

# Advertisement strategy of Flipkart

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**Abstract:** The Indian E-commerce market has undergone complete changes within the recent times. E-commerce has reached the threshold of a standard individual in Asian Nation. It has broken the technological and geographical barriers over the years and has Brobdingnagian quantity of success. The E-Retailing type of market was one thing remarkable to the Indian shopper in 2007. Many Indians these days are unit clutches e-retailing with enthusiasm. Popular portals like Flipkart are spearheading the conversion of offline shoppers into on-line cut price hunters. Flipkart has created a reputation for itself in terms of market share and goodwill within the on-line market and its motion a giant threat to the retailers by its promoting methods.

## **INTRODUCTION:**

Flipkart is an Indian ecommerce company that is based in Bengaluru, India. It was founded in 2007 by Sachin Bansal and Binny Bansal, who were the alumni of the Indian Institute of Technology, Delhi and formerly worked for Amazon. The company initially focused on consumer electronics, book sale, fashion and lifestyle. Flipkart holds 39% of Indian e-commerce industry.

The company started with 2 employees and now has around 30,000 employees. Flipkart slowly grew its performance year by year. As records state in 2008 Flipkart was receiving 100 orders per day, in 2010 Flipkart decided to acquire Bengaluru based social book discovery surveys that we read on Lulu.com.

Slowly and gradually, also it. In honour of Flipkart's anniversary and the Diwali season the company started a sale which was named as "Big Billion Day". And this generated the chaos on the internet and it sold US\$ 100 million goods in 10 hours, but it also faced criticism on social media because it had a lot of technical issues the stock shortage.

## **ACQUISITIONS:**

2010: Flipkart acquired the app WEREAD which was a social network tool used by buyers to make informed decisions based on recommendations from the people within their social network,

2011: Company decided to acquire some several digital distributions including Mime360.com.

2012: Flipkart acquired Letsbuy an online retailer in 2012

2014: Myntra an online fashion retailer was also acquired by Flipkart for Rs 20 billion. 2018: Flipkart lost 82% of its stake to Walmart with the bidding of Amazon. Flipkart sold its shares for US\$ 15 billion. Since Sachin Bansal sold his shares he had to leave the company, now the management reports to Marc Lore who is current CEO of Walmart.

## **RESEARCH METHODOLOGY:**

The research has been designed in such a way that it will focus on data and then interpretation of data. To collect data for analysis a set of 13 survey questionnaires was designed keeping in mind the Demographic, Geographic, use of online and need of the product.

## **DATA TYPE:**

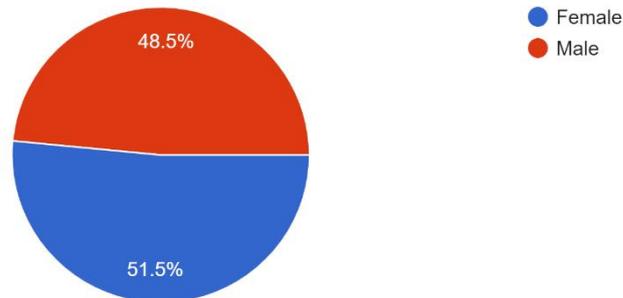
Primary data consist of 13 survey questions which focus on the people who use online platform for shopping in Pune region. Below are the set of questions from the survey and responses.

The data which is shown below are the graphical and pie chart representations of the responses of the people who are using Flipkart and will use Flipkart in the future based on the reviews they see by other customers.

**Number of Respondents and their distribution:**

What is your gender?

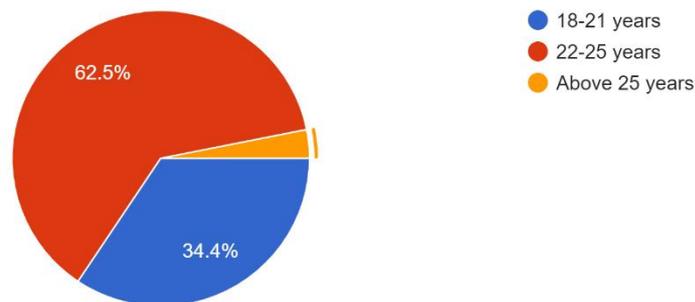
33 responses



We took a survey of 33 respondents, where number of female was 17 and that of male were 16. These students were of WIT-WPU, Pune.

What is your age?

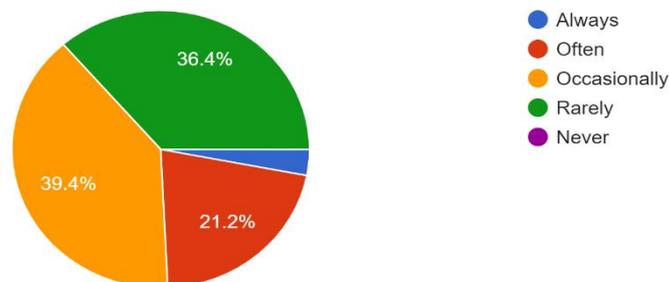
32 responses



Maximum age of the consumer is in the range from 22-25 years.

How often do you purchase from flipkart?

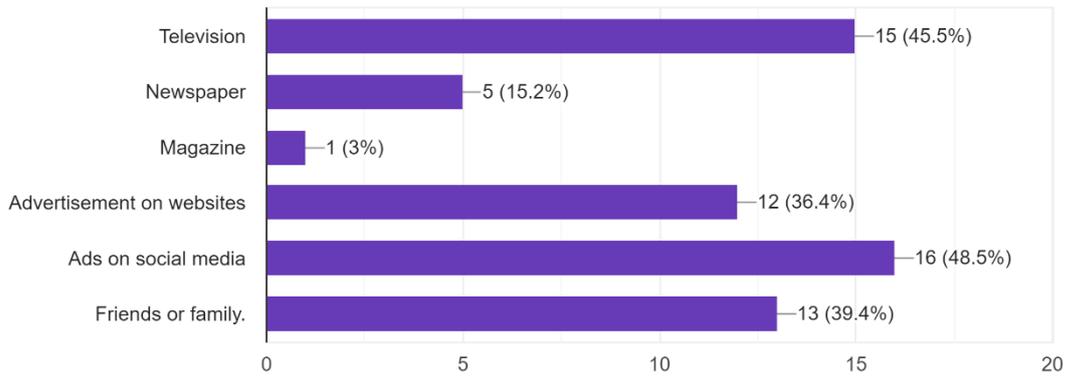
33 responses



With the given pie chart the result reflects that 39.4% people occasionally purchases from Flipkart.

### How do you came to know about flipkart?

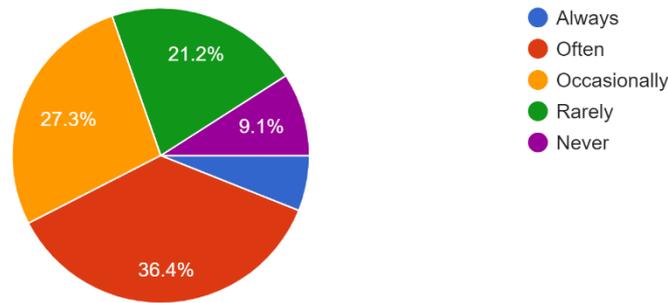
33 responses



Most of the students came to know about Flipkart through ads on social media followed by television and friends & family. This proves that social media ads strategy by Flipkart is most successful means of making people aware about them and their products.

### How often does the flipkart promotional scheme on websites influence you to visit the Flipkart website?

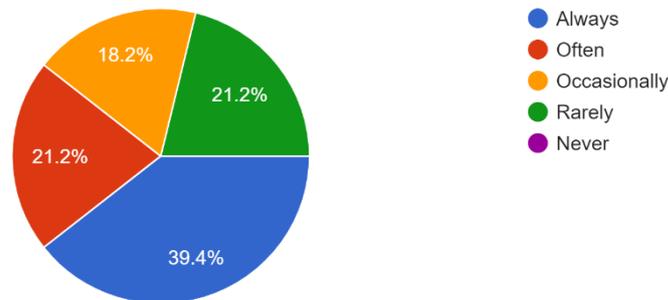
33 responses



The result shows that students often gets influenced by this scheme.

### How often does the product reviews on flipkart website affect your buying decision?

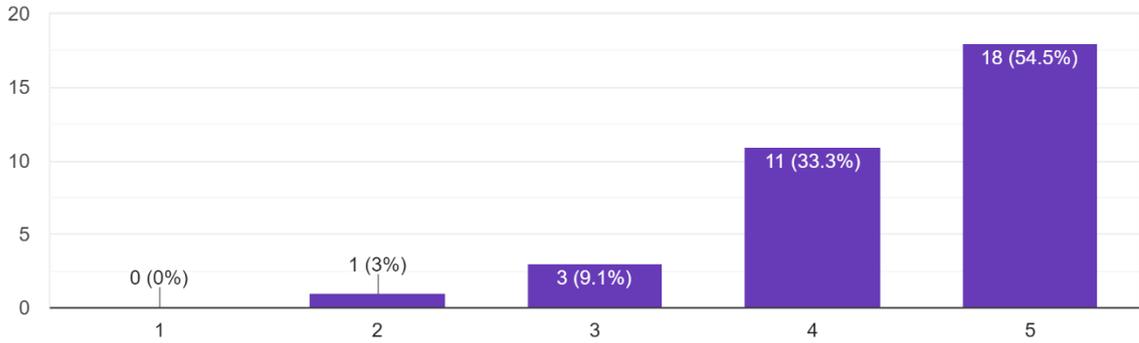
33 responses



As per the result shows that maximum students go for the product review before making their decision to purchase from Flipkart.

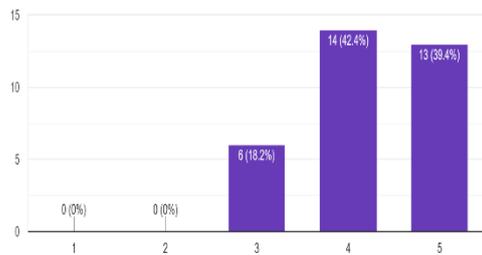
Kindly rate the importance of these parameters on your buying decision. Cash on delivery

33 responses



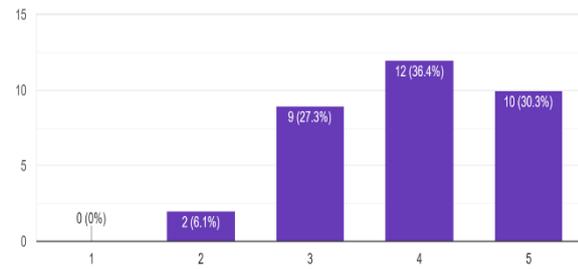
Price and Discount

33 responses



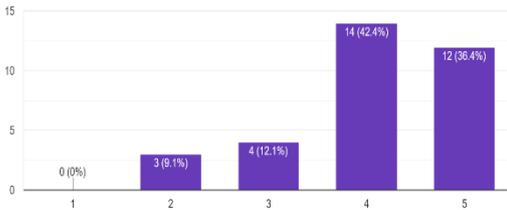
Delivering Time

33 responses



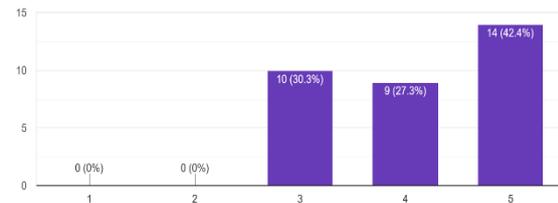
Replacement and Guarantee

33 responses



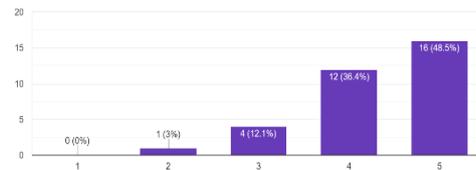
Packaging

33 responses



Quality of product

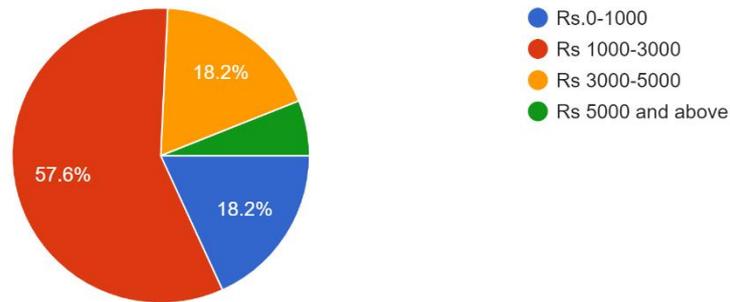
33 responses



Almost all the factors that Flipkart is focusing on to are of high importance to the students in MIT WPU, while cash on delivery have importance in the decision making before any online purchase. Quality of product and packaging have average importance for the students before making a purchase decision.

How much you spend on shopping?

33 responses



As a result, shows that average spending on shopping on Flipkart by students is 1000-3000.

### **CONCLUSION:**

The thought of e-commerce is downloading at a reasonably fast pace within the psyche of the Indian consumer. Within the metros. Due to shortage of time the consumer's may be a huge driver for online looking. On the opposite hand, accessibility to a spread of merchandise makes audiences from smaller cities and cities choose for the net route. Major retailers face challenges in stocking their stores adequately. Often, customers are unable to get things of their selection, therefore prompting them to resort to e-retailers.

### **REFERENCES:**

<http://www.srjis.com/pages/pdfFiles/146710781337.%20PRABHJOT%20KAUR.pdf>

<https://en.wikipedia.org/wiki/Flipkart>