

A STUDY ON CUSTOMER SATISFACTION ON FLIPKART ONLINE SHOPPING

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ABSTRACT

The importance of this study is to examine the customer satisfaction. Also tried to find out various attributes of Flipkart users of towards the online shopping. For this study survey was conducted. The data will be collected from respondents through a scheduled containing questions. The study result concluded that future of e-tailers in India especially in cities looking very bright. Flipkart.com offering best prices, good products and completely easy shopping experience for our customers. The success of any e-tailer company in India is depending upon its popularity, its branding image, its unique & fair policies, and its customer relations etc.

KEYWORDS: Customer Satisfaction, Online Shopping, Study Survey, Best Prices, e-tailers, Experience, Popularity, Branding Image, Fair Policies, Customer Relations.

INTRODUCTION OF THE STUDY

Recently at present time online shopping or E-tailing is the new trend (Transformative Change) of shopping in India that is used to refer to computer-based-shopping or E-shopping same like Internet banking or E-banking. Over that past few years, online shopping or E-tailing has increased percentage of online buyer's in India. New concept of the online shopping is a great example of the business revolution in India. We can say that E-tailing in India is currently experiencing a period of rapid development. E-tailing in India is a rich segment waiting to be explore. Actually, E-tailing is a form of E-commerce. In online shopping, buyers (consumers) purchase the products (Like: - Apparel, electronic appliances, footwear, Home & Kitchen Appliances, etc.) directly from the E-tailers by using a web browser. I think in India E-shopping or online shopping is the new buzzword.

Consumer satisfaction is the result of comparing the expectations and the experience; in other words, the consumer is pleased when the delivery meets or exceeds their expectations. For the market implementation satisfaction and loyalty plays crucial role. Satisfied customers are the ones that will repeat the purchase if the service provider reached or exceeded their expectations. It is significant to identify the variables of consumer satisfaction.

Professional literature describes pricing as an important factor in customer satisfaction, due to the fact that consumers always direct their attention to pricing when assessing the product and service value.

OBJECTIVES OF THE STUDY

✓ PRIMARY OBJECTIVE:

- ☐ To assess the satisfaction level of the online customers on the basis of product & web features.

✓ SECONDARY OBJECTIVE:

- ☐ To identify the respondents perception about online shopping.
- ☐ To analyse the possible factors that affect the buying from Flipkart.
- ☐ To study about the positive impact on the respondents of perception on online advertisements.
- ☐ To know about the acceptance of social media advertisement and marketing strategies among youths.

SCOPE OF THE STUDY

- ☐ To know about various aspects of Flipkart in market, the improvements needed in case of features and process, and the effect of factors on the buying behavior of online customers.

- ❑ This study will be helpful in knowing the factors responsible for gaining customer satisfaction towards Flipkart. It focuses on the opinion of the respondents regarding Flipkart. This research will also be helpful in understanding the customer satisfaction of the different people in Indian society towards Flipkart.

LIMITATIONS OF THE STUDY

- ❑ The Limit in accessing the population for collecting data.
- ❑ The lack of time to carry out a survey.
- ❑ The lack of funding necessary to carry out a survey.
- ❑ The lower priority for carrying out a survey because of competing urgent tasks.

NEED OF THE STUDY

- ❑ Marketing is basically addressing the consumer's needs more effectively and efficiently with better product and services with better price, shopping access and deliver.
- ❑ A good marketer constantly adapts to change and to satisfying consumers need in better way. Sometimes opportunity to address the consumers in better way is designed by marketers himself and sometimes it is offered by the technology.
- ❑ Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. People are getting busy with their own work.
- ❑ In their busy schedule they don't find time for shopping. Online shopping can save a lot of time for them. They can do this from their office or home by browsing on the net this paper is to analyse who the consumers are satisfied out of the online services.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

- ❑ It is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work describing, explaining and predicting phenomena are called research methodology. It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan of research.

SOURCES OF DATA:

- ✓ The study is based on both the primary data and secondary data.
- ❑ **PRIMARY DATA:**
- ✓ Primary data is collected from the customers are using the Flipkart online shopping through questionnaire.
- ❑ **SECONDARY DATA:**
- ✓ Secondary data collected from the articles and through internet.
- ❑ **SAMPLE DESIGN:**
- ✓ A sample design is a definite plan for obtaining a sample from a given population.
- ❑ **SAMPLE SIZE:**
- ✓ Sample size of 55 people.
- ❑ **SAMPLING METHOD:**
- ✓ Convenience sampling method will be used for the study.
- ❑ **TOOLS FOR ANALYSIS**
- ✓ Simple percentage analysis.
- ✓ Chi square test.

DATA ANALYSIS AND INTERPRETATION

Table showing the age of the respondents.

S.NO	AGE	NO.OF.RESPONDENTS	PERCENTAGE
1	Below 18 yrs	1	1.8%
2	18-30 yrs	52	94.5%
3	30-40 yrs	2	3.6%
TOTAL		55	100%

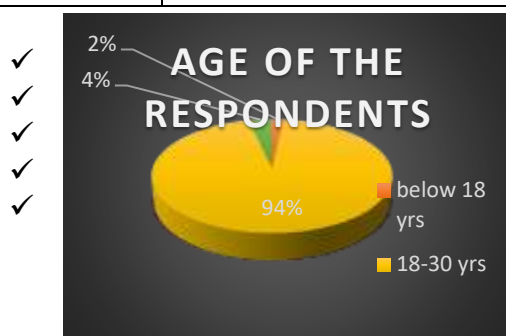
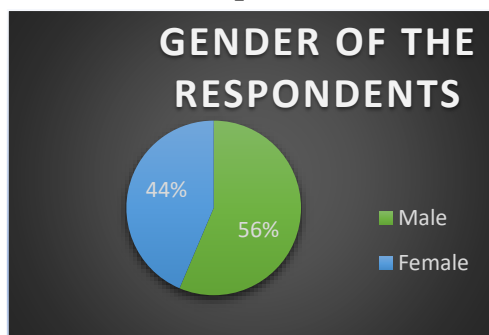


Table showing the Gender of the respondents.

S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1	Male	31	56.4%
2	Female	24	43.6%
TOTAL		55	100%

Chart showing the Gender of the respondents.



Frequently purchased in online shopping

Particulars	Observed N	Expected N	Residual
once	10	13.8	-3.8
2-4times	17	13.8	3.2
morethan 5 times	22	13.8	8.2
more than 10 times	6	13.8	-7.8
Total	55		

Chi-Square Test

Test Statistics

	Frequently purchased in online shopping
Chi-Square	11.109 ^a
df	3
Asymp. Sig.	.011

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 13.8.

FINDINGS:

- Majority of respondents are satisfied by good quality products are available, with timely delivery, satisfied by purchase return policy and also payment security of Flipkart.
- Majority of respondent are highly satisfied as latest product information is available to them, variety of brand choice is also available in the website of Flipkart.
- Some respondent feels that after sale service are not up to the mark in Flipkart.
- Frequency of purchase is more among Men. Word of mouth was more influential in promotion as many people was made aware by their friends.
- Most of the customer are satisfied with the services of Flipkart and are willing to recommend them to make purchases from Flipkart.
- Except packaging and warranty, all others are considered important in the decision making of online purchases.
- Almost all the factors that Flipkart is focusing onto are of high importance to the customer.
- The commercials used by Flipkart are effective enough to convey the message since the ads are interesting enough to gain attention and position itself into the prospects mind.

SUGGESTIONS.

- The online shopping lacks in after sales service that leads to less number of online shopping customers.
- The products that require after sales service should avail the facility to attract more number of online customers.
- Consumers should be educated on online shopping procedures with proper steps to be followed while online shopping.
- Company should improve there payment security for the customers.
- They can even have their retail stores which can give an access to consumers to feel and analyze the products, which will help them win the consumers faith.
- Be very focused on consumers and build amazing experiences for the customers.
- They need to get aggressive at providing better services which can be fulfilled by reducing the delivery time, selling second hand products which will increase consumers' affordability much more and enhance penetration into the market.

CONCLUSION

The online shopping becomes a daily part of our lives as it is more convenient, customers are looking for timely services, good quality of products, customer services and also security and privacy in payment method. The study reveals that most of the undergraduate students belongs to age (20-30) years are more aware about shopping from Flipkart. This study conclude that the online shopping from Flipkart is best one. The study about the various aspects of customer's satisfied from online shopping through Flipkart. Flipkart's marketing strategy is a very solid and robust one - of course it also doesn't hurt that brands like Flipkart have deep pockets and can make their marketing efforts come to life. The best thing about Flipkart is that they're great with transmitting coherent messages across platforms. So this study shows the results that customer is using the Flipkart even though there are many competitive and high generous value web retail sites. Due to base on their Need and Necessaries which can be fulfilled by different quality and volume of the goods which can available at any sites. And out of these the customer found that Flipkart is the one of it. Which can satisfy their genres wants and needed by providing the different categories of products for different segments in the market.