

Research Paper

A STUDY ON DIGITAL MARKETING IN E COMMERCE SECTOR AT FLIPKART

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ABSTRACT

Digital marketing has become a crucial tool for e-commerce companies to attract customers, increase brand awareness, and drive online sales. Flipkart, one of India's leading e-commerce platforms, utilizes various digital marketing strategies to strengthen its market presence and enhance customer engagement. The company leverages search engine optimization (SEO), search engine marketing (SEM), social media marketing, email marketing, influencer collaborations, mobile app promotions, and personalized advertising to reach its target audience effectively.

Flipkart uses data analytics and customer insights to create customized marketing campaigns, improve user experience, and increase customer retention. Seasonal sales events, such as the Big Billion Days, are heavily promoted through digital channels to maximize visibility and sales. The integration of artificial intelligence, targeted advertisements, and mobile-first marketing strategies further enhances customer satisfaction and business growth.

This study examines Flipkart's digital marketing practices, their impact on consumer behavior, and their role in maintaining a competitive advantage in the rapidly evolving e-commerce industry. The analysis highlights how effective digital marketing contributes to customer acquisition, brand loyalty, and overall business success, making Flipkart a prominent example of successful digital transformation in the retail sector.

Keywords: Digital Marketing, Flipkart, E-commerce, Social Media Marketing, SEO, Online Advertising, Customer Engagement, Brand Awareness.

INTRODUCTION

In the present time of rapid changes and advancement, it is of central significance for any business to comprehend their customers. Most likely one of the major zones of undertaking of organizations has been to get new customers while retaining the current one. It is imperative for attainment of both of these goals that the business has a comprehension of their forthcoming customers' inclinations and motivations. Just when the advertiser knows about the factors that make or prevent customers from settling on purchase decisions, they can plan effective marketing strategies.

The impact of the World Wide Web on the retail area has been a lot more prominent than that of some other business parts, bringing about the production of another type of retail design - electronic retailing (e-following). Since web shopping conduct does not really follow traditional buyer conduct, online retailers face new difficulties, as existing learning of purchaser conduct can't be straightforwardly applied to the new electronic shopping domain. Gradually the marketers are also shifting to the search engines and social media. Google is the uncrowned king of search engines with more than 90% Smartphone searches¹.

In spite of the fact that the buyer purchase decisions over the Internet have been observed to be very like that of in reality, there are sure additional worries which become an integral factor because of unique nature of the Internet as a business medium. More consumers will be utilizing the Internet later on for purchasing. Though internet is another marketing channel, a large portion of the traditional standards will apply, including the marketing idea. Consumers will be little providers who give a larger number of benefits in the shopping experience than inconveniences.

The major target of marketing is to impact the conduct of consumers for association engaged in field of marketing. Associations complete marketing to recognize what kinds of products customers choose, to manufacture and design these products, to upgrade buying and use of these products by making them accessible effectively to customer at focused costs and by interacting to information of customer about the products to impact their buying for association's products. Marketing encourages a person to realize how an association makes an ostentatious bogus reputation of a product, pleading in fine approaches to desires and feelings of customers notwithstanding when the product isn't capable of giving the value inferred in the reputation made. It very well may be inferred that to influence shopper conduct advertisers must engage and draw in customers and power them to purchase the product..

LITERATURE REVIEW

Apoorva Gupta (2021) studied the India has witnessed enormous growth in the field of manufacturing and tremendous transformation in domestic and international plans and policies. These policies have a great impact on the regular household commodities purchased by consumers. These sectors invite competition with easy entry of firms whereas in many sectors survival of competitors become tough due to the existence of the strongest strategies. The Electronic and IT sector in India is an important arena where liberalization and competition has been completely taken care of. It is burdensome to keep a track of every issue due to the vastness of these sectors. Therefore the study is particularly based on television among the ocean of gadgets.

Vinod Kumar (2019) found that cut-throat corporate competition results in excessive sales promotion and marketing activities in order to win the confidence of the buyers. The competition and low income of consumers force the companies to lower the price of products which in turn lowers the quality of the product. The growing imperfection results in a hiatus of knowledge between the manufacturers/ traders and the consumers because of impersonalized selling. There has been a variety of products available in the market of which the purchaser has no prior knowledge leading to mistakes committed in decision-making.

Kumar and his colleagues (2018) argued that relationship marketing could be used as a way of marketing. The only factor that it depends upon is the customer's intention and interest to even create a relationship. Those customers that have a high intent of forming relationship gain profit in the long run. Also, there is no meaning of putting in efforts to create relations with low relationship intention. So, in their case, the major focus of the company must be to develop short-term relationships and transaction marketing. Transaction marketing would help them earn quick cash with the use of minimum resources.

Kiani (2017) presented guidelines for attracting users by regularly updating their content, offering deals, and keeping track of their activities and learning their preferences. Parsons et al. (2016) expanded on Kiani's view on retaining consumers. They believed in identifying various ways to gather customer's preference and organizing it to meet their demands. Also, since customers devoted much of their time and resources on a particular site, they wouldn't feel comfortable personally as well as financially to switch to other retail sites

Chaffey and Ellis-Chadwick (2022) looked at how digital marketing might improve consumer interaction and online shopping habits. According to the report, brand visibility is increased and customer decision-making is greatly influenced by search engine marketing, social media promotion, and tailored advertising. The writers came to the conclusion that

maintaining a competitive edge in the e-commerce sector requires the use of successful digital marketing techniques.

In their discussion of the idea of Marketing 5.0, Kotler, Kartajaya, and Setiawan (2021) emphasised the significance of incorporating cutting-edge technology like automation, big data analytics, and artificial intelligence into marketing strategies. According to the report, in digital marketplaces, technology-driven marketing enhances consumer experience, boosts buy intention, and fortifies brand loyalty.

Tiago and Veríssimo (2020) looked on how social media marketing affected consumers' decisions to buy. The results showed that social media platforms give companies the chance to engage directly with consumers, foster trust, and affect their purchasing decisions through user-generated content and targeted ads.

The efficacy of digital marketing tactics in the contemporary business climate was examined by **Dwivedi et al. (2021)**. According to the report, consumer awareness and customer engagement are positively impacted by digital channels such internet advertising, influencer marketing, email campaigns, and mobile marketing. The writers stressed that in the digital age, businesses must constantly adjust to shifting consumer tastes.

Kumar and Gupta (2023) investigated how Indian consumers reacted to e-commerce marketing tactics. The findings showed that discounts, advertising activities, online reviews, and personalised recommendations all had a big impact on consumers' decisions to make purchases online. The survey also found that consumer loyalty to e-commerce sites like Flipkart and Amazon is significantly influenced by perceived value and customer trust.

Weber, K. and Roehl, W. S. (2015) studied on consumers within the age group of 26 to 55 years who looks for online travel products. Results reflected that consumers expect credit and card assurance, assessment of product superiority and safety measures while purchasing online travel goods.

RESEARCH GAP

A key research gap in digital marketing at Flipkart lies in understanding the long-term effectiveness of personalized digital marketing strategies on customer loyalty, trust, and repeat purchase behavior. While existing studies focus on online advertising, social media campaigns, influencer marketing, and promotional offers in driving short-term sales, limited research examines how Flipkart's use of artificial intelligence, customer data analytics, mobile app engagement, and omnichannel marketing influences sustained customer relationships in a highly competitive e-commerce environment. Furthermore, there is insufficient empirical evidence on the impact of privacy concerns, changing consumer preferences, and emerging technologies such as chatbots and recommendation systems on consumer decision-making. Addressing these areas would provide deeper insights into optimizing digital marketing strategies for long-term customer retention and competitive advantage.

CONCEPTUAL FRAMEWORKS

The iconic transformation that changed the dimension of business and expunged borders that came in between marketing of products, ideas and services. The expansion of market and the improving lifestyle of people with the intrusion of technology gave birth to Digital Marketing. There has been a huge confusion regarding the initiation of Digital Marketing as many give the credits to Guglielmo Marconi who invented the radio as it is an electronic device and entertains sponsorer. However, Digital Marketing on a real basis began when the first search engines 'Archie' came into existence. The creation of the foremost clickable banner made a successful contribution in this field. The success multiplied with the entry of the search engine called 'Yahoo' that facilitated web search. With the addition of more such web apparatus paving its way into the macrocosm of digitalism, Search Engine Optimization (SEO) popped up and surpassed every other element needed to utilize the effect of Digital Marketing. The introduction of Google; the most famous search engine in the world along with the cookie in 1990's helped people in searching their desired information and later the code used in the cookie retain the data surfed by the user.

RESEARCH PROBLEM

The quick development of digital technology has completely changed how customers look for, assess, and buy things online. To draw clients and boost sales, e-commerce businesses like Flipkart make heavy use of digital marketing methods like influencer marketing, email

marketing, social media marketing, search engine advertising, and tailored promos. However, a variety of factors affect consumer purchasing behaviour, and customers differ in how efficient various digital marketing platforms are.

Despite large efforts in digital marketing, little is known about how these tactics affect consumer awareness, decision-making, and purchasing behaviour with regard to electronic items on Flipkart. In order to determine which digital channels have the greatest influence on consumer purchase decisions in the e-commerce industry, this study aims to investigate the effects of digital marketing strategies on consumer purchasing behaviour.

RESEARCH OBJECTIVES OF THE STUDY

1. To study factors which influence the “consumer buying behaviour” towards electronic goods.
2. To measure the impact of digital marketing towards electronic goods
3. To analyse the consumers are aware of digital marketing and the channels influence in their purchase decision.

RESEARCH QUESTIONS OF THE STUDY

1. What elements affect Flipkart customers' purchasing decisions regarding electronic products?
2. How does digital marketing affect Flipkart customers' decisions to buy electronics?
3. How much do customers know about Flipkart's digital marketing, and which digital marketing channels affect their decisions to buy?

DATA ANALYSIS AND DISCUSSION

1. How frequently do you purchase electronic goods from Flipkart?

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Very frequently	22	22%
Frequently	24	24%
Occasionally	23	23%
Rarely	13	13%
Never	18	18%
TOTAL	100	100%

INTERPRETATION

From the above survey out of 100 respondents 22% of the respondents purchase very frequently, 24% of respondents purchase frequently, 23% of the respondents purchase occasionally, 13% of the respondents purchase rarely and 18% of the respondents will never purchase.

4. What factors influence your decision to purchase electronic goods from Flipkart?
(Select all that apply)

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Price	14	14%
Product reviews	15	15%
Brand reputation	18	18%
Discounts/offers	16	16%
Variety of products	14	14%
Convenience of shopping	16	16%
Others	7	7%
TOTAL	100	100%

INTERPRETATION

From the above survey out of 100 respondents 14% of the respondents are influenced by price, 15% of respondents are influenced by product reviews, 18% of the respondents are influenced by brand reputation, 16% of the respondents are influenced by discounts, 14% of the respondents are influenced by variety of products, 16% of the respondents are influenced by convenience of shopping and 7% are influenced by others.

2. How often do you research electronic goods online before making a purchase on Flipkart?

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Always	18	18%
Often	26	26%
Sometimes	23	23%
Rarely	16	16%

Never	17	17%
TOTAL	100	100%

INTERPRETATION

From the above survey out of 100 respondents 18% of the respondents always research electronic goods online before making a purchase on Flipkart, 26% of respondents often research electronic goods online before making a purchase on Flipkart, 23% of the respondents sometimes research electronic goods online before making a purchase on Flipkart, 16% of the respondents rarely research electronic goods online before making a purchase on Flipkart and 17% of the respondents will never research electronic goods online before making a purchase on Flipkart.

2. Are you aware of digital marketing campaigns by Flipkart for electronic goods?

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
YES	79	79%
NO	21	21%
TOTAL	100	100%

INTERPRETATION

From the above survey out of 100 respondents 79% of the respondents are aware of digital marketing campaigns by Flipkart for electronic goods, 21% of the respondents are not aware of digital marketing campaigns by Flipkart for electronic goods.

3. How often do you come across digital marketing campaigns (e.g., ads, sponsored posts) for electronic goods from Flipkart while browsing online?

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Very frequently	21	21%
Frequently	26	26%
Occasionally	28	28%

Rarely	14	14%
Never	11	11%
TOTAL	100	100%

INTERPRETATION

From the above survey out of 100 respondents 21% of the respondents very frequently come across digital marketing campaigns (e.g., ads, sponsored posts) for electronic goods from Flipkart while browsing online, 26% of respondents frequently come across digital marketing campaigns (e.g., ads, sponsored posts) for electronic goods from Flipkart while browsing online, 28% of the respondents occasionally come across digital marketing campaigns (e.g., ads, sponsored posts) for electronic goods from Flipkart while browsing online, 14% of the respondents rarely come across digital marketing campaigns (e.g., ads, sponsored posts) for electronic goods from Flipkart while browsing online and 11% of the respondents will never come across digital marketing campaigns (e.g., ads, sponsored posts) for electronic goods from Flipkart while browsing online

4. Have you ever made a purchase of electronic goods from Flipkart influenced by their digital marketing campaigns?

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
YES	87	87%
NO	13	13%
TOTAL	100	100%

INTERPRETATION

From the above survey out of 100 respondents 87% of the respondents made a purchase of electronic goods from Flipkart influenced by their digital marketing campaigns, 13% of the respondents did not made a purchase of electronic goods from Flipkart influenced by their digital marketing campaigns.

5. Which digital marketing channels do you find most influential in your decision to purchase electronic goods from Flipkart? (Select all that apply)

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Social media	26	26%
Search engine ads	24	24%
Email marketing	20	20%
Influencer marketing	16	16%
Online reviews	14	14%
TOTAL	100	100%

INTERPRETATION

From the above survey out of 100 respondents 26% of the respondents find social media is the most influential to purchase electronic goods from Flipkart, 24% of the respondents find search engine ads are the most influential to purchase electronic goods from Flipkart, 20% of the respondents find email marketing is the most influential to purchase electronic goods from Flipkart, 16% of the respondents find influencer marketing is the most influential to purchase electronic goods from Flipkart, 14% of the respondents find online reviews is the most influential to purchase electronic goods from Flipkart.

6. How would you rate your understanding of digital marketing?

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Very high	23	23%
High	25	25%
Moderate	21	21%
Low	16	16%
Very low	15	15%
TOTAL	100	100%

INTERPRETATION

From the above survey out of 100 respondents 23% of the respondents rate very high, 25% of respondents rate high, 21% of the respondents rate moderate, 16% of the respondents rate low and 15% of the respondents rate very low.

14. Are you aware of Flipkart's digital marketing strategies for promoting electronic goods?

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
YES	64	64%
NO	36	36%
TOTAL	100	100%

INTERPRETATION

From the above survey out of 100 respondents 64% of the respondents aware of Flipkart's digital marketing strategies for promoting electronic goods ,36% of the respondents are not aware of Flipkart's digital marketing strategies for promoting electronic goods.

FINDINGS

- 26% of respondents often research electronic goods online before making a purchase on Flipkart.
- 79% of the respondents are aware of digital marketing campaigns by Flipkart for electronic goods.
- 26% of respondents frequently come across digital marketing campaigns for electronic goods from Flipkart while browsing online.
- 87% of the respondents made a purchase of electronic goods from Flipkart influenced by their digital marketing campaigns.
- 26% of the respondents find social media is the most influential to purchase electronic goods from Flipkart.
- 23% of the respondents rate very high ,25% of respondents rate high ,21% of the respondents rate moderate,16% of the respondents rate low and 15% of the respondents rate very low.
- 64% of the respondents aware of Flipkart's digital marketing strategies for promoting electronic goods.
- 26% of the respondents are very satisfied ,24% of respondents are satisfied ,23% of the respondents are neutral,16% of the respondents are dissatisfied and 11% of the respondents are very dissatisfied.
- 28% of the respondents are likely to recommend Flipkart to others for purchasing electronic goods.

SUGGESTIONS

This study has recommendations for the marketers in the area of marketing consumer electronic goods online. Key recommendations have been presented as below:

- The marketers must maintain their presence on various online platforms where in a consumer has its engagement such as search engines, social media platforms, Google business etc.

- All consumers are not same; however a lot of them can be influenced with the help of promotions, price variations, wide variety, and effective positioning. Indian consumers essentially consider the choices of their family members, colleagues, friends, and relatives while buying a product. The marketers need to maintain a good social image of its products.
- Extension of personality is also one of the most important requirements of a consumer. Consumers buy product to feel better and realize that his or her personality is being enhanced. A marketer should position the product in such a way that it gives good psychological value to the customer.
- Digital media supports a large variety of content such as videos, GIFs, pictures, flash work etc. A marketer must utilize please varieties of content in order to create maximum awareness and impact on the consumer since electronic products have a potential to be presented in an effective manner with the help of demonstration of procedure of use and looks.
- The outcomes received through digital marketing platforms are highly customized and measurable. The company should avail the benefit of these platforms by studying the web Analytics, sources of traffic, navigation of traffic and movements so that the marketing efforts can be customized and the marketers can economize their marketing and promotional cost.
- Digital Marketing highly cost effective and customized. However, it also depends upon seasonality and timeline. During holidays and in the second half of the day times the message of digital marketing reach to the maximum number of customers. Hence, the marketers must schedule their advertisements on social media accordingly.

CONCLUSION

The impact of digital marketing on consumer buying behavior for electronic products at Flipkart is substantial and multifaceted. Through targeted digital marketing campaigns, Flipkart has effectively influenced a significant majority of consumers (87%) to make purchases, demonstrating the potency of digital channels in driving consumer decisions. The diverse range of digital marketing channels utilized, including social media, search engine ads, email marketing, influencer marketing, and

online reviews, underscores the importance of omnichannel presence in reaching and engaging consumers across various platforms. Additionally, the high awareness level (79%) of Flipkart's digital marketing campaigns among respondents signifies the effectiveness of their marketing strategies in building brand recognition and recall. The findings also highlight the pivotal role of digital marketing in shaping consumer perceptions and preferences, as evidenced by the varying levels of satisfaction and likelihood to recommend Flipkart among respondents. Overall, the study underscores the indispensable role of digital marketing in shaping consumer buying behavior for electronic products at Flipkart, emphasizing the need for continued innovation and strategic investment in digital marketing initiatives to sustain and enhance consumer engagement and loyalty in the dynamic e-commerce landscape.

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