

QUALITY OF MARKETING STRATEGIES IN ONLINE SHOPPING -A Case Study on Flipkart in Mysuru City

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Abstract:

Online shopping is considered to be the best and the popular way to make purchases, but it's not that each and every individual is comfortable. Shopping is considered to be one of the best way of recreation and relaxation of all age groups, come from all backgrounds both men and women. Consumers shop when and where they want, where they are comfortable with the products and the choice of shopping. The study finds that female are more into online shopping male. The people from the age group 35 and above are less likely to do online shopping because they are less aware of the technology. In this paper an attempt is made to study the factors influencing the customers about online shopping and identify the challenges, issues and problems faced by the customers. The suggestions or recommendations also given to overcome the problems faced by online shopping consumers.

Index Terms: Marketing Strategy, Perception, Satisfaction, Quality, Online shopping and Flipkart.

1. INTRODUCTION:

Today, we are living in a digitalized or the innovative world which is undertaken or ruled by the internet .Which mainly provides a platform for the growing E-markets. Internet is changing the perception of customers in buying or purchasing the goods and services. with the increasing websites with respect to the online shopping, it has created a benchmark in impressing the customers to involve themselves in online shopping irrespective of age differences .online shopping is becoming a well accepted buying system with wide range or varieties of products and services.

1.1. MARKETING STRATEGY:

The action or business of promoting and selling products or services, including market research and advertising.

Online marketing, also called e marketing, web marketing or digital marketing, is a set of tools and methodologies used for promoting products and services through the internet. Online marketing includes a

wide range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

“Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others”- Kotler and Armstrong (2010).

“Marketing is the activity, set of creating , communicating, delivering and exchanging offerings that have value for customers ,clients, partners and society at large”-American Marketing Association(AMA).

The plan of action designed to promote and sell a product or service. A marketing strategy is a business overall game plan for reaching people and turning them into customers of the product or service that the business provides.

“The marketing strategy lays out target markets and the value proposition that will be offered based on a analysis of the best market opportunities”

“Essentially a formula for how a business is going to compete, what its goals should be and what policies will be needed to carry out these goals”-(Michael Porter, Competitive Strategy: Techniques for Analysing Industries and Competitors, NY, Free Press, 1980)

TYPES OF MARKETING:

1. Direct marketing
2. Indirect marketing

Online shopping is a method of internet or e commerce shopping mainly useful for the consumers to directly buy goods and services from the selling websites over the internet using web browser.

Flipkart: Flipkart is a leading place for online shopping in India offering some of the best prices and better experience with purchasing through online. It has launched its own product range under the name “Digiflip”.

Amazon: Amazon.com considered to be earths most customer centric company, where customers can find and discover anything they wish to purchase online and push to sell goods into other countries.

Ebay: Considered to be the multinational e commerce corporation, India’s one of the largest marketplace but it looks to close sale of its India business and merge with flipkart.

Snapdeal: snapdeal is an Indian based e commerce company. It has grown to become one of the largest online market place in India. It mainly deals with daily deals platform.

Myntra: online shopping site mainly for fashion and lifestyle in India. Destination that is committed to making you look good anytime anywhere.

2. REVIEW OF LITERATURE:

The researcher had carried out a review of exhaustive literature relating the “Quality of Marketing Strategies in Online Shopping – A Case study on Flipkart at Mysuru city” of both in National and International level. An attempt was made to summarize the important studies and works keeping in mind the relevance of the present study.

Bhattacharya, (2004) conducted the study on —The Impacts of Quickness, Price, Payment Risk, and Delivery Issues on On-line Shopping|| and the study found that Individuals tend to purchase less through the Internet because the online payment of Internet shopping involves some risk Thirdly, risk to privacy refers to the degree to which a consumer may sacrifice their privacy when they are required to provide confidential information to process an EC transaction.

Dr. S.G Gupta (2010) in the study —impact of changing demographics profile of Indian customers on their internet shopping behaviour and the study concluded that demographic profiles of online users; gender, age and education have significant association to web shopping in the current Indian scenario. However, it won't be very late for these differences to evaporate keeping into account fast changing social habits and growing technological developments

Dr. Durmaz(2011) in the study entitled — impact of cultural factors on online shopping behaviour and the study found that while buying goods and services, culture, beliefs and traditions take an important position, while the environment, friends and social groups stated 48.6% .In this case the impact of cultural factors means a lot.

Ashok Sinha decided to give it a try. Overall shopping experience was very good except for the inconvenience of seeing a lot of items that are not in stock. Think they have added a lot of products in to their database just to give a feeling that they have a big catalog but it will make anyone frustrated to see so many items in the catalog and later figure out most of them are not in stock.

Subash Rowther Online security is a priority for and we work closely with our customer financial institutions and retailers in Nigeria to ensure that online holders can have the highest level of confidence when shopping online, and that retailers can gain greater assurance about the identity of the customer completing a purchase,'

Mehta & Sivadas, (1995) reported that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

3. STATEMENT OF THE PROBLEM:

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scams, fraudulent practices and cheating also increased. Such cheating activities had

created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase. Many customers in remote areas are still unaware of online shopping process and people are slow in showing interest in online shopping, but the future of online shopping can be seen in a bright, promising and prosperous manner, however various challenges, issues and customers attitudes towards online shopping is considered to be the major drawbacks of online shopping.

The problem area of this survey is consumer's satisfaction and attitudes towards online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

4. SCOPE OF THE STUDY:

Purchasing and selling products and services over the internet without the need of going physically to the market in online shopping. online stores offer description, pictures, prices and many more. Shopping cart is one of the important facility provided in online shopping, this lets customer to browse different goods and services and once they select an item to purchase they can place the item in shopping cart and continue browsing till the final selection. customers can even remove the items from the cart that were selected before they place an order.

5. OBJECTIVES OF THE STUDY:

1. To know the concept of marketing strategies of online shopping.
2. To identify the factors influencing the customers to purchase through online shopping.
3. To study the consumer perception towards online shopping in Flipkart.
4. To identify the issues and challenges of online shopping.
5. To identify the proper measures to overcome the problems in online shopping.

6. HYPOTHESIS OF THE STUDY:

H_0 - "There is no gap between customer expectation and the quality of online products in flipkart."

H_1 - "There exist a gap between customer expectation and the quality of online products in flipkart".

7. RESEARCH METHODOLOGY:

The research paper was carried out on the basis of primary and secondary data. An effort was made to collect the actual data about the "Quality of Marketing Strategies in Online Shopping – A Case study on Flipkart at Mysuru city". From the both men and women respondents who are purchasing through online. For this study the structured questionnaire was administered on the basis of convenient sampling method. The paper was also based on secondary data as well as literature, reports, statistical figures and such other data are collected from books, journals, research papers and other published and unpublished documents of

both national and international levels and websites are also visited. For this study the sample size were 500 and also the statistical tools were used like frequency, graph, chi-square.

ANALYSIS OF THE STUDY:

Personal Profile:

1. Age

Table No - 1

Sl.No	Particulars	Frequency	Percentage
1	15-25	292	58.4
2	25-35	173	34.6
3	35-45	25	5
4	Above 45	10	2
Total		500	100

Primary source

From the above table reveals that the opinion about the above statement, 58.4 percent are 15-25, 34.6 percent 25-35, 5 percent and 2 percent 35-45 and above 45 respectively.

2. Gender:

Table No - 2

Sl.No	Particulars	Frequency	Percentage
1	Male	175	35
2	Female	325	65
Total		500	100

Primary source

From the above table depicts that the opinion about the above statement, 35 percent male and 65 percent female respectively.

3. Annual Income

Table No - 3

Sl.No	Particulars	Frequency	Percentage
1	10k - 15k	173	34.6
2	15k-20k	190	38.0
3	20k-25k	85	17.0
4	Above 25k	52	10.4
Total		500	100

Primary source

From the above table depicts that the opinion about the above statement, 34.6 percent is 10k to 15k, 38 percent is 15k to 20k, 17 percent are 20k to 25k and 10.4 percent are above 25k.

4. How do you rate your experience of online shopping?

Table No - 4

Sl.No	Particulars	Frequency	Percentage
1	Very much satisfied	225	45
2	Satisfied	175	35
3	Not satisfied	90	18
4	Can't say	10	2
Total		500	100

Primary source

From the above table depicts that the opinion about the above statement 45percent very much satisfied, 35percent satisfied, 18percent and 2percent not satisfies and can't say respectively.

5. Generally when do you prefer making online purchase?

Table No - 5

Sl.No	Particulars	Frequency	Percentage
1	During festive season	120	24
2	During heavy festive discount offer periods	130	26
3	Depends on mood or desire	75	15
4	As and when required	175	35
Total		500	100

Primary source

From the above table depicts that the opinion about the above statement 24percent during festive season, 26percent during heavy festive discount offer periods, 15percent and 35percent depends on mood or desire and as and when required respectively.

6. How do you make payments mostly when shopping online?

Table No - 6

Sl.No	Particulars	Frequency	Percentage
1	Debit card	111	22.2
2	Credit card	100	20
3	Cash on delivery	200	40
4	Third party	89	17.8
Total		500	100

Primary source

From the above table depicts that the opinion about the above statement 22.2percent debit card, 20percent credit card, 40percent and 17.8percent cash on delivery and third party respectively.

8. TESTING OF HYPOTHESIS:

H_0 - "There is no gap between customer expectation and the quality of online products in flipkart."

H_1 - "There exist a gap between customer expectation and the quality of online products in flipkart."

Table No. 01
Frequency and Percentage of Response about the Statement – H₃

SL.no	Statement		SA	A	CS	D	SD	Test Statistics
1	Do you think online shopping saves time?	F	292	99	24	35	50	$\chi^2=493.66$ p=.000
		%	58	20	5	7	10	
2	Do you think online shopping is risk	F	45	40	20	170	225	$\chi^2=335.5$ p=.000
		%	9	8	4	34	45	
3	Do you think Online shopping eventually will reduce traditional shopping	F	160	125	45	100	70	$\chi^2=81.5$ p=.000
		%	32	25	9	20	14	
4	Is Selection of goods available on the internet is very broad	F	180	135	35	80	70	$\chi^2=131.5$ p=.000
		%	36	27	7	16	14	
5	I prefer cash on delivery rather than on debit/ credit card	F	190	125	70	40	75	$\chi^2=138.5$ p=.000
		%	38	25	14	8	15	
6	Do you think The speed of delivery is important	F	175	125	50	60	90	$\chi^2=104.5$ p=.000
		%	35	25	10	12	8	
7	Do you think The price is important while shopping online	F	120	78	65	172	65	$\chi^2=85.18$ p=.000
		%	24	16	13	34	13	
8	Is it a great advantage to be able to shop any time of the day	F	170	90	45	110	85	$\chi^2=83.5$ p=.000
		%	34	18	9	22	17	
9	Does, not having bank account or credit card creates difficulty	F	205	100	35	70	90	$\chi^2=162.5$ p=.000
		%	41	20	7	14	18	
10	Are you overall satisfied with your experience of shopping online	F	165	111	79	90	55	$\chi^2=69.12$ p=.000
		%	33	22	16	18	11	

Note: F-Frequency; %-Percent; SA-Strongly agree, A-Agree, CS-Can't say, D-Disagree, SD-Strongly disagree

H₁

	Sl. No	Perception	Frequency	Percentage
H₁	1	Strongly agree	1702	34
	2	Agree	1028	21
	3	Can't say	468	9
	4	Disagree	927	19
	5	Strongly disagree	875	18

	Total responses of all Statements	5000	100
	Chi square (χ^2)		797.566
	P		.000
	Df		4

Note: p = Significance level, Df = Degree of freedom, χ^2 = Chi square.

From the responses for all the statements from the above Table No. 1 clearly indicates that “There exists a gap between customer expectation and the quality of online products in flipkart”. It was found that 1702 responses are strongly agreed and 1028 responses be agreed and making a total of 55 percent of responses are agreement. Chi square test revealed that the tested value of 797.566 was found to be significant at .000 levels. Further, it is clear that the tested value is significantly higher than the table value. Thus it indicating “There exists a gap between customer expectation and the quality of online products in flipkart.” **Therefore the results indicate that the null hypotheses be rejected and accept the alternative hypotheses.**

9. CHALLENGES OF ONLINE SHOPPING:

1. **Managing the website:** It works as an asset to the working place, helps the customers or the visitors to meet their goals. Different factors helps in this process to designing an impressive web pages.
2. **Training the team:** As the companies technologies continue to change over a time, training the teams will be the major challenge for the marketers. Based on the tools they are using day to day in order to achieve their efficiency.
3. **Online transaction and security:** As all the transactions regarding online shopping is done through internet, details regarding the bank and other important information will be given, hence maintaining the security and safety of customers is important.
4. **Generating enough information:** If the customers are in need of any product which they are will to buy or regarding the payment proceger or with respect to the description of the product. The concerned authority should provide the required information from time to time.
5. **Trouble in finding the right technology:** As we are living in the innovative or the digitalized world it is necessary that the right technology may be regarding the payment or providing the service to be used.
6. **Payment options:** It changes from rural and urban customers. People in the urban areas are provided with the option of cash on delivery while advance payment is required for rural area customers. Customers have a fear that whether they will receive the product or not if the advance payment is done.

7. **Lack of awareness and experience:** Though the internet users are increasing but still the people are not aware about online shopping websites and what they sell. And in such cases already worked in such field or the experienced people has to be appointed.
8. **Service delays and delivery charges:** What is required is not provided in time. It may be due to small service team that is only concentrated in big cities like metro. Free home delivery facilities are obtained by customers residing in metro cities.
9. **Securing enough budgets:** It is easy to say getting more budgets but when come to reality securing enough budgets is more difficult especially for the smaller organizations and it is a very complex situation.
10. **Touch and feel factors:** Try and buy feature will allow for touch and feel, but in case of online maximum option is with respect to order, purchase, try if not satisfied then return. Trail of products before purchase is a challenge.

10. ISSUES OF ONLINE SHOPPING:

1. **Lack of customer support:** Many websites don't provide proper customer support after the purchase or while doing online shopping hence should provide a telephone number where the customer can contact immediately.
2. **Quality of right product:** After getting the delivery of the product you come to know that you purchased wrong product. The size which is selected is not as per your requirement, also may be different from the colour which you had chosen.
3. **Return policy:** In certain websites there is a big problem regarding return, hence read the return policy very carefully.
4. **Security:** Scam on online stores, they may offer the products at low cost but might collect your card payment and personal details.
5. **Delivery problem:** Some websites inform the delivery time immediately after the purchase of the product, but not all, if the purchased clothes you are expecting to wear on a particular occasion and if the delivery is delayed by days then there will be no use of doing online shopping.
6. **Hidden charges:** While doing online shopping, check final price. As shipping charges will not be added in the product price and display price later may differ.
7. **Ordering the different item and receiving the wrong item:** There will be situations where the product ordered will be different from the delivered product.
8. **Poor packaging:** We come across the conditions, due to the poor packaging, on the date of delivery product seems to be old and damaged.

11. MAJOR FINDINGS :

1. Increased usage of devices like Smartphone's, laptops etc and access to the internet has led to the rapid growth of the online consumers.
2. Demographic profile of respondents found that 58.4 percent of respondents were young between the age group of 15-25years.it clearly shows that the youths or working or doing business under this age group are more interested to buy products through internet.
3. Female respondents are showing more interest to do online shopping than male respondents.
4. Consumers today can shop literally everywhere within minutes, be it either homes or workplaces, and most importantly, at any time of the day at their leisure.
5. The frequency of consumers shopping online, the study reveals no specific frequency since majority 35 percent of respondents shop as and when required further analysed 26 percent respondents shop on discounts, 24percent and 15 percent on festival and based on mood or desire.
6. Cash on delivery is the most preferred payment method about 40percent of the respondents preferred cash on delivery as a payment method, since the majority of the transactions and people feel more comfortable making a cash transaction than online. Only 22percent of respondents preferred debit card and 20percent and 17 percent preferred credit card and third party mode of payments respectively.

12. MAJOR SUGGESTIONS:

1. Always use strong and secure password as customers give high preference to security and privacy concerns.
2. Use a secure network and use an official online shopping app.
3. Before purchasing any online check the product review there might be fake review also.
4. Free home delivery instead of charging.
5. Proper content management and Necessary information should be provided at all places.
6. Innovation in products, more of brands and trust building should be carried out in order to bring about positive image in customers mind.
7. Avoid doing shopping from the websites which are not registered.
8. Delivery of the products at right time. Multiple delivery planning should be done in order to save cost of delivery and time.
9. Customers should be aware about the promotion schemes, which make online buying more attractive.
10. Online websites must ensure about the quality and right of the information to their customers.
11. Problem of delivery of damaged products, hence internet shopping company should take care regarding delivery of right product to customers.

13. CONCLUSION:

Online marketing offers an enormous amount of possibilities for companies. It is an evolving world that is why constant development of strategies is necessary. Every internet page is full of different kinds of touch points like advertisements and offers which makes it hard for companies to guide potential buyers to a certain website without “losing” them through their way of the internet. Hence understanding customers need for online selling has become challenge for marketers. Specially understanding the consumers attitudes towards online shopping, making improvement in the factors that affect consumers to shop online.

Online shopping is becoming more popular day by day with the increase in the usage internet. The research indicates that shift in buying behaviour towards online is positive due to reasons like cash on delivery, discounts and quality of products offered. It is much easier for the customers to find alternative from competitors on the internet, because of the number of websites available for choice. Always obtaining customers attention is the first and foremost strategy of marketing.

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