

# **A STUDY ON IMPACT OF FLIPKART 7PS OF SERVICE AMONG THE CUSTOMERS**

Submitted in partial fulfilment of the requirement for the award of

**Bachelor of Business Administration**

by

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**(38280101)**



DEPARTMENT OF BUSINESS ADMINISTRATION  
SCHOOL OF MANAGEMENT STUDIES

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE  
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

**MARCH 2021**



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## **SCHOOL OF BUSINESS ADMINISTRATION**

### **BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of **R.ABINESH (38280101)** who carried out the project entitled "**A STUDY ON IMPACT OF FLIPKART 7PS OF SERVICE AMONG THE CUSTOMER**" under our supervision from 6<sup>th</sup> January 2021 to March 2021.

**Dr. M. ILANKADHIR**

Internal guide

**Dr. G. BHUVANESHWARI.**

Dean – School of Management Studies

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Submitted for Viva voce Examination held on.....

Internal Examiner

External Examiner

## **DECLARATION**

**I R.ABINESH (38280101)** hereby declare that the Project Report entitled “**A STUDY AN IMPACT OF FLIPKART 7PS SERVICE OF AMONG THE CUSTOMER**” done by me under the guidance of **Dr. ILANKADHIR M.** at Sathyabama Institute of Science and Technology, Chennai is submitted in partial fulfillment of the requirements for the award of bachelor of business administration degree.

**DATE:**

**PLACE: CHENNAI**

**R.ABINESH**

## **ACKNOWLEDGEMENT**

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**R.ABINESH**

## **ABSTRACT**

Marketing is the activity, the process of creating, communicating delivering and exchanging offerings that have value for the customers.

This study attempts to identify the quality attributes of the services. To measure service quality and consumer satisfaction in the parlours. The main objective is to attract the customers and to increase the sales of Aavin Hi-Tech parlours. Through this study the researcher analysis the need of the customers. This will help the Aavin HI-TECH parlours to increase their sales ratio. The main objectives are to understand the satisfaction level of the customers and to identify the problems in sales of the parlours.

Convenience sampling method has used in the research work. Multiple choice and the statement questions are chosen to collect the responses from 117 customers of Aavin HI-TECH parlours. The data collected has been analysed through various statistical tools like chi-square test, ANOVA. Numerous new findings has been derived from the research has helped to provide few suggestions to improve sales of the HI-TECH parlours.

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# Chapter 1

## INTRODUCTION

### FLIPKART 7PS OF SERVICES

Flipkart is an Indian E-commerce website that was launched in 2007 by two IIT alumni - Sachin Bansal and Binny Bansal - who formerly worked for the leading international e-commerce brand Amazon. Like Amazon, Flipkart also started with selling books and slowly expanded the line of products sold on its website to include music, movies, and mobiles within 3 years of its launch. The company has its headquarters in Bangalore, Karnataka, India. In its short lifespan, Flipkart also made several acquisitions of which the most notable one was Myntra.com. Myntra is an online fashion and home furnishing brand. In all these years, the brand has expanded its product line as well as distribution capabilities and strengthened its presence in the Indian market enormously.

The growth of the Indian economy and growing use of the internet and e-commerce in India have also helped Flipkart find faster growth in the local market. It is the biggest rival of Amazon India. However, Walmart acquired a majority stake in Flipkart in 2019. According to sources, the stake of Walmart in Flipkart is now 81.3% which stood at 77% in the beginning. Other equity stakeholders in Flipkart include Tencent Holdings, Tiger Global, Binny Bansal (founder), Microsoft, Accel, Iconiq Capital, Temasek, and UBS. Following Walmart, Tencent Holdings had the largest stake in Flipkart according to the report above 5%. Sachin Bansal exited Flipkart following the acquisition by Walmart while Binny Bansal continues to serve the company.

Flipkart has enjoyed strong growth in popularity and brand recognition over the past few years driven by its excellent marketing strategy and seasonal sales. Price savvy Indian consumers are in love with its sales and discounts which continues to drive faster growth in the number of registered members of the website. The Flipkart ecosystem also includes Myntra and Phonepe, a digital payments platform. Flipkart has developed into a multifaceted brand in the Indian market that does not just offer e-commerce services throughout India but is also a sign of the advancement of India's digital economy.

## **INDUSTRY PROFILE**

Flikart is a company providing an e-Commerece marketplace offering consumer products including books, media, consumer electronics, lifestyle and personal and healthcare products. The Company provides services like cash on delivery and 30- day replacement policy. It also offers an –in-day guarantee and same-day-guarantee, as well as an annual subscription service, flipkart first.

## **COMPANY AND PRODUCT PROFILE**

Flipkart entered the e-commerce market as a bookseller but widened its product mix to include music, movies, and mobiles within three years. Over the years, it has continued to grow its product mix. The company has extended its portfolio through acquisitions including Myntra. Flipkart sells more than 80 million products on its digital marketplace in more than 80 categories. The main product categories include electronics,

televisions and home appliances, men's products (including fashion products, footwear, and accessories), products for women, babies and kids, as well as home furnishing products and grocery apart from other product categories like sports-related products, books, auto accessories, and fitness products. Flipkart is the largest online retailer in the Indian e-commerce market that enjoys a larger market share than Amazon India at 31.9% (S&PGlobal). While Amazon is not very far behind with a market share of 31.2%, Flipkart's popularity in certain product segments like electronics and home appliances is very high. About 100 thousand sellers that sell their products online on Flipkart. You can imagine the scale of sales from the number of page visits on the Flipkart website and app as well as the number of registered users on the web site. Every day, the website, and app receive 10 million page visits and there are 100 million registered users on Flipkart.

The website had crossed the milestone of 100 million registered users back in 2016. Apart from selling products on its e-commerce sites including Flipkart, Myntra, and Jabong, the brand also offers services like flight bookings as well as online payments. Phonepe is a payment app used widely across India and is among the top ten trusted payment solutions. Its main rivals include Google Pay and Paytm. However, Google Pay and PhonePe are among the most used digital payment solutions in India whose popularity grew faster following the demonetization. PhonePe launched its switch platform in 2018 from which users can place orders across over 200 apps including taxi, train, and flight booking apps. It introduced a nice range of insurance products also to grow its user base which is already above 230 million. Flipkart's range of financial services has grown larger by the addition of these services to PhonePe's services mix.

In the future, Flipkart aspires to become the most comprehensive financial services platform in India players in the insurance and mutual funds sectors to widen its range of financial services and gain stronger footing as an online provider of financial services. Flipkart continues to grow its range of services in order to balance its portfolio of products and services.



Figure 1.1



Figure 1.2



Figure 1.3



Figure 1.4



Figure 1.5

## 7 P'S OF FLIPKART

### **Product:**

- Appearance –the ease in the website interface even for the first visitor
- Quality –checking of the product before packing (visual test)
- Packing –different packing(eg. Bubble pack for electronic items)
- Brands–all brands integrated in one website
- Warranty -one year warranty from the manufacturer's side
- Service & support–guarantee delivery of undamaged product or else replacement in 30 days

Figure 1.6



Figure 1.7



Figure 1.8

## CHAPTER 2

### 20 Reviews collected with reference

The 7 P's of marketing include product, price, promotion, place, people, process, and physical evidence. Moreover, these seven elements comprise the marketing mix. This mix strategically places a business in the market and can be used with varying levels of force. This is to ensure the target audience is satisfied, value perception is accurate, and to stand out from competitors. Implementing these P's in the best way you see fit for your company can become extremely beneficial, but you must completely understand each piece of the 7 P's puzzle first.

People are not just those who you are selling and advertising to. It includes staff, salespeople, customer service teams, and anyone involved in the marketing and sales processes. You want your employees to be effective and perceived positively by customers.

When we get down to the brass tacks, it's important for consumers to know that the brand they're purchasing from or interacting with, are legitimate and, well, actually exist in real life. No Catfishing here, thank-you. That's where physical evidence comes in.

Physical evidence often takes two forms: evidence that a service or purchase took place and proof or confirmation of the existence of your brand.

For example, any services or products received count as physical evidence. As do the likes of your receipts, packaging, tracking information, invoices, brochures or PDFs, and so on.

Now, what about the confirmation or validation of your brand? What do we mean by validation? Validation essentially refers to visual aspects or quantifiable features of your brand, such as your website, your logo, business cards, a sign on your building, the brand's headquarters and equipment, and your social media presence. These are the elements that the customer is likely to see prior to actually engaging with you or your offerings.

It's always important for both brands and customers to document their interactions and transactions. Why? Because... \*queue dramatic music\* GDPR, of course! Also things like keeping an eye on the bank balance or overheads or industry best practices.

A well-crafted, strategic brand can greatly benefit from this aspect of the 7Ps as the legitimacy that physical evidence brings can put you miles ahead of the game, and set you apart from your competitors by showing you as professional, authentic and informed

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **NEED FOR THE STUDY**

Segregate customers according to:

- Volume sales
- Amount of sales
- Frequency of sales
- Category in which sales have been made by a Customer.

Send a Specific e-mails to customers.

Start a point system.

Give special calls to chosen customers and give them special communication officers.

#### **OBJECTIVE OF THE STUDY**

Flipkart offices, delivery boxes, packaging material etc are all a part of its physical evidence. The product delivered by Flipkart is well packaged and cushioned to avoid damages to the product. The product also undergoes 6 quality checks as mentioned earlier so as to deliver high quality products. Prompt delivery of the product, the 30-

day return policy, site and app user interface, and the cash on delivery option add to the physical environment provided by Flipkart.

## RESEARCH DESIGN

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. Note that the research problem determines the type of design you should use, not the other way around!

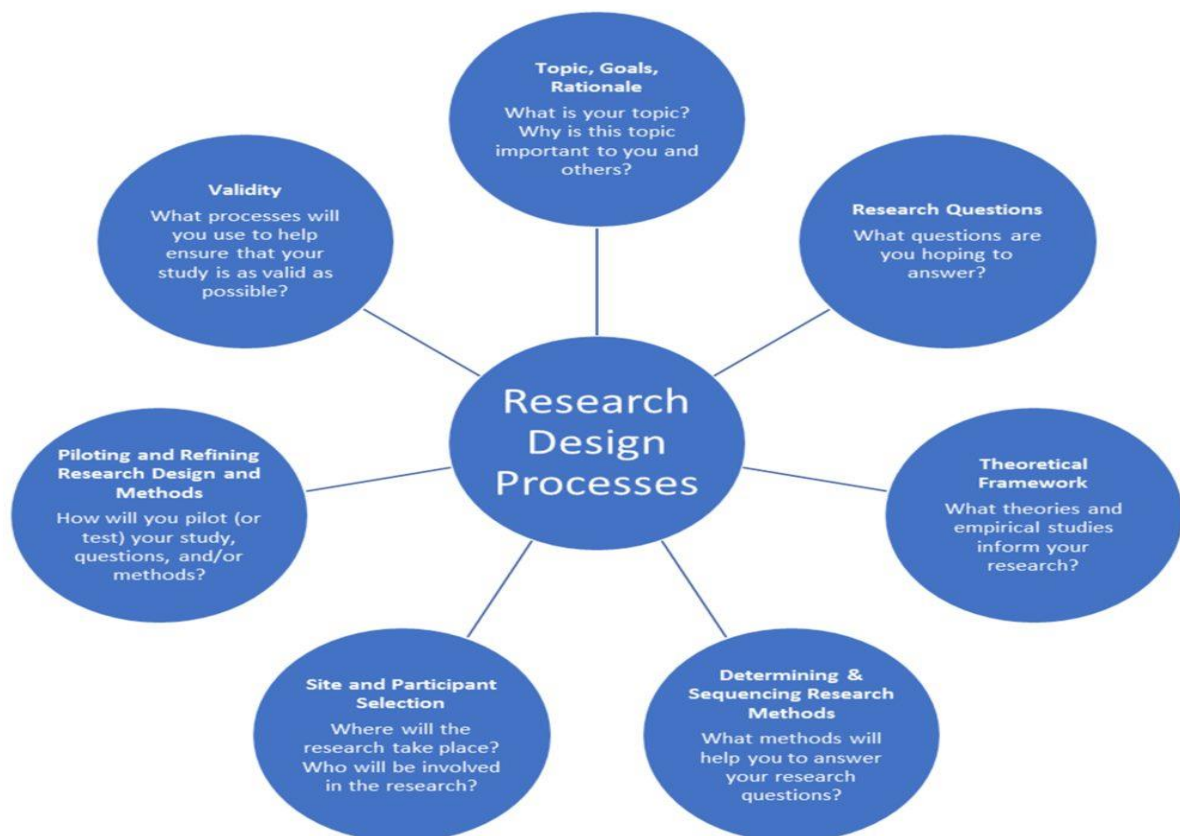


Figure 3.1

## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

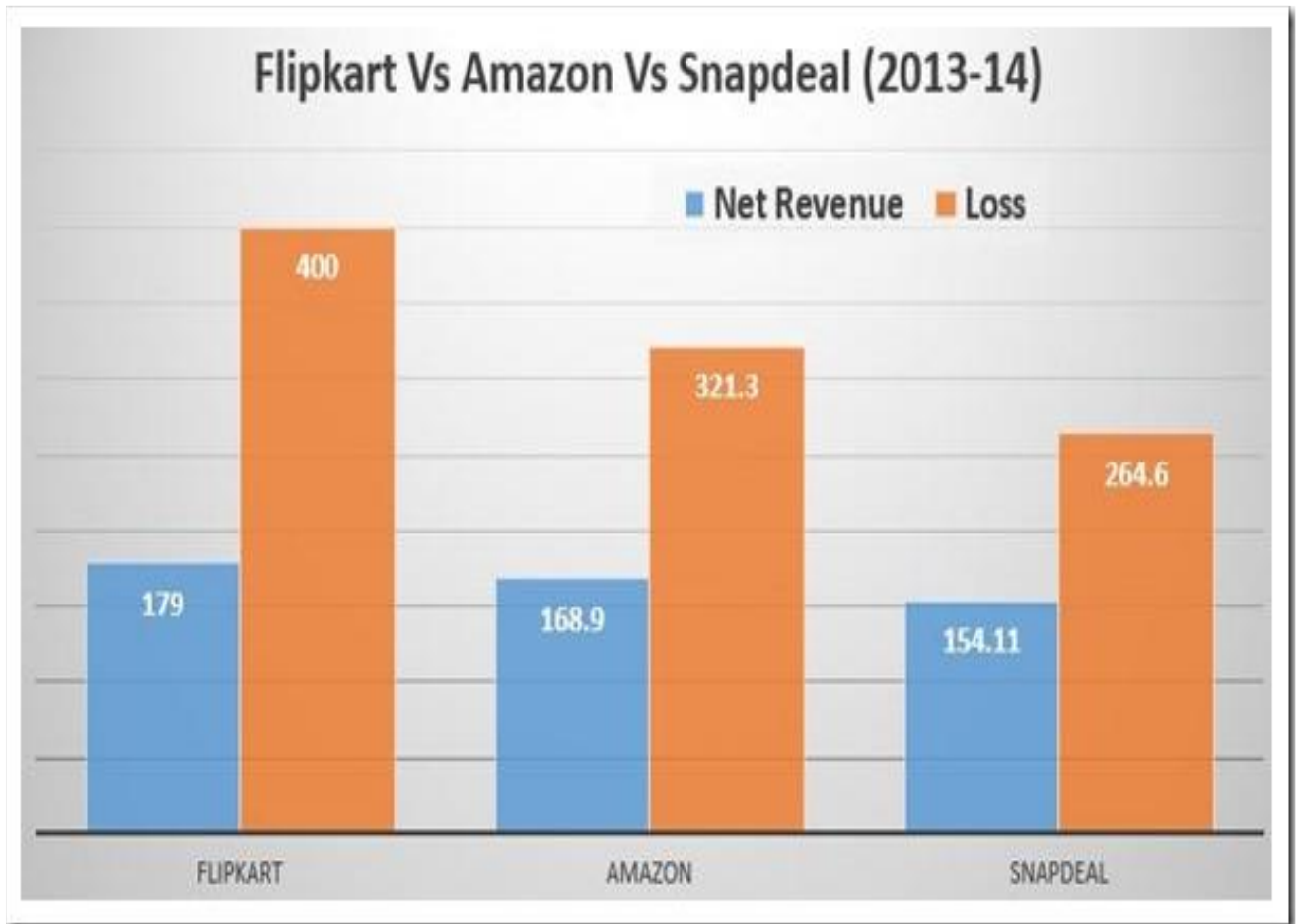


Figure 4.1

## PIE CHART

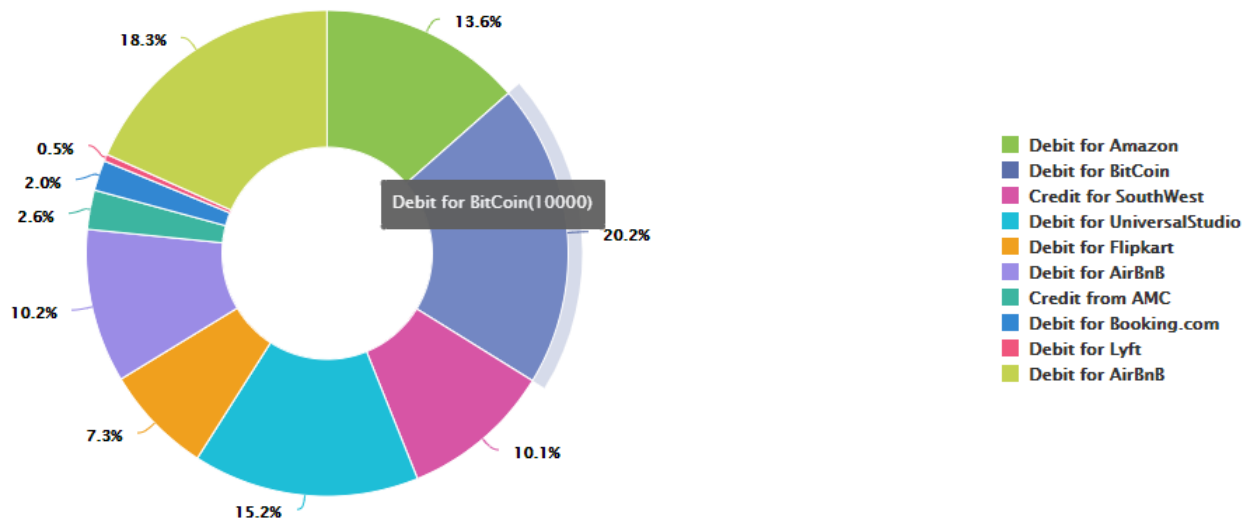


Figure 4.2

## BAR CHART

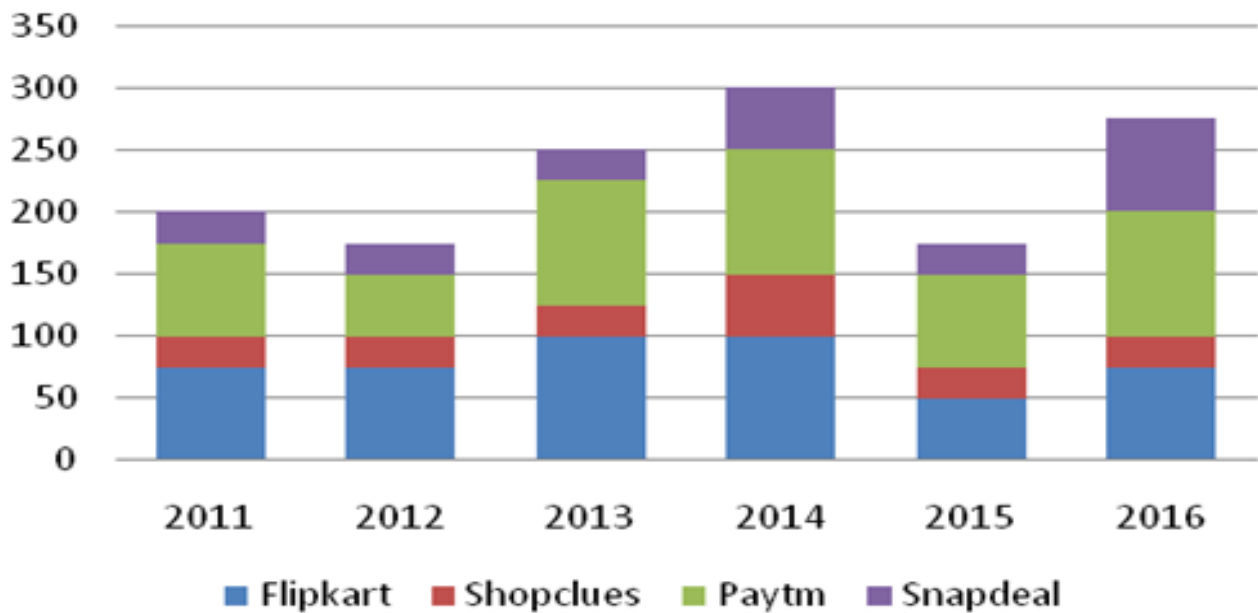


Figure 4.3

## Result of Hypothesis Testing

**H1:** There is no significant difference between the gender of the respondents and the length of Flipkart being used.

### ANOVA

Gender of the respondents

|                | Sum of Squares | D f | Mean Square | F    | Sig. |
|----------------|----------------|-----|-------------|------|------|
| Between Groups | .530           | 3   | .177        | .695 | .557 |
| Within Groups  | 24.380         | 96  | .254        |      |      |
| Total          | 24.910         | 99  |             |      |      |

**INTERPETATION:** From the above table, it is seen that the significance value is 0.557 which is higher than p value i.e. 0.05. Therefore, the hypothesis is rejected which means that there is no significant difference between the gender and the length of Flipkart being used.

**H2:** There is no significant difference between in overall satisfaction level of Flipkart consumers on the basis of the behaviour of delivery boys of Flipkart.

### ANOVA

How is the behaviour of delivery boys

|                | Sum of Squares | D f | Mean Square | F     | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 1.343          | 4   | .336        | 2.016 | .098 |
| Within Groups  | 15.817         | 95  | .166        |       |      |
| Total          | 17.160         | 99  |             |       |      |

**INTERPETATION:** From the above table, it is seen that the significance value is .098 which is higher than p value i.e. 0.05. Therefore, the hypothesis is rejected which means that there is no significant difference between an overall satisfaction level of Flipkart consumers on the basis of the behaviour of delivery boys of Flipkart.

**H3:** There is no significant difference between Flipkart's price strategies on the basis of gender.

**ANOVA**

Price strategy of Flipkart

|                | Sum of Squares | D f | Mean Square | F    | Sig. |
|----------------|----------------|-----|-------------|------|------|
| Between Groups | .071           | 1   | .071        | .279 | .599 |
| Within Groups  | 24.839         | 98  | .253        |      |      |
| Total          | 24.910         | 99  |             |      |      |

**INTERPETATION:** From the above table, it is seen that the significance value is .599 which is higher than p value i.e. 0.05. Therefore, the hypothesis is rejected which means that there is no significant difference between in Flipkart's price strategy on the basis gender.

**H4:** There is no significant difference between in overall satisfaction level of Flipkart consumers on the basis of Flipkart's after sales service.

**ANOVA**

How do they rate after sales service of flipkart

|                | Sum of Squares | D f | Mean Square | F    | Sig. |
|----------------|----------------|-----|-------------|------|------|
| Between Groups | .754           | 4   | .188        | .758 | .555 |
| Within Groups  | 23.606         | 95  | .248        |      |      |
| Total          | 24.360         | 99  |             |      |      |

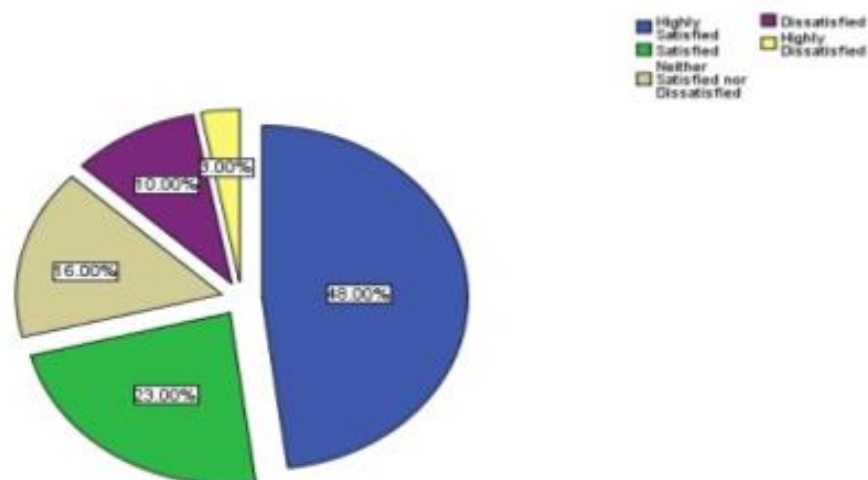
**INTERPETATION:** From the above table, it is seen that the significance value is 0.555 which is higher than p value i.e. 0.05. Therefore, the hypothesis is rejected which means that there is no significant difference between in overall satisfaction level of Flipkart consumers on the basis of after sales service of Flipkart.

## The overall Satisfaction of the respondents towards Flipkart?

The overall satisfaction level of the respondent towards Flipkart

|       |                                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------------------|-----------|---------|---------------|--------------------|
| Valid | Highly Satisfied                   | 48        | 48.0    | 48.0          | 48.0               |
|       | Satisfied                          | 23        | 23.0    | 23.0          | 71.0               |
|       | Neither Satisfied nor Dissatisfied | 16        | 16.0    | 16.0          | 87.0               |
|       | Dissatisfied                       | 10        | 10.0    | 10.0          | 97.0               |
|       | Highly Dissatisfied                | 3         | 3.0     | 3.0           | 100.0              |
|       | Total                              | 100       | 100.0   | 100.0         |                    |

The overall satisfaction level of the respondent towards Flipkart

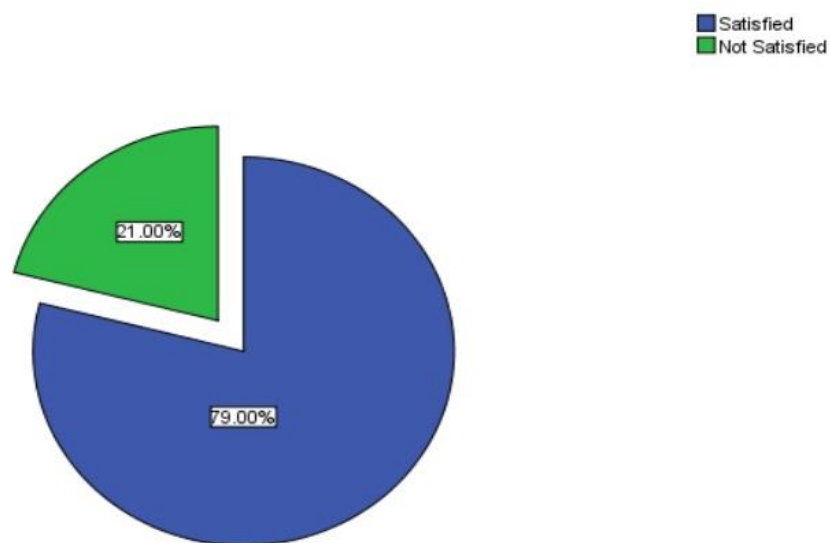


**INTERPETATION:** Among all 100 respondents there were 48.00% respondents were Highly Satisfied, 23.00% respondents were Satisfied, 16.00% were Neither Satisfied nor Dissatisfied, 10.00% Dissatisfied and 3.00% respondents were Highly Dissatisfied in respect of overall Satisfaction towards Flipkart.

What are the views of respondents towards offers provided by Flipkart?

| Respondent's view on the Offers |               |           |         |               |                    |
|---------------------------------|---------------|-----------|---------|---------------|--------------------|
|                                 |               | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                           | Satisfied     | 79        | 79.0    | 79.0          | 79.0               |
|                                 | Not Satisfied | 21        | 21.0    | 21.0          | 100.0              |
|                                 | Total         | 100       | 100.0   | 100.0         |                    |

**Respondent's view on the Offers**



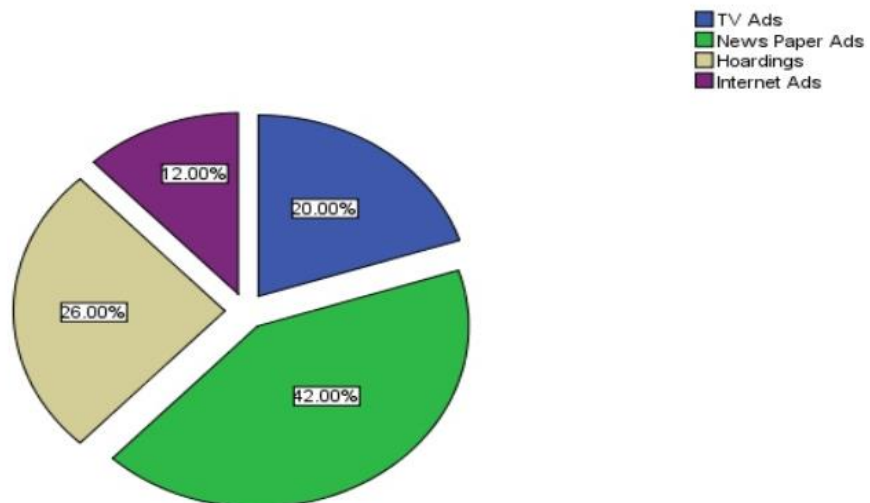
**INTERPETATION:** Among all 100 respondents there were 79.00% respondents said that they are Satisfied and 21.00% respondents said that they are not Satisfied in the respect of test, order and clarity of water which they get from Pureit water purifier.

## How the respondents did came to know about Flipkart?

**how did they come to know about Flipkart**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | TV Ads         | 20        | 20.0    | 20.0          | 20.0               |
|       | News Paper Ads | 42        | 42.0    | 42.0          | 62.0               |
|       | Hoardings      | 26        | 26.0    | 26.0          | 88.0               |
|       | Internet Ads   | 12        | 12.0    | 12.0          | 100.0              |
|       | Total          | 100       | 100.0   | 100.0         |                    |

**how did they come to know about Flipkart**



**INTERPETATION:** Among all 100 respondents there were 12.00% knew threw Internet Ads, 20.00% respondents knew threw TV Ads, 26.00% knew threw hoardings and 42.00% respondents knew threw News Paper Ads.

## Chapter 5

### FINDING AND SUGGESTION

To achieve more sales you need to drive higher traffic towards your products. The more clicks your products get, the higher the probability of them getting sold. The easiest way to get more clicks for your products on flipkart.com is through Product Listing Ads. Here is how it works:

- You choose a product and create an ad campaign for it
- Flipkart shows these products as 'Featured Products' on relevant pages of its website
- Buyer sees your ad while browsing through products that he wants to buy and clicks on your product

It increases the visibility of your products and helps you to reach a larger customer base. It brings your products under the spotlight, provides more visibility and boosts your sales. Check out the video below to know more

#### **Participate in spike sales:**

You'll get immense opportunities to grow your business with our exciting shopping events, also known as, spike sales. During spike sales we provide exciting offers on almost all the categories. This attracts maximum number of buyers and drives huge traffic to our website as well as through the mobile app. You don't just get to hike your sales with minimal effort but also reach more buyers at one go. Participating in spike sales also helps you achieve higher buyer satisfaction and become a seller

that buyers will prefer. From extra logistics personnel to TV commercials and promotions on online platforms—we make sure that during a sale you get a large number of buyers.

### **3. Good packaging:**

The look and feel of your product, when it is delivered to the customer, has a major impact on buyer experience. Packing products with good packaging material minimises the chances of in-transit damage. But more than that, it reflects quality service and increases buyers' trust in you and your brand, which in turn, can increase your sales. We have observed that 52% of buyers make repeat purchases from sellers who deliver premium packaging, and 5% of buyers expect their online orders to arrive in premium packaging. Investing in packaging can result in a gain of 30% more sale.

### **4. Better cataloging:**

Your catalog represents your product on the e-commerce website and plays a prime role in influencing buyers. Having a well-crafted catalog with a crisp description of your products is crucial to convert the traffic on your products into sales. Remember, most people shop online to save time and your product description should impress them without making them spend much time trying to understand your product. Another important element of cataloging that can help you increase your sales is adding your product in the right category and sub-category. This will help buyers search for your products easily and contribute to the traffic.

### **5. Stick to the rules:**

Flipkart's selling policies and business practices are designed to increase buyers' trust in Flipkart sellers like you and help you get better ratings and reviews. Buyers shop

more from sellers with good ratings and reviews. Observing all our selling policies and not indulging in unethical business practices like selling fake products and shipping empty boxes to the buyer will win you many happy Flipkart customers.

#### **6. Stock up your inventory:**

Inventory is an important part of any retail business and e-commerce is no different. You should always have a sufficient stock of items and different variants of your products to fulfill orders faster and do more business. Stocking up also keeps you ready for a shopping festival at any moment.

#### **7. Deliver on time:**

If you want to increase your sales, you must always meet the buyers' expectation—whether it is the quality of the product or time taken to deliver it. Keep products ready for delivery and mark them RTD (Ready to Dispatch) on time to help our logistics partners deliver your products in the quickest time possible. Fulfilling a return or exchange request on time is just as important too to get good customer ratings and reviews.

#### **8. Images:**

On a digital platform, images are the closest the buyer can get to the look and feel of the real product, making it a critical element to online selling. The images of your product ought to be of high resolution and with every detail visible. What looks good, sells more, so make sure product images are photographed well to generate buyer interest.

## **9. Become a Flipkart Advantage seller:**

Flipkart Advantage service has many advantages. Through this service you can avail of our best-in-class fulfilment centres. All you need to do is store your products with us and we will take care of the rest—from packing your products to handling return requests. Flipkart Advantage offers you in addition to storage space, quality check of your products by experts, faster delivery and much more. This will mean maximum sales, minimum returns and better buyer experience.

## **10. Keep customer delight a priority:**

To increase your sales and become a successful seller on Flipkart, you should always work towards spreading cheer to your customers. Commitment to serve your customers to the best of your ability is key to meet their high expectations. As a seller, you sometimes need to get into the shoes of your customers to understand their concerns and resolve it speedily. Acknowledging feedbacks and working towards providing them better service will give them more reasons to smile.

When trying to increase sales on Flipkart, you should not only be focused on the quality of products and services, but also make small investments in boosting traffic to your products. Participation in spike sales and running ad campaigns are essential investments for benefits in the long run.

## **11. KNOWLEDGE GAP**

Customer: Driven Service Designs and Standards

Management Perceptions of Customer Expectations.

1. Flipkart has developed Flyte- Music Store, this service has been a very vague and out of line Development from it.
2. The Service standards were not upto the need of the customer when it came to quality of original Books and also Electronics like Laptops, etc.,
3. Flipkart was in adequate in updating its inventories and dealing its products returned with defects by customers.
4. There was a lack of Tangiblity because of its online presence in its Electronic Products which Customers needed.

## QUESTIONNAIRE

**1.Name (optional)**

**:** \_\_\_\_\_

**2.Gender : 1) Male 2)**

**Female**

**3.Marital Status : 1) Married 2)**

**Unmarried**

**4.Age : 1) 18-28yrs 2) 28-**

**38yrs 3) 38-48yrs 4) 48 and above**

**5.Education : 1) SSLC 2)**

**HSC 3) U.G. 4) P.G. 5) Diploma**

**6.Income (Annual ) : 1)less**

**than 3 lakhs 2) 3 lakhs to 6 lakhs**

**7)6 lakhs to 9 lakhs 4) 9 lakhs to 12 lakhs**

**8.Profession :1) Employee**

**2) Businessmen 3) Student**

**4) Others**

**9) which rank in flipkart are india**

**A. top50 B. top100 C. Top20 D. Top10**

**10) book titles available?**

**A) 10.5 Million B) 11.5 million C) 5.5bmillion D) 10.5 million**

**11) registered user-?**

**A) 3 million B) 1 million C) 5 million D)b10 million**

**12) current manpower?**

**A) Approx.5500 B) Approx.6800 C) Approx.3300 D) 4800**

**13) items shipped per day?**

**A) 30000 B) 10000 C) 50000 D) 40000**

**14) own delivery network?**

**A) 32 cities B) 30 cities C) 37 cities D) 35 cities**

**15) co-founder of flipkart?**

**A) sachin bansal and binnybansal B)kalyan Krishnamurthy**

**C) sanjay bawej D) anurag verma**

**16) Flipkart ceo name?**

**A) mayor datar B) Daniel de Garza C) kalyan Krishnamurthy D) sanjay bawej**

**17) Flipkart is an e-commerce company headquarters?**

**A) Banglore B) Chennai C) kerala D)Haryana**

**18) what is the purpose behind visiting flipkart.com?**

**A) price B) variety of brand C) discount and offer provided D) other**

**19) what do say about gurantee and warranty policy offered at flipkart.com?**

**A) excellent B) good C) rarely d) never**

**20) what you feel about the display of price range for the product showcase in flipkart?**

**A) most of time B) sometime C) rarely d) Never**

**21) how frequently do you shop through e-commerce website**

**A) most likely B) very likely C) not likely D) i never shop online**

**22) Are you aware of flipkart and ecommerce website?**

**A) yes B) no**

**23) do you access any website for online shopping?**

**A) yes B) no**

**24) which company website do you access for online shopping?**

**A) snapdeal B) Amazon C) flipkart D) anyother**

**25) slice how long of you accessing flipkart?**

**A) less than 1 month B) 2 to 6 month C) 7 to 12 month D) more than a year.**