



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 25/05/2018

CERTIFICATE

This is to certify that **Mr. Harisha S** bearing USN **1AY16MBA24** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Marketing Strategy with Relevance to Flipkart**” **Bangalore** is prepared by him under the guidance of **Prof. Archana Vijay** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
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Signature of Principal

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Date: 6th April 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Harisha S. student of Acharya Institute of Technology has successfully completed his internship in marketing department of our organisation from 16th January 2018 to 26th March 2018.

During the internship period we found him sincere in his efforts towards completion of assigned projects.

We wish him all the success in his future endeavours.

For Flipkart India Pvt Ltd.

A handwritten signature in blue ink is written over a circular blue stamp. The stamp contains the text "FLIPKART INDIA PVT LTD." around the top edge and "BANGALORE" around the bottom edge, with two small stars on either side of the word "BANGALORE".

Vinay Kumar G

Assistant Manager

DECLARATION

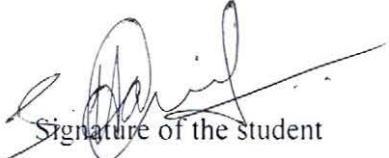
I, Harisha S, hereby declare that the Project report entitled "A Study on Marketing Strategy with relevance to Flipkart India Pvt, Ltd " prepared by me under the guidance of Mrs.Archana Vijay, Professor of M.B.A Department, Acharya Institute of Technology and external assistance by Mr. Vinay Kumar G, Assistant Manager Flipkart India Pvt, Ltd. Bangalore.

I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore

Date: 25/05/2018



Signature of the student

USN: 1AY16MBA24

ACKNOWLEDGEMENT

I deem it a privilege to thank our Principal, Dr. Sharanabasava C Pilli, Dr. Mahesh, Dean Academics and our HOD Dr. Nijaguna for having given me the opportunity to do the project, which has been a very valuable learning experience.

I am truly grateful to my external guide Mr. Vinay Kumar G, Assistant Manager, Flipkart India Pvt, Ltd. and my internal research Guide, Prof. Archana Vijay, for their research guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

My sincere and heartfelt thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

HARISHA S

USN: 1AY16MBA24

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EXECUTIVE SUMMARY

The idea of e-commerce is downloading at a fairly rapid pace in the psyche of the Indian consumer. In the metros, scarcity of time is a big driver for online shopping. On the other hand, accessibility to a assortment of products makes audiences from smaller towns and cities opt for the online route. Major retailers face challenges in outrageous their stores sufficiently. Often, customers are unable to purchase items of their optimal, thus motivation them to resort to e-retailers.

Flipkart when it started employed the shipment model of procurement as it was the most risk-free way to work but then they ch3anged to inventory model to ensure superior transport times. But with foreign direct investment (FDI) favouring the market model in April 2013, Flipkart changed its business model to market model.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO INTERNSHIP:

Internship is fixed period of practical exposure in working for organisation with or without payment for the work done their.

According to VTU part of the syllabus at the student's internship, both the externals of the internal of the guide in the course of an ant is done in ten weeks. By doing it in the best probable way, so that in practice the academic concepts required to increase the training. It is for field work culture of an association that provides authorization to.

"Flipkart" internship at the firm's goods and services for analysing and thoughtful the customer's necessities focused. To study the industry and the company's analysis of the requirement and the requests and hopes of customers to increase sales and profit that focuses on meaning.

1.2 INDUSTRY PROFILE:

In India, huge population using internet for shopping e-business in rapid developing areas of India's Ordinal Economy. Creator in trade internet-based business. The flipkart as of late reporting that it touched \$ 1 Billion in transactions initial previous year, this improvement has directed numerous little online based business institutions cross-country to gather a bit of the online e-following activity.

One of the innovators of the Indian IT Commerce, Mr. Narayan Murthy as of late reported that he may would band together through Amazon India to communication a mutual dare in order to make another e-commerce entity for the Indian Marketplace. Mind evaluations as of late satisfied a definite pdf give an reason of its appraisal of the rapidly developing online based business part in India which become to underneath.

E-Commerce Market in India

E-commerce is the rapidly growing markets in China, India and Indonesia, Asia's economy is gaining drive globally. The size of e-commerce in India estimated at Rs.57830cr and growing FY13 44.1% (FY08-13) A CAGR.

internetworldstats.com - according to the number of users through the Internet on July 1, 2012, on the 4th of the top 20 countries ranked after China and the USA. E-commerce industry, primerly for industry and commerce for e-Retail's segment of transactions accounted for 69% of the traffic is controlled by traffic stands at nearly 11.9%.

Despite the hearty growth, e-commerce industry is an significant undertakings ongoing as a new first-time business persons are still in a emerging stage. E-commerce industry is very different in developed and developing countries with little Internet penetration delays the reason, mainly because of improper infrastructure (approximately 1.7% of total retail e-commerce valued for 6.1% of Vis in the US).

E-Commerce in India: Evolving Models

B2B (market share 90%) and B2C remaining 10% of the Indian e-commerce business consists of 2 main business prototypes. India and China, unlike the USA, the USA stock-based / autonomous, follows the prototypical of 'market model' is unique. Marketplace 'type of functions related to their goods and the entity gains well the marketing for manufacturers / sellers (especially MSMEs) affords a platform to a huge number of sellers of goods and services of the Commission. B2B B2C model, while all other players have goods trade, do not carry stock. FDI in India is currently restricted to B2C model.

E-Retailing Key Drivers

Due to shortage of time, as well as the convenience of being attracted into more and who rushed the use of plastic money in today's customer, particularly in the town and semi-urban India, all done in a way that leads to more online shopping. Also, favourable demographic outline & mortar model of limited geographical range of the penetration of smartphones have increased, Internet Charges in the e-drop, declining to offer further growth in the market.

Indian Ecommerce: Growing restrictions

The major challenge is to get a direct connection to the customer's e-retailing with disabilities. Moreover, apart from distribution, in many languages, and is being accomplished by the players to build internal logistics enforcement issues are being balanced by a lower Internet penetration in cash, less debit cards / credit cards, such as nearly of the tests faced by the companies. Though the technology support for e-retailers to help, an attempt is made to fill this gap. In addition, other challenges are emerging in current resource chain management. Forming the heart of the e-retailer association management answer with improved safety schemes. The inflow of foreign wealth is to build the infrastructure for next logical step in.

1.3 COMPANY PROFILE

Flipkart, Schain Bansal and the Binney Bansal, an e-commerce business was established in 2007 whose headquarters are located, acts, especially in India. Flipkart tablets, USBs, including the goods

and laptop bags "DigiFlip" released under the name of its own product range. Flipkart brand "Citron" and Apparels brand "Flip" under the personal care and home appliances under the scope of its own. On May 2015, Flipkart DST Global expected \$ 310 million and \$ 2 billion from current investors Tiger Global in July and led the South African media group Naspers raised. Flipkart in December last investment round of \$ 12 billion in its assessment

History

Flipkart (the Company), Schain Bansal and Binney Bansal, Indian Institute of Technology was established in 2007 by alumni of both. Amazon worked with in the past. Flipkart Online Services Professional in October 2008 and formally combined as a business ltd.

In their initial existences, the only books on Flipkart, expanded it as soon as electric goods, mid-air conditioners, air chillers, stationery provisions and lifestyle goods and other products have ongoing to offer e-books. Leaving Microsoft to sell them the first product purchased in Andhra Pradesh VVK Moon World.

Flipkart is now have more than 16000 employees. Flipkart such as delivery, conveyance, cash, credit or debit card, net banking, cash wallet transactions, e-gift voucher and card swipe allows you to Reward devices.

Acquisitions

- 2010: We Read, a social book revelation apparatus.
- 2011: Mime360, an electronic content stage group.
- 2011: Chakpak.com a Bollywood newscast site that proposals refreshes, photos and copies. Flipkart found the rights to Champak's advanced directory which joins 40,000 filmographies, 20,000 motion pictures and near 50,000 appraisals. Flipkart has totally said that it won't be included with the first site and won't use the product name.
- 2012: Letsbuy.com, an Indian e-retailer in hardware. Flipkart has purchased the organization for about US\$25 million
- 2014: Attained Myntra.com in an predictable 20 billion bargain.

Finance

In beginning, the originators of the 500000 who had spent just a business to set up a website. After Flipkart Ace India has raised funding from venture capital funds. On 23 September 2012, Flipkart MIH (Naspers was part of a group) ICONIQ Principal for \$ 170 million funding announced the

completion of the 5th round. The company Tiger Global, Naspers, Accel Partners and current investors including Pacific Capital has raised an additional \$ 330 million announced on 20 June 2013.

Flipkart for sales in Fiscal year 2010-2011 financial year 2009-2010 and Fiscal Year 2008-2009 to 850 million, 260 million, 50 million was reported. In FY 2011-2012, the country's growing internet usage Flipkart 7 billion (US \$ 200 million) aimed at the top is set and people are adapted to making online purchases. Flipkart sells products in more than 10 minutes in 2015 to 50 billion (US \$ 0.81 billion), is aimed at creating income, the public sale to spread 12 billion by the 2014, the normal projected.

In November 2012, a foreign exchange management companies such as Flipkart Act, 1999, to investigate the alleged breach in terms of FDI

291cr in FY 2012-13, recording a loss of Flipkart of \$ 172million in private equity fund from investors.

In the September 2013, it was the contribution of new investors Dragomir Flipkart current investors Tiger Global Venture Group, Morgaan Stanley Wealth Organization, Sofina SA and Vulcan Inc. reported that it had raised an extra \$ 172 million.

At the end of June 2014, which is expected at the 2016 US list of Flipkart, was expected to be in talks to increase at least \$ 600 million.

In 1 August 2014, Flipkart Tiger Global Management LLC, Accel Partners and Morgan Stanley Investment Organization and the Singapore independent prosperity fund GIC has increased from \$ 1 billion announced.

"Big Billion Day" in e-commerce is history created by reproachful but loyal customer service to their hard-win reputation grieved its sale of technical problems, and pricing and items availability, disappointed customers of social media is placed angry Comments.

It is 7:55 am selling the discounted price of Rs 6 lakh mobile handsets with a big opening hour, five lakhs and 27,000 sets of textiles and footwear selling them. In November 2014, the amount earned \$ 750 million, Flipkart had a marketplace cap of \$ 12 or Rs.66000 crores.

In December 2014, India's below the long-term planned investments of investors of the number beyond Flipkart raised up by 50 dollars to 700 million fund of 700 million dollars, raising a public limited company to raise with Singapore-based companies, regulatory Acra with filing an application, publicized new depositors involved - Baillie Gifford, Greenbacks Capital, Steadview Capital T. Rowe ago Le Connections and the Qatar Investment Authority the company's board. Its existing investors, DST Global, GIC, ICONIQ Capital and Tiger Global participated in this latest backing overweight.

1.4 VISION, MISSION AND GOALS:

Vision:

To become the Amazon of India.

Mission:

Providing a pleasant customer experience.

Goals:

Creation books easily obtainable to anyone who has admission to internet.

1.5 PRODUCT AND SERVICES:

- Flipkart introduced its own range of tablet, mobile phones and Phablet. DigiFlip Pro XT 712 Tablet.
- In June 2014 Flipkart released its first systems administration switch, under its own brand name named DigiFlip WR0001 300 Mbit/s Wireless N Router.
- In October 2014 Flipkart increased home devices and individual human services mark Citron. The mark contains an extensive diversity of cooking utilities and prepping materials.

1.6 AREAS OF OPERATION:

In October and November 2011, the company attained the places Mime360.com and Chaakpak.com. Later, in February, the society uncovered its new Flite Numerical Music Store. Flyte, a good music download benefit in the vein of iTunes and Amazon.com, offered without drm MP3 downloads. Be that as it may, it was closed on 17 July 2013 as salaried melody copies were not popular in India because of the approach of free music dropping destinations.

1.7 INFRASTRUCTURAL FACILITY

- Flipkart provides its own tablet for each worker till end of trip.
- Flipkart provides vehicle and fuel compensation for field working delegates.

1.8 COMPETITORS INFORMATION:

AMAZON:

Amazon, is an American Online trade and single computing group that was recognized on July 5, 1994, by Jeff Bezos and is located in Seattle, Washington. It is the main e-based shop on the world by collective deals and market capitalization.

SNAPDEAL:

Snapdeal is an Indian online(e) business organization located in New Delhi, India the group was begun by Kunal Bhal, a Wharton graduate as a main aspect of the double degree M&T Engineering and Business package at Penn, and Rohit Bansal, a previous student of IIT Delhi in February 2010.

1.9 SWOT ANALYSIS OF THE COMPANY

Strength

- Largest E-commerce business of India.
- Acquisition of Letsbuy.co,, chapak.com, weread.com, Mine 360 and Myntra on 2014.
- Flipkart has its own logistics.
- Planned securing.
- Assured quality, wide variety of choices of different categories.

Weakness

- Late conveyance
- Limited area access, many Sub urban and towns are not covered.
- IT foundation.

Opportunity:

- Growth in retail industry
- Great opportunity to expand its business.
- Indian customers are attracting towards online shopping.
- Development in digital volume.
- Cell phone applications

Threats:

- Technology overhauled by contenders.
- More number of new entrants.
- Huge competition from its competitor.

1.10 FUTURE GROWTH PROSPECT:

The entry of Amazon in India, affected Flipkart to renovate and expand its business to face the competition and to sustain its market size. Flipkart's future prospect is to increase the size of its business operations. It had planned to get 10- 12000 sellers under them in few years. By acquiring Mynta, Flipkart owns 50% of market in lifestyle in India and it is planning to increase it to 70%. Now it has more than 10000 sellers and its need to increase it to 10000- 15000 within a year and to few lakhs in 4-5 years. 40% of online traffic of Flipkart's coming from mobiles. Hence it is planning to add some more specifications and feature for mobile shopping app to increase buyer's satisfaction and loyalty.

Flipkart is trying to improve its IT infrastructure as e-business is mainly depends on technology. It is planning to customise its IT framework to perform 2 functionalities, one is ability to guide, motivate, influence the customers what other product can be purchased complement a product that already purchased from Flipkart and other one is to conduct live survey to find the customer buying pattern and preferences.

Flipkart is also planning to have its own logistics to reduce its cost and dependability on others. It launched its own digital accessories brand Digiflip and its clothing brand Flipped and to analyse how it performs in the market. Flipkart is planning to get access to more number sub urban, and towns, cities for this it is increasing its warehouse and increased automation in its supply chain management. Flipkart also want to increase its variety of categories of products in its domain and fill the gap in existing category.

CHAPTER 2

THEORETICAL BACKGROUND OF THE STUDY

2.1 THEORETICAL BACKGROUND:

INTRODUCTION ABOUT MARKETING STRATEGY

The goals and objectives of its marketing contribution. On the extra pointer, administration is concentrated on the application of the particular goals of marketing. "Marketing strategy Marketing objective or mission should be clear. For example, if a goal is possibly a particular niche market may become the leader; With a mission to "serve clients, honour and self-respect" might be something along the lines of; Strategy The market is in fluctuation. The initial market is likely to be a developed organization will have a diverse strategy. Maps in general, contains attention to measure growth and if problems arise, to prepare for possibilities. One can also start his personal business marketing strategy to write.

Inventors are often the most prominent innovation of the market is called to open a new market-based client. They focused on the progress of this product, as well as most number of cases, educations have shown that initial applicants - or innovators. All of the above enters the market after serious market-share benefits. Innovators in the first-mover benefit, and this gain, the business' They must precaution that at least one or more of the three primary bases: Technological leadership, a change in the cost of the purchaser's assets or means of getting advantage through technology leadership in both the research and development of

Anticipation, or "learning curve". This is because of new business or introduce a product to sell to the primary research lets us to use an significant feature of the research and development stage. Pre-emption assets formed by the new technology first-mover rather than the current assets to be able to have the chance to get an advantage by obtaining assets in a certain market can help is shortage. He used the chance to existing information, and a decreased risk of entering a new market in the first. The first player, then the competitors compared to the high cost of transferring is easy to prevent. For example, purchasers can enter the distance from the initial of the entrants will have to finance in order to promote a more cost-effective. However, the market innovators "the most involved in product

development," and to have a first-mover benefit can reduce the cost of transferring, it's an expensive imitation of the goods due to product innovation may include more cost. Innovators in the case of buyer goods and industrial markets, which both received "important sales advantage," The great drawback are that it is good to incur the cost of the Internet, which has recently become an significant ingredient in a fast and rapid lifestyle is also a reason. Research is to be communicate with public or authorized purposes, 'Internet' for all centre -spot. Resultantly, the development of the E-trade, CK Prahalad, Professor, Business School, University of investigations of a number of companies on the edge of a reasonable price for such a low that purchasers can purchase goods and to demand more on the Internet, has led to a host of new developments mechanism.

Internet 'where there is a valid reason, or by being the first "if (markets) and big corporations' traditional business because it means transfer, he said. The world will be observing the impact of competitive markets, the markets are fully effective division of resources is that it produces. The Internet really has been an effective agent in varying the basic ways of doing business. No entry restrictions to any market - Net, the constant arrival of competition, driving amounts down automatically One of them is costly. In such a case, in the long run all companies could gain a expected profit.

Internet business (or e-commerce) covers all business directed through computer networks. In recent years, the growth of telecommunications and computer skills has made computer networks an important part of the fund amentals of the economy. More and more corporations are shortening the dealings over the net. All owners of computer connected to the Web so there is a huge competition for targeted scans.

2.2 ELOBRATIVE INFORMATION ON TOPIC:

A inclusive plan that combines all of an organization's strategy and its marketing objectives. A good marketing strategy to attain the determined benefit of the business and the right product mix in order to sustain market research and concentration on the measures taken on them. Marketing policy is the basic work of a promotional plan.

Being a Developer in the market than can be the case, depending on the market benefits for entrepreneurs and / or attracts investors. If there is an assistance possible and the ability to have a steady marketplace share, many trades will start to shadow these innovators. This is often mentioned to the close followers. Innovators in this market entrants will also provide the market can be seen as participants to the followers of late. After the early followers of the entrants are more likely to invest

extra in product study and expansion, due to the quantity. By doing this, thus causing the aforementioned product growth and extension, businesses will allow you to find the defects in the finished product. Therefore, it is essential to marketing achievement, customer preference, can lead to. By having a varied technique, which market their unique selling point compared to those Innovators who perhaps target different audiences allows you to make followers. Following the opening of the market in general as "a risk or a precise sector of the supporting assets" that have an created business' product can be encouraged.

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E-commerce may be vast business Furthermore is getting greater consistent. Business-to-consumer (B2C) e-commerce deals overall to 2015 will methodology \$ 3. 5 trillion done 2013, approximately An 22% build for e-business report card of the Growth about e-commerce categories, Yet fluctuation are made equivalent. The most popular e-commerce categories are expected, the non-consumable durables and entertainment related goods. Other segments of the growing importance of online shopping, e-books, event tickets to sporting goods and toys (to name a few) are comprised. Payments intentions for each of the double-digit or near double-digit percentage point since 2011, rates have risen.

Market Size and Growth:

India's e-commerce showcases on 2010 might have been more or less \$ 4. 6 billion, for 2013 it went dependent upon \$ 13. 3 billion on 2013, e-retailers in the business sector cost from getting us \$ 3.2

billion. Travel related e-commerce showcases on India is something like 73%. India required nearly 10 million on the web shoppers, furthermore an estimated 35% CAGR vis-vis developing at a rate of 9-12% about worldwide growth. Hardware Also clothing deals of major classifications.

Key motorists in Indian e-commerce are:

- Broadband Internet and 4G diffusion (22% mom growth) increase.
- Living with high expensing incomes and a growing, upwardly mobile middle-class living standard raising.
- The accessibility of a wide variety of products compared to what is accessible in element and grout retailers (including long-tailed and direct import).
- A busy life, urban circulation crowding and a lack of time period to direct shopping.
- Brick-and-mortars stores, driven by lesser prices related to disintermediation decreasing the cost of inventory and real estate.
- By using the online materials confidential sites, most of the consumer with the sale and purchase of used goods
- Jabong.com, Flipkart and Infibeam sites like Snapdeal online businesses are started to Evolution.

India's \$ 540 billion retail market in 2011 and 2020 and \$ 1150 Bn is expected to grow to \$ 765 in 2016 - in projected CAGR of 7.2% According to Forrester, online marketplace in India to growing at a rapid rate in the Asia-Pacific section more than 59% between 2012-16 more at CAGR.

Infrastructure

There are more holding businesses that operates in India, but greatest of them are less protected and danger protection provides shared holding, e-commerce introducing is unsuitable for the purpose. The demand for more security, stable and protected e-commerce hosting. India, the Indian e-commerce business stakeholders in the future of cyber security issues that essential to be managed. In fact, the Indian administration making preparation to soon introduce in the pretend security break disclosure standards. Kullirisi the threat of hearing in many jurisdictions that aims Corporation has recently

suffered a cyber-attack. Trends SaaS hosting web shops are starting to spend at least a one-time e-commerce companies are varying.

Such blogs, opportunities, search trains and online promotional with Google AdWords and Adroll some of which may be several ways of advertising to ecommerce sites.

Funding

2012, e-commerce establishments begin settling on that's only the tip of the iceberg cash yet. However, their progress prospects, for example, Accel assistants contributed Excitingly to a amount about investment organizations. For a standout amongst those major fund-raising, Flipkart. Com, until October 2014, need brought up USD 3.2 billion. Stimulation Ticketing Website BookMyShow.Com Accel accomplices need raised Rs 110 crore investment.

With respect to 20 June 2013, Flipkart, which present moguls tiger Global, Naspers, Accel Partners, and ICONIQ money Reported it required accepted \$ 300 million. Dragoneer an extra \$ 220 million for new gurus investment Group, morgan stanley riches Management, Sofina, Vulcan inc. Also, tiger worldwide.

Snapdeal - USD 50 million Previously, 13 April.

2012, e-commerce organizations with begin settling on additional cash yet. However, their development prospects, for example, Accel accomplices contributed Impressively to a amount for investment organizations. Over a standout amongst those biggest fund-raising, Flipkart. Com, until November 2014, need brought up USD 2. 3 billion. Stimulation Ticketing Website BookMyShow.Com Accel accomplices need raised Rs 100 crore venture.

Once 10 July 2013, Flipkart, which existing gurus tiger Global, Naspers, Accel Partners, what's more ICONIQ money Reported it required accepted \$ 200 million. Dragoneer an extra \$ 160 million for new gurus venture Group, morgan stanley riches Management, Sofina, Vulcan inc. Also, tiger worldwide.

Managerial violations and out of line controls. India's e-commerce legal issues are regularly disregarded Eventually Tom's examining those e-commerce websites. E- trade gateways for India, outside administrations might make needed to register What's more consent for those procedures could change this later on. Nutraceuticals, Wikipedia Ayurveda products, web apothecaries, internet payment, internet poker, and so forth throughout this way, seeing and stock arrangement of all instrumentation may be enhanced. Would ignoring the law for managing those E- business website.

Implementation directorate (ED) about India requirement generally initiated indorsed activities against organizations managing Previously, coins. Google, Facebook, and so forth through this way, seeing and stock preparation of all instrumentation may be enhanced. In the charge responsibility for outside organizations would equally under attention.

Likewise, the suggestion around illegal on the web deal from appealing drugs starting with illegal on the web pharmacies done India need aid under investigation Eventually Tom's perusing the managerial powers.

Myntra, Flipkart What's more a lot of public more e-commerce website done India for ignoring Indian laws Also strategies put them under directorial scanner. Transport, requisition direction supplier Uber inc. In the us expense segment about india need been suspected. A fine about Rs 64 crore from the state government about Kerala particular illegitimate business for Flipkart, Jabong Also slammed the opposite two e-commerce trade relations. Flipkart (Rs 47. 25 CR) Jabong (Rs 3. 98 CR), Myntra (Rs 2. 32 CR) What's more Zovi (Rs 36 lakh), took after Toward fine The greater part of the cash.

Those leagues of Editors' Furthermore Booksellers cooperation's about India (FPBAI), India ruthless guessing methodologies embraced Eventually Tom's perusing Diverse e-commerce website called under inquiry. Confederation About all India Dealers (CAID) of the Indian e-commerce website pitiless estimating strategies should approach those rivalry demand about India need chose should oppose.

The charge obtaining in the anti-competitive polishes set up to control What's more indian Also outside trade sites have Additionally been raised up requests to the acquaintance from appealing ruthless estimating.

Government Regulations:

In the United States, some internet trade exercises need aid measured by the elected exchange requisition (FTC) would measure. These movements are business e-mail, on the web promoting Also buyer security. CAN-SPAM act of 2003 secures an immediate encouraging by means of email at the national level. Those elected exchange requisition Act, marketing, manages all types of marketing, also states that circulation must be truthful.

Furthermore, non-deceptive. The FTC demonstration Prohibits out of line or beguiling polishes by utilizing its power under segment 5 FTC 'consumer's' specific data, including promises regarding the security of the conditions brought with implement those guarantees over corporate safety

proclamations. Regarding illustration, A result, any corporate security strategy recognized with e-commerce movement might a chance to be liable should condition Toward the etc.

Which went under power Earlier, 2008, those Ryan Haight on the web medicine store shopper security act for 2008,, changes those regulated Ingredients go about should location on the web drugstores. Starting with showing up to Google look comes about should piece illegal internet apothecaries may be a coordinated effort the middle of Google and the us national powers. FedEx Cor as of late pleaded not responsible of the charges against him something like managing illicit web pharmacies.

Clash for laws on the internet world about e-commerce lawful assembly to management from appealing magic obstacle. So as to provide for reliability of the theory from appealing e-commerce in numerous nations around the reality UNCITRAL model law around electronic trade might have been received (1996). Internationally, the government's shopper practical trade associations organized over 1991 Concerning illustration a casual system of the international purchaser insurance What's more implementation organize (ICPEN), no. This went consumer. Government, a ICPEN action from April 2001 to remote organizations What's more related organizations web for a portal to report card a declaration.

Asia-Pacific budgetary collaboration (APEC) area through free What's additional open trade and investment, steadiness, security Also success might have been recognized clinched alongside 1989 for those dreams will be achieved. APEC electronic business guiding assembly and the APEC area need with worth of effort once basic safety guidelines. In the United Kingdom, those money related managements power (FSA), those EU's instalment directions directive (PSD included) to mossy cup oak parts of the guiding authority, those financial behaviour authorities and the Sensible regulation power 2014 denote those limits from appealing supplanting. PSR which went under impact for 30 October 2009, the UK instalment administrations Furthermore Instalment Aids Regulations influence organizations Formerly, giving work to their consumers for 2009 (PSRs), PSD need passed through. PSRs prudential requisites about instalment organizations who are subject should these organizations (PIS) called for another directorial creation made Eventually Tom's scrutinizing banks, non-bank Mastercard issuers and dealer acquirers, e-money issuers, and so on. PSD's combined done article 87

of the European requisition for November 3, 2012 need support obliged should report card on the performance Also sway for PSD.

On India, data engineering goes about from appealing 2000 establishes the utilization for e-commerce hotspot. It will be in interpretation of the UNCITRAL model to far reaching presentation on manage India's e-commerce associated exercises. Moreover, India's trade regulations Also regulations appropriate of the field from appealing e-commerce in India are accompanied Eventually Tom's inspecting Different laws. Common of the data origination Act, 2000, in meanness of the fact that not every last one of grounds need aid some all necessities, for example, medicine, commerce, health, travel, and so forth. Are managed by distinguishing laws. About India (CCI) challenge the application fields for anti-competition Furthermore anti-trade controls from appealing trade On India. A few shareholders through e-commerce website What's more A ruthless guessing declaration to document unreasoning exchange hones against e-commerce sites bring determined with methodology the courts and CCI.

Forms

Present day internet business "meta" managements to encourage Different sorts of electrical commerce, quick internet consumption, on demanding traditional stock What's more administrations "digital" includes All that starting with requesting materials.

On the legalize level, more companies What's more monetary institutions, national Also global businesses, settling on it less demanding for budgetary material return utilizing those webs. Information integument What's more security would very high temp What's more persistent issues to electronic business.

Aside from the accepted e-commerce, m-commerce What's more e-commerce networks in the early t-general from appealing electronic trade on 2013, I might have been acknowledged will a chance to be the poster Youths. Worldwide patterns. To 2010, At measured once and for every capita amount of using of the biggest e-commerce showcase on the United Kingdom. Czech Republic e-commerce enterprises' collective income, the place the biggest obligation of the European nation. Very nearly a quarter (27%) of the country's categorical turnover is produced through the web channel.

Around developing economies, China's e-commerce vicinity earnings to extend every year. 430 million web users, China's on the web shopping deals for \$ 36. 9 billion over 2009, rose of the near from appealing Growth in the top-secret word need been a standout amongst those resolutions behind

customers will enhance the trust level. Chinese retailers need been fit to aid customers feel more delightful shopping. China's cross-border e-commerce is quickly developing.

Alternate BRIC nations would be seeing enhanced Growth for e-commerce. Brazil's e-commerce finalized alongside 2014 will progress solid double-digit pace through 2016 will be relied upon will retail e-commerce deals are evolving rapidly, e-Marketer retail e-commerce offers On Brazil, anticipates that will arrive at \$ 18. 4 billion. India's e-commerce progress, on the other hand, those country's opportunity and its surging economy, the web penetration for English dialect expertise and 1. 2 billion consumers with a broader market, the fast progress of the (seeing those robust remains slower, maybe main 50 million have get of the Internet, however, pc Furthermore A percentage e-commerce clients of the A large portion active gathering a assessed 2-3 Iligan). E-commerce movement 27. 1 million on 39. 3 million, up half from 2011 to 2012, as stated by A report card liquidated Toward Com score grew. Yet a gaged 14 billion dollars more than 2012 e-commerce fashioned endeavour out destinations.

E-commerce will be not main to offer with clients, as well as to participate them, those mossy cup oak imperious apparatus for little Furthermore significant organizations overall. To 2012, to the to begin with juncture when in the history about e-commerce deals toppe \$ 1 trillion.

Versatile devices would be playing an expanding part in e-commerce of the blend. Exactly estimations of the buys intensified looking into movable devices, the cisc Visual systems Administration Index, by 2017 those showcase to 28% of the reality number for 2014. Those number of adaptable apparatuses will dwarf the measure about establishes.

Effect with respect to businesses:

What's more retailers? Economists increase the dimensions for customers with gather majority of the data around results Furthermore prices, intensifier Value rivalry ought with have discovered the method on e-commerce. Research Toward economists toward those college about Chicago, the advance of internet shopping, e-commerce, bookshops What's more go organizations to overall influence the business structure Also discovered that the two regions. For general, extensive organizations, utilizing economies about scale What's more the table more level costs. The seller need the littlest organization of the solitary exemption to this pattern, exposed in the shops the middle of person should four employees, resisted those patterns.

Unique alternately business for procuring alternately offering in place with attain interoperability of e-commerce, including Internet-based engineering association that doesn't depend once. E-commerce

to swaps Furthermore transactions anytime Furthermore anyplace may be professed for its capability to structure A business chance. If an individual may be in the us or overseas, those businesses could make focused through the web. E-commerce drive altogether those earth prospect clients and suppliers permits shoppers and organizations should vanish from those geophysical obstacles. EBay's e-commerce business is a great illustration for public and organizations will have the size will offer their merchandise of the post Furthermore around the globe.

Appropriation channels. Organizations need acknowledged those developing fact that e-commerce pure-click What's more brick-and-click network frameworks. We would immaculate click-and-brick-and-click channel framework embraced Toward organizations on identify.

- Click or immaculate-play establishments need off will coagulate An website without whatever past presence.
- Bricks-and-clicks agency e-commerce on the web webpage will be involved of the present organizations.
- Click-to-brick that point open the physical zones of them on the web debates at web retailers.

Examples for new E-commerce framework. "2017, 71. 8 percentage for Britons utilize A smartphone" E-Marketer research company, said. (Quoted Previously, Williams, 2014). Bringing this present authenticity of the web experience, create the economy Furthermore permit the connection the middle of saves Furthermore clients.

To addition, there need aid progressive screens over the store, a couple style shows' portrayals and presentation publicizing battles. (William, 2014) in this way, those parts on the web What's more logged off shopping practice same time working together gets to be that's only the tip of the iceberg vivid and gripping. In turn case is to analyse the costs of the purchaser contrary to Rivals Kiddicare smartphone app, which could make anyplace. Moreover, the provision of the items the place Furthermore At they're pointed for things on offer stock or they would `real 'without setting off of the store to check that certificates you to have a tune in internet. (William, 2014) in the United States, your camwood weigh result availability Furthermore rates Walmart request for both on the web and logged off. Moreover, the cleaning of the things over your shopping list, include their indirect elements Also notice the information, Also reviews of purchasers' not just.

2.3 REVIEW OF LITERATURE:

ABEL S M (1998): The various strategies for data assembly are Interview technique, perception strategy, overview strategy and wellspring of collecting secondary information are places, Company Magazines and so on and the technique established by the analyst is meeting technique and organization sites.

AGUILA OBRA An & PADILLA-MELENEZ A (2006): The diverse measurable tools to be employed as a part of the inspection with a definite end goal to legitimize the evaluation and assumption testing to be operated and what are the different parametric and non parametric examinations and test to be utilized by an expert is a non-parametric test CHI SQUARE test.

AGWU E (2013): Study of the buyers conduct is the examination of how public relax on choices to spend their nearby belongings (Time, Money and Efforts) on use related possessions. It contains the review what they buy, why they got it, when they get that, where they get it, how frequently they get it and how often they utilize it.

AJZEN I (2002): with regards to internet based shopping, components of sites helpfulness can be examined by inspecting perusing, demanding, and data discovery abilities of a site and additionally the speediness by which such movements and measures are capable.

AJZEN II (2012): It is the most part recognized that making a journey to the market is seen as an essential need of day to day life. Late perceptions find that the purchasers search for primary goods twice every week (FMI, 2000). While this may be the current condition, altering purchasers ways of life and increasing marketable centre, substitutes may adjust this normal practice later on.

ARENIUS P SASI & V GABRIELSSON M (2006): Internet food dealers trust that they offer an response for this need by giving a chance to customers to shop from home and have perishables carried to the entryway. (Albertsons.com, 2001). While this shopping medium may appear to be better than store shopping, observational confirmation propose that buyers change in their partiality for shopping for food in the store.

BEHARELL B DENISONS T J (1995): Even though it initially created as a channel for correspondence and data, the Internet has rapidly turned into a remarkable vehicle for trade. Also, as a medium for trade, the Internet is the encapsulation of comfort. A common conversation directed by means of the Internet allows a customer to peruse, demand, and pay for goods from a PC.

BEERRY V J & BROCK J K (2004): In this analysis, the term Internet shopping for food is considered as the way towards demanding foodstuffs through the Internet and having them carried to the home. Inside this definition, there were no less than two plans of action that at first occurred. The first is referred to as "immaculate play". These Internet food merchants were organizations that were not associated with a basic need of organization.

BERTEHON P R PETT & CAMBELL C (2008): There are a few target dissimilarities that for the most part exist between looking for primary goods in a store over an Internet supplier. While these target dissimilarities between the two shopping conditions exist, the customers may not really see or be impacted by these distinctions. For example, time spent to buy a basic supply things from a store by and large takes longer than purchasing similar things on the web.

BERTHON P PETT & MAKE WATSON R T (1996): what is given: sacrifice = money + convenience (time + effort consumers give up both cash and different assets, for example, time and exertion, to acquire objects and managements. To a few buyers, financial relinquish is most essential, while for others it might be time.

BIEL A (2011): achieved a particular gathering of customers. This recommends exploitation decisions that are driven more by accommodation than by cost. In the interim, be that as I may cost centred keep on ruling the showcasing systems of supermarkets with the forceful consumption of relative publicizing, coupons and excellent arrangements. What is received: product = service + goods.

CHAHAL HARDEEP & DANGWAL RAMESH AND RAINA & SWATHI (2003): this review expects to spread the variety of information with respect to online trade. In particular, focus is put on the drivers of substantial worth inside the setting of shopping for goods. Various educational specialists have directed evaluations identified with internet clients and electronic shopping conduct for an variety of items.

HARISON &ALBERTSONS.COM, (2001): describes a shopper as a person who buys or uses (expends) goods or administrations. What's more, it is understood that this demo of purchasing or expending is moved by a desire to fulfil the requirements. One basic method for gathering customers' needs is as showed by Maslow's chain of importance of necessities (Maslow, 1970). Maslow (1970) partitions the categories of necessities into seven classes.

KHANDELWAL UTKAL YADAV SEEMANTKUMAR (2014): while looking for essential goods may fullfil more than one of the seven requirement, it in all possibility fulfils a buyer's physiological needs. This appears differently in relative to other buying situations, for example, those for fashion where they should be fulfilled are possibly going to be weighted more on superior need levels (eg. Regard).

MALHOTRA.N.K.(2006): writer says in this review, dimension the moods of utilization are consistent feeling, realistic feeling and intellectual feeling and consumer faithfulness are measured in light of measurements, for example, quality, get to, application and manage ability. The significances of this review presented the feelings of use for items are more.

PHILIP KOTLER &KEVIN LANE KELLER (2006): authors says the reason - earlier research has highlighted the important part that business people play in buyer loyalty. In such a way, the relation between business people's states of mind, attitudes, and qualities, and purchaser loyalty remains a range of plotting.

TAUBER, E. (1972): his review explores the Innovators of buyer loyalty in an electronic customer relationship management (e-crm) system. We recommend that customer loyalty in e-crm structure creates from four indications: saw benefit quality, saw feeling of group, saw value fairness, and saw client introduction.

THURSTONE, L. L. (1929): authors tells the connection between consumer loyalty and monetary returns has become growth consideration in the consumer loyalty script. In any case, there has been constrained work connecting consumer loyalty to buyer benefit. In particular, most particular reviews lead far reaching or business-level tests, however less examine. if singular buyer " fulfillment with products or organizations drives their buying hopes and financial commitments to the business.

WESSEL, KIRK D (2004): author defines irrespective of the civil argument about whether consumer loyalty progresses business benefits, because of encounters in information gathering, small research has discovered the direct effect of customer loyalty on consumer commitment. With special approval from a bank, this review inspected 375 legitimate bank customer tests of individual client benefit fulfilment and their related promises to the bank.

WILLIAMS ET BL. (1978): observed secluded switches Now that CEO James M. Hoge, Jr., has returned in the previous obligated Anchor Bancorp Inc. To gainfulness and has added \$3 billion to capital, he is focusing on a reengineering activity. In a conference, Large established where and how he wants to troupe Anchor and on statistics innovation's part in the application. Extensive outlooks reengineering as a scheduled with process as contrasting to a venture with a starting, centre, and end.

WOOD W. QUIN J. M. & KESHY D. A. (2002): Focused New element advancement is a point that has practiced broad research in the course of recent years; be that as it may, it remains a good research field. In shortening the minor scale level research on new element improvement, not less than one stream of research discoveries that one of three remarkable streams were the internet. This stream focuses on new item improvement execution therefore of data streams.

ZAICHKOWSKY, J.L. (1985): focused Quality Implementation A recent report emphatically validates that the effect of customer quality follows may not be so vast as some think. Today's business situation requests another understanding the value and another definition, one that empower and firm administrators to "do quality " in a way that makes esteem and monetary worth for the purchaser.

CHAPTER 3

RESEARCH DESIGN

3.1 TITLE OF THE STUDY:

“A Study on Marketing strategy with reference to Flipkart”

3.2 NEED FOR THE STUDY:

Market levels and financial growth, increased buyer knowledge towards online spending. The explosion of e-commerce, obtaining patterns and customer preferences have changed. The leading brand of e-commerce technology is moving towards improved sales of their goods.

That's about it for e-commerce dealings, there is no doubt that the quicker and easier, flatter. While this technology to the advantage of both vendors and purchasers. We have all the technology and gears to support electronic business, such as the Chamber of Commerce and Business, aware that one of the pillars of the country's growth, does wonders for the country's economic progress.

3.3 OBJECTIVES OF THE STUDY:

Research objectives are as follows:

- To know the marketing strategy and changing buying behaviour.
- To understand the improvement of e-commerce and online spending of products.
- To recognize the actualities to decide the success of online shopping in the area.
- To focus on the growths to make the websites attractive for enhancing the large number of buyers.
- To study the development of retailing with respect to Flip kart

3.4 SCOPE OF THE STUDY

The new business plan will assist in conveying about the marketing strategy Study. This study supports to improve promotion to get more buyers. This study will be related with Filpkart and geographic location that are covered in Bangalore.

3.5 METHODOLOY OF STUDY

3.5.1 RESEARCH DESIGN:

Descriptive research refers to describe the characteristics of a population or phenomenon studied. It will not provide the answers for the problems instead it provides the reasons where one variable factor affected by another.

3.5.2 SAMPLING DESIGN

Population – Within the Bangalore.

Sampling Technique – Simple Random Sampling techniques is used in this research.

The examining unit will be the customers who buy on the web.

100 respondents from different places in Bangalore.

3.5.3 DATA AND SOURCES OF DATA

- Primary Data: In this kind of source data collected directly from the customers who purchases through online.
- Survey: Data collected through survey method.
- Instrument:
Structured Questionnaire: An inspectional tool covering for the improvement of investigations and different stimuluses with the end goal of society matter statistics from respondents. In spite of the statistic that they are generally intended for measurable inspection of the responses, this is not frequently cases.

- Secondary Data:
 1. Books
 2. Journal articles
 3. Magzines.
 4. Websites.

3.6 LIMITATIONS OF THE STUDY:

- Findings are restricted to Bangalore.
- Less security.
- This study describes the characteristics not provides answers.
- All population is not covered, simple random sampling used.
- 3Sampling size is less when compared to customers of online shopping.
- There will be no eye to eye contact.

CHAPTER 4

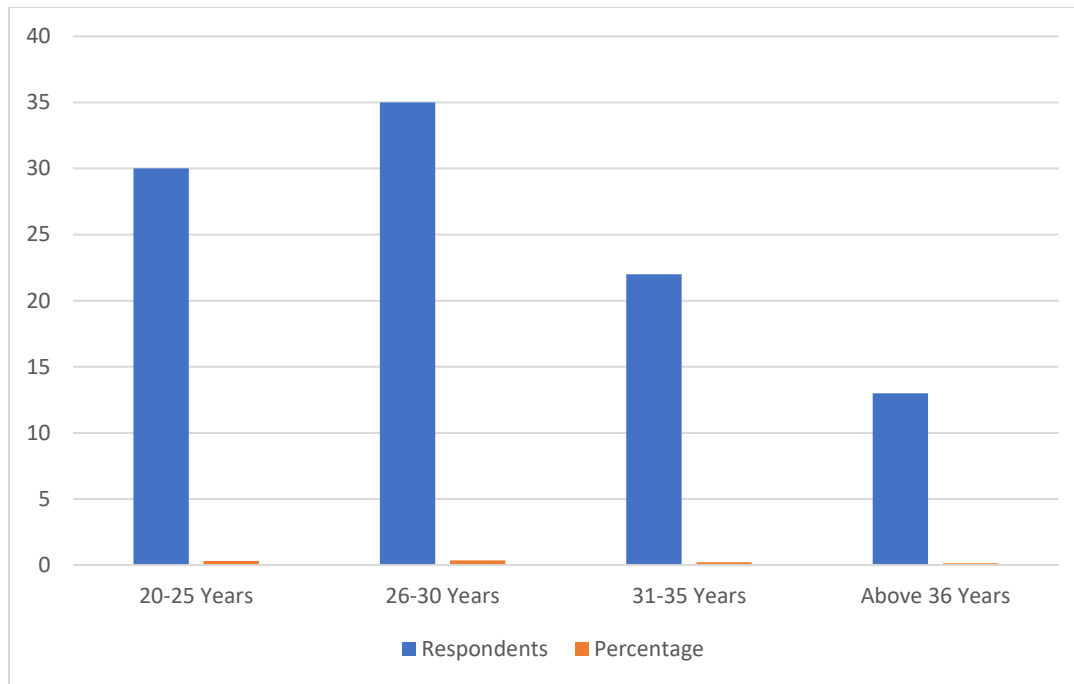
ANALYSIS AND INTERPRETATION

4.1 Table showing the Age of the respondents:

Particulars	Respondents	Percentage
20-25 Years	30	30%
26-30 Years	35	35%
31-35 Years	22	22%
Above 36 Years	13	13%
Total	100	100%

Analysis: From the above table we can see that out 100 respondents 35% were between 20-25 years of age, exactly 30% were among 26-30 years, around 22% were among 31-35 years and around 12% above 36 years.

4.1 Graph showing the Age of the respondents:



Interpretation:

By seeing this chart, we can interpret that the more number of respondents for this survey were between 26-30years. Second highest number of respondents were fall between the age 20-25Years.

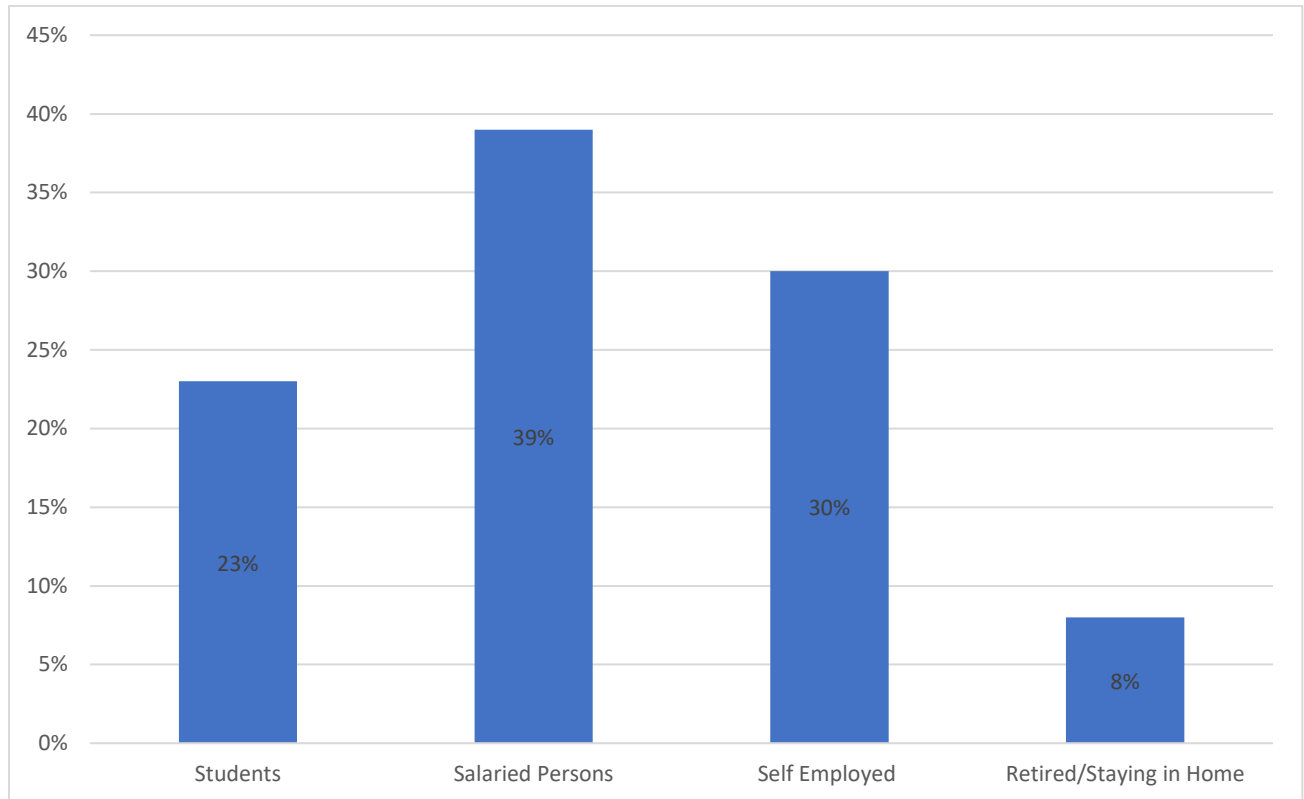
4.2 Table showing the professions of respondents:

Particulars	Respondents	Percentage
Students	23	23%
Salaried Persons	39	39%
Self Employed	30	30%
Retired/Staying in Home	8	8%
Total	100	100%

Analysis:

From the given table, we can easily know that 23% said student, around 39% were salaried persons, around 30% were self-employed (businessman, professionals), about 8% were retired or who stays at home.

4.2 Graph showing the professions of respondents:



Interpretation:

By seeing the above graph, we can interpret that the maximum or more number of respondents are salaried persons who are getting fixed salary with or without incentives. The next highest were self-employed category.

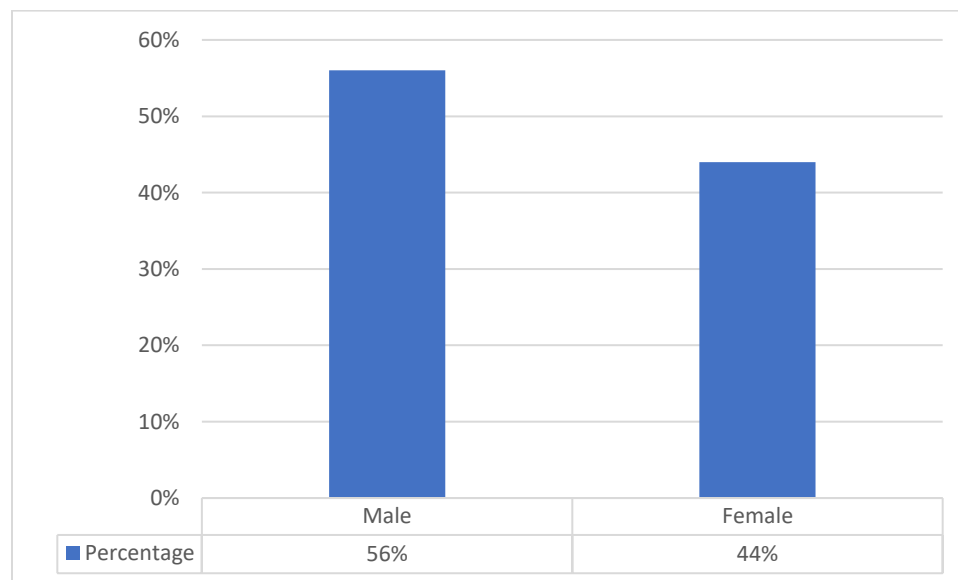
4.3 Table showing the gender of respondents:

Particulars	Respondents	Percentage
Male	56	56%
Female	44	44%
Total	100	100%

Analysis:

Referring to the above table we can analyse that 56% of respondents were Male and remaining 44% were Female.

4.3 Graph showing the gender of respondents:



Interpretation:

Refer to the above graph we can conclude that most of the respondents were Males as now increase in the electronic, fashion purchase.

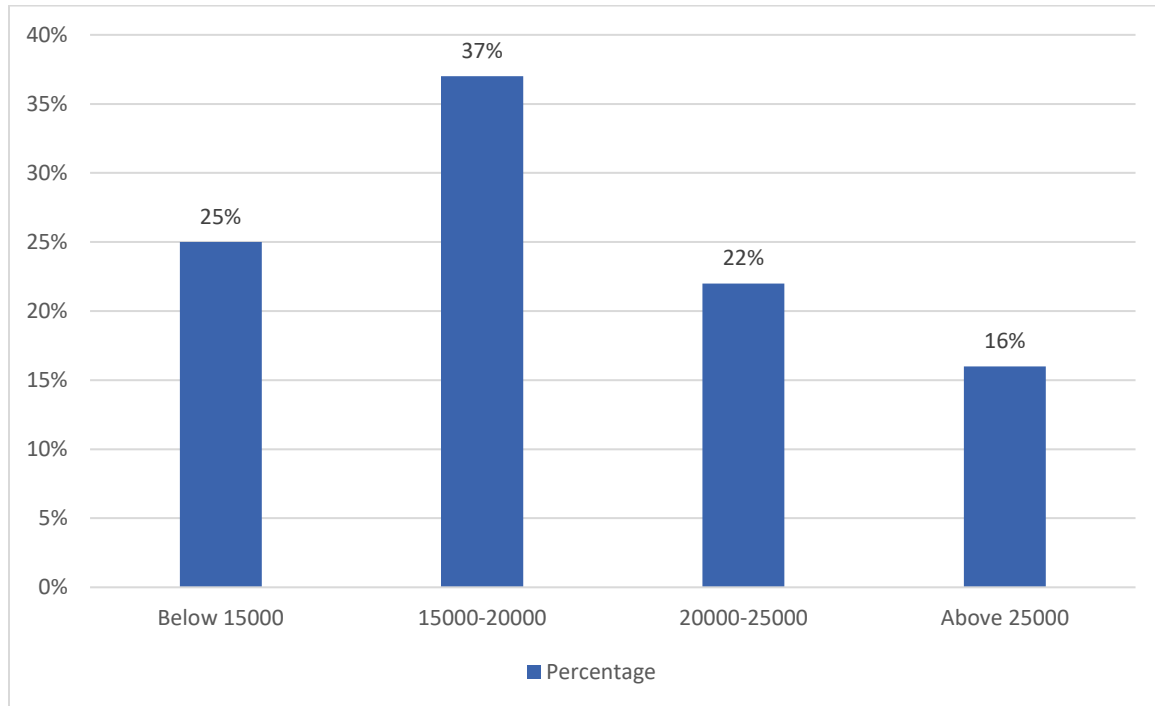
4.4 Table showing the Monthly Salary of customers

Particulars	Respondents	Percentage
Below 15000	25	25%
15000-20000	37	37%
20000-25000	22	22%
Above 25000	16	16%
Totals	100	100%

Analysis:

From the above given table, we can see that out of 100 respondent's majority of respondents are come under salary range 15000-20000 that is around 37%, and around 25% of respondents are earning below 15000, around 22% of respondents are earning 20000-25000 salary, around 16% of respondents earning above 25000. So, in this research more number of respondents are earning 15000-20000.

4.4 Graph showing the Monthly Salary of customers:



Interpretation:

From the given above graph we can see that majority of respondents are falls under salary earning 15000-20000, that is 37%. For this study major contribution is from those earning 15000-20000.

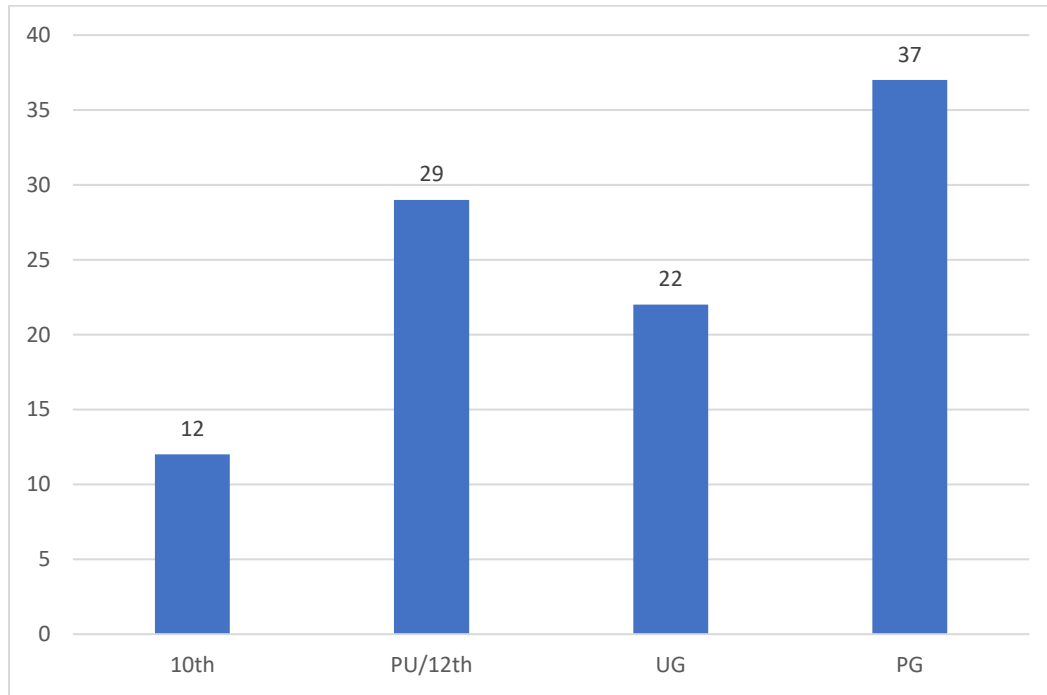
4.5 Table showing the qualification of respondents:

Particulars	Particulars	Particulars
10th	12	12%
PU/12th	29	29%
UG	22	22%
PG	37	37%
Totals	100	100%

Analysis:

From the above table we can see that majority of the respondents are done their PG that is 37%, and around 12% are done 10th, around 29% are done 12th/PUC, around 22% are done UG.

4.5 Graph showing the qualification of respondent:



Interpretation:

By seeing the above graph, we know that 37% of respondents are qualified PG. PG qualified persons are the majority in this research.

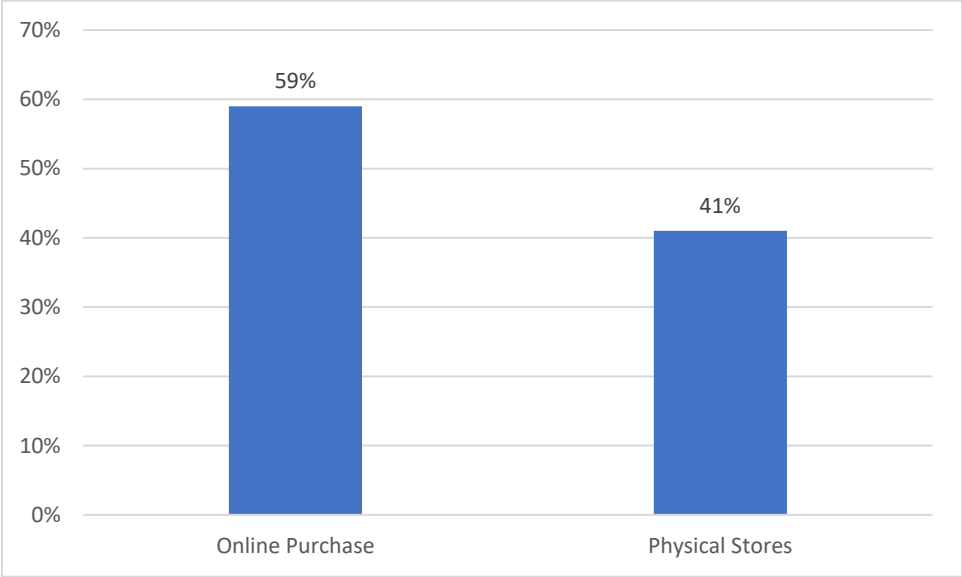
4.6 Table showing respondents preference for shopping:

Particulars	Respondents	Percentage
Online Purchase	59	59%
Physical Stores	41	41%
Total	100	100%

Analysis:

From given table we can see that 59% of respondents prefer online shopping and 41% respondents prefer physical purchase.

4.6 Graph showing respondents preference for shopping:



Interpretation:

Above graph showing 59% of respondents prefer online shopping and 41% prefer physical purchase. Where the majority prefer online shopping.

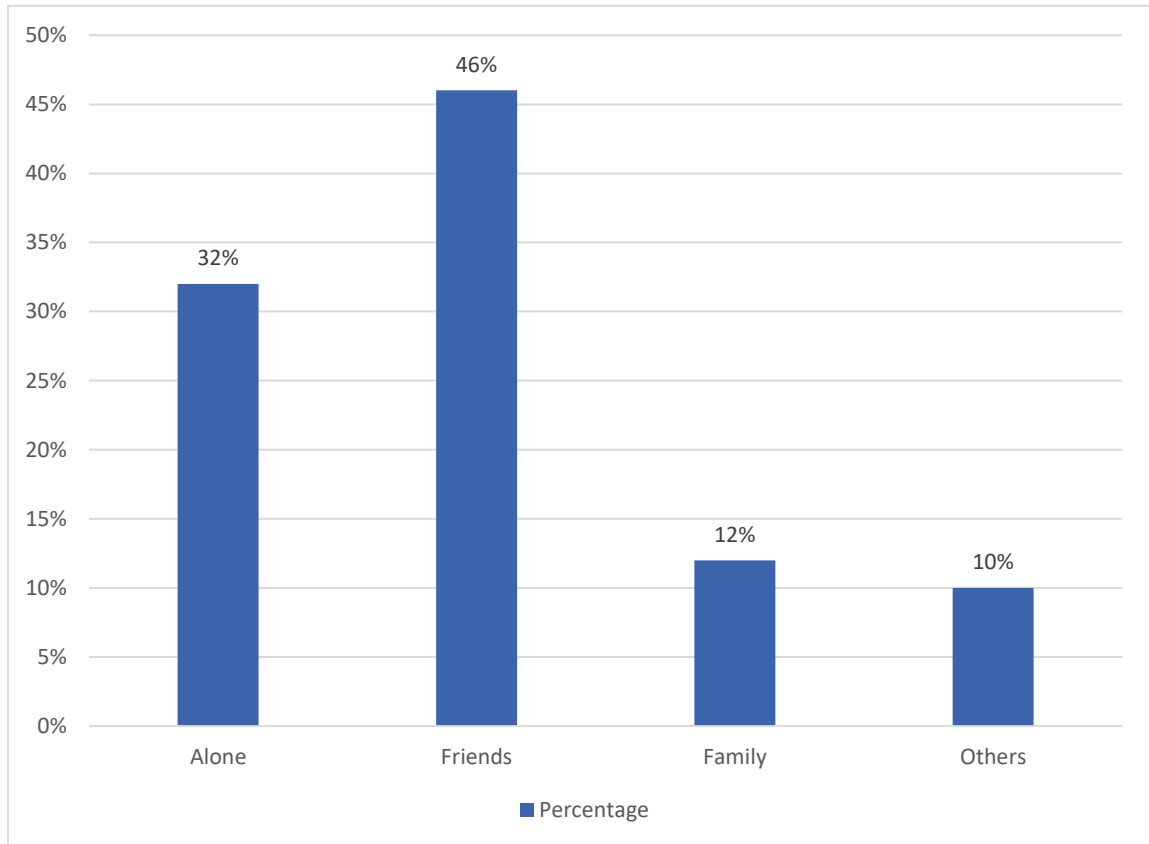
4.7 Table showing along with whom they shop:

Particulars	Respondents	Percentage
Alone	32	32%
Friends	46	46%
Family	12	12%
Others	10	10%
Total	100	100%

Analysis:

Above graph shows along with whom they purchase most, 32% of people purchases alone, 46% of them purchases by discussing with friends, 12% of them purchases with suggestions of their family and only 10% of them purchases others influence.

4.7 Graph showing how often respondents shop online:



Interpretation:

Above graph shows that majority of respondents that is 46% of them purchases after discussing with friend and next highest is 32% of them purchases alone.

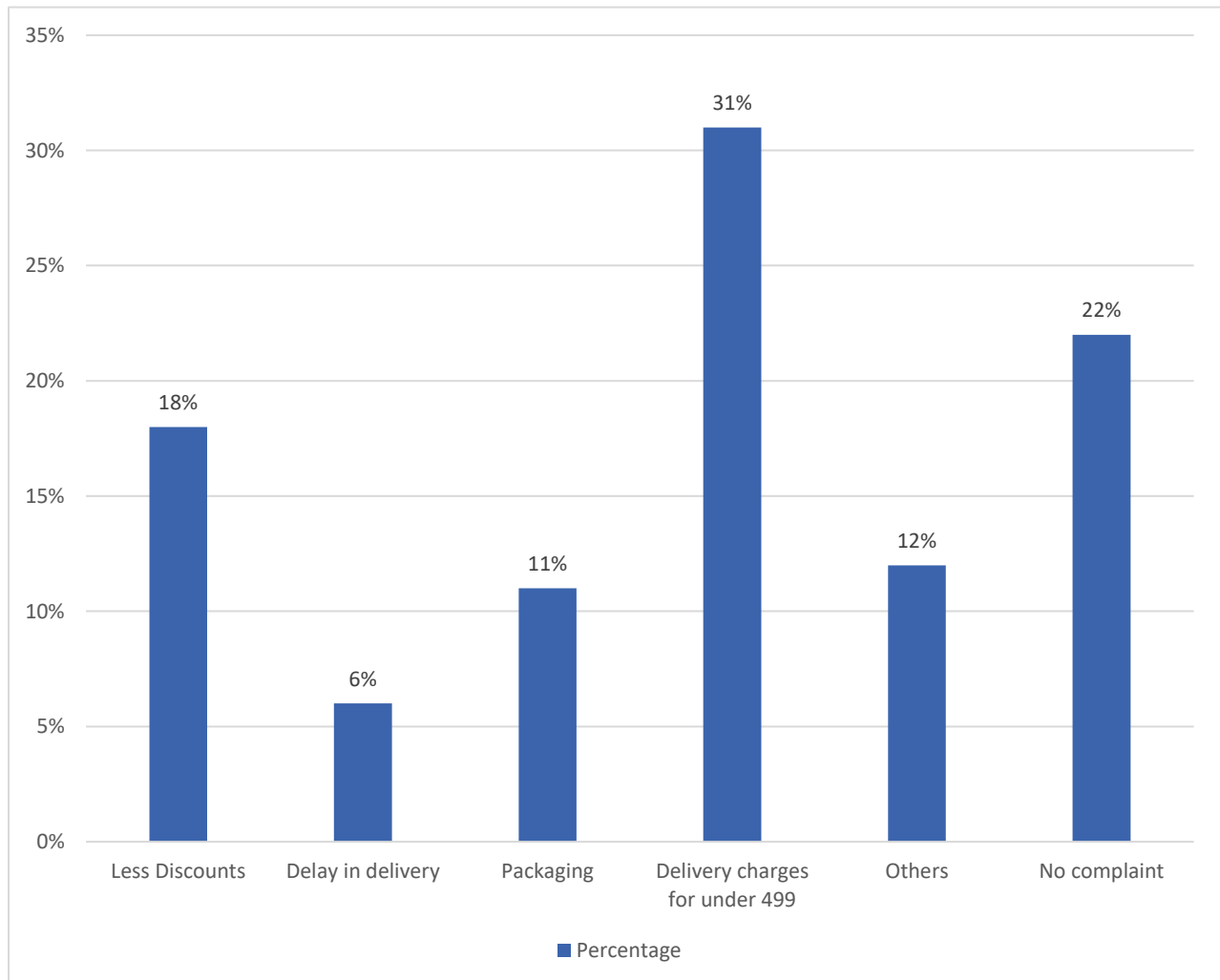
4.8 Table showing dislike thing in Flipkart:

Particulars	Respondents	Percentage
Less Discounts	18	18%
Delay in delivery	6	6%
Packaging	11	11%
Delivery charges for under 499	31	31%
Others	12	12%
No complaint	22	22%
Total	100	100%

Analysis:

Above table shows the dislike thing in Flipkart majority of them dislikes the delivery charges for the purchase under 499 that is 31% and 22% of them are not having any complaints.

4.8 Graph showing dislike thing in Flipkart:



Interpretation:

Above graph shows that 31% of them dislikes the Flipkart because of the delivery charges applied for the purchases under 499, so it should concentrate on minimising the deliver charges or look for the alternative.

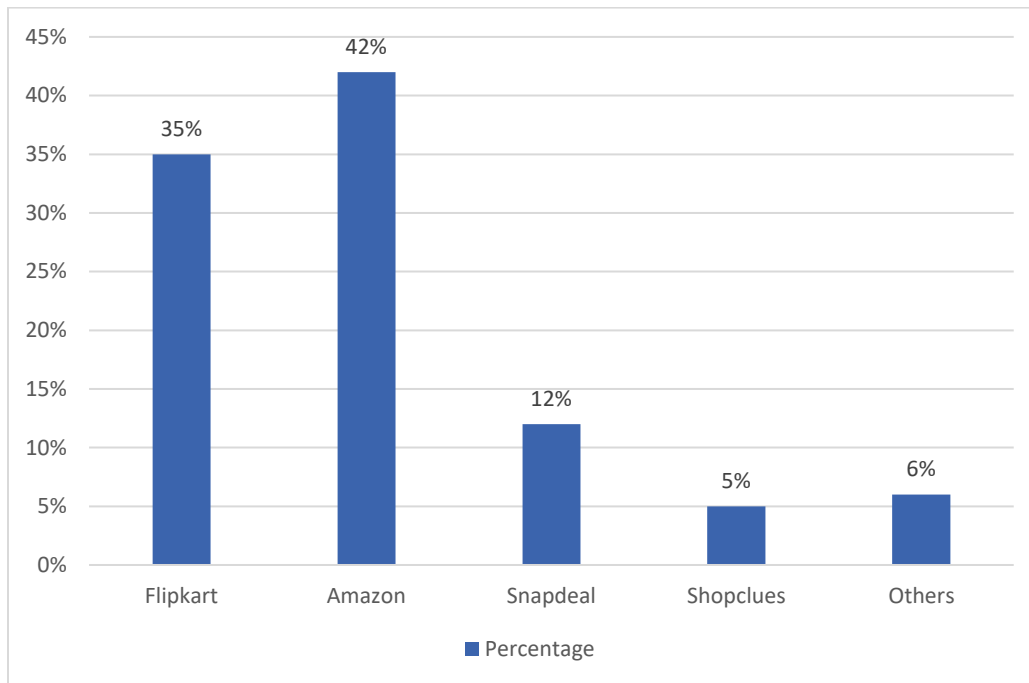
4.9 Table showing which online shopping respondents prefer:

Particulars	Respondents	Percentage
Flipkart	35	35%
Amazon	42	42%
Snapdeal	12	12%
Shopclues	5	5%
Others	6	6%
Total	100	100%

Analysis:

Above graph shows that 35% of the respondents purchases through Flipkart, around 42% prefers Amazon, around 12% buys through Snapdeal, around 5% buys through Shopclues and around 6% buys through Other shopping websites.

4.9 Graph showing which online shopping, respondents prefer:



Interpretation:

Above graph shows that around 35% of respondents buys through Flipkart where as 42% buys through Amazon. Where the Amazon is the straight competition for the Flipkart.

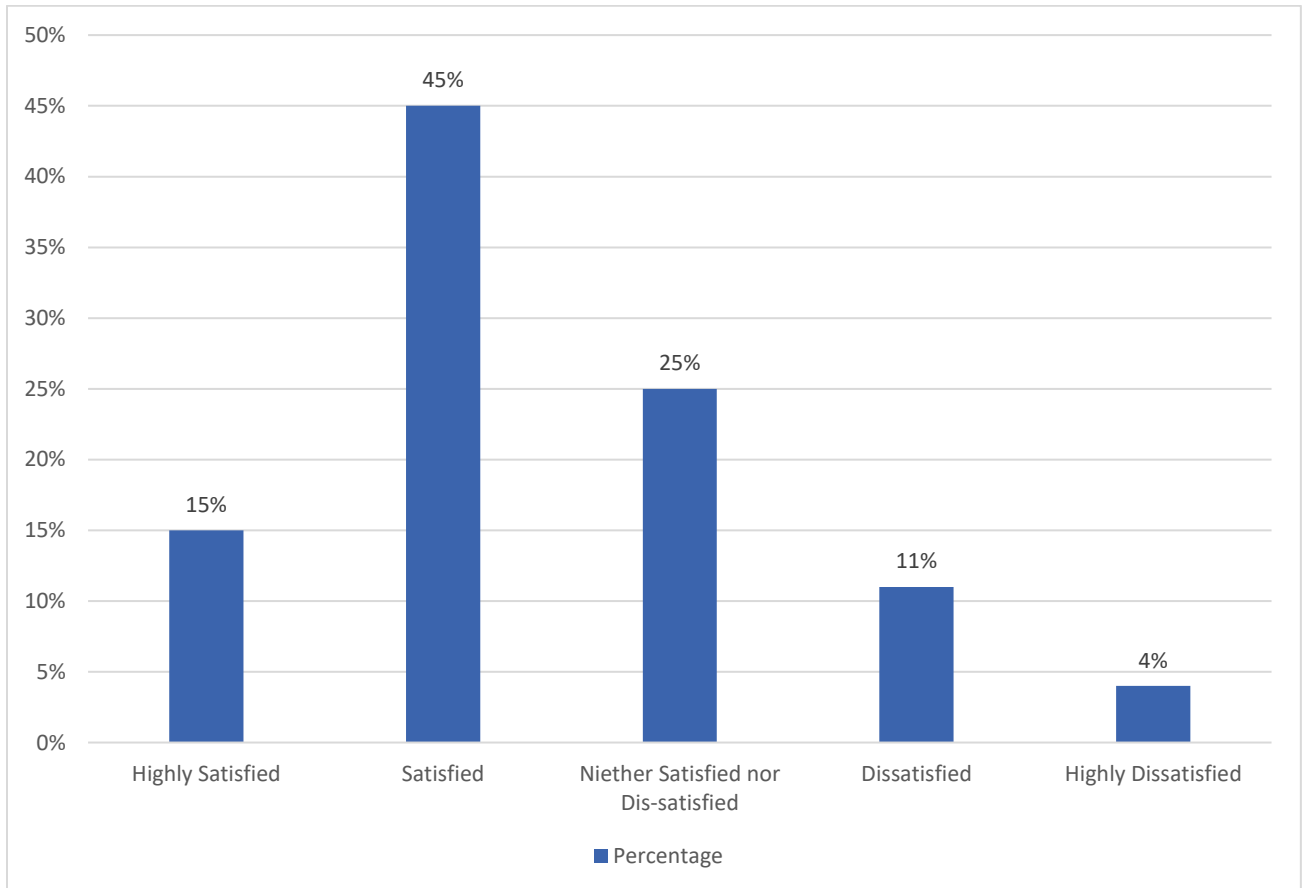
4.10 Table showing satisfaction level of Flipkart's delivery:

Particulars	Respondents	Percentage
Highly Satisfied	15	15%
Satisfied	45	45%
Neither Satisfied nor Dis-satisfied	25	25%
Dissatisfied	11	11%
Highly Dissatisfied	4	4%
Totals	100	100%

Analysis:

Above table shows 15% of respondents are highly satisfied, around 50% of respondents are satisfied with Flipkart's delivery that is exactly 45% of respondents. So that Flipkart's delivery is satisfiable. And only 4% of the respondents are Highly dissatisfied.

4.10 Graph showing satisfaction level of Flipkart's delivery:



Interpretation:

Above graph represents that around 60% of respondents are satisfied with the delivery of Flipkart, where the dis-satisfaction level is just around 15%.

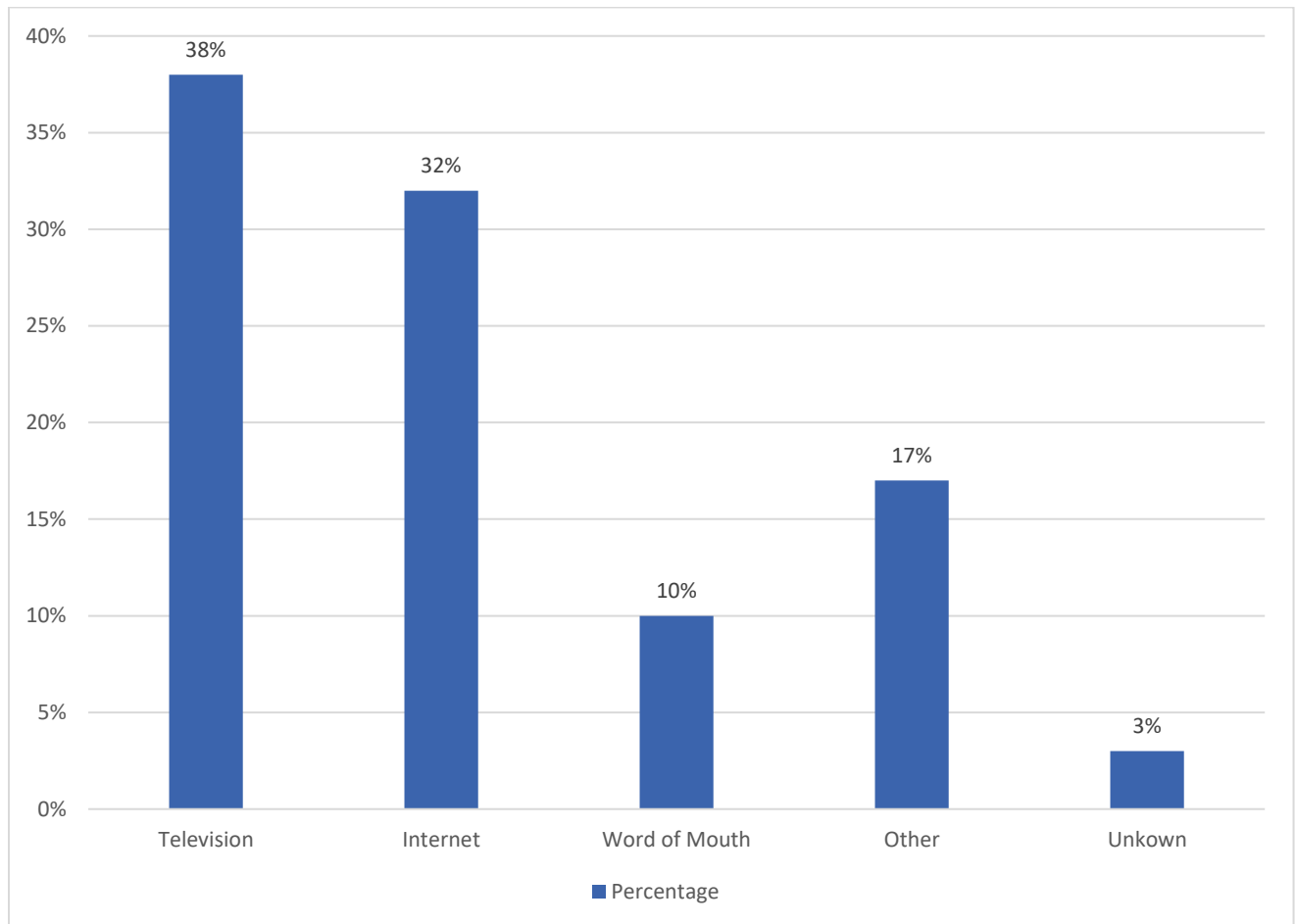
4.11 Table showing how people are aware of Flipkart:

Particulars	Respondents	Percentage
Television	38	38%
Internet	32	32%
Newspaper/Magazines	10	10%
Other	17	17%
Unknown	3	3%
Total	100	100%

Analysis:

Above table shows that about 38% of people are aware of Flipkart through various advertisement shown in TV. About 32% of people knows Flipkart through internet. Still 3% people are not aware of Flipkart.

4.11 Graph showing how people are aware of Flipkart:



Interpretation:

Above graph shows about 70% of users are aware through Television and Internet. So, advertising through Internet and TV will be very effective.

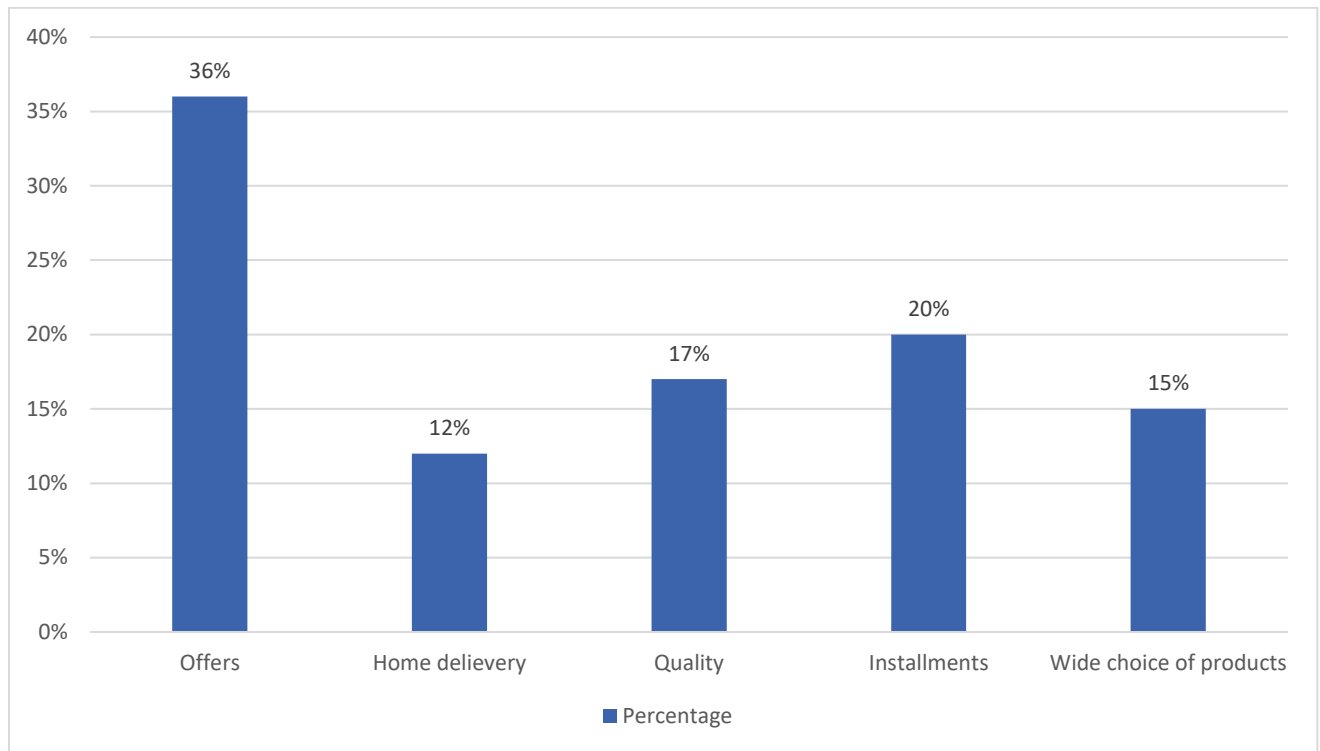
4.12 Table showing the reasons for shopping through Flipkart:

Particulars	Respondents	Percentage
Offers	36	36%
Home delivery	12	12%
Quality	17	17%
Instalments	20	20%
Wide choice of products	15	15%
Total	100	100%

Analysis:

The above table shows that many peoples are attracted towards Flipkart because of its offers(discounts) that is 36%, around 12% for home delivery, around 17% for Quality products provided by Flipkart, around 20% for easy availability of instalment and around 15% for wide range of products availability which helps the customers to choose the product.

4.12 Graph showing the reasons for shopping through Flipkart:



Interpretation:

Above graph shows that majority of people buy the product because of offers and discounts provided by Flipkart and 20% of them purchase because of easy availability of instalments.

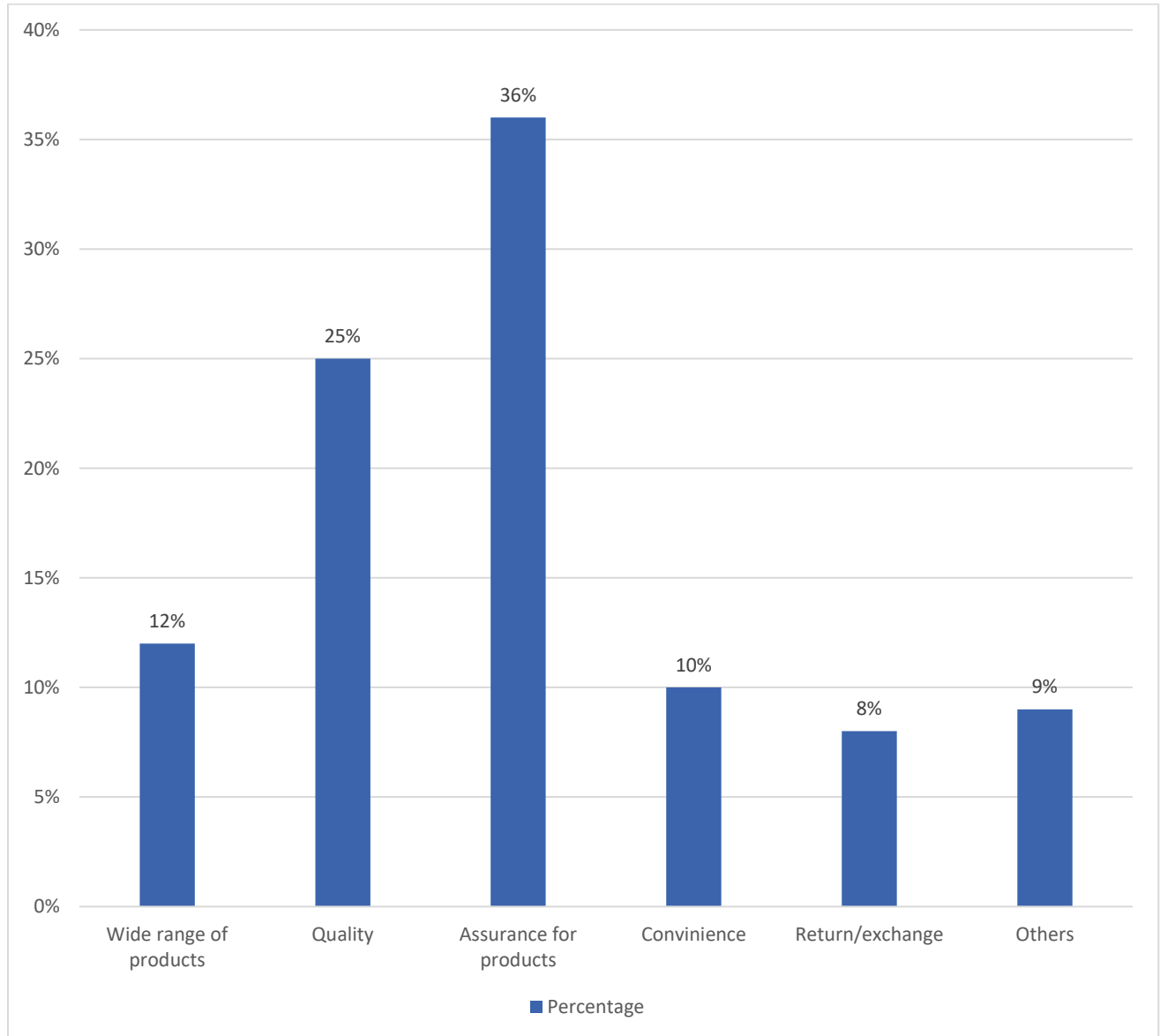
4.13 Table showing the factor influencing to purchase on Flipkart:

Particulars	Respondents	Percentage
Wide range of products	12	12%
Quality	25	25%
Assurance for products	36	36%
Convenience	10	10%
Return/exchange	8	8%
Others	9	9%
Total	100	100%

Analysis:

Above table shows that more people are influenced to purchase products through Flipkart because of Assurance provided for products that is 36% and 25% of respondents purchases because of availability of good quality products.

4.13 Graph showing the factor influencing to purchase on Flipkart:



Interpretation:

Above graph shows that around 61% of respondents purchases products through Flipkart because of Quality (36%) and assurance (25%) provided. So, Flipkart should maintain the quality.

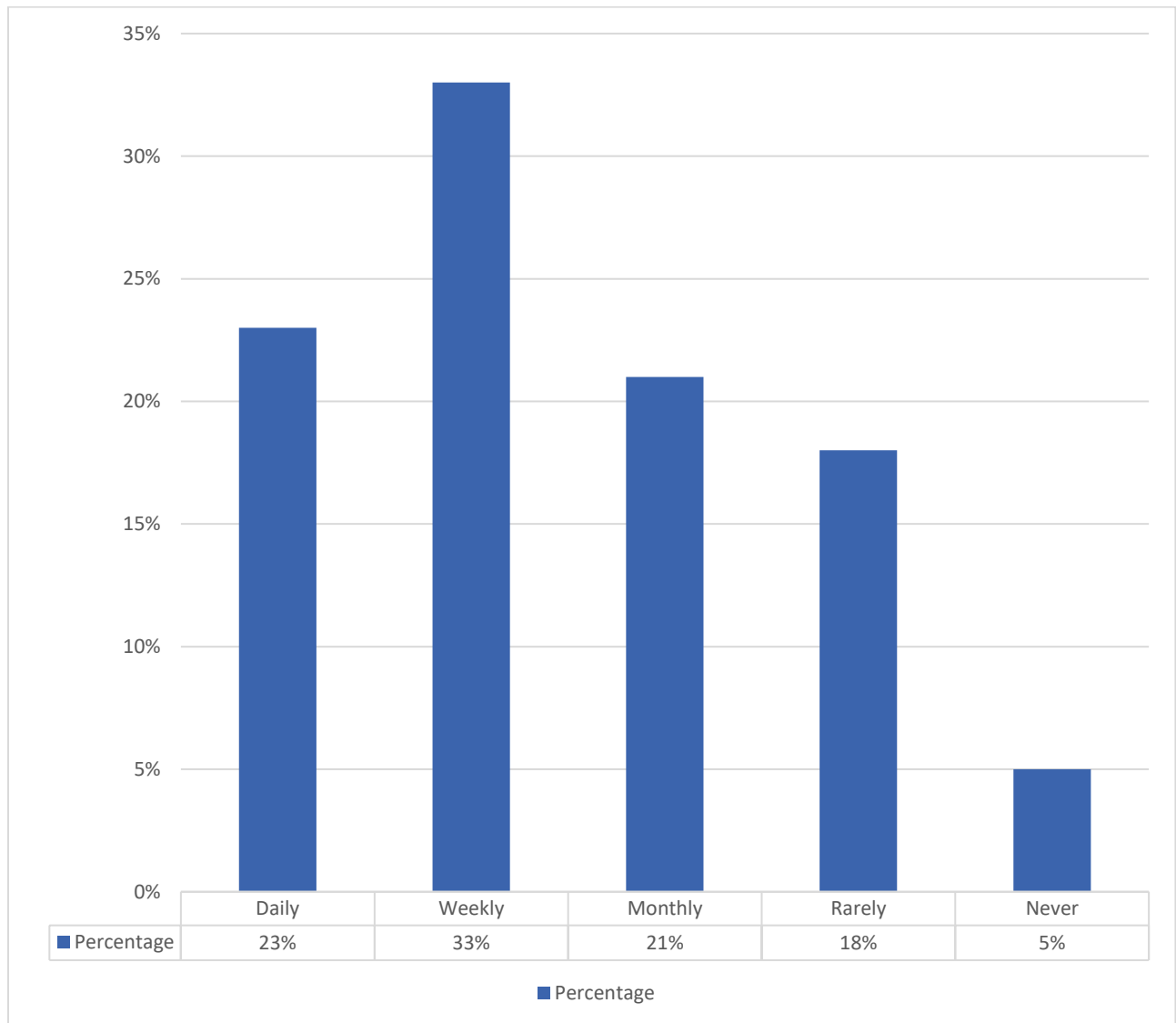
4.14 Table showing the frequency of visit to Flipkart:

Particulars	Respondents	Percentage
Daily	23	23%
Weekly	33	33%
Monthly	21	21%
Rarely	18	18%
Never	5	5%
Total	100	100%

Analysis:

Above table shows that 23% of respondents visit daily, 33% visit weekly, 21% of respondents visit monthly. Where weekly visitors are more than daily so it should concentrate on making them to visit daily. 5% of the respondents never visit the Flipkart.

4.14 Graph showing the frequency of visit to Flipkart:



Interpretation:

Above graph shows that weekly visitors are more when compared to that of monthly and daily visitors. So, Flipkart should convert them into regular(daily) visitors.

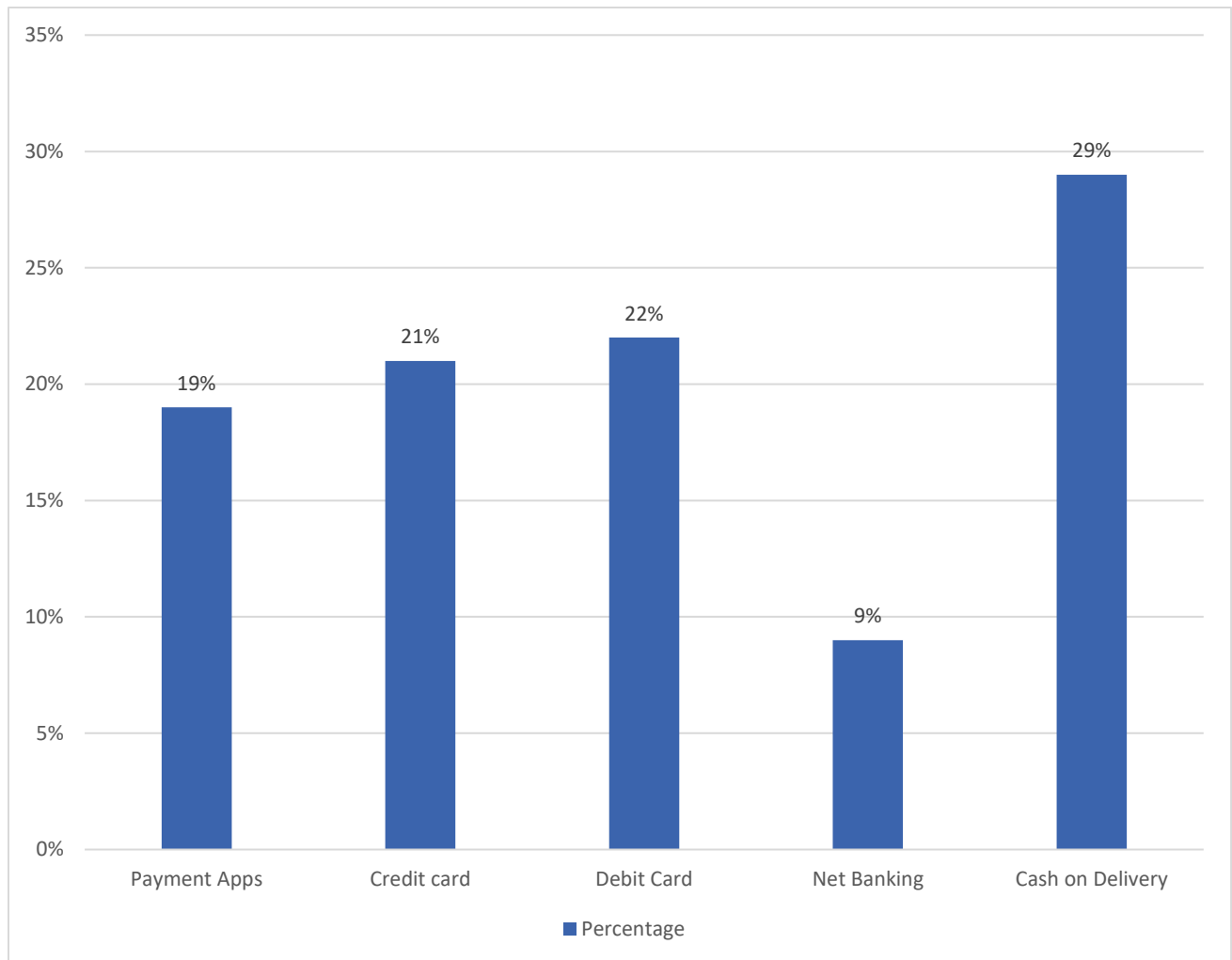
4.15 Table showing the mode of payment used to purchase on Flipkart:

Particulars	Respondents	Percentage
Payment Apps	19	19%
Credit card	21	21%
Debit Card	22	22%
Net Banking	9	9%
Cash on Delivery	29	29%
Total	100	100%

Analysis:

Above table shows that around 21% payments done through credit card, 22% through debit card but more number of payments that is 29% id done through cash on delivery. Whereas payment through net banking is very less that is 9%.

4.15 Graph showing the mode of payment used to purchase on Flipkart:



Interpretation:

Above graph shows that about 29% people purchase more through cash on delivery rather than other payment mode. Credit card and debit card purchase are about 43%.

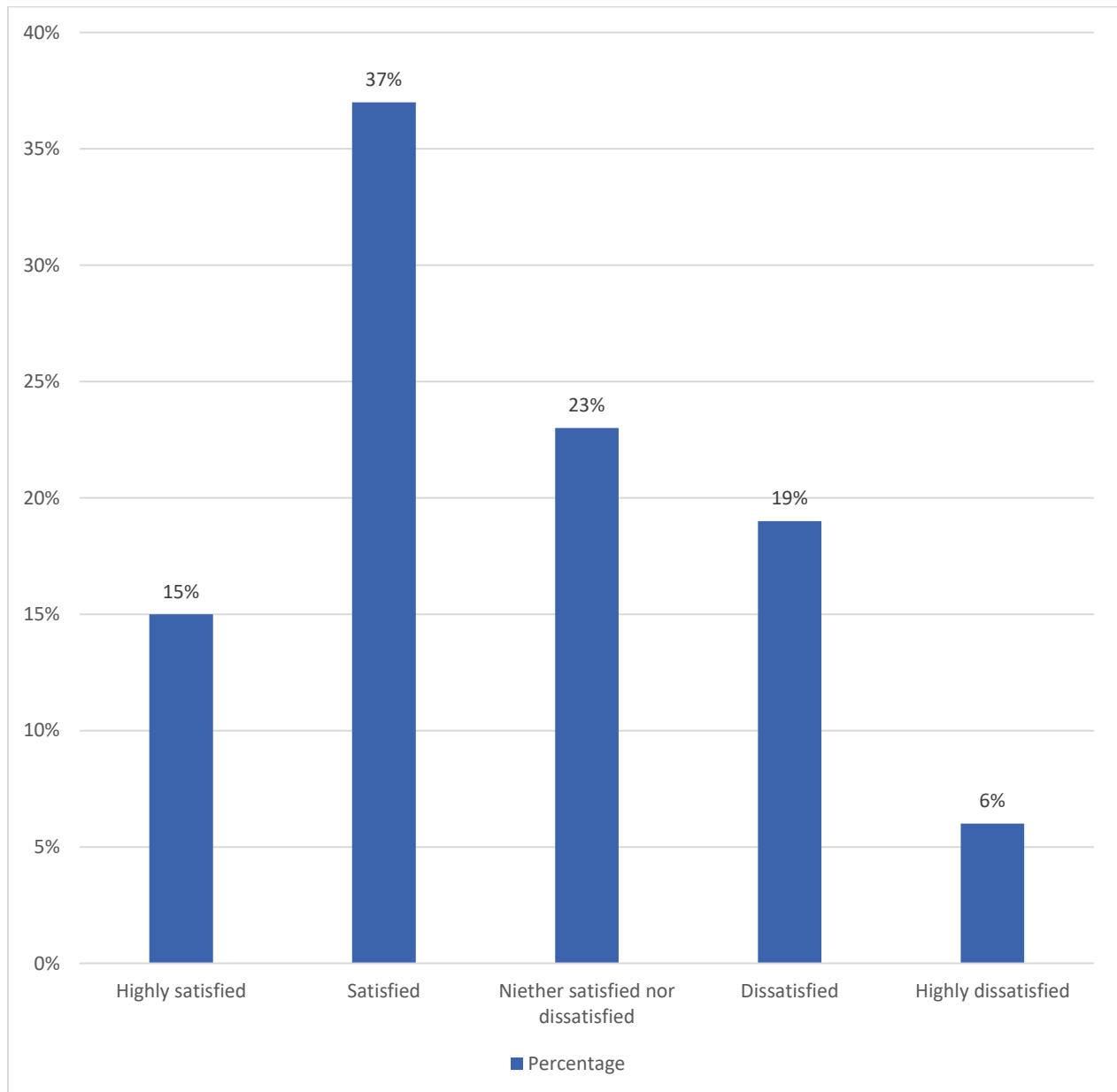
4.16 Table showing customers satisfaction level:

Particulars	Respondents	Percentage
Highly satisfied	15	15%
Satisfied	37	37%
Neither satisfied nor dissatisfied	23	23%
Dissatisfied	19	19%
Highly dissatisfied	6	6%
Total	100	100%

Analysis:

Above table shows that about 37% of people are satisfied with shopping through Flipkart and 15% of them are highly satisfied. So around 52% of customers are satisfied in shopping through Flipkart. Only 6% of them are highly dissatisfied.

4.16 Graph showing customers satisfaction level:



Interpretation:

The above graph shows that about 50% of customers are satisfied and happy in shopping through Flipkart. And 23% of them neither satisfied nor dissatisfied, where about 25% of them are dissatisfied in shopping through Flipkart.

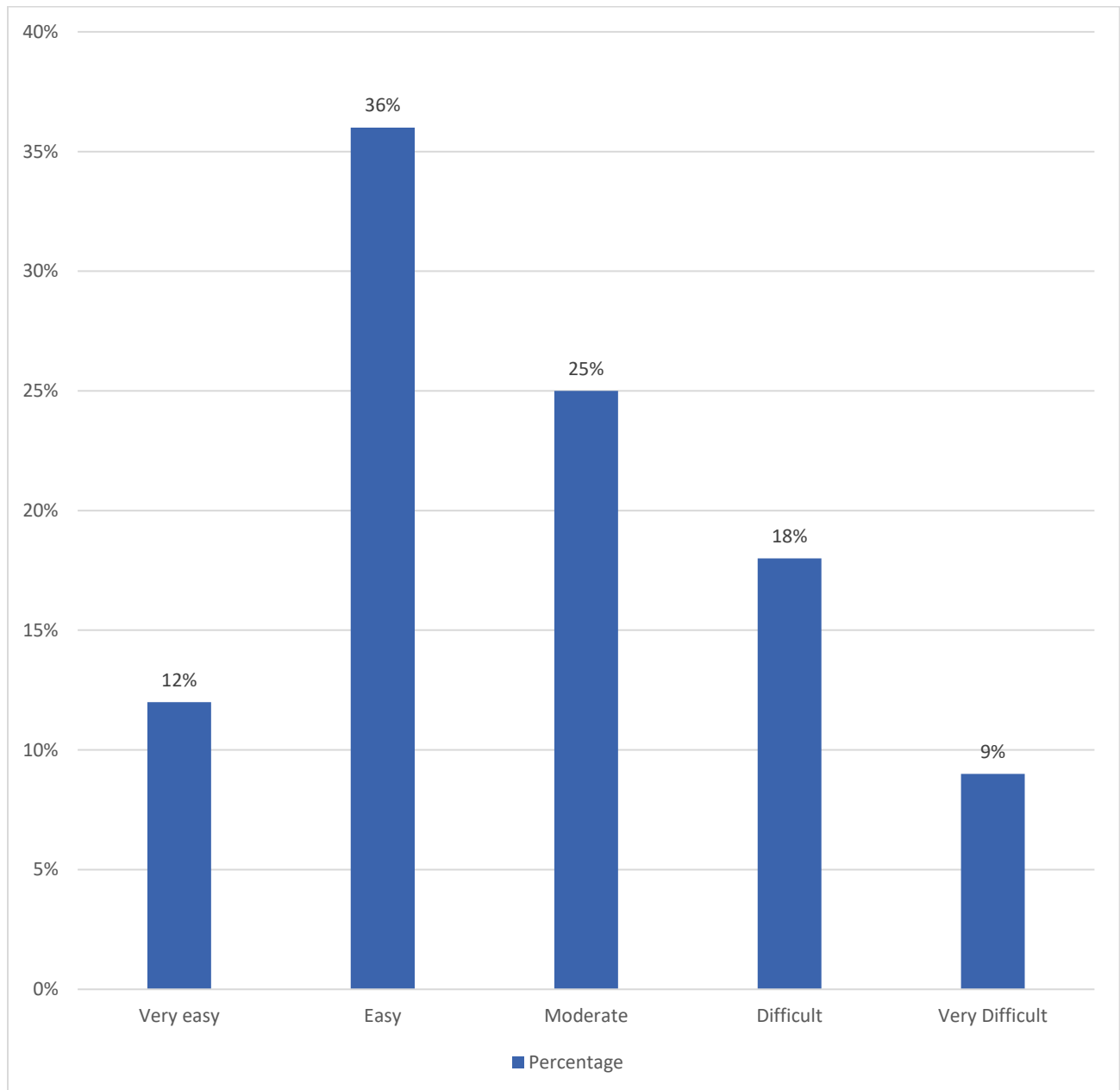
4.17 Table showing difficulty level of purchase in Flipkart:

Particulars	Respondents	Percentage
Very easy	12	12%
Easy	36	36%
Moderate	25	25%
Difficult	18	18%
Very Difficult	9	9%
Total	100	100%

Analysis:

Above table shows that around 36% customers find it is easy to shop through Flipkart, around 12% of them are found very easy. And about 9% of them are found very difficult and 25% of them find difficult.

4.17 Graph showing difficulty level of purchase in Flipkart:



Interpretation:

Above graph shows around 48% of customers finds easy to shop through Flipkart, around 25% of them finds moderate to shop and 25% of them finds difficult to shop. Here we can see that nearly half of them are finds easy.

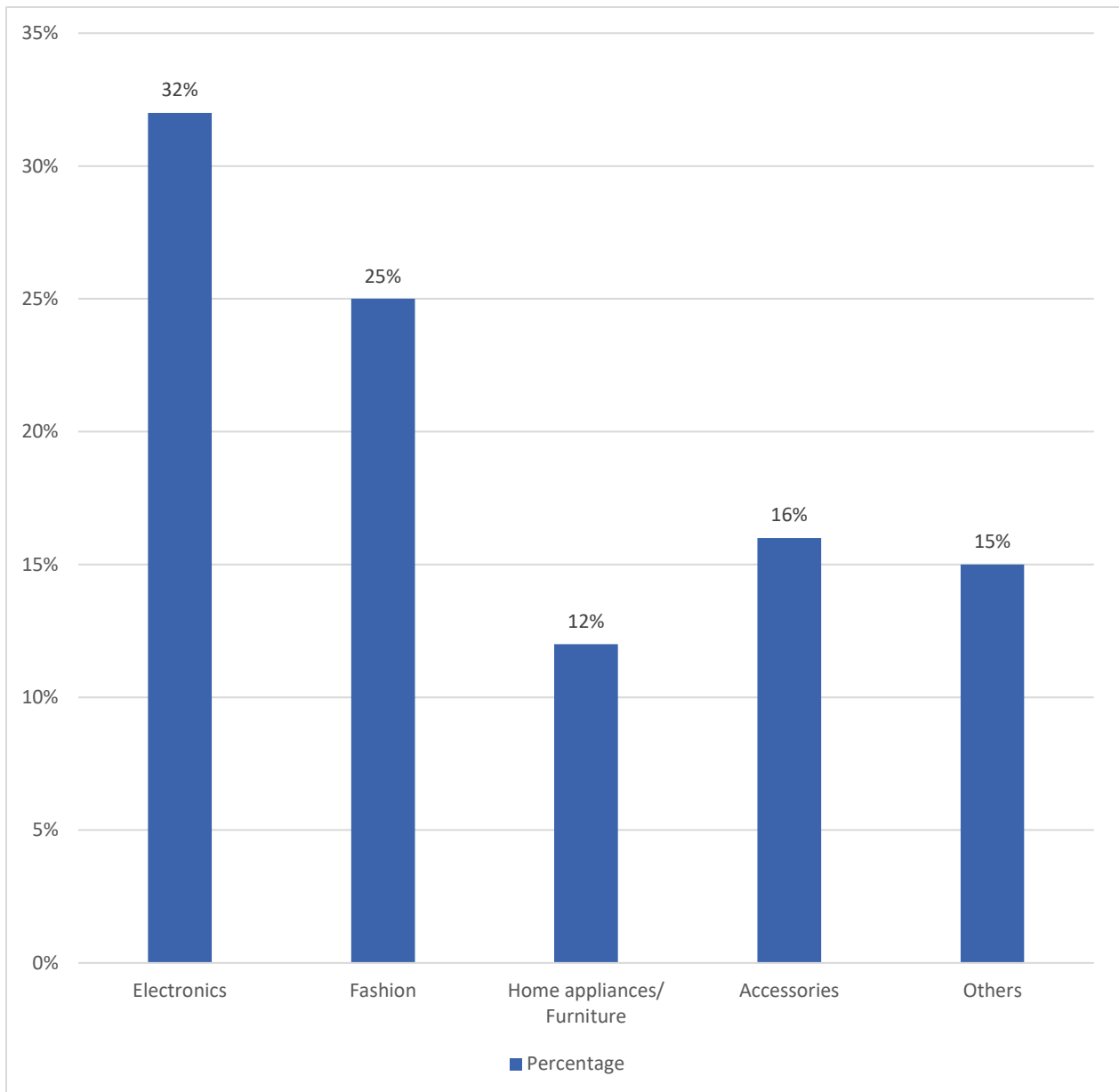
4.18 Table showing most frequently bought product category:

Particulars	Respondents	Percentage
Electronics	32	32%
Fashion	25	25%
Home appliances/ Furniture	12	12%
Accessories	16	16%
Others	15	15%
Total	100	100%

Analysis:

Above table shows that 32% of customers purchases electronics items, about 25% of them purchased Fashion, 12% of them purchases Accessories, 12% of them purchases Home appliances and Furniture,15% of them purchases Other category products.

4.18 Graph showing most frequently bought product category:



Interpretation:

Above graph shows that more number of respondents purchase Electronics item that is 32%, around 25% of them purchases Fashion items. Only 12% of them purchases Home appliances and Furniture.

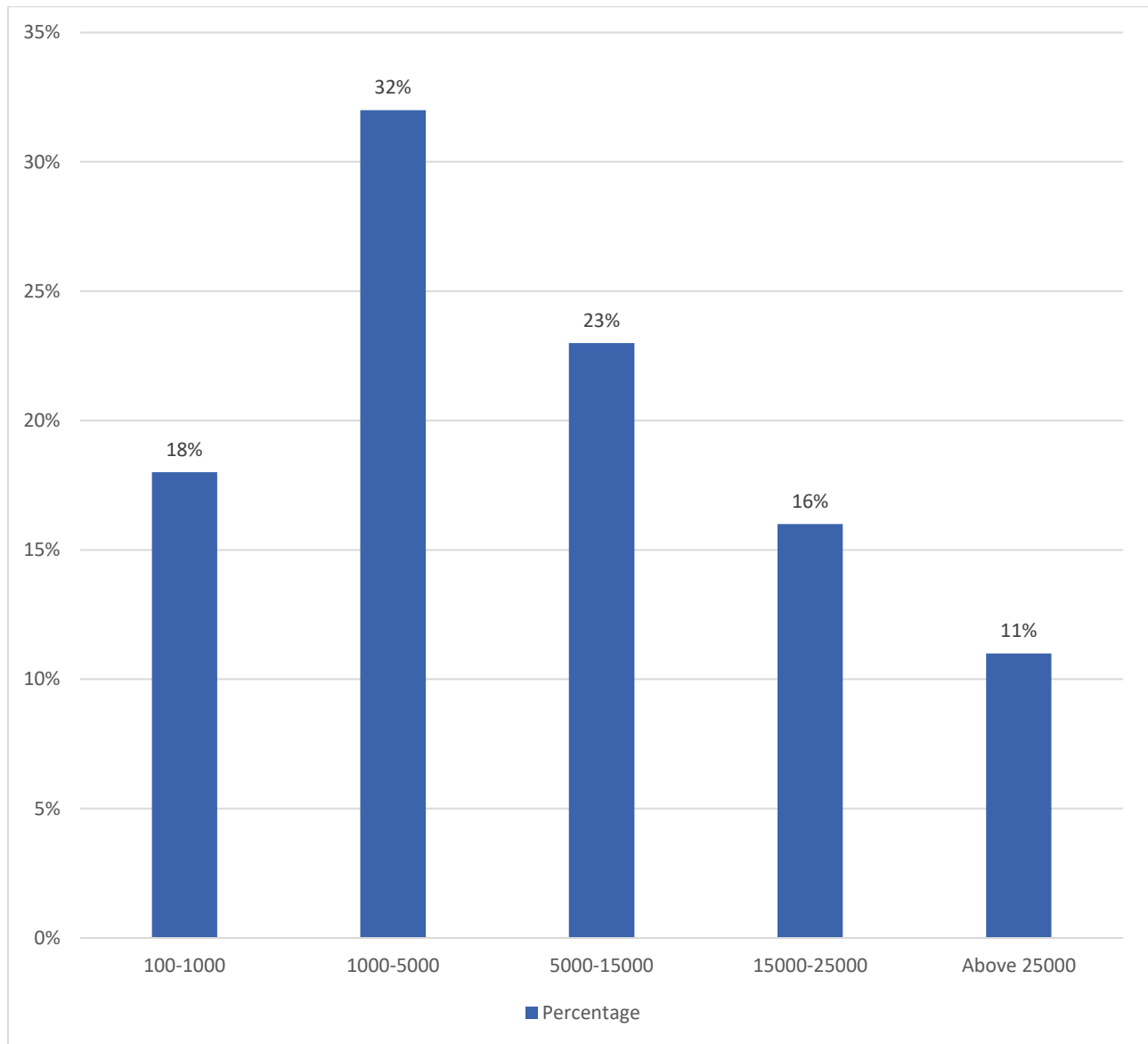
4.19 Table showing highest amount spent in single payment:

Particulars	Respondents	Percentage
100-1000	18	18%
1000-5000	32	32%
5000-15000	23	23%
15000-25000	16	16%
Above 25000	11	11%
Total	100	100%

Analysis:

The above table shows that 32% of customers purchases amount ranging from 1000-5000 at single payment, around 23% of them purchases amount ranging from 5000-15000. More number of products sold whose price range is from 1000-15000.

4.19 Graph showing highest amount spent in single payment:



Interpretation:

Above graph shows that 32% of purchases are price range from 1000-5000. About 11% of the purchases price range is of above 25000. So costliest products are not purchased much.

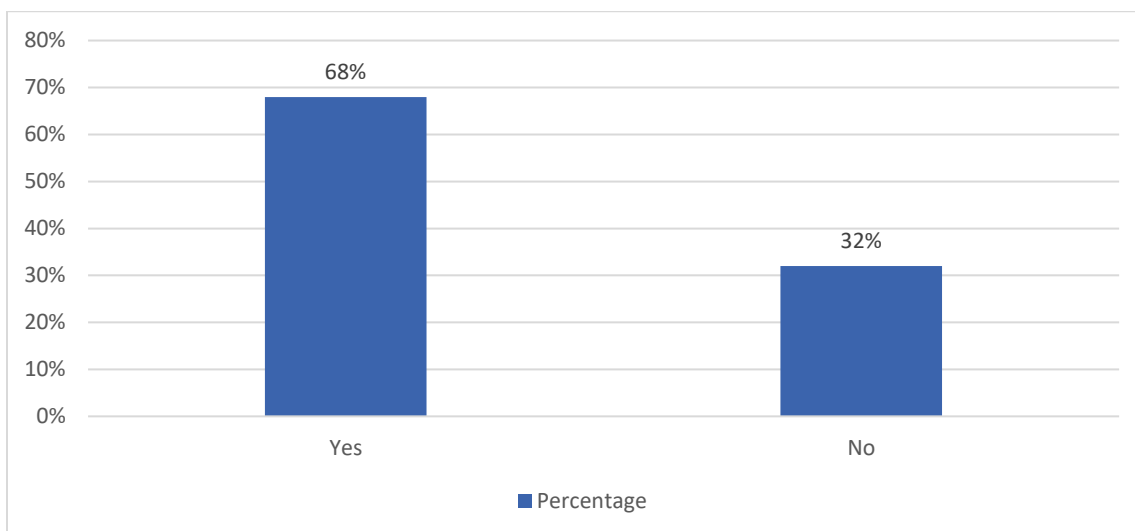
4.20 Table showing safety of shopping through Flipkart:

Particulars	Respondents	Percentage
Yes	68	68%
No	32	32%
Total	100	100%

Analysis:

Above table shows that about 68% of people feels shopping in Flipkart is safe where as 32% of them feels unsafe.

4.20 Graph showing safety of shopping through Flipkart:



Interpretation:

Above graph shows that majority of customers feels safety in shopping but still 32% of the customers feels unsafe so need to make all of them to feel safe to do shopping in Flipkart.

CHAPTER 5

FINDINGS SUGGESTION AND CONCLUSION

5.1 FINDINGS:

- Most of respondents fall under the age 26-30years.
- The leading portion of respondents are those who are getting fixed salary.
- Male respondents are purchases more on Flipkart as they purchase more electronics items.
- The response from the salary factor is those who are earning Rs15000-20000 is the major players of Flipkart shopping.
- The majority of customers purchases electronics items.
- Half of the respondents visit the Flipkart frequently.
- Greater number of respondents are satisfied with Flipkart's delivery.
- Majority of the respondents purchase the products because of offers available.
- Most of the customers purchases products in cash on delivery.
- Most of the customers finds easy to shop through Flipkart.
- Major number of respondents are completed post graduate.
- More than half of the respondents prefers doing online shopping.
- Most of the respondents do shopping in online along with their friends.
- Delivery charges for the goods under Rs.499 is the most dislike thing towards Flipkart.
- Flipkart stands second in customer preference to do online shopping after the Amazon.
- People are aware of Flipkart because of advertisement in Television and Newspapers.
- Most number of customers purchases because of the offers provided by them.

5.2 SUGGESTIONS:

Company should concentrate more on the following factors to improve its sustainability and market share.

- Flipkart must concentrate on attracting customers towards the Home appliances and furniture.
- Flipkart should make simpler policies for exchange/return of the products.
- Along with Phone Pe it should allow other online payment apps for purchase.
- It should provide some special discounts/offers for those who purchases regularly.
- Should frame strategies to overcome the competition from Amazon.
- Quick convey ought to be made.
- Flipkart should extend its products variety to attract more customers.
- Should provide some extra offers and complimentary goods to attract people to do online payment.
- Flipkart needs to give bonus points for those who give the feedback of their purchase.

5.3 CONCLUSION:

From the above review, we can conclude that majority of the customers are Males as they were purchasing more electronics items. The main customers for the Flipkart is those who are earning between 15000-20000. It should provide good quality of products. Due to the demonetisation effect customers are using debit card and credit card for purchases where this two combinedly contributes 43%. There is no doubt in that Flipkart is the great shopping site for online purchases as 68% of the people feels safe to do shopping through Flipkart. Now people are getting knowledge about the online shopping as resulting to this E-commerce growing rapidly.

The organization focusses on stocking the items its buyers required, and also offering effective comparison between the products. Flipkart gives the suggestions and guidelines for the right choice of the product. It has successfully figured out how to remain in front of the opposition.

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QUESTIONIER ON FLIPKART

Name of the respondent: _____

1) What is your age?

- 20-25 Years
- 36-30 Years
- 31-35 Years
- Above 36 Years

2) What is your gender?

- Male
- Female

3) What is your profession?

- Student
- Salaried
- Self-employed
- Retired/ Staying in home

4)What is your monthly income?

- Below 15000
- 15000-20000
- 20000-25000
- Above 25000

5)What is your qualification?

- SSLC/10th

- PUC
- UG
- PG

6) Which mode do you prefer for shopping?

- Online Purchases
- Physical Store

7) With whom do you shop online?

- Alone
- Friends
- Family
- Others

8) Which thing do you will not like in Flipkart?

- Less Discount
- Delay in delivery
- Packaging
- Delivery charges under 499
- Others
- No Complaint

9) Which online shopping do you prefer?

Flipkart

- Amazon
- Snapdeal
- Shopclues
- Others

10) Are you satisfied with Flipkart's delivery?

- Highly satisfied
- Satisfied

- Neither satisfied nor Dissatisfied
- Dissatisfied
- Highly dissatisfied

11)How you aware of Flipkart?

- Television
- Internet
- Newspaper/Magazine
- Other
- Unknown

12)What is the reason for shopping in Flipkart?

- Offers
- Home delivery
- Quality of product
- Instalment
- Wide choice of products

13)What factor influenced you to purchase products on Flipkart?

- Wide range of products
- Quality of products
- Assurance
- Convenient
- Return/Exchange

14)How frequently you visit Flipkart?

- Daily
- Weekly
- Monthly
- Rarely

- Never

15) Which mode of payment you use to buy the product?

- Payment Apps
- Credit card
- Debit card
- Net Banking
- Cash on Delivery

16) Are you satisfied with Flipkart?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly dissatisfied

17)How difficulty in purchasing through Flipkart?

- Very easy
- Easy
- Moderate
- Difficult
- Very difficult

18)Which is the most frequently brought product category?

- Electronics
- Fashion
- Home appliances/Furniture
- Accessories
- Others

19) What is the highest amount spent on Flipkart?

- 100-1000
- 1000-5000

- 5000-15000
- 15000-25000
- Above 25000

20) Do you feel safe in shopping through Flipkart?

- Yes
- No



ACHARYA INSTITUTE OF TECHNOLOGY °
DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student: Harisha S









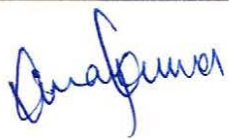



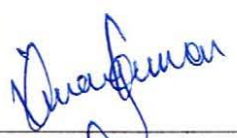

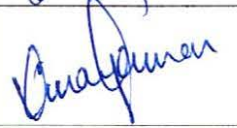





Internal Guide: Archana Vijay

USN No: 1AY16MBA24


Specialization: Finance and Marketing

Title of the Project: A Study on marketing strategy with relevance to flipkart.

Company Name: filpkart.

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
16-01-2018 to 22-01-2018	Orientation with the company. Collection of secondary data relating to industry and Organization.		
23-01-2018 to 29-01-2018	Study of the different operations and products and services of KOMUL.		
30-01-2018 to 5-02-2018	Finalization of problem area of the study and finalization of research objectives and Methodology.		
6-02-2018 to 12-02-2018	Finalization of data collection questionnaire instruments and formats. Etc...		
13-02-2018 to 19-02-2018	Collection of primary data from the customers by administering the questionnaire.		
20-02-2018 to 26-02-2018	Discussion with the external guide and internal guide. Formation of hypothesis. Classification and analysis of collected data.		
27-02-2018 to 5-03-2018	Compilation of research data and data analysis.		
6-02-2018 to 12-03-2018	Interpretation of the data gathered during the survey		
13-03-2018 to 19-03-2018	Finalization of project report and approval of draft by company and college guide.		
20-03-2018 to 26-03-2018	Final report preparation and submission		




Head of the Department
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