

AI Driven Personalisation in Flipkart: An Online Commerce Platform and It's Customer Experience

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Abstract

Gone are the days where people were going to physical stores for shopping whatever they want. Now they are expecting everything at their fingertips meaning they are shopping all the products and getting all the services online through specified sites and Apps. One among the leading e-commerce dealer is Flipkart. It is offering various products and services to customers online. From the website it has even gone to the stage where billions of people have installed Flipkart App on their Mobile for purchasing whatever products and services whenever they want i.e., 24/7. Not just the introduction is the key for success, but it calls for constant up-gradation and improvisation. There comes the introduction of AI. AI is a technology that replaces human intelligence. It is applied now in every field like transportation, education, healthcare, Banking, Hotels etc. However, e-commerce is not an exception. We are now in the era where customers want customized services when they go for shopping online. Thus, Flipkart has introduced AI personalized strategies to offer the customers with great experience in shopping. The study focuses on how the AI has transformed traditional hectic shopping experience of consumers into an awesome convenient and enjoyable shopping experience with ease and economy. The study also highlights the various AI tools and techniques used by Flipkart, an Online shopping Platform to offer personalized services to customers. For the study purpose the primary data has been collected from the Customers who have been using Flipkart App for Online Shopping.

Keywords: Personalisation, Artificial Intelligence (AI), Chatbot, Customer, Flipkart, Online Shopping

I. Introduction

AI in e-commerce refers to the integration of AI technologies like Machine learning and Natural Language processing to make online shopping better. Example, e-commerce

portal/App might show up the similar and relevant products based on the previous browsing history and past conversations.

Recent advancements in AI are reshaping and revolutionising e-commerce at a speedy pace. Automation and personalisation have been simplifying shopping experience of customers right from the search phase till the successful completion of a transaction. AI models provides the tools to analyse the large amount of data quickly and to make a valid decision. It eases the work of customers and organisation as well.

AI is offering personalised shopping experience for customers which in turn resulting in increased customer loyalty and customer engagement. This in turn is leading to more sales and revenue growth for the e-commerce dealers.

AI in e-commerce is not just improving the customer shopping experience instead it is streamlining the business operations and performance. It helps the organisation to give detailed product descriptions, advertising in other App based on the previous search and to adopt dynamic pricing strategies.

Flipkart, an e-commerce dealer is one of the leading adopters of AI to make personalised product recommendations and to offer enhanced customer services by streamlining workflows, efficient logistics and sales forecasting. Following are the benefits offered by Flipkart dealer through AI:

a. **Personalised product suggestions/ recommendations:** Flipkart uses AI in such a way so as to analyse the past customer behaviour / search history and past purchases to suggest or to recommend the related personalised similar items that helps the customers to find quickly what they wanted. More focused advertising or marketing campaign is possible to have customer retention.

b. **Intelligent smart search and discovery:** AI analyses the intent of customers behind their purchase and search behaviours. It can predict the occasion for which they are shopping the products and offer the more relevant items. Example, if a person has searched ‘Gifts for 25th Wedding Anniversary’, then AI understands the intention of that person and provides details of various gift items of different brands with more discounts and less prices. Thus, AI

will be constantly studying the user and even pops up the notification when new offers are given. Similarly Flipkart will notify the user with new offers like big Billion Day.

c. **AI powered Chatbots and Customer interaction:** AI based help and support will help the user to make a query and get immediate response as the major issues would have been already listed through AI (FAQs) where users have to just go on selecting from the listed ones. It even saves the time of customers as they need not wait for human support by making calls and waiting. Based on the previous reviews given by the customers for the previous purchases, AI can even moderate the product recommendations.

d. **Dynamic pricing strategies /AI Powered pricing platforms:** Through AI dealers can automatically update the prices based on the demand of consumers, competitor 's pricing and consumers behaviour. Machine learning analyses vast amount of data to offer competitive prices with optimum profitability. For example, Fashion retailers can increase prices for trending items when demand increases, while automatically applying discounts to slow moving products.

e. **Visual and voice search:** AI enables advance search possible through computer/Mobile camera and Natiral language Processing system. Customers can upload images to find the products or give voice commands to search for the items they wanted. Even illiterate people can access to it making shopping experience universal phenomenon.

f. **Predictive analytics and demand forecasting:** AI along with offering convenient shopping experience can have huge impact on business operations by optimising warehouse management and supply chain management. Retailers can track the transactional data, behaviour data, and demographic data of consumers by using the tools like machine learning, algorithms, data mining. They can analyse the historical sales data, current market trends, they make accurate forecast of demand for various products and thereby can manage the proper inventory level. They can also manage delivery of the products ordered as soon as possible which is very crucial thing when purchasing online. In this scenario, Flipkart has introduced' minutes' platform to give the faster delivery of essential items.

g. **Fraud Detection and security enhancement:** Through Machine Learning Algorithms, fraud can be detected. Even Bar codes are available to track the order, delivery and to ensure secured payment.

- h. **Automation:** Through AI repetitive tasks like order processing, payment mechanism, refund policy, return policy etc. are automated. Even automated messages and e-mails are being sent to customers to inform regarding special discounts and offers.
- i. **AI powered Videos:** In December 2025, the flipkart has acquired Minivet AI, a startup specialising in generative AI to strengthen its video commerce and product discovery. This automatically transforms static photo of various items into attracting videos catching the attention of consumers instilling more customer engagement.
- j. **SLAP:** Shop like a Pro is a conversational AI shopping Assistant adopted to act as a guide offering more interactive personalised shopping. Flippi has been replaced by SLAP in January 2026.

II. Literature Review

According to Hagberg J, Sundstrom M, Egels-Zandén N (2016) Digitalization denotes an on-going transformation of great importance for the retail sector. The purpose of the study was to analyse the phenomenon of the digitalization of retailing by developing a conceptual framework that can be used to further delineate current transformations of the retailer-consumer interface.

Menaka B, Seethal K (2018) said that the arrival of internet and smart phone has created a revolutionary change in the way people purchase. Ecommerce is a type of business where goods and services are offered directly to its customers without an intermediary through the website. Ecommerce enables to order for the goods sitting at the home. The customers can select the required products from a variety of products that are available online. The payment for the product can also be done using debt card, credit card, e-cash or e-wallet. This study discusses the recent trends in ecommerce, the opportunities and limitations of ecommerce and the various ecommerce models.

Artificial Intelligence (AI) has significantly reshaped the e-commerce sector by enabling levels of personalization that were previously unattainable through conventional marketing practices. India's ongoing digital transformation has further accelerated the adoption of AI among online retailers, who increasingly employ it to refine customer

experiences, strengthen decision-making processes, and build long-term loyalty (Kapoor & Dwivedi, 2022; Mehta & Mathur, 2022).

Research gap: There are various study which has proven that AI is revolutionising e-commerce, impact of AI on e-commerce to enhance customer experience by providing more personalisation and also a comparative study of AI tools in different e-commerce retailing websites. There is a limited study undertaken to study the AI driven personalisation and customer experience in Flipkart platform specifically.

III. Statement of the Problem

E-commerce has been a good option preferred by most of the people to purchase whatever they want. The consumers with the advent of technology and improved advancement in technology are expecting more personalisation which provides them the convenient experience of shopping. As the marketing strategies say customers are the king, many e-commerce dealers have been upgrading their services by adopting various AI tools to understand consumer behaviour and to provide them with great satisfaction. Among them, Flipkart is one of the leading e-commerce dealer. Hence, the study has made an attempt to look into the various AI tools used in flipkart to provide personalised services to consumers and also analysis has been done to study the customer experience through AI personalisation.

IV. Objectives of the Study

- To study the various AI tools used in Flipkart to offer better customer services.
- To study the customer experience through AI in Flipkart.
- To offer necessary suggestions to improve the effectiveness of AI to enhance customer shopping experience.

V. Scope of the Study

The study analyses and interprets the opinion collected from Flipkart users regarding the effectiveness of AI in enhancing their shopping experience. The study also throws lights upon the various AI tools used in online shopping App to offer more eminent buying experience.

VI. Methodology of the Study-

Type of Study: This study is Descriptive in nature.

Type of Data

- a) Primary data- the primary data for the study has been collected through questionnaire (google forms) among flipkart users.
- b) Secondary data- the secondary data has been collected from various e-articles, e-journals, e-newspapers, e-books and various websites.

VII. Sampling Method

The sampling method used for the study includes Simple Random Sampling whereas the entire unit in the population given equal opportunity of being a participant.

Sample size:

The sample size for the study is 71.

Tools for Analysis: The data collected from primary and secondary sources has been tabulated, analysed and interpreted by using various statistical tools like, **Percentages, Pie diagrams, Bar Diagrams** in **MICROSOFT EXCEL**.

Questionnaire Design: A structured questionnaire was designed consisting of close ended questions were distributed to the respondents through Google forms to get their responses.

VIII. Limitations of the Study

- ✚ The study is undertaken collecting the opinion from the small size of population in Bangalore whereas the Flipkart users are billion people scattered throughout the world. So it has a limited scope.
- ✚ The accuracy of the paper depends upon the accuracy of primary data collected for the purpose from the various respondents.
- ✚ Less sample size due to limited time.

IX. Data Analysis and Interpretation

Table 1: The sample and Respondents Profile:

Table Showing the A Demographic Profile of Respondents

Demographic Factors	Category	No. of Respondents	Percentages (%)
Gender	Male	04	5.63
	Female	67	94.37
	Total	71	100

Age	Below 18 years	0	0
	18 years - 25 years	46	64.78
	26 years -40 years	18	25.35
	40 & Above	07	9.87
	Total	71	100

Source: Primary data

Interpretation

The above table clearly indicates that 64.78% of respondents belongs to the age group of 18-25, 25.35% i.e., 18 out of 71 total respondents belongs to the age group of 26-40 and 7 respondents that is 9.87% of respondents falls under the age category of 40 & Above. Thus the majority of respondents out of total 71 respondents belong to the age group of 18-25 and the second majority belongs to the age group of 26-40 while there no-one for the age group of below 18 years. It can also be observed that majority of the respondents are female rather than Male respondents. So it is clear that majority of online shoppers are falling under the age group of 18-25 years.

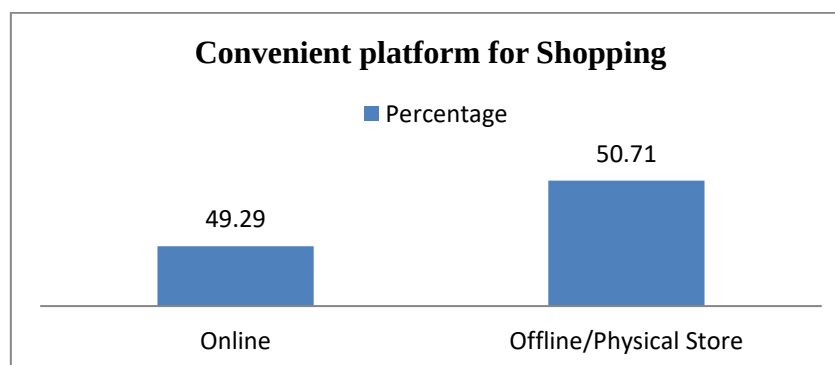
Table-2: Convenient Shopping Platform According To Respondents

Platform	Number of respondents	Percentage
Online	35	49.29
Offline/Physical Store	36	50.71
Total	71	100

Source: Primary data

Chart Number-1

Chart Showing Whether Flipkart Offers More Options and Convenience to Shop Online



Interpretation

From the above table, it is clear that 35 respondents that is 49.29% of the total 71 respondents are of the opinion that Offline shopping provides more convenience to shop while 36 of the total respondents are more convenient at shopping online. This shows that there is only a slight change in the percentage showing the traditional mindset of purchasing in the physical store offers more joy and pleasure by feeling the products that they want to buy. And also an almost equivalent respondents feels that shopping online offers more convenience without spending for transportation cost and saving time.

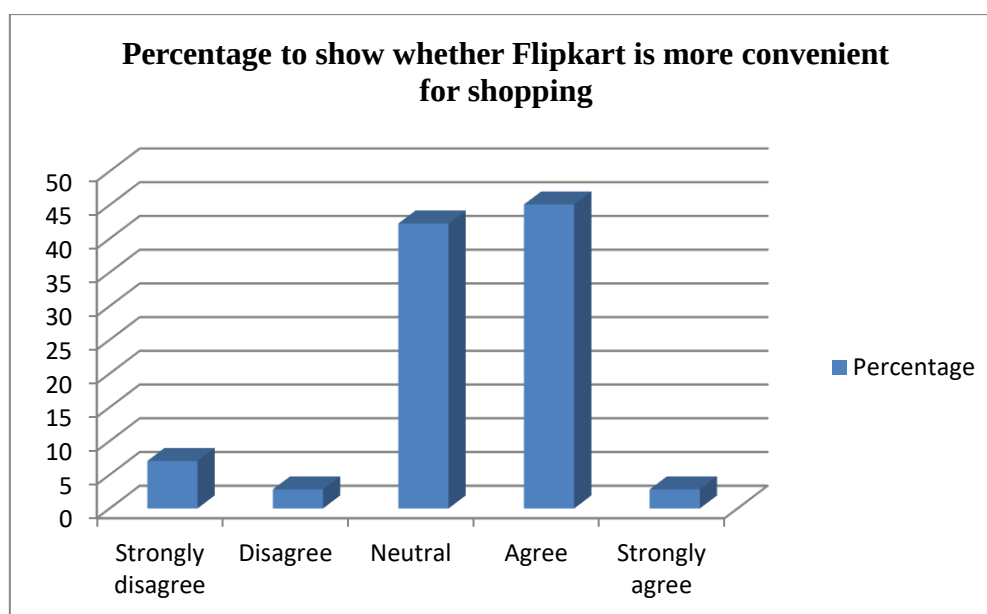
Table-3: Whether Flipkart Offers More Options and Convenience to Shop Online

	Number of respondents	Percentage
Strongly disagree	05	7.04
Disagree	02	2.82
Neutral	30	42.25
Agree	32	45.07
Strongly agree	02	2.82
Total	71	100

Source: Primary data

Chart Number-2

Chart Showing Whether Flipkart Offers More Options and Convenience to Shop Online



Interpretation

The above table and chart reveals that 45.07% of the respondents have agreed that Flipkart offers more convenient platform for shopping online. 42.25% of the respondents are neutral regarding their opinion towards flipkart offering more options and convenience to shop online. And only few respondents have disagreed and strongly disagreed and only a few that is 2.82% of the respondents have strongly agreed revealing that Flipkart is one of the dealers offering online shopping convenience and there are still many more online dealers who are offering the same services through online.

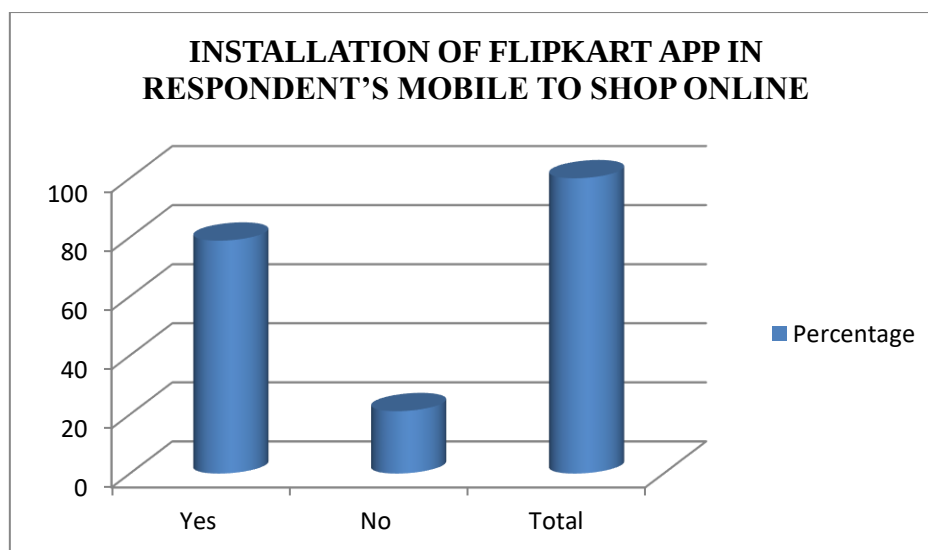
Table-4: Table Showing the Installation of Flipkart App in Respondent's Mobile to Shop Online

Response	Number of respondents	Percentage
Yes	56	78.87
No	15	21.13
Total	71	100

Source: Primary data

Chart Number-3

Chart Showing the Installation of Flipkart App in Respondent's Mobile to Shop Online



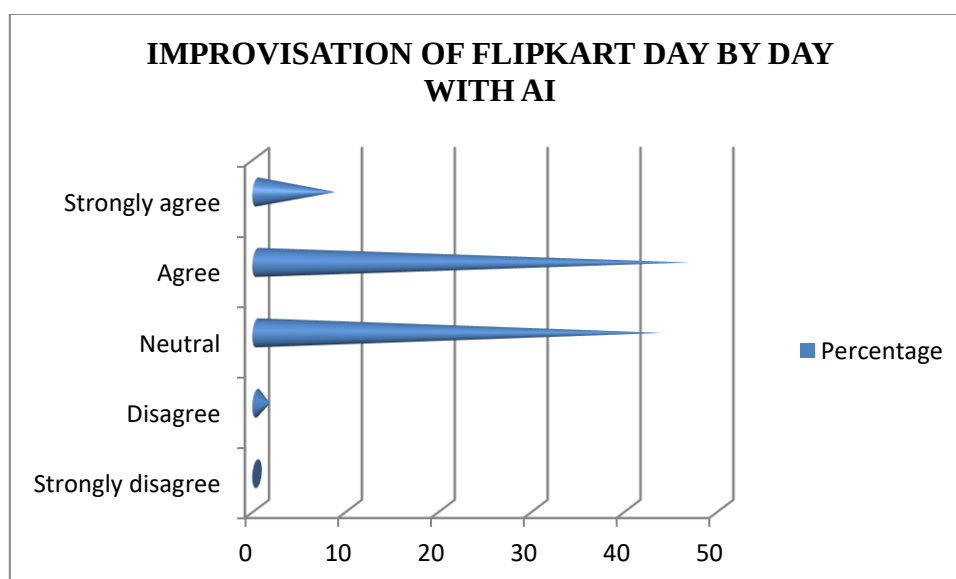
Analysis and Interpretation

From the above figure, it is clear that majority of the total respondents have installed Flipkart App to shop online at their convenience. This shows that customers have updated their lifestyle with the latest technology and AI driven Apps for shopping.

Table -5: Table Showing the Improvisation of Flipkart Day by Day with AI

Response	Number of respondents	Percentage
Strongly disagree	00	00
Disagree	01	1.40
Neutral	31	43.66
Agree	33	46.48
Strongly agree	06	8.46
Total	71	100

Source: Primary data

Chart Number-4**Chart Showing the Improvisation of Flipkart Day by Day with AI**

It is observed from the above data and chart that majority of the customers have agreed that Flipkart is improving with AI. It means that Flipkart is offering convenient and AI driven personalised shopping experience for customers.

Table-6: Table Showing Whether Flipkart App Have Been Improvising with AI Offering More Options and Making It Very Easy for Respondents to Shop

Response	Number of Respondents	Percentage
Yes	58	81.69
No	13	18.31
Total	71	100

Source: Primary data

Chart Number-5: Chart Showing Whether Flipkart App have been Improvising with AI Offering More Options and Making it Very Easy for Respondents to Shop



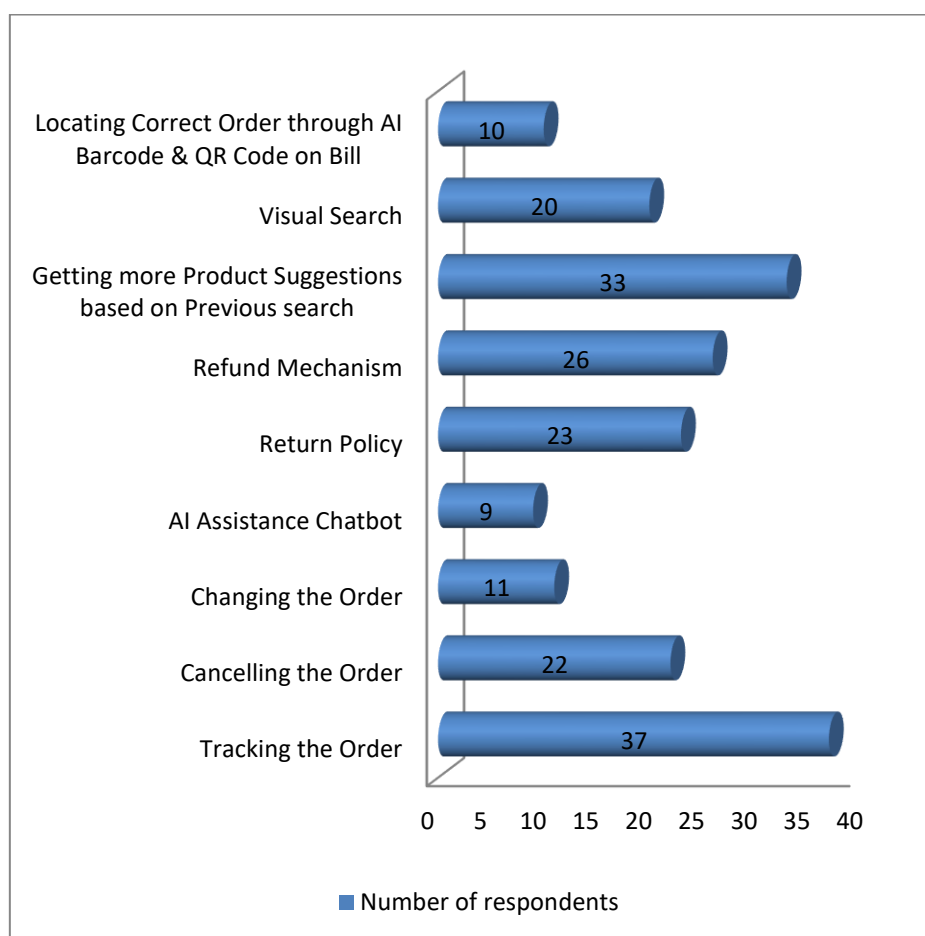
It can be interpreted from the above figure that 58 out of 71 that is majority of the customer respondents have agreed that flipkart is offering more AI driven personalised options to purchase and complete the transaction online with ease.

Table-7: Table Showing the Aspect That Respondents Find More Convenient in Flipkart

Convenient Aspect	Number of respondents
Tracking the Order	37
Cancelling the Order	22
Changing the Order	11
AI Assistance Chatbot	09
Return Policy	23
Refund Mechanism	26
Getting more Product Suggestions based on Previous search	33
Visual Search	20
Locating Correct Order through AI Barcode & QR Code on Bill	10

Source: Primary data

Chart Number-6: Chart Showing the Aspect that Respondents Find More Convenient in Flipkart



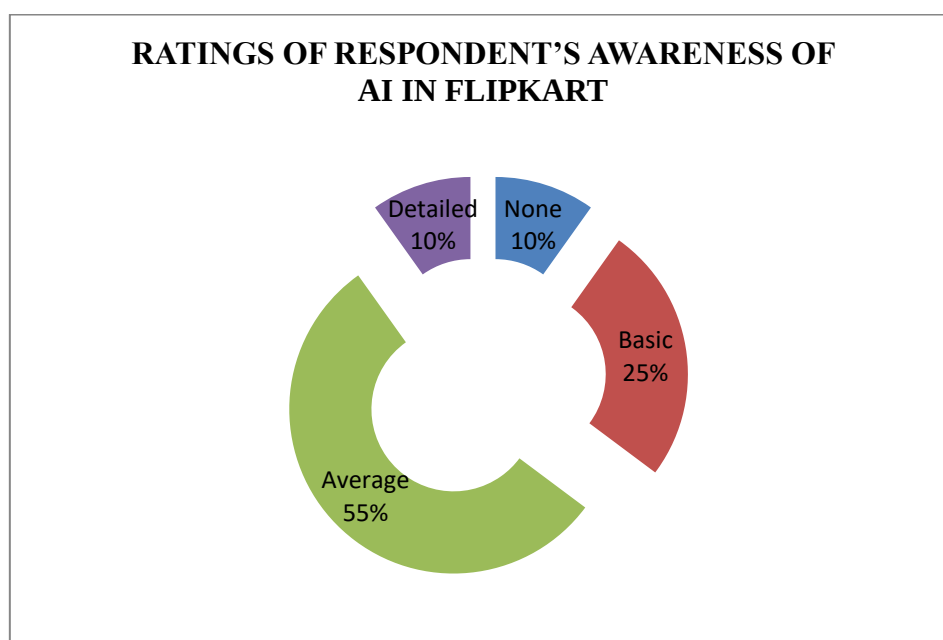
It can be seen from the above chart that Flipkart is offering excellent service to customers to track the order and to give more product suggestions based on the previous purchase or search history of the consumers which could have been impossible without AI even though there are many other areas that they have to focus and improve upon.

Table-8: Table Showing the Ratings of Respondent's Awareness of AI in Flipkart

Ratings	Number of respondents	Percentage
None	07	9.86
Basic	18	25.35
Average	39	54.93
Detailed	07	9.86
Total	71	100

Source: Primary data

Chart Number-7: Chart Showing the Ratings of Respondents Awareness of AI in Flipkart



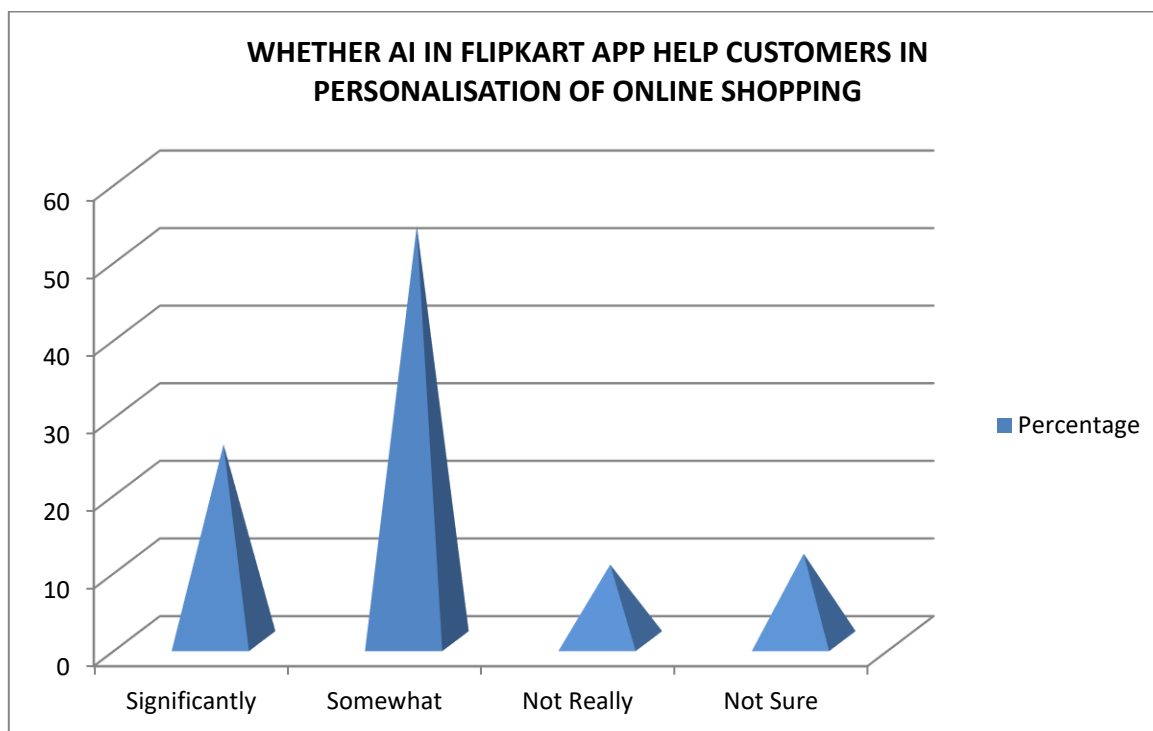
It is found that Majority of the respondents are moderately aware of how to use AI driven Flipkart App for purchase requirements. And also only 10% each of the respondents have none and detailed knowledge of AI in Flipkart App revealing the fact that neither the customers are fully aware nor illiterate to use the AI integrated App for experiencing online shopping.

Table-9: Table Showing Whether AI in Flipkart App Help Customers in Personalisation of Online Shopping According to Respondents

Response	Number of respondents	Percentage
Significantly	18	25.35
Somewhat	38	53.52
Not Really	07	9.86
Not Sure	08	11.27
Total	71	100

Source: Primary data

Chart Number-8: Chart Showing Whether AI in Flipkart App Help Customers in Personalisation of Online Shopping According to Respondents



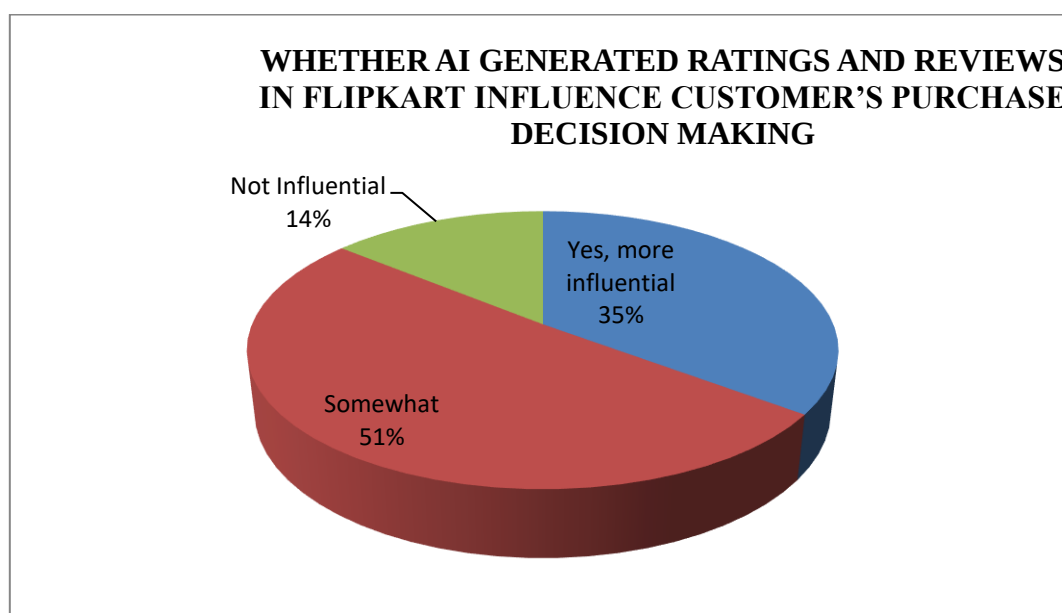
It is found from the above data that many customers are able to personalise their shopping experience through AI in Flipkart App.

Table-10: Table Showing Whether AI Generated Ratings and Reviews in Flipkart Influence Customer's Purchase Decision Making

Response	Number of respondents	Percentage
Yes, more influential	25	35.21
Somewhat	36	50.71
Not Influential	10	14.08
Total	71	100

Source: Primary data

Chart Number-9: Chart Showing Whether AI Generated Ratings and Reviews in Flipkart Influence Customer's Purchase Decision Making



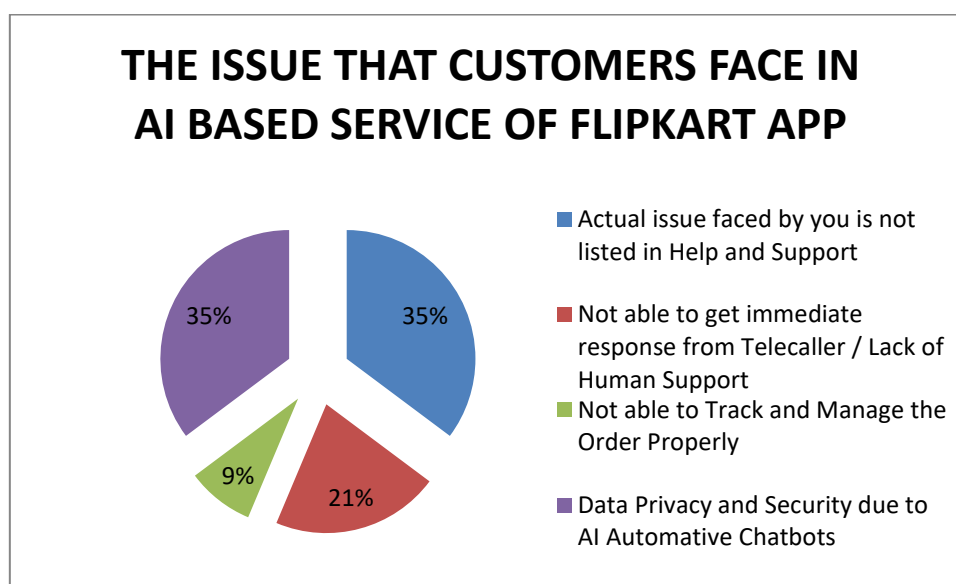
It can be interpreted that AI driven personalisation in flipkart App is influencing the customer's purchase decisions. Through AI customers are able to drop their reviews and ratings for the products that they have purchased which is visible to other customer and can influence them in deciding to purchase the same product or not. All this could have been impossible without AI integrated App.

Table-11: Table Showing the Issue That Customers Face in AI Based Service of Flipkart App

Issue	Number of Respondents	Percentage
Actual issue faced by you is not listed in Help and Support	25	35.21
Not able to get immediate response from Telecaller / Lack of Human Support	15	21.13
Not able to Track and Manage the Order Properly	06	8.45
Data Privacy and Security due to AI Automative Chatbots	25	35.21
Total	71	100

Source: Primary data

Chart Number-10: Chart Showing Table Showing the Issue Customers Face in AI Based Service of Flipkart App



It is analysed from the above figure that Flipkart has posed few problems for customers. Even though they are assisting through AI chatbots few issues are not at all listed in the automative support and customers are hesitating to share their personal interest and details with AI support system as it can be hacked by others.

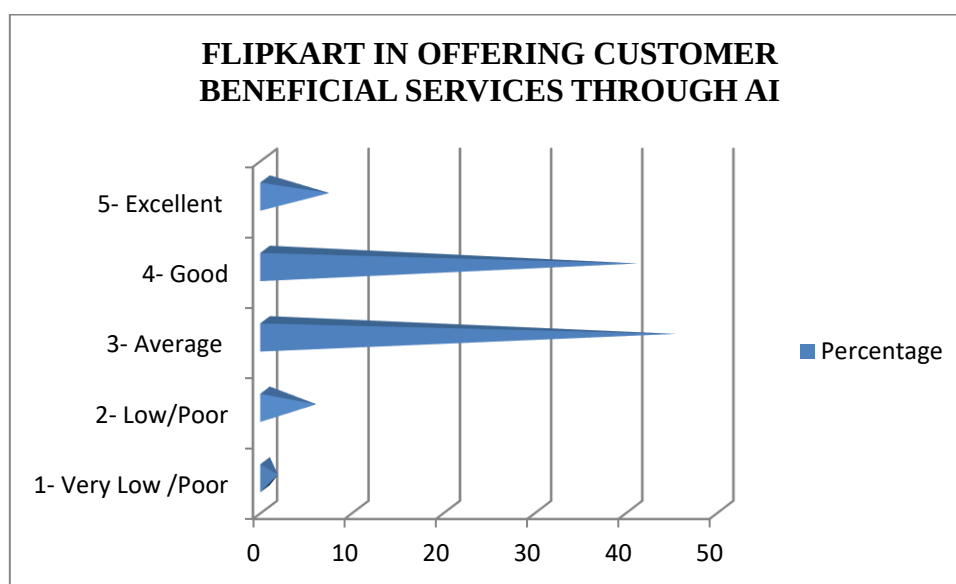
It can also be observed that tracking the order is not a major problem by many of the customers meaning that Flipkart is utilising machine learning and algorithms to track the order till it is being delivered to customers and made payment by them.

Table-12: Table Showing the Ratings of Customers (Respondents) towards Flipkart in Offering Customer Beneficial Services through AI
(1 being the lowest and 5 being the highest.)

Ratings	Number of respondents	Percentage
1- Very poor/Low	01	1.41
2- Poor	04	5.63
3- Average	32	45.07
4- Good	29	40.84
5- Excellent/Highest	05	7.05
Total	71	100

Source: Primary data

Chart Number-11: Chart Showing the Ratings of Customers (Respondents) towards Flipkart in Offering Customer Beneficial Services through AI



From the above it can be said that many customers have rated Flipkart as a Good and Average in offering benefits to customers through AI. And it is of the majority people opinion that AI in Flipkart is neither poor nor very poor in offering customer beneficial service/experience.

X. Findings

- It is found that majority of online shoppers are youngsters falling between 18-25 years.
- Customers give almost equal weightage for both online and offline shopping.
- The study reveals that Flipkart is one of the convenient online shopping platforms among many online dealers and it is offering more convenient and AI driven personalised shopping experience for customers.
- AI integrated Flipkart is successful in offering AI driven personalised options to purchase and complete the transaction online with ease for the consumers/Online Shoppers.
- Flipkart have been strengthened by AI to enable the customers to track their order till they receive the delivery and it is also efficient in providing more product suggestions based on customer behaviour tracked through AI enabled App.
- Personalisation has been made possible through AI.

- g) AI automated reviews and ratings is made possible and is influencing customer's buying decision.
- h) AI driven chatbots posing few challenges for the customers in resolving their issues.
- i) The study reveals that many customers have rated Flipkart as a Good and Average in offering benefits to customers through AI.

XI. Suggestions

The following suggestions have been given based on the findings drawn from the study:

- 1 It is highly essential to keep on updating and improving the Website and App with latest AI and technology to offer more personalisation and customisation for the customers in their online shopping by resolving AI related issues with help and support. Human interaction should be made possible and accessible easily whenever required by customers.
- 2 It is important to create awareness among the many customers to have an access to easy and convenient shopping through online.
- 3 It should be designed in such a way that AI should not pose complex issues to the customers. The personal data of consumers must be kept confidential and AI should be further updated to offer more security.

XII. Conclusion

As AI occupied major role in shaping each and every phenomenon of today's world, e-commerce integrated with AI is also becoming eminent to change the lifestyle and buying behaviour of today's generation. AI has revolutionised the commerce to that extent where customers are able to experience personalised shopping experience. Flipkart is efficiently using AI to offer personalised services to its customers. It is able to track the customer's behaviour, predict the intent with which customers are searching the products and also able to suggest the products based on their past search. It is able to offer multimodal search where customers can upload the similar products photo and search for the products what they wanted. AI support, human like interaction is possible to make a query and to seek help for their issues with shopping. AI enabled notification and messages are even more doing flawless work in reaching many customers making personalisation further possible.

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