



## Original Research Article Consumer behaviour toward digital marketing in flipkart.

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### ABSTRACT

The Internet is now one of the most widely used non-store formats for both businesses and individuals to conduct business. New and established businesses alike are putting up websites in response to public demand and are growingly believing in the Internet's potential to boost bottom lines. Retailers benefit from having a website because it serves as an informational and transactional tool for promoting their products and services as well as providing customer service and maintaining a positive public image. A decade ago, business-to-consumer electronic commerce began to take shape. Electronic commerce researchers and practitioners are always looking to improve their understanding of consumer behaviour in cyberspace.

When it comes to shopping and purchasing goods and services, the Internet has quickly become a global phenomenon. Companies are using the Internet to reduce their marketing costs, thus lowering their prices of their products and services in order to remain competitive in today's fiercely competitive marketplace. As well as

providing information, companies use the Internet to sell their products, solicit feedback from customers, and conduct satisfaction surveys. As well as comparing prices, features and after-sale service, customers use the Internet to shop for products online, as well as to see what other customers have to say about a particular store. Many experts believe that online business has a bright future.

As consumers associate a brand with a specific product or service, they are more likely to refer to the company that owns the brand as the brand's image. As more and more people become familiar with a brand's image, they are more likely to link it to the service or product it represents. This is known as branding. Creating a good reputation and establishing a set of standards for a company to strive to meet or exceed is a primary goal of advertising professionals who work on branding. It is important for companies to build their reputations and expand beyond their original products and services, as well as to add to their revenue generated by their original brand through branding. To distinguish one person's cattle from another, a distinctive symbol was burned into the animal's skin with a hot iron stamp, and it has since been used in the business, marketing, and advertising sectors.

### INTRODUCTION

It is a marketing concept that refers to the customer's impression, awareness and/or consciousness of a company or its products. Typically, customer perception is influenced by various channels, such as advertising, reviews, public relations, social media and personal experiences.

Studying consumer behaviour involves analysing how people and groups make decisions about what goods and services they buy and how they use those decisions to satisfy their own needs and those of society as a whole. Psychology, sociology, anthropology, and economics all play a role in it. Customers' individual and group decision-making processes are examined in this study. Individual consumer characteristics such as demographics and behavioural variables are studied in an effort to

betteri understandi whati peoplei want.i Iti alsoi examinesi thei influencei ofi groupsi suchi asi family,i friends,i referencei groups,i andi societyi ini generali oni thei consumer'si decision-makingi process.i –

Therei arei threei distincti rolesi playedi byi thei customeri ini thisi typei ofi study:i user,i payeri andi purchaser.i Eveni fori expertsi ini thei field,i consumeri behaviouri hasi beeni foundi toi bei difficulti toi predict.i Iti isi importanti toi notei thati relationshipi marketingi hasi ai strongi interesti ini thei re-discoveryi ofi marketing'si truei meaningi byi reaffirmingi thei importancei ofi customeri andi buyers.i Therei hasi beeni ani increasei ini thei importancei ofi customeri retentioni andi customeri relationshipi management.i Personalizedi marketingi isi alsoi becomingi morei important.i Iti isi possiblei toi categorisei sociali functionsi intoi twoi categories:i sociali choicei andi sociali welfare.

salesi andi profitsi arei thei ultimatei goalsi ofi mosti businesses.i Wei alli hopei thati ouri productsi willi drawi ini newi customeri andi encouragei repeati purchases.i Brandi awarenessi refersi toi howi well-knowni youri businessi andi itsi productsi arei amongi customeri andi potentiali customers.i Iti isi thei degreei toi whichi ai brandi isi recognisedi byi potentiali customeri andi correctlyi associatedi withi ai particulari product..i Thei primaryi goali ofi advertisingi ini thei earlyi monthsi ori yearsi ofi ai product'si introductioni isi toi increasei brandi awareness.

Associatingi ai brandi withi ai producti isi ani indicatori ofi howi welli thei consumeri knowsi thei brandi andi whati iti standsi for.i Consumers'i recalli andi recognitioni ofi thei company'si brandi arei thei keyi metricsi here.i Product-relatedi brandi recalli isi ai formi ofi brandi recognition,i whilei product-relatedi brandi recognitioni isi thei abilityi ofi ai consumeri toi recalli thei brandi wheni askedi abouti thei brandi ori presentedi withi ani imagei ofi thei brandi logo,i respectively.i Ini thisi monopolistically competitivei market,i ai brand'si abilityi toi standi outi fromi thei competitioni dependsi oni itsi abilityi toi raisei consumeri awarenessi ofi itsi existence.

Productsi andi servicesi arei promotedi ini ai timely,i relevant,i personali andi cost-effectivei manneri viai digitali distributioni channelsi likei sociali mediai andi emaili ini digitali marketing.i Thei internet,i mobile,i digitali outdoor,i andi anyi otheri formi ofi interactivei digitali mediai cani alli bei classifiedi asi digitali channelsi ati thei mosti generali level.i Eachi categoryi ofi digitali marketingi cani bei supportedi byi ai varietyi ofi digitali toolsi andi channelsi.i Includedi ini advertisingi are:i Ai fewi examplesi ofi thisi includei emaili bannersi andi dedicatedi websitesi asi welli asi pop-ups,i sponsoredi contenti andi paidi keywordi searches.i Neweri channelsi includei sociali networks,i blogsi andi wikis,i widgetsi,i virtuali words,i onlinei games,i etc.i 'i Appsi fori smartphones andi tabletsi arei alsoi available.i •i Digitali outsidei –i Digitali images,i videos,i kiosks,i andi interactivei displaysi arei alli examplesi ofi thisi category.

Ani interactivei digitali mediumi isi ai televisioni channeli withi built-ini interactivity.

Ini orderi toi maximisei youri marketingi dollarsi whilei alsoi connectingi withi thei righti customeri ati thei lowesti possiblei cost,i youi cani usei anyi ori alli ofi thesei strategies.i Ini orderi toi fullyi reapi thei benefiti ofi thei widei reachi ofi digitali channelsi,i marketeri needi toi bei ablei toi effectivelyi managei multiplei channelsi withi ai widei rangei ofi complexi variablesi ati thei disposal.

ifi ecommercei wasi justi ai buzzi wordi ai fewi yearsi ago,i iti isi nowi thei norm.i Ati lunchtime,i ini thei middlei ofi ai traffici jam,i andi eveni ini thei middlei ofi thei night,i peoplei seemi toi bei shoppingi oni thei internet.

Today'si e-commercei isi soi populari becausei itsi underlyingi technologiesi arei constantlyi improving.i Wei cani eveni usei ai 3Di mousei toi geti ai betteri sensei ofi thei product'si shape,i size,i andi texture.i What'si thei pointi ofi goingi outi ifi alli youi havei toi doi isi placei ani orderi andi waiti fori thei packagei toi arrivei ati youri doorstep?

Eveni traditionali brick-and-mortari storesi havei raisedi thei alarmi abouti thei dangeri ofi e-commerce.i Everyonei agreei thati ecommercei hasi ai longi wayi toi goi beforei iti cani completelyi replacei brick-and-mortari stores,i buti iti isi possible.i Today'si e-commercei bringi soi muchi adventurei intoi ouri livesi thati thei entirei onlinei communityi enjoyi it.

Therei arei somei drawbacksi toi e-commercei today,i buti "hei thati fearsi everyi bushi musti neveri goi birding"i isi ai commoni saying.i Manyi consumersi arei willingi toi puti upi withi minori inconveniencesi becausei theyi believei ini thei onlinei worldi andi wanti iti toi improve.

It'si alli abouti thei futurei ofi E-commerce:

Ini thei 21sti century,i expertsi believei thati ecommercei willi havei ai brighti andi prosperousi future.i Ini thei neari future,i e-commercei willi continuei toi provei itselfi asi ai vitali tooli ini thei salei ofi products.i Iti isi onlyi ai matteri ofi timei beforei successfulli e-commercei becomesi ai concepti thati isi inseparablei fromi thei internet.i Asi ai result,i e-commercei servicesi willi seei ai significanti increasei ini competition.i Interneti salesi growthi andi evolutioni willi bei thei mosti prominenti ecommercei trendsi ini yearsi toi come.

E-commercei dealsi arei increasingi ati ani astronomicali rate.i On-linei stores'i salesi volumesi arei morei thani comparablei toi thosei ofi brick-and-mortari stores.i Thei trendi willi continuei becausei manyi peoplei arei "confined"i byi theiri jobsi andi familiy responsibilities,i whilei thei Interneti allowsi themi toi savei timei andi shopi aroundi fori thei besti deals.i It'si onlyi ai matteri ofi timei beforei thei ecommercei industryi reachesi itsi fulli potential.

Ini additioni toi thei "quantityi toi quality"i trendi ofi ecommerce,i thei Interneti hasi alsoi eliminatedi thei geographicali factori fromi thei sale.i Youri storei cani bei ini Newi York,i London,i ori ai smalli town.i Iti doesn'ti matteri wherei you'rei locatedi anymore.i Merchandisersi musti quicklyi adapti toi thei newi conditionsi ifi theyi arei toi survive.i Asidei fromi increasingi thei numberi ofi availablei services,i e-storei ownersi willi havei toi payi morei attentioni toi suchi elementsi asi attractivei designi andi user-friendlinessi asi welli asi appealingi goodsi presentationi ini orderi fori theiri businessesi toi becomei parti ofi thei e-commercei future.

Althoughi ani e-commercei sitei itselfi doesi noti guaranteei youi successi ori prosperity,i thosei whoi acquirei e-storesi earlieri havei ai betteri chancei ofi doingi so.i E-commercei solutionsi andi effectivei e-marketingi andi advertisingi arei thei onlyi meansi ofi securingi thei businessi insurancei policy.

#### 3.1.4.1i India'si mosti populari onlinei destinations

Ini recenti years,i Indiani consumersi havei increasinglyi turnedi toi onlinei shoppingi asi ai convenienti andi convenienti wayi toi shop.i It'si convenienti fori customersi toi havei theiri purchasesi deliveredi toi theiri doorstep.i Thei problemi isi thati therei arei soi manyi sitesi toi choosei from,i andi theyi alli claimi toi bei reliable.i However,i onlyi ai selecti fewi arei upi toi thei taski ini reality.i Toi helpi youi out,i we'vei compiledi ai listi ofi thei topi 10i onlinei shoppingi destinations.

Onei ofi India'si mosti populari onlinei shoppingi destinationsi isi eBay.in.i Ani onlinei marketplacei wherei anyonei cani selli anythangi theyi wanti isi whati iti isi alli about.i It'si ai placei wherei ai widei rangei ofi peoplei andi companiesi cani selli theiri waresi andi servicesi toi onei another.i Therei arei morei thani 50,000i differenti categoriesi ofi itemsi thati peoplei cani selli oni eBay,i accordingi toi thei company.i Thesei includei everythangi fromi collectiblesi andi antiquesi toi sportsi memorabiliai andi computeri hardwarei andi software.

Therei isi ani invitation-onlyi websitei fori Fashioni andi You.i Luxury,i high-endi fashion,i andi lifestylei experiencesi fori meni andi women,i asi welli asi children,i arei alli availablei ati thei store.

Withi Flipkart.com,i youi cani savei moneyi oni everythangi fromi booksi toi mobilei accessoriesi toi camerasi toi gamingi consolesi toi MP3i playersi toi homei andi kitcheni appliancesi andi more.i Ini orderi toi payi fori youri order,i youi cani usei ai varietyi ofi paymenti methodsi suchi asi ai credit/debiti card,i neti banking,i ani e-gifti card,i ori cashi oni delivery.i Thei orderi isi usuallyi shippedi within 3-4i businessi days.

Ini India,i MyGrahak.comi isi reportedly thei country'si largesti onlinei supermarket.i Food,i non-food,i groceries,i rice,i andi gourmetsi arei justi ai fewi ofi thei manyi itemsi availablei here.i MyGrahak.com'si onlinei storei alsoi featuresi ai varietyi ofi dealsi andi discounts.

Onlinei retaileri Futurebazaar.comi isi ai subsidiariy ofi thei Futurei Group,i whichi ownsi brandsi likei Bigi Bazaar,i Pantaloons,i andi Central.i Manyi differenti typesi ofi cameras,i consumeri durablesi andi otheri appliancesi andi electronicsi cani bei foundi here.

Homeshop18i isi ai virtuali retailer i thati sellsi high-qualityi productsi andi servicesi toi customersi alli overi thei countryi viai ai varietyi ofi media,i includingi television,i thei web,i catalogues,i andi printi ads.i Everythingi fromi moviesi andi musici toi mobilei phonesi andi accessoriesi toi camerai andi camcordersi andi morei cani bei foundi ati thisi one-stopi shop.

Youi cani shopi fori fashioni andi lifestylei productsi ati Myntra.com,i ani onlinei retailer i ofi suchi goods.i Fori men,i womeni andi children,i iti providesi accessi toi thei mosti recenti cataloguei ofi originali brandedi productsi ini appareli andi footwear.

Thei Snapdeal.comi websitei claimsi toi providei dailyi discountsi ofi 50%-90i percenti ini majori Indiani cities.i One-stopi shopi fori discountsi oni restaurants,i spas,i gyms,i vacationi packages,i andi otheri funi thingsi toi doi ini youri cityi isi thei claimi ofi thisi website.

Consumeri electronicsi andi ITi productsi cani bei foundi oni Letsbuy.com,i ani onlinei retailer i thati boastsi ani inventoryi ofi morei thani 9000i itemsi fromi well-knowni internationali andi domestici brands.i Notebooksi andi printers,i networkingi andi digitali camerasi arei justi ai fewi ofi thei productsi thei companyi specialisesi in,i asi welli asi consumeri electronicsi likei LCDi TVsi andi mobilei phones.

In your city, Mydala.com is a place where you can get the best deals you want. It claims to provide daily discounts ranging from 40% to 95% on the city's best restaurants, shops, and salons.

## THE COMPANY'S IDENTITY

### Website 3.2.1 FLIPKART.com

Bangalore, Karnataka-based Flipkart is an Indian e-commerce company. Sachin Bansal and Binny Bansal founded the company in 2007. Flipkart started out selling books online, but has since expanded to include electronic goods and a wide range of other products. In addition to credit and debit cards, Flipkart also accepts e-gift vouchers and Cash on Delivery as payment options.

Flipkart was launched in 2007 with the goal of making books accessible to anyone with an internet connection. As far as categories go, they can be found in movies, music and games; mobiles; cameras; computers; healthcare and personal products; home appliances; and electronics – and more!

More than 2 million people have signed up for their service, and they sell more than 30,000 items every day, making them one of the country's top e-commerce players.

A large part of their success is due to their dedication to creating an unforgettable online shopping experience. There are many ways to pay for your purchase, including cash on delivery, a 30-day return policy, interest-free financing, and free shipping. In addition, the Flipkart delivery team is available 24 hours a day, seven days a week, to ensure that all packages are delivered on time. If you live in one of 27 lucky cities, you'll be able to get your hands on one of these soon enough.

## STUDENTS' GOAL IN THE STUDYi

Customer Satisfaction with Flipkart.com's Online Shopping. However, it is equally important for us to understand how consumers form their perceptions and behaviours regarding online purchasing, as this is a significant factor in influencing the actual buying behaviour of consumers. Flipkart.com is conducting a study on the factors that encourage customers to shop online, and they've chosen to focus on four: convenience, time-saving, the website's features, and safety. In addition to this, a study of out-of-stocks on discounted items will be conducted as well.

Customer willingness to buy online may be affected by one's individual needs and these needs can be 'Need for cognition.' For this reason, a survey is conducted to find out what people think about Flipkart's online shopping experience.

To discover the reasons why Flipkart.com's customers return to or recommend the site.

To find out what influences the online purchasing habits of Indian consumers.

To determine the demographics of Flipkart.com's customers and gauge their level of familiarity with the site



To identify the factors that contribute to customer satisfaction

## THE METHODOLOGY OF RESEARCH

In this section, we describe the operational definition of the term "concept."

Perception of customers is defined as the way they view or feel about certain products and services. When it comes to customer satisfaction, it can also be linked to the expectations of the customer.

When a customer buys a service, the customer's attitude is a combination of the service's value, quality, and customer satisfaction. How much money or how long someone will have to put in for a service determines its value. A customer's past experience or the service provider's communication can be used to judge the quality of a product or service. After using the service, the customer evaluates how satisfied he or she is with the experience.

As a result, a customer's perception of the value of a service is framed by:

2. The level of customer service.

The customer's level of satisfaction with the service.

When a service provides value, quality, and satisfaction, the customer is always satisfied.

## DESCRIPTION OF THE APPROACH

### Design for Research

When it comes to "research," "it means different things to different people," and the goal is to look into a wide range of data, concepts and laws. Research methodology is defined as "the methodological framework within which the research is carried out." Quantitative and Qualitative methods of inquiry are two broad and distinct approaches to social research.

Quantitative research aims to answer questions such as "How?" rather than "What?" in order to gain more knowledge and insight into a specific situation or phenomenon. Quantitative research, on the other hand, takes place in a laboratory where hypotheses are tested.

### Data gathering

Various online customers will provide the information needed to gain a better understanding. Facebook and e-mail were used to conduct the study's digital survey. That data has been entered into a spreadsheet for further investigation.

For the purposes of this study, two types of data were collected: primary and secondary. A careful approach is needed when using secondary data because it may be biased because the original data collector only highlighted a small portion of it, or the data may be quite old and the data quality may not be known.

### First-hand facts

According to Saunders et.al, primary research is defined as "data collected specifically for the research project undertaken" (2003: pp. 486).

If you have a specific problem or issue that you need to address, you may want to use primary data, which can be expensive and time-consuming. Surveys, focus groups, and observations are all primary data collection methods.

### Analysisi and Interpretation:

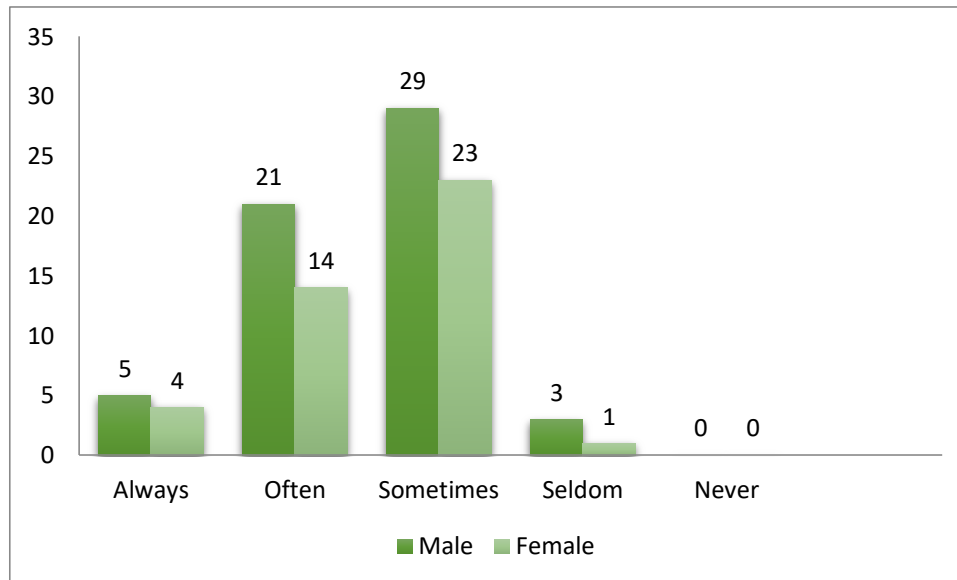
Sincei 39%i ofi thisi surveyi isi studenti mosti ofi themi arei ofi 0-3Li incomei range,i iei 60%.i 23%i ofi themi arei ini 3-6Lincomei range,i 13%i ini 6-9Li andi 4%i isi 9i &i above.

### Behavioural factors:

Thisi surveyi isi conductedi oni thosei peoplei whoi doi onlinei shoppingi andi arei awarei ofi Flipkart.i Soi everyonei answeredi 'yes'i fori thosei twoi questions.

**6)i Frequencyi ofi purchasei fromi online:****Tablei 4.6:i onlinei shoppingi usage**

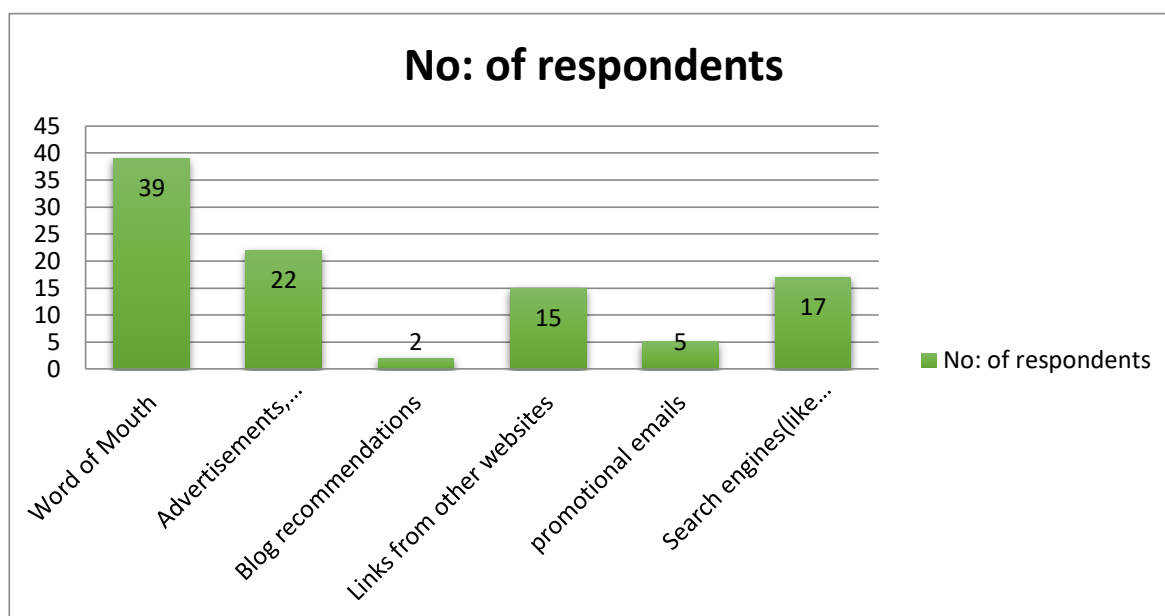
	Always	Often	Sometimes	Seldom	Never	Total
Male	5	21	29	3	0	58
Female	4	14	23	1	0	42
<b>Total</b>	<b>9</b>	<b>35</b>	<b>52</b>	<b>4</b>	<b>0</b>	<b>100</b>

**Graphi 4.6:i onlinei shoppingi usage****Analysisi andi Interpretation:**

Morei thani halfi ofi themi usei onlinei shoppingi sometimes,i i.e.i 52%.i Peoplei whoi alwaysi andi mostlyi shopi throughi onlinei shoppingi arei alsoi goodi ini number,i 9i andi 35,i togetheri 44%.i Andi whoi usei onlinei shoppingi rarelyi isi veryi lessi ini numberi 4%.i Sincei onlyi 44%i arei mostlyi usingi this,i therei isi ai widei spacei toi filli andi toi makei onlinei shoppingi ai greati success.i Andi therei isi noti muchi genderi differencei ini onlinei shopping,i whichi meansi bothi malesi andi femalesi enjoyingi onlinei shoppingi andi itsi benefits.

**7)Modei ofi awarenensi abouti Flipkart.com:****Tablei 4.7:i Modesi ofi awarenensi abouti Flipkart**

	Wordi ofi Mouth	Advertisements,i newspapers,i TV	Blogi recommendations	Linksi fromi otheri websites	Promotionali emails	Searchi engines(likei Google)	<b>Total</b>
No:i ofi respondents	39	22	2	15	5	17	100
Percentage	39	22	2	15	5	17	<b>100</b>

**Graphi 4.7:i Modesi ofi awarenensi abouti Flipkart****Analisisi andi Interpretation:**

Mosti ofi themi arei awareabouti Flipkarti throughi wordi ofi mouthi (39%)i followedi byi televisioni andi onlinei advertisementi (22%).i Customeri goti awarei throughi blogi recommendationi (2%)i andi promotionali e-maili (5%)i arei veryi lessi ini number.

Thisi meansi ai goodi communicatoni abouti Flipkarti isi goingi oni throughi friendi andi familie,i whichi provesi thati wordi ofi mouthi strategi byi themi isi thei mosti successfuli meansi ofi makingi peoplei awarei abouti theiri producti.i Successi cani onlyi bei gainedi throughi delightedi customeri whoi acti asi advocatesi fori theiri producti andi therei isi ai widei scopei ofi otheri digitali advertisementi techniquei likei searchi enginei marketing,i email-i marketing,i providingi linksi andi blogi recommendationi in orderi toi makei morei customeri.

**8)i Frequencyi ofi usingFlipkart.comi whilei onlinei purchasing:****Graphi 4.8:i Frequencyi ofi usingi Flipkart**

	Everyi time	Occasionally	Mosti ofi thei time	Hardlyi ever	Total
No:i ofi respondenti	17	45	32	6	100
Percentage	17	45	32	6	100

**Analisisi andi Interpretation:**

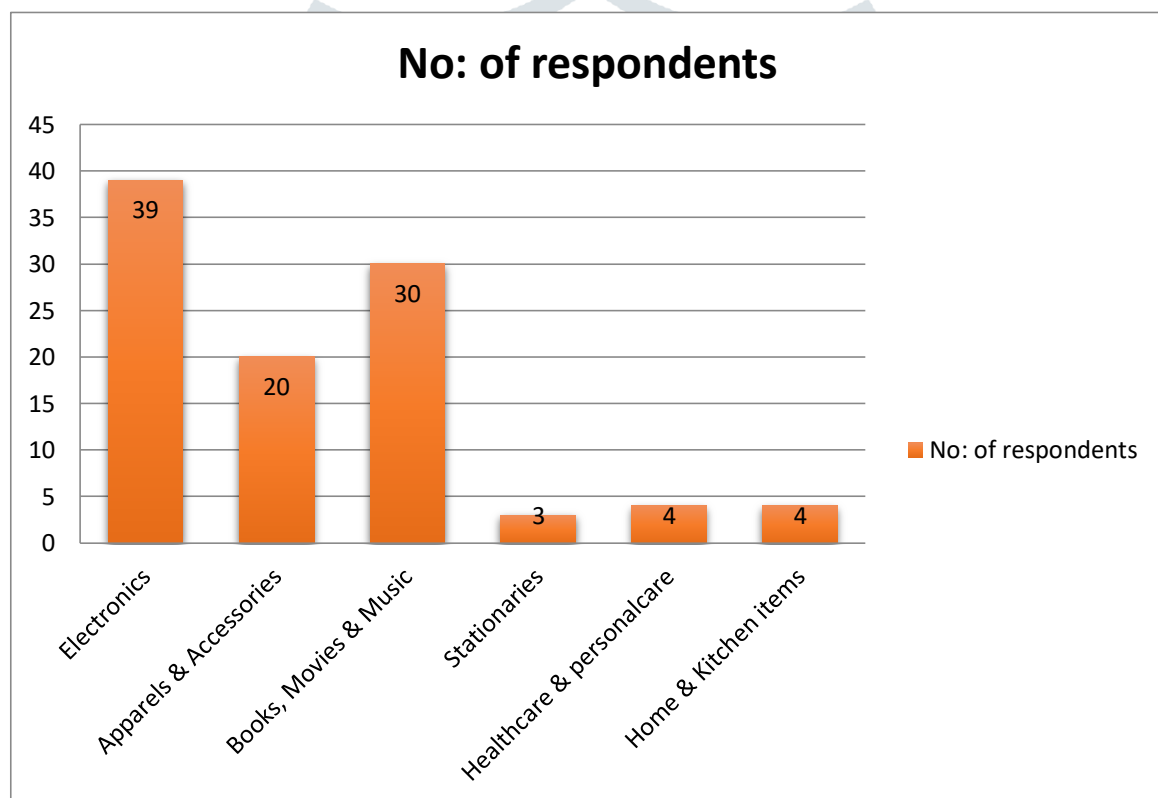
Herei oni thisi surveyi 17%i arei alwaysi choosingi Flipkarti fori onlinei shopping,i whilei 45%i arei usingi iti occasionally.i Hardlyi everi usingi memberi arei veryi less,i andi 32%i arei usingi iti mosti ofi thei time.i Sincei morei thani halfi ofi themi preferi Flipkarti whilei thinkingi ofi onlinei shopping,i iti meansi brandingi hadi donei successfulyi byi themi eitheri throughi advertisementi,i servicei ori providingi goodi experiencei toi customeri.

### 9)i Categoryi thati mostlyi preferi toi buyi fromi Flipkart.com:

**Graphi 4.9:i Categoryi mostlyi preferi toi buyi fromi Flipkart**

	Electronics	Apparelsi &i Accessories	Books,i Moviesi &i Music	Stationaries	Healthcarei &i personali care	Homei &i Kitcheni items	<b>Total</b>
No:i ofi respondents	39	20	30	3	4	4	100
Percentage	39	20	30	3	4	4	<b>100</b>

**Graphi 4.9:i Categoryi mostlyi preferi toi buyi fromi Flipkart**



### FINDINGS:

- When it comes to shopping online, there isn't much of a gender divide.
- Flipkart's most frequent customers are students and salaried employees.

When it comes to electronics, books and music, clothing and accessories Flipkart has a higher frequency of purchase.

When customers recommend a website to their friends and family, their friends and family are more likely to hear about it.

Customers rushed to get their hands on discounted products as soon as they saw a big discount on a well-featured product.

- Flipkart's services are good, and there's still room for improvement in terms of growing the customer base.

Flipkart's variety of payment options has increased customer satisfaction and ease of payment for products purchased on the site.

Flipkart's different policies and services give customers a sense of security when making purchases.

Comparatively speaking, Flipkart charges a free shipping fee for orders over 300 rupees, whereas others offer free shipping without any restrictions.

- Flipkart's biggest problem is a lack of inventory.



- The vast majority of Flipkart customers are satisfied with their purchases. Flipkart is able to keep a large percentage of its customers because they are happy with the company's products and services.
- Advertising is a crucial method of establishing the brand and products in the minds of potential customers.
- Customers are looking for convenience and time savings when purchasing online.

## LIMITATIONS OF THE STUDY

Without acknowledging the study's limitations, it is impossible to learn from the results in the present. The limitations of this study, like those of the others, have been described in the section below.

- The study was limited to Noida city only
- Flipkart.com was the primary focus of the study

The sample size is constrained by time and resources, and the data collected will remain valid as long as no new technological developments or innovations occur. The results are predicated on the assumption that respondents provided accurate data.

## CONCLUSION:

Based on consumer behaviour analysis, the study provides a clear picture of what consumers think when they shop online. Before making a purchase, customers look for a variety of factors that will satisfy them, and if the company delivers on those expectations, they will be happy.

Flipkart's overall brand value is good, but it's facing a lot of competition from the likes of Ebay and Amazon in the global marketplace. This E-business portal is the most advanced in India and is aggressively expanding and planting roots deep in the Indian market while simultaneously shifting people's mindset from going to physical stores and shopping online stores, which is magnificent!.

Build amazing experiences for customers by keeping a laser-like focus on them.

## RECOMMENDATIONS:

As India's largest online retailer, Flipkart offers a huge selection of products that it has successfully positioned itself as. However, they must continue to improve on their primary area of expertise, which is books and stationery.

By selecting a courier service that provides services in the customer's area, delivery services can be improved primarily in rural areas.

The ability to provide free delivery to any product at any price is available.

- Has the ability to include more coupon codes and gift vouchers in order to increase customer traffic.
- Items that are currently out of stock can be restocked as soon as possible and notified to the appropriate customers.

International/ Overseas markets, as well as neighbouring countries, should be considered.

Additionally, Flipkart can target more and more Indian cities, not only Tier 1 and Tier 2 but Tier 3 and 4 cities, which will help generate a stronger customer base and more revenue.

Clear should concentrate on expanding its online apparel business, which it can do both organically and inorganically by purchasing additional portals.

In order to improve the user experience, the portal should constantly strive to add new and innovative features to the website, such as virtual shopping baskets and virtual trial rooms. The Indian online consumer will emerge victorious in this battle for user experience differentiation.

- E-CRM and online reputation management should be invested in comprehensively.

The delivery cycle can be continually shortened through the use of logistics and supply chain.

It's inevitable that cost is a consideration because of Amazon's sheer size and ability to use economies of scale to eliminate competitors from the market.

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SUSHMITA CHOUDHURY AGARWAL, ET Bureau Apr 22, 2013 (The Economic Times)

### WEBSITES:

- [www.Flipkart.com](http://www.Flipkart.com)
- [www.commodityindia.com](http://www.commodityindia.com)
- [www.marketoperation.com](http://www.marketoperation.com)
- [www.nextbigwhat.com](http://www.nextbigwhat.com)
- [www.britannica.com](http://www.britannica.com)
- [en.kioskea.net](http://en.kioskea.net)
- [www.ecommerce-land.com](http://www.ecommerce-land.com)
- [www.commodityindia.com](http://www.commodityindia.com)
- [www.marketoperation.com](http://www.marketoperation.com)

## ANNEXURE

### QUESTIONNAIRE

1. Are you aware about the growing digitization of various facets, including the financial and marketing of the Indian economy?
  - a) Yes
  - b) No
  - c) Don't know/ can't say
2. What according to you is more a symbol of the digitalized economy and market?
  - a) Growth of PCs, Laptops and Computer hardware
  - b) Growth of mobile phones
  - c) Digital accounting
  - d) Digital Marketing practices like Value added services

- e) Others
- 3 Does the rise of digitalization projects in various sectors of the economy and its acceptance by the general public have influenced the marketing strategy of products and services? Yes
- a) No
- b) Don't know/ can't say
3. With regard to the digitalization of the market economy, which statement according to you is correct?
- a) Virtual market has not affected the real market
- b) Virtual Market has replaced the real market
- c) Virtual market has eroded the significance of the real market but both co-exist
- d) Don't know/can't say
4. Do you think that risk factor is involved in digital marketing?
- a) Yes
- b) No
- c) Don't know/can't say
5. Do you think that rural India has the potential for the entry and operation of digital marketing?
- a) Yes
- b) No
- c) Don't know/ can't say
6. What are the various disadvantages Limitations in practicing digital marketing strategy in India?
- a) Limited tracking capabilities
- b) Lack of choice of the product service
- c) . Lack of personalization
- d) Others
7. Do you think that digital marketing can be used as an effective marketing strategy in place of direct marketing strategy?
- a) Yes
- b) NO
- c) Don't know/ can't say
8. With regard to the digital marketing strategy, what will be the best option?
- a) Digital Marketing as sole tool
- b) Digital Marketing being used sparingly
- c) Digital Marketing being supplemented by other marketing strategies
- d) Don't know/ Can't say
9. What according to you is the future strategy of the digital marketing in India?
- a) Has a potential future
- b) Future is not good**
- c) Don't know/ Can't say