



Enhancing The Customer Satisfaction Through Brand Engagement At Flipkart

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ABSTRACT

In the competitive e-commerce market, customer satisfaction is now driven more by brand engagement than just price or product features. This study focuses on Flipkart's engagement strategies such as personalized marketing, loyalty programs, and interactive content. Data was collected from 100 active Flipkart users through structured questionnaires. A Chi-square analysis revealed a significant relationship between brand engagement and customer satisfaction. Most respondents appreciated personalized recommendations, trust-building efforts, and promotional offers. Notably, 80% rated their satisfaction as high, and 69% were more likely to repurchase from engaging brands. The study recommends enhancing loyalty programs, improving communication, and strengthening interactive features to build lasting customer relationships.

Keywords: brand engagement, customer satisfaction, personalized advertising, customer loyalty.

1.INTRODUCTION

Flipkart, a leading online retail platform in India, has shifted its focus from offering competitive prices and a wide product selection to brand engagement. This shift reflects the changing consumer expectations driven by digital advancements, such as mobile commerce, social media, and artificial intelligence. Flipkart's engagement strategy includes personalized product recommendations, loyalty rewards programs, and user-friendly interfaces. Key elements include targeted marketing campaigns, creative digital content, efficient customer service, and tech-powered personalization. The platform adapts to India's diverse market landscape by crafting localized strategies and utilizing technology like artificial intelligence, data analytics, and machine learning. Feedback tools like customer satisfaction surveys, Net Promoter Scores, repeat purchase rates, and online reviews measure the effectiveness of these efforts.

RESEARCH GAP:

Few studies examine how Flipkart's brand engagement strategies impact customer satisfaction and loyalty together. Most focus on price or delivery, ignoring emotional engagement. Interactive campaigns, loyalty programs, and app-based features remain underexplored. Emotional, cognitive, and behavioural aspects of engagement are rarely studied. This limits a full understanding of how Flipkart builds lasting customer relationships. Flipkart builds lasting customer relationships.

Need of the Study:

With the rise of digital technologies and growing e-commerce competition, customer satisfaction is now a key priority for platforms like Flipkart. Traditional marketing focused on price and delivery, but there's a growing shift toward emotional and interactive engagement. Flipkart uses strategies like personalized offers, loyalty programs, and app-based features to build stronger customer relationships. However, limited research has explored how these strategies impact satisfaction and loyalty. This study aims to fill that gap and provide insights to improve customer experience in a digital-first environment.

Purpose of the Study:

This study explores how Flipkart's brand engagement strategies—like personalized marketing, loyalty programs, and gamification—impact customer satisfaction and loyalty. It analyses customer perceptions to assess the effectiveness of digital engagement in enhancing experiences and guiding future strategy for long-term growth.

Problem Statement:

In today's digital market, customer satisfaction is driven more by brand engagement than by price or service. While Flipkart uses various digital strategies, research on their real impact is limited. Existing studies often ignore emotional and behavioural engagement. This study fills that gap by analysing how Flipkart's engagement efforts influence customer satisfaction and loyalty, offering insights to improve competitive strategies

OBJECTIVES:

1. To identify strategies brand engagement strategies used by Flipkart
2. To understand the role of brand engagement in influencing repeat purchases
3. To analyse the relationship between brand engagement and customer loyalty

2.Literature Review

1.Jodoun VV, Dinodiya BK, Vidani J. (2024) "To Study Impact of Brand Engagement on Customer Satisfaction for Flipkart E-Commerce Services Among People Living in Ahmedabad City." *Journal of Advanced Research in Business Law and Technology Management*, The survey shows that brand engagement efforts like social media campaigns and loyalty programs positively influence 54% of Flipkart users in Ahmedabad. While 50% had a neutral view of AR features and overall satisfaction (49.3%), nearly half (49.3%) would recommend Flipkart. Additionally, 48% use Flipkart Pay Later, and 52% are open to follow-up interviews, indicating active user involvement and scope for improvement.

2. Adarsh dubey (2024) “marketing strategy of flip kart” This study examines Flipkart’s customer-focused marketing strategy, highlighting its use of branding, AI-driven personalization, influencer marketing, and strategic partnerships. Using mixed methods, it shows how Flipkart drives engagement and brand equity through innovation and adaptability in a competitive e-commerce market

3. Dr Santhosh M [2024] “Impact of mobile technology on consumer engagement with flip kart: A Transformation of brand interaction” *Journal Publication of International Research for Engineering and Management* This study analyses how the Flipkart mobile app shapes consumer-brand interactions, highlighting "Convenience" and "Information/Trust" as key engagement drivers. Based on feedback from 101 users, it recommends features like AR try-ons, improved returns, faster performance, and personalized suggestions. The findings show mobile technology's vital role in boosting engagement and satisfaction, supporting Flipkart’s leadership in e-commerce.

3.RESEARCH METHODOLOGY

RESEARCH DESIGN:

This study will adopt a quantitative research design with a cross-sectional approach to analyse the relationship between Flipkart’s brand engagement strategies and customer satisfaction. The design allows for examining the impact of various brand engagement activities on customers at a single point in time, providing valuable insights into current customer perceptions and behaviours.

DATA COLLECTION METHOD

- **Primary Data:** Data will be collected through a structured online questionnaire distributed via platforms like Google Forms, WhatsApp, and email. The questionnaire includes **Likert-scale questions**, **multiple-choice options**, gather both quantitative data and brief qualitative insights.
- **Secondary Data:** Secondary information will be sourced from **existing literature**, including academic journals, industry reports, company publications, and reliable online sources. This data will help frame the research context and support interpretation of the findings.

Population :150, Samples size: 100

Tools: questionnaire, bar charts, pie charts, chi-square

HYPOTHESIS:

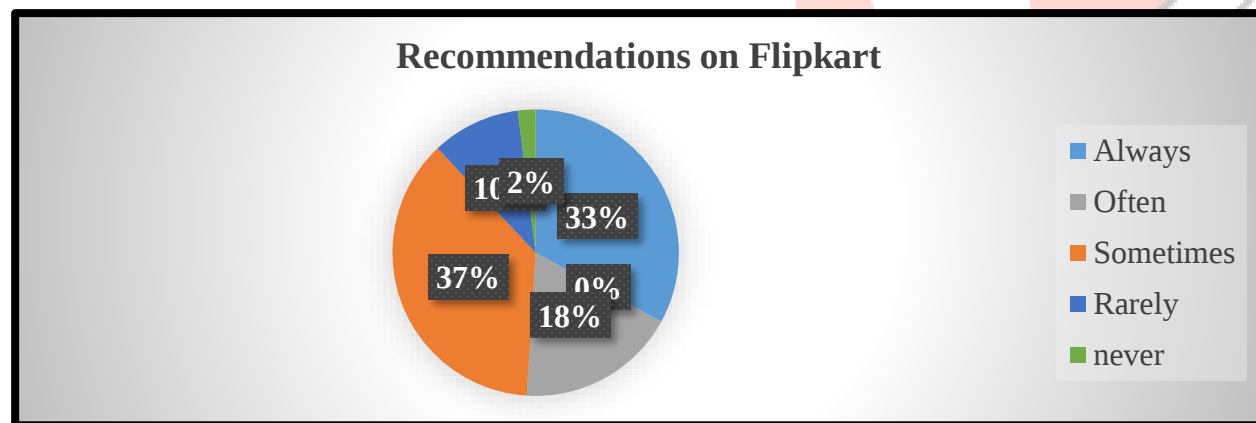
H₀ (Null Hypothesis): Brand engagement is not significantly related to customer satisfaction at Flipkart

H₁ (Alternative Hypothesis): Brand engagement is significantly related to customer satisfaction at flipkart4.

RESULTS / FINDINGS

1.How often do you notice personalized ads or recommendations on flipkart {e.g. via email, website, app}

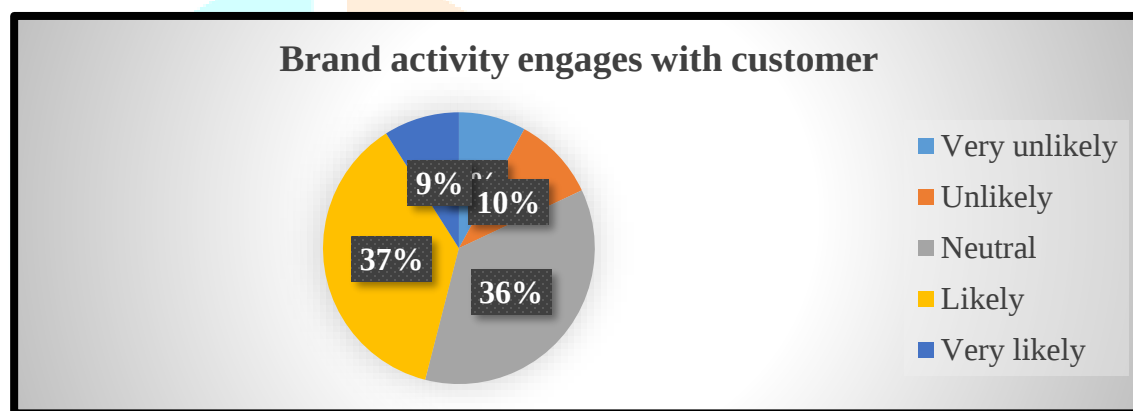
CATEGORY	NO OF RESPONDENT	PERCENTAGE
Always	33	33%
Often	18	18%
Sometimes	37	37%
Rarely	10	10%
Never	2	2%



INTERPRETATION: The data shows 51% of respondents engage regularly, 37% occasionally, and only 12% rarely or never engage with the subject.

2. How likely are you trust a brand that activity engages with customer

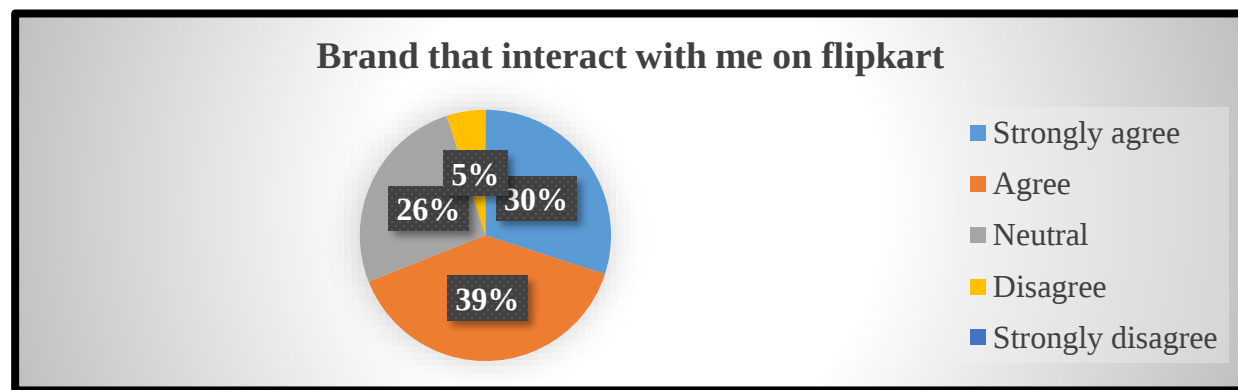
CATEGORY	NO OF RESPONDENT	PERCENTAGE
Very unlikely	8	8%
Unlikely	10	10%
Neutral	36	36%
Likely	37	37%
Very likely	9	9%



INTERPRETATION: The data shows most respondents are positive or neutral about brand engagement: 46% likely or very likely, 36% neutral, and only 18% unlikely or very unlikely to engage.

3. I am more likely to repurchases from a brand that interacts with me on Flipkart

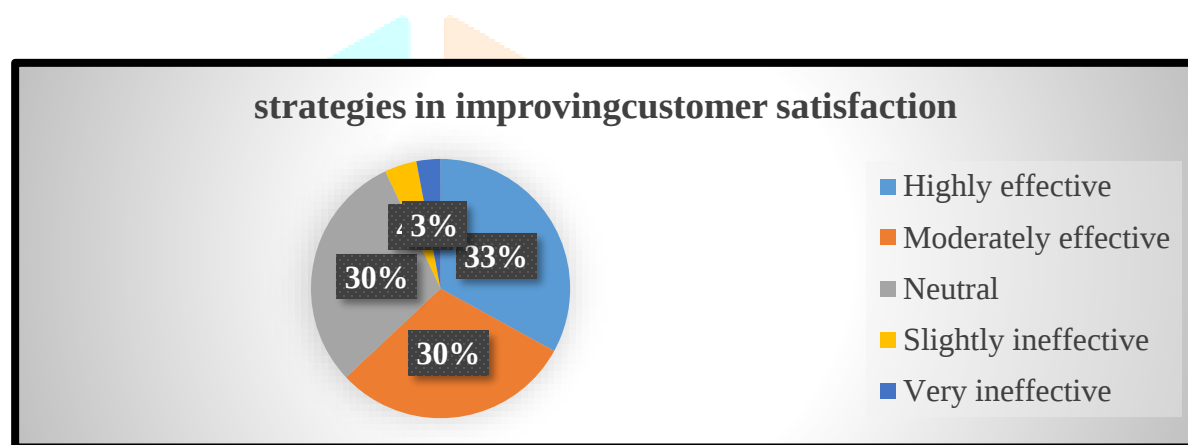
CATEGORY	NO OF RESPONDENT	PERCENTAGE
Strongly agree	30	30%
Agree	39	39%
Neutral	26	26%
Disagree	5	5%
Strongly disagree	0	0%



INTERPRETATION: The data shows a strong positive sentiment, with 69% agreeing or strongly agreeing with the statement. Meanwhile, 26% remain neutral, and only a small minority disagree, indicating overall support with some uncertainty.

4. In your opinion, how effective are Flipkart's brand engagement strategies in improving your overall customer experience

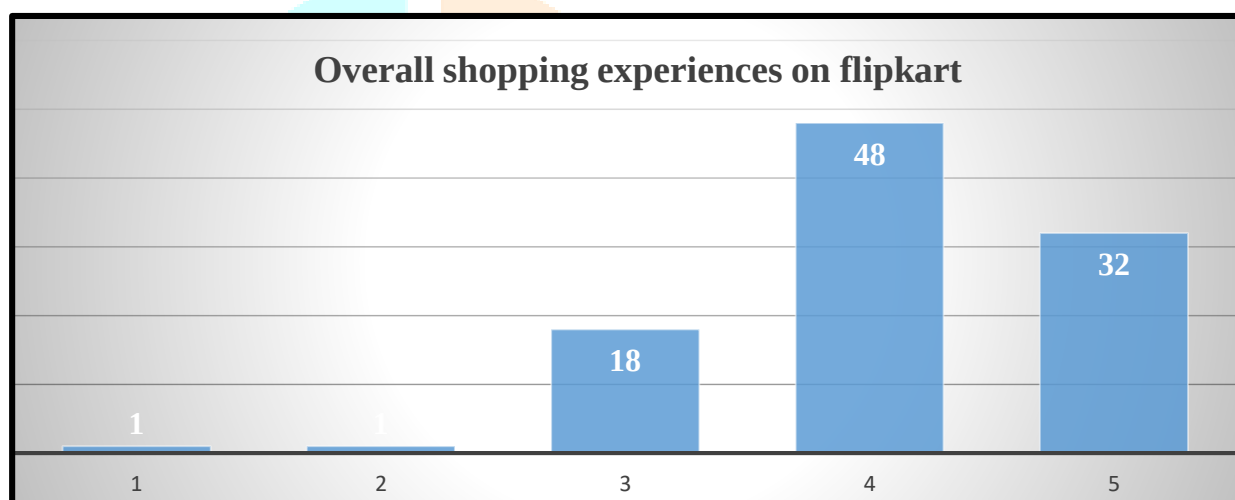
CATEGORY	NO OF RESPONDENT	PERCENTAGE
Highly effective	33	33%
Moderately effective	30	30%
Neutral	30	30%
Slightly ineffective	4	4%
Very ineffective	3	3%



INTERPRETATION: The data shows that 63% of respondents view the subject positively, while 30% remain neutral, and only 7% see it as ineffective.

5. On a scale from 0-5, how satisfied are you with your overall shopping experience on Flipkart

CATEGORY	NO OF RESPONDENT	PERCENTAGE
1	1	1%
2	1	1%
3	18	18%
4	48	48%
5	32	32%



INTERPRETATION: The data shows strong satisfaction, with 80% giving high ratings (4 or 5), 18% remaining neutral (rating 3), and only 2% giving low ratings (1 or 2).

STATISTICAL TOOLS FOR ANALYSIS

H₀ (Null Hypothesis): Brand engagement is not significantly related to customer satisfaction at Flipkart

H₁ (Alternative Hypothesis): Brand engagement is significantly related to customer satisfaction at flipkart

Engagement with brand	Low {1-2}	Medium {3}	High {4-5}	Total
Yes [77]	1	10	66	77
No [23]	1	8	14	23
Total	2	18	80	100

Results						
	Low (1-2)	Medium (3)	High (4-5)			Row Totals
Yes [77]	1 (1.54) [0.19]	10 (13.86) [1.08]	66 (61.60) [0.31]			77
No (23)	1 (0.46) [0.63]	8 (4.14) [3.60]	14 (18.40) [1.05]			23
Column Totals	2	18	80			100 (Grand Total)

The chi-Square statistic is 6.8637. The P-value is .032328. The result is significant at $P < .05$. Since P value is less than 0.05, H₀ Rejected and Accepted H₁. The Brand engagement is significantly related to customer satisfaction at flipkart, Customers who engage with brands on Flipkart are more likely to report higher satisfaction levels.

DISCUSSION

1. The data shows 51% of respondents engage regularly, 37% occasionally, and only 12% rarely or never engage with the subject.
2. The data shows most respondents are positive or neutral about brand engagement: 46% likely or very likely, 36% neutral, and only 18% unlikely or very unlikely to engage.
3. The data shows a strong positive sentiment, with 69% agreeing or strongly agreeing with the statement. Meanwhile, 26% remain neutral, and only a small minority disagree, indicating overall support with some uncertainty.
4. The majority (63%) of respondents view the statement positively, while 30% are neutral, indicating uncertainty. Only 7% expressed disagreement, showing minimal opposition.
5. The data shows that 63% of respondents view the subject positively, while 30% remain neutral, and only 7% see it as ineffective
6. The data shows strong satisfaction, with 80% giving high ratings (4 or 5), 18% remaining neutral (rating 3), and only 2% giving low ratings (1 or 2).

6.CONCLUSION

This study concludes that brand engagement significantly enhances customer satisfaction on Flipkart. Personalized marketing, loyalty programs, and active brand interactions have proven effective in building trust, influencing purchase decisions, and encouraging repeat buying behaviour. The majority of users responded positively to Flipkart's engagement strategies, with 80% rating their shopping experience highly. However, improvement is needed in areas like product information clarity and customer support responsiveness. Strengthening these areas alongside existing engagement practices will further solidify customer loyalty and Flipkart's competitive position in the digital marketplace.

SUGGESTIONS FOR FUTURE RESEARCH

To strengthen customer satisfaction and loyalty, Flipkart should enhance its brand engagement strategies by investing in advanced AI-driven personalization, offering more dynamic and rewarding loyalty programs, and improving clarity in product information. Increasing responsiveness through faster customer support and verified brand replies to reviews can boost trust. Additionally, expanding interactive experiences like gamification, polls, and social media contests can deepen emotional connections and keep users actively engaged. These improvements will help Flipkart create more meaningful customer relationships and maintain a competitive edge in the digital marketplace.

7.REFERENCES / BIBLIOGRAPHY

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Annexure

1.How often do you notice personalized ads or recommendations on flipkart {e.g. via email, website, app}

- ☐Always
- ☐Often
- ☐Sometimes
- ☐Rarely
- ☐Never

2.How likely are you trust a brand that activity engages with customer

- ☐Very likely
- ☐Unlikely
- ☐Neutral
- ☐Likely
- ☐Very likely

3. Iam more likely to repurchases from a brand that interacts with me on Flipkart

- ☐Strongly agree
- ☐Agree
- ☐Neutral
- ☐Disagree
- ☐Strongly disagree