

A Project Report on

“A STUDY ON MARKETING STRATEGIES OF FLIPKART”

Submitted to

Department of Management Sciences & Research (DMSR)

G.S. College of Commerce and Economics, Nagpur

(An Autonomous Institution)

Affiliated to:

Rashtra Sant 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

Dr. Madhuri V. Purohit

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NAAC Accredited “A” Grade Institution**



Academic Year 2023-24

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
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Academic Year 2023-24

CERTIFICATE

This is to certify that **Mr. Hrishikesh P. Thakare** has submitted the project report titled, "**A STUDY ON MARKETING STRATEGIES OF FLIPKART**", under the guidance of **Dr. Madhuri V. Purohit** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that he has ingeniously completed her project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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Dr. Madhuri V. Purohit

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Place: Nagpur

Date:

07/06/2024

**Department of Management Sciences and Research,
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NAAC Accredited "A" Grade Institution**



Academic Year 2023-24

DECLARATION

I, **Hrishikesh P. Thakare** here-by declare that the project with title "**A STUDY ON MARKETING STRATEGIES OF FLIPKART**", has been completed by me under the guidance of **Dr. Madhuri V. Purohit** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of anyother course undertaken by me.

Mr. Hrishikesh P. Thakare

Place: Nagpur

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Date: 07/06/2024

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CHAPTER I

INTRODUCTION

ABSTRACT

A firm grows by gaining customers through implementation of different Marketing Strategies through selling its products or services. Growth of a business is critical for every business success. Marketing considers the choice of policies aimed at improving the competitive position of the firm, taking into account challenges and opportunities in the competitive environment. Marketing strategies may differ depending on type of business.

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

1. Product-what goods or services are offered to customers
2. Promotion how the producer communicates the value of its products
3. Price-the value of the exchange between the customer and producer
4. 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.

Marketing strategy can be considered as the long-term and forward-looking approach. Marketing strategy is a business plan for reaching target people and converting them as customers to purchase the product or service provided.

"The marketing strategy lays out target markets and the value proposition that will be offered based on an analysis of the best market opportunities." **(Philip Kotler & Kevin Keller)**

Marketing strategy of online shopping companies aims at Market development, which is aimed

at registering new customers and selling products to customers to build a new clientele base. Marketing strategy of an organization consists the organization's value proposition, information about the target customer, key marketing messages and other high-level elements etc. Companies are concerned with identifying the business opportunities that are likely to be successful. In India many of the online shopping companies had faced government regulations issues like 26% FDI was allowed earlier that has been increased to 100% in budget of 2020-21. This change in the government regulations led to increased entry of online shopping

companies like Flipkart, Amazon, Alibaba, eBay, Snapdeal and various other start-ups in their expansion and further penetration in the current market. Experts tracking e-commerce say, the overall online retail market is expected to expand during the festive season sale. The Gross sales or gross merchandise value across online retailers may reach billions during the festive period through various Marketing Strategies. Flipkart spent crores of rupees on marketing and branding campaigns, as part of their broader strategies to attract new customers. Cost resulted in higher burn rates which in turn forced them, particularly Flipkart, to take a fresh look at their overall marketing strategy.

The digital marketing by Flipkart with the sale events like the Big Billion Days and Great Indian Festival has increased the sales significantly. Marketing Strategies of Flipkart is one of the most visited and fastest growing E-commerce websites in India it has more than 75 million registered users who increased the sales through online shopping.

The various Marketing strategies used by Flipkart are

- Behavioral & Psychographic segmentation strategy to segment the market to cater to the customers according to the changing needs & wants.
- Undifferentiated targeting strategy as the people of all demography purchase items online available to everyone where ever the delivery is possible.
- Distribution strategy i.e. owning distribution firm (Ekart) for the timely delivery of orders.
- Using various social media promotions like twitter, Facebook, TV commercials and promotion of mobile app etc.

- Brand equity which is a Marketing strategy of Flipkart, which has garnered a market leader position through its innovative branding strategies.

1. Big billion day

2. No Kidding, No Worries

3. Fair-Tale

4. Shopping ka Naya Address

5. Shop Anytime, anywhere etc. are the successful campaigns that helped the company in creating top of the mind awareness.

- Maintaining the Content in its own Official Blog page that gives updates about company, industry, tech etc.

- Maintaining the Customer -Relations through informing about every step via email/text when the order has been confirmed, order summary & shipment detail tracker information are provided.

- Maintaining the straightforward Return and Exchange policies.

DEVELOPING MARKETING 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 customer strategic constraints environmental factors include.

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.

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 million 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 200 million 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. show that the internet users in India will grow to 200 million 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.

CHAPTER II
COMPANY PROFILE

COMPANY PROFILE

“Flipkart Matlab Bilkul Pakka”



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 employees more than 33,000 people. Flipkart allows payment methods such as cash on delivery, Crediton 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 hold between October 13 and 17 where it is reported that they saw business turnover of 300million in gross merchandise volume. It is registered in Singapore but has it headquartered 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 last fund-raising round in May 2015 has pegged its valuation at \$15 billion in february2016, 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 delivery 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.

What 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.

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 “We Read “. 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 Lets buy 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 Pay Zippy, 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 Map my 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 first post, 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 Phone pay 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.

Startups Acquired by Flipkart

Flipkart, which is India's one of the biggest players in the e-commerce market, is also considered the most valuable startup in the country today. This Walmart-owned company started its journey by selling books online and further expanded into selling other product varieties such as electronics, fashion, home essentials, and other lifestyle products.

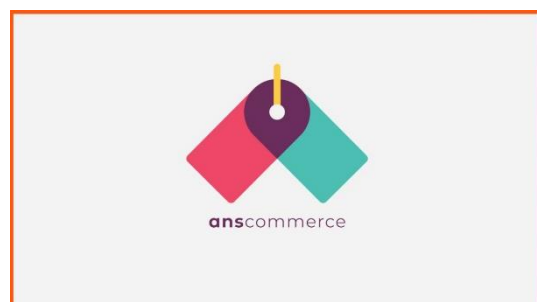
Through its journey of becoming the most successful startup, Flipkart has acquired several companies. Today, Flipkart has a revenue of 433 billion Indian rupees.

1. ANS Commerce

Year of Acquisition – 2022

ANS Commerce is a direct-to-consumer (D2C) SaaS startup.

Flipkart has acquired ANS Commerce for an undisclosed amount.



2. Yaantra

Year of Acquisition - 2022

Yaantra is an electronic repair company that offers door-to-door electronic repair services for smartphones and laptops and sells refurbished products. The acquisition made by Flipkart is to improve its after-sale services in the smartphone segment and to maintain the recommerce platform.

Yaantra was acquired by Flipkart for approximately \$40-50 million.



3. Walmart India

Year of Acquisition - 2020

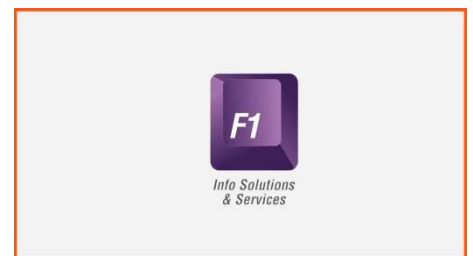
Walmart India is a subsidiary owned by Walmart Inc., which is an American multinational retail corporation that has a wide variety of markets dealing mainly in departmental stores, and grocery stores. The reason for Flipkart to acquire Walmart India is to help expand its footprint in the food and grocery segment, which will further strengthen its supply chain.



4. F1 Info Solutions & Services

Year of Acquisition – 2017

In 2017, Flipkart acquired F1 Info Solutions & Services, an IT products repair service provider of brands like Apple, HP, Samsung, Sony, Lenovo, Asus, and many more. The main reason for the acquisition of F1 is to expand Flipkart's offerings towards after-sale repair services for its IT products and mobile phones.



5. eBay India

Year of Acquisition – 2017

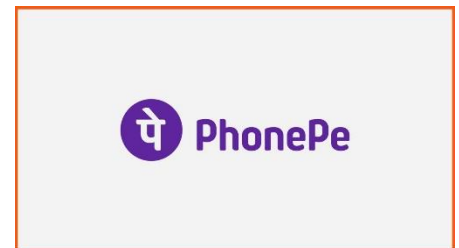
eBay is an American multinational e-commerce platform founded in 1995. eBay started its operations in India in 2005 but was not that successful. Flipkart acquired eBay in 2017 for approximately \$500 million.



6. PhonePe

Year of Acquisition – 2016

PhonePe is a digital payment mode for online transactions in India founded by Sameer Nigam. The app operates around the Unified Payments Interface (UPI), regulated by the National Payments Corporation of India. The company was acquired by Flipkart in 2016, although it will function as a separate business unit. Flipkart bought the company for \$20 million.



7. Myntra

Year of Acquisition – 2014

Myntra, initially sold personalized gift items but later on expanded into fashion and lifestyle brands in 2010. In 2014, the company was bought by Flipkart at a valuation of approximately \$370 million. The acquisition was done in to beat Flipkart's rival Amazon to create one of the largest e-commerce markets. To date, Myntra is one of the biggest acquisitions of Flipkart.



SWOT ANALYSIS OF FLIPKART

Strength:

- Top Indian ecommerce portal
- Diversified into electronic goods
- Cash on delivery which is making 60% of its income
- Industry condition: very high potential
- Investor's trust
- Services and warehousing
- Payment options
- Established brand

Weakness:

- Coordination with suppliers and courier was tough
- Price biasing to maintain the margins (e.g. Low price for the best seller book and more price for the least wanted)
- 24/7 customer care, thus even mid night is to delivered within 24 hours
- Entry of international on-line competitors in Indian market
- Customers are not comfortable with online payment
- Time to build confidence among the customers
- Middle management retention issues.

Opportunities:

- Already working towards customer delight will obtain customer loyalty gradually
- Supplier database interface with Flipkart website for JIT procurement
- Mobile internet usage is increasing there by chances of increase in sales through mobile shopping.
- Development of m-commerce in the e-market
- Increasing internet penetration
- Target social medias to reach young population

Threats:

- Small players and emerging competitor
- In capabilities to manage certain costs like delivery cost, bank charges
- High competition from major international online retailers
- Capture of alternative market by competitors
- Major players like Amazon

MAJOR COMPETITIORS

The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. The letters "a" and "o" have a small orange arrow pointing downwards and to the right, respectively.

Amazon.com is an American international electronic commerce company with headquarters in Seattle, Washington, United States. It is the world's largest internet company, based on revenue and number of employees.

The Snapdeal logo features the word "snapdeal" in a lowercase, sans-serif font. The letters "s", "n", "a", and "p" are blue, while "d", "e", and "a" are red.

Snapdeal.com is an online marketplace, headquartered in New Delhi, India. The company was started by Kunal Bahl and Rohit Bansal, in February 2010.

The eBay logo is the word "ebay" in a lowercase, sans-serif font. The letters are colored: "e" is red, "b" is blue, "a" is yellow, and "y" is green.

eBay Inc., is an American multinational corporation and e-commerce company, providing consumer-to-consumer sales services via Internet. It is headquartered in San Jose, California, United States.

The HomeShop18 logo features a barcode at the top. Below it, the words "HOME SHOP" are written in a bold, red, sans-serif font. To the right of "SHOP", the number "18" is displayed in a large, white, bold font inside a red square.

HomeShop18 is an online and on-air retail and distribution venture of Network 18 Group, India. HomeShop18 was launched on 9 April 2008 as India's first 24-hour Home Shopping TV channel.

MARKET SEGMENTATION

The process of defining and subdividing a large homogenous market into clearly identifiable segments having similar needs, wants, or demand characteristics. Its objective is to design a marketing mix that precisely matches the expectations of customers in the targeted segment.

Few companies are big enough to supply the needs of an entire market; most must breakdown the total demand into segments and choose those that the company is best equipped to handle. The four basic market segmentation-strategies are based on

- **GEOGRAPHIC SEGMENTATION -**

CATERS TO TIER 1, TIER 2 AND TIER 3 CITIES

- **DEMOGRAPHIC SEGMENTATION -**

75% of online users between the age group of 15-34 years.

Flipkart targets mainly the youth of the country,

- **BEHAVIOURAL SEGMENTATION -**

Web friendly people.

- **PSYCHOGRAPHIC SEGMENTATION -**

Flipkart concentrates on more Psychographic, which helps in deciding where to display ads online

They target online shoppers and people who don't online shop (thus TVC to encourage them)

MARKETING STRATEGIES

- Word of mouth (initial marketing even now they want to satisfy customer so they come back for more)
- Good use of SEO
- "We DO NOT sell old books or used books. All the books listed at Flipkart.com are new books. The books listed at Flipkart.com are NOT available for free download in eBook or PDF format"
- Thus, when you search free eBooks or pdf books old or used books Flipkart will be displayed.
- Good use of SEM
- Ads at proper places and use pay per click to pay for ads
- Very easy web interface
- Payment convenience

- Cash/card on delivery there by encouraging students and people with no credit/debit card to purchase in Flipkart, with mobile internet penetration there is chances of capturing rural market (60% revenue by COD)
- EMI-by targeting price sensitive customers
- Wallet customer can recharge money online and purchase then and when needed those entering details always is rectified, target heavy purchase and luxury customer
- Customer conversion rate is so high more than 70%
- Personalization of the user page
- Product recommendation with your previous purchases.

Porter's 5 forces -

1. Bargaining power of suppliers (low)

The readers are reducing thus suppliers are in weak position

Inventory turnover is lower, thus more inventory again Flipkart is at the upper hand

2. Bargain of buyers (high)

Not many buyers

Best deals online

Cash on delivery

One stop solution

Fastest delivery with free shipping cost

3. Threat of New entries (high)

Market potential for this industry is high

Low entry barriers, but sustaining is tough

4. Threat of substitutes (Low)

Diminishing brick and mortar model

Increasing customer ese and customer satisfaction

5. Industry rivals (Medium)

Many small players (Snapdeal, naphthol)

Entry of international players like Amazon into India

Distribution strategy in the Marketing strategy of Flipkart

Having its own distribution firm (Ekart) and payment gateway pay zippy has helped the company in controlling its expenses and passing the benefits to the end customer.

The very demerit of Flipkart's distribution channel is its reach as compared to the peer E-commerce companies like Amazon, Snapdeal eBay etc. who can deliver the customer's order even to the remote locations.

One more problem of Flipkart is that it does not support sellers with package size of above 8 kgs. You have to use Flipkart advantage for the same.



Brand equity in the Marketing strategy of Flipkart

Flipkart have garnered a market leader position through its innovative branding strategies. The “big billion day”, “No Kidding, No Worries”, “Fair-Tale”, “Shopping ka Naya Address”, “Shop Anytime, anywhere” are the successful campaigns that helped the company in creating top of the mind awareness. Flipkart's brand valuation is a whopping \$15 billion by 2019.

Different mediums i.e. twitter, Facebook, TV commercials and promotion of mobile app shopping have helped Flipkart in becoming a household name in the target market.

Customer analysis in the Marketing strategy of Flipkart

Flipkart customers consist of middle class social groups who are comfortable with online shopping and find it convenient. Majority of the customers are the professional who are busy with their business/Job & find it convenient to purchase anything online rather than visiting the physical outlet in order to save time & money.



Future Road Map

- They aim at 10 times growth and eyes at \$ 20Billion sales by 2022.
- 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

CHAPTER III
LITERATURE REVIEW

LITERATURE REVIEW

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 the research study conducted by, **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

CHAPTER IV
RESEARCH METODOLOGY

RESEARCH METHODOLOGY

Data Analysis:

i. Quantitative analysis:

- a. Quantitative analysis will involve statistical techniques such as regression
- b. analysis to examine the relationship between Flipkart's marketing strategies
- c. and market performance metrics.

ii. Qualitative method:

Qualitative analysis will involve thematic coding of interview transcripts and content analysis of marketing materials to identify key themes and insights.

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 Method

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.

PROBLEM STATEMENT

The e-commerce industry in India is marked by intense competition, with multiple players vying for consumer attention and loyalty. Flipkart has employed a range of marketing strategies to maintain its competitive edge, but the effectiveness of these strategies needs to be systematically evaluated. This study aims to investigate the marketing strategies of Flipkart, assess their impact on consumer behavior and business performance, and compare them with strategies used by competitors. The findings will help in understanding how Flipkart can optimize its marketing efforts to sustain growth and enhance its market position.

NEED OF STUDY

- In today's hyper-competitive e-commerce industry, effective marketing strategies are crucial for companies like Flipkart to differentiate themselves, attract customers, and sustain growth.
- By studying Flipkart's marketing strategies, this research aims to uncover insights that can inform industry best practices, drive innovation, and contribute to the company's continued success in the market.

OBJECTIVES OF THE STUDY:

- To analyze the marketing strategies employed by Flipkart to acquire and retain customers.
- To evaluate the effectiveness of Flipkart's marketing campaigns in driving sales and brand awareness.
- To identify key trends and innovations in Flipkart's marketing approach.
- To understand the perception of consumers of Flipkart
- To examine whether customers prefer online shopping to physical store.

HYPOTHESIS:

H (0) - Null Hypothesis:

There is no significant relationship between Flipkart's marketing strategies and its market share and brand perception.

H (1) - Alternative Hypothesis:

Flipkart's marketing strategies have a positive impact on its market share and brand perception.

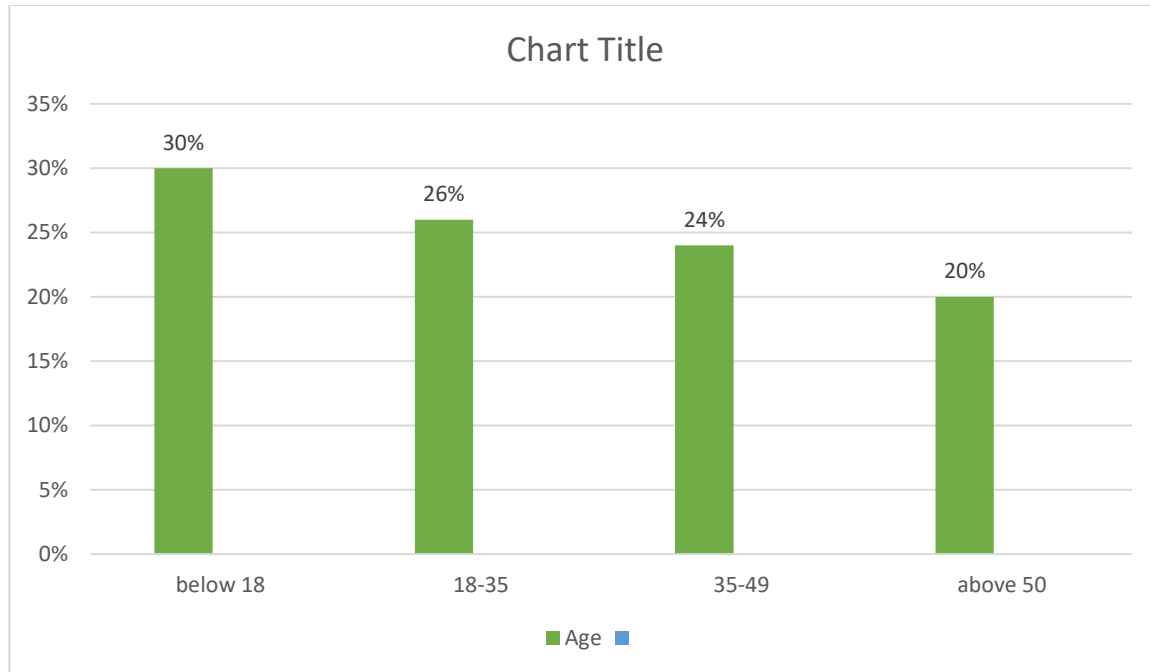
LIMITATIONS OF THE STUDY:

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

CHAPTER V
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

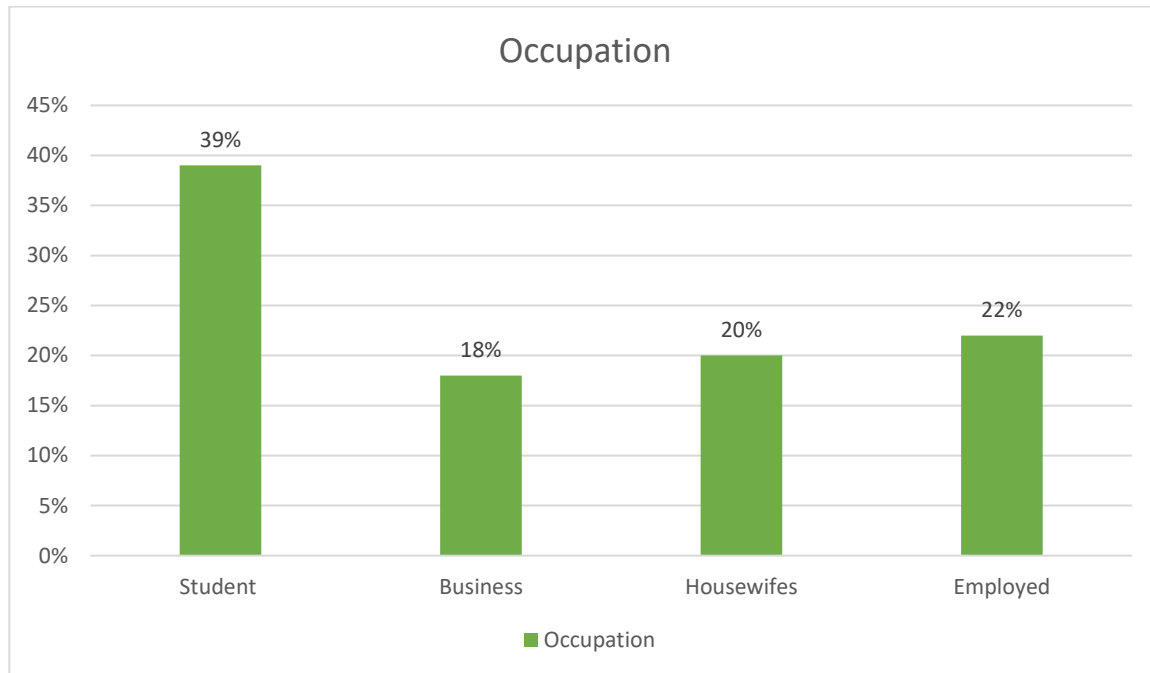
1. Chart showing the age of respondents:



Interpretation:

From the above graph, it is shown that 30% of respondents are below 18, 26% are 18 and 24% are 30-49, 20% are above 50 years. It means the majority of people is below 1

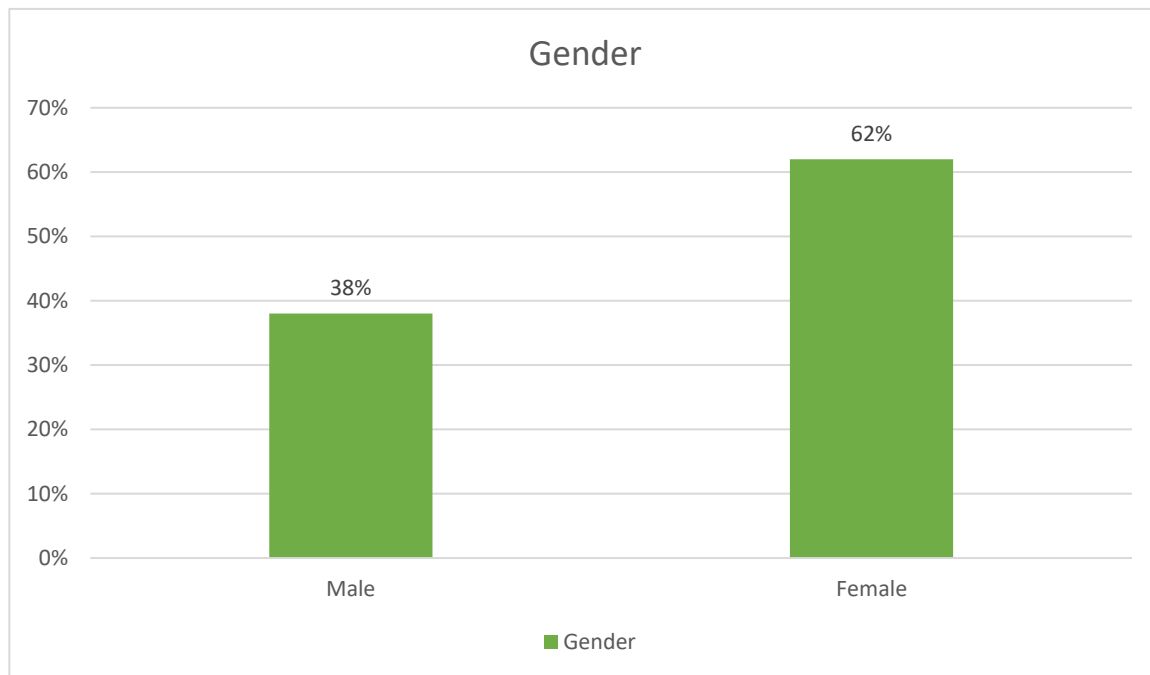
2. Chart showing occupation of respondents



Interpretation:

From the above graph it is clear that 39% respondents are students, 18% are businessman, 22% are employed and remaining 20% are housewives. It means majority of respondents are students.

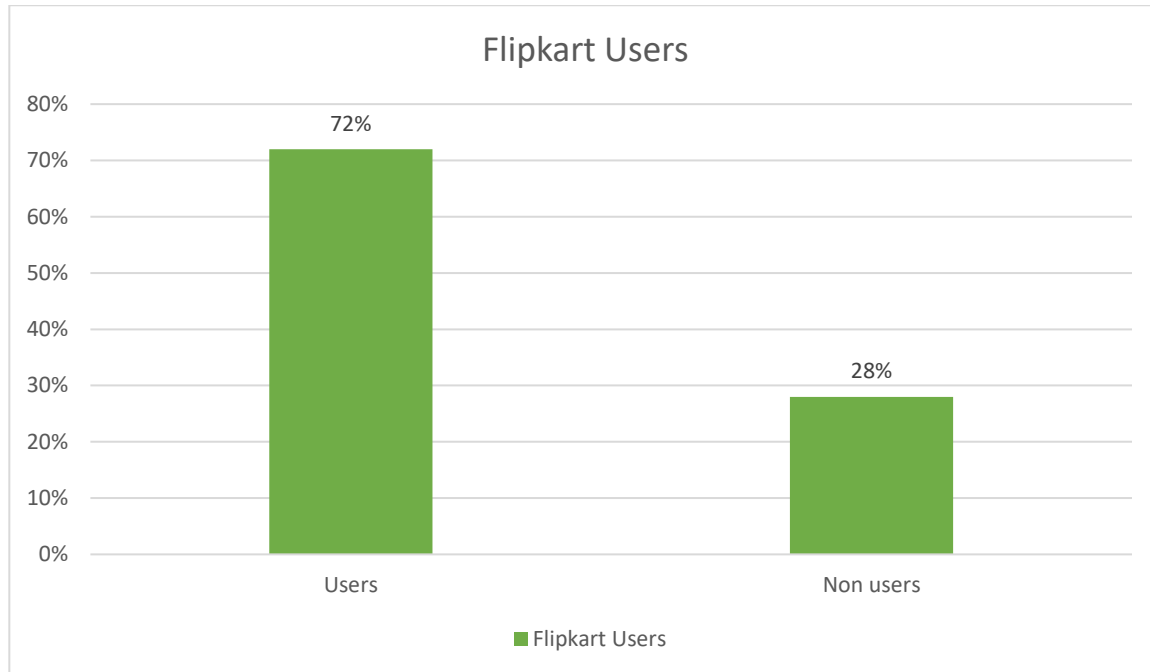
3. Chart showing gender of the respondent



Interpretation:

From the above graph it is clear that, 38% of the respondents are male and 62% people are female. It means the majority goes to the female

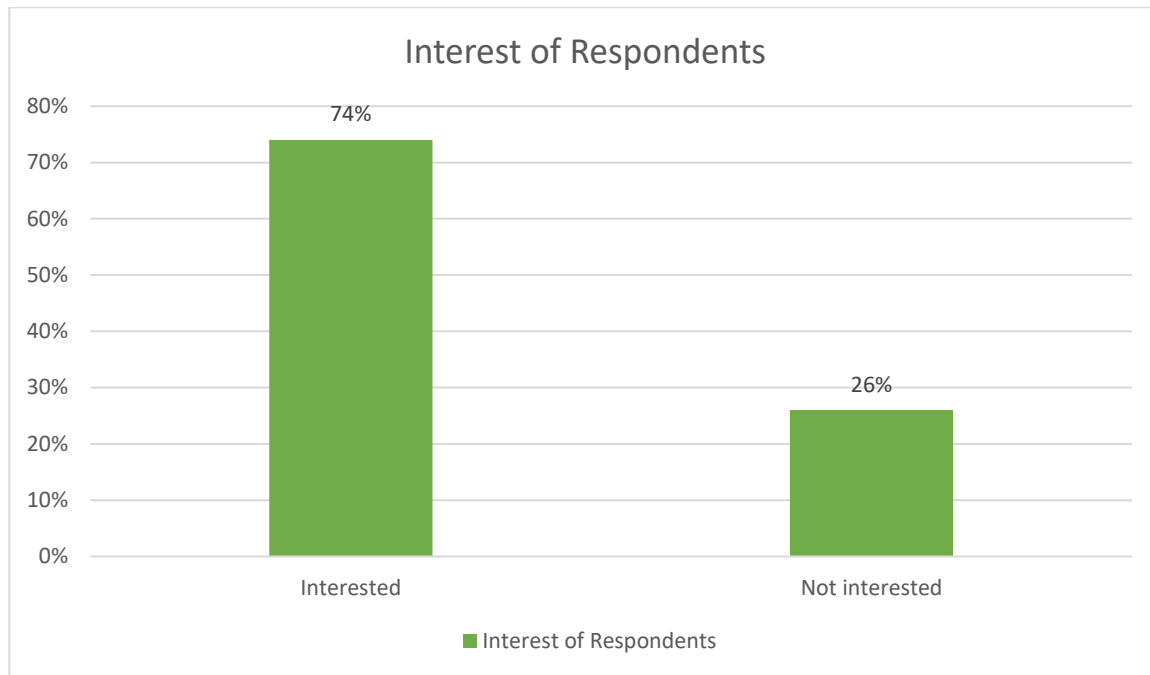
4. Chart showing the customer of Flipkart



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.

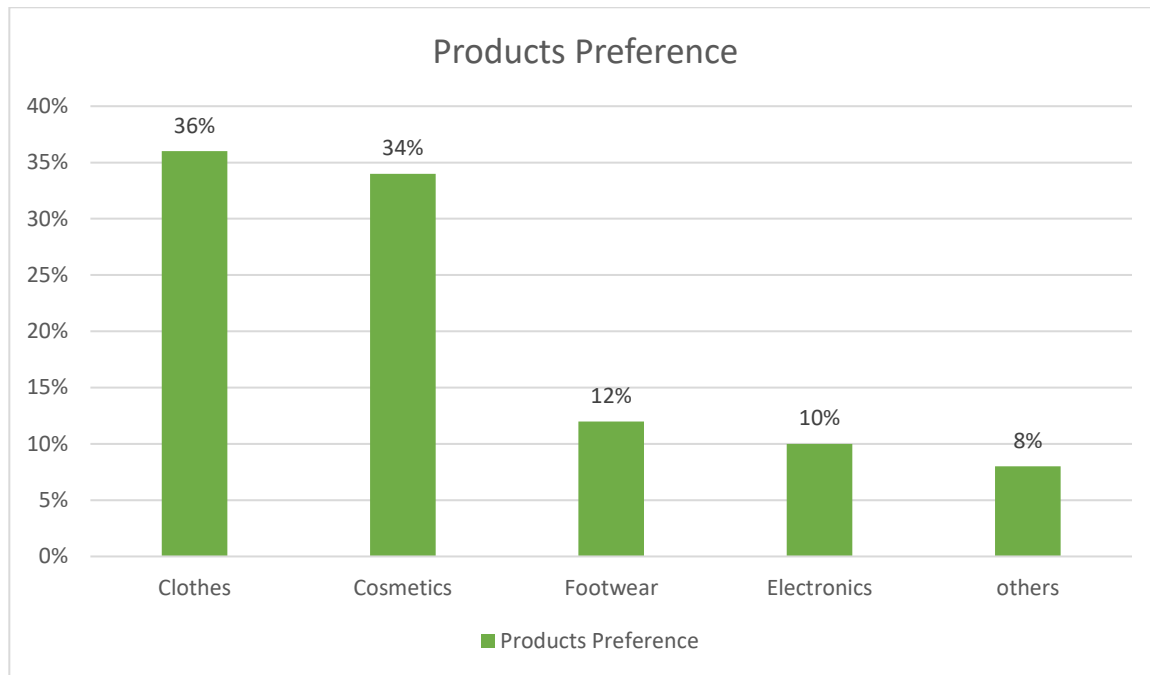
5. Chart showing the interest of respondents towards Flipkart.



Interpretation:

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

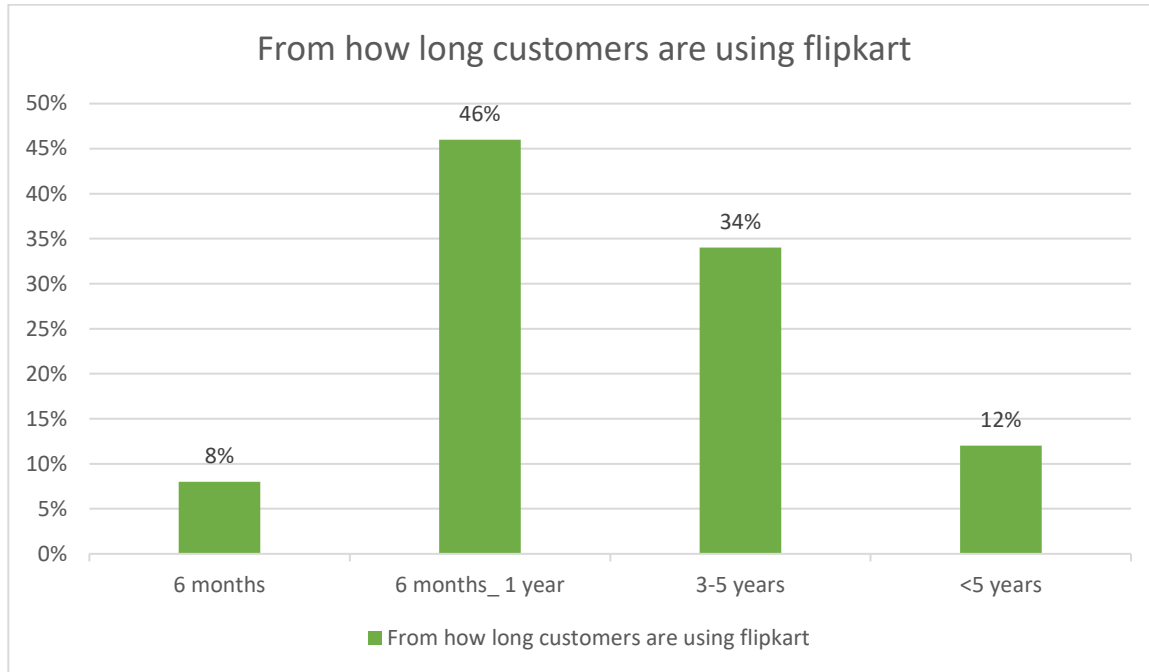
6. Chart showing the buying behaviors of customer regarding shopping.



Interpretation:

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

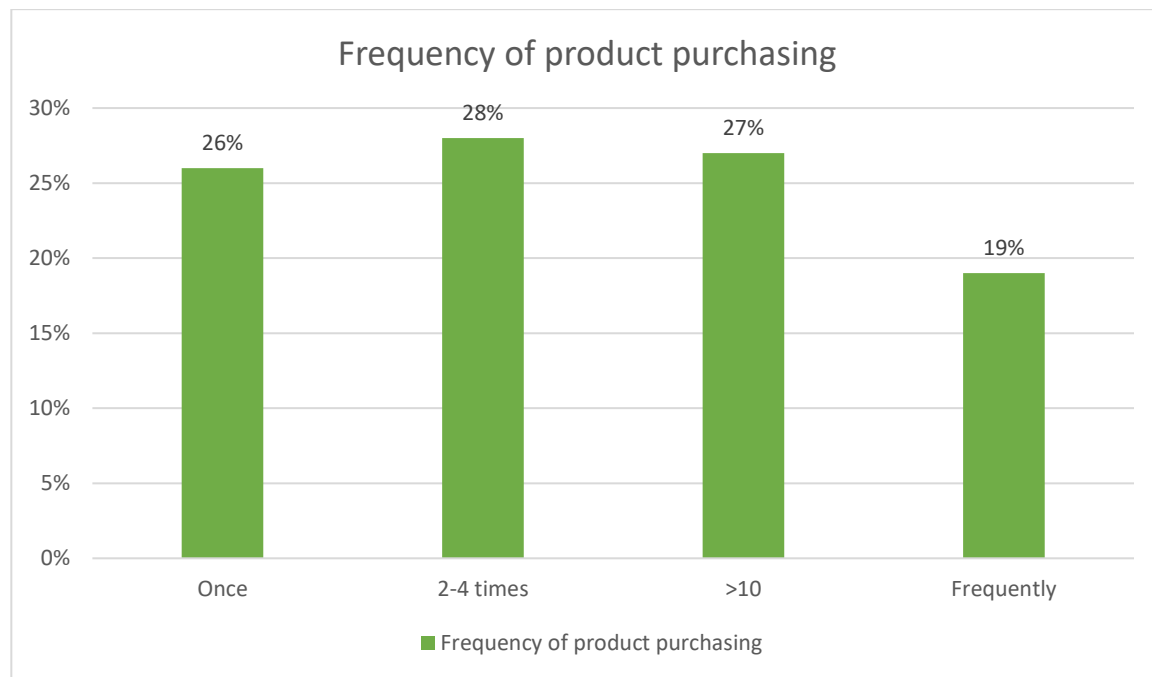
7. Chart showing from how long customers are using Flipkart



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.

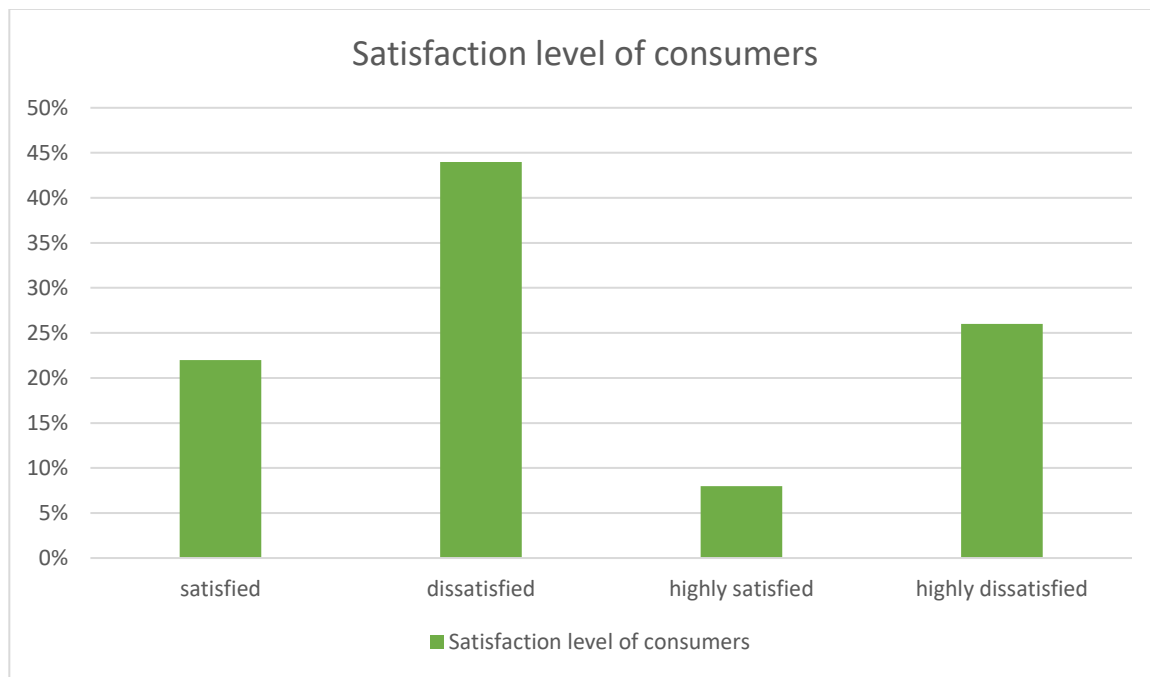
8. Chart showing the frequency of purchasing of product



Interpretation:

From the above graph it is clear that 26% people used it for once, 28% used it for 2-4 times, 27% used it more than 10 times, 19% people use it frequently.

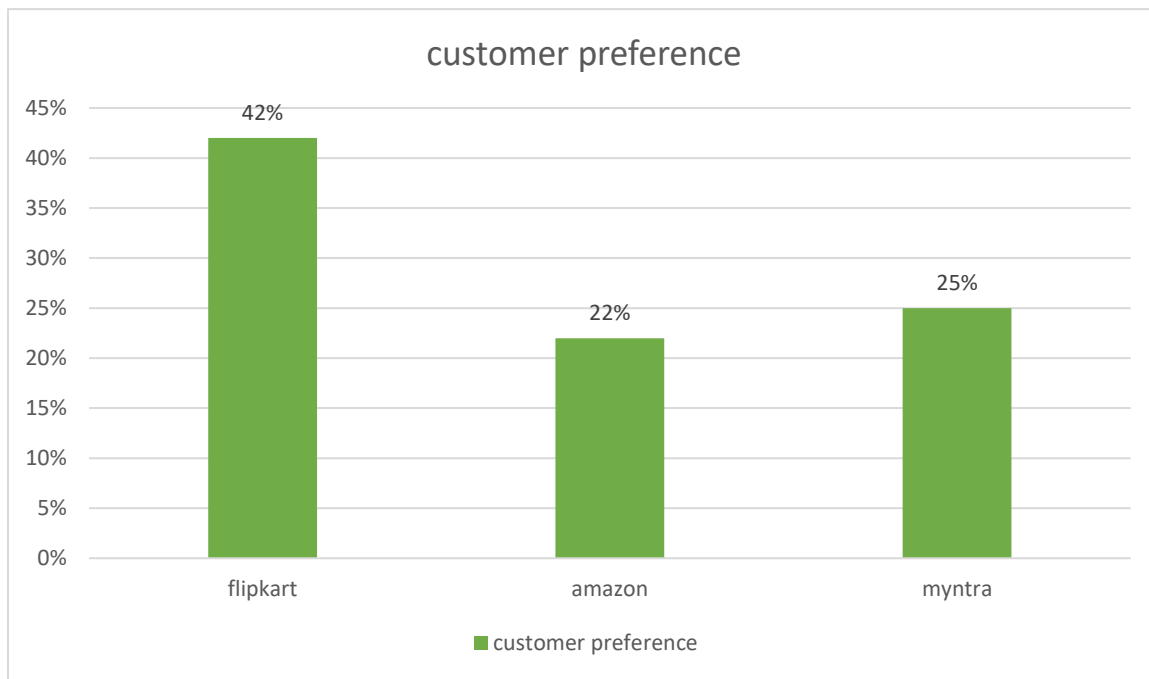
9. Chart showing the satisfaction level of respondents



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.

10. Chart showing the customer preference to buying products from Flipkart



Interpretation:

From the above graph it can be known that majority of the respondents i.e. 52% are choosing Flipkart as their shopping app. While 22% are using amazon, 25% are using Myntra & 11% rely on other apps.

CHAPTER VI
FINDINGS & SUGGESTIONS

FINDINGS

- The research reveals the most of the users of Flipkart are females in comparison to males.
- 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 another website (table no 14)

SUGGESTIONS:

- Continuously expand and diversify the product range to cater to a broader audience
- 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.
- Enhance loyalty programs to reward repeat customers. Offering personalized discounts, early access to sales, and exclusive offers can increase customer retention and loyalty.
- 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.
- Invest in improving customer service by providing faster response times, efficient problem resolution, and multiple support channels.
- Emphasize sustainable practices in marketing strategies. Highlighting eco-friendly products and sustainable business practices can attract environmentally conscious consumers and enhance brand reputation.

CHAPTER VII
CONCLUSION

CONCLUSION

So be it billboards, tv commercials, or digital ads, Flipkart has always been on the front seat in developing marketing strategies around existing trends. Its smart yet emotionally woven ad campaigns leave a strong impression in the hearts of Indian audiences. Equally giant competitors might threaten Flipkart's business but it will definitely continue to rule the E-commerce industry for decades to come. All this is because of the brilliant marketing strategy of Flipkart.

- It is concluded that, Flipkart is the marketing leader in e-commerce range as maximum customer preferred Flipkart for online shopping.
- It is found that, shopping portal of Flipkart is much comfortable as compared to other companies like Amazon, eBay etc.
- It is seen that, Flipkart use different effective marketing strategies to tackle the market position like advertising on TV, social media optimization etc.

After the analysis of the following data, it can be concluded that the H (0) - Null Hypothesis:

There is no significant relationship between Flipkart's marketing strategies and its market share and brand perception is rejected and **H (1) - Alternative Hypothesis:** Flipkart's marketing strategies have a positive impact on its market share and brand perception is accepted.

CHAPTER VIII

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Journals:

1. Journal of Emerging Technologies and Innovative Research (JETIR)
A STUDY ON MARKETING STRATEGIES OF FLIPKART AND AMAZON INDIA
G. Santosh Kumar, Dr. Jahangir
Research scholar, Asst. Professor & Addl. Controller of Examinations
Dept. Of Business Management, Osmania University. Hyderabad, Telangana, India. -500007.

ANNEXURE

ANNEXURE

1. Age?

- a) Below 18
- b) 18-35
- c) 35-49
- d) Above 50

2. Gender?

- (a) Male
- (b) Female

3. Occupation?

- (a) Student
- (b) Business
- (c) Employed
- (d) Housewife

4. Are you the customers of flipkart?

- (a) Users
- (b) Non users

5. Are you interested in using flipkart?

- (a) Interested
- (b) Not interested

6. Do you have any of the following products purchased from Flipkart?

- (a) Clothes
- (b) Footwear
- (c) Mobiles
- (d) cosmetics

6. How long do you use Flipkart for shopping?

- (a) 6 months
- (b) 3-5 years
- (c) 18 months
- (d) <5 years

7. How often do you shop from flipkart?

- (a) Once
- (b) 2-4 times
- (c) <10 times
- (d) Frequently

8. Are you satisfied with the services and products delivered by flipkart.

- (a) Satisfied
- (b) Dissatisfied
- (c) Highly satisfied
- (d) Highly dissatisfied

9. Which other online platforms you choose for shopping?

- (a) Amazon
- (b) Myntra
- (c) Flipkart

10. Do you think Flipkart can be market leader?

- (a) Yes
- (b) No

11. Are you satisfied with Flipkart?

- (a) Yes
- (b) N

