

A  
RESEARCH PROJECT REPORT  
ON  
MARKETING STRATEGIES OF FLIPKART



SUBMITTED TO  
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BATCH 2017 -20



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## DECLARATION

I Divik Singh hereby declare that the project report entitled “**A study of online shopping preference with reference to flipkart**” submitted for the partial fulfillment of the requirement for the award of BCOM (hons) is my original work and the Project Report has not formed the basis for the award of any degree, diploma, associate ship, or other similar titles.

Date

Place

Signature

## **ACKNOWLEDGEMENT**

In this project report I have made an honest and dedicated attempt to make the research material as authentic as it could. And I earnestly hope that it provides useful and workable information and knowledge to any person reading it.

This study even internal part of our BCOM Program and to do this project in a short period was a heavy task. Intention, dedication, concentration and hard work are very much essential to complete any task. But still it needs lot of support, guidance assistance, co-operation of people to make it successful. I thank to **PROF GIRISH GARG** and all the people who supported me to complete this research report.

During this small time frame of three months in which the project reached its completion, there were a few people whom I would like to make a mention of and without whose help the project would have never seen the light of day.

DIVIK SINGH

BATCH: - 2017-20

## CONTENTS

<b>S.No.</b>	<b>Topic</b>
1.	<b>INTRODUCTION</b>
2.	<b>OBJECTIVE OF THE STUDY</b>
3.	<b>RESEARCH METHODOLOGY</b>
4.	<b>LITERATURE REVIEW</b>
5.	<b>LIMITATIONS, CONCLUSIONS, WHAT DID I LEARN, RECOMMENDATIONS, SUGGESTIONS</b>
6.	<b>KEY FINDING</b>
7.	<b>BIBLIOGRAPHY</b>
8.	<b>ANNEXURE</b>

# **INTRODUCTION**

**INTRODUCTION**

## **What is marketing strategy?**

**“Consumers do not buy what you sell. They buy what has value to them.”** Marketing strategy has the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic, short-term, and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contributes to the goals of the company and its marketing objectives.

Strategic marketing is a philosophy that leads to the process by which organizations, groups and individuals obtain what they need and want by identifying value, providing for it, communicating it and delivering it to others. The basic concept of marketing is customer’s needs, wants and values; products, exchange, communication and relationship. Marketing is strategically concerned with the direction and scope of long-term activities performed by the organization to obtain a competitive advantage. The organization applies its resources within a changing environment to satisfy customer needs while meeting stakeholder expectation.

### **Definition**

1. “Marketing strategy is consistently located and coordinated set of marketing actions, aimed at meeting the long term marketing goal.” – **PRANULIS** (2008)
2. “A marketing strategy is a process or model to allow a company or organization to focus limited resources on the best opportunities to increase sales and thereby achieve a sustainable competitive advantage.”

### **Why does marketing strategy matter?**

“Marketing strategy allows you to use pathways and footholds that apply your limited marketing budget more effectively.”

In marketing, there is strategy and there are tactics. A lot of marketing, in practice, is preoccupied with what I call tactical experimentation. This is the act of throwing all kinds of things out at the world or at broad demographic targets to see what works. As you do this you are spending money, potentially lots of it. The idea in this method is to do this until you find some marketing actions that work, and when you find them you can then do more of those.

This process often results in the classic Wanamaker dilemma—"Half the money I spend on advertising is wasted; the trouble is I don't know which half." He was speaking of advertising, but the principle applies.

### Marketing strategy process



## **Three phases of strategic marketing process**

### **1. Planning Phase**

The planning phase is the most important as it analyzes internal strengths and weaknesses, external competition, changes in technology; industry culture shifts and provides an overall picture of the state of the organization. This phase has four key components that will provide a clear diagram of where your company is and what it is doing.

- **SWOT Analysis** – Defines the strengths, weaknesses, opportunities and threats of your business and reveal your company’s position in respect to the market. To maximize strengths and minimize weaknesses an organization must perform the following:

- **Marketing program** – Once the needs of the customers have been determined, and the decisions have been made about which products will satisfy those needs, a marketing program or mix must be developed. This marketing program is the how aspect of the planning phases, which focuses on the 4Ps and the budget needed for each element of the mix.

- **Set marketing and product goals**

- Once the customer needs are understood, goals can be set to meet them, thus increasing the chances of success with new products.

- Find points of difference: like your company’s unique selling point, each product should also have a certain set of traits or characteristics that makes it superior to the competitive substitute. For example, your product could be longer lasting, more accessible, more reliable or very user-friendly so the buyers will

- **Market-Product focus and Goal Setting** – Once the questions of where the company stands and what it wants to achieve are answered, the next step in the planning process is determining where the resources will be allocated, and how to turn plans into focused action. To do this, customers should be divided into segments to determine what specific marketing technique will reach each targeted group and



what each group needs. Next measurable goals should be set to get the needed products to the various groups, thus fulfilling the marketing objectives.

## **2. Implementation Phase**

The implementation phase is the action portion of the process. If the firm cannot carry out the plan that was determined in the early stages, then the hours spent planning were wasted. However, if the planning was adequately and competently structured, then the program can be put into effect through a sales forecast and a budget, using the following four components.

- **Obtaining Resources** – sums of cash to develop and market new products.

- **Designing marketing organization** – there should be put in place a marketing hierarchy to properly see the plans to fruition.

- **Developing planning schedules** – time needs to be allocated to specific tasks so they can be accomplished.

- **Executing the marketing plan** – effectively executing the marketing plan will take attention to detail, and focus on the strategy and tactics defined in your marketing plan.

## **3. Evaluation or Control Phase**

The evaluation phase is the checking phase. This process involves ensuring that the results of the program are in line with the goals set. The marketing team, especially the manager will need to observe any deviations in the plan and quickly correct negative deviations to get back on course; for example fluctuations of the dollar creates a lesser need for the product than in the past, then the production of said product should be repurposed for a new more desired item. And they should exploit the positive divergences as well, for example if sales are better than predicted for certain products then there could be more resources allocated to greater production or distribution of the same item.

## **Company Profile**

**Flipkart** is an electronic commerce company headquartered in Bangalore, Karnataka. It was founded in 2007 by Sachin Bansal and Binny Bansal (no relation). The company is registered in Singapore. Flipkart has launched its own product range under the name "DigiFlip" with products including tablets, USBs, and laptop bags. As of April 2017, the company was valued at \$11.6 billion. Flipkart is a private company founded by Binny Bansal and Sachin Bansal. Established in the year 2007, it deals with e-commerce. The company website is one of the most popular websites in India and has an employee count of more than

ten thousand. Its slogan, 'The Online Megastore' is very apt and popular. As Indian's are being accustomed to online purchases, they have contributed towards the success of this online website. Flipkart is no longer just a shopping website; it has become the heart and soul of the shopaholics.

People have started feeling that this online portal is giving more choices in products than others. In a recent development, the Indian Textile Ministry has signed with Flipkart a memorandum of understanding. Under this MOU, the handloom weavers will get an easy to use platform through Flipkart to display their products and conduct sales. Flipkart will also provide infrastructural support to the weavers. However, this move has been made for the growth of handloom industry but it will also benefit the website. To associate with any government project is in itself a testimony to their reputation.

## **History of the company**

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 Services Pvt. Ltd. The first product they sold was the book Leaving Microsoft to Change the World to a customer from Hyderabad. Flipkart now employs more than 33,000 people.

In October and November 2011, Flipkart acquired the websites Mime360.com and Chakpak.com. Later, in February 2012, the company revealed its new Flyte Digital Music Store. Flyte, a legal music download service in the vein of iTunes and Amazon.com, offered DRM-free MP3 downloads. But it was shut down

on 17 June 2013 as paid song downloads did not get popular in India due to the advent of free music streaming sites.

After the success of its 2014 Big Billion Sale, Flipkart carried out a second Big Billion Sale. Where it is reported that they saw a Business turnover of \$300 Million in gross merchandise volume.

In 2015, Flipkart bought a minority stake in navigation and route optimization startup MapmyIndia to help improve its delivery using Map my India assets.

As E-tailer Flipkart became one of the largest e-commerce companies in the nation, Sachin Bansal emerged as a face of the company, while a silent stakeholder in the billion dollar start-up largely stayed in the background Until now.

With Binny Bansal taking over as the CEO of Flipkart and Sachin Bansal moving up to the position of executive chairman, the ex-COO and co-founder of the company is suddenly in the media spotlight.

### **Here are some lesser known facts about Binny Bansal.**

- Just like Sachin, Binny Bansal is also from Chandigarh and both went to the same school, but they are not related in any way except for being an integral part of the Flipkart family.
- Although the two became close friends at IIT-Delhi, Sachin and Binny were not good friends as children despite being in the same school.
- Before joining Amazon just a year after Sachin Bansal, Binny was rejected twice by Google. However, he worked at Sarnoff Corporation, where he created a sensor for cars to warn if it changed lanes without giving a signal.



Representational image | Source: PTI

tational image | Source: PTI

- Apart from being an avid reader and a Salman Rushdie fan, Binny is also a sports enthusiast. He captained the basketball team in school and college. He is also said to have a keen interest in adventure sports.
- Binny has been seen as the force behind building Flipkart's supply and logistics business by spearheading the establishment of its largest warehouse in Telangana.



Binny Bansal

in a file image | Source: Reuters

- Highlighting his simplicity, Abhishek Goyal, who knows him from Flipkart's early days said, "He hardly comes across as a billionaire. His wife would bring a tiffin for him on some of the Sundays that he was in office."
- The first ever book ordered on Flipkart was 'Leaving Microsoft to Change the World by John Wood', and Binny went on to borrow money from a friend to pick the book and deliver it.



Representati

onal image | Source: Reuters

A former employee at Flipkart Xitij Kothi told The Economic Times that, "unlike a lot of the big names, (Binny) is extremely approachable. You expect to be intimidated, but that just disappears almost immediately."

Although he is described as a reserved person, his ability to think on his feet is expected to benefit Flipkart as it takes on rivals like Amazon and Snapdeal.

### **Some of the company's key competitors are:**

- Amazon
- Snap Deal
- e-bay
- shopclus
- Naaptol
- HomeShop18
- Jabong
- Yebhi
- Indiaplaza
- Infibeam
- Letsbuy

### **Product in the marketing mix of Flipkart**

Flipkart is an online retailing industry and started its operations with the sale of books. For two years, it sold only books through its website as the management and shipment of books was much easier. After its expansion, it started dealing with products like air coolers, Washing machines, air conditioner, life style products, stationary supplies, cell phones, computers, calculators, microwave ovens, water purifiers, laptops, cameras, audio players, products relating to health care, dishwashers and e-books. Products sold on Flipkart have the same warranties of the brand if sold outside in a showroom.

It has recently launched its personal product range called "DigiFlip". Under this brand, it offers products like computer accessories, camera bags, headphones and pen drives.

In July, Flipkart introduced its own tablet phones and networking router under its personal range “DigiFlip”.

On February 5, 2014 in a special tie up with Motorola Mobility, Flipkart has provided a platform for the launch of ‘Moto G’. Online shoppers went crazy with the unveiling of this smart phone. This awe-inspiring response resulted in the sales of nearly 20,000 mobiles in a few hours. Continuing their association, ‘Moto X’, an Android Smartphone, was introduced on March 19. On May 13, ‘Moto-E was launched at the same site triggering the same response. Continuing this success story Flipkart in a tie up with Xiaomi Tech introduced ‘Xiaomi Mi3’ on its platform. In the first phase on 22<sup>nd</sup> July all the phones were sold in just 39 minutes and in the 2<sup>nd</sup> phase on 29<sup>th</sup> July the sold out was complete in only 5 seconds. On 5<sup>th</sup> August the sale was completed in just 2 seconds. This amazing response and hyper mania has helped in giving Flipkart an immense lift up.

### **Place in the Marketing mix of Flipkart**

Flipkart functions entirely in India and it has its headquarters in the Garden City of Bangalore in Karnataka. It is owned by a Singapore based company and is registered over there. According to India’s foreign policy, a foreign company is not allowed e- retailing over here. Therefore, in India, Flipkart sells the merchandises through an Indian company WS Retail. Flipkart also provides its own platform to other companies who are interested in selling their goods. The website is very easy and hassle free. Browsing, keeping track of products, getting reviews, ordering goods and payment methods are very convenient for the individuals. At first Flipkart started its operations on the consignment model in which they personally bought the book and couriered it. Later they opened many warehouses where the goods were stored safely. The first warehouse was opened in Bangalore and later in Delhi, Mumbai, Chennai, Hyderabad, Pune, Noida and Kolkata. As of today, more than five hundred suppliers are working for Flipkart. At least 80% of the orders placed are handled and controlled via warehouses. Shipping companies and courier companies are the real mediators in this setup. The quick and well-organized service is the reason why the company has been able to put its mark on the Indian market. Their delivery network is spread over thirty-seven cities with delivery being possible in any nook and corner.



## **Price in the Marketing mix of Flipkart**

Though Flipkart started its venture with an investment of just INR 400,000, today its net worth is nearly 1 billion dollars as its sales are increasing day by day. It still earns revenue of 50% from selling books online. Electronic commerce has become a huge hit because of Flipkart. Its price policy is very flexible because of online transactions. Amount to be charged is determined after looking at the innumerable expenses like transport expenses, supplier expenses, packaging costs, courier charges, shipping cost, office expenses, maintenance expenses, discount allowances, depreciation, taxes, advertisement expenses and many other expenses.

Discounts up to 35% are allowed periodically to boost up the sales and maintain competitive prices. For payments, Flipkart allows credit card transactions, cash payment after delivery, transaction through debit card, by swiping card on delivery, vouchers available as e-gift and net banking.

## **Promotions in the Marketing mix of Flipkart**

Flipkart has changed the concept of multi brand retailing of products through internet in India. Its huge success has proved to be an inspiration for other companies. It operates mostly through mouth advertising. The satisfied customers have been their best promoters. To have a firm grip on the online world Flipkart has used the services of Google Ad-words and SEO. These marketing tools have made them household names. Downloading the exclusive app of Flipkart helps in getting alerts about the current offers, order status, price drops, recent launches and various gift coupons.

Flipkart has also taken the help of creative and interesting advertisements so that an awareness and trust is generated for their website amongst the people. Their first campaign was shown on TVC with the concept that books can be delivered with just a single click. Recently an ad has been launched to increase the social visibility where the tag line is “No Kidding No Worries”. Trained individuals are hired to fulfill their responsibilities adequately. The systematic planning and level of effort undertaken to reach such heights is commendable.

## **Journey of Flipkart**



### Flipkart product Line

Baby care

Books/ eBook media

Cloths

Games and toys

Mobiles cameras

Large appliances ACs, TVs

Home and kitchen

Sports and fitness

Laptops

Jewellery

Footwear



## **Top investors of Flipkart**

**There are top five shareholders of the Flipkart, the list is as follows:-**

1. Tiger Global – Holds 29.5% Stake
2. Accel partners – Holds 11.5% Stake
3. Binny Bansal – Holds 8.7% Stake
4. Sachin Bansal – Holds 8.7% Stake
5. Intervision Services Holdings – Holds 18.4% Stake
6. Others – Holds 23.2% Stake

## **Mission and vision of Flipkart**

## Vision & Mission

VISION

MISSION

To become AMAZON  
of India.

Providing a  
delightful customer  
experience.



## **OBJECTIVE OF THE STUDY**

## **OBJECTIVES:**

- To understand and estimate the consumer perception and factors affecting their behavior for choosing e-commerce sites.
- To understand tactics and methods those are used by flipkart to grab the customers in India.
- To know how consumers are evaluating e-commerce sites for their purchases.
- To understand the work flow of Flipkart in India.
- To study complexities and barriers those are there in between e-commerce sites and customers.
- To find out new opportunities and to succeed in those procedures.

## **DATA COLLECTION**

The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed.

## **PRIMARY DATA**

Primary data was collected from various people and their opinion and information for the specific purposes of study helped to run the analysis. The data was collected through questionnaire to understand their experience and preference towards their loyal company.

## **SECONDARY DATA:**

Secondary data was collected from different sites, news papers etc.

**Sample size: 100**

# **RESEARCH METHODOLOGY**

## **RESEARCH METHODOLOGY**

### **1. PRIMARY RESEARCH:-**

A Primary Research was conducted:

The questionnaire was prepared for the companies and following areas covered

### **2. SECONDARY RESEARCH:-**

- Data was collected from websites and catalogues to understand the product of the different players.
- Sources used for secondary data collection are company web site, E-tailer web site etc.

## **ANALYSIS OF DATA:**

**Questionnaire has been attached in annexure -I**

- DEMOGRAPHICS: age group
- HOW OFTEN RESPONDENT SHOP ONLINE?
- PREFERRED ONLINE SITE BY RESPONDENT?
- RESPONDENT PAYMENT METHO?
- RESPONDENT IS MOST IMPRESSED WITH WHICH E-COMMERCE SITE?
- RESPONDENT CHOOSING METHOD OF E-COMMERCE SITE?
- RESPONDENT IS MORE SATISFIED WITH WHICH SITE PRICING
- RESPONDENT WOULD LIKE TO SUGGEST TO OTHERS
- OCCASIONS PREFERRED BY RESPONDENT TO DO SHOPPING
- RESPONDENTS FACED PROBLEM WITH
- RESPONDENTS OPINION ON FLIPKART CUSTOMER CARE



**Area covered**

**GAUTAM BUDHNAGAR**

**Greater Noida:**

1. Alpha 1
2. Alpha 2
3. Beta 1
4. Beta 2
5. Knowledge park 2

**Noida:**

1. Sec 44
2. Sec 37

# **Literature review**

## Review of literature

1. **Mr. Vicky Singh** “The concept of e-commerce is downloading at a fairly rapid pace in the psyche of the Indian consumer. In the metros, shortage of time is a big driver for online shopping. On the other hand, accessibility to a variety of products makes audiences from smaller towns and cities opt for the online route. Major retailers face challenges in stocking their stores adequately. Often, customers are unable to purchase items of their choice, thus prompting them to resort to e-retailers. Flipkart has accorded a lot of importance in trust building exercise that is why it has a strong Customer Support Team which helps the customers with the website guidance and resolving issues.”
2. **“Written by the team at Moderandi Inc”** “The concept of e-commerce is downloading at a fairly rapid pace in the psyche of the Indian consumer. In the metros, shortage of time is a big driver for online shopping. On the other hand, accessibility to a variety of products makes audiences from smaller towns and cities opt for the online route. Major retailers face challenges in stocking their stores adequately. Often, customers are unable to purchase items of their choice, thus prompting them to resort to e-retailers. Flipkart has accorded a lot of importance in trust building exercise that is why it has a strong Customer Support Team which helps the customers with the website guidance and resolving issues. The concept of e-commerce is downloading at a fairly rapid pace in the psyche of the Indian consumer. In the metros, shortage of time is a big driver for online shopping. On the other hand, accessibility to a variety of products makes audiences from smaller towns and cities opt for the online route. Major retailers face challenges in stocking their stores adequately. Often, customers are unable to purchase items of their choice, thus prompting them to resort to e-retailers. Flipkart has accorded a lot of importance in trust building exercise that is why it has a strong Customer Support Team which helps the customers with the website guidance and resolving issues.”
3. **“ANVESHANA’s international journal of research in regional studies, law, social sciences”** “Internet became more powerful and basic tool for every person’s need and the way people work. By integrating various online information management tools using Internet, various innovative companies have set up systems for taking customer orders, facilitate making of payments, customer service, collection of marketing data, and online feedback respectively. These activities have collectively known as e-commerce or Internet commerce. Online shopping made so easy for everyone with their product variations and simple way to buy things. An attempt has been made to critically examine various corporate and business level strategies of two big e-tailers and those are Flipkart and Amazon. Comparison have been done considering e-commerce challenges, their business model, funding, revenue generation, growth, survival strategies,

Shoppers' online shopping experience, value added differentiation, and product offerings. Both these big players made their own mark in India, but who is going to be ultimate winner or be the top one is going to be. A comparative study of Flipkart.com with one of the close competitor Amazon.com delivers the information about the different strategies to succeed in e-commerce market and different opportunities available in India.”

**RECOMMENDATIONS, CONCLUSIONS**

**LIMITATIONS, SUGGESTIONS**

## **RECOMMENDATION**

- Attract customers by exchange offer, discount offer, cash back offer and face gift offer on the festival occasions
- Establish a cordial relationship with local dealers and offer a good commission margins for promoting our products.
- Keep a hawk eye on the competitors and act according to their sales and marketing strategy.
- Create an effective advertisement with an influential punch line.
- To provide better services in order to satisfy the customer needs.
- Improvement in customer care service.
- Improve delivery standards and train the delivery boys regularly.
- Improve the trust and eliminate those dealers who are responsible for creating bad image of company.
- Should always use a strategy of SEO as it an online player of E-commerce.
- Expand the area to tier 3 cities as more of the people leave in those areas.

## **CONCLUSION:-**

The study consisted with all the work flows of and strategies of E-commerce player, Flipkart. How Flipkart is performing and how they are running perfectly in the competitive world has been explained. The innovative thinking of them to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers. They made consumers work more easy and comfortable. In this competitive market one has to be lead and rest will follow. Based upon consumer's survey we got our clear winner and it is Amazon. Even though it is an international company it understood Indians very well and made its roots stronger in India. Flipkart is also giving very tough competition to Amazon even though it is new company when compared to Amazon. May be it takes some time to overcome, but definitely they are doing very well in Indian e-commerce market. Flipkart is using more offers like Flipkart big billion day etc. Flipkart is also using Pay

per click and so Amazon is doing. Flipkart is also acquiring more companies who can add value to it. Recently Flipkart acquires E-bay India to give a tough competition to Amazon.

## **LIMITATION**

According to us there were so many limitations during project which were great hurdle in the competition of report-

- Time allowed for the study was not sufficient.
- A sample survey was selected.
- The data provided by the respondent may not be correct or accurate.
- Some of the samples selected for the study did not respond properly to the questionnaire. However proper care had taken to make the analysis and interpretations more meaningful.
- Questionnaires are impersonal, this means that it may be difficult to understand answers and thus to act on them. Also, there is a chance that the question may be misinterpreted, rendering the answer useless.
- Questionnaires also invite people to lie and answer the questions very vaguely which they would not do in an interview.
- Open questions can take a lot of time to collect and analyses.



- People are not always willing to fill questionnaires in so they may just throw them away.
  - Sometimes questions used are too standardized (closed) so some peoples preferred answers may not be included, and this also does not allow for much detail.
  - Peer pressure of embarrassment may cause people to not want to answer certain questions, or they may want to impress the researcher and fabricate the truth by filling in untrue answers, making questionnaires unreliable and sometimes invalid.
- 
- There was so much confidential data of companies that are not exposed.
  - Survey was restricted to particular age group because respondents willing to fill are college students.
  - Analysis was done based upon personal opinion of respondents individually, not from any focus groups or experts.

## SUGGESTION

- In this research I found that various people told that packaging can be improved. So it should be better if they work on packaging because packaging itself a way of promotion. A good package creates a good image of the product.
- Sometime the way of behaving of a delivery boy is not good, so Flipkart need to train them how to be polite in front of customer.
- People get damaged product, so they need to work on primary packaging as well, so that it does not damaged any product.
- It's a service based industry so services can be improved like customer care services, delivery services, return services etc.
- Eliminate those local dealer who doesn't provides quality goods and responsible for damaging the goodwill of the company.
- People are ready to pay more for if the service is good so always try to give best services.
- The customer care of Flipkart needs to work on complaint as fast as they can because people are ready to pay more but today they don't have time for wait.
- Keep a hawk eye on the competitors and act according to their sales and marketing strategy.

# **KEY FINDINGS**

## **KEY FINDINGS**

- Female respondents are showing more interest to do online shopping than male respondents.
- Customers are preferring quality product from e-commerce sites, even it is bit expensive.
- Flipkart is trying very hard to reach the top position but Amazon India is giving very tough competition.

- Amazon is leading in every aspect of survey such as price, preferred and also suggesting to friends.
- Undoubtedly Flipkart and Amazon made their impact on customers very strongly and captured loyal customers. And they are ready suggesting their online shopping site to rest of their friends.
- Both Flipkart and Amazon India advertisings were very innovative and attractive. Both companies are expending so much money on advertising and promotions.
- Every age group people are interested in offers, if they are in need or not they want to purchase.

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- [www.marketoperation.com](http://www.marketoperation.com)
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- [www.britannica.com](http://www.britannica.com)
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- [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**

Name

Place

Contact info

Age

Gender

**1. HOW OFTEN RESPONDENT SHOP ONLINE?**

- a) Once in a month
- b) once in two months
- c) More frequently
- d) vary rare

**2. PREFERRED ONLINE SITE BY RESPONDENT?**

- a) Amazon
- b) Flipkart
- c) Snapdeal
- d) shopclues
- e) Other

**3. RESPONDENT PAYMENT METHOD**

- a) Debit card
- b) credit card
- c) Net banking
- d) cash on delivery

**4. RESPONDENT IS MOST IMPRESSED WITH WHICH E- COMMERCE SITE**

- a) Amazon
- b) Flipkart
- c) Snapdeal
- d) others

**5. RESPONDENT CHOOSING METHOD OF E-COMMERCE SITE**

- a) Referred by friend
- b) Advertisement
- c) Online review

**6. RESPONDENT IS MORE SATISFIED WITH WHICH SITE PRICING**

- a) Flipkart
- B) Amazon
- c) Snapdeal
- d) Paytm

**7. RESPONDENT WOULD LIKE TO SUGGEST TO OTHERS\**

- a Flipkart
- b) Amazon
- c) Snapdeal
- d) Paytm

**8. OCCASIONS PREFERRED BY RESPONDENT TO DO SHOPPING**

- a) Festival
- b) to gift
- c) Offers
- d) weeding
- e) others

**9. RESPONDENTS FACED PROBLEM WITH**

- a) Delay in delivery
- b) product damage



- c) Cheap quality of product
- d) non delivery
- e) Other

**10) RESPONDENTS OPINION ON FLIPKART CUSTOMER CARE**

- a) Awesome
- b) good
- c) Nor good nor bad
- d) bad
- e) Worst