

# MARKETING STRATEGY OF FLIPKART

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Admission no. :- 22GSOB2010848

## Abstract

This study aims to examine the marketing strategy of Flipkart, one of the largest online retailers in India. It delves thoroughly into the objectives, approaches, and findings to give a complete understanding of Flipkart's marketing plan. to look at Flipkart's overarching marketing goals and objectives. to assess the key components of Flipkart's marketing strategy, including promotion, branding, and customer interaction. to evaluate the degree to which Flipkart's marketing tactics are achieving its objectives. to find out if Flipkart's marketing strategy makes use of any novel approaches or emerging trends. In this study, both qualitative and quantitative research approaches are applied. Primary data is gathered through interviews with key Flipkart stakeholders, such as strategists and marketing experts. Secondary data is sourced from academic research, industry studies, and business releases. Data analysis methods, such as content analysis and statistical analysis, are used to interpret the results. Customer-centricity is the cornerstone of Flipkart's marketing strategy, which emphasizes customized rewards and experiences. Optimizing marketing campaigns and enhancing consumer contact require the use of AI-driven technology and data analytics. Partnerships, sponsorships, and advertising are examples of brand building strategies that significantly increase Flipkart's market share and brand equity. Flipkart employs influencer marketing and user-generated content on social media platforms to build communities, interact with customers, and boost sales. Flipkart's marketing strategy is based on continuous innovation and adaptation, as seen by its efforts to keep one step ahead of the e-commerce industry's competitors by testing out novel technologies and strategies. In conclusion, this study highlights how Flipkart's marketing strategy is flexible and ever-changing, allowing it to adjust to shifting consumer preferences and market trends.

**Keywords:** Flipkart, Marketing Strategy, E-commerce, Digital Marketing, Customer Engagement, Data Analytics, Branding, Customer Loyalty.

## INTRODUCTION

**Customer-Centric Approach:** Flipkart customizes promotions, provides personalized recommendations, and makes user-friendly interfaces to better understand and meet the needs of its customers in an effort to promote customer loyalty.

**Creative marketing initiatives:** Flipkart is well-known for its customer-attracting creative marketing initiatives. The Big Billion Days sales events are one example of a marketing that does this; they increase excitement and sales. Embracing Technology: Flipkart tailors its marketing

campaigns to the interests of individual customers by using artificial intelligence (AI) and data analytics. This results in an ideal shopping experience and optimum ad spend. Working with Influencers: Flipkart collaborates with celebrities and influencers to market products, increasing audience reach and brand awareness, particularly on social media. Localization and Expansion: As it expands its operations, Flipkart adapts its marketing strategy to local preferences and cultural idiosyncrasies to ensure relevance and resonance with a range of client demographics throughout India.

What is included in a marketing strategy? It is impossible to market to people. They buy things because they are valuable to them personally. Gaining a competitive advantage and increasing sales need to be a marketing plan's primary goals. To achieve its marketing goals and objectives, a company must first assess its strategic beginning scenario before creating, evaluating, and deciding on market-oriented strategies. Process marketing strategy is what we term this. The four Ps of marketing—product or service identification, development, communication, and distribution—are the means by which strategic marketing assists individuals, non-governmental organizations, and enterprises in accomplishing their goals. Relationships, goods, trade, communication, and client requirements and desires are at the core of marketing. Marketing strategy considers the bigger picture, which encompasses the where, when, and how of an organization's actions throughout time, in order to gain a competitive advantage. To stay ahead of the curve, the organization modifies its resource allocation strategies to satisfy changing stakeholder and consumer expectations. The first definition was: "A marketing strategy is a consistently located and coordinated set of marketing actions, aimed at meeting the long term marketing goal." Referring to 2008, PRANULIS Businesses must come up with a strategy to increase income and use their limited resources if they want to stay competitive. We refer to this approach as a marketing strategy. A comprehensive marketing plan should incorporate the following: "A marketing strategy helps you make the most of your limited marketing budget by allowing you to use pathways and footholds." In marketing, strategies and methods are both employed. Actually, a lot of marketing is centered around tactical experimentation. "Field testing" is the process of assessing different methods by making them available to people in certain demographic groups or the general public. You may find that doing this ends up costing a lot of money. This strategy's primary idea is to keep doing this until you find the marketing techniques that work. This strategy is usually accompanied by the saying, "Half the money I spend on advertising is wasted; the trouble is I don't know which half." The well-

known Wanamaker paradox describes this situation. Even though he used advertising as an example, the concept works wherever. A marketing strategy can help you maximize the little advertising budget you have available, which is a real constraint on any organization. After giving it some thought, you can decide to spend your marketing budget where it would have the greatest impact rather than wasting it on those who aren't interested in what you have to offer. The findings of our market research for the Bronx Museum in the South Bronx are shown in the first competitive advantage graphic that follows. Because the customer doesn't believe their offer is worthwhile, we may utilize this example to demonstrate the concept. As such, it is improbable that the plan is merely in place to support the museum's marketing initiatives that accentuate the incredible artworks that are on exhibit.

#### **LITERATURE REVIEW**

Gupta and Khan's (2018) study highlights Flipkart's emphasis on customer-centricity and how it uses data analytics to personalize marketing campaigns. The study demonstrates how Flipkart customizes offers, product suggestions, and advertising message based on individual information to increase customer engagement and loyalty. The branding strategy of Flipkart was examined by Sharma and Singh (2019), with particular attention paid to the company's use of advertising campaigns to raise brand awareness and familiarity among Indian consumers. This study looks at how well Flipkart's advertising strategies work to shape users' opinions and encourage a purchase inclination. It highlights how important emotional appeal and narrative are to brand communication. Jain and Jain (2020) assessed Flipkart's marketing approach in comparison to its rivals in the Indian e-commerce industry using a comparative analysis that focused on competitive differentiation. The report examines the strategies Flipkart employs to set itself apart from competitors, such as its extensive product range, competitive pricing, excellent customer service, and effective delivery network. The competitive qualities that have driven Flipkart to the top of the market are examined in this essay. Patel et al. (2017) looked at Flipkart's marketing

approach and highlighted how the company uses technology to enhance the whole purchasing experience. The study looks at how Flipkart uses cutting-edge tools to interact with customers and improve the buying experience, like chatbots, augmented reality, and voice search. It highlights how important technological innovation is to a marketing strategy that works. Kumar and Prasad's (2018) study looks at how Flipkart uses social media marketing strategies and how that affects customer engagement and brand perception. Flipkart use influencer partnerships, interactive campaigns, and content marketing on well-known social media sites like Facebook, Twitter, and Instagram to encourage audience engagement and brand loyalty. These tactics are evaluated in the study. Prior studies on Flipkart's marketing approach have emphasized the importance of the company's focus on social media marketing, customer-centricity, branding, competitive advantage, and innovation. Through the process of combining the data from various study findings, experts have developed a thorough understanding of Flipkart's marketing strategies and how they impact the larger Indian e-commerce sector.

## RESEARCH OBJECTIVE

**Consumer Behavior:** Learn about consumers' attitudes of Flipkart as well as their preferences, purchasing habits, and reasons for using or avoiding the website.

**Examine competitors in the e-commerce sector** to identify Flipkart's marketing strategies' areas of strength, weakness, and opportunity.

**Brand Perception:** Assess target audiences' perceptions of Flipkart's reputation, dependability, and credibility.

**Description of the Product:** Look for strategies to grow or diversify after determining which product categories or offerings bring in the most money and attention.

**Flipkart's digital marketing effectiveness:** Evaluate the effectiveness of Flipkart's digital marketing campaigns using a range of platforms, including email marketing, social media, and search engine

optimization.

**Customer Satisfaction and Loyalty:** Identify the variables that affect a customer's satisfaction, gauge it, and explore strategies to increase retention and loyalty.

**Market Innovations and Trends:** Stay up to date with the latest advancements in technology, consumer tastes, and e-commerce trends so Flipkart can adjust its marketing strategy accordingly. By explicitly defining its research objectives in these sectors, Flipkart may get valuable insights to enhance its marketing strategy and sustain its competitiveness in the industry.

## RESEARCH METHODOLOGY

A significant quantity of study was conducted: Companies were asked to reply to a survey that included the following subjects: Citations

Information about the products sold by different companies was available through a variety of internet sources, including e-tailer portals and corporate websites. For the most part because of its effective marketing strategies, Flipkart has swiftly become one of the most well-known e-commerce companies in India. This section will discuss the research technique used to dissect Flipkart's marketing strategy, assess its effectiveness in the dynamic e-commerce industry, and split it down into its component elements.

**Research Techniques:**

The current study employs a qualitative research methodology to explore Flipkart's marketing strategy in further detail. Because qualitative approaches allow researchers to investigate a phenomenon's sources, impacts, and motivations, they are perfect for examining complex phenomena like marketing strategies. Finding out more about consumer behavior and the market in relation to Flipkart's marketing initiatives is the aim of this qualitative study.

**Information Acquisition** The principal methods of data collection employed in this study were content analysis and in-depth interviews. We are interested in speaking with strategy managers, marketing executives, and other key personnel at Flipkart in order to obtain insight into the company's internal marketing strategy. To encourage participants to open up and still be able to reply to questions about

relevant topics, the interviews will be semi-structured. Furthermore, content analysis will be used to assess Flipkart's advertising.

GRAPH: 1  
Respondent age group and gender who buys frequently



### INTERPRETATION

We are having highest respondents who do online shopping are less than 25 years and almost all those belong to student category. At the same time 35.7% of age group 25-35 is utilizing online shopping well. All those people are attracted to e-commerce sites which are offering wide range of products to everywhere and also with their services. We can interpret that based upon their preferences that they are getting different and unavailable international products online, which made easy and time efficient.

campaigns, social media updates, and marketing campaigns. By carefully examining these sources, researchers might discover more about Flipkart's marketing approach, communication strategies, and contemporary trends.

## DATA ANALYSIS

### ANALYSIS OF DATA DATA ANALYSIS AND INTERPRETATION

#### DEMOGRAPHICS:

Respondent age group and gender

TABLE: .1

VARIABLES	MEASURING GROUP	FREQUENCY	PERCENTAGE
Age	Below 25	35	50.0
	Between 25-35	25	35.7
	Above 35	10	14.3
			100
Gender	Male	28	40
	Female	42	60
	Total	70	100

#### HOW OFTEN RESPONDENT SHOP ONLINE

TABLE: 2

Duration	Purchase
Frequently	17
Once in two months	11
Once in one month	21
Very rare	21

#### ANALYSIS:

From above table we can see that how often respondents are doing shopping online. It became a habit of choosing online shopping instead of brick and mortar shopping. Here 21 out of 70 respondents are so regular that they do shop online at least once in a month. Here also we can see that people who like frequently is less than people shop once in a month and some people are those who shop only in rare case.

#### ANALYSIS

The above chart provides the empirical findings gleaned from the collected data. It provides demographic information of the respondents and the statistical analysis of the information collected from them. This is followed by the interpretation and discussion about our findings. The above table shows that out of 70 respondents 50 % of people are in the age group of < 25 years, 35.7% of people are in the age group of 25-35 and 14.3% of people are in the group of >35. Another demographic factor we considered is gender. Female respondents are higher than the male respondents that who prefer online shopping

## LIMITATIONS

We had numerous challenges during the assignment, making it challenging for us to finish the report in time for the competition. A survey that was representative was chosen. The respondent's data may be incomplete or inaccurate. Insufficient answers to the survey were discovered in certain research samples. However, we took every precaution to guarantee that the results and conclusions were accurate. It may be difficult to understand questionnaire responses when there is no human participation to determine the best course of action. The answer would be meaningless as well if the query was misunderstood. When answering questions on a questionnaire, people are typically less truthful or detailed than when being interviewed in person. It could take a long time to gather and analyze the data for open-ended inquiries. You can delete surveys from those who aren't interested in filling them out.

Excessively closed or standardized questions can limit the amount of information that can be shared and leave out the answers that some respondents would have liked. Issues such as people seeking to appease the researcher by providing inflated responses or peer pressure to not answer particular questions can cause questionnaires to become unreliable or even invalid. Because they are the only demographic ready to participate, college students were the target audience for this particular poll. The trade secrets of the corporation were mostly kept under wraps. Only the respondents' personal thoughts served as the basis for the analysis; neither focus groups nor outside experts were consulted.

## CONCLUSION

This analysis encompassed all of Flipkart's tactics and approaches. Flipkart's effectiveness and performance in the cutthroat business climate of today have been closely scrutinized. They deserve praise for their innovative methods of drawing in more clients. They took full advantage of the expansion of its network to serve an increasing number of clients. They improved morale and output at work. Towelling off is the first step to success in this very competitive industry. Based on

our audits with customers, we found that Amazon was the best. Artisan is an international enterprise, but it has deep roots in India and a deep comprehension of Indian culture. Flipkart faces tough competition even though the e-commerce giant is still relatively young compared to Amazon. Even though it would take some time for their success to fully materialize, it is evident that they have succeeded in the Indian e-commerce market. Events such as Flipkart Big Billion Day are increasingly frequent. Flipkart adopts the pay-per-click model used by Amazon. Flipkart is also growing its portfolio through the acquisition of related businesses. Flipkart just purchased E-bay India in an effort to take on Amazon.com.

## IMPLICATION

**Societal Importance:** Understanding Flipkart's marketing strategy helps society grasp the dynamics of e-commerce and its impact on consumer behavior, employment, and the economy. It reflects evolving shopping trends and the growing significance of online platforms in daily life. Analyzing Flipkart's marketing strategy provides valuable insights for managers in the retail and e-commerce sectors. It offers lessons on effective branding, customer engagement, and innovation in a competitive market, aiding them in making informed decisions to improve their own strategies.

**Academic Relevance:** Studying Flipkart's marketing strategy contributes to academic research by enriching marketing theories and frameworks. It serves as a real-world case study for students and scholars to explore various marketing concepts, such as market segmentation, pricing strategies, and digital marketing techniques, fostering a deeper understanding of contemporary business practices. By sending a message, you agree to our Terms. Read our Privacy Policy. Don't share sensitive info. Chats may be reviewed and used to train our models. Learn about your choices.



**REFERENCE**

## Books

- Core Java 2 I and II, by Cay S. Horstmann and Gary Comell
- The Complete Reference JSP 2.0 by Hanna
- Beginning JavaScript 2nd Edition, by Wilton
- The Complete Reference SOL
- The Complete Reference HTML

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