

**A**

**Project Report on**

**RetailSector-Online Market: Flipkart**



**Palamuru University**

This project Report submitted in partial fulfillment of the requirement for the award of the Degree of “*BACHELOR OF COMMERCE*”

2019-2022

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(Lecturer in Computer Applications)



**DR.BRR GOVT COLLEGE**

**Affiliated to Palamuru University**

**Jadcherla, Mahabubnagal**

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PRINCIPAL

# CERTIFICATE

DEPARTMENT OF COMMERCE

This is to certify that this project work entitled

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**Dr.K.MANJULA**  
HEAD OF THE  
DEPARTMENT

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PROJECT GUIDE

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**EXTERNAL EXAMINAR**

**INTERNAL EXAMINAR**

# DECLARATION

I hereby declare that the project work entitled on “**RETAIL SECTOR-ONLINE MARKET:FLIPKART**” submitted by me to the Department of Commerce is a Bonofied work done by me and it is not submitted to another University to Institution for the award of any UG B.Com/Certificate or published any time before, under the guidance of **Smt.G.VANITHA**,(Lecturer In Computer Applications)

The Project embodies the result of original work and studies carried out by me and the contents of the project do not form the basis for the award of any other Degree to me.

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We extremely grateful to "COLLEGE" for the confidence bestowed in me and entrusting my project entitled

## **“RETAIL SECTOR-ONLINE SHOPPING: FLIPKART”.**

At this juncture We feel deeply honored in expressing my sincere thanks to For making the resources available at right time and providing valuable insights leading to the successful completion of my project.

We would also like to thank all the faculty members of college for their critical advice and guidance without which this project would not have been possible.

Last but not the least We place a deep sense of gratitude to my family members and my friends who have been constant source of inspiration during the preparation of this project work.

# INDEX

CHAPTER	CONTENT	PAGE NO
---------	---------	---------



1.	<b>Introduction</b>	<b>1 -5</b>
2.	<b>Objective and Methodology</b>	<b>5 - 6</b>
3.	<b>Market trend analysis</b>	<b>6 -12</b>
4.	<b>Case study</b>	<b>12 - 33</b>
5.	<b>Conclusion</b>	<b>33 -36</b>

bibliography

annexure-1a

annexure-2b

# **CHAPTER 1: INTRODUCTION**

# CHAPTER 1 : INTRODUCTION

## Definition. Online Shopping

Online shopping involves purchasing products or services over the Internet. Online shopping is done through an online shop, e-shop, e-store, virtual store, web shop, Internet shop or online store. All the products in online stores are described through text, with photos and with multimedia files. Many online stores will provide links for extra information about their products.

They often make available, safety procedures, instructions, manufacture specification and demonstrations. Some will provide advice or how-to guides. As you are already on the Internet, you can search for product reviews that other consumers may have posted. Some online stores have place for these reviews on their own sites. Many allow users to rate their products. Advice such as this from other consumers, about a product, would be unavailable in a conventional store.

## Advantages of Online Shopping

- **Easy to Find:** Finding a product online is much easier than looking for it in the local store. You can search any product easily by using the search engine feature of an online shopping website. But in store you have to look for it until you find it. Sometime it becomes very annoying when you can't find the product even after looking in the couple of shops. But in online usually we don't have to face this problem. If you don't find a product than you can switch to a new shopping website without wasting your time. For example, if you don't find the suitable product in E-bay, you can look for it in the Amazon without wasting your time. On the other hand, if you do not find any product in the store you have to go to other store which is more laborious and time consuming.

- **Products can be cheaper:** Sometime a product can be much cheaper in another country than your country. In this case it would be wise to shop online to save some money. Here is my story, I had a big problem with the air flow sensor of my car. I went to the dealer, and they asked 700\$ for a new air flow sensor. Since my car is old, I am never going to spend that much money for that sensor. I did not have time and patience to look for a spare part from the junk yard. Then an idea popped into my head! I took out the pan number and searched it on E-bay, and found plenty of used pans with a very cheap price. I bought the part and so far, my car is running great I am very thankful to God for creating such an easier way of shopping.
- **Save time and energy:** You don't have to waste your time in going to store and standing in front of the crowd. Who likes to search a product in everycorner of a shop and stand in the long line for paying the bill? Shopping from the local store becomes more time consuming and expensive if you do not have a car of your own. You can solve all the above problems just by shopping online.
- **Freedom of choice:** Freedom of choice is very high in online than shopping from a nearby store. In online you can choose the product you are looking, from a vast range of products.
- **Freedom of price flexibility:** You will enjoy the freedom of price flexibility. If you don't like the price of a product from an online shop, you can switch to other online to store to look for cheaper price. You can also follow this procedure in normal shop, but it would take more time and energy to do so.
- **High satisfaction percentage:** Now a day, shopping online is very reliable. The percentage of satisfaction is very high. This is

why you would see most of the seller has 99%+ positive feedback.

- **Buyer protection:** Dependable websites like E-bay provides buyer protection to motivate people to buy from their site. This highly trusted websites will give your money back if any seller does not deliver the item or deliver an item which does not match with the description.
- **Rare products:** Shopping online is very useful in buying rare products. For example, few days ago I have bought a rare car part through E-bay. The price of the part was very affordable too.
- **Privacy:** There are some products which you don't want to buy publicly. You can buy any kind of product from online web store anonymously to maintain your desired privacy.
  
- **E-business:** The progress of online business is actually helping millions of people. Now people can buy and sell from their home. People who cannot afford to buy or rent a shop, can easily open an online store and sell items from their home. This is playing a very important role in reducing the unemployment rate.

## Disadvantages of online shopping

- **Delay:** The main disadvantage of online shopping is, you cannot receive the product immediately. You have to wait until the product arrives. Sometimes it is better to have an item instantly than keep waiting for it for many days. I would prefer to buy an item instantly if the delivery time is too long.
- **Inferior products:** You don't know about the actual quality of the product. Sometimes the description of the product might be different than the actual product. As a result, you might end up with inferior quality product.
- **Shipping Charges:** Shipping charges and shipping delays is one of the biggest disadvantages of shopping online. Items are generally cheaper in online web store. But sometime the addition of shipping charge makes the price similar or more expensive than your nearby local store.
- **Delivery Problems:** Sometime you may face Delivery risk. Delivery risk occurs when the seller fails to deliver the original product or delivers a damaged (inferior/duplicate) product due to shipping problems.
- **Shopaholic:** Since it's very easy to search & purchase different items very easily and quickly from online, many people end up being an online shopaholic. That means they buy too many things they actually don't need. Sad to say, I think I am one of them! Online Shopaholic people thinks they are saving money because the cost is very low when you shop from online, but sometime it's actually a waste because you don't need them. So, buy smart!

- **Scams:** As online shopping is becoming very common the number of online scam and fraud is also increasing. This is why a buyer should always buy from trusted websites only because trusted websites would take care of any fraud to maintain their reputation.
- **Some items are better to buy from the real Store:** You wouldn't like to buy any clothing products because you won't be able to know whether they are going to look good on you or not.
- **Return problems:** Returning an item is difficult in case of online shopping. Although seller accepts sells return, they usually want the item within a short period of time and you also have to pay for the shipping charges.
- **Warranty issues:** Many electronic items are sold without international warranty. So, make sure you contact with the seller to verify whether the item has international warranty or not.

Chapter 2 :

objectives & methodology



# CHAPTER 2: OBJECTIVES &

## METHODOLOGY

### Objectives:

To understand the concept of online shopping in India and what are its recent trends.

To identify the major market players in terms of online shopping and conducting a comparative study.

To understand the notion of online shopping with respect to male-female preference — a case study of Flipkart.

### Methods:

**Primary data:** Primary research consists of a collection of original primary data collected by the researcher. It is often undertaken after the researcher has gained some insight into the issue by reviewing secondary research or by analyzing previously collected primary data. It can be accomplished through various methods, including questionnaires and telephone interviews in market research, or experiments and direct observations in the physical sciences, amongst others.

**Secondary data:** Secondary data is data collected by someone other than the user. Common sources of secondary data for social science include censuses, organizational records and data collected through qualitative methodologies or qualitative research. Primary data, by contrast, are collected by the investigator conducting the research.

This study has been conducted based on both primary and secondary data sources, where the information regarding the generalized idea about online shopping and the company profile is based on secondary sources as obtained from company website and various articles. However, the authentication of such information is difficult to judge.

## **CHAPTER 3:**

# **MARKET TREND ANALYSIS**

# CHAPTER 3: MARKET

## TRENDANALYSIS

### Market Scenario of Online Shopping

India's e-commerce market grew at a staggering 88 per cent in 2013 to \$ 16 billion, riding on booming online retail trends and defying slower economic growth and exponentially increasing inflation.

According to the survey, India's e-commerce market, which stood at \$2.5 billion in 2009, reached \$8.5 billion in 2012 and rose 88 per cent to touch \$16 billion in 2013. The survey estimates the country's e-commerce market to reach \$56 billion by 2023, driven by rising online retail.

To make the most of increasing online shopping trends, more companies are collaborating with daily deal and discount sites, the survey pointed out.

India has Internet base of around 150 million as of August, 2013, the survey said.

Having close to 10 per cent of Internet penetration in India throws a very big opportunity for online retailers to grow and expand as future of Internet seems very bright.

- **Product Trend Analysis:** Besides electronics gadgets, apparel and jewelry, home and kitchen appliances, lifestyle accessories like watches,

books, beauty products and perfumes, baby products witnessed significant upward movement in last one year. The products that are sold most are in the tech

and fashion category, including mobile phones, I-pads, accessories, MP3 players, digital cameras and jeweled, among others, it found.

- **Location Trend Analysis:** As per responses by 3500 traders and organized retailers in Delhi, Mumbai, Chennai, Bangalore, Ahmadabad and Kolkata who participated in the survey; online shopping grew at a rapid pace in 2013 due to aggressive online discounts, rising fuel prices and availability of abundant online options. Among the cities, Mumbai topped the list of online shoppers followed by Delhi, while Kolkata ranked third, the survey found.
- **Age-Wise Analysis:** The age-wise analysis revealed that 35 per cent of online shoppers are aged between 18 years and 25 years, 55 per cent between 26 years and 35 years, 8 per cent in the age group of 36-45 years, while only 2 per cent are in the age group of 45-60 years. Besides, 65 per cent of online shoppers are male while 35 per cent are female.

# Comparison between the Market Rulers in India

## Introduction to the Market Rulers

Fli@kan.com, Ebay.in and Amazon.in are the three online biggies currently fighting it out to gain the maximum number of online shoppers in India. The three websites have acquired muscles and artillery for the battle in form of investments, which they are currently making and will be making in the future. An outright comparison without mentioning how these websites started and what they went through before reaching where they are would be unfair. Let's have a look at how these websites came in to existence and where they stand today.

- **Flipkart.com**

Flipkart.com was founded by Sachin Bansal and Binny Bansal in 2007 as an online retail portal selling books. The company soon expanded into all verticals of online retailing and strengthened itself by acquiring the online electronics retailer Letsbuy.com in 2012. The company has gained a secured footing in India over the years and recently became the first online retailer in India to cross the GMV figure of \$1 billion in March 2014, beating its own expectation of crossing that mark in 2015. It is also the most visited online retailer in India and the brand has a highest recall value among online shoppers.

- **Ebay.in**

Ebay.in is an online marketplace that lets buyers meet sellers; the company was founded in 1995 in America and distinguishes itself as being 'internet consumer to consumer corporation.' The company operates localized portals in 30 countries of the world. Ebay.in started operations in 2005 and has continuously built a regular set of buyers and sellers on the website. Since the company operates as a marketplace it allows sellers to list their products either at a fixed price or have an auction for their products. The company offers buyers 'eBay guarantee' so they can be secured that they get only genuine products.

- **Amazon. In**

Amazon is the world's largest online retailer. The company was founded in 1994 by Jeff Bezos. The company operates different portals for different countries and Amazon.in' is the one that operates in India. Apart from being a retailer, Amazon is also a technology company and created Kindle' which is an eBook reader for customers who download digital books from the website. Amazon was a late entrant in India and has to make its mark among Indian audience.



# Flipkart.com vs Ebay.in vs Amazon.in

<b>Basis of Distinction</b>	<b>Flipkart.com</b>	<b>Ebay.in</b>	<b>Amazon.in</b>
<b>Working Models</b>	Flipkart.com started as a direct retailer, selling goods directly to consumers and has recently include recently included themarketplacemodel as well, where sellers can list their	Ebay.in has always worked as a marketplace , enabling sellers to meet buyers and the company does not directly retail products.	Amazon has always followed both the models, where it sells products directly and also lets other sellers to sell their goods on its portal.
<b>Pricing Policy</b>	Flipkart.com has fixed price on their products.	Ebay.in allows buyers and sellers to be in auctions.	Amazon.in has fixed price on their products.
<b>Shipping Charges</b>	On flipkart.com customers don 't have to pay any shipping charge if they are buying products above rs.500.	Ebay.in has different shipping charges according to the sellers.	Amazon offers some products with free shipping while others are

			charged for shipping.
<b>Discount Strategy</b>	Flipkart.com offers between 0-30% discount range spread uniformly.	Ebay.in does not have any specific discount range.	Amazon.in offers between 50-40% discount range spread uniformly.

<p><b>Mode of Payment</b></p>	<p>Flipkart products as a mode of payment, along with credit cards, debit cards and net.</p>	<p>On eBay, the cash on-delivery option is available only if a seller offers it.</p>	<p>Amazon doesn't allow such payments for all items. It also levies a delivery charge.</p>
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## *Market Share Analysis*

Following Flipkart & Myntra's recent merger, ecommerce companies Flipkart and Myntra are acquiring and incubating private labels to increase their fashion business. The combined entity is also roping in more international brands and Bollywood celebrities, while increasing the seller base.

It is eyeing a share of about 65 per cent of the online fashion segment in the next 12-18 months. It claims it accounts for half the current market share.

Myntra has eight private labels, and it is expected the count might double in a year, though the company did not officially provide any estimate.

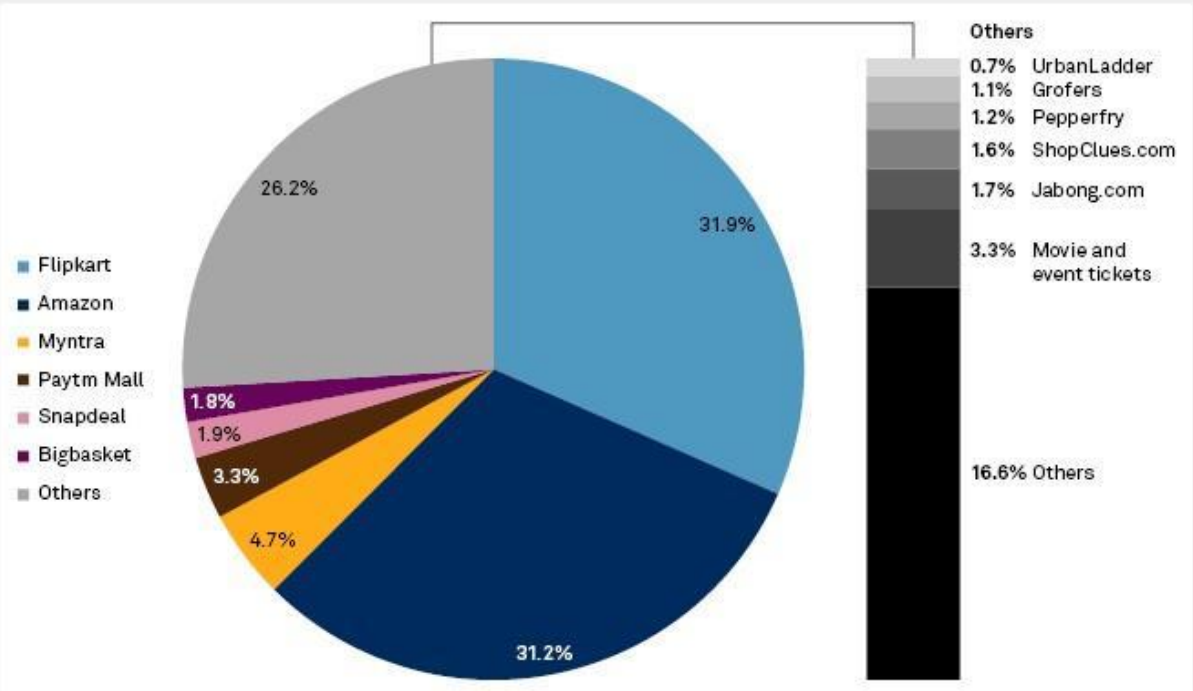
To increase its presence across clothes, footwear and accessories, Flipkart- Myntra is actively considering acquiring some online and offline private labels. It plans to spend about \$100 million in the coming year. "Recently, we set up a fashion incubator, in which 15-20 people will be given support in manufacturing, sampling, supply chain, etc., to grow private labels. After a year, three-four private labels might be acquired by Myntra," said Mukesh Bansal, chief executive of Myntra and head of fashion at both Flipkart and Myntra. Currently, Myntra has about 650 brands on its portal, while Flipkart has a base of about 3,000 sellers.

# Market share per provider

## 2018

### Indian e-commerce market, 2018

Gross merchandise value



Data compiled Oct. 9, 2019.  
Source: Forrester Analytics: Online Retail Forecast, 2018 To 2023 (Asia Pacific)

**CHAPTER4:**  
**CASE STUDY**

# CHAPTER4: CASE STUDY



## Case Study of an Emerging Giant in the Online World

### –FLIPKART

Innovation brings with itself a new set of challenges. The E- Retailing form of market was fairly something unheard of to the Indian consumer in 2007. Flipkart which has carved a niche for itself in terms of market share, goodwill and popularity in the online market to the extent that retailers are coming under threat because of its discounts and smooth operations. Started with an initial capital of four lakhs it now aims for annual turnover of around Rs.4500 crores. It started off with books and later on started diversifying its market into apparel, electronics, software's, music, etc. With over seventeen and a half million book titles listed, eighteen different categories, more than four million registered users and sale of fifty-five thousand items a day its quite a sensation in today's online market. Moreover, with such a large area to cover distribution and operational challenges crop up. Another challenge was online payment which the consumers were hesitant to make. Flipkart came up with their unique policy of Cash-On-Delivery. This case study aims to understand the functioning of Flipkart, its methods of operations, distribution, warehousing and delivery systems. The ascent of Flipkart to capture the online market in India in

just four years, the strategies implemented by it to create  
online

business, its ability to stand out among numerous E-Retail sites. What has Flipkart got that makes its model so robust? It aims to predict the future roadmap and also aims to find significant threats to Flipkart in the near future.

Flipkart went live in 2007 with the objective of making books easily available to anyone who had internet access. Today, they're present across various categories including movies, music, games, mobiles, cameras, computers, healthcare and personal products, home appliances and electronics, stationery, perfumes, toys, apparels, shoes — and still counting! Be it their path-breaking services like Cash on Delivery, a 30-day replacement policy, EMI options, free shipping - and of course the great prices that they offer, everything they do revolves around their obsession with providing their customers a memorable online shopping experience. Then there's their dedicated Flipkart delivery partners who work round the clock to personally make sure the packages reach on time. So, it's no surprise that they're a favorite online shopping destination. One of the biggest names in the Online Retail Industry and a Leading E-Commerce player in the Country; Founded by Sachin Bansal & Binny Bansal in Bangalore, Karnataka in 2007 - Which was started with initial capital of INR 4 lakh contributed by the founders, 7 warehouses, offices and delivery centers across India. With over 17.5 million book titles listed, 16 different categories, more than 4 million registered users and sale of 55000 items a day their operations are simply huge. Had 8600+ employees till December 2013. Had a massive Revenue of around 1200 Crores (FY 2012-13) and plans to reach 2500 Crores this year. They worked for Amazon.com before quitting and founding their own company. Initially they used word of mouth marketing to popularize their company. A few months later, the company sold its first book on flipkart.com - John Wood's Leaving Microsoft to Change the World. Flipkart broke even in March 2010 and claims to have had at least 100% growth every quarter since its founding. The store started with selling books and in 2010 branched out to selling CDs, DVDs, mobile phones & accessories, cameras, computers, computer accessories and peripherals, pens & office supplies, other electronic items such as home appliances, kitchen appliances, personal care gadgets, healthcare products etc.

Flipkart aims at 10 times growth and eyes at 1 billion sales by 2015. They will look at bigger investments in their supply chain and technology. Investment will be made in large warehouses and increased automation of their process, so that the product is not delayed. They intend to enter into various new categories



and expand their current categories as well. Everything except for groceries and automobiles will be available on Flipkart in future. To go further in the value chain, Flipkart is looking at associations with a larger number of suppliers and partners, both nationally and internationally. Flipkart the first billion-dollar Online Company from India (going by 2015 estimates) is by far the leading online store in the nation. Now that Amazon is reponed entering India in early 2054, this news becomes even more significant, considering that Amazon has previously, and unsuccessfully, tried acquiring the company, with Flipkart demanding a very high buyout price.

## Company Profile

Flipkart, which began in 2007 is now as per Alexa traffic rankings, among the top 30 Indian web sites and has been credited with being India's largest online bookseller. In 2010 they branched out to selling CDs, DVDs, mobile phones & accessories, cameras, computers, computer accessories and peripherals, pens & office supplies, other electronic items such as home appliances, kitchen appliances, personal care gadgets, health care products etc. Flipkart has over 2 million registered users and ships more than 30,000 items per day.

The advantages of becoming one of the most popular e-commerce websites and thus generating more traffic and revenue through transactions are countered by the disadvantage that Flipkart is now a recognizable target for hackers.

# Funding

- Initially funded by the Bansal's themselves with 4 Lakhs (INR).
- Flipkart has since then raised two rounds of funding from venture capital funds Accel India (in 2009) and Tiger Global Management (up to the tune of US\$100 million) (in 2010).
- Private equity firms Carlyle and General Atlantic are in talks to jointly invest about \$150 million to \$200 million in Flipkart, according to sources.

## Flipkart's Success Mantra

- Great customer service: Flipkart users are more satisfied than that of their competitors. Great customer service has been its hallmark.
- Easy to use website, hassle free payment system: The user interface is sleek and easy to use.
- Cash on delivery/Card on delivery mode of payment: This has been a major instrument in Flipkart success. Almost 60% of its sales happen through this mode. Cash on delivery created trust in the minds of Indian customers who were always weary of making payments online.
- Focused on user experience: Every other e-commerce site, tried to cram the maximum of amount of information possible into every single page whereas Flipkart focused on providing only the relevant info

# Future Road Map

- They aim at 10 times growth and eyes at \$ 1 Billion sales by 2015.
- They will look at bigger investments in their supply chain and technology.
- Investment will be made in large warehouses and increased automation of their process, so that the product is not delayed.
- They intend to enter in to various new categories and expand their current categories as well.
- Everything except for groceries and automobiles will be available on Flipkart in future.

## Threats in future

There are no major foreseeable threats in the future. The company has built a great brand name, they just have to maintain and enhance the same. Need to keep introducing more products, adapting to the changing needs of the customer with time. The entry of Amazon.com in 2012 in the Indian e-commerce space has been cited as a big challenge to Flipkart. However Flipkart is a respected Brand name in India and should be able to compete with Amazon. Amazon being a very big company can bring in serious competition to Flipkart, since Amazon can bear more losses in the beginning to gain customer base. But again, Indian market is growing at a rapid pace as access to internet increases and people become more aware of e-commerce sites and start trusting the same; hence Indian market is sufficiently big at- least for these two giants to co-exist beneficially.

# Secondary Data Analysis

## Promotion strategy

- Advertisements used in Newspapers and Magazines  
Newspaper advertising works on the fundamental of building trust and confidence with the readers. Newspapers have the greatest impact because of the following reasons:

Experts say the greater the exposure of the advertisement, the longer is the period of its impact among the readers. Therefore, experts feel if an advertisement stays in the memory of a consumer for a longer time, chances are quite probable that he might opt for purchasing or availing your services as and when required. This counts for higher sales and brand awareness.

A newspaper reader is so involved in his reading that sometimes the content in the advertisements creates an emotional impact on him. It is this power of being able to evoke an emotional response with the reader that goes in favor of newspaper advertising.

In other media, especially online media, people get perturbed by the distractions in the form of pop-ups and other advertisement forms that keep flashing on and off the screen. In fact, experts' points out that instead of having any favorable impact, these ads serve to distract the readers.

However, newspapers, point out experts, involves a focused reading where there are no disturbing and unwanted flashes of advertisements. As there is no distance between the reader and the story it seems that the reader actually undergoes all the emotions in the story himself, leading to increase in the trust factor. Taking advantage of this trust quotient, advertisers' cash on newspapers to send their messages loud and clear among the readers.

Hence, Flipkart has used advertisements in newspapers

and magazines which are colorful, bright; most of the images consist of kids, and have clear messages. Here are some of the advertisements used by Flipkart in Newspapers and Magazines.

## ● **Online Advertising**

The number of internet users is on a rapid rise worldwide and is used by people of all age and types. Internet has become a major medium for communication, entertainment and is in the process of replacing traditional entertainment, promo products, and informative Medias. Some businesses are finding that handing out a promo product such as pens, business cards, and mugs are too costly and yield little results. Likewise, traditional marketing forms such as television, radio, newspaper, magazines, etc., are becoming a thing of the past

Internet has also become a major and effective medium for advertising and it has been predicted that the online advertising and marketing is soon going to replace the advertising through traditional medias such as television, radio, newspaper and magazines. I have picked around 10 advantages of online advertising (not in that order) when compared with the traditional offline advertising.

- i. **Wider Coverage:** The online advertising gives your ads a wider coverage and this globally wider coverage helps in making your advertisements reach more audiences, which may ultimately help you in getting better results through your online advertising campaign.
- ii. **Targeted Audiences:** when compared with offline advertising, online advertising always helps you to reach the targeted audience and this helps in making your campaign more profitable and getting more relevant leads.

- III. **Affordable:** Another main advantage of online advertising or marketing is the much affordable price when compared with the traditional advertising costs. With a much lesser cost you can advertise on the net for a wider range of audience and geographical locations.
  
- iv. **Easy to Track and Measure Conversion**  
Measurability and easiness to track the conversion makes online advertising miles ahead on the traditional advertising methods. A lot of effective analytics tools are available to measure online advertising campaigns which help in more improvisation of the ads.
  
- V. **Speed:** Online advertising is much faster than offline advertising and you can start sending out your ads to a wider audience, the moment you start your advertising campaign.
  
- vi. **Informative:** In online advertising, the advertiser is able to convey more details about the advertisement to the audience and that too at relatively low cost. Most of the online advertising campaigns are composed of a clickable link to a specific landing page, where users get more information about the product mentioned in the ad.
  
- Vii. **Flexible Payment:** Payment flexibility is another added advantage of online advertising and marketing. In offline advertising you need to pay the full amount to the advertising agency irrespective of the results. But in online advertising there is the

flexibility of paying for only qualified leads, clicks or impressions.

- viii. **Better ROI** :Since online advertising is mainly focused on permealce based payment, you ROI is sure to be far better when compared with offline advertising.
  
- IX. **Easy Audience Engagement**: Online advertisement makes is easy for the audience to engage with your ads or products. As an advertiser we would be able to get more feedback from the audience and thereby improve the quality of our ads going forward.
  
- X. **Better Branding**: Any form of advertising helps in improving the branding and online advertising stands a notch high in improving the branding of your company; service or product.

## ● **Tweets about Flipkart**

Flipkart stays connected with its users via twitter, they answer most of the queries' put up by their customers and carefully evaluate all the suggestions which were posted in the twitter which keeps the customers happy and in turn keep the management of Flipkart happy.

## ● **Big Billion Day Sale**

Flipkart aims to do business of more than 1 billion in one day on 6th October 2014. Flipkart has already achieved its sale target by 2pm but most of the deals didn't proceed anymore. At approx. 2pm, seller accounts of third-party vendors on Flipkart have been put as pending i.e., no



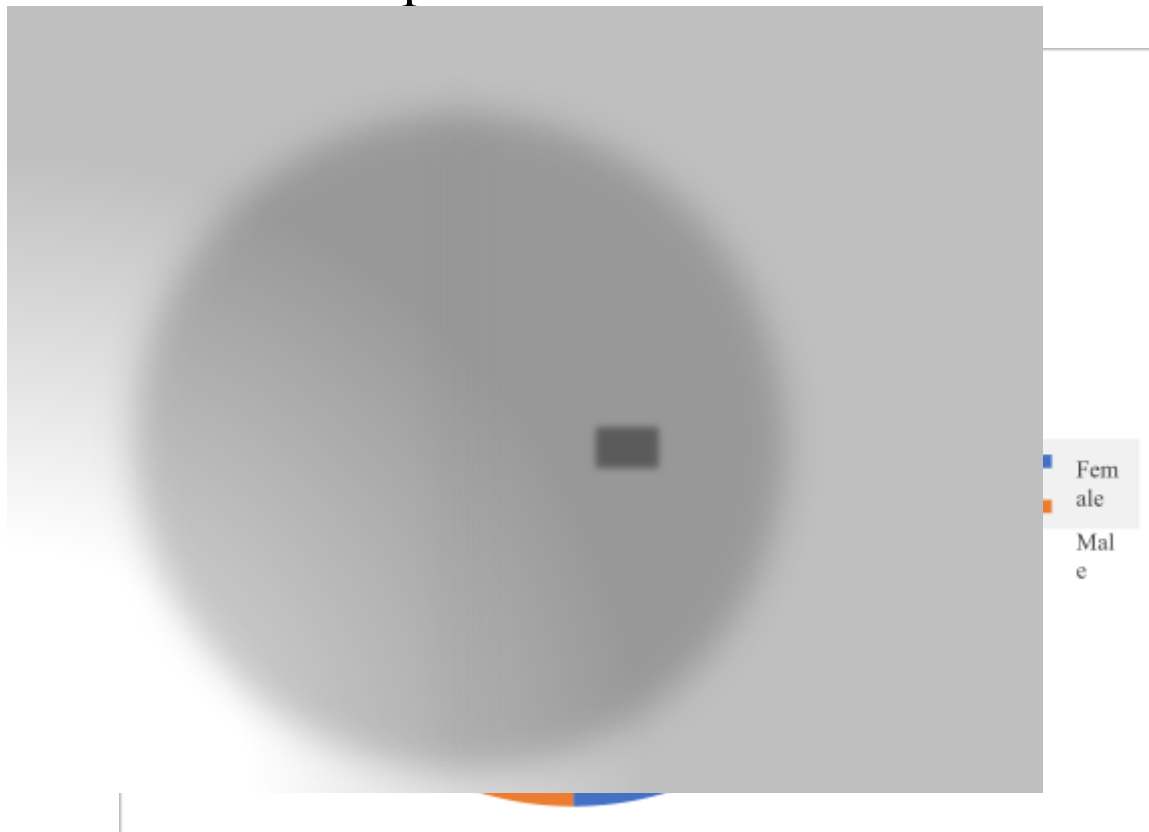
more orders had been taken

for the day and products were shown the status as 'out of stock'. A few selected deals continued to be listed, but essentially the sale was over.

The main reason behind this move was that Flipkart had already received more than ,00,000 orders in the first 6 hours of the sale - a number that was the limit of their enormous logistics team to process. They did not risk taking more orders and then fail to process them in dispatch. A wise strategy to avoid bad mouthing on late delivery; however, limiting the sale in such a way did only lead to more complaints from the users.

## Primary Data Analysis & Interpretations

### Number of respondents and their distribution

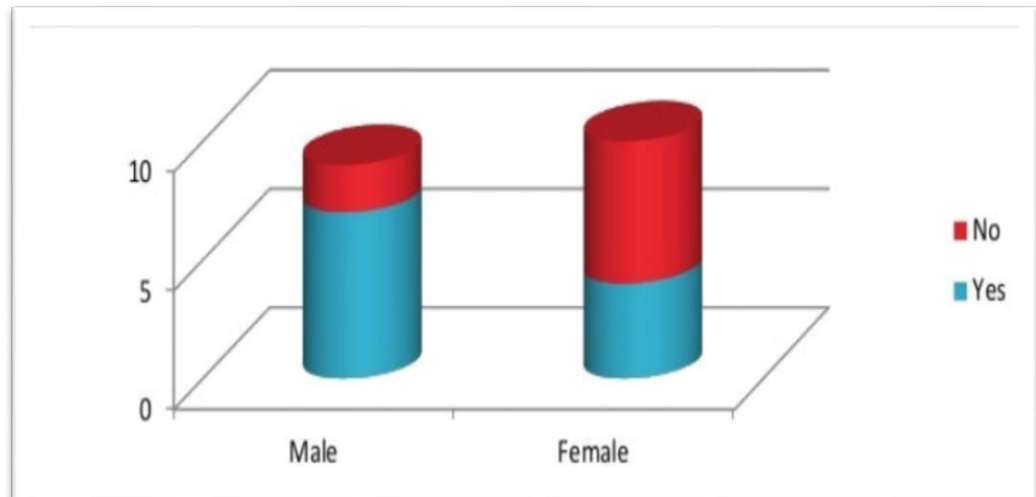


Survey of 20 respondents, where number of females was 10 and that of male were 10.

## I. Do you prefer online shopping?

**Yes**

**No**



The frequency of purchasing online is seen higher in case of male than in case of females because women are more receptive to other people's opinions, make impulse purchases and devote a lot of time to shopping,

## 2. If 'No' then why?

Security

Quality of Product

Delivery Time

Physically feel the Product before buying



Quality of product, inability to touch or feel the product online and payment of security are the major impediments for both the genders on doing online shopping.

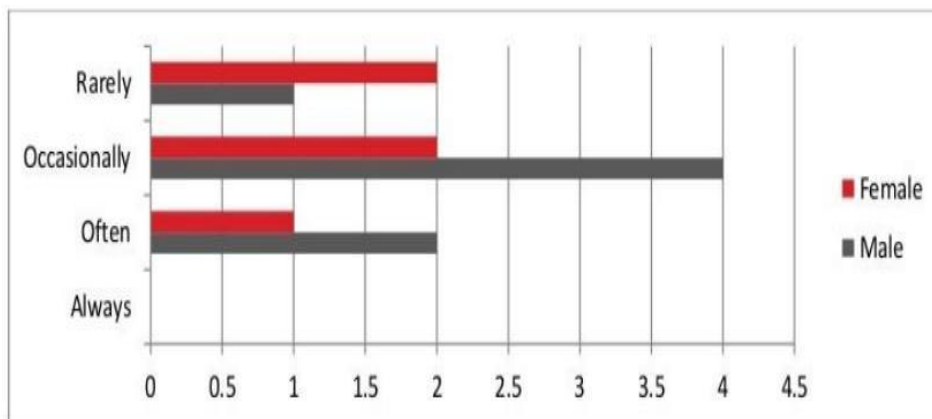
### 3. If 'Yes' then how often do you purchase?

Always

Often

Occasionally

Rarely



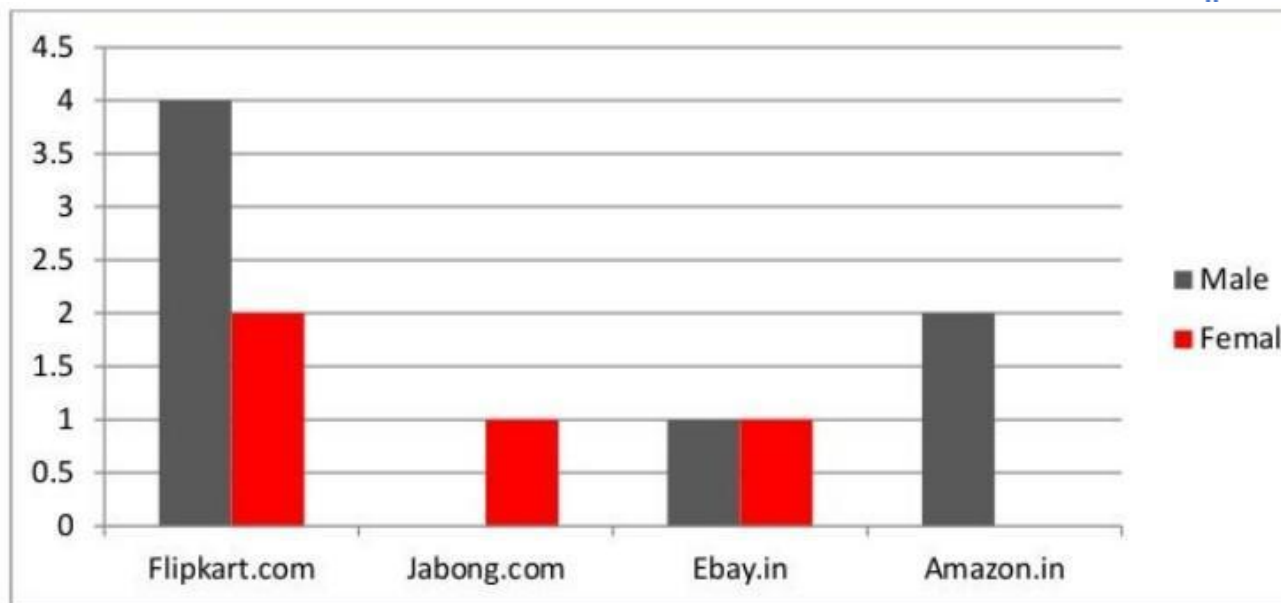
Frequency of purchase done by Male is higher in comparison to female. Most of the males purchase occasionally while most of the females purchase rarely.

#### 4. Do you have any specific online shopping destination?

Flipkart.com

Jabong.com

Ebay.in



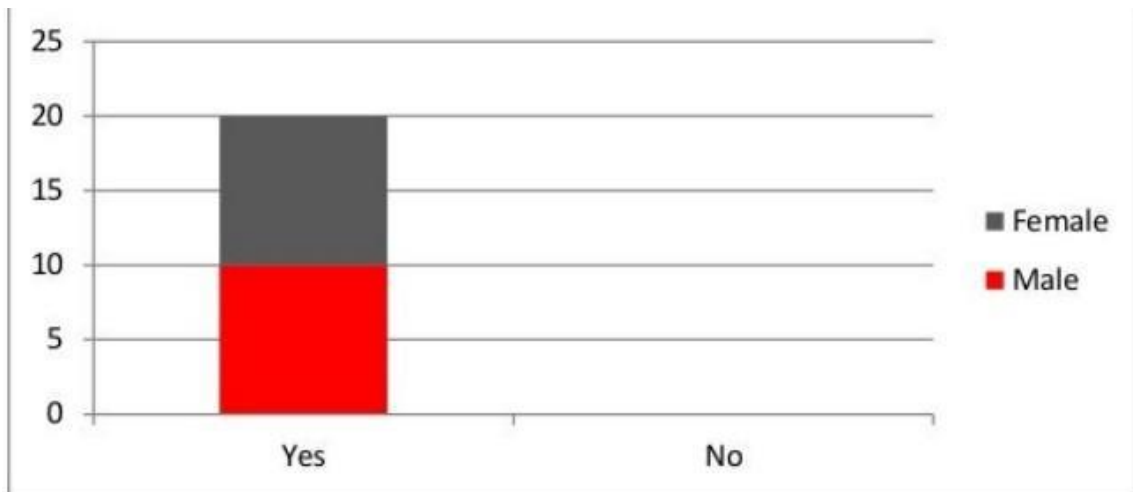
The frequency of purchasing from Flipkart by both males and females is more in comparison to other online shopping sites because the word-of-mouth strategy by Flipkart is the most successful means of making people aware about them and their products. This success can only be gained through satisfied customers.

## 5. Have you ever heard about Flipkart?

Yes

No

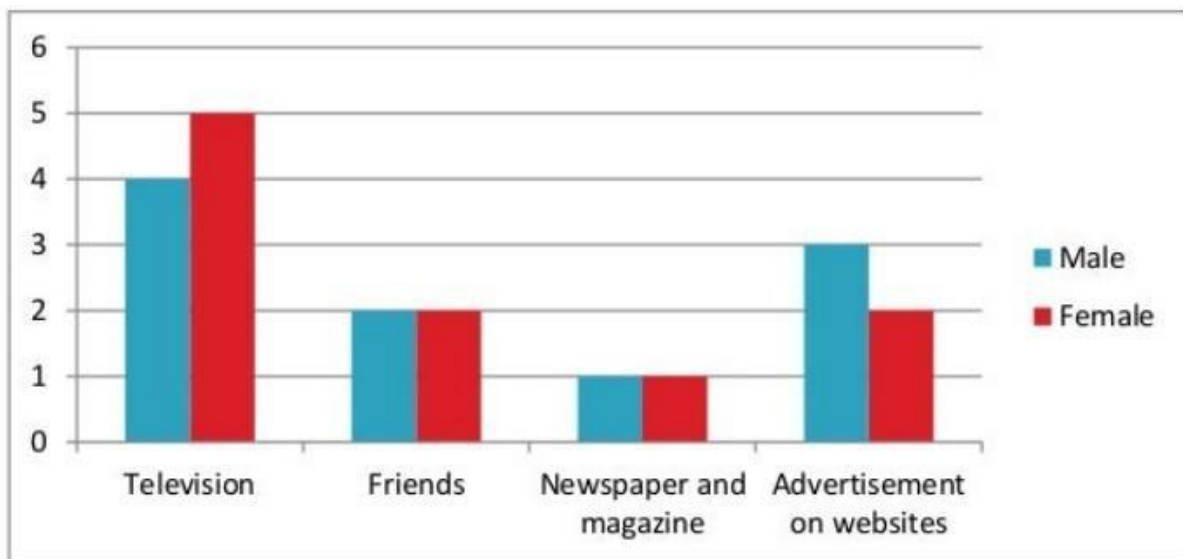
.



Flipkart has successfully placed itself into the prospects mind making it the India's largest online store with huge range of products

## 6. How did you come to know about Flipkart?

- Television
- Friends
- Newspaper and magazines
- Advertisements on websites



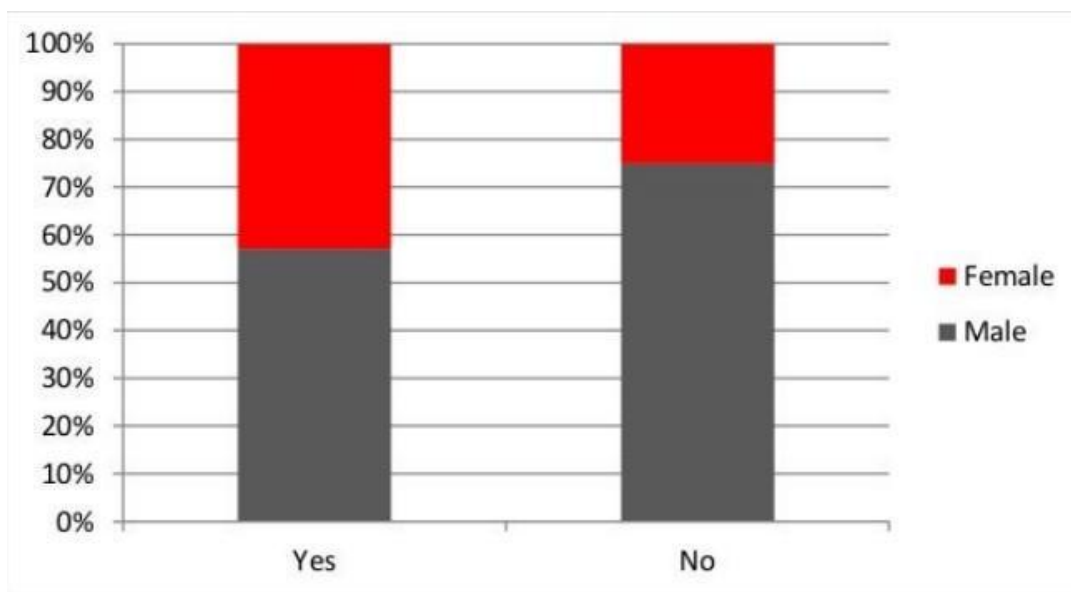
Most of the people came to know about Flipkart through television followed by friends and online advertisements. This proves that word of mouth strategy by Flipkart is the most successful means of making people aware about them and their products. This success can only be gained through satisfied customers who act as advocates for your products.



## 7. Did you ever make a purchase from Flipkart?

Yes

No



Most of the males purchase from Flipkart. The reason is when it comes to purchases, male shoppers just want to get what they need and get it fast. Ease and access are important components for them.

## 8. What category of products do you purchase from Flipkart?

Books and Stationery

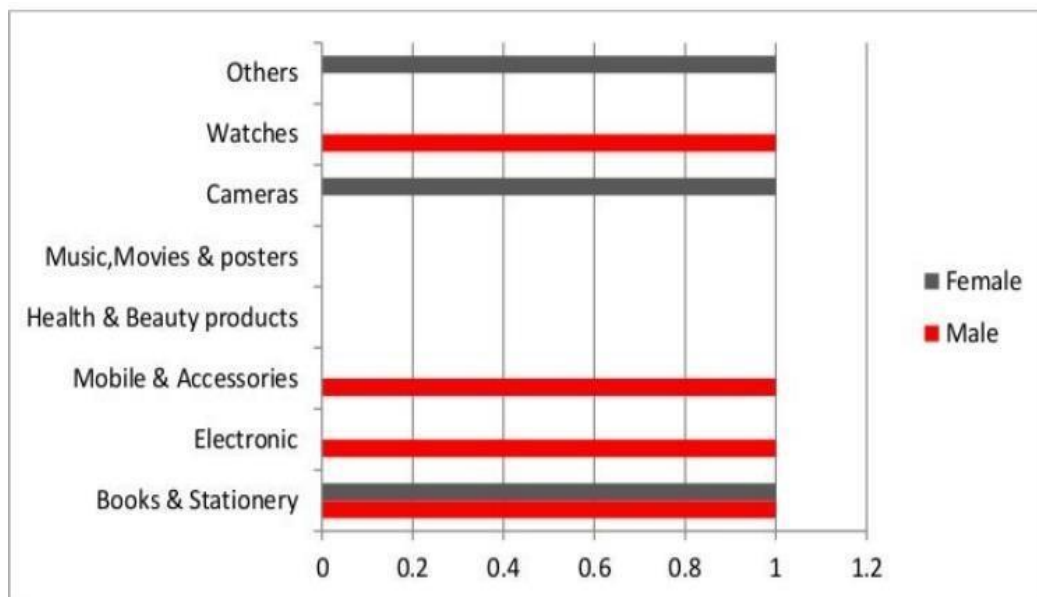
Electronic Items

Mobile and accessories

Health and Beauty products

Music, movies and posters

Cameras



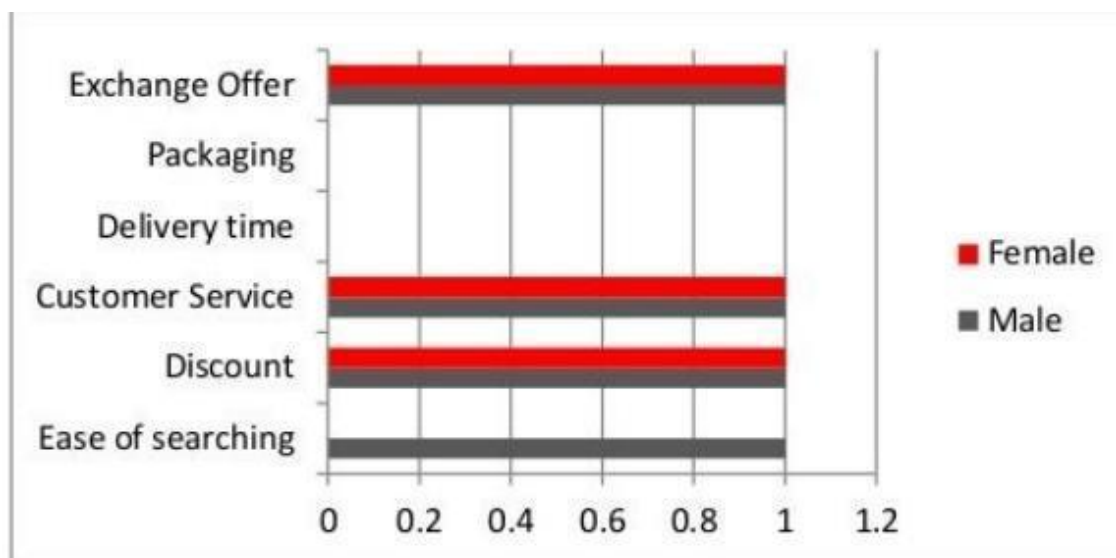
Watched

Males purchase more categories of products than females.

Books and stationery, electronic items, Mobile & accessories, cameras, watches and others (bags, belts, etc.) are purchased more. Books & stationery and electronics items are more famous.

## 9. Which of the following features do you like about Flipkart?

- Ease of searching
- Discount
- Customer service
- Delivery time
- Packaging
- Exchange Offer



Apart from packaging and delivery time; Exchange offer, customer service, discount and ease of searching are the features which the people like about Flipkart

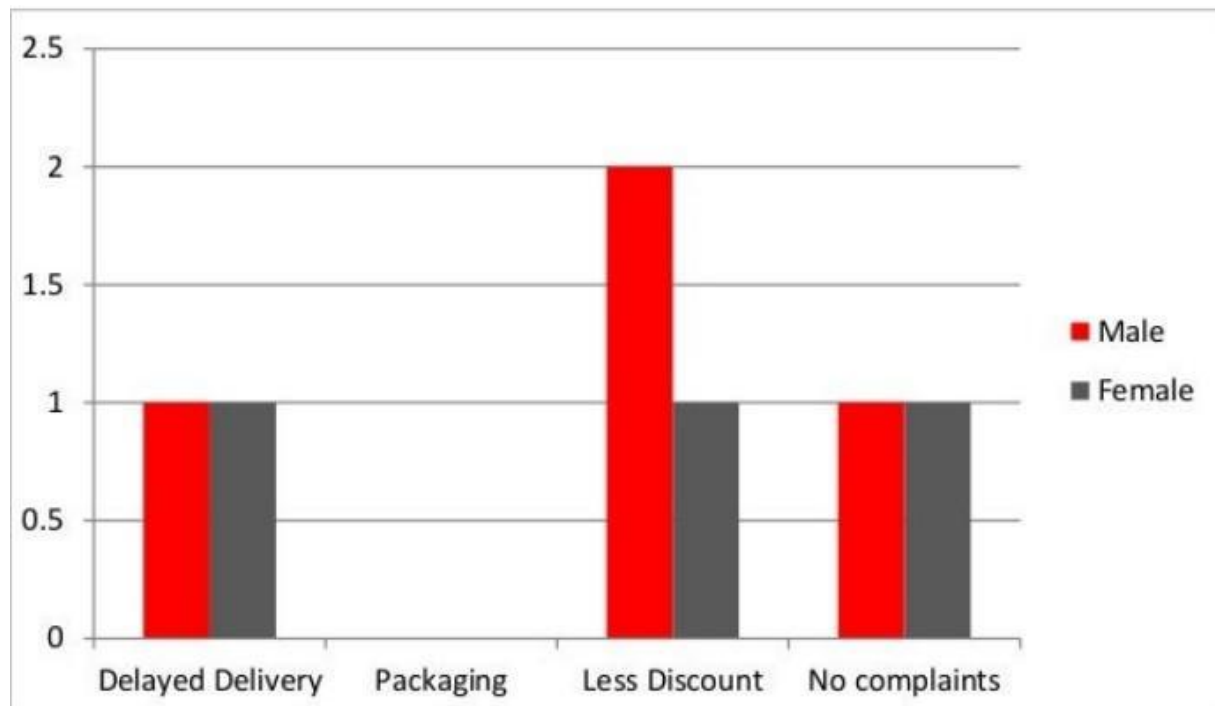
## 10. What you don't like about Flipkart?

Delayed delivery

Packaging

Less discount as compared to other e-commerce sites

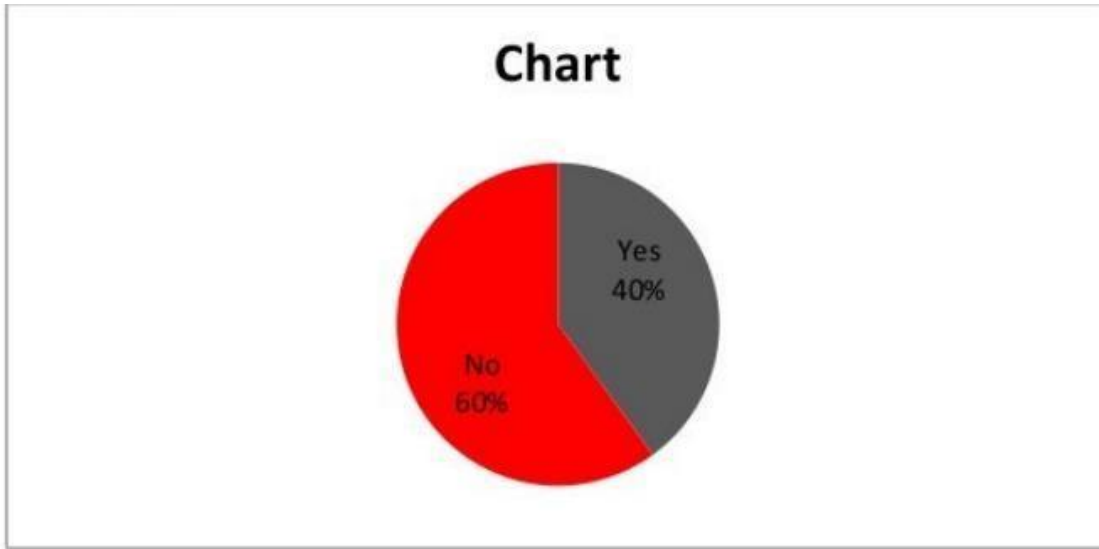
No complaints



Delayed delivery Less discounts available as compared to other e-commerce sites are the main reasons for disliking Flipkart

## 11. Do you prefer online shopping over normal shopping?

- Yes
- No



60% of the respondents does not prefer online shopping while 40% of the people prefer shopping online rather than shopping outdoors.

## 12. If no then why?

Insecured about paying online

Quality of the product

Love shopping outdoors

Feel the products physically before buying



Most of the people like to feel the products before buying them. Therefore, they prefer buying outdoors.

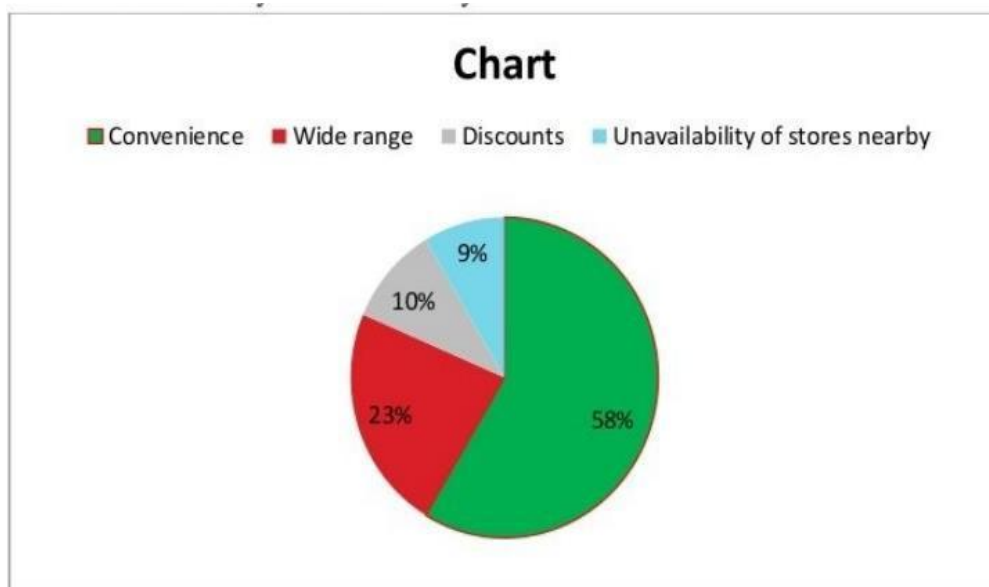
### 13. If yes-then why it is preferable?

Convenience

Wide range available

Discounts

Unavailability of stores nearby



Convenience being the main reason why most of them want to buy online. Wide range of products are available online. They can choose whatever they want as per their needs.



## 14. How do you rate the online shopping experience from Flipkart?

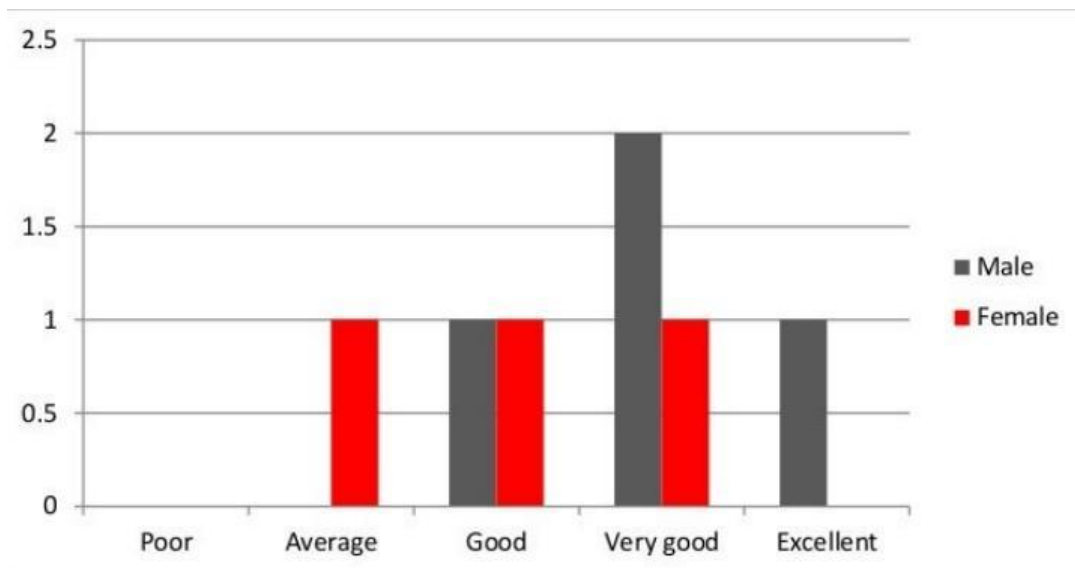
Poor

Average

Good

Very good

Excellent



The overall experience from Flipkart is shown above.

# **CHAPTER 5 :**

# **CONCLUSION**

# **CHAPTER 5 : CONCLUSION**

The founders of Flipkart have probably conquered their dreams with the amazing success of Flipkart. Flipkart is something which has really opened up the Indian e-commerce market and that also in a big way.

It was never going to be easy since India has had bad past experiences with e-commerce trading. It was not an easy segment to break into, people were very particular in money for something which they had not seen and received. The trust was missing in the Indian customers. So, what Flipkart had to do was to instill trust and faith in their customers. And they did exactly the same.

They began with selling books, since books are easy to procure, target market Flipkart which reads books is in abundance, books provide more margin, are easy to pack and deliver, do not get damaged in transit and most importantly books are not very expensive, so the amount of money a customer has to spend to try out one's service for one time is very minimal. Flipkart sold only books for the first two years.

The company has built a great brand name, they just have to maintain and enhance the same. Need to keep introducing more products, adapting to the changing needs of the customer with time. The entry of Amazon.com in 2012 in the Indian e-commerce space has been cited as a big challenge to Flipkart.

However, Flipkart is a respected Brand name in India and should be able to compete with Amazon. Amazon being a very big company can bring in serious competition to Flipkart, since Amazon can bear more losses in the beginning to gain customer base. But again, Indian market is growing at a rapid pace as access to internet increases and people

become more aware of e-commerce sites and start trusting the same; hence Indian market is sufficiently big at- least for these two giants to co-exist beneficially.

## **Findings:**

Frequency of purchase is more among Men,

Word of mouth was more influential in promotion as many people were made aware by their friends.

Most of the people are satisfied with the services of flipkart and are willing to recommend them to make purchases from flipkart

Except packaging and warranty, all others are considered important in the decision making of online purchases.

Almost all the factors that Flipkart is focusing onto are of high importance to the people.

The commercials used by Flipkart are effective enough to convey the message since the ads are interesting enough to gain attention and position itself into the prospects mind.

## **Suggestions:**

Flipkart has successfully placed itself into the prospects mind making it the India 's largest online store with huge range of products. But Flipkart still needs to work on their core competence that is books and stationery items.

With the entry of Amazon.com it will be a huge competitive market for Flipkart and hence will have to position itself better. They need to get aggressive at providing better services which can be fulfilled by reducing the delivery time, selling second hand products which will increase consumers' affordability much more and enhance penetration into the market,

They can even have their retail stores which can give an access to consumers to feel and analyze the products, which will help them win the consumers faith.

Price will still be a factor as amazon being a huge company will use its economies of scale to remove their competitors from the market; therefore, they need to be more competitive on that aspect. Be very

focused on consumers and build amazing experiences for the customers,

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- ❖ Images from Google Images.com
- ❖ Commercials from Youtube.com



# ANNEXURE-IA

## **Supervisor's Certificate**



# **ANNEXURE-IB**

## **Student's Declaration**