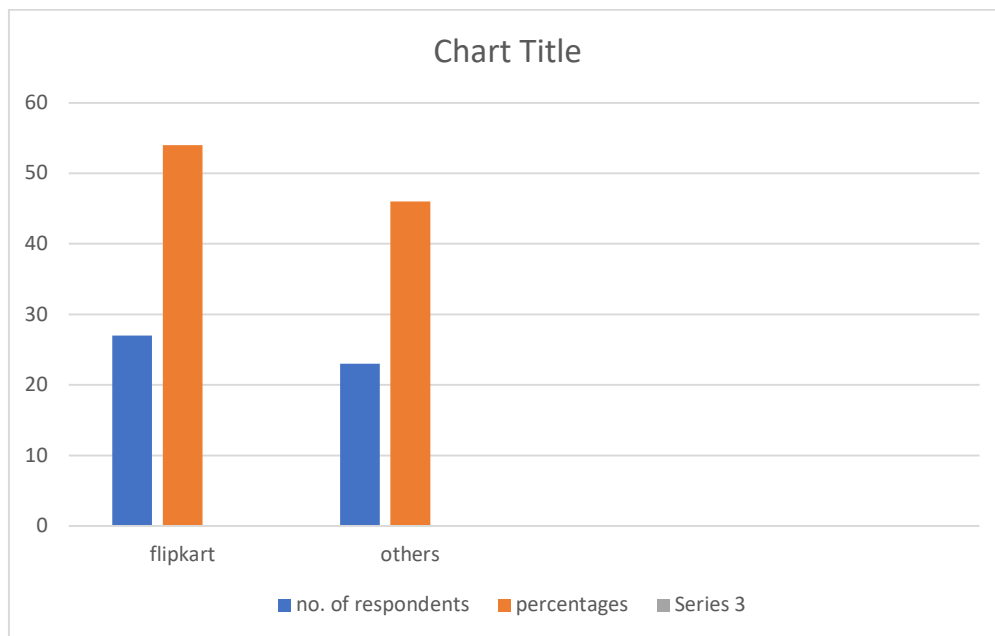
14 Table showing the satisfaction level of respondents

**Interpretation: -**

From the above graph it is clear that 8% people are highly satisfied, 22% are satisfied, 44% are dissatisfied, 26% are highly dissatisfied. It means most of the people are dissatisfied with the flipkart.

Table No 15

15 Table showing the customer preference to buy product

**Interpretation: -**

From the above graph it is knowing that majority of the respondents are 52% that mean most of the people are interested to do their shopping through flipkart rather 46% people are interested to do from other media.

10.Limitation

Following are the limitations for carrying out this project work.

- * As the project was restricted for the period of period of few months, hence the data obtained may not be sufficient for interpretation.
- * The Study is based on the past data and may not be true indicator of future performances.
- * The study was related to online shopping website where internet did not give each and every information of there working procedure.
- * The study was related to the specifically FLIPKART so other online shopping websites was not taken into consideration for the study.

11.FINDINGS

- The research reveals the most of the users of flipchart females in comparison to mails that is. Above 72% of females are interested in shopping through flipkart (table no.4)
- From the study it is evident that 74% of the respondents are interested in shopping through flipkart (table no.9)
- It is found that 36% of people bought cloth items rather than other product from flipkart from (table no. 10)
- From the study it is found that 34% of the respondents have purchase more than five times from flipkart.(table no. 12)
- Its explain that about 44% of the respondents are dissatisfied with the facilities of flipkart (table no. 13)
- From the study it is also found that majority of respondents that is 54% like to buy through flipkart rather than other website(table no 14)

12.CONCLUSION

A credible rival can do wonders to an enterprise and Flipkart is no different. The entry of Amazon in India has enabled Flipkart develop a lot in- house innovation and organically developed best-practices that have now become the industry standard. Flipkart began operations on the consignment model; goods were procured from suppliers on demand, based on the orders received through the website. later the books-to-electronics e-shops adopted the warehouse model.

The company had its own warehouses, and maintained its own inventory. However, in July 2013, Flipkart launched its model of marketplace just one month after Amazon launched its marketplace in India. It introduced payment brand Pay Zippy for online merchants and customers seeking fast, hassle-free and safe payment options .Some 70 percent of its shipment are done by its own logistics company and about half of deliveries are on a cash-on-delivery basis. Flipkart has recently introduced the next day guarantee delivery services and shopping from its own mobile application.

given the critical mass of transaction Flipkart controls- about 1,00,000 a day - the company is betting that it has the volumes to lay the foundation of what will be a profitable business. Last but not the least; Flipkart has very clearly prioritized customer delight as its chief avenue for customer acquisition and retention. This causes them to build a lot of slack into their existing system causing at several points in the supply chain.

1. It is concluded that, Flipkart is the marketing leader in e-commerce range as maximum

customer preferred flipkart for online shopping.

2. It is found that, shopping portal of Flipkart is much comfortable as compared to other companies like Amazon, ebay etc.
3. It is seen that , Flipkart use different effective marketing strategies to tackle the market position like advertising on TV, social media optimization etc.

13.SUGGESTIONS

Flipkart has successfully placed itself into the prospects mind making it the India's largest online store with huge range of products. But Flipkart still needs to work on their core competence that is books and stationary items.

with the entry of Amazon.com it will be a huge competitive market for Flipkart and hence will have to position itself better, as we still see that huge percentage of females are still unaware of Flipkart.

Those females who purchase, has a very less frequency which has remained unchanged. Therefore, they need to get aggressive at providing better services which will increase consumers' affordability much more and enhance penetration into the market.

They can even have their retail stores which can give an access to consumers to feel and analyze the products, which will help them win the consumers faith.

Price will still be a factor as Amazon being a huge company will use its economies of scale to remove their competitors from the market; therefore, they need to be more competitive on that aspect. Be very focused on consumers and build amazing experiences for the customers

14.BIBLIOGRAPHY

1. www.managementparadise.com
2. www.flipkart.com
3. www.facebook.com/flipkart

15.ANNEXURE

1. Gender?

(a) Male

(b) Female

2. Age?

(a) 18-30

(b) 30-45

(c) Above 45

3. Occupation?

(a) Student

(c) Business

(b) Employee

(d) Housewife

4. Do you have any of the following products purchased from flipkart?

(a) Clothes

(c) Footwear

(b) Mobiles

(d) Jewelry

5. Which product you are using?

(a) Clothes

(c) Footwear

(b) Mobiles

(d) Jewelry

6. How long do you use flipkart for shopping?

(a) 6 months

(c) 24 months

(b) 18 months

(d) Not

7. What is the image of flipkart in your mind?

- (a) Good
- (b) Better
- (c) Bad
- (d) Not Bad

8. Where do you often see flipkart advertisement?

- (a) Television
- (b) Newspaper
- (c) Internet
- (d) All Above

9. Do you think flipkart can be market leader?

- (a) Yes
- (b) No

10. Are you satisfied with flipkart?

- (a) Yes
- (b) No