

A Study on Emerging Market Patterns and Competitive Positioning of Flipkart

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Abstract— The ecommerce sector in India has undergone significant evolution in recent times, especially in the wake of the fast-paced digitalization, changed consumer behaviour, increasing smartphone penetration and changing online retail strategies. This study delves into the trends that are being observed in the emerging market and the competitive landscape of Flipkart in India's fast-pacing online retail sector. The study aims to evaluate the factors that affect the preference and purchasing behaviour, customer satisfaction, perception of price, efficiency of delivery and effectiveness of promotions among the Flipkart. The research also assesses the impact of digital marketing, technology, and customer-centric strategies on enhancing Flipkart's competitiveness in the market against key competitors like Amazon. In this study primary and secondary sources were used and the found results of the consumers' responses were analysed by descriptive and analytical method. The results reveal that price awareness, price comparisons, variety of products, delivery functionalities, promotional activities etc. play a major role in deciding the level of loyalty and brand preference of customers towards Flipkart. Lastly, the study narrowed down to the fact that to compete in the Indian ecommerce business on a long term perspective, the spirits of innovation and adaptive market strategy are very vital.

Keywords— E-commerce, Flipkart, Competitive Positioning, Emerging Market Patterns, Consumer Behaviour, Online Retail, Digital Marketing, Customer Satisfaction, Pricing Strategies, Indian E-commerce Industry.

I. INTRODUCTION

A. Background of the Study

The digital technology has rapidly evolved, the access to the internet has greatly increased and, especially, in the retail business landscape, it has changed tremendously. With the advent of high usage of smart phones, digital payments and better infrastructure for logistics coupled with evolving lifestyle of the consumers, the Indian ecommerce sector has shown itself as one of the fastest growing sectors in India. Retailers have offered online platforms which have added convenience for purchase as it allows the customers to purchase easily with competitive prices, vast range and wider variety of products, and quick delivery service. In an otherwise digitally blossoming India, this blossoming lifestyle came with a bunch of competition that the digital arena saw. Market players like Flipkart have made a niche for themselves by offering their customers customer-centric methods, technological advancements and promotions as well as effective supply chain management. Evolution with the changing trends and changing expectation of customer in the Indian online retail sector has also been addressed by the company to give its customers the edge over its competitors.

B. Statement of the Problem

The Indian ecommerce sector is witnessing a fast growth and soaring competition. As technology advances and markets give customers even more options, their expectations are constantly changing with respect to the cost, time to delivery, digital experience and customer service they expect. Even though Flipkart has established a huge share in the market force,

other local and international e-commerce companies pose a stiff competition to Flipkart. The salient issues tackled in the study include comprehending the impact of the emerging market trends on Flipkart's competitive positioning, and the factors' impact on customer satisfaction and preference in online retailing.

C. Objectives of the Study

To gain insight of the nature of the market trends in Indian e-commerce.

To get a feel on how Flipkart is faring in the online retail segment.

To gain the various elements that affect customers' buying attitude towards Flipkart and their satisfaction.

To analyse how preference to the consumer is affected by the pricing, promotion and delivery.

D. Research Questions

Name some of the prominent growing trends in E-commerce in India?

What is Flipkart's strategy for holding on to its market niche in online retail?

What are the different factors that affect the consumer's preference towards Flipkart?

How is the connection between pricing strategy, promotional activities and customer satisfaction and purchase behaviour?

E. Significance of the Study

The results of the study will provide valuable inputs about the changes in e-commerce digital retail and e-commerce consumer behaviour pattern to the players of the Indian ecommerce market. The outcomes can help business managers and marketing managers and researchers to understand the influential factors to satisfy the customers and competitiveness in the market. The research can also provide insights for the academic world related to the trends and competitive position of online marketplaces.

F. Scope and Limitations

The study is aimed at the e-commerce industry in India particularly at Flipkart and the perceptions of the customers on the behaviour of online shopping, price, delivery and promotional strategy. The limited scope of the research is on selected respondents that are aware of digital shopping platforms. Results might not be generalizable due to limited sample size and time constraints as well as limited access to companies' internal data.

II. LITERATURE REVIEW

The high growth rate of e-commerce has begun to have a significant impact on the global retail sector – changing consumer purchasing habits, marketing, competitive usage and operation of e-commerce. Digital infrastructure, energy

internet, the penetration of smart phones and technology in general also add to the digitalization of the consumers from the traditional shopping channel towards the online shoppers. With growing digitization, new methods of payments and change in lifestyle or preferences of consumers, the sector of ecommerce has turned itself as one of the fastest growing sectors of Indian economy. The characteristics, consumer behaviour, competition, the effectiveness of digital marketing and operation strategies in emerging market online retail are increasingly becoming the focus of interest for researchers and in the industry. According to earlier studies, the ease in use, competitive price, the variety of products offered, safe payment opportunity and dispatch were some of the key determinants for online shopping. The flexibility, time-saving, product comparison and promotion are consumables' e-commerce preferences. Mobile commerce has also paved the way to further add-on internet shopping as consumers are now turning to smartphones and mobile applications for buying products/services. Technology improvement and innovation also are required and essential with regard to competitive advantage of the eCommerce market, which is mentioned in the literature. In order to improve engagement and efficiency of their entities, companies are turning to artificial intelligence, analytics, recommendations and even manual marketing efforts. Data from a number of studies has shown how digital marketing strategies, such as social media marketing ads, influencers, search engine optimization and online marketing tactics affect the customer's awareness and purchasing patterns. The tangible data gleaned from online reviews, ratings and customer feedback can also play a significant role in consumer perception of the quality of the product and the reliability of the brand. Consumer behaviour studies also show that Trust, convenience, quality of customer service, return policies and delivery efficiency have a significant impact on customers' satisfaction and loyalty towards online retail platforms. Literature also emphasizes that competition in the e-commerce industry has become high with the rise of market participation and addressing the customer needs. Weaknesses like price are not the only ones with which businesses battle, they also take into account the other significant points like technology, logistic management, customer relationship management, Digital experience, supply-chain, etc. which has made Flipkart one of the major competitors in the Indian e-commerce market. This company's innovative practices like their cash-on-delivery, participation in massive sales events and their user-friendly eCommerce business platforms have reinforced their position in the competitively saturated retail market. Based on the literature, it can be said that the overall impact of the patterns, advancements in technologies, customer satisfaction and competitive strategies in the e-commerce sector in India can have an effect on the sustainability and competitive positioning of ecommerce business organizations in India in the long term.

III. RESEARCH METHODOLOGY

Methodology in research is the outcome of systematic approach of adopting the research study in an organizational and scientific aspects to analyze the research problem. It explains the process, methodology, methods, tools and techniques to be used on the data generation as per the aims of the research. The research methodology in the present study, "A Study on Emerging market pattern and competitive positioning of Flipkart" has been designed to investigate the Consumer behaviour, Emerging market trends, Customer satisfaction and Competitive positioning which has been made by Flipkart in the Indian e commerce market. The study has been carried out

using a descriptive and analytical research design since the objective of the study is to delve into the pattern of the market, their perception of the product, operational factors having an impact on the competitive position of Flipkart when compared to the other Online retail firms of India and Purchasing behaviour. Descriptive part of the study helps to identify the preferences, online shopping behaviour, delivery experiences and satisfaction level of the customers with the online retail services and analytical aspect of the study helps in the interpretations of relationships between aspects of online retail services such as price methods, promotions, delivery efficiency and customers' loyalty. The study is empirical as the research relied on actual responses from shoppers who are aware regarding the sorts of activities they do online and the type of platforms that they use for shopping online. The approach used was quantitative approach as the data collected from the questionnaires are numerical which can be statistically analysed and interpreted systematically. In the study, the data collection techniques available were both primary and second data collection to assist in making the information gathered through the study more reliable and comprehensive. A structured questionnaire was created for the purpose of primary information and fed it to the respondents who are online buyers from E-commerce sites such as Flipkart, Amazon etc. Being on such a limited time frame with multiple people being interviewed, the questionnaire method of data collection was chosen. Questions in the survey were close-ended questions, last questions namely, questions from the online shopping experience, questions of the consumers' preferences, questions about the assessment of satisfaction, questions about the perception of the price, questions about delivery, questions about promotion and the influence and effectiveness of digital marketing were grouped according to the demographic characteristics. The secondary data were retrieved from research journals, books, websites, company reports, business magazines, newspapers and other research sources relevant to Ecommerce and Digital marketing, consumer behaviour, competitive positioning strategies etc. Secondary information was used to obtain understanding of the theories, gaps to be identified and conceptual framework related to the study. Potential participants for the study would be the consumers aged, educational, occupational and income levels that have previous experience of shopping online services. Convenience sampling technique was employed to select respondents due to the easier access to respondents who are willing to give their comments and inputs about their Online Shopping experiences. The number of the respondents selected for the study based on the overall research context was 60 number of respondents which was considered notable for research related to consumer's behaviour in descriptive or analytical perspectives in respect to market competitiveness of Indian e-commerce industry.

The variables in the study were broken down for analysis as independent variables and dependent variables, thereby the relation between the independent variables and dependent variables and the customer satisfaction and competitive positioning among them can be analysed. Independent variables were pricing strategy, promotion, delivery services, product variety, website usability, customer service quality, and the effectiveness of the digital marketing communication, while dependent variables were: customer satisfaction, consumer preference, brand loyalty, and perception of the competitive positioning of the customers. The research model was set-up by assuming that three factors such as operational efficiency, customer centric approaches and effective use of digital

marketing have a significant impact on the behavior of customers and their competitiveness in the internet retailing industry. From the results, a few hypotheses were generated which could help understand the correlation between the pricing strategies, delivery performances and the promotion activities with regards to the Customer Satisfaction towards Flipkart. The data collection was done systematically, where the reliability, validity and accuracy of the responses from the participants in the data collected. The respondents were given awareness and purpose of the study and a voluntary response procedure was followed in the whole process. Questionnaires which were completed were closely organized, classified and tabulated to facilitate the analysis. Responses where not all were completed or responded were discounted to ensure data was included in quality parameters. Descriptive Statistical Methods Prepare Percentage, Frequency Distribution Tables, Bar Graph & Pie Chart and Comparative analysis methods were used to analyse the data collected. These tools with the analytical tools aided in the explanation of results in a comprehensible manner and also to delve deeper into the customers' perceptions of Flipkart and the market trends within the Ecommerce industry. Besides, during the research process reliability and validity check were noted to be consistent and accurate in the research findings. The questionnaire was created omitting subject-matter jargon and translating it into easy to understand language to avoid any confusion or doubt among the respondents. In conducting this study, protection of the respondents' confidentiality, privacy and use of any information collected for academic purposes only was provided. There was no use of confusing information/coercive means in collecting data. Research methodology thus gave a systematic, structured approach to explore the emerging market trends and positioning of Flipkart and provided reliability, transparency and objectivity while conducting the research.

IV. RESULTS AND DISCUSSION

This chapter presents the analysis of the data that has been collected from the respondents that has been analysed and interpreted in terms of emerging market trends and positioning of Flipkart in the Indian Ecommerce arena. The obtained data from questions using structured questionnaires were systematically categorized, tabulated and then analysed using percentages and descriptive statistical analysis. The results can be useful in reading the preferences of consumers, their online purchasing habits, customer satisfaction, perception on price and promotional strategies accomplished by Flipkart. Besides, the importance of delivery service quality, range of the goods, electronic marketing techniques on the consumer decision making and the brand loyalty are also analyzed. Based on data analysis, one gains reasonable insight into the evolving trends in online retailing and the steps taken by Flipkart to remain in the fray in the extremely competitive arena of ecommerce in India.

Table 4.1. Gender-wise Distribution of Respondents

Gender	Number of Respondents	Percentage
Male	36	60%
Female	22	36.7%
Other	2	3.3%
Total	60	100%

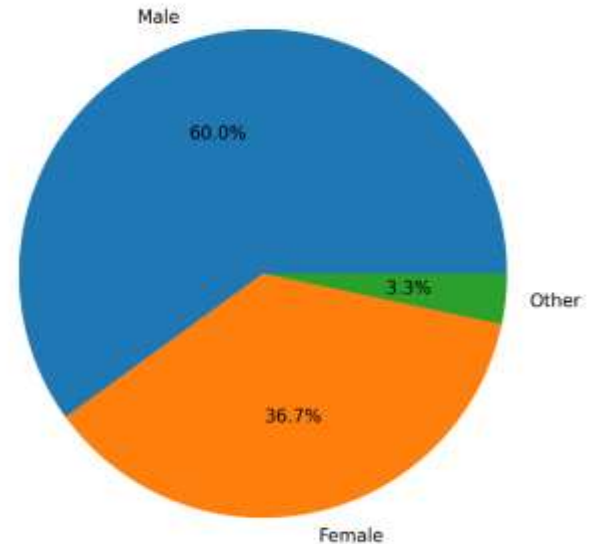


Fig. 4.1. Gender-wise Distribution of Respondents (Pie Chart)

Interpretation:

As can be seen in the above table, the majority (60%) of the respondents to the survey were male and 36.7% were female. The remaining 3.3% of the respondents were from other gender groups. The findings showed that among the respondents chosen, there are less percentage of female shoppers as compared to the male shoppers who are involved in online shopping. The findings also indicate that the convenience, accessibility and high penetration of internet has brought positive acceptance of digital retail to both men and women consumers. This is also seeing a rise in female consumers' confidence towards online payment options, digital shopping apps and reliability of the ecommerce services. The overall age distribution shows that online retailing is a habit for different sections of society and, hence, accelerating the growth of India's e-commerce market at a fast pace. Greater efforts have been made towards online shopping of various socio-economic groups with the growth of T-Mobile and digital payment methods.

Table 4.2. Preferred E-Commerce Platform

Platform	Number of Respondents	Percentage
Flipkart	26	43.3%
Amazon	22	36.7%
Myntra	6	10%
Meesho	4	6.7%
Others	2	3.3%
Total	60	100%

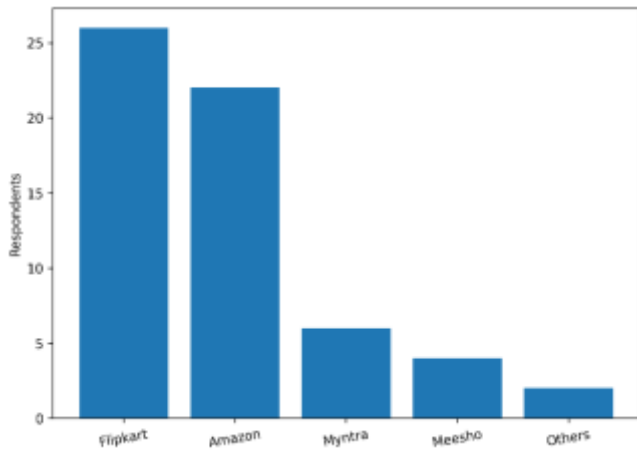


Fig. 4.2. Preferred E-Commerce Platform (Bar Graph)

Interpretation:

The findings have revealed that out of the respondents 43.3%, preferred Flipkart while 36.7% preferred Amazon, as their most preferred platform to buy products online. Myntra and Meesho made up lesser percentage shares when it comes to consumer preference. Hence, the results suggest that, the Flipkart established its position competitively in the Indian online buying environment because of its customer centric approach and irresistible price which leads to an increasing sales with the help of efficient logistics network and huge promotion campaigns. The higher preference for Flipkart indicates consumers' confidence in the platform's efficiency, being able to get the products and enjoying a digital shopping experience. The results also allude towards the high competition in the e-commerce sector, as Amazon enjoys a major portion of preference as well. Certain criteria like mobile application, variety of the products, discounts, shipping time and returns seem to significantly contribute to the choice of platform among consumers. As online retailers battle for market competitiveness, the need to innovate, adopt new technologies and use of customer engagement tools to remain competitive is also a continuous process.

Table 4.3. Satisfaction with Pricing Strategies of Flipkart

Response	Number of Respondents	Percentage
Highly Satisfied	18	30%
Satisfied	24	40%
Neutral	10	16.7%
Dissatisfied	6	10%
Highly Dissatisfied	2	3.3%
Total	60	100%

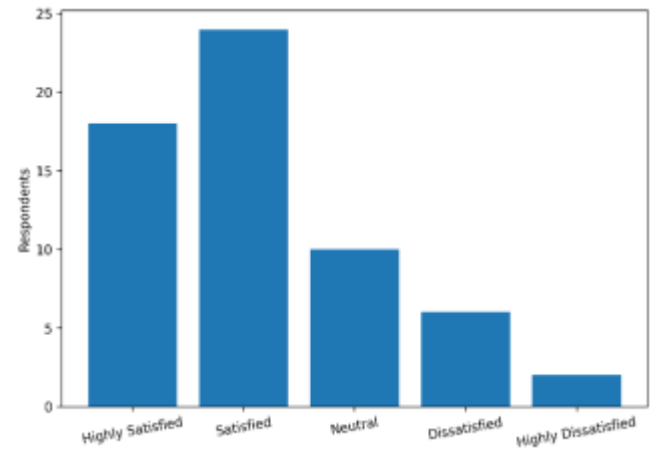


Fig. 4.3. Satisfaction with Pricing Strategies (Bar Graph)

Interpretation:

The statistics from the Table shows that a considerable percentage of the respondents were satisfied with the prices of Flipkart. An average of 40% of the respondents were satisfied, and 30% were very pleased with the pricing structure and discounts provided by the platform. A small proportion of respondents were not happy with pricing practices. The results show that price competitiveness is a significant factor impacting on customer satisfaction and their decisions to buy online. E-commerce sites offering a variety of offers like cashback, seasonal discounts, promotion campaigns and affordable pricing are more appealing to consumers these days. While conducting major discounts, Flipkart's power to offer competitive rates has made them better positioned in the market as well as gave loyalty to the customers. Results also showed that although price is one of the important factors in selecting an online platform in comparison to the other factors, pricing strategies are considered to be vital in the Indian e-commerce market. Promotional offers and discounts that customers find appealing and irresistible will boost customer engagement, as well as some repeat purchases and long-term brand preferences for customers.

Table 4.4. Satisfaction with Delivery Services

Response	Number of Respondents	Percentage
Excellent	14	23.3%
Good	26	43.3%
Average	12	20%
Poor	6	10%
Very Poor	2	3.4%
Total	60	100%

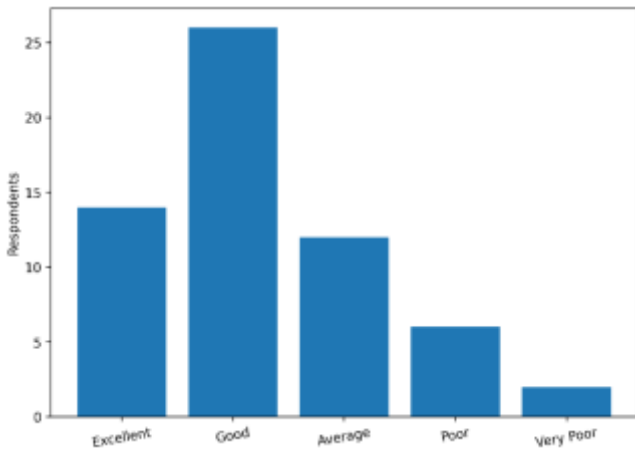


Fig. 4.4. Satisfaction with Delivery Services (Bar Graph)

Interpretation:

The above results show that most of the respondents had a positive opinion about Flipkart's delivery services where 43.3% of them rated it as good and 23.3% rated excellent. A few reported issues with the kind of service they experience upon receiving their order. Findings show that the logistical process and delivery of a product on a timely basis has a prominent role in customer satisfaction and positioning in the e-commerce sector. Logistics has proven to be one of the key factors that affect online shopping behavior due to consumers' greater hope in online shopping that are delivered quickly with reliability. Investments in the logistics network, supply chain and warehouse facilities seem to have boosted the efficiency and trust of Flipkart. Results also show that these delivery reliability levels will directly affect the customer repeat purchase intentions and customer attitude towards online retailers. Businesses that offer the right time of delivery, safe packaging method and efficient customer returns program will be more inclined towards retaining customers on their platform. The study therefore highlights the logistics efficiency and proper customer service is required for competitiveness in this rapidly changing e-commerce India.

V. CONCLUSION AND FUTURE WORK

The emphasis has been on the overall trend and the position of Flipkart as a new entrant in the entire Ecommerce market in India which is currently an explosion phase. The results of the research reveal that, technology developments, as well as increasing penetration of smart phones and digital payments and changing purchasing behaviour of consumers have brought a significant transformation in the online retailing industry. The study revealed the product variety, competitive price, delivery efficiency, consumer service quality, online marketing and promotions as a crucial factor affecting the preference and satisfaction of the consumers for the online retail platform. According to the respondents, Flipkart has become the most preferred e-commerce platform for various reasons such as - Customer centric measures, attractive discounts, efficient logistics management, and simplicity in shopping. The study also revealed to the researcher that the consumers consider the following as their choice of decisions when shopping online namely press of value, ease of shopping, low cost and transaction security. Based on this analysis, the role of effective pricing and product promotion activities has a positive effect on customer involvement and customer purchasing behavior while delivery service has significant effect in customers' loyalty and competitive advantage. The study also found that the one

prerequisite is having the capacity to continually innovate and to be a technologically agile player in order to sustain competitiveness in the highly dynamic e-commerce market in the longer-term. Despite the presence of other online retail players, Flipkart has been able to hold on to its market position with its focus on improving its operations, digital innovation and customer satisfaction initiatives. The study has implications for the consumer behaviour of the Indian e-commerce market and the new dynamics of the competition in the market. The study can be useful for the business managers, marketing researchers or researchers in general to determine the factors related to online buying behaviour and what role the online buying behaviour can play in the competition. Future research may include increasing sample size, assessing consumer behavior in different e-commerce companies, more advanced statistical modeling techniques as well as other variables that might impact e-commerce consumers including the importance of sustainability and personalised digital marketing and artificial intelligence. Future research might also involve the study of spatial differences at one hand and impact of technology on the customer satisfaction and growth in Indian online retail market.

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