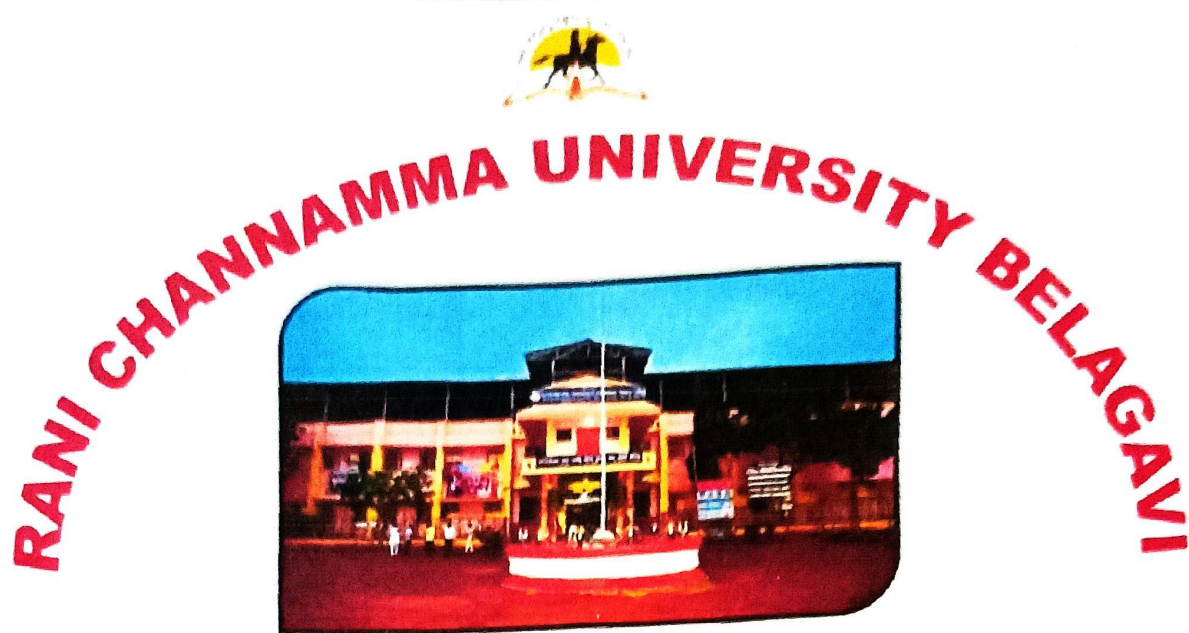




**G.P PORWAL ARTS, COMMERCE, & V.V. SALIMATH
SCIENCE AND BCA COLLEGE SINDAGI-586128**

RESEARCH TOPIC

A STUDY ON ONLINE SHOPPING FLIPCART

RESEARCH STUDENT

RANI S. HOLISAGAR

Reg No : C2060861

GUIDE

**Prof. Prakash Teju
(M.Com, K-Set)**

HOD, Dept of Commerce

**G.P PORWAL ARTS, COMMERCE, & V.V. SALIMATH
SCIENCE AND BCA COLLEGE SINDAGI-586128**

2022-23


Head

**Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128**


Coordinator IC

**G. P. PORWAL ARTS, COMMERCE &
V. V. SALIMATH Sc. College
SINDAGI-586128**


Principal

**G. P. Porwal Arts, Commerce &
V. V. Salimath Science College
SINDAGI-586128. College Code: 5234**

Project Report :

A STUDY ON ONLINE SHOPPING FLIPKART



DEPARTMENT OF COMMERCE
G P PORWAL COLLEGE
SINDAGI-586128


Head

Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College SINDAGI

2022-2023



Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College
SINDGI-586128.



Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 5234

Submitted By
Rani S. Holisagar

Submitted To
Prakash Teju.Rathod

DECLARATION

Rani S.Holisagar certify that the project report entitled on “Retail Sector Online Market” Flipkart , Quantitative analysis report on Flipkart , prepared by me is my personal and is authentic work under the guidance of **Dr. prakash rathod , Associate Professor , Department of Commerce.**


Signature of the Student

Name: Rani S.Holisagar

Class: B.COM (VI SEMESTER)

Roll Number: C2060861


Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDGI-586128


Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH So. College,
SINDGI-586128.


Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath So. College
SINDGI-586128. College Code: 5234

CERTIFICATE FROM THE PROJECT GUIDE

This is to certify that the Project Report titled "Retail Sector Online Market Flipkart" is a bona fide work of Rani S.Holisagar enrolment number C2060861 undertaken for the partial fulfillment of Masters in Commerce (B.Com) degree of RCUB University under my guidance. This project work is original and has not been submitted earlier for the award of any degree or diploma of any other University or Institution.

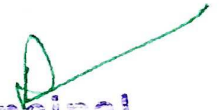
PROF : Prakash Teju. Rathod
hod of commerce
department of commerce



Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128



Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH So. College,
SINDGI-586128.



Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath So. College
SINDGI-586128. College Code: 5234

ACKNOWLEDGEMENT:

I sincerely appreciate the inspiration; support and guidance of all those people who have been instrumental in making this project a success. I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals. I would like to extend my sincere thanks to all of them.

I, Rani S. Holisagar, the student of G.P. Porwal Arts, Commerce and V.V. Salimath Science COLLEGE, am extremely grateful to "COLLEGE" for the confidence bestowed in me and entrusting my project entitled "RETAIL SECTOR-ONLINE SHOPPING : FLIPKART".

At this juncture I feel deeply honored in expressing my sincere thanks to

For making the resources available at right time and providing valuable insights leading to the successful completion of my project.

I would also like to thank all the faculty members of college for their critical advice and guidance without which this project would not have been possible.

Last but not the least I place a deep sense of gratitude to my family members and my friends who have been constant source of inspiration during the preparation of this project work.

Flipkart stays connected with its users via twitter, they answer most of the queries put up by their customers and carefully evaluate all the suggestions which were posted in the twitter which keeps the customers happy and in turn keep the management of Flipkart happy.

- **Big Billion Day Sale**

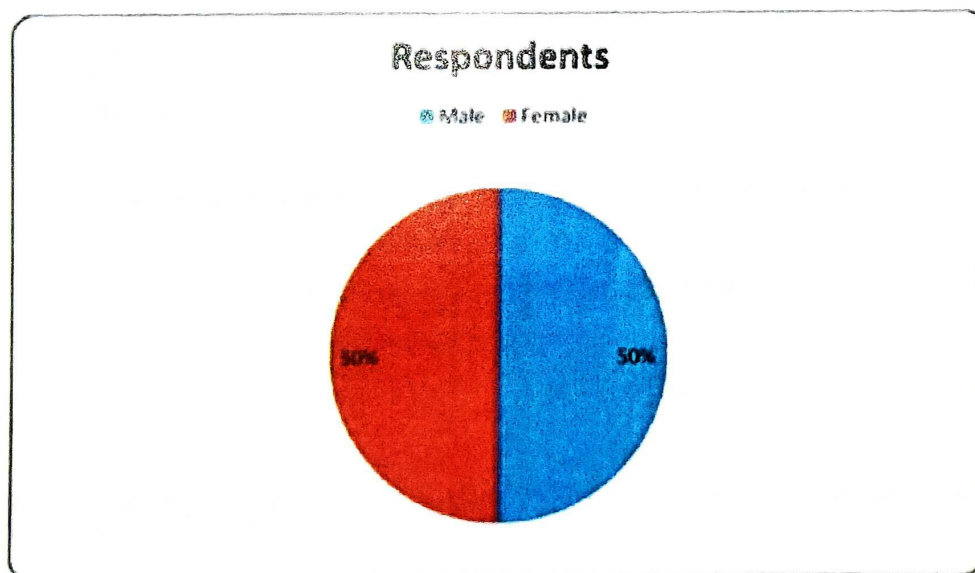
Flipkart aims to do business of more than 1 billion in one day on 6th October 2014. Flipkart has already achieved its sale target by 2pm but most of the deals didnt proceed anymore. At approx. 2pm, seller accounts of third party vendors on Flipkart have been put as pending i.e no more orders had been taken for the day and products were shown the status as 'out of stock'. A few selected deals continued to be listed, but essentially the sale was over.

The main reason behind this move was that Flipkart had already received more than 3,00,000 orders in the first 6 hours of the sale - a number that was the limit of their enormous logistics team to process. They did not risk taking more orders and then fail to process them in dispatch. A wise strategy to avoid bad mouthing on late delivery, however limiting the sale in such a way did only lead to more complaints from the users.

Throughout the sale, social media was anyway abuzz with complaints against the site crashing and giving errors, orders disappearing from shopper carts and deals going out of stock as soon as they went live. Online shoppers have been continuously checking Flipkart ever hour for new deals and Flipkart didnt inform its users about the sale end.

4.4 Primary Data Analysis & Interpretations

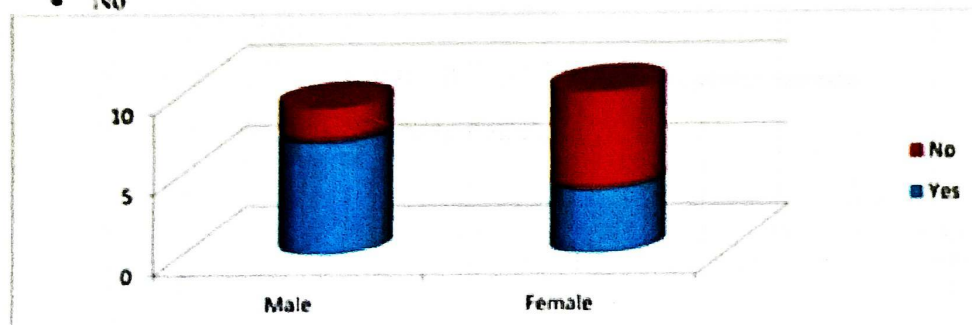
Number of respondents and their distribution



Survey of 20 respondents, where number of female was 10 and that of male were 10.

1. Do you prefer online shopping?

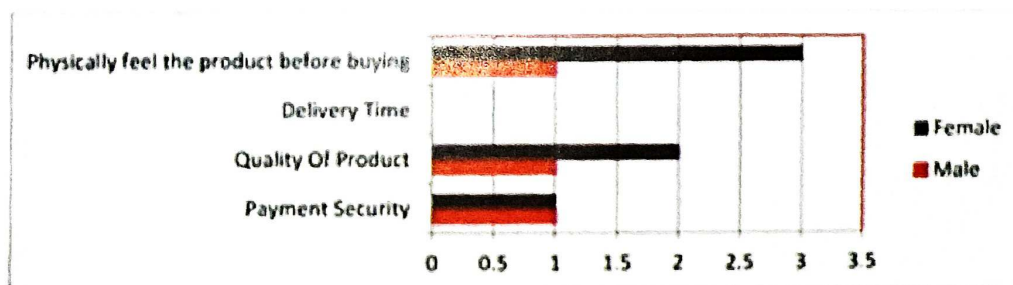
- Yes
- No



The frequency of purchasing online is seen higher in case of male than in case of females because women are more receptive to other people's opinions, make impulse purchases and devote a lot of time to shopping.

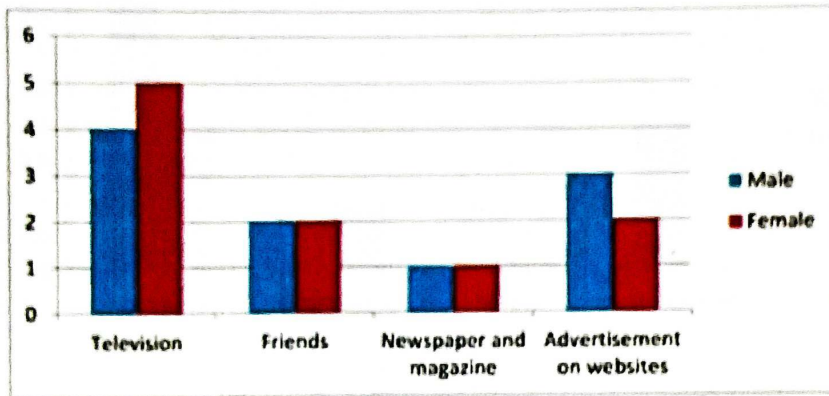
2. If 'No' then why?

- Security
- Quality of Product
- Delivery Time
- Physically feel the Product before buying



Quality of product, inability to touch or feel the product online and payment of security are the major impediments for both the genders on doing online shopping.

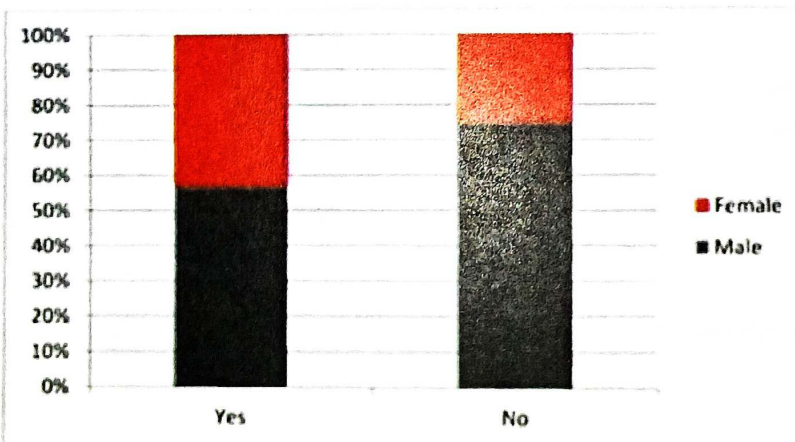
- Newspaper and magazines
- Advertisements on websites



Most of the people came to know about Flipkart through television followed by friends and online advertisements. This proves that word of mouth strategy by Flipkart is the most successful means of making people aware about them and their products. This success can only be gained through satisfied customers who act as advocates for your products.

7. Did you ever make a purchase from Flipkart?

- Yes
- No



Most of the males purchase from Flipkart. The reason is when it comes to purchases, male shoppers just want to get what they need and get it fast. Ease and access are important components for them.



Flipkart

CHAPTER 5 : CONCLUSION

The founders of Flipkart have probably conquered their dreams with the amazing success of Flipkart. Flipkart is something which has really opened up the Indian e-commerce market and that also in a big way.

It was never going to be easy since India has had bad past experiences with e-commerce trading. It was not an easy segment to break into, people were very particular in paying money for something which they had not seen and received. The trust was missing in the Indian customers. So what Flipkart had to do was to instill trust and faith in their customers. And they did exactly the same.

Flipkart began with selling books, since books are easy to procure, target market which reads books is in abundance, books provide more margin, are easy to pack and deliver, do not get damaged in transit and most importantly books are not very expensive, so the amount of money a customer has to spend to try out one's service for one time is very minimal. Flipkart sold only books for the first two years.

The company has built a great brand name, they just have to maintain and enhance the same. Need to keep introducing more products, adapting to the changing needs of the customer with time. The entry of Amazon.com in 2012 in the Indian e-commerce space has been cited as a big challenge to Flipkart. However Flipkart is a respected Brand name in India and should be able to compete with Amazon. Amazon being a very big company can bring in serious competition to Flipkart, since Amazon can bear more losses in the beginning to gain customer base. But again Indian market is growing at a rapid pace as access to internet increases and people become more aware of e-commerce sites and start trusting the same; hence Indian market is sufficiently big at-least for these two giants to co-exist beneficially.

Findings

- Frequency of purchase is more among Men.
- Word of mouth was more influential in promotion as many people were made aware by their friends.
- Most of the people are satisfied with the services of flipkart and are willing to recommend them to make purchases from flipkart.
- Except packaging and warranty, all others are considered important in the decision making of online purchases.
- Almost all the factors that Flipkart is focusing onto are of high importance to the people.
- The commercials used by Flipkart are effective enough to convey the message since the ads are interesting enough to gain attention and position itself into the prospects mind.



Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDGI-586128



Coordinator IQAC
G. P. PORWAL ARTS, COM.
V. V. SALIMATH Sc. College,
SINDGI-586128.



Principal,
G. P. Porwal Arts, Comm.
V. V. Salimath Sc. College
SINDGI-586128. College Code: 52

Suggestions:

Flipkart has successfully placed itself into the prospects mind making it the India's largest online store with huge range of products. But Flipkart still needs to work on their core competence that is books and stationery items.

With the entry of Amazon.com it will be a huge competitive market for Flipkart and hence will have to position itself better. They need to get aggressive at providing better services which can be fulfilled by reducing the delivery time, selling second hand products which will increase consumers' affordability much more and enhance penetration into the market.

They can even have their retail stores which can give an access to consumers to feel and analyze the products, which will help them win the consumers faith.

Price will still be a factor as amazon being a huge company will use its economies of scale to remove their competitors from the market; therefore they need to be more competitive on that aspect. Be very focused on consumers and build amazing experiences for the customers.



Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128



Coordinator IQA
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.



Principal
G. P. Porwal Arts, Commerce &
V. V. Salimath Sc. College,
SINDGI-586128. College Code: 586128

BIBLIOGRAPHY

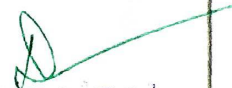
- www.flipkart.com
- www.thehindu.com/arts/magazine/article3290735.ece
- www.vccircle.com/news/2012/08/14/news-roundup-flipkart-raise-100m-new-investors
- www.startupdunia.com/interview-with-flipkart-founder-binny-bansal-776
- www.facebook.com/flipkart
- www.hindustantimes.com/technology/industrytrend/how-flipkart-broke-indias-online-shopping-inertia/so-article1-780440.aspx
- Images from Google Images.com
- Commercials from Youtube.com


Head

Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDGI-586128



Coordinator IQAC
G. P. PORWAL ARTS, COMM. &
V. V. SALIMATH Sc. College,
SINDGI-586128.



Principal,
G. P. Porwal Arts, Comm. &
V. V. Salimath Sc. College,
SINDGI-586128. College Code: 523