



## To Study Impact of Brand Engagement on Customer Satisfaction for Flipkart E-Commerce Services Among People Living in Ahmedabad City

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### ABSTRACT

These Survey Results highlight the importance of brand engagement initiatives, such as social media campaigns, email newsletters, loyalty programs, special offers or discount, and interactive content, in influencing customer satisfaction with flipkart's e-commerce services in ahmedabad city, Nonetheles, there is room for improvement to enhance overall satisfaction and make more effective use of features like augmented reality. This Survey also revealed that while flipkart augmented reality feature was rated neutral by half of the respondents (50%), approximately 48% reported using Flipkart pay Later. in terms of overall satisfaction with Flipkart's e-commerce services, nearly half of the respondents expressed a neutral level of satisfaction (49.3%). However, approximately 54% of the respondents reported that Flipkart's brand engagement initiatives have positively influenced them, and 49.3% stated their likelihood to recommend Flipkart's services based on their brand engagement experiences. Over half of the respondents (52%) expressed their willingness to participate in a follow-up interview, indicating their interest in providing feedback and suggesting to improve Flipkart's e-commerce services.

## INTRODUCTION

Flipkart is a prominent e-commerce marketplace in India, known for its diverse range of products and exceptional customer service (Vidani, 2015). Established in October 2007 by Sachin Bansal and Binny Bansal, Flipkart began as an online bookstore before expanding into various other product categories (Vidani & Solanki, 2015). With its headquarters in Bengaluru, Flipkart has transformed the way people shop by providing a convenient and hassle-free e-commerce experience (Vidani, 2015).

### Product Range and User Base:

Flipkart offers an extensive range of products, exceeding 80 million items across 80 categories (Vidani, 2015). From mobile phones and accessories to home appliances, books, electronics, clothing, and jewellery, Flipkart caters to almost every consumer need (Vidani, 2015). With over 100 million registered users and more than a million sellers on its platform, Flipkart has established itself as the go-to destination for online shopping in India (Solanki & Vidani, 2016).

**Operational Excellence and Social Responsibility:** To ensure efficient and timely delivery, Flipkart has strategically set up warehouses in 21 states across India (Vidani, 2016). The company handles an impressive ten-million-page hits daily and processes around eight million shipments every month (Bhatt, Patel, & Vidani, 2017). Moreover, Flipkart has gained significant popularity through its user-friendly mobile application, which has accumulated over 50 million users (Niyati & Vidani, 2016).

Additionally, Flipkart does not just focus on maximizing profits, but also strives to fulfil its social responsibility (Pradhan, Tshogay, & Vidani, 2016). With a workforce of over 33,000 employees, Flipkart has played a major role in generating employment opportunities in the country (Modi, Harkani, Radadiya, & Vidani, 2016).

### Strategic Initiatives and Acquisitions:

In its quest for growth and market dominance, Flipkart has made several acquisitions (Vidani, 2016). Notable acquisitions include Myntra, eBay India, PhonePe, Jabong, Letsbuy(dot)com, and Snapdeal (Sukhanandi, Tank, & Vidani, 2018). These strategic moves have enabled Flipkart to expand its business and compete against rivals, particularly Amazon India (Singh, Vidani, & Nagoria, 2016).

### Competition and Challenges:

While Flipkart enjoys a significant presence in the e-commerce market, it faces tough competition from Amazon India (Mala, Vidani, & Solanki, 2016). With Amazon's substantial investment of \$5 billion and rapidly expanding customer base, the competition between the two giants has intensified (Dhere, Vidani, & Solanki, 2016).

### Founders' Background:

Sachin Bansal and Binny Bansal, both graduates of the Indian Institute of Technology in Delhi, founded Flipkart (Singh & Vidani, 2016). Having worked together at Amazon.com, they joined forces to establish their own venture, capitalizing on the untapped potential of the Indian e-commerce market (Vidani & Plaha, 2016). Sachin Bansal serves as the Executive Chairman, while Binny Bansal is the Chief Executive Officer (CEO) of Flipkart (Solanki & Vidani, 2016).

Flipkart has emerged as a leading e-commerce marketplace in India, revolutionizing the way Conclusion: people shop online (Vidani, 2016). With its extensive product range, robust infrastructure, and commitment to customer satisfaction, Flipkart continues to thrive in the highly competitive e-commerce landscape (Vidani, Chack, & Rathod, 2017). As Flipkart adapts to changing market dynamics and explores innovative opportunities, its influence in the online retail industry is set to grow further (Vidani, 2018).

### **Research Objectives**

#### **Primary Objective:**

The primary objective of the study is to assess and understand the impact of “Flipkart's brand engagement initiatives on customer satisfaction among people living in Ahmedabad City”. This will be achieved by analysing the responses to key questions related to the frequency of engagement, the usage of specific Flipkart features, overall satisfaction with e-commerce services, and the perceived influence of brand engagement initiatives on shopping experiences and satisfaction levels.

#### **Secondary Objectives:**

To Determine the Frequency of Brand Engagement: Assess the frequency of engagement with Flipkart's brand promotions or campaigns among people in Ahmedabad City. Understand the distribution of responses across the categories: Very Frequently, Frequently, Occasionally, Rarely, and Never.

To Identify Popular Brand Engagement Initiatives: Determine which Flipkart brand engagement initiatives are more commonly encountered or participated in by the respondents. Explore the popularity of initiatives such as social media campaigns, emails, newsletters, loyalty programs, special offers or discounts, and interactive ads or videos.

To Evaluate the Utility of Augmented Reality: Investigate the perceived usefulness of augmented reality in making purchasing decisions. Understand if augmented reality has a significant impact on the decision-making process for people in Ahmedabad City.

To Assess Feature Usage: Identify the specific features of Flipkart that are frequently used by the respondents. Explore the adoption and satisfaction levels with features like Flipkart VIP program, Flipkart Plus membership, Flipkart Sell Back Program, and Flipkart Pay Later.

To Measure Overall Satisfaction: Evaluate the overall satisfaction of people in Ahmedabad City with Flipkart's e-commerce services.

Understand the distribution of satisfaction levels among respondents.

To Examine the Influence of Brand Engagement on Shopping Experience: Investigate whether Flipkart's brand engagement initiatives have a positive influence on the shopping experiences of the respondents. Explore if there is a correlation between brand engagement and satisfaction levels with the shopping experience.

To Gauge Likelihood of Recommendation: Assess the likelihood of respondents recommending Flipkart's services to friends or family based on their brand engagement experiences. Understand the relationship between positive brand engagement and the likelihood of recommending Flipkart.

### **Literature Review**

•Ashutosh Sandhe (2020)

The focus of this research was to measure consumer-based brand equity (CBBE) of India's most popular online retailing websites Amazon and Flipkart (Biharani & Vidani, 2018). However, for the sake of confidentiality and copyright, their names were not revealed anywhere in the paper (Vidani, 2018). This was done with the help of Aaker's and Keller's concept of brand equity (Odedra, Rabadiya, & Vidani, 2018). A sample of 1000 respondents from across the state of Gujarat, India was examined (Vasveliya & Vidani, 2019). CBBE was measured by calculating mean scores of overall brand equity and its factors like brand loyalty, perceived quality, brand awareness, brand association, attitude and purchasing intention (Sachaniya, Vora, & Vidani, 2019). The correlation coefficient between factors and brand equity was considered as weight (Vidani, 2019). The research revealed through the data which retail site had a higher brand equity (Vidani, Jacob, & Patel, 2019). One interesting fact that was identified was how keenly both the brands are trying to woo their customers (Vidani J. N., 2016). The results showed very similar trends (Vidani & Singh, 2017). A positive relation was found between brand equity and its factors (Vidani & Pathak, 2016). Based on this relationship the research concluded with a regression model where brand equity was the dependent variable and factors were independent variables (Pathak & Vidani, 2016). It was observed that the factor 'brand loyalty' had the lowest mean value suggesting that with competition and wider choice to consumer, brand loyalty tends (Vidani & Plaha, 2017). to be lower. Favourable attitude was observed for both brands with highest mean values among all factors (Vidani J. N., 2020).

•Lourdes Casanova, P. Cornelius, S. Dutta (2018)

This case exemplifies India's innovation ecosystem in the e-commerce space (Vidani J. N., 2018). We examine Flipkart, a home-grown e-commerce retailer, from its founding through its market position in early 2017 (Vidani & Dholakia, 2020). After trial and error, Flipkart settled on a customer-centric business model to successfully compete with Snapdeal and overcome the threat of Amazon entering the local market (Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022). Flipkart understood the need for innovation in the Indian e-commerce space (Vidani & Das, 2021). Since credit card penetration was very low in India, and customers were hesitant to trust the traditional (Amazon-like) e-commerce purchasing model, Flipkart decided to offer 24/7 customers service and offers its users the option of "cash-on-delivery," allowing them to pay in cash on receipt of the product (Vidani J. N., 2022). At the conclusion of this chapter, we present several possible scenarios for India's e-commerce future (Saxena & Vidani, 2023).

•Ashutosh Sandhe (2020)

The focus of this research was to measure consumer-based brand equity (CBBE) of India's most popular online retailing websites Amazon and Flipkart (Vidani, Das, Meghrajani, & Singh, 2023). However, for the sake of confidentiality and copyright, their names were not revealed anywhere in the paper (Vidani, Das, Meghrajani, & Chaudasi, 2023). This was done with the help of Aaker's and Keller's concept of brand equity. A sample of 1000 respondents from across the state of Gujarat, India was examined (Bansal, Pophalkar, & Vidani, 2023). CBBE was measured by calculating mean scores of overall

brand equity and its factors like brand loyalty, perceived quality, brand awareness, brand association, attitude and purchasing intention (Chaudhary, Patel, & Vidani, 2023). The correlation coefficient between factors and brand equity was considered as weight (Patel, Chaudhary, & Vidani, 2023). The research revealed through the data which retail site had a higher brand equity (Sharma & Vidani, 2023). One interesting fact that was identified was how keenly both the brands are trying to woo their customers (Sharma & Vidani, 2023). The results showed very similar trends. A positive relation was found between brand equity and its factors. Based on this relationship the research concluded with a regression model where brand equity was the dependent variable and factors were independent variables. It was observed that the factor 'brand loyalty' had the lowest mean value suggesting that with competition and wider choice to consumer, brand loyalty tends to be lower. Favourable attitude was observed for both brands with highest mean values among all factors.

•N. Sandhiya, R. Maheswari (2019)

The focus for Flipkart is ensuring an exceptional customer experience. According to Valli, the backbone of any e-commerce company lies in its consumers. To establish and maintain a strong relationship with customers, effective communication is essential. The customer support team at Flipkart is highly dedicated to this principle and continuously strives to engage with customers through various channels, including live chat, social media, tele-calling, and others.

Each of these channels serves different purposes but all work towards the common goal of prioritizing the customer. For instance, the live chat service is exclusively available through the Flipkart mobile app, which was introduced a year ago. By allowing customers to chat with the support team in real-time, they can efficiently resolve any issues without the need for phone calls or lengthy email exchanges. Additionally, social media platforms such as Facebook, Twitter, LinkedIn, and Blogs are utilized to address customers' needs and concerns. Furthermore, the telecalling service operates round the clock, enabling prompt responses to customer queries, complaints, and feedback.

One of the unique challenges faced by Flipkart is the diversity of its customer base. With customers from every corner of India, there is a richness of cultures and linguistic nuances to cater to. However, this can also pose a challenge. The Customer Support Services team at Flipkart has an interesting anecdote to share in this regard.

•Ankit Sharma, A. Shukla, Ekta Tripathi (2018)

The growth of internet users in India has created opportunities for both global and regional e-commerce. It is projected that the number of internet users in India will reach 120 million by the end of 2017 and 320 million by the end of 2020. This growth in internet penetration, coupled with enhanced security measures in e-commerce, has already begun to have a significant impact across various sectors.

This study aims to critically examine and compare the customer friendliness of two major e-tailers in India: Flipkart and Snapdeal. By conducting a comparative analysis of their customer friendliness, we seek to identify the factors that contribute to success in the e-commerce market. To conduct this analysis, primary data was collected through a

structured questionnaire administered to 30 customers of each e-tailer. The collected data was then analysed using simple statistical methods such as SPSS.

The study's findings reveal that Flipkart offers a more customer-friendly environment and processes compared to Snapdeal. This includes aspects such as the payment system, logistics efficiency, ease of the purchasing process, return and refund policies, customer service, product quality, and the availability of a wide range of products. In addition, Flipkart also provides attractive deals and promotions, such as the popular Big Billion Day, which fosters trust among customers and increases their willingness to make purchases exclusively through Flipkart, rather than other e-tailers.

### **Research Methodology**

#### **Research Methodology for the study:**

##### **Research Design:**

- The study uses descriptive research design to collect data.

##### **Sampling:**

- A non-probability convenient sampling technique is used to ensure representation from different socio-economic background.
- The target population consists of consumer of Flipkart living in Ahmedabad.
- Sample size = 150

##### **Data Collection:**

- Primary data is collected through structured questionnaire distributed to the selected participants.
- The questionnaire consists of demographic questions and other related questions.

##### **Data Analysis:**

- Descriptive statistics (E.g. frequencies, percentages) is used to summarize demographic characteristics.

##### **Tools used:**

- Excel
- SPSS

##### **Data Analysis**

##### **Hypotheses**

##### **The problem:**

To identify the association between gender and the frequency of engagement with Flipkart's brand promotions.

Hypothesis (H1): There is an association between gender and the frequency of engagement with Flipkart's brand promotions.

Chi-square statistics were used to examine association between categorical variables. There was no significant relationship at 5% significance level between gender and the frequency of engagement with Flipkart's brand promotions of respondents ( $\chi^2 = 4.953$ ,  $df=4$ ,  $p=.292$ ). Hence, H1 was not supported.

### Chi-Square Tests

	Value	Df	Asymp. Sig.
Pearson Chi-Square	4.953 <sup>a</sup>	4	
Likelihood Ratio	6.508	4	
Linear-by-Linear Association	1.078 <sup>1</sup>		
N of Valid Cases	150		

4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.9

#### The problem:

- To identify the association between gender and the choice of Flipkart brand engagement initiatives on (Social media campaigns).
- Hypothesis (H2): There is an association between gender and the choice of Flipkart brand engagement initiatives on (Social media campaigns).
- Chi-square statistics were used to examine association between categorical variables. There was no significant relationship at 5% significance level between gender and the frequency of engagement with Flipkart's brand promotions (Social media campaigns) of respondents ( $\chi^2 = 42.483$ ,  $df=4$ ,  $p=.648$ ). Hence, H2 was not supported

### Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.483 <sup>a</sup>	4	
Likelihood Ratio	3.255	4	
Linear-by-Linear Association	.053	1	
N of Valid Cases	150		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .97.

#### The problem:

To identify the association between gender and the choice of Flipkart brand engagement initiatives on (Email newsletters).

Hypothesis (H3): There is an association between gender and the choice of Flipkart brand engagement initiatives on (Email newsletters).

Chi-square statistics were used to examine association between categorical variables. There was no significant relationship at 5% significance level between gender and the frequency of engagement with Flipkart's brand promotions (Email newsletters) of respondents ( $\chi^2 = 3.605$ ,  $df=4$ ,  $p=.462$ ). Hence, H3 was not supported.

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.605 <sup>a</sup>	4	.4
Likelihood Ratio	4.393	4	.3
Linear-by-Linear Association	.148	1	.7
N of Valid Cases	150		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .97.

#### The problem:

To identify the association between gender and the choice of Flipkart brand engagement initiatives on (Loyalty programs).

Hypothesis (H4): There is an association between gender and the choice of Flipkart brand engagement initiatives on (Loyalty programs).

Chi-square statistics were used to examine association between categorical variables. There was no significant relationship at 5% significance level between gender and the frequency of engagement with Flipkart's brand promotions (Loyalty programs) of respondents ( $\chi^2 = 3.070$ ,  $df=4$ ,  $p=.546$ ). Hence, H4 was not supported.

### Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.070 <sup>a</sup>	4	.54
Likelihood Ratio	3.242	4	.51
Linear-by-Linear Association	.170	1	.68
N of Valid Cases	150		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.95.

#### The problem:

To identify the association between gender and the choice of Flipkart brand engagement initiatives on (Special offers or discounts).

Hypothesis (H5): There is an association between gender and the choice of Flipkart brand engagement initiatives on (Special offers or discounts).

Chi-square statistics were used to examine association between categorical variables. There was no significant relationship at 5% significance level between gender and the

frequency of engagement with Flipkart's brand promotions (Special offers or discounts) of respondents ( $\chi^2 = 4.459$ ,  $df=4$ ,  $p=.347$ ). Hence, H5 was not supported.

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.459 <sup>a</sup>	4	.347
Likelihood Ratio	6.002	4	.191
Linear-by-Linear Association	.845	1	.359
N of Valid Cases	150		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .49.

The problem:

To identify the association between gender and the choice of Flipkart brand engagement initiatives on (Interactive ads or videos). Hypothesis (H6): There is an association between gender and the choice of Flipkart brand engagement initiatives on Interactive ads or videos (). Chi-square statistics were used to examine association between categorical variables. There was no significant relationship at 5% significance level between gender and the frequency of engagement with Flipkart's

### Chi-Square Tests

	Value	d f	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.533 <sup>a</sup>	4	.821
Likelihood Ratio	1.547	4	.818
Linear-by-Linear Association	.107	1	.744
N of Valid Cases	150		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.46.

The problem:

To identify the association between gender and the usefulness of Augmented Reality in the decision-making process.

Hypothesis (H7): There is an association between gender and the usefulness of Augmented Reality in the decision-making process.

Chi-square statistics were used to examine association between categorical variables. There was no significant relationship at 5% significance level between gender and the frequency of the usefulness of Augmented Reality in the decision-making process respondents ( $\chi^2 = 4.703$ ,  $df=4$ ,  $p=.319$ ). Hence, H7 was not supported

### Chi-Square Tests

	Value	d f	Asymp. Sig. (2- sided)
Pearson Chi-Square	4.703 <sup>a</sup>	4	.319
Likelihood Ratio	6.246	4	.182
Linear-by-Linear Association	.887	1	.346
N of Valid Cases	150		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .49

The problem:

To identify there is an association between gender and the specific features used on Flipkart.

Hypothesis (H8): There is an association between gender and the specific features used on Flipkart.

Chi-square statistics were used to examine association between categorical variables. There was no significant relationship at 5% significance level between gender the specific features used on Flipkart. respondents ( $\chi^2 = 8.642$ ,  $df=5$ ,  $p=.124$ ). Hence, H8 was not supported.

### Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	8.642 <sup>a</sup>	5	.124
Likelihood Ratio	11.729	5	.039
Linear-by-Linear Association	.001	1	.981
N of Valid Cases	150		

- a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .97.

The problem:

To identify There is an association between gender and overall satisfaction with Flipkart's e-commerce services.

Hypothesis (H9): There is an association between gender and overall satisfaction with Flipkart's e-commerce services.

Chi-square statistics were used to examine association between categorical variables. There was no significant relationship at 5% significance level between gender and overall satisfaction with Flipkart's e-commerce services respondents ( $\chi^2 = 1.305$ ,  $df=3$ ,  $p=.728$ ). Hence, H9 was not supported.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.305 <sup>a</sup>	3	.728
Likelihood Ratio	1.691	3	.639
Linear-by-Linear Association	.164	1	.686
N of Valid Cases	150		

- a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .49.

### Finding

- a) Given the results of our survey, we can make the following interpretations:
- b) 1.Gender Distribution: The respondents consisted of 51.3% males and 48.7% females.
- c) 2.Age Distribution: Among the respondents, 62.7% were between the ages of 18-25, while 21.3% were between the ages of 26-35.
- d) 3.Occupation Distribution: Most respondents identified as students (60.7%), followed by salaried individuals (24.0%) and homemakers (14.0%).
- e) 4.Engagement with Flipkart: The survey indicates that 46% of respondents engage with Flipkart occasionally, while 24.7% engage rarely, and 22.7% engage frequently.
- f) .Influence of Social Media Campaigns: Approximately 50.7% of respondents reported being influenced by Flipkart's social media campaigns.
- g) .Influence of Email Newsletters: About 47.3% of respondents reported being influenced by Flipkart's email newsletters.

- h) .Influence of Loyalty Programs: Flipkart's loyalty programs seem to have an influence on 48% of the respondents.
- i) Influence of Special Offers or Discounts: Approximately 50.7% of the respondents reported being influenced by Flipkart's special offers or discounts.
- j) Influence of Interactive Ads or Videos: The survey indicates that 49.3% of respondents reported being influenced by Flipkart's interactive ads or videos.
- k) Usefulness of Augmented Reality: Based on the survey responses, 50% of the respondents rated Flipkart's augmented reality feature as neutral, neither useful nor not useful for making purchasing decisions.
- l) Use of Flipkart Pay Later: Around 48% of the respondents reported using the Flipkart Pay Later feature.
- m) Overall Satisfaction with Flipkart's E-commerce Services: The survey reveals that 49.3% of the respondents expressed a neutral level of satisfaction with Flipkart's e-commerce services overall.
- n) Positive Influence of Flipkart's Brand Engagement Initiatives: Approximately 54% of the respondents reported that Flipkart's brand engagement initiatives have positively influenced them.
- o) .Likelihood of Recommending Flipkart's Services: Based on their brand engagement experiences, 49.3% of the respondents stated that they are very likely to recommend Flipkart's services to friends or family.
- p) Willingness to Participate in a Follow-up Interview: 52% of the respondents indicated their willingness to participate in a follow-up interview to further discuss their experiences and provide suggestions.
- q) These interpretations provide valuable insights into the demographics, engagement patterns, and satisfaction levels of customers. Such information can help us identify areas for improvement and inform future marketing strategies

## CONCLUSION

- a. one of the leading online selling stores in India. It was founded in 2007 by Sachin Bansal and Binny Bansal and is headquartered in Bengaluru. Flipkart started as an online bookstore and later expanded to sell a wide range of products including electronics, fashion, home.
- b. appliances, and more. It has gained popularity for its competitive pricing, wide product selection, and reliable delivery services. Flipkart has played a significant role in the growth of e-commerce in India and has become a trusted brand among customers.
- c. To further understand the relationship between brand engagement and customer satisfaction for Flipkart's e-commerce services among residents of Ahmedabad City, the following insights were obtained from the survey results:

- d. 1.Engagement with Flipkart: The survey indicates that a significant proportion of respondents engage with Flipkart occasionally (46%), while a smaller percentage engage rarely (24.7%) or frequently (22.7%).
- e. 2.Influence of Social Media Campaigns: Approximately half of the respondents (50.7%) reported being influenced by Flipkart's social media campaigns. This indicates that social media plays a significant role in brand engagement for Flipkart in Ahmedabad City.
- f. 3.Influence of Email Newsletters: About 47.3% of respondents reported being influenced by Flipkart's email newsletters, suggesting that this channel is effective in engaging Flipkart's customers in Ahmedabad City.
- g. .Influence of Loyalty Programs: Flipkart's loyalty programs seem to have an influence on almost half of the respondents (48%). This suggests that loyalty programs are an effective tool for maintaining customer engagement and satisfaction in Ahmedabad City.
- h. 5.Influence of Special Offers or Discounts: Approximately half of the respondents (50.7%) reported being influenced by Flipkart's special offers or discounts. This indicates the importance of providing attractive deals to engage customers and enhance their satisfaction.
- i. 6.Influence of Interactive Ads or Videos: The survey suggests that almost half of the respondents (49.3%) reported being influenced by Flipkart's interactive ads or videos. This highlights the significance of interactive content in driving customer engagement and satisfaction in Ahmedabad City.
- j. 7.Usefulness of Augmented Reality: Half of the respondents (50%) rated Flipkart's augmented reality feature as neutral, indicating that it neither significantly aids nor hinders their purchasing decisions. This suggests there is room for improvement in effectively utilizing this feature to enhance brand engagement and customer satisfaction.
- k. 8.Use of Flipkart Pay Later: Around 48% of the respondents reported using Flipkart Pay Later feature, indicating its popularity and potential influence on customer satisfaction.
- l. 9.Overall Satisfaction with Flipkart's E-commerce Services: The survey reveals that almost half of the respondents (49.3%) expressed a neutral level of satisfaction with Flipkart's e-commerce services overall. This suggests there is scope for improving customer satisfaction in Ahmedabad City.
- m. 10.Positive Influence of Flipkart's Brand Engagement Initiatives: Approximately 54% of the respondents reported that Flipkart's brand engagement initiatives have positively influenced them. This demonstrates that effective brand engagement initiatives can lead to higher levels of customer satisfaction.
- n. 11.Likelihood of Recommending Flipkart's Services: Based on their brand engagement experiences, 49.3% of the respondents stated that they are very likely to recommend Flipkart's services to friends or family. This shows the potential for positive word-of-mouth marketing and increased customer base in Ahmedabad City.

- o. 12. Willingness to Participate in a Follow-up Interview: Over half of the respondents (52%) expressed their willingness to participate in a follow-up interview, indicating their interest in providing feedback and suggestions to further improve Flipkart's e-commerce services. In conclusion, the survey results highlight the importance of effective brand engagement initiatives, such as social media campaigns, email newsletters, loyalty programs, special offers or discounts, and interactive ads or videos, in influencing customer satisfaction for Flipkart's e-commerce services in Ahmedabad City. However, there is room for improvement to enhance overall satisfaction and effectively utilize certain features like augmented reality. Insights from this survey can guide Flipkart in optimizing its brand engagement strategies and improving customer satisfaction among residents of Ahmedabad City.

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