

“Analytical study of Marketing Mix of Flipkart.com”

Shaloo Khare

(Master of Business Administration, Jhulelal Institute of Technology/ Rtmnu, India)

Abstract: Online shopping is witnessing a rapid growth during the recent years. Online shopping is the buzzword in today's modern world. It is the advent of technology, that today, buying goods have become much faster, smarter and even most convenient. The tech savvy customers of digital era, today, can book any product just by one click on their smart phone and can have that product at his doorsteps very quickly. There is no doubt that internet has created craze among youth for online shopping. Today, shopping has been redefined. Younger generation of India is nowadays very much inclined towards online shopping. Online shopping attracts each category of population but it attracts youth more because the major population of Indian country consists of college going students or even employed youth. There are some factors which creates an urge in customers to buy products online impulsively. The present research, thus, aims at knowing the demographic factors affecting impulsive buying behavior of undergraduate students of Nagpur city.

The main objective of this research is to study the customer satisfaction about online products using flipkart. For this, a survey was conducted, questionnaires were distributed among the students of different colleges of Nagpur. In present study, primary data has been collected from young generation students of Nagpur city. The data has been presented in the form of graphs. The present study clearly states the different factors like amount spent on online shopping, earnings of family members, frequency to shop online that influence for the impulse buying of the commodities online.

Keywords : Online shopping, Marketing Mix, Young generation

I. Introduction

1. Marketing mix of Flipkart

Marketing Mix of Flipkart analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Flipkart marketing strategy. The article elaborates the pricing, advertising & distribution strategies used by the company.

Let us start the Flipkart Marketing Mix:

Flipkart is a private company founded by Binny Bansal and Sachin Bansal. Established in the year 2007, it deals with e-commerce. The company website is one of the most popular websites in India and has an employee count of more than ten thousand. Its slogan, 'The Online Megastore' is very apt and popular.

As Indian's are being accustomed to online purchases, they have contributed towards the success of this online website. Flipkart is no longer just a shopping website; it has become the heart and soul of the shopaholics.

2. Product in the marketing mix of Flipkart

Flipkart is an online retailing industry and started its operations with the sale of books. For two years, it sold only books through its website as the management and shipment of books was much easier. After its expansion, it started dealing with products like air coolers, Washing machines, air conditioner, life style products, stationary supplies, cell phones, computers, calculators, microwave ovens, water purifiers, laptops, cameras, audio players, products relating to health care, dishwashers and e-books. Products sold on Flipkart have the same warranties of the brand if sold outside in a showroom.

The Marketing Mix 4P's and 7P's



II. Company Profile

1. **Flipkart** is an e-commerce company founded in 2007 by Sachin Bansal and Binny Bansal. The company is registered in Singapore, but has its headquarters in Bangalore, Karnataka. Flipkart has launched its own product range under the name "DigiFlip" with products including tablets, USBs, and laptop bags.

Flipkart started with the consignment model (procurement based on demand) i.e. they had ties with 2 distributors in Bangalore, whenever a customer ordered a book, they used to personally procure the book from the dealer, pack the book in their office and then courier the same.

In the initial months the founder's personal cell numbers used to be the customer support numbers. So, in the start they tried their best to provide good service, focus on the website - easy to browse and order and hassle-free, and strove hard to resolve any customer issues.

- 1.1 Today the company works with more than 500 suppliers. As on date more than 80% orders of Flipkart are handled via warehouses which help in quick and efficient service. A humble beginning from books, Flipkart now has a gamut of products ranging from: Cell phones, laptops, computers, cameras, games, music, audio players, TV's, healthcare products, washing machines etc.

III. Literature Review

1. According to Mohammed Rafiq and Pervaiz K. Ahmed (1995), the term marketing mix was first used by Borden and that it was suggested to him by Culliton's (1948) description of a business executive as 'mixer ingredients'. Borden did not define the marketing mix; it simply consisted of important elements of ingredients that make up a marketing programme (Borden, 1965, p. 389). McCarthy (1964, p. 35) refined this further and defined the marketing mix as a combination of all of the factors at a marketing managers command to satisfy the target market. Later McCarthy and Perreault (1987) together defined the marketing mix as the controllable variables that an organisation can co-ordinate to satisfy its target market, which is widely accepted as "the set of controllable marketing variables that the firm blends to produce the response it wants in the target market" (Kotler and Armstrong, 1989, p. 45).
2. According to Armstrong and Kotler (2007) marketing mix tools are classified into four broad groups, called the four Ps of marketing: product, price, place and promotion. In order to deliver on its value proposition, the firm must first create a need-satisfying market offering (product). It must decide how much it will charge for the offer (price) and how it will make the offer available to the target customers (place). It must communicate with target customers about the offers and persuade them of its merits (promotion) (Armstrong and Kotler, 2007 p.53)
3. Baker & Hart (2008, p 463) the logic of 4Ps is straight forward; a supplier needs products, needs to price them, to promote them and distribute them to the place where the customer can buy them.

Objectives Of Study

1. To know flipkart's sales promotion activities.
2. To identify the challenges faced by the company.
3. To study about its distribution management.

4. To study its SWOT analysis.

IV. Research Methodology

1. Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done systematically. In that various steps, those are generally adopted by a researcher in studying his problem along with the logic behind them. It is important for research to know not only the research method but also know methodology. "The procedures by which researcher go about their work of describing, explaining and predicting phenomenon are called methodology." Methods comprise the procedures used for generating, collecting and evaluating data. All this means that it is necessary for the researcher to design his methodology for his problem as the same may differ from problem to problem.

V. DATA COLLECTION

There are two types of data collection methods available.

1. Primary data collection
2. Secondary data collection

1. Primary data

The primary data is that data which is collected fresh or first hand, and for first time which is original in nature. Primary data can collect through personal interview, questionnaire etc. to support the secondary data.

2. Secondary data collection method

The secondary data are those which have already collected and stored. Secondary data easily get those secondary data from records, journals, annual reports of the company etc. It will save the time, money and efforts to collect the data. Secondary data also made available through trade magazines, balance sheets, books etc.

2.1 Types of sampling

Types of sampling used in the survey were simple random sampling. In this method, the sampling units have chosen randomly from the total Respondents at all the levels in the organization.

VI. Research Instrument

1. Questionnaire:

Questionnaire refers to a device of securing answer to a finally arranged list of questions.

1.1 IMPORTANCE & SIGNIFICANCE OF THE STUDY

- 1.1.1 Flipkart Pvt Ltd. is an Indian electronic commerce company based in Bengaluru, India. Founded by Sachin Bansal and Binny Bansal in 2007.
- 1.1.2. The company initially focused on book sales, before expanding into other product categories such as consumer electronics, fashion, and lifestyle products.
- 1.1.3. Flipkart is a marquee e-commerce player in the Indian market.
- 1.1.4. It has been able to build the brand with a strong focus on customer interests supplemented with fast delivery and multiple payment options.
- 1.1.5. Recently, Flipkart had a massive campaign called billion day sale! It received its share of bouquets and brickbats. Probably brickbats were higher than expected. This resulted in a heartfelt apology from the founders, and this speaks about the importance imparted to customer trust by Flipkart.

2. SCOPE OF STUDY

- 2.1 Scope of the study used for Flipkart.Com to Marketing Mix of flipkart.com market to cater to the customers changing needs & wants. With the rise in per capital income and change in buying patterns, customers are getting more acquainted and are comfortable in buying online.
- 2.2 Flipkart.Com Marketing Mix often involves creating personas who will buy in a certain way & certain products. Similarly Amazon targets the middle class & upper class people who have got hands on experience in the basic technology but don't have time or prefer convenience over shopping from the physical outlets.
- 2.3 Flipkart.Com has successfully positioned itself as a Glocal (Go global Act local) e-commerce giant where one can buy anything & get it delivered at any remote locations.

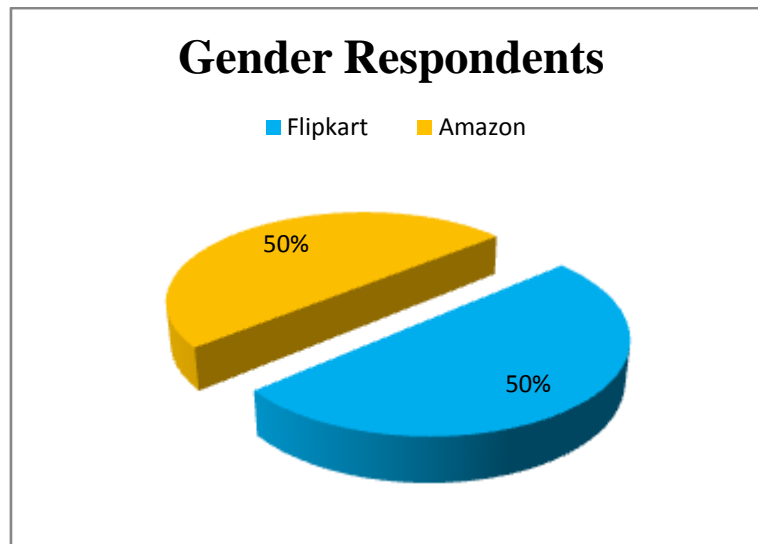
3. LIMITATIONS

- 3.1 The main limitations of the study are:-
- 3.2 Limitation for the study, the study is restricted to Analytical study of Marketing Mix of flipkart.com.
- 3.1.1. Time Factor: The researcher had only limited period of one month for study. The elaborate topic could not be fully covered; hence a complete picture could not be obtained.
- 3.1.2. Experience: The researcher had limited experience in the field being student.
- 3.1.3. Response: Some of the respondents failed to express their reactions clearly.

VIII. Data Analysis & Interpretation

1. What is the gender of the respondents ?

Gender	Respondents	Percentage
Male	20	40%
Female	30	60%
Total	50	100%



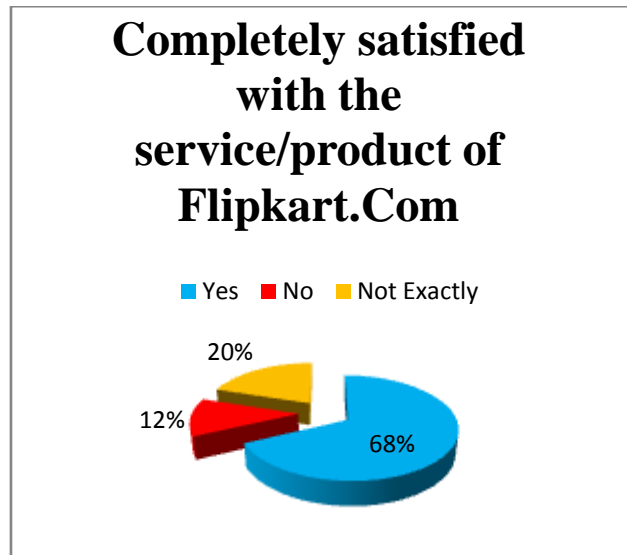
INTERPRETATION:

Female respondents are in majority in my sample constituting 60%. They are the one’s who take initiative to purchase products for their family & themselves.

Male generally don’t take initiative to answer. It was difficult to catch them to fill the questionnaire. Still they showed good amount of interest & constituted 40% of total respondents.

2. Are you Completely Satisfied with the service and products delivered by Flipkart.Com shopping portals ?

Opinion	Respondents	Percentage
Yes	34	68%
No	6	12%
Not Exactly	10	20%
Total	50	100%

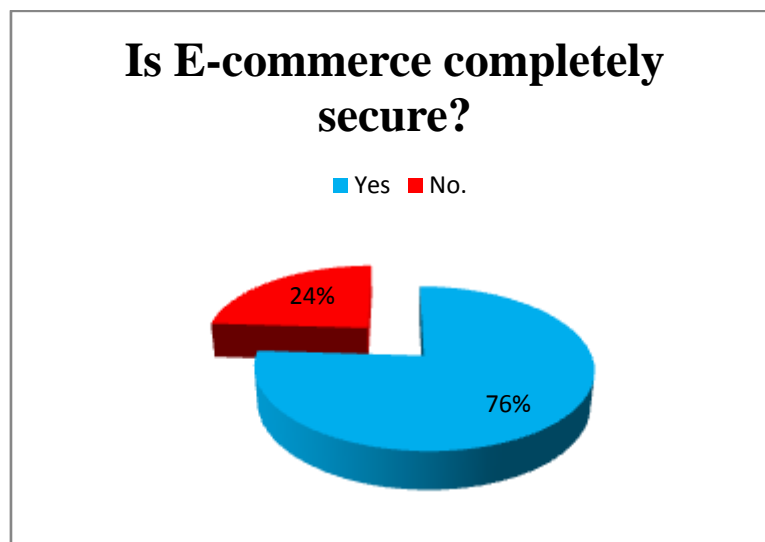


INTERPRETATION :-

From the above table we see over 68% people are completely satisfied with the service/product of Flipkart. Comand 35% people are not completely satisfied whereas 12% are not exactly about with the service/product of Flipkart.Com.

3. Do You Think transaction done with Flipkart.Com shopping portals are Secure?

Opinion	Respondents	Percentage
Yes	38	76%
No	12	24%
Total	50	100%



INTERPRETATION :-

From the above table we see over 76% people are Completely Secure from Flipkart.Com and 24% people are Insecure from Flipkart.Com.

IX. Conclusion

1. There is no difference in the Payment facility of Flipkart the shopping sites, which means Flipkart provide equal services in terms of payment facility. Therefore, the customers are highly satisfied with the services of Flipkart.
2. Online shopping is a new technology that has been created along with the development of the Internet. The study consisted with the aspects in which customers of Flipkart are satisfied. The innovative thinking of online shopping sites to reach more and more consumers is appreciable. They increased their network as much as possible with ultimate aim of reaching more and more customers.
3. Based upon consumer’s survey we got our clear winner and it is Amazon. Even though it is an international company it understood Indians very well and made its roots stronger in India. Flipkart is also giving very tough competition to Amazon even though it is new company when compared to Amazon. May be it takes some time to overcome, but definitely they are doing very well in Indian e-commerce market

Bibliography & Annexure

BOOKS

- [1]. Philip Kotler , marketing management ‘Prentice hall of india pvt. Ltd. New Delhi .

Company website

- [2]. www.flipkart.com
[3]. <https://marketingmix.co.uk/>