

# Consumer Behavior Towards Digital Marketing in Flipkart

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## Abstract

In the world we live in today, shopping is no longer just about walking into stores and browsing shelves. With just a few taps on our phones, we can order a new phone, groceries, or even a gift for a loved one. And in this fast-growing digital space, Flipkart has become a part of many Indian households.

But here's a question: What really makes someone click "Buy Now"? Is it the flashy discount banners? The reminder emails? Or is it something deeper, like a sense of trust or a moment of excitement?

This research isn't about big data and complicated charts. It's about people—how they feel, what they like, what annoys them, and what truly matters when they shop online. It's a journey into the minds of Flipkart users, not as "consumers," but as real people with thoughts, habits, and emotions.

## Company Profile

Flipkart started its story in a small room in Bengaluru in 2007. Two young friends from IIT Delhi, Sachin and Binny Bansal, decided to sell books online. It sounds simple now, but back then, India didn't trust the internet for shopping. People wanted to see things before buying and preferred handing over cash only after they had their item in hand.

But Flipkart believed in something more—they believed India was ready to change. And they weren't wrong.

Over time, Flipkart became more than just a website. It became a daily companion. It started with books, then added phones, clothes, groceries, and so much more. It didn't just bring products to people; it brought comfort, convenience, and confidence.

Flipkart understood India like few others did. It wasn't just selling to customers—it was talking to them, in their languages, during their festivals, and through stories they could relate to. Whether it's the Big Billion Days or a Diwali offer, Flipkart became a name people looked forward to, like a trusted friend during festivals.

## Literature Review

If you think shopping is just about buying, think again. Experts over the years have shown that every purchase we make is influenced by a mix of emotions, experiences, and even our surroundings.

Famous marketing minds like Kotler & Keller say that our decisions are shaped by where we live, who we hang out with, and how we feel. That explains why Flipkart uses local languages in ads and runs special campaigns for Diwali, Holi, and Pongal—it makes shopping feel personal.

Studies also show that when a site remembers what you browsed, or suggests things you might like, you're more likely to buy. That's personalization. Flipkart does this quite well— but it has to be careful. If it feels like a brand knows too much, it can feel unsettling.

Trust is also a big factor. Researchers say that people won't buy online unless they feel safe. Flipkart's cash-on-delivery, easy returns, and verified reviews help reduce fears. And let's not forget peer pressure—reviews and ratings from others strongly affect what we decide to buy.

Lastly, influencers are the new-age salespeople. People are more likely to trust a relatable influencer from their city than a big celebrity. Flipkart gets this and often works with everyday creators to make a real connection with buyers.

## Introduction

Let's be honest—shopping has changed. No long queues, no travelling in traffic, and no carrying heavy bags. Just browse, click, and wait for the delivery. But even though the way we shop has changed, one thing hasn't—the human behind the screen.

So this research isn't just about Flipkart's marketing strategy. It's about the people—students, parents, professionals, and even grandparents—who use Flipkart regularly.

## Objectives

- To find out what kind of digital marketing Flipkart users really notice.
- To learn which methods work (and which don't).
- To understand how people feel about personalized ads and push notifications.
- To hear from real users—what they love, what annoys them, and what they wish Flipkart would change.

## Research Methodology

We didn't sit in a lab crunching numbers. We talked to people—50 Flipkart users from all walks of life. We made a simple online form and shared it with students, working folks, homemakers, and even retirees.

Our questionnaire asked:

- How often do you shop?
- Do Flipkart's ads grab your attention?
- Do you like the suggestions it gives?
- And—most importantly—how do those messages make you feel?

We didn't just want yes or no. We wanted stories, feelings, opinions—and we got plenty.

## Findings

### 1. Flipkart is Hard to Miss

Whether it's through app pop-ups, Instagram ads, or email offers—people see Flipkart everywhere. But not everything grabs attention. A really good deal or a festive sale is what gets people to act.

### 2. People Like Personal Touches... to a Limit

Most users said they enjoy when Flipkart recommends things based on past searches. It feels like the site knows you. But a few said it sometimes felt "too much" or even "creepy."

### 3. Festive Offers Are Gold

People save up for Big Billion Days and similar events. It's not just a sale; it feels like an online festival.

### 4. Reviews Matter More Than Ads

No matter how flashy the banner is, if reviews are bad, people don't buy. Verified user opinions are the most powerful marketing tool.

### 5. Too Many Notifications = Irritated Users

Many said they had to mute Flipkart notifications because they were just too many. It started to feel like spam.

### 6. Trust Is Key

Most users said they stick with Flipkart because they trust it. Safe payments, clear return policies, and reliable delivery matter more than price.

## Suggestions

Here's what real people told us Flipkart should try:

- **Be More Human:** Don't sound like a robot. Send messages that feel like they're from a helpful friend.
- **Let Us Choose Notifications:** Give users the power to say what kind of updates they want—deals, wishlist items, or nothing at all.
- **Tell Stories, Not Just Discounts:** Instead of always shouting "50% OFF," why not show how a product helps someone or solves a problem?
- **Mix It Up:** Use videos, reels, or even voice notes to share offers. Different users enjoy different types of content.
- **Respect Our Time and Space:** Send fewer, better-crafted messages. Quality over quantity.

## Conclusion

After talking to so many people and understanding their thoughts, one thing is very clear: Digital marketing isn't about selling things—it's about understanding people.

Flipkart already does a lot of things right. It has earned the trust of millions, understands regional needs, and creates personalized experiences. But as the world changes, so do expectations.

People don't want more ads—they want better conversations. They don't want to feel chased—they want to feel heard. And most of all, they want brands that treat them not as data, but as humans.

If Flipkart can continue to combine technology with empathy, it won't just stay popular—it'll stay loved.

**Annexure**

- How often do you shop on Flipkart?
- Which types of ads catch your attention?
- Do you trust reviews or influencer suggestions more?
- Have you ever turned off notifications from Flipkart? Why?
- What could Flipkart do to improve your shopping experience?

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