A STUDY ON DIGITAL MARKETING OF FLIPKART

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ABSTRACT

Efficient digital marketing tactics are crucial for companies to succeed in the ever-changing world of e-commerce. Flipkart is one of the most prominent online marketplaces in India, and this study examines their digital marketing strategies. Examining Flipkart's strategy across different digital channels and how they affect the company's brand visibility, consumer engagement, and sales is the main objective of this research. In order to better understand how Flipkart draws in and keeps customers, as well as how to increase engagement and conversion rates, this study analyzes the company's website design and user experience. In addition, it delves into Flipkart's SEO tactics, namely its attempts to rise in the SERPs and target certain keywords. Content marketing campaigns run by Flipkart, such as blog articles, product descriptions, videos, and social media postings, are examined in the research. It delves into the ways Flipkart uses content to captivate its audience and boost sales. The research also examines Flipkart's approach to social media marketing, looking closely at the company's content and interaction tactics across sites like Facebook, Instagram, and Twitter. This study delves into Flipkart's email marketing initiatives, specifically looking at their subscriber segmentation tactics and the content of the emails they send out. Also covered is an examination of Flipkart's paid advertising campaigns, including display, search engine, and social media ads, as well as an analysis of the company's channel allocation strategies. In this case study, we take a look at how Flipkart uses mobile marketing and influencer marketing to boost engagement and sales through its app and its partnerships with influential users. It also checks Flipkart's analytics, which include how well the company uses data to monitor the efficacy of its digital advertising activities.

Keywords: Flipkart, digital marketing, e-commerce, online marketplace, SEO, content marketing, social media marketing, email marketing, paid advertising, influencer marketing, mobile marketing, analytics, user experience, customer engagement, sales optimization, India.

INTRODUCTION

A brand is the associations that consumers have with a product or service, and it can take many forms, including names, logos, slogans, and designs. Branding occurs when an idea or image is promoted in such a way that it becomes more known and associated with a specific product or service, even while there are numerous other businesses providing comparable offerings. Branding, an essential part of advertising, keeps the company in people's minds, makes them feel good about it, and sets expectations that the company should aim to meet or exceed. Online retailers often employ branding strategies to increase brand revenue, strengthen customer trust, and broaden their product offerings beyond the original offering. Branding has evolved from its original purpose in cattle identification—a distinctive mark burned into the skin of the animal with a hot iron stamp—to its current applications in advertising, marketing, and trade. In its most basic form, customer perception is the total of a

consumer's knowledge, belief, and emotional investment in a business and its products or services. Multiple factors, including ads, reviews, PR, social media, and first-hand experiences, can influence how consumers regard a brand. The study of how businesses and consumers locate, evaluate, and dispose of products, services, experiences, and ideas to meet their needs is known as consumer behavior. In addition, it looks at how these decisions will affect the larger community. Many disciplines are brought together, including sociology, psychology, economics, and social anthropology. Its overarching goal is to deduce how consumers arrive at a purchase decision. Its goal is to understand customer wants by studying data about their demographics and behavior. It also makes an effort to evaluate the customer's social circle, reference

groups, and family and friends, all of which have the potential to impact the consumer. The foundation of customer behavior research is consumer purchasing behavior, which involves assuming the roles of user, payer, and buyer. Predicting customer behavior is challenging even for professionals in the field, according to research. Relationship marketing is a powerful tool for studying consumer behavior because it seeks to return marketing to its original purpose by consistently emphasizing the significance of the buyer or customer. Customer relationship management, customization, and one-to-one marketing receive extra attention. First and foremost, there are social choice functions and welfare functions. The holy grail of most companies is to increase their sales and profits. Attracting new consumers and getting existing ones to buy from you again should be your top priorities. When customers think of your company and the products or services you provide, they will picture your brand. Consumers' familiarity with a brand and the strength of their association with it in relation to a certain product is known as brand awareness. One of the main objectives of advertising during the initial years of a product's debut is to raise awareness of the brand, as measured by the percentage of the target market. Customers are more inclined to buy a company's products when they have a positive perception of the brand. How positively people think about the company and its products is the simplest way to put it. Customers who are familiar with the brand may be able to recollect details about it when shown a logo or asked about it; customers who aren't familiar with the brand may have a harder time remembering it when asked about the goods. In order to stand out in this monopolistically competitive industry, it is vital to increase brand recognition. Efficient, relevant,

tailored, and timely product and service promotion is the goal of digital marketers, who employ digital distribution channels to achieve this end. There are a plethora of digital outlets, including interactive media, digital outdoor places, mobile devices, and the internet. Digital marketing might be improved by a plethora of technologies and sub-channels falling under each area. Things like:

- Internet-Sponsored material, paid keyword search, podcasts, specialized websites, email banner ads, etc. More recent outlets include things like online games, virtual words, widgets, wikis, social networks, and blogs.
- Video, short message service (SMS), web browsing, applications, and mobile applications
- Interactive outdoor digital displays—still images, video, and kiosks
- The internet as a medium for interactive media; interactive television

Increase your visibility and reach your target audience more effectively and affordably by utilizing any mix of the aforementioned channels. Despite the vast reach that digital channels provide marketers, getting the most out of them involves skillful management of numerous channels with complicated characteristics.

INDIA'S USE OF THE INTERNET

As of now, there are more than 100 million internet users in India, which is less than 10% of the total population, according to a research on the state of the internet in India. The number of Indians using the internet increased at a snail's pace up until 2007– 2008, but then it took off. India today has the third- largest Internet population in the world, with approximately 150 million users. This ranks behind only China (575 million) and the United States (275 million). With a total of 150 million users, India's Internet penetration is still 12%, much lower than

China's 43% and the US's 80%. Having said that, the Internet sector has an unparalleled chance for growth in India in the next years due to the country's low penetration. From 2013 to 2018, the Indian internet industry is expected to have a golden age, characterized by tremendous development potential and steady adoption of e-commerce, ad tech, social media, search, online content, and related services. Hundred million people will use mobile internet. Only about half of India's 950 million mobile phone users (or less than 6% of the total) actually use their phones to access the internet. And by the end of 2013, experts predict that mobile Internet penetration will have jumped from 6% to 10%, and that India's mobile Internet population will have doubled, reaching 100 million users.

Internet use from home and among females will probably increase at a quicker rate. As of right now, males and institutions of higher learning are disproportionately represented online in India. There will be a considerable increase in female and home-based Internet users in 2013. The general trend toward widespread Internet use is expected to cause this acceleration. In 2013, it's probable that e- commerce will reach $900M. The projected gross income for India's e-commerce market was $550 million in 2012, and by the end of 2013, it's expected to reach $900 million. The bulk of the expansion in online retail will occur in developing urban centers. Although the top 8 cities in India may continue to account for 45–65% of overall e- commerce for different enterprises, we anticipate that emerging cities will drive a larger growth delta for e-commerce in 2013. Cities outside of India's Top-40, such as Bhatinda in Punjab or Kota in Rajasthan, are considered rising cities. When it comes to the Internet in India, online advertising will be the fastest-growing subsector. Revenue from online ads in India was $300 million in 2012 and is projected to quadruple to $600 million in 2013, according to projections. Also think that non-search and content driven online ad formats like lead generation, affiliate marketing, email marketing, etc., will account for a large portion of the expansion of online advertising. This is in addition

to the growth of mobile Internet and social media. It will be difficult for new online businesses to secure funding in 2013. In 2013, the funding landscape for Internet start-ups in India will continue to be difficult. While the US and Chinese internet sectors have amassed $600 billion and $250 billion, respectively, in the past 17 years, India's net worth has remained below $5 billion. The funding climate will only improve after a large number of Internet startups grow much larger. New, potentially game- changing business models and industry mergers are on the horizon for online retail. Companies in the e- commerce space that are concentrating on the basics will most certainly shake things up in 2013. Prioritizing company basics above spending money on problems will become critical; on the one hand, fundamental issues are those that affect consumer experiences and the ecosystem's health. The vast majority of inventory-led e-commerce platforms will either join forces or carve out a specific vertical niche. More people will participate in the startup culture and ecosystem. We see a proliferation of the startup ecosystem and the startup culture. These days, seed and angel rounds don't just happen in huge cities like Mumbai, Delhi, or Lucknow, and startups can sprout up anywhere, not just at IITs. India is making strides toward achieving the level of culture, ecosystem, and support seen in Silicon Valley, but the country still has a ways to go. The practice of starting a business right after college, quitting a well-paying corporate position to work for a startup, or finding or becoming an angel investor is becoming commonplace. The Internet startup ecosystem as a

whole will grow stronger and more pervasive in 2013, despite the fact that funding for the sector is expected to be difficult.

Internet Purchasing

Online shopping refers to the practice of purchasing goods and services directly from a vendor through an interactive, real-time web-based platform, bypassing any middleman services. What we call "online shopping" is actually purchasing products and services from online vendors. Internet users have been a target market for retailers ever since the advent of the World Wide Web. Online retailers

have made it possible for consumers to purchase without leaving the house. People purchase a wide range of products from virtual shops. In fact, just about anything imaginable can be bought online from various vendors. An online store offers hundreds of things, including books, apparel, home appliances, toys, software, hardware, and health insurance, among many others. Due to the ease it provides, many individuals choose to do their shopping online. In a traditional store, for instance, a shopper has to get in their car, find a parking spot, and then wander the aisles until they discover what they're looking for. Even once she finds what she needs, there can be a considerable wait at the register. Not everyone opts to buy things and services online, even though it's convenient. For some, nothing beats the experience of physically visiting a store and perusing the aisles. They enjoy being in social situations, touching merchandise, and trying on clothes. The inability to handle things physically and engage in conversation are two major drawbacks of purchasing online. It also prevents them from taking the items home on the spot. There is an infinite amount of options accessible when you purchase online, and sometimes you can even find things that aren't sold in stores. Online shopping ensures that even those seeking specialty items that do not have local distribution options can discover what they need. The opportunity to compare products, whether they are similar or not, online is even more helpful. At the same time, he can compare prices, sizes, and material quality across many stores. You won't need to rummage through a store's wares while carrying a possible purchase of pants, shirts, belts, and shoes when you shop online. You won't have to deal with annoying yet catchy music or the hundreds—if not thousands—of other people who have also chosen to shop online today when you do your shopping online. Profile of the Company (FLIPKART.COM)

With headquarters in Lucknow, Karnataka, Flipkart is an online retailer based in India. Binny Bansal and Sachin Bansal started it in 2007. Flipkart started off selling books online, but it has now branched out

to sell electronics and more. Credit cards, debit cards, net banking, e-gift vouchers, and Cash on Delivery are just a few of the payment options available on Flipkart. The goal of Flipkart's 2007 launch was to make books accessible to anyone with an internet connection. You can find them in a wide variety of products and services, including but not limited to: entertainment, mobile, photography, computers, healthcare, personal care, household appliances, and electronics. Their e-commerce platform is one of the most prominent in the country, boasting over 11.5 million book titles, 11 distinct categories, 2 million registered users, and 30,000 goods sold daily. Thanks to their unwavering commitment to provide an exceptional online shopping experience, they have achieved remarkable success. You can pay with a variety of methods, including cash on delivery, EMI, free shipping, a 30-day replacement guarantee, and more. Furthermore, Flipkart has a devoted delivery crew that works nonstop to guarantee on-time delivery of all orders. Currently, they are available in 27 fortunate cities, but be assured, plans are in motion to expand to many more.

SCOPE OF THE STUDY

A study's scope is an overarching description of the topics covered in the study (or seminar). The dimensions of this might be defined by the "scope" of an item, theory, process, action, assertion of descriptive activity, experience, or knowledge of the past, present, or future. This particular study aims to examine how customers perceive online buying on Flipkart.com. The study's aims and practical considerations informed the selection of the sample size. The goal is to gain a better understanding of Flipkart's position in the market, identify areas for feature and process improvements, and identify the factors that influence online shoppers' decisions. Lucknow (India) is the location that this research focuses on.

OBJECTIVE OF STUDY

- In order to determine what makes Flipkart.com so appealing to customers that they either return or suggest the site to others.
- In order to learn what drives Indian customers to shop online,
- In order to determine the demographics of internet shoppers
- With the goal of learning how well-known Flipkart.com is among consumers
- In order to identify what makes customers happy,

HYPOTHESIS

H0(Null Hypothesis): When it comes to client happiness, Flipkart's offerings are significantly different.

H1(Alternative Hypothesis): In terms of consumer happiness, Flipkart's offerings are statistically indistinguishable.

Literature of Review

The importance of digital marketing tactics for companies' success in this digital age is paramount. One of the most prominent e-commerce platforms in India, Flipkart, will be the case study for this literature review, which seeks to examine a variety of academic publications relevant to digital marketing tactics. This review aims to understand Flipkart's digital marketing strategies better and assess how well they have improved the company's online visibility, consumer engagement, and overall performance by looking at previous research.

In the realm of digital marketing, search engine optimization (SEO) is crucial for increasing brand awareness and attracting natural visitors to online stores (Kumar & Pansari, 2016). According to

Bhattacharya and Giri (2019), Flipkart has improved its online exposure and search engine rankings by implementing sophisticated SEO tactics that optimize the website for search engine algorithms.

Using social media to promote a business's name, products, and services is known as social media marketing (SMM) (Hajli, 2014). Among the many social media platforms used by Flipkart for audience engagement, promotional material distribution, and consumer feedback collection are Facebook, Instagram, Twitter, and LinkedIn (Agnihotri et al., 2016).

The goal of content marketing is to build and maintain relationships with specific audiences through the production and distribution of high- quality, regularly updated material (Pulizzi & Barrett, 2015). In order to teach consumers, establish trust in the brand, and increase sales, Flipkart uses content marketing tactics like product reviews, instructional videos, and blog articles (Dholakia & Durham, 2010).

Email Advertising: - According to Chaffey and Ellis-Chadwick (2019), email marketing is still a great way to engage customers, communicate with them on a personal level, and offer them promotions. To encourage consumer loyalty and repeat purchases, Flipkart uses email marketing campaigns to send subscribers personalized product recommendations, exclusive discounts, and promotional information (Järvinen & Karjaluoto, 2015).

Digital Marketing Strategies' Efficacy: - Multiple digital marketing channels working together increase sales, consumer engagement, and brand recognition, according to the research (Smith & Chaffey, 2005). Goyal and Kumar (2018) state that

Flipkart's multi-pronged digital marketing strategy is a key factor in the company's continued success and leading position in the Indian e-commerce sector.

RESEARCH METHODOLOGY

Research Design

The goal of research is to examine numerous facts, hypotheses, experiences, ideas, and laws, although its definition varies from person to person. The term "research methodology" refers to the standard operating procedure that all study must adhere to. Quantitative and qualitative research methodologies are the two main schools of thought when it comes to studying society. The goal of the quantitative paradigm is to learn more about a certain situation or event by answering "how?" questions instead of "what?" inquiries. Hypotheses are developed in quantitative research, as opposed to qualitative research that takes place in natural settings.

Data collection

Data needed for comprehension will be gathered from a variety of internet clients. A digital survey was sent out via Facebook and email to gather data for the study. After that, the answers were entered into a spreadsheet and subjected to additional analysis. Two types of data are used to gather information for this study: primary and secondary sources. Use caution when working with secondary sources of information; for example, the data may be skewed since its original gatherer may have focused on just one component of the problem, or the data may be very outdated with questionable quality.

Primary data

The concept of primary research given by Saunders et.al (2003: pp. 486) is data obtained particularly for the study activity. The main disadvantage of primary data is that it can be time-consuming and costly, but any researcher can use it to solve any problem. Primary data can be gathered in a variety of ways, including surveys, focus groups, and direct observation. The main data for this study was gathered using a computerized survey and a well-designed questionnaire. The survey asks participants to select the answer that best describes them from a set of multiple-choice questions that cover both quantitative and qualitative topics.

Secondary Data

Thoroughly examining the current secondary data is necessary before gathering primary data (Malhotra, 2005). Secondary data refers to information culled from preexisting sources, such as scholarly articles, studies, and statistics compiled by both public and commercial organizations. The majority of the secondary data included in this study came from marketing journals that had already published articles on the subject. In order to understand how Indian customers perceive online shopping, the author relies on secondary data. So, the study has used the present secondary data to validate and rationalize its analysis of the source data.

Sample technique

It is seldom practicable, ethical, or efficient to investigate entire populations, making the selection of a study sample a crucial stage in any research effort. The researchers in this study opted for the convenience sampling method. One hundred people will make up the sample. A tiny sample that is meant to be typical of a larger group or the entire

population. A basic random sample method is being employed in this investigation.

Data source

The research would make use of primary and secondary resources.Primary data is the main source for much of the information.

DATA ANALYSIS

This chapter's goal is to achieve the study's purpose by analyzing the qualitative data critically by looking closely at the interviewee's beliefs and replies. The most relevant responses from the participants were evaluated, and this was successful. By comparing the respondent comments with the literature analysis, the data has been analyzed and discussed in light of the research purpose. Accordingly, the respondents' individual responses form the basis of this analysis.

The study's primary data was collected using a suitably constructed questionnaire. Tables and graphs were used to properly organize the data from

100 respondents. Appropriate statistical methods were then used for analysis. The next part presents the analysis's findings, which were used to evaluate how Indian customers feel about purchasing online on Flipkart.com.

Annual Income

|	0- 3 L	3-6L	6-9L	9 & above
Numberof respondents	60	23	13	4
Percentage	60	23	13	4
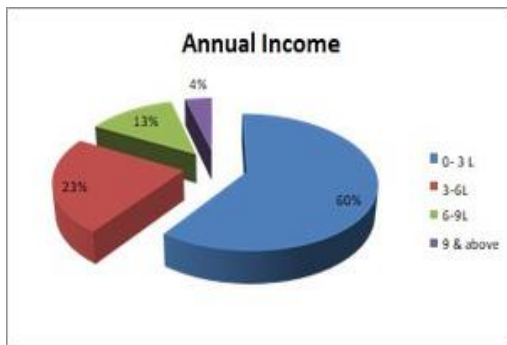
Decipherment and Evaluation As a result of students making up 39% of the sample, 60% are in the 0-3L income group. An income of 3-6L was reported by 23%, 6-9L by 13%, and 9L and higher by 4%.

Frequency of purchase from online: Table- Online Shopping Usage

Conclusion

AnalyzingFlipkart'sdigitalmarketingtactics reveals a complex plan to increase brand awareness, consumer engagement, and revenue in the cutthroat Indiane-commercesector.Bythoroughly examining Flipkart's initiatives across several digital platforms,numerousimportantinsightsare revealed, which help to illuminate the company's capabilities, obstacles, and potential paths forward. As a foundational element of its digital marketing strategy,Flipkartplacesapremiumonuser experience and website design. Flipkart aims to provide its customers with an interesting and hassle- free online buying experience by emphasizing easy navigation,mobilefriendliness,andtailored suggestions.Increasedconversionratesand consumer loyalty are two outcomes of this user- ntricdesignstrategy'semphasisonhappy tomers.Flipkart's dedication to increasing

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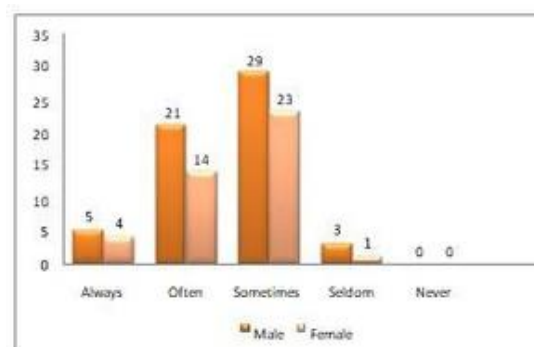
monstrated by its smart use of SEO. The goal of pkart's technical SEO efforts is to increase the rcentage of organic traffic by improving product ings, using relevant keywords, and securing prominent ranks on SERPs. This coordinated SEO campaign does double duty: it raises Flipkart's profile and solidifies its position as an industry leader in online shopping. In order to engage and educate its audience across all channels, Flipkart's content marketing initiatives are crucial. Flipkart builds an engaging story around its brand and products using a variety of content types, such as blog entries, product descriptions, videos, and social media material. Flipkart does more than just keep customers happy; it increases traffic, conversions,

and brand advocacy with content that is both valuable and interesting. In addition to content marketing, Flipkart's social media marketing is top-

notch, which allows them to reach more people and engage with them on a deeper level. Flipkart creates a lively social media presence that speaks to its audience by selecting visually attractive and interesting content, encouraging community involvement, and making use of influencer relationships. This well-planned social media campaign does more than just raise brand recognition; it also encourages consumer participation, boosts website traffic, and speeds up the sales process. One powerful strategy that Flipkart uses to foster customer relationships and drive conversions is customized email marketing campaigns. Flipkart is able to reach its target audience with timely, relevant messaging by using data-driven insights, segmenting its email list, and providing personalized content. Customers are more engaged, which leads to more purchases and stronger brand loyalty, when interactions are tailored to their individual needs. Flipkart's dedication to maximizing return on investment (ROI) and accomplishing strategic goals is demonstrated by its careful allocation of advertising money across paid media. Flipkart uses sponsored advertising to reach more people, reach certain demographics, and generate demonstrable results. This advertising can take the form of display ads, search engine ads, or social media ads. This calculated expenditure on paid advertising not only raises awareness of the brand but also speeds up the process of acquiring new customers and increasing sales. A compelling and unified brand experience is created via Flipkart's digital marketing strategy, which combines user-centric design, search engine optimization (SEO), content marketing, social media interaction, email marketing, and paid advertising. In order to succeed in the ever-changing and fiercely competitive Indian e-commerce market, and beyond, businesses would do well to study and mimic Flipkart's strategic initiatives.

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