



**ORIGINAL RESEARCH PAPER**

**Commerce**

**A STUDY ON ADVERTISING STRATEGY IN E-COMMERCE WITH REFERENCE TO FLIPKART.**

**KEY WORDS:** Flipkart, E-commerce, Digital Marketing, Advertising.

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**ABSTRACT**

It is essential to the success of any type of business and industry. Non-business organization such as government, college and universities, and Public Service groups employ more and more advertising strategies. It is one of the parts of the marketing and communication process. Advertising convince people to buy products. All advertising contains both information and persuasion. Today one can say advertising is a communication, marketing, public-relation, information and persuasion process. E-Commerce giants bank a lot on advertisements and sales promotions to ensure sustainable development. The research paper aims at studying key advertising strategies and exploring key facets that attract customers to shop online on Flipkart.

**INTRODUCTION:**

All of us receive many advertising messages daily. It is essential to the success of any type of business and industry. Non-business organization such as government, college and universities, and Public Service groups employ more and more advertising strategies. It is one of the parts of the marketing and communication process. Advertising convince people to buy products. All advertising contains both information and persuasion. Today we can say advertising is a communication, marketing, public-relation, information and persuasion process. Advertising reaches us through a channel of communication referred to as a medium. It is usually aimed at a particular segment of the population the target audience (Consumer and business). Basically, it is a medium of dissemination of information and persuasion. It always creates a glamorous area. Today advertising covers almost every area of the thought process and action of society. It is considered to be a highly sophisticated communication force and powerful marketing tool. In other words, we can say that it is a complete psychological treatment of the consumer and a very creative and glamorous area also.

Advertising helps in spreading information about the advertising firm, its products, qualities and place of availability of its products and so on. It helps to create a non-personal link between the advertiser and the receivers of the message.

The significance of advertising has increased in the modern era of largescale production and tough competition in the market. Advertising is needed not only to the manufacturers and traders but also to the customers and the society.

The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent.

The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favorable business environment. Also, proposed licenses for new banks and better market sentiments render the advertising and marketing industry in India a fertile space.

**REVIEW OF LITERATURE:**

L Badri Narayanan and Gunmeher Juneja (2019) have highlighted some of the key factors to be considered in the

future. The big e-tailers have gone back to their strategy boards and looking at the business models. The new FDI policy has ensure level playing for the vendors of the E-Commerce domain. The policy also favors the vendors and makes the operations and transactions smoother.

Financial Express online (2019) said that the new policies introduced in December 2018 mainly acts upon the complaints of vendors. New rules have been setback to the E-Commerce giants however the small-time vendors seemed to be on the gaining side. The rules were introduced by the government with a view that the interest of smaller retailers should also be retained as they persistently complained that their market share is eaten up by giants like Flipkart and Amazon.

Flipkart Blog (2018) said that ecommerce has witnessed a stupendous growth in online commerce industry. Artificial intelligence and machine learning are here to stay and has been implemented in problem solving capacity. Another important trend the company is witnessing is Chatbots and browser less shopping. Personalized ads and labels led by fashion retail is another trend observed across the ecommerce industry.

Flipkart Ads (2018) said that both digital as well as E-Commerce advertisement is important to advance the business objectives. It involves advertisements, search engine marketing, display advertisements, native advertisements etc. In order to attract the transacting customers, the e-commerce advertisements have been found more effective.

Mukherjee, Wrintankar (2016) is of the opinion that the ecommerce giants have cut their commissions in order to get the business from big and preferred sellers. The portals ensure that the savings are passed on to the customers hence the customers would be on the gaining side. This has been possible with the decision of cutting the commission of the E-Commerce vendors by 30-50%.

**RESEARCH METHODOLOGY:**

**STATEMENT OF THE PROBLEM:**

The number of studies conducted to understand the customer behavior and satisfaction towards E-Commerce remains elusive and the cut throat competition facing by the company is the major reason to study customer behavior and customer satisfaction towards E-Commerce and also check whether the distributors are satisfied with the performance of Flipkart.

**OBJECTIVES OF THE STUDY:**

- To study the level of customer satisfaction towards E-Commerce (Flipkart).
- To find the customer's preference to various options available in Flipkart.
- To know the people awareness towards Flipkart.
- To analyze the customer awareness towards Flipkart.

**PRIMARY DATA:**

Primary data has been collected through survey method by sending questionnaire via email to the different customer of Flipkart, for that I have approached selected numbers of random people who use E-Commerce sites to purchase products.

**SECONDARY DATA:**

- Secondary data has been collected from the following sources.
- Record, report, magazine and websites.
- Articles on internet, Books

**ANALYSIS AND INTERPRETATION**

**Q. RESPONDENT'S PREFERENCE TOWARDS PRODUCTS AVAILABLE IN FLIPKART:**

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
BOOKS AND STATIONARY	15	30%
ELECTRONIC ITEMS	21	42%
MOBILES AND ACCESSORIEES	25	50%
HEALTH AND BEAUTY	11	22%
MOVIES, MUSIC & POSTERS	8	16%
CLOTHES	25	50%
OTHERS	1	2%

Source: Field Survey

**ANALYSIS:**

Out of 50 respondents, majority of the respondents buy mobile and accessories or clothes which is 50% each. 42% of the respondents buy electronic items and 30% buy books and stationery whereas, the rest of the respondents invest money on buying movies, music and posters and health and beauty products.

**INTERPRETATION:**

The above data tells us that Majority of the respondents mostly buy mobile and accessories (50%) or clothes (50%) on Flipkart. Rest of the respondents buy electronic items (42%) books and stationery (30%), health & beauty products (22%) or movies, music and posters (16%).

**Q. REASONS OF NOT USING FLIPKART TO BUY A CERTAIN PRODUCT:**

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
DELIVERY TIME	10	20%
I CAN'T TOUCH AND EXPERIENCE THE PRODUCT	16	32%
REPLACEMENT TIME	8	16%
PRICE	10	20%
HABIT OF	10	20%

PURCHASING FROM		
OPEN MARKET		
LACK OF TRUST	12	24%
OTHERS	3	6%

Source: Field Survey

**ANALYSIS:**

The above data shows that there are a lot of reasons why people don't purchase from E-commerce sites such as Flipkart. Majority of the respondents (32%) state the reason of not buying a certain product as they can't feel the product personally. 20% of the respondents say that the delivery time is the reason whereas, 24% of the respondents say that they don't trust the product to be of good quality. Some of the respondents feel that price is a factor (20%) and some say that they have a habit of purchasing from open markets (20%). 16% of the respondents feel that because of the replacement time they don't want to buy products from Flipkart and the remaining feel that delivery charge is more or other sites such as amazon are a better option than Flipkart.

**FINDINGS:**

Majority of the respondents came to know Flipkart from advertisements on websites which was 46% and 28% of the respondents came to know from television. 20% of the respondents came to know from their friends whereas, the remaining respondents came to know about Flipkart from either newspapers and magazines, family or they already knew about the company.

Out of 50 respondents, majority of the respondents buy mobile and accessories or clothes which is 50% each. 42% of the respondents buy electronic items and 30% buy books and stationery whereas, the rest of the respondents invest money on buying movies, music and posters and health and beauty products.

Majority of the respondent's frequency has increased since their first purchase (56%) and the decreased frequency has been 24% of the respondents whereas, 20% of the respondent's frequency has remained unchanged.

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Majority of the respondents sometimes (56%) get influenced by the promotional scheme and 24% of the respondents always get influenced and the remaining respondents either don't get influenced (6%) or get influenced occasionally (14%).

Majority of the respondents (42%) always get influenced by product reviews. 16% of the respondents often get influenced by the product reviews and 30% of the respondents sometimes get influenced by the product reviews and the remaining respondents either rarely get influenced (8%) or never get influenced (4%).

Majority of the respondents (42%) are satisfied with the products they purchased from Flipkart. 26% of the respondents are somewhat satisfied from the products and

32% of the respondents rated the products as average. None of them were dissatisfied with the products.

Majority of the respondents purchase occasionally during the big billion days. 10% of the respondents always purchase during the big billion days and 20% of the respondents often purchase during the big billion days. Whereas, 20% of the respondents rarely shop during the big billion days and 24% never shop during the sale.

**PACKAGING:**

One thing that Flipkart has been ignoring is packaging. Compared to Amazon, Flipkart's packaging has been very poor. Flipkart should change their packaging as this will help their customer feel satisfied as packaging plays an important role in building brand image.

**REMOVE THIRD PARTY:**

Another thing that Flipkart can do is remove many third parties which exist on Flipkart. People really go for quality and these third-party products are many times low in quality, filling most of Flipkart's market with low Quality products which reduces the ratings of Flipkart and gives them the disadvantage to compete against bigger brands like Amazon.

**DELIVERY CHARGE:**

Many of the people complaint against the high delivery charge which is charged by Flipkart. If Flipkart reduces the delivery charge then it can also become an attraction for already existing customers and potential customers as no customer would want to pay extra for a product.

**USER FRIENDLY INTERFACE:**

People have also complaint on Flipkart's website interface. So, one thing Flipkart can do is make their website Interface a user friendly one which has smooth processing like Amazon has. This way they can satisfy their customers and compete against brands like Amazon

**MORE ADVERTISEMENTS RELATED TO OTHER PRODUCTS:**

Flipkart has one of the most famous advertisements but it is mostly related to Apparel.

**CONCLUSION:**

The research shows that Flipkart is performing well, the number of customers is increasing day by day. Nevertheless, company has to take some steps to improve the quality of the products and make people aware about the new improved products, through advertisement in newspaper, magazines, television, social media. Company should promote their brand through more advertisements for a better growth of the company in India and to compete with big brands like Amazon.

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