

# STUDY ON E-COMMERCE PLATFORM. ONLINE RETAILING AT FLIPKART

TARUN GAUTAM PATEL (22GSOB2010821)

UNDER THE GUIDANCE OF

MR. YASSER KHAN

GALGOTIAS UNIVERSITY

## ABSTRACT

India is at the forefront of digital retailing, which has changed the game for retailers globally, thanks to the success of e-commerce platforms like Flipkart. By dissecting the inner workings of online retailing via the lens of Flipkart, this research aims to illuminate the intricate factors impacting the e-commerce industry. Combining qualitative insights with quantitative data, this research employs a mixed-methods approach to provide a full understanding of Flipkart's essential role in the e-commerce business. It delves into the intricacies of Flipkart's online buying experience by examining trends in consumer behavior, technological advancements, market dynamics, and rival tactics.

Through in-depth surveys, interviews with industry experts, and analysis of current market trends, this study investigates the elements that influence the choices and preferences of online shoppers. To maintain its lead over competitors, Flipkart has adjusted its approach to cater to customers' evolving desires.

**Keywords:** E-commerce, Online Retailing, Flipkart, Consumer Behavior, Market Trends, Technological Innovations, Competitive Strategies, India.

## INTRODUCTION

For the purpose of this definition, "electronic commerce" refers to trades that take place on platforms like the Internet. The Shopping Cart is an essential component for consumers engaging in online purchasing. Online processes encompass the whole lifecycle of a product or service, from inception to marketing, sales, delivery, servicing, and payment. In order to facilitate the purchase,

the user is provided with a shopping cart. The amount of business conducted online has grown at a dizzying rate, driven by the meteoric rise of the Internet. Business as usual has spawned and benefited from innovations in fields including automated data collection, EDI, online transaction processing, supply chain management, Internet marketing, and electronic funds transfer. By utilizing the e-commerce platform, customers from

throughout the world would have the ability to browse the products and make online purchases. The main advantage of online shopping compared to more traditional forms of retail trade is the ability to shop, compare prices, and place orders from the convenience of one's own home via personal computer. A place where clients may safely create an account and manage their details. One convenient feature for online shoppers is the ability to "put" items into a virtual shopping basket. It lowers the costs of information production, processing, distribution, storage, and retrieval that rely on paper. Both domestic and international markets are encompassed in the expansion. Before you even click "checkout," the software will calculate the whole cost of your item, including all applicable taxes, shipping costs, and handling fees.

## **LITERATURE REVIEW**

The researcher would do well to familiarize themselves with the chosen problem by performing a quick literature review. The researcher should read pertinent publications to obtain a solid understanding of the problem's context. This was followed by a survey of the relevant literature. An essential part of every research project is the literature review. It helps the researcher to comprehend the following: the locations, individuals, and methodologies of pertinent prior research; the definition and quantification of concepts and variables; the

results and conclusions of that prior research; and the methods employed to quantify these features. To add to the list of advantages, a literature analysis can reveal any discrepancies between previous studies, the current state of affairs, and the expected outcomes of the research.

The research article by Prof. Rick L. Andrews (2019) states that this study compares data from an online supermarket with that from a traditional supermarket in order to find out if there are any differences in the factors that impact customers' decisions when they shop online vs in-store.

Based on the work of Fayu Zheng (2018), this study primarily looks at the factors that affect customers' online purchasing habits. After a quick overview of the present state of the Internet, the essay explores the development of e-commerce and the changes that have taken place in online buying, comparing and contrasting brick-and-mortar bookstores with their digital counterparts.

Consumers' perspectives on internet shopping vary according to income and education level, but not by age or gender, according to research by Professor Zia Ul Haq (2018). We also found that the data we looked at is related to how customers think certain things affect their propensity to buy online. The four main factors that impact customers' perceptions of their online buying

experiences are the website's security and privacy, design, reliability and fulfillment, and customer service (Prof. Gurvinder S. Shergill and Prof. Zhaobin Chen, 2018). The results are in line with the many studies that have investigated the subject of "What makes online shopping satisfying for consumers?" in the field of electronic marketing. New Zealand internet buyers' perceptions of these four features were mixed. Numerous directions for further research are proposed by the writers of this piece (Lina Zhou, Liwei Dai, and Dongsong Zhang, 2017). The optimal strategy to increase customer loyalty requires more research. Identifying the factors that encourage repeat business from clients is an essential long-term strategy for internet businesses. Christy M. K. Cheung, Moez Limayem (2017), Lei Zhu, Timothy Kwong, Gloria W.W. Chan, and others have studied online customer behavior, and their findings show that the existing literature is fragmented. Quite less is known about repurchase behavior when it comes to online purchasing compared to real adoption and intentions. Not only that, but we were able to spot additional promising avenues for future research thanks to our analysis. The majority of respondents report not having enough time to purchase online, according to a poll done by Ali M. Noor, Zetty M.M. Zaini, Mohd Raziff Jamaluddin, and Mohd Salehuddin Mohd Zahari (2016). Finding online grocery stores was obviously out of the question for the majority

of responders due to their full-time work.

In her research piece, Sujana Adapa (2016) suggests that venture capitalists and e-commerce business strategists might benefit from the results. There is a cultural context to the growth of the internet and e-commerce that venture capitalists should think about when investing in international businesses.

Credit card firms and their clients have reached a more mature stage of expansion, according to a research article written by Mr. Rakesh Kumar (2015). We anticipate that these trendlines will have a beneficial impact both immediately and down the road. The credit card business, more than any other, is destined to experience exponential expansion. In addition, the growing number of banks' networks will allow for more consistent and hassle-free payment processing, which is great news for the millions of Indians who use credit cards.

## **RESEARCH METHODOLOGY**

The objective is to identify the factors that cause consumers to repeatedly purchase a brand. In order to learn what makes a product appealing to a certain demographic.

That is, if we want to learn how different pricing strategies affect consumers' opinions and, consequently, their purchasing decisions. The overarching goal is to get innovative products into the market. Identifying internet shoppers is crucial for In order to determine how popular

Flipkart.com is among customers, it is practically necessary to use market research methodology, which has been around for as long as marketing. While there may be more than one way to get the job done, ultimately, they all lead to the same destination: decision-making or problem-solving. Therefore, a strategy must be devised before to taking any action. Prior to beginning the research endeavor, we settle on a research plan.

Methodology in research is a strategy for methodically tackling the research problem. One perspective is that it is a branch of science concerned with the study of scientific methodology. There, we examine the reasoning behind all the common research procedures. You need to be familiar with research methods and procedures before you can undertake any kind of research. The project aims to tackle the difficulties and offer answers using scientific methodologies. There are several shared topics of research throughout studies, despite the fact that each one has its own unique scientific goals:-develop an understanding of something or learn more about it. In order to faithfully portray the peculiarities of a certain incident. Master the regularity of an event or the correlation between two events.

A research design is the comprehensive blueprint for carrying out a study. First, we'll cover: -  
Techniques for gathering information.  
Choices regarding sampling.

Techniques for analyze data.

Researchers often have to settle for less-than-ideal study methodologies due to insufficient financing, which is a real shame. For instance, think of a less extensive sample. Finding the optimal strategy for fixing our problem while making use of our available resources is the driving force behind the study's design.

The Bhiwadi area is being studied in particular.

Here, 100 people make up the sample size, which is the number of people asked about a specific subject.

Potential Academic Organizations:- An

Research designs can be broadly classified into three categories:When seeking to discover new ideas and insights, researchers often use exploratory research.

Methods for descriptive research: In population statistics, it is most often described using longitudinal or cross-sectional studies.

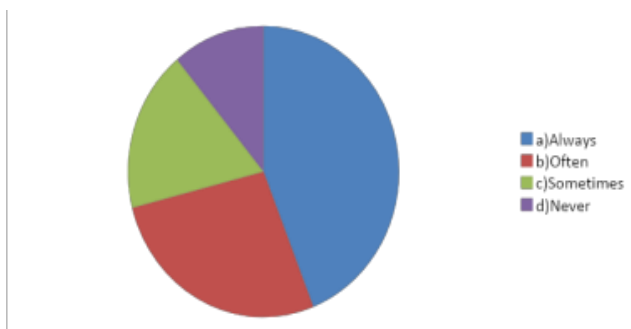
Methodology for identifying possible causes: I relied on the Exploratory Study as a foundation for my research, and the evidence provided by Used 4 establishes a connection between causes and effects. Exploratory research does not make use of any established model to guide the investigation. People usually resort to this strategy when they feel they have nowhere else to turn. If possible, you should base your work on an existing theory; however, this isn't always possible, and occasionally the available models are founded on

flawed assumptions.

One does not have much prior understanding of the subject when they begin an exploratory research endeavor. You should begin with a rather vague concept of what you should study since it is not possible to plan out everything in advance. The gradual buildup of knowledge about the subject of study also means that it can't start by defining research concepts. Before you can start researching, you need to know the fundamentals of your chosen subject and where it came from. As the exploratory investigation continues, these initial ideas will evolve into something more concrete.

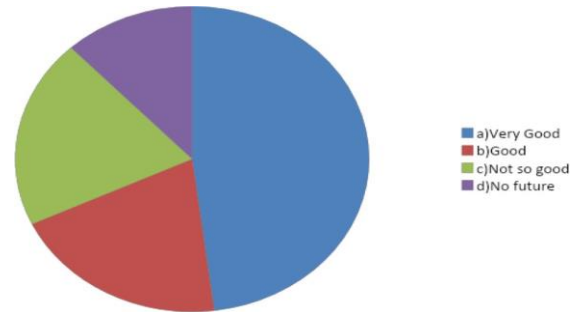
**Analysis of responses given by Students, Service, Homemaker, and Others:**

**Q1-What is your usage of flipkart as an ecommerce Interpretation:**



The above chart shows the frequency of usage of flipkart as an ecommerce website by the Respondents. A large number of people always use it i.e. 44% of them. 27% of people use it often. 18% of people use it sometimes and 11% of them use it never. website?

**Q2- What is your Mode of Awareness about Flipkart.com?**



**Interpretation:**

The above chart shows the mode of awareness i.e. how the respondents got to know about Flipkart. 43% say through word of mouth, 26% say through advertisements, newspapers etc., 12% say through promotional emails and 19% say through search engines

**Findings**

There is not much difference in gender when using online shopping.

- Students and paid people use Flipkart more than anyone else.
- The most popular products sold on Flipkart include electronics, books, music, apparel, and accessories.
- Word of our website quickly spread amongst friends and family after satisfied customers raved about it.
- The moment consumers laid eyes on a

heavily discounted, feature-packed product, they snapped it up in an instant. This led to the item's rapid sale.

- When it comes to customer care, Flipkart is top-notch, and the company has lots of space to expand.
- Advertising, link exchanges, and search engine marketing were all part of the digital marketing strategy that helped get the word out about the website.
- Flipkart has several wonderful features, one of which is the lightning-fast delivery of their products. Having many payment options on Flipkart made customers happy and put their minds at ease.
- To ensure that its consumers are comfortable while shopping at Flipkart, the company provides a number of policies and services.
- Although some of Flipkart's rivals provide free shipping on all orders, others limit it to orders totaling 300 rupees or more. When products go out of stock, Flipkart has a major difficulty.
- The vast majority of Flipkart shoppers are satisfied with their purchases. All things considered, they are satisfied with Flipkart's service and so that they succeed in retaining the customers.

## CONCLUSION

The in-depth study's foundational consumer behavior analysis sheds light on customers' perspectives on internet shopping. Customers are pleased when a company meets or exceeds their expectations after carefully considering all of the relevant aspects. Despite a respectable total brand value, Flipkart faces stiff competition from global powerhouses like eBay and Amazon. It is the most active e-commerce platform in India right now, with a strong presence in the country's home market and impressive growth rates; it is also changing the way Indians see traditional brick-and-mortar retailers and pushing them toward online shopping. Make the consumer's experience one they will never forget by prioritizing their needs.

The retail industry has seen a dramatic shift. The fast advancement of technology in the past few decades is largely to blame for this. Modern retail includes going to a shopping center, purchasing goods online, and purchasing goods by mobile device. Some of these don't make it to smaller stores. But no matter the season, being close to a business is always a top priority. More than just existing, it needs to thrive. To thrive in the modern retail environment, stores simply must upgrade their operational procedures. Traditional stores and internet markets can't survive in the future without one another. The fact that thousands of people rely on a store to make ends meet is just one of the many benefits

of having a permanent storefront.

## REFERENCES

The essence of the report, are inspired and collected by these sources, listed in this chapter, not fully partially as advisory notes.

### BOOKS

1. Philip Kotler, "Marketing Management".
2. Schiffman Leon, Knouck. Leslie, "Consumer Behaviour" (Prentice hall of India Pvt. Ltd.
3. Kotler Philip, Keller Lane Kevin marketing, prentice hall of India, 2005.
4. S.P Gupta, Business Statistics, 14th edition, 2005.
5. Business Statistics, J. K Sharma, edition 2005
6. Kothari C.R., by research methodology, new padma publication, New Delhi.

### MAGAZINE

1. Advertising and Marketing.
2. Reader digests.

### SITES USED

1. <http://www.google.co.in/>
2. [www.khoj.com](http://www.khoj.com)
3. <http://www.flipkart.com/>
1. [www.academia.edu](http://www.academia.edu)
2. <https://theconsumer.guide>

Dwivedi, Y.K., Tamilmani, K.,  
Williams, M.D. and Lal, B. (2014)  
Adoption of m-commerce: examining

factors affecting intention and  
behaviour of Indian consumers',  
International  
Journal of Indian Culture and Business  
Management, Vol. 8, No. 3, pp.345–360.  
Fong, N.M. (2016) 'How targeting  
affects customer search: a field  
experiment', Management Science, Vol.  
63, No. 7, pp.2353–2364.  
Joshi, R., Gupte, R. and Saravanan, P. (2018) 'A  
random forest approach for predicting online  
buying behaviour of Indian customers',  
Theoretical Economics Letters, Vol. 8, No. 3,  
p.448.  
India: business model and components',  
International Journal of Electronic  
Marketing and Retailing,