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A study of the YouTube Promotional Content of Amazon India and Flipkart to Understand Their Agenda to Create a User-Focused Brand

Tanya Desai
School of Liberal Studies, Pandit Deendayal Petroleum University,
Gandhinagar, India
tanya.desai22@gmail.com

Abstract

Digital media has grown to become a lot more than just a medium as it has evolved into one of the most powerful platforms evoking changes in behaviour of businesses and individuals. According to figures from Telecom Regulatory Authority of India (TRAI), the internet subscriber count in India has been estimated to grow at a rate of 70 percent by 2020, which indicates a rapidly growing consumer base. With an internet population this large, and only growing by the minute, the digital advertisement spends of companies is currently at a whopping Rs. 8,202 crore and is estimated to grow at a CAGR of 32 per cent. With this current trend, e-commerce has become one of the fastest growing businesses in India and the industry that leads in digital ad spends is the e-commerce industry at 30%. The top two e-commerce players in India are Amazon India and Flipkart. This paper aims to analyse the use and effectiveness of the audio visual medium on the digital platform by the companies at the forefront of e-commerce and their impact on viewers. The researcher intends to conduct the research by conducting intensive interviews as the research methodology.

Keywords: -e commerce, digital marketing, video marketing, Amazon India, flipkart, Youtube

Introduction

The landscape of digital marketing and social media have changed drastically over the last decade and a half, and with the emergence of YouTube in 2005, content sharing in terms of audio-visual (AV) media has taken an enormous turn. With digital technology and internet becoming cheaper by the day, the access of businesses and aspects that weren't previously open avenues, to the consumer or users has largely increased.

Along with the evolution of the fourth wave, there has also been a parallel, related evolution of content marketing. Owing to competitive data plans by internet service providers in India, the internet user base has grown immensely and this is reflected in the rise in digital advertisement spends of companies.

Video marketing has made its way to the limelight and has been on the radar of digital marketers since much before. By 2020, online videos are predicted to account for more than 80 percent of consumer internet traffic (Cisco, 2016) and, in 2016, 60 percent of marketers used videos as a part of their social media marketing strategy (Social Media Examiner, 2016).

This sudden rise in video content creation and consumption is due to several reasons. Some of these are that embedding videos not only in text but also on other social and digital media platforms has become simpler and more direct; videos have a range of dynamic uses and cater to the on-the-go lifestyle. All of these are pivotal points in the rise of video marketing popularity.

Narrowing down and coming to the context of digital marketing in India was done largely based on the Aegis Dentsu Digital, which highlighted that spends on digital video ads has grown significantly and makes up for 19 percent of overall digital ad spends. Hence, the area of study was narrowed down to video digital marketing and consequently, the mecca of videos – YouTube.

Amongst the major economies of the world, India reported the highest CAGR in online sales in the online retail market at a whopping 70 percent over 2012-2017. (IBEF, 2018) This not only makes India a hotspot for major global e-commerce retailers but also provides a large avenue for national brands. India's online retail sales were expected to reach US\$ 32.7 billion in 2018 and grow by 31 percent. The market leaders, by online retail sales, are Flipkart, followed by Amazon India and PayTm Mall.

A Brief History of Amazon India

Amazon Inc. started its operations in India in early June 2013 without making any marketing campaigns. Amazon acquired Indian payments company Emvantage Payments Pvt. Ltd. in 2016. It was a company that offered services similar to PayPal. Soon after Walmart bought a majority stake in Flipkart, Amazon acquired Aditya Birla Group's 'More' chain of grocery stores, making it an enormous step in the future of grocery – driven e-commerce competition.

Amazon is considered to be the tech power when it comes to the e-commerce space – not just in India, but also globally. With more than 20 years of experience in the technology of online retail business, Amazon has had considerably higher rates of execution with fewer mistakes than its competitors.

A Brief History of Flipkart

Flipkart was founded by ex-employees of Amazon, Sachin Bansal and Binny Bansal in 2007. Going strong even a decade after, Flipkart acquired Myntra and Jabong (in the years 2014 and 2016, respectively), resulting in them commanding over two-thirds of India's online fashion retail market. Moreover, Flipkart acquired the Unified Payments Interface (UPI) mobile payments startup PhonePe. Come August 2018, Walmart won a bidding war with Amazon to acquire a majority stake (77%) in Flipkart.

User – Focus at the Core of Amazon and Flipkart

Several media sites like www.indianonlineseller.com reported “Flipkart, Snapdeal mimic Amazon's customer-centric approach”. The notion of taking a user and customer centric approach was further bolstered by Flipkart's CEO, Binny Bansal, talking about how Flipkart's biggest priority was going to be “very, very consumer-focused” and they shifted to using the Net Promoter Score (NPS) as their most important metric, instead of Gross Merchandise Volume (GMV).

According to the white paper report by RedSeer Consulting, Amazon Inc. outperformed rival Flipkart based on NPS, a key customer satisfaction based on the likeliness of a customer to recommend a brand or company; which has a direct link to not just the customer service, the range of products on the e-commerce store, and the interface and ease of buying but also on how effective the marketing communication of the brand was with the user.

Flipkart's taglines have tried to inculcate, from the very beginning, the notion of being a brand for everyone. Some of their taglines so far have been ‘Ab Har Wish Hogi Poori’ (translates to: Now, each wish will be fulfilled) insinuating that *everyone's* wishes and desires are considered and catered to. The campaign slogan that Flipkart uses for social awareness campaigns ‘*Naye India Ke Sath*’ (With the New India) espouses inclusivity and

progressiveness. 'India ka Fashion Capital' is another slogan used by Flipkart for its fashion related campaigns.

Amazon's slogan '*Har Fashion ki Apni Dukan hai Amazon*' (Amazon is your own store for every fashion) signifies Amazon being the hub, home and store of fashion and trends. '*Ajnabi Shahar Mein Apni Dukan*' (A known store, in an unknown city) is another slogan that aims to make Amazon India the neighbourhood *kirana* (grocery) store, that says that Amazon India is just as trustworthy as the store you have been going to before and one that will remain familiar even if you change towns.

These are all slogans and taglines that keep users, potential customers and existing customers at the centre.

Objectives

The aim of this study is to analyse the aspects of the YouTube content of Amazon India and Flipkart and find out whether they are customer-centric. If they are, the secondary aim is to determine ways in which the content is customer-centric.

Research Questions

1. What was some of the content that was appreciated, liked, and rated highly? What were the reasons for it, and were any of them due to customer-centric content and approach?
2. What was some of the content that was criticised, disliked and rated low? What were the reasons for it?

Methodology

Study Design

The research will be based on primary data to be collected from semi – structured in – depth interviews. Since this research aims to study the thoughts and reactions of viewers on YouTube videos uploaded on the channels of two organizations, the research would be based on primary data to be collected from semi – structured in-depth interviews. This qualitative research method contains some key questions that gives some direction to the interviewee and leads them into the field of study. However, as Gill, Stewart, Treasure & Chadwick (2008) highlight, it also allows the interviewer to pick up ideas or concepts mentioned by the interviewee and ask follow-up questions to gain more depth.

This is the mode chosen as the researcher felt that a survey or questionnaire with limited questions would make for a major limitation of the study. The responses people will have to videos will be extremely diverse and nuanced and in order to capture as much of the nuance as possible, semi – structured interview seemed like the best way to move forward.

After multiple watches, content analysis of the 20 videos selected by random sampling was conducted by the researcher and the videos were analysed based on different criteria such as possible perceived purposes, mode, music, direct sale offer, celebrity endorsement, etc. This was done to determine the questions to be asked in the planned semi – structured interview.

Sampling Strategy

The market leaders, by online retail sales, are Flipkart, followed by Amazon India and PayTm Mall. Owing to this, the researcher chose the top 2 market leaders – Flipkart and Amazon India to be the subject of her research (IBEF, 2018). The two companies to be studied in this research, Amazon India and Flipkart, have fairly active YouTube accounts,

each having more than 700 videos. Since the topic of the paper tries to deal with, and look at the use of audio-visual medium on YouTube in a contemporary scenario, videos to be studied are limited to a time period range of one year – i.e. from January 01, 2018 to January 01, 2019. Via random sampling, 10 videos of each channel, in the given time frame, were selected for viewing and analysis (For a list of the videos, see Appendix A)

The research had a sample size of 10 participants (5 females, 5 males) from 2 Indian cities – Ahmedabad and Mumbai. The number was reached at keeping in mind the theory of saturation, as proposed by Guest, Bunce, & Johnson (2006). It is described as the point at which researchers find neither new information nor themes that may help in data collection for the study.

Data Collection Procedure

The aim of the study was to gauge responses from viewers on the YouTube content and understand the kind of content they are likelier to engage with and find of high quality, and the kind of content they are likelier to gravitate away from, and find of lower quality. Quality, here, was determined by what appeals to them in promotional video content. The interview was recorded. All interviews lasted between 1 – 1.5 hours.

The structure of the interview is highlighted below:

- i. Explain the structure of the interview and elucidate important things to keep in mind.
- ii. Ask Q1. as a prelude to watching the videos
- iii. Show the set of 10 videos (Amazon India) and ask Q2-Q4 after each video.
- iv. Ask Q5-Q6 at the end of set of 10 videos
- v. Show the second set of 10 videos (Flipkart) and ask Q2-Q4 after each video.
- vi. Ask Q5-Q6 at the end of set of 10 videos
- vii. Ask Q7-Q9.

See Appendix B for the elaborate list of questions and format of the interview.

Q1 was designed to understand what the interviewee looks for in promotional content, what appeals to them. Q2 is a 7 point Likert scale question and collects ordinal data about how the quality of the video watched is rated by the interviewee. This is to generalize and gain an overarching sense of how well received the video was by the participants. Q3 and Q4 aimed to make participants divulge the elements and factors they considered while rating the video and what the perceived purpose was (to understand whether the message was clearly received or not). Q5-Q6 tried to understand what videos stuck and what set them apart from others. Q7-Q9 were designed to gauge whether user-focused content as defined in the literature review was what the participants thought it to mean, and if they believed the promotional content was user-focused (according to definition used in research). To explain what user-focused is, the researcher reminded the participant of their answer to Q1; what they listed as appealing there was a ‘need’ and if that was met, that too would be considered to be user-focused.

Data Analysis

The interviews were transcribed and were examined for trends and answer patterns. They were subsequently coded based on key words, phrases and sentences. Based on similar threads and common topics, the codes were further clubbed to form categories. The connections between the categories and the data are mentioned in the findings. The only question that gives a quantitative answer was Q2 and the data for it was synthesized by using median, whose benefits over mean have been expounded by Jamieson (2004).

Literature Review

With an ever - growing number of organizations, companies and individuals active on digital media platforms as brands, understanding and analysing the customer-focus of their digital content has become of utmost importance.

Nature of Content in Digital Media

It has been noted that the nature and type of content changes with every form of media. It is apparent that it has also changed with bringing the addition of digital media to traditional media; bringing the digital to the analogous. Scott highlighted this and described traditional, non-targeted advertising vis-a-vis newspapers, magazines, radio and television as the only option, making individualized messages very difficult. Not only are need-specific messages more difficult to cater to, they are also relatively expensive as one pays for the time and space, calculated by the second and by the inch. Scott suggested that we now have a better option with social media (publishing content on the web that your buyers *want* to consume). (Scott, 2011)

With the varied digital communication tools, niches can be catered to and target markets can be reached with greater ease. One of the many uses of these digital platforms is its use for promotion and marketing, both of which are explored below.

Promotion and Customer - Centric Marketing

According to Kurtz & Boone (2008), “promotion is the communications link between sellers and buyers. Organizations use varied ways to send messages about their goods, services, and ideas.” It is important to note that promotion is not limited to communicating only about the good or service in question but also ideas, which may be further extended to values and beliefs; which is what a rise in cause-related marketing depicts.

This is further accentuated by the objectives of promotion highlighted by Kurtz and Boone in their work: presenting information to consumers and users, increasing demand and to differentiate a product. When the authors mention an aim of promotion as ‘differentiating a product’, what the differentiation points towards is building one’s brand. This is because a brand is defined as, according to American Marketing Association, “a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers.”

Berry (1995) proposed that marketing was focused, up until recently, on acquiring customers and in hindsight, on call-to-action – immediate action, rather than on building brand loyalty over a period of time. This idea is further developed by Sheth, Sisodia & Sharma (2000) who suggested that marketing would move toward customer – centric marketing in the same manner that the “marketing function shifted from mass marketing to segmented marketing in the 20th century.” (Sheth, Sisodia & Sharma, 2000)

According to businessdictionary.com, “customer focus is the orientation of an organization toward serving its clients’ needs.” (Business Dictionary)

Findings

Finding 1: Promotional videos which were social awareness campaigns (Videos 3 and 9 of Flipkart) ranked highly in comparison to most other videos (the median of both was 6, translating to ‘high quality’ on the Likert Scale). Keywords and phrases that were recurring by participants while describing the purpose of Video 3 were “social issue” or a variation of the same such as “society-relevant”, “equality” and “equal opportunity”. In fact, only 1 of the 10 participants did not use one of these 4 phrases; she accrued the purpose of the video as a means for Flipkart to create goodwill and to put out a good message. When asked to explain elements and factors considered while giving the rating,

7 out of 10 participants talked about either the “concept”, “message” or “script”. This highlights that a brand generating content about a socially relevant topic is one that would be widely accepted and liked.

8 out of 10 participants talked about the “emotional” aspect of Video 9 and the “human connection” that Flipkart tried to forge with this video. In fact, 2 out of the 10 participants visibly teared up while watching Video 9. 3 out of 10 respondents said that emotions appeal to them whilst watching promotional videos, but this video was testimony to emotions playing a large part for the rest of the participants too.

Finding 2: A link has been found between how relatable and well made a video is and how well received it is. Video 10 in Flipkart was rated highest on the Likert scale, with a median of 6.5. This video had not one rating less than 6, making the mode a tie between 6 and 7. 9 out of 10 participants made an observation on the treatment of the video and the “animation” or related phrases like “editing”, “execution” were mentioned by all 9. 5 out of 10 participants used the phrase “relatable” to describe the video.

Finding 3: A video with many elements did not work for the participants as it conveyed an unclear message and this was highlighted by the response to Video 4 of Amazon India. The video’s median rating was a 3 (reading ‘Fairly Low’ on the Likert scale), the lowest rating received by the 20 videos. The phrase “too much” or a variation of it such as “too many things”, “a lot of things”, “many things going on” was used 6 out of 10 times. 6 out of 10 participants also said talked about the message being “unclear”, “not clear” and having “no link”.

To further justify this finding is Video 2 of Flipkart which was given a median rating of 4. 7 out of 10 participants used the phrase “unclear purpose” or a variation while attempting to explain the objective of the video watched.

Finding 4: The duration of the video ties into Finding 3; when there are too many elements, the duration needs to be longer for there to be recall. Video 10 of Amazon India was not only cluttered but was also declared by half the participants as being too “short” to have any real recall.

Finding 5: The study saw 3 videos that were instructional in nature: Video 2 and Video 6 of Amazon, and Video 8 of Flipkart. While Video 8 of Flipkart and Video 2 of Amazon had median ranks of 5 on the Likert scale, Video 6 of Amazon India had a median rank of 6. 9 out of 10 respondents classified Video 2 as it being a “how to use” or “informative” video. 8 out of 10 respondents commented on the high quality of visuals by using one of these phrases – “visuals”, “illustration” and “graphics”. This is once again (refer to finding 2) testimony to the effect of good execution on how the video is perceived.

In Video 6 of Amazon, the “clear message”, “simple to understand” message and “accomplished purpose” was applauded by 7 out of the 10 respondents, signifying how viewers praise messages with clarity.

Discussion

The findings elucidated above and an analysis of the responses to the videos makes it clear that both, Amazon India and Flipkart, apply to their videos a wide ranging definition of ‘user focused’ and consumer centric. When asked to describe what appeals to them when they watch promotional videos, the researcher received an array of answers ranging from taglines and emotionally appealing content to how relevant the video is in relation to the product/good/idea offered and even just how different and creative it is. The quality of visuals and aesthetics was another important factor that appealed to them. All of these aspects are considered to be needs of the user/potential user and as respondents seemed to

agree, most video content put up by both channels seemed to cater to at least one of these factors.

There were, however, 3 videos (Videos 4 and 10 of Amazon India, and Video 2 of Flipkart) that seemed to have almost none of these features and only seemed to be “pushing” the viewer to go to a sale, receiving median scores of 3 and 4. A respondent described Video 10 of Amazon India with the following:

“It was too short and annoyingly in-your-face. It was like an animated poster that announced a sale/discount and makes me actively dislike a brand”

Hence, the existence of the elements discussed in the beginning seemed to add value to the message of the video by weaving a story, even if a short one to make the purpose clear. An example of a sale promotion ad that was short, yet effective is Video 9 of Amazon, as is succinctly put by a respondent,

“It was high production quality and was short and concise. Yet in that time, it showed me the sale is on 21st and 22nd January. It was quite relatable as one doesn’t buy jacket because a sale is coming up and the sale is going to be worth the wait.”

By weaving a story, adding the human element and the humour element, this 10 second sale ad video was more successful than the rest, as by doing so, the video became user-focused rather than sale/product focused. This is further justified by Content Marketing Institute’s definition of content marketing, “Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.” This desire of a narrative and valuable content was made clear by a respondent:

“I should be able to relate to it, there should be a story. I don’t want to be bombarded with the brand.”

Videos that were social awareness campaigns fared very well as has been highlighted in the findings and videos that subtly placed the brand such as Video 10 of Flipkart (Finding 2) were the most memorable. This affinity towards social awareness campaigns can be justified with the findings of a report (Cone Communications Social Impact Study, 2013), that “89% of Americans are likely to switch brands to one associated with a cause, given comparable price and quality”. 7 of 10 respondents found Video 9 of Flipkart to be memorable (amongst Flipkart set), and half the respondents found Video 10 of Flipkart to be memorable. Apart from this, there were several how-to videos; one was animated and instructional, while the other was a how-to video where a model demonstrated and exhibited a new style while implicitly promoting a brand. As long as the user was learning something new, though, they didn’t mind.

Flipkart, in lieu with its ‘fashion capital’ image also launched a documentary web series where a host explores the fashion capitals of India; the streets of the metro cities. A respondent recognized the purpose of the episode he watched and said that Flipkart wants to depict that everything that is available in the boutiques of Mumbai and on the streets of Linking Road, is available on Flipkart. Another respondent said that,

“Without being preachy and forceful, the format ensured that Flipkart sticks with you.

This was done by taking an interesting angle, and they manage to position themselves as fashion forward and as a fashion capital.”

Once again, this was a user-focused video, one that focused on giving the user content that they would like and the kind that there’s a demand for.

This consistency in Flipkart’s message of it being a Fashion Capital along with their campaign specific slogan and recognizable ad was testament to how important brand consistency is, something that was highlighted in A Demand Metric Benchmark Report (2016), “Those who report that their brands are consistently presented are three to four

times more likely to enjoy excellent brand visibility than those in the inconsistent or neutral segments of brand presentation consistency.”

Answers to research questions

At the beginning of this study, the researcher wanted to find the answers to at least 2 questions:

1. What was some of the content that was appreciated, liked, and rated highly? What were the reasons for it, and were any of them due to customer-centric content and approach?
2. What was some of the content that was criticised, disliked and rated low? What were the reasons for it?

As highlighted by the above, some of the content that was appreciated, liked and rated highly the most was the content that was, at least at the façade, unrelated to either brands. When there was cause related marketing (such as gender equality and the role of a father in a child’s life), the viewers particularly liked the message, the execution and the fact that the organization was attempting to accentuate what they believe in. Some other videos that were liked were the ones where the on-screen actors were given characters that were similar to the positions and circumstances that users might face, making it quite clear that story based, user – focused content was favoured.

On the other hand, the content that was rated low, at least by a majority, was content that was aggressive marketing in its nature, the kind that was just “an animated poster”, short and without any real storyline, characters or scenarios; just sale and sales information (such as dates, time, and name of sale). What this indicated was that viewers, users and customers are moving away from traditional sale calls and gravitating towards innovation in marketing, even if it is a sales call.

Limitations

The main limitation of this study is that only 10 videos of each organization were selected for analysis. A larger sample of videos would be more reflective of the kind of content that the channels put out. Due to digital, user – focused content in AV media being a fairly contemporary topic, not a lot of literature exists on the subject matter in the Indian context.

Recommendation

For future purposes, the same method could be conducted with different age groups in order to cover more of the population size and see if there are different kinds of aspects and features that appeal to different age groups. Moreover, this study takes into consideration only YouTube as a digital marketing platform; a future research could include how the videos were used in synergy with other digital and social media platforms; and a content analysis of the responses of all of them together could be used to determine impact on viewers.

Conclusion

Not only as customers, users and viewers of the content generated by companies but even as individuals and social creatures, we have come at a stage where we are driven by stories – to tell, and to listen to them. As users, we look for brand stories and attributes that we may find positive and desirable in today’s social scenario to relate to and to link the brand to. This preference for story driven content was evident from the study’s findings. A mild aversion to content that “pushes” rather than “pulls”, that leaves little

room for emotion and human connect was also seen in the research. The one creative and narrative fits all approach is fading and the variety of videos uploaded, the varied responses to them and this study are all testimony to that.

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Appendix

Appendix A

Shortlisted Video List:

Number	Amazon India Videos:	Flipkart Videos
Video 1	Zero Amazon Pay Offer - Upto Rs.150 Cashback on BookMyShow Ab bada hoga Rupaiyaa! https://www.youtube.com/watch?v=ImYHEiMbC7I	Mi Smart LED TV 4 Pro (55) #OnlyOnFlipkart https://www.youtube.com/watch?v=cZHil0bGNAM
Video 2	Amazon.in Alexa: Setting Up Speaker Sets for Echo Devices https://www.youtube.com/watch?v=SepOH_o47wQ	Flight tickets? HAAN or NAA? Find out more on 6th December! Big Shopping Days https://www.youtube.com/watch?v=8csB

		GKAqm5o
Video 3	Amazon Great Indian Festival 10th to 15th October https://www.youtube.com/watch?v=fkd5z6wCZKM	Let's raise a generation of equals! #GenerationEqual https://www.youtube.com/watch?v=IVPIEiWNUxU&t=9s
Video 4	#AmazonFreedomSale 9-12Aug https://www.youtube.com/watch?v=2dPRjD4bSgw	Alia's giving you a reminder. The Big Billion Days are back. https://www.youtube.com/watch?v=etwF_qGKHwI
Video 5	When the world of Prime comes to you https://www.youtube.com/watch?v=hL3TceENmFg	Where's The Point? https://www.youtube.com/watch?v=HjeDQAvN4m8
Video 6	Minku shows Ritu how to find the best kurta on Amazon. https://www.youtube.com/watch?v=AkTNJLWWTwI	India Ka Fashion Capital - Ep 1: Mumbai https://www.youtube.com/watch?v=5Tu2UBluoes
Video 7	Chonkpur Cheetahs vs. Samaan ki list https://www.youtube.com/watch?v=z8BsWT8jhPI	Guess what's #AsFastAsDutee? https://www.youtube.com/watch?v=Mr-lw7eXp_I
Video 8	#SabAmazonWaale https://www.youtube.com/watch?v=hT0G-TpaBOK	How to style your sari with a dupatta – Glamrs https://www.youtube.com/watch?v=mx_CFcKQuNI
Video 9	Amazon Great Indian Sale - 21st - 24th Jan https://www.youtube.com/watch?v=2NjUnFs0KEU	Celebrating Dads Who Do It All #PenguinDad - Bengali https://www.youtube.com/watch?v=R98iab0tI9Q
Video 10	Jaw Dropping Discounts on Mobile Phones. Prices Low As Ever! https://www.youtube.com/watch?v=Ee-HMU0ZmMA	World Book Day 2018 - #ReadersBlock https://www.youtube.com/watch?v=IIo6tg8J8GM

Appendix B

Question framework for semi – structured interview:

Before starting:

1. What are some things that appeal to you when you look at a promotional video?
Questions at the end of each video ad (total - 20):

2. How would you rate the quality of the video you just watched? (scale of 7)

7	6	5	4	3	2	1
Very High	High	Fairly High	Neutral/Okay	Fairly Low	Low	Very Low

3. What factors and elements did you consider while giving it this rating?
4. What, according to you, was the purpose of this video?

Questions at the end of both sets, Amazon India and Flipkart:

5. Would you consider any of the 10 videos you just watched to be ‘memorable’? If yes, which ones?
6. What were some of the aspects, features, visual or audio content that made them memorable?

End of video showing:

7. What do you understand by the term “user – focused promotional content”?
8. Do you think either Amazon India or Flipkart had used focused promotional content on their YouTube channels?
9. (if their concept of user – focused is misinformed, interviewer will explain the concept to them) The definition of user – focused that will be used for the study is: “orientation of a business towards serving its clients’ needs and these needs involve all the aspects you listed while answering Q1.” Do you think the content was user – focused now?