

SYNOPSIS
**EXAMINING FLIPKART'S ONLINE
ADVERTISING**

FOR THE PARTIAL FULFILLMENT OF THE REQUIRE FOR THE AWARD OF
MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF
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Abstract

To stay ahead of the competition and successfully engage their target audience in the digital age, e-commerce giants like Flipkart have made online advertising their top priority. This study seeks to offer a thorough analysis of Flipkart's approach across several platforms, targeting tactics, message techniques, performance indicators, budget allocation, and competition landscape by delving into the intricacies of them. In order to reach its target demographic, Flipkart uses a multipronged strategy for internet advertising. Platforms such as social media networks (Facebook, Instagram, and Twitter), search engines (Google Ads), and display networks are part of this, in addition to the company's own website and mobile app. To maximize exposure and interaction with its target audience, Flipkart diversifies its presence across many media. Flipkart uses a wide variety of ad types, from static display advertisements to more engaging forms including video commercials, carousel ads, and sponsored posts. Ads with appealing creatives, such as eye-catching images, convincing content, and obvious calls to action, enhance these formats. By keeping its branding consistent across all of its commercials, Flipkart is able to strengthen its narrative and increase brand identification among consumers. In order to provide targeted advertisements to specific demographics, Flipkart uses advanced targeting algorithms. Among these methods are psychographic targeting based on hobbies, habits, and past purchases, and demographic targeting based on gender, age, and geographic region.

Keywords: Flipkart, online advertising, digital marketing, ad formats, targeting strategies, performance metrics, budget allocation, competitive analysis, brand visibility, customer engagement, e-commerce.

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INTRODUCTION

Internet advertising has grown more important for companies in today's dynamic e-commerce landscape as a means to establish a name for themselves, foster relationships with consumers, and increase revenue. With its extensive product catalogue, user-friendly design, and innovative marketing strategies, Flipkart has quickly become one of India's most popular online marketplaces. With the proliferation of digital technologies and the increasing preference of customers for online shopping, researchers and marketers would be wise to observe Flipkart's approach to online advertising. The experience of Flipkart in the area of online advertising reflects the dynamic growth of digital marketing approaches over the years. By moving away from static banner ads and towards more dynamic forms that engage the company's diverse consumer base, Flipkart has been a leader in advertising innovation. With this study, we hope to acquire a better understanding of Flipkart's online advertising strategy as a whole, down to the platforms, targeting strategies, messaging approaches, KPIs, budget allocation, and competitive landscape. Flipkart employs a multi-pronged approach to internet advertising, utilizing a broad array of platforms and channels to reach its target market. It doesn't matter if it's Flipkart's website or mobile app or one of those third-party platforms like Google or Facebook; the company guarantees maximum exposure and

engagement anywhere online. Being strong across all platforms helps Flipkart grow brand awareness and create meaningful connections with consumers in a saturated environment.

Key to Flipkart's advertising campaigns is the smart use of various ad formats and creatives to capture the interest and attention of the target audience. The goal of Flipkart's creatives is to evoke an emotional response from consumers, engage them, and ultimately motivate them to take action through the use of compelling visuals, compelling copy, and clear call-to-action elements. Flipkart also ensures that its messaging is constant and resonates with customers across all touchpoints by committing to branding consistency. This helps to build the brand's identity and fosters audience trust and loyalty. Flipkart also uses sophisticated targeting algorithms to show clients adverts that are relevant to their behavior and interests. Flipkart uses demographic, geo, and psychographic data to tailor adverts to specific audience segments, increasing engagement and conversion rates. Flipkart has grown and succeeded consistently in the cutthroat e-commerce industry by listening to and fulfilling the needs of its customers. Online advertising strategies used by Flipkart demonstrate the power of combining creativity, data, and technology in digital marketing. With its diverse consumer base, cutting-edge targeting tactics, and eye-catching creatives, Flipkart continues to dominate the online shopping market. By anticipating and responding to shifts in e-commerce trends, Flipkart is ideally positioned to profit from India's burgeoning digital economy.

In order to increase engagement and conversion rates, Flipkart segments its audience properly so that its ads cater to each consumer's unique interests and wants. Flipkart can track the efficacy of its digital advertising initiatives with the use of key performance indicators. This is where metrics like CTR, conversion rates, ROAS, CPA, and CLV come into play. Flipkart is able to achieve its marketing objectives by carefully examining these statistics to ascertain the effectiveness of its advertisements, identify areas for improvement, and allocate resources accordingly. Flipkart is very selective about how it allocates its advertising budget across various platforms and campaigns in order to maximize return on investment (ROI). Achieving this goal requires a fine balancing act between putting money into well-known, high-impact channels and trying out novel, potentially profitable development strategies, such as creative ad formats and platforms. Due to its prudent financial management, Flipkart has sustained its meteoric rise in online sales and market dominance. Doing a thorough competition study can help you comprehend Flipkart's position in the online industry and how it compares to competitors. In order to do this, you need to monitor your competitors' advertising strategies, communication techniques, and performance statistics to identify their SWOT (strengths, weaknesses, opportunities, and threats). In the dynamic e-commerce industry, Flipkart can stay ahead of the curve by keeping tabs on what its competitors are up to. This study thoroughly examines Flipkart's online advertising strategies, strategies for targeting, creatives, performance metrics, budget allocation, and competitor analysis. Through the use of several platforms and sophisticated targeting tactics, Flipkart is able to attain measurable results in relation to audience engagement, brand visibility, and online sales. Flipkart must optimize and improve its advertising strategies on a constant basis if it wishes to keep its lead in the fiercely competitive e-commerce business.

NEED FOR THE STUDY

Marketers, entrepreneurs, and companies who want to succeed in the ever-changing world of digital commerce would benefit academically and practically by studying Flipkart's online

advertising tactics. This study provides useful insights into Flipkart's advertising tactics, which can be applied to the e-commerce business and beyond. Dominance of Online Sales Analyzing Flipkart's advertising method is important because of its prominence as an e-commerce platform in India. Those already involved in the e-commerce space and those hoping to carve out a position for themselves in the digital marketplace can learn a lot from Flipkart's advertising strategies, which are constantly changing and expanding. Progress in Digital Marketing The development of digital marketing tactics can be better understood by analyzing Flipkart's advertising campaigns. Digital advertising best practices and new trends can be better understood by looking at how Flipkart uses different web platforms, ad formats, and targeting approaches. Customer Interaction To connect with customers in the modern digital era, efficient advertising is a must. In order to grow sales and build brand loyalty, marketers can learn a lot from Flipkart's messaging techniques, creatives, and targeting strategies. These tactics capture audiences, evoke emotions, and generate meaningful connections. Market Comparison If you want to succeed in today's cutthroat e-commerce industry, you need to do competitor analysis. Marketers can learn from Flipkart's and its competitors' advertising techniques by comparing and contrasting them. This will help them better their own advertising tactics and stay ahead of the competition. Research in the Academic Setting Researchers in the fields of marketing, e-commerce, and consumer behavior can benefit from analyzing Flipkart's online advertising methods. To better understand the effectiveness of various digital advertising strategies, researchers might delve into theoretical frameworks, perform empirical investigations, and derive practical consequences. Improving Company Efficiency Insights gained from studying Flipkart's advertising strategy can help e-commerce enterprises allocate resources and make strategic decisions. Advertising budgets may be optimized, and marketing impacts can be maximized when firms know which platforms, ad styles, and targeting approaches work best.

LITERATURE REVIEW

The first section of this chapter discusses the literature review done for this study followed by the research design of this study in detail in the second section. A literature review is a body of text that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. Also, a literature review can be interpreted as a review of an abstract accomplishment. Methodology is the answer to the why and how the research was carried out in the first place. This increases the possibility of receiving appropriate answers to the research questions and derives valuable insights into the topic at hand. The main focus of the methodology here is driven by primary research, thus undertaking research that is novel in nature. Alongside this it highlights the methods that would be put to use to explore this study. The choice of research approach is the first topic discussed in this chapter, followed by data collection, sample selection and data analysis.

The global Internet audience continues to grow rapidly, with the worldwide base of Internet users in the 2 billion range as 2012 began, including a large base of mobile broadband users. This vast base of Internet users encourages businesses to innovate and to offer an ever-evolving array of online services. Sectors that are growing very rapidly online include the sale of entertainment, event tickets, travel, and apparel and consumer electronics. The most

powerful trends on the Internet include access via wireless devices, migration of entertainment to the web and cloud-based software as a service.

Today, as a result of the recent recession, consumers are more focused than ever on finding the best prices. Consequently, e-commerce firms like Amazon that are known for their high value at low prices are well positioned to prosper. The standout winner in e-commerce continues to be Amazon, where sales have soared thanks to aggressive discount pricing, free shipping for its “Prime” members and an ever-growing variety of merchandise categories. Amazon’s revenues rose by 41% in 2011 to \$48.0 billion, and profits grew substantially as well. Books, movies, music and other media now account for only 35% of Amazon’s sales, while electronics and general merchandise bring in the largest share by far. Amazon’s sales outside of North America are booming, and now account for 44% of total revenues. Clearly, there is growing adoption of online consumer purchases throughout the world’s major economies. Online advertising leader Google’s recent results are a good indicator of the strong growth in online advertising during 2011. The firm saw revenues soar 29.3% in fiscal 2011, to \$37.9 billion, while profits rose 14.1% to \$9.7 billion.

Growth in broadband subscriptions worldwide continues at a strong pace. Analysts at the International Telecommunications Union (ITU) estimate that there were 1.78 billion broadband subscribers worldwide by the end of 2011 (both fixed and wireless).

The number of American homes and businesses with broadband access capabilities topped 88 million by the end of 2011, thanks in part to modest monthly fees at Internet service providers. This number does not include mobile broadband users, estimated at another 105 million.

Online advertising in 2011 in the U.S. reached \$31.3 billion, according to E-Marketer, accounting for 20% of all advertising spending in America. E-Marketer estimates total online sales of merchandise during 2011 at \$188.1 billion, expected to grow to \$269.8 billion by 2015. These numbers do not include online sales of travel, which was an estimated \$107.4 billion in the U.S. in 2011. Plunkett Research estimates global travel expenditures online at \$320 billion for 2011.

A significant evolution is taking place in the world of business, as more and more telecommunications move to the Internet. VOIP continues to grow in popularity, both at home and at the office. Meanwhile, the concept of “unified communications” threatens to completely revolutionize business communications by combining all communications into one screen on the desktop, including phone, fax, e-mail, IM, voice mail and teleconferencing. Voice communications will be digitized and archived, just as e-mail is today. A user’s communications tools will move seamlessly from the desktop to the mobile device.

Convergence The Internet is about saving time (and therefore saving money), and the potential of the Internet has barely been tapped. New methods of taking advantage of efficiencies are becoming widely accepted, as access to high-speed broadband Internet connections becomes commonplace. Users of the Internet (both business and consumer) are multiplying around the globe, and many companies are earning terrific profits in the process of serving those users. The long-awaited phenomenon of “convergence” of entertainment,

computing and communications arrived around 2004 and has been moving forward at high speed ever since. Now, the latest televisions come equipped with built-in Internet connections. This is going to create radical changes in the way TV viewers obtain their movies and TV programming over the near term. For example, subscribers to Netflix are able to stream downloaded movies directly to their Internet-connected TV sets.

Top selling product and services categories online include travel, clothing and accessories, books, music, videos, electronics and specialty foods including wines. In these markets, online shopping amounts to a significant share of sales. Meanwhile, many of the world's largest storefront retailers now operate some of the most-visited Internet sites.

The Internet is born: First, there were the early days, when the Internet was seen by many as a realm for techies only, one that would produce few, if any, and commercial enterprises. Initially designed in 1973, the Internet was a series of communication protocols written by Vinton Cerf as part of a project sponsored by the U.S. Department of Defense's "Defense Advanced Research Projects Agency" (DARPA). The first demonstration of a three-network Internet protocol-based connection occurred in November 1977. Eventually, a well-enabled Internet was rolled out in 1983, primarily as a failsafe method of defense communications and as a means for researchers at various universities to communicate.

The Web is Created: Next, the World Wide Web and the coding language of HTML were conceived in 1989 and implemented between 1990 and 1993 by Tim Berners-Lee, enabling a never-ending hyperlinked cyber world where sharing unlimited data became user-friendly thanks to the magic of linked pages.

The Boom Ensues: Starting in 1993 and 1994, entrepreneurs and financiers realized that hyperlinked, electronically posted data could be commercialized with vast, global potential. A dramatic revolution in retailing, publishing and entertainment was visualized, one in which consumers and businesspeople alike would eagerly pay for the convenience of online shopping, trading and viewing of published data. An economic boom ensued, the likes of which hadn't been seen since the beginnings of earlier technological breakthroughs: electricity, the railroad, the telephone, the automobile and the passenger-carrying airliner.

Thousands of hopeful new businesses were launched. Capitalization for these new Internet-enabled companies ranged from cash-strapped ventures launched with Visa card credit lines, to companies like Web Van that received vast sums from professionally managed venture capital firms only to fail miserably. Roughly 6,000 new firms of significant size raised a cumulative total of more than \$100 billion in venture capital in the boom period (1994-2000). About 450 of these companies sold their stock to the public via IPOs (initial public offerings). Stock markets soared and instant billionaires were made. Individuals and families from all walks of life bet their savings on technology stocks and watched their wealth rise quickly. Venture funds that cashed out early reaped phenomenal gains, and financiers easily found additional investors for new venture capital pools. The NASDAQ index of stocks rose to 5,000 by early in the year 2000, and the Chairman of the Federal Reserve warned of "exuberant optimism." Some said this boom couldn't last—others said it was the beginning of a "new economy" that would last forever.

The Bust: In mid-2000 the Internet industry entered a bleak and dreary phase after the NASDAQ collapsed in March, bringing the entire sector to its knees. Hundreds of thousands of people lost their jobs. Stock portfolio values plummeted. Thousands of firms closed their doors, filed bankruptcy, downsized or were scooped up at bargain prices by competitors. Sellers of hardware, software, consulting and telecommunications services suffered mightily. Entrepreneurs found it nearly impossible to raise funds to launch or sustain their businesses. The dream of a “new economy” became a nightmare for some—profits still matter; business cycles still happen.

The Reality Phase: By early 2003, this sector’s dark clouds were abating, and a “reality phase” was taking shape. Well-conceived, Internet-based businesses were proving their value. Consumers had become devoted fans of buying over the Internet. Businesses of all types were finding that the Internet creates true operating efficiencies and drives profitability. For example, while most of the airline industry suffered terribly in recent years, value-based discount airlines Southwest and JetBlue enjoyed superior financial performance, in no small part because of their use of e-commerce to efficiently book reservations and sell tickets online. “Efficiency” is the most important factor in the e-commerce and Internet sector’s newfound success. Consumers find the Internet to be a terrific way to efficiently expend their shopping and banking efforts. Travellers find the Internet to be an efficient way to book hotels rooms and airplane seats. Corporate procurement managers find the Internet to be the most efficient way to purchase needed goods and inventory. Hundreds of millions of people worldwide find e-mail, instant messaging and VOIP telephony to be the most efficient ways to communicate.

Low Costs Fuel the Steady Global Growth Phase: Today, access to fast Internet, both wired and wireless, is available at bargain prices in a growing footprint across the globe. Even in relatively undeveloped nations, both consumers and businesses have grown to rely on the Internet for everyday needs. The “second billion” set of users worldwide has been reached, and the third billion is clearly in sight over the mid-term, as cheaper devices continue to proliferate. Mobile computing is accelerating at blazing speed thanks to inexpensive cell phone plans offering enhanced Internet access.

Meanwhile, the cost of developing and maintaining web sites has plummeted, opening the door to millions of self-funded entrepreneurs, and making it easier for venture capital firms to fund start-ups using low amounts of cash. Trends such as open software and cloud computing, along with modular development tools, have made it easier, faster and cheaper to start sophisticated web sites.

METHODOLOGY

RESEARCH DESIGN

“Research means different things to different people” and the intention behind it are to investigate innumerable data, theories, experiences, concepts and law. “The procedural framework within which the research is conducted” is the definition of research methodology. The two broad and distinct approaches to social research cover the Quantitative and Qualitative methods of enquiry.

The quantitative paradigm on the other hand intends to gain a deeper understanding, knowledge and insight into a particular situation or phenomenon, by providing answers to questions of 'how?' rather than 'what?'. Unlike qualitative research which occurs in natural settings, quantitative research is where hypotheses are established.

OBJECTIVE OF STUDY

Analysis of Customer Perception towards online shopping on Flipkart.com. Basically, it is important to investigate the motivation behind consumer purchase, but it is equally important to find out how the consumers form perception and behaviors towards online buying because consumer perception towards purchasing online is a conspicuous factor affecting actual buying

behavior. One of the research projects is to work on factors that influence customers to buy online from Flipkart.com, and have decided to study four factors such as convenience, time saving, Website features, and security. And along with this the study for out of stock on highly discounted items also will be done.

However, customer's willingness to purchase online could be affected by one's individual needs and these needs can be 'Need for cognition'. Taking these aspects into account, a survey is conducted to know the perception towards online shopping on Flipkart.com.

- ☐ To find the factors that leads a website user to return to or recommend the website Flipkart.com
- ☐ To discover the key factors that influence online buying behavior of consumers in India
- ☐ To identify who are the online shoppers in terms of demography
- ☐ To understand the customer awareness on Flipkart.com
- ☐ To determine the factors responsible for customer satisfaction

SCOPE OF THE STUDY

Scope of study is a general outline of what the study (e.g. class or seminar) will cover. "Scope" defines the parameters of this can be an object, or a theory process, activity, describing either future, current or past knowledge or statements of descriptive activity, experience etc. The topic chosen for this particular study is to analyze the customer perception towards online shopping on Flipkart.com. The sample size chosen was according to the convenience and the objectives of the study. To know about various aspects of Flipkart in market, the improvements needed in case of features and process, and the effect of factors on the buying behavior of online customers. The geographical area that this study covers is Noida (India).

DATA COLLECTION

The data required for understanding will be collected from various online customers. In order to conduct the study digital survey was conducted through Facebook and e-mail. And those responses are collected in a spreadsheet and further analysis was done.

The data collection method in this particular research comprises of two forms: namely primary and secondary data. One needs to be careful while using secondary data as maybe the collected data may be biased as the collector of that original data might have highlighted only

a partial picture or another aspect may be that data may be quite old and also the data quality could the data collection would be:

PRIMARY DATA: Questionnaire

SECONDARY DATA: Journals, Internet, newspaper etc.

PRIMARY DATA

“Data collected specifically for the research project undertaken” is the definition of primary Research as provided by Saunders et.al (2003:pp.486).

Primary data is generally originated by any research to address any specific problem or issue at hand, where the only drawback is that it can be expensive and time-consuming. The various ways of gathering primary data are through surveys, focus group and observations.

In this study, the primary data is collected through well-formed questionnaire with the help of a digital survey. The questionnaire consists of quantitative and qualitative multiple-choice questions and the respondents are asked to choose the one choice which suits them the best amongst the multiple choices.

SECONDARY DATA

Prerequisite to the collection of primary data is a careful scrutiny of the existing secondary data (Malhotra, 2005). The Data that is collected from existing journals, reports and statistics from private and public institutions are called Secondary data. For this specific study the collection of secondary data was done primarily from marketing journals already available on this topic. Secondary data helps the author to comprehend the perception of Indian consumers on online shopping.

Thus, the study carried out has analyzed the primary data with the rationale and validation of the present secondary data.

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WEBSITES:

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- ☐ www.commodityindia.com
- ☐ www.marketoperation.com
- ☐ www.nextbigwhat.com
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