

CONSUMER BEHAVIOR TOWARDS DIGITAL MARKETING IN FLIPKART

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1. INTRODUCTION:

The Internet, as a way of doing business and of being a business person, is now one of the perfect forms of disobedience. In addition to the size trends and network concept requirements as a way forward to improve realization, new and old businesses make their website here. The importance of selling by web site owners is informative and informative web sites, as the web can be used directly for advertising and shopping. sell; customer support and PR. It's been more than a decade since the start of e-commerce efforts between sellers and customers. Researchers and e-commerce experts are always striving to gain a better understanding of future buyers.

The Internet is changing because the consumer makes things and buys and sells and quickly enters world events. Many companies start using the Internet to reduce the cost of purchasing and reduce the cost of products and services to remain competitive in a competitive market. The company also uses the Internet to communicate, disseminate and disseminate information, sell products, make eye contact, and conduct customer satisfaction surveys. Customers use the Internet not only to buy products for sale but also for price, product features, and after-sales service performance that they will receive if they purchase products in specialized stores. Many experts are optimistic about the success of a successful business.

An opinion shop is a picture of a particular product or function that a customer engages in, by identifying the name, logo, logo, or business

structure that has the idea or image. Culture is an idea or image organized by it so that it can be recognized by more than one person and identified by a particular work or product while many companies offer the same function or product. Advertising specialists can work with brands not only to build its brand identity but also to build a good reputation and standards that a company must strive to maintain or improve. Marketing is an important part of online marketing since branded products allow companies to create their brands and expand beyond their brand and achievements and increase revenue from original magazines. Previously, branding was taken to guarantee that one person's belongings were made using the exact mark of burning inside the skin of an animal with a hot iron rod and then working on making, buying, and advertising.

Customer feeds are customer concepts that provide insight, understanding, and/or understanding of your company or product. Subscriber systems are generally influenced by advertising, reviews, PR, social media, personal experiences, and other ways.

Consumer conversations are about educating individuals, groups, or organizations and processes used to select, secure, and provide products, services, experiences, or ideas to meet the needs and impact of these processes on clients and the public. including elements of psychology, psychology, social and economic anthropology. It is possible to understand the process of decision making, both individually and as a group. They

study the characteristics of individual characteristics such as population and sea an experiment in trying to understand human needs. They also strive to see the impact of groups such as family, friends, emotion groups, and the general public on the benefits.

Consumer product research is based on customer acquisition, where customers take on three distinct roles such as customer, cashier, and buyer. Studies have shown that, users' ability to guess is difficult, even for domain experts. Data communication is an effective method of analyzing customer relationships because it has strong incentives to evaluate how important it is for subscribers to re-value the importance of customers or buyers. Great insights have also been implemented for customer respect, customer relationship management, personalization, customer satisfaction, and individual purchases. Social work can be integrated into social choices and cognitive functions.

The main goal for most businesses is to increase sales and revenue. You want to attract new customers to your product and ask for it again. Brand awareness tells you how good and capable your customers are for their business and products. Brand recognition is a brand that is recognized by buyers and easily associated with a brand. As a percentage of the target market is defined, brand awareness is the primary focus of advertising within a few months or years of production.

Brand awareness is a lot about subscribers because brands are about the products they want to buy. It is a business sensitivity and brand identity for consumers. Adjusting a brand is the presence of a user who remembers the brand and the product reference, while the brand is a customer who can be asked about the brand or brand, from the start of seeing the brand. Product mobilization is a fundamental part of developing a brand that in one competitive market can help one brand stand out from the rest.

2. RESEARCH METHODOLOGY

2.1 Research Design

"Different researchers for different people" and another objective is to explore some data, theories, experiences, concepts, and laws. "The research system that carries out the investigation" means the investigation process. Two comprehensive and different approaches to social research involve a variety of research methods and methods.

On the one hand, the concept of arithmetic answers the question "how?" Instead of "what?" Contrary to qualitative calculations that occur in natural contexts, the syntactic study is based on hypotheses.

Data collection

Information that requires understanding will be collected from multiple clients. Digital surveys are conducted via Facebook and email to conduct surveys. These responses are collected in spreadsheets and other studies conducted.

The data collection method in this study consisted of two types: primary and intermediate data letters. Caution should be exercised when using secondary data as the collected data may be verbal because the original data collection appears to focus only on your partition image or else it may be older data and may also affect the quality of the data. data. it is not clear.

2.2 Primary data

"Data presented specifically for research projects" is the basic definition of research made by Saunders et al (2003: 486).

The data is usually solved by another researcher who has some issues or problems, the only downside is that it can be expensive and time-consuming. Different ways to collect basic data include surveys, focus groups, and surveys.

In this study, basic data is needed for structured questionnaires and digital surveys are collected. The questions have the option of high quality and capacity and the answer to the question is to choose the one that best suits your choice.

2.3 Secondary Data

The manipulation of basic data collection is an endless study of average data (Malhotra, 2005). Data obtained from magazines, reports, and statistics from private and public institutions are called secondary data. For this study, the average data collection was composed of journals that have contributed to this topic. The third function is to help the author understand the passions of the client.

Therefore, the financial analysis looks at the primary data and the reason and precision of the second data.

Sample technique

Choosing a reading style is an important step in any project because it does not work generally, practically or ethically to research everyone. In this study, the registration strategy used was an appropriate example. Model size 100, a subset of an object is intended to be representative of the entire population or subpopulation. In this study, practical examples are easy to use.

2.4 Data collection

The data collection would be:

PRIMARY DATA: Questionnaire

SECONDARY DATA: journals, Internet, newspaper, etc.

2.4.1 Sample design

Hyderabad consumers participated in this study and discussed their respective levels of satisfaction.

Data source

Use primary and secondary data sources. The most important type of information to use is basic data.

3. DATA ANALYSIS & INTERPRETATION

This section aims to provide objective research with critical responses and qualitative data by carefully reflecting your responses and beliefs. This is accomplished by checking the participants' responses correctly. Data from the respondents' perspectives were analyzed and discussed in the design of the reading objective for the literature review. The basis of this analysis should be based on the personal responses received by the respondents.

To collect basic research data, the questionnaire was carefully designed. Data from 100 defenders are systematically presented in tables and graphs and analyzed using relevant statistical tools. The results of the analysis are presented in this section to manage the online shopping experience of Flipkart.com customers in India.

Here we focus on two aspects of the analysis. this:

- Demographical factors
- Behavioral factors

Demography

1. Gender of Respondents:

Analysis and Interpretation:

Based on the demographic profile, 70% of the men and 30% of the women interviewed in this study were part of my target audience and helped me complete the questionnaire for various sections of the city of Bangalore. Of these groups, a total of 100 respondents. Based on the survey results, male respondents are more likely to buy headscarves than women, although both are more likely to wear headscarves.

2. Age Group:

Analysis and Interpretation:

The following data indicate that 63% of the respondents are between 15 and 25 years old, 24% are between 25 and 35 years old, 12% are between 35 and 45 and 1% are between 45 and 45 years old. No. All results indicate that respondents with an age limit of 15 to 35 years (63% + 24% = 87%) knew more about reselling than the adult population.

3. Occupation:

Analysis and Interpretation:

In this study, 46% of employees and 39% of students responded. Therefore, both represent the highest percentage of responses (85%). 8% is our business and 7% are women. Staff and students are always looking for new technology and equipment, making it easier.

4. Educational Qualification:

Analysis and Interpretation:

In this study, everyone is a good Ph.D. student and talented person. Of these, 63% were candidates, 36% were postgraduates, and a doctor.

4. FINDINGS OF THE STUDY

- There are not many differences in the use of headphones.
- Students and users whose responsibilities are regular users of Flipkart.
- The frequency of purchases of electronics, books, and music, clothing, and shoes can also be found on Flipkart.
- Look for such good words when most people meet their friends and family when customers recommend this site to them.
- Sugar products are so fast that consumers buy when they see big chains of good products.
- Services provided by the great Flipkart and also development areas to increase customer strength.
- Digital shopper tactics, such as search

engine shoppers, web links, and other advertising features, are true according to shoppers of this website.

- Fast delivery is the best service Flipkart has to offer.
- Flipkart's various payment options have enabled shoppers to pay and have fun while shopping for products.
- By purchasing through Flipkart due to different policies and activities, customers become more secure.
- According to competitors, Flipkart charges free shipping for the purchase of 300 rupees, while others offer free services.
- The deadline is one of the biggest issues Flipkart faces.
- Many customers have a good Flipkart experience when purchasing products.
- Many of them are satisfied with the work of Flipkart and, therefore, with the responsibility of protecting their clients.
- Advertising is an important way to have a product with your family.
- Flexible and personalized pricing are two things that are important to customers when they shop.

5. CONCLUSION

- In-depth research is the foundation of ocean analysis for customers who use good ideas when it comes to customer response when buying. To satisfy themselves, customers understand many things before buying a product and if the company meets their expectations, they are satisfied.
- Flipkart's brand value is excellent, but it is a tough competitor to global competitors like eBay and Amazon. Talk about the land market, of course. In India, it is one of the most advanced e-commerce portals with many attractive and profitable products on the Indian market and at the same time, the awareness of people who buy and sell from physical stores to department stores is great.
- Be careful with users and create positive customer experiences.

6. RECOMMENDATIONS:

- Flipkart has acquired another spotlight and is India's largest retailer with a wide range of products. But they still have to work with their basic skills, mainly. Books and software.
- Activation work can generally be performed in the area by choosing the most suitable work available for customer service delivery.
- No, they can offer us a free price.
- This can add more code and gift cards to increase customer traffic.
- Institutions can be privatized and transformed to better meet client needs.
- Must see international/foreign markets or neighboring countries.
- A significant concentration of Internet users: Internet users in India is expanding at a rate that Flipkart can target many cities, not only levels 1 and 2 but also levels 3 and 4, which will help improve the customer-based productivity. Make it stronger. More income.
- Cleaning must be done following Growing Business Growth and can be installed organically or inorganically by adding another door to the laundry unit.
- User experience: Websites must strive to improve the user experience by adding new services to websites, such as real-time shopping, virtual reality test rooms. In this competitive world where user experience is different, the ultimate achievement will work in India.
- You must invest heavily in e-CRM and centralized management.
- Transport devices with an order of obedience: you can try to reduce your ancestry.
- The price will continue to be a factor as Amazon will use the large stock market to gauge a good economy to keep its competitors out of the market; Of course, they must be wiser in this regard.

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