

**A STUDY ON CUSTOMER SATISFACTION AT FLIPKART INDIA
PVT LTD**

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

SREESARAN G S

40740350



**DEPARTMENT OF BUSINESS
ADMINISTRATION
SCHOOL OF MANAGEMENT
STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC I 12B Status by UGC I
Approved by AICTE**

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

APRIL - 2023



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SREESARAN G S (40740350)** who carried out the Project Training at "**FLIPKART INDIA PVT LTD**" under our supervision for a period of 3 months from **January 2023 to March 2023**.

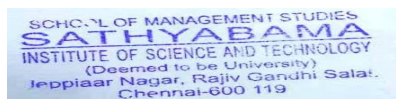
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Date: 21st March 2023

FKIN/2023/14982

Internship Completion Letter

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This is to certify that **Sreesaran G S** was an Intern in our organisation from **9th January 2023** to **21st March 2023** as part of the **Hyperlocal Operations** under the Mentorship of **Ajay Balaraman** and has successfully completed the Internship.

Projects undertaken:

1. Hyperlocal Operations-Chennai region

We wish you all the best for your future endeavors.

Sincere Regards

For Flipkart India Pvt Ltd

Ajay Balaraman

Executive Manager-Lead DS Operation

DECLARATION

I **SREESARAN G S (40740350)** hereby declare that the Project work done by me under the guidance of **Dr.K.Sasirekha Bsc.,B.Ed.,MBA.,PhD**(Internal) and **Mr. Ajaybalaraman** (External) at “ **FLIPKART INDIA PVT LTD**” is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE: **29.04.2023**



PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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SREESARAN G S

ABSTRACT

Customer Satisfaction is the degree of Satisfaction provided by goods and services of a company measured by the number of repeated customers. The main objective of the study is to compare the Products and Services rendered by **FLIPKART INDIA PVT LTD**. Descriptive research is followed in this research. The population includes the respondents who are the users of Flipkart, located at Avadi.

The samples were selected among the users of Flipkart located at Avadi for this research. The major findings of the study, satisfaction level of customers are average with respect to Delivery time, Return policy, user experience and other factors.

From this research, it is concluded that the demographic variables such as age group, gender and occupation are having no impact on the factors of customer satisfaction. The research outcome also indicates that most of the customers were satisfied towards the Products and Services of Flipkart India Pvt Ltd with respect to the chosen factors.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO THE STUDY

Customer satisfaction is related to the human activity directed at satisfying human wants through the exchange of goods and service. Satisfying the customers occupies a most important position in business management. Customer satisfaction plays a crucial and critical role as it deals with customers and their needs. The major task of organization is to satisfy customers by meeting their needs and wants. The essence of organization is the customer and not the product shall be the heart of the entire business system. It emphasizes on customer oriented business.

After-sales service includes what you do at the point of sale, including your customer service and selling techniques. It also includes how you follow up after the customer has left, such as providing follow-up contact and effectively dealing with complaints.

The consumer will not only buy your product, they will expect the service they receive to be up to their expectations. The after-sales services play a role in the client's decision to purchase.

Several benefits include:

- An increase in sales,
- The loyalty of your customers,
- An improvement in your performance,
- An element differentiating you from competitors.

The topic "Customer Satisfaction" is chosen to study the services provided by Flipkart India Pvt Ltd located in Avadi, Chennai.

1.2 STATEMENT OF PROBLEM

Today the market is so competitive and the customers are having infinite number of alternatives and if they are not given the best treatment, they tend to shift to other firms where the customers are valued more. So the customers are to be provided with the best possible Products services and their satisfaction should be ensured. This study aims to understand the customer satisfaction of Flipkart India Pvt Ltd in Avadi, Chennai.

1.3 OBJECTIVE OF THE STUDY

- To know the sale service perception of customers
- To know the current satisfaction level of customers towards after sales.
- To measure the impact of the above analysis on future sales
- To study whether the customers are satisfied with their products.
- To learn about the strategies of after service s adopted by the company
- To find the awareness level of customers towards after sales service.

1.4 SCOPE OF STUDY

This study is related to customers who owns Flipkart Products. This will help us understand the customer preferences, needs and their expectations from the business owners. It will not only help us as students but also assist Flipkart India Pvt Ltd to improve their service standards.

1.5 COMPANY PROFILE

Flipkart Private Limited is an Indian e-commerce company, headquartered in Bengaluru, and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

The service competes primarily with Amazon India and domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share in the Indian e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones.

In August 2018, American retail chain Walmart acquired a 77% controlling stake in Flipkart for US\$16 billion, valuing Flipkart at around US\$20 billion. Flipkart is valued at \$37.6 billion as of 2022. It is planning to go public through a listing in the United States of America in 2023.

1.6 LIMITATIONS OF THE STUDY

- Findings are based on sample survey. The executed by respondents may or may not be true because some respondents may not be serious. However, all possible efforts has been made to collect the information as authentically as possible.
- The Scope of the study is limited to Avadi, chennai region
- Short time period was inadequate for conducting detailed study among the customers.
- Sample size was confirmed to 100 respondents keeping in view of time and cost constraints.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION TO REVIEW

Review of literature provides a deep insight on the concerned broad area of study. Review of literature is the first step in any organized research work. Researcher to know the quantum and direction of work done till date in his/her area of research interest. It also helps a researcher in appreciating different conclusions and outcomes of the research conducted.

2.2 LIST OF REVIEWS

- **Lucero, Legorreta and Cervantes,(2011):** Research has found that customer satisfaction leads to loyalty. Satisfaction on technical functional of the core factor to determine the loyalty. The satisfaction with global cost and the after sales service falls under second place.
- **Srinivasan and et.al, (2011):** Has inferred that there is no relationship between quality of product and value for money. Also there is no relationship between performance and complaint handling. However, there is a very high degree of positive correlation between quality of product and after sales service.
- **Saeed and et.al, (2013):** Have examined the impact of after-sales services on consumer's buying behaviour and discovered that there are some factors of after sales services which influence consumer's buying behaviour. Economic parts play a vital role on consumer buying behaviour as compared to easy availability of products and easy availability of services..
- **Hussain, Batti and Jilani, (2013):** The results of an empirical study conducted on after sales customer satisfaction indicated that product quality and social responsibility are major variables affecting customer satisfaction and customer satisfaction increases with better service delivery.
- **Perumal, (2014):** made an empirical study on "The relationships of customer satisfaction, customer loyalty, and profitability" and concluded that customer loyalty in terms of customer retention, relationship tenure, accounts cross sell

and service cross sell is related with overall satisfaction and satisfaction with respect to service index and price index.

- **Singh and Srivatava, (2014):** Has concluded that Product delivery; Installation and Warranty were significant in predicting customer satisfaction.
- **Ladokun, Adeyemo, and Ogunleye (2014):** Have stated that by using Kano's model of customer satisfaction to explore customers' stated needs and unstated desires and resolve them into different categories can be used as a basis for product development, especially for quality function deployment.
- **Gang and Shuqin, (2015):** : Conducted a study in China and the results indicated that in China's industry fairness, empathy reliability and convenience have significant positive impact on satisfaction, but responsiveness has no significant positive impact on satisfaction. However, trust has a significant positive impact on commitment.
- **Sandhu and et.al, (2015):** Research has found that service dimensions are one of the major determinants of customer satisfaction. In telecom sector of Pakistan, service quality dimensions (like reliability, technical service, image, assurance etc) and customer satisfaction have positive correlation.
- **Matzler and Hinterhuber, (2016):** in his study on the determinants of service quality. Based on their empirical analysis, they have concluded that the determinants of online customer satisfaction are driven by a number of factors which also include service quality dimensions. Namely satisfiers and dissatisfiers. The main sources of satisfaction are attentiveness, responsiveness, care and friendliness. The main sources of dissatisfaction are integrity, reliability, responsiveness, availability and functionality.
- **Archana S, (2016):** A Comparative Study" studied the problems faced by customers with regard to delayed service, lack of proper guidance and customer discrimination made by company staff. She suggests that the staff could solve all such problems if they go in for automation, and the discrepancies made by company staff could be reduced to a great extent.
- **Sanjay N, (2016):** found out the reason for the poor quality of customer service in company. The result showed that more than fifty per cent of the customers who made complaints cited inefficient service as the main cause. The delay in delivery of automation product was the next reason for complaints.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Research Methodology is a systematic theoretical analysis applied to field of study. It comprises of theoretical analysis of the body of the methods and principles associated with a branch of knowledge. It is the general research strategy that outlines the way in which the research is to be undertaken and among other things identifies the methods to be used in it.

3.2 RESEARCH DESIGN

Descriptive research design has been used in this study. In Descriptive Research Design, the scholar explains/describes the situation or case in depth in their research materials. This type of research design is purely on a theoretical basis where the individual collects data, analyses, prepares and then presents it in an understandable manner. It is the most generalized form of research design. To explore one or more variables, a descriptive design might employ a wide range of research approaches. Unlike in experimental research, the researcher does not control or change any of the variables in a descriptive research design; instead, he or she just observes and measures them. In other words, while qualitative research may also be utilized for descriptive reasons, a descriptive method of research design is typically regarded as a sort of quantitative research. To guarantee that the results are legitimate and dependable, the study design should be properly constructed.

3.3 SOURCES OF DATA

Primary Data

The primary data for the study was collected by using questionnaires which is monitored directly from the customers to understand the satisfaction on after services provided by Flipkart India Pvt Ltd.

Secondary Data

It is a type of data that has already been collected in the past. Secondary data was collected from Business magazines, Brochures, Company's report, Company website, Internet.

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general Information about employees and second part contained the respondent's opinions about Employees experience.

3.5 SAMPLING SIZE

Sample size refers to the number of items to be selected from the universe to constitute a sample. A sampling 100 Customers was taken for conducting this study.

3.6 SAMPLING TECHNIQUE

The technique of Non Probability Convenience sampling was used to choose the samples in order to collect required information from them.

3.7 PERIOD OF STUDY

Period of study is the time taken to complete the project. The period of this study was months (January 2023 to February 2023).

3.8 TOOLS FOR DATA COLLECTION

Questionnaire: A questionnaire is a research instrument consisting of a series of questions (or other types of prompts) for the purpose of gathering information from respondents through survey or statistical study. Questionnaires have advantages over some other types of surveys in that they are cheap, do not require as much effort from the questioner as verbal or telephone surveys, and often have standardized answers that make it simple to compile data.

3.9 TOOLS FOR DATA ANALYSIS

- **Percentage analysis:** It is used on a balance sheet, a percent change analysis shows how a balance sheet account changes from year to year, or quarter to quarter. The balance sheet accounts are assets, liabilities and stockholders' equity. Percent change analysis is important for managers and investors to see how a company is growing or retracting from year-to-year.
- **Charts & Graphical Analysis:** Graphing the data can be utilized for both historical data already available and when analyzing the data information resulting from live data collection activities. Graphical Analysis allows us to quickly learn about the nature of the process, enables clarity of communication and provides focus for further analysis.
- **Bar Diagram:** A bar chart or bar graph is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a column chart.
- **Pie Diagram:** A pie chart, also known as a circle graph, histogram, pie diagram, or scatter diagram, is a type of graph that uses a circular graph to view data. The graph's pieces are equal to the percentage of the total in each group. In other words, the size of each slice of the pie is proportional to the size of the group as a whole.

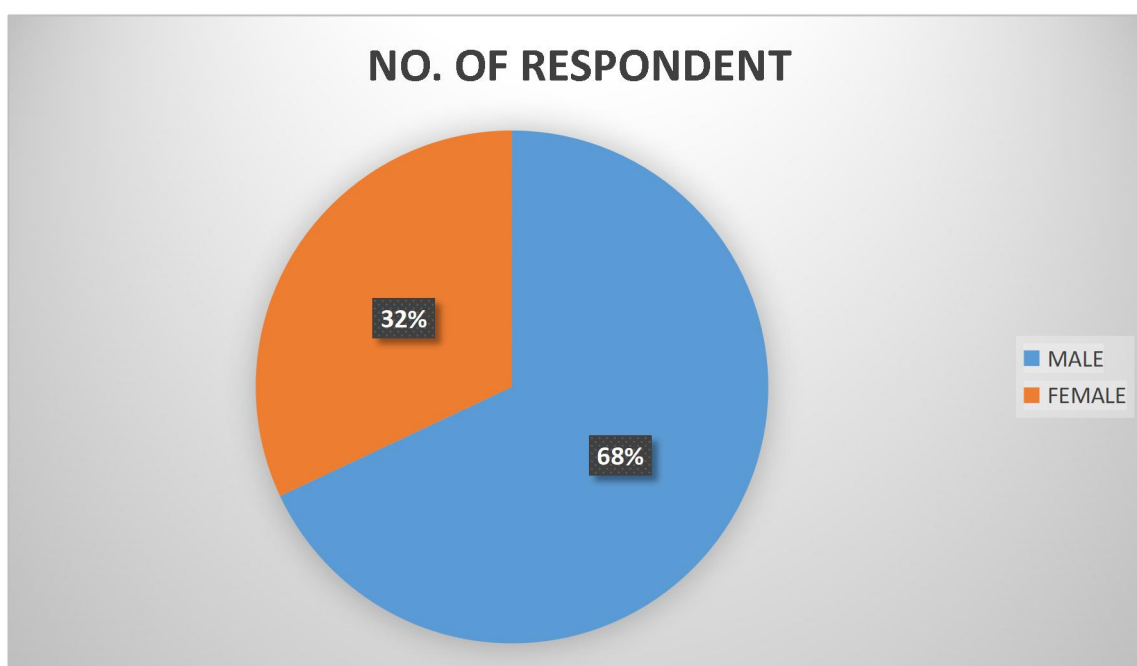
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

4.1.1 Table Showing Gender Wise Classification of the Respondents

Gender	No. Of Respondents	Percentage
Male	68	68%
Female	32	32%
Total	100	100



Interpretation:

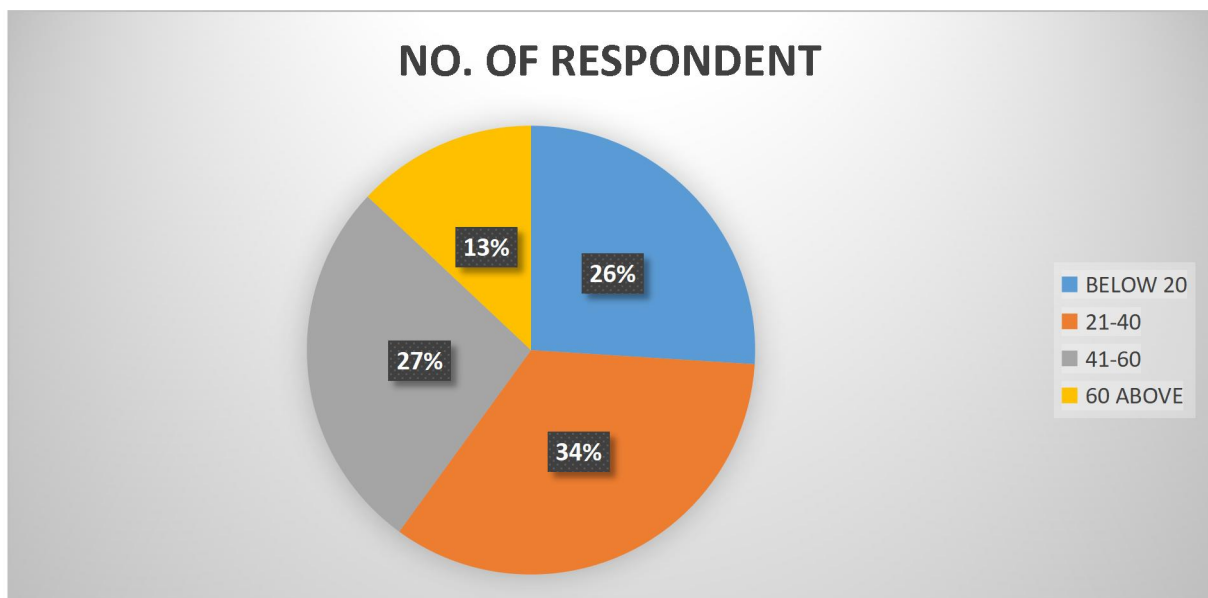
From the table 4.1.1 it is interpreted that the number of respondent of male and female are 68% and 32%.

Inference:

Majority of respondent are male (68%)

4.1.2 Table Showing Age Wise Classification of the Respondents

Age	No. Of Respondents	Percentage
Below 20	26	26%
21-40	34	34%
41-60	27	27%
60 Above	13	13%
Total	100	100%



Interpretation:

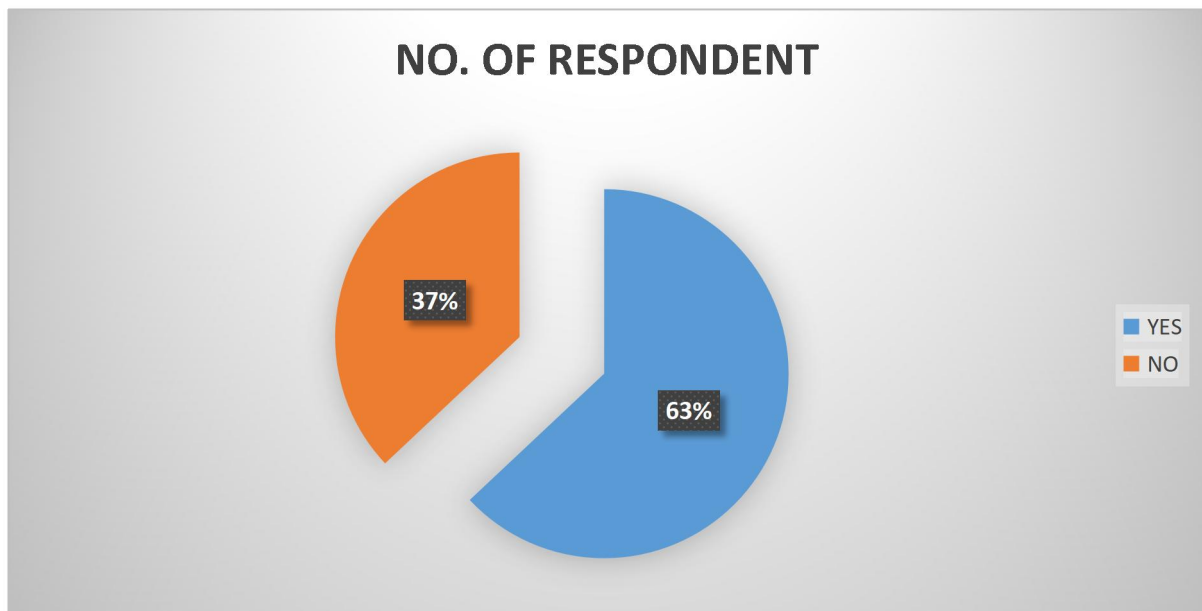
From the table 4.1.2 it is interpreted that the number of respondent age group below 20- (26%) , 21-40 – (34%) , 41-60 – (27%) ,60 Above – (13%).

Inference:

Majority of respondent age are between 21- 40 (34%).

4.1.3 Table Showing Marital Status Wise Classification of the Respondents.

Marital Status	No. of Respondents	Percentage
Yes	63	63%
No	37	37%
Total	100	100%



Interpretation:

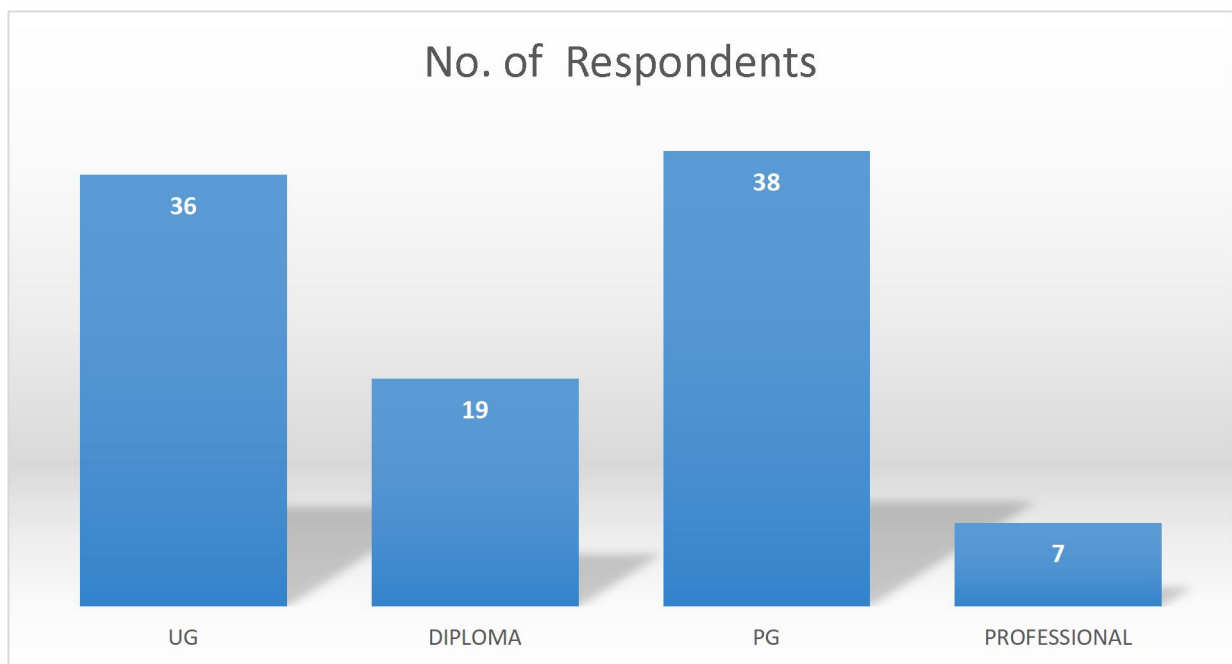
From the table 4.1.3 it is interpreted that the number of respondent who's marital status is married – (63%) and unmarried – (37%)

Inference:

Majority of respondent are married - (63%) compared to - (37%)

4.1.4 Table Showing Qualification Wise Classification of the Respondents

Qualification	No. of Respondents	Percentage
UG	36	36%
PG	38	38%
DIPLOMA	19	19%
PROFESSIONAL	7	7%
TOTAL	100	100%



Interpretation:

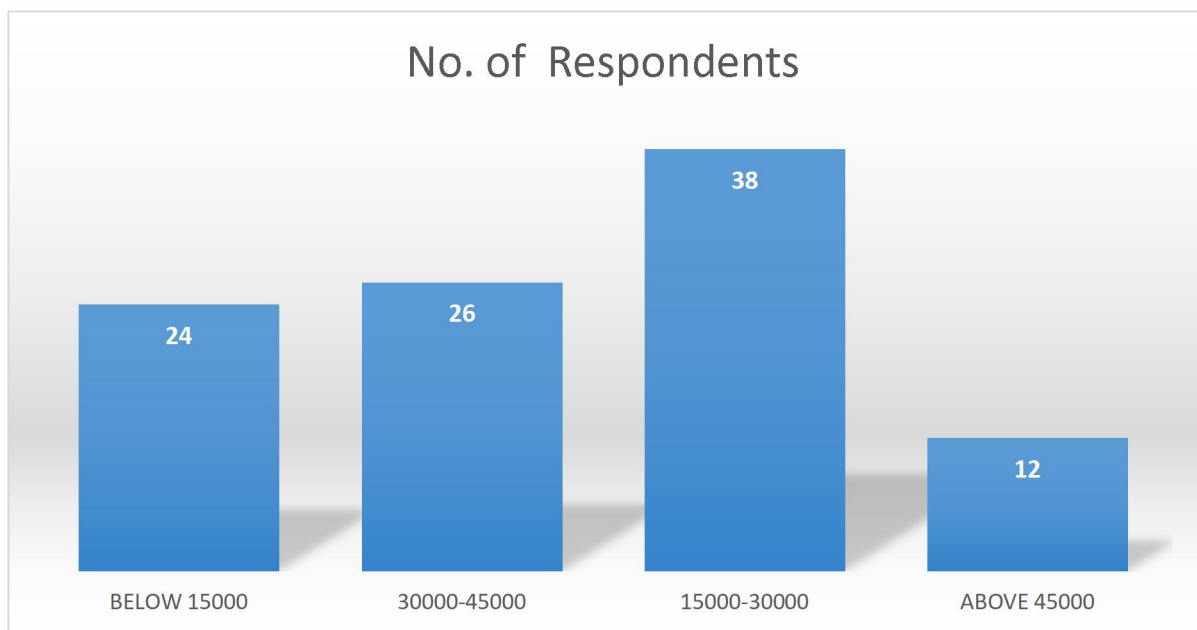
From the table 4.1.4 it is interpreted that the number of respondent who's qualification is UG (36%), Diploma (19%), PG (38%) and Professional (7%).

Inference:

Majority of respondent qualification are PG- (38%).

4.1.5 Table Showing Annual Income Wise Classification of the Respondents

<i>Annual Income</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Below 15000	24	24%
30000-45000	26	26%
15000-30000	38	38%
Above 45000	12	12%
TOTAL	100	100%



Interpretation:

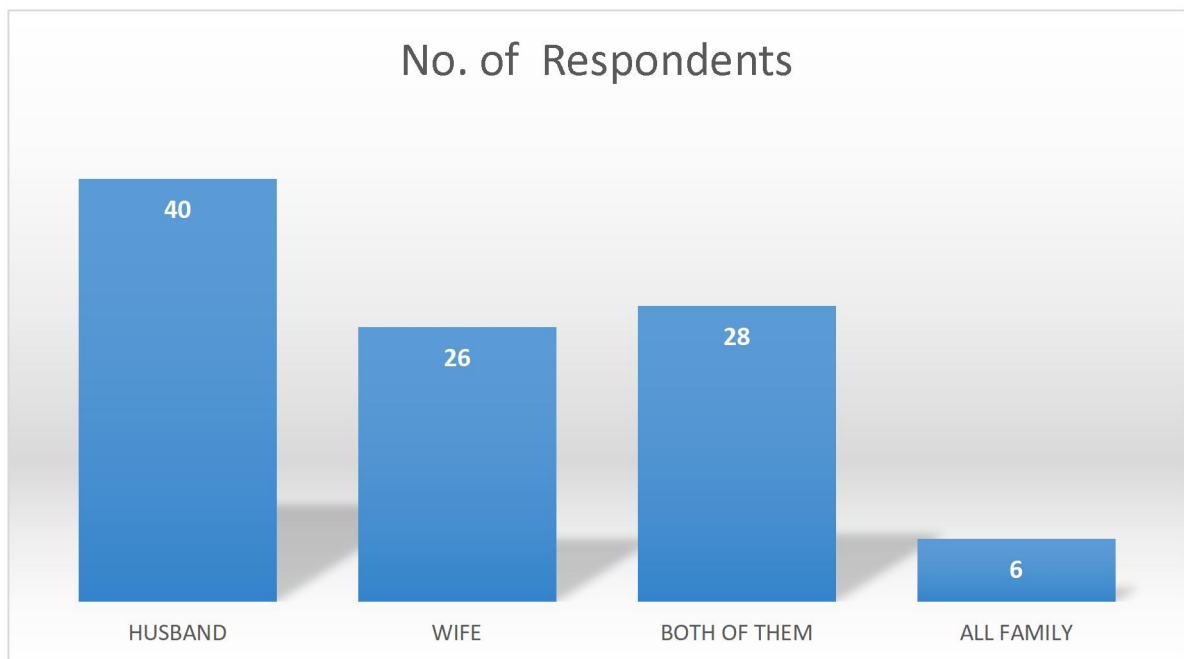
From the table 4.1.5 it is interpreted that number of respondent's annual income Below 15000 is (24%), 30000 to 45000 is (26%), 15000 to 30000 is (38%) and Above 45000 is (12%).

Inference:

Majority of respondent's annual income is between (15000-30000) about (38%)

4.1.6 Table Showing Classification of the Respondents based on Decision maker

<i>Decision Maker</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Husband	40	40%
Wife	26	26%
Both of them	28	28%
All Family	6	6%
TOTAL	100	100%



Interpretation:

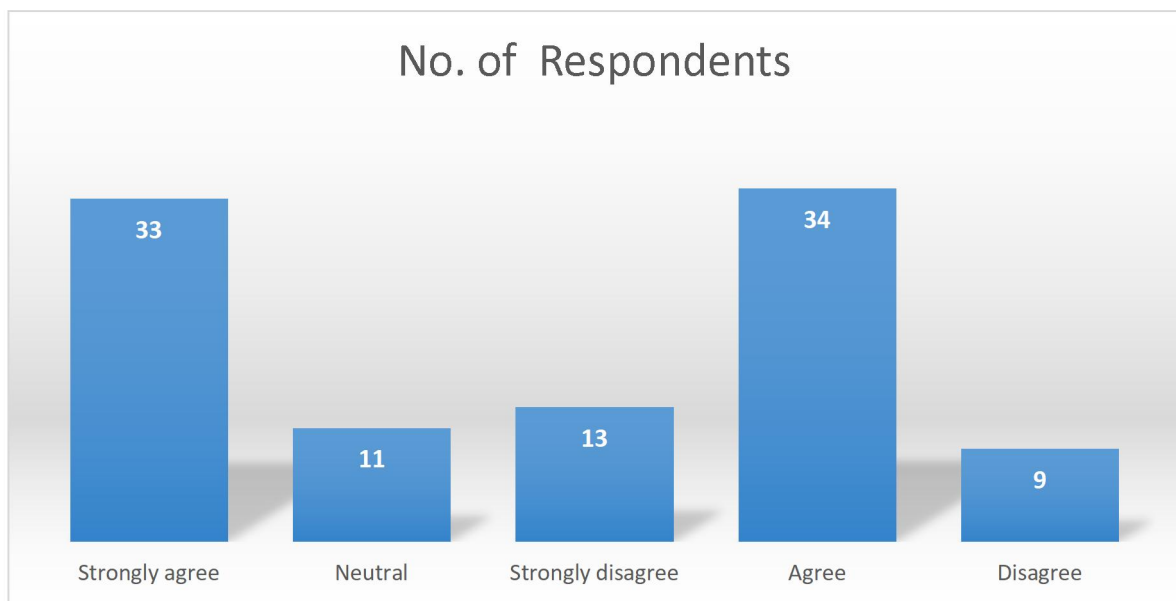
From the table 4.1.6 it is interpreted that classification of respondents based on decision maker. Husband - (40%), Wife - (26%), Both of them - (28%), All family - (6%)

Inference:

Majority of decision maker are husband - (40%)

4.1.7 Table Showing Classification of the Respondents based on Service Quality

Service Quality	No. of Respondents	Percentage
Strongly agree	33	33%
Neutral	11	11%
Agree	34	34%
Disagree	9	9%
Strongly Disagree	13	13%
TOTAL	100	100%



Interpretation:

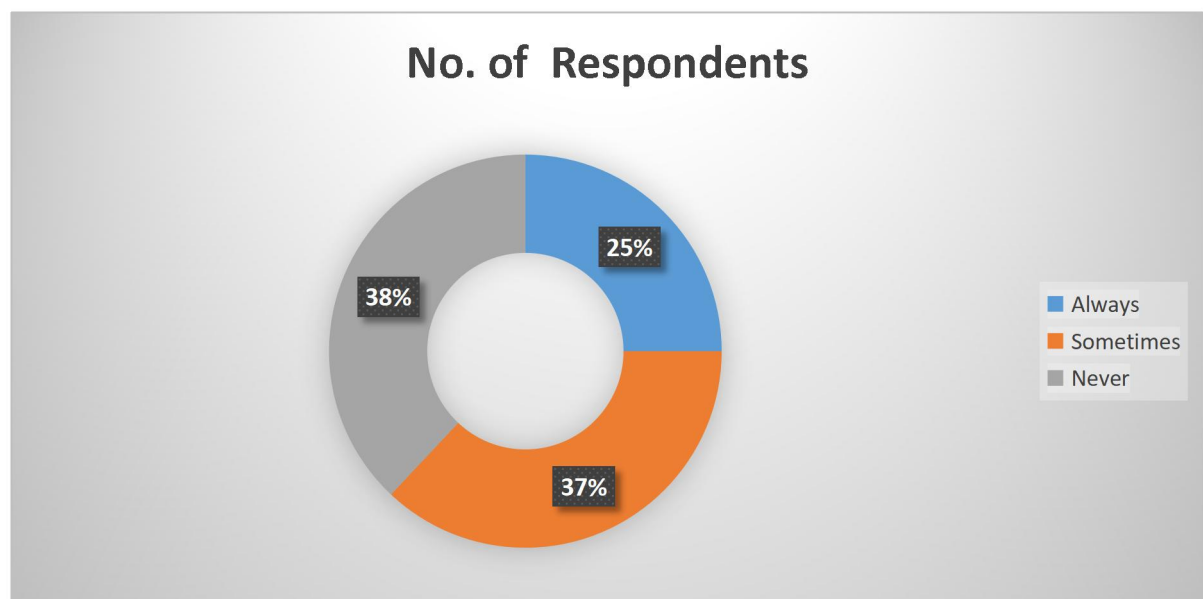
From the table 4.1.7 it is interpreted that classification of respondents based on their satisfaction level on service quality. Strongly agree - (33%), Neutral - (11%), Strongly disagree - (13%), Agree - (34%), Disagree - (9%).

Inference:

Majority of respondents are agreeing with service quality satisfaction. Agree- (34%).

4.1.8 Table Showing Delivery Charges Hindered Respondents from buying the products

<i>Delivery Charges Hindered</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Always	25	25%
Sometimes	37	37%
Never	38	38%
Total	100	100%



Interpretation:

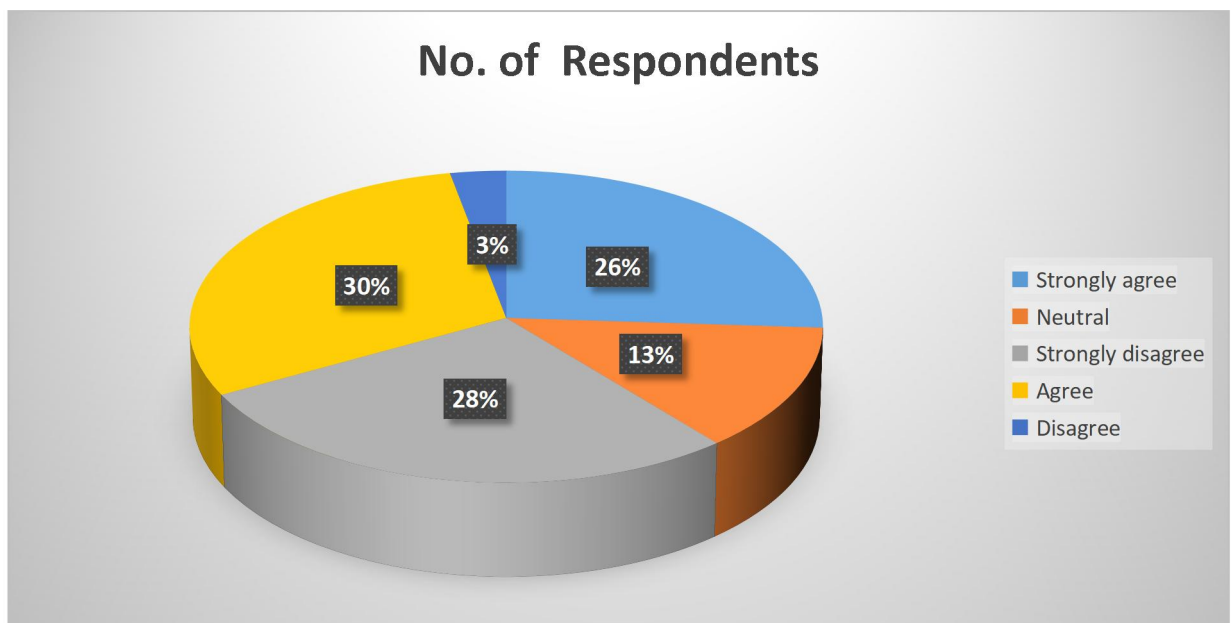
From the table 4.1.8 it is interpreted that delivery charges hindered them from buying the product Always - (25%), Sometimes - (37%), Never - (38%).

Inference:

Majority of respondents have agreed that delivery charges never hindered them from buying the product. Never - (38%)

4.1.9 table Showing the Speed of Delivery Importance to the Respondents

Speed of Delivery	No. of Respondents	Percentage
Strongly agree	26	26%
Neutral	13	13%
Strongly Disagree	28	28%
Agree	30	30%
Disagree	3	3%
TOTAL	100	100%



Interpretation:

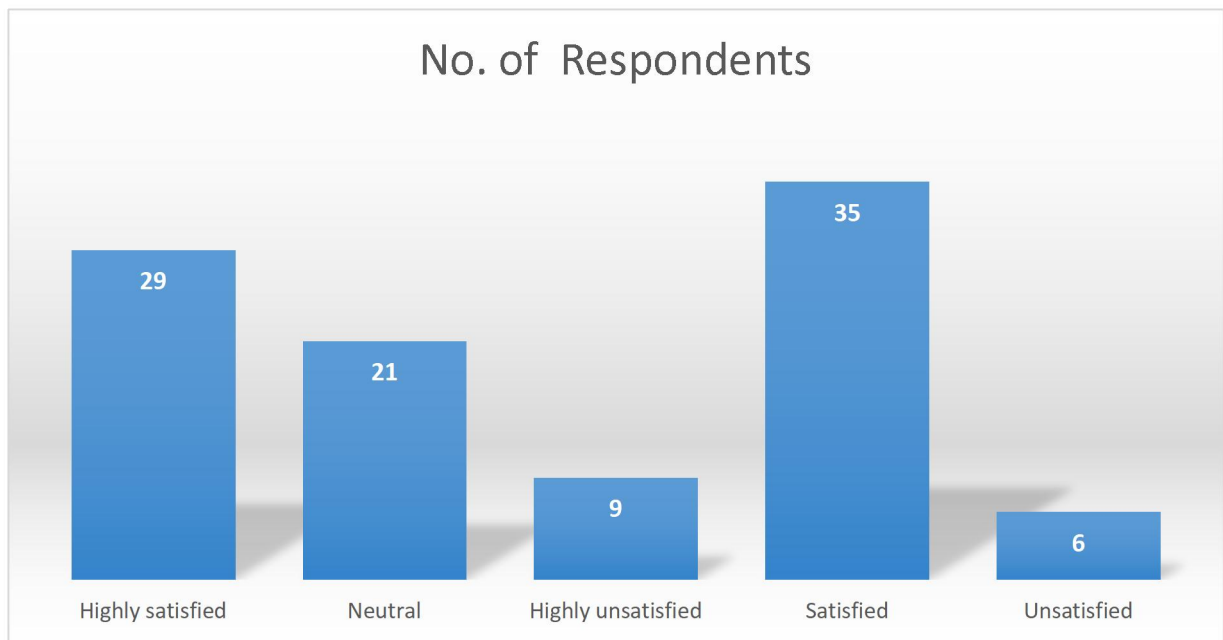
From the table 4.1.9 it is interpreted that classification of respondents based on their importance towards speed of delivery. Strongly agree - (26%), Neutral - (13%), Strongly disagree - (28%), Agree - (30%), Disagree - (3%).

Inference:

Majority of respondents are agreeing the importance of speed of delivery. Agree - (30%).

4.1.10 Table Showing respondents Satisfaction towards the speed of delivery

<i>Satisfaction towards delivery speed</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Highly Satisfied	29	29%
Neutral	21	21%
Highly unsatisfied	9	9%
Satisfied	35	35%
Unsatisfied	6	6%
Total	100	100%



Interpretation:

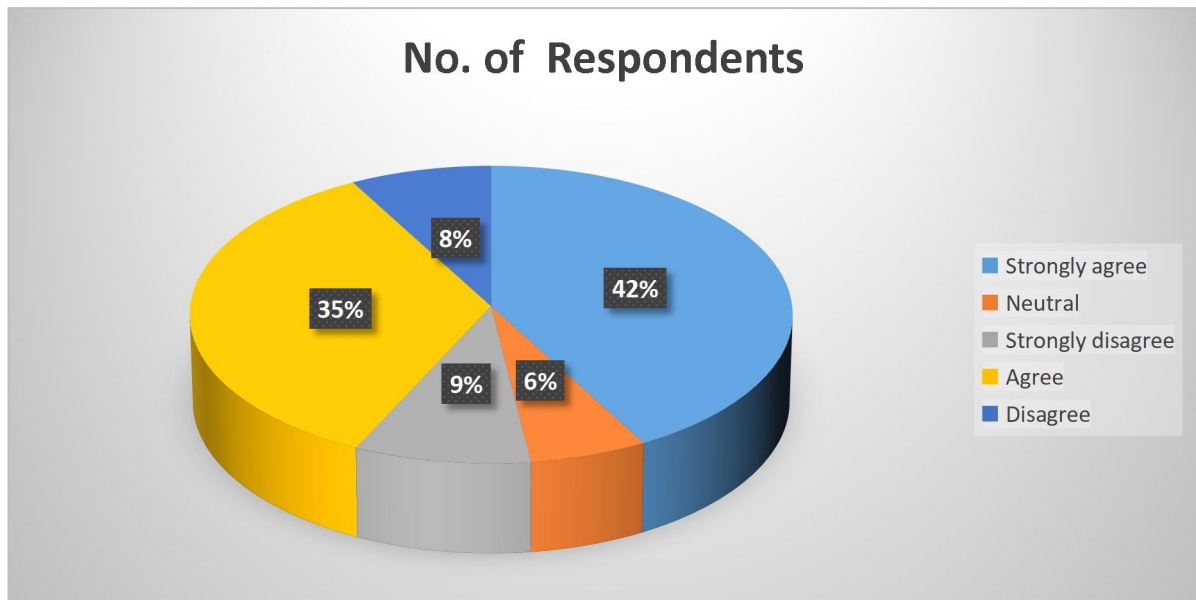
From the table 4.1.10 it is interpreted that classification of respondents based on their satisfaction towards the speed of delivery. Highly satisfied- (29%), Neutral- (21%), Highly unsatisfied- (9%), Satisfied- (35%), Unsatisfied- (6%).

Inference:

Majority of respondents are satisfied with the speed of delivery. Satisfied- (35%).

4.1.11 Table Showing the price importance to the respondent during purchases

Price Importance	No. of Respondents	Percentage
Strongly agree	42	42%
Neutral	6	6%
Strongly disagree	9	9%
agree	35	35%
Disagree	8	8%
TOTAL	100	100%



Interpretation:

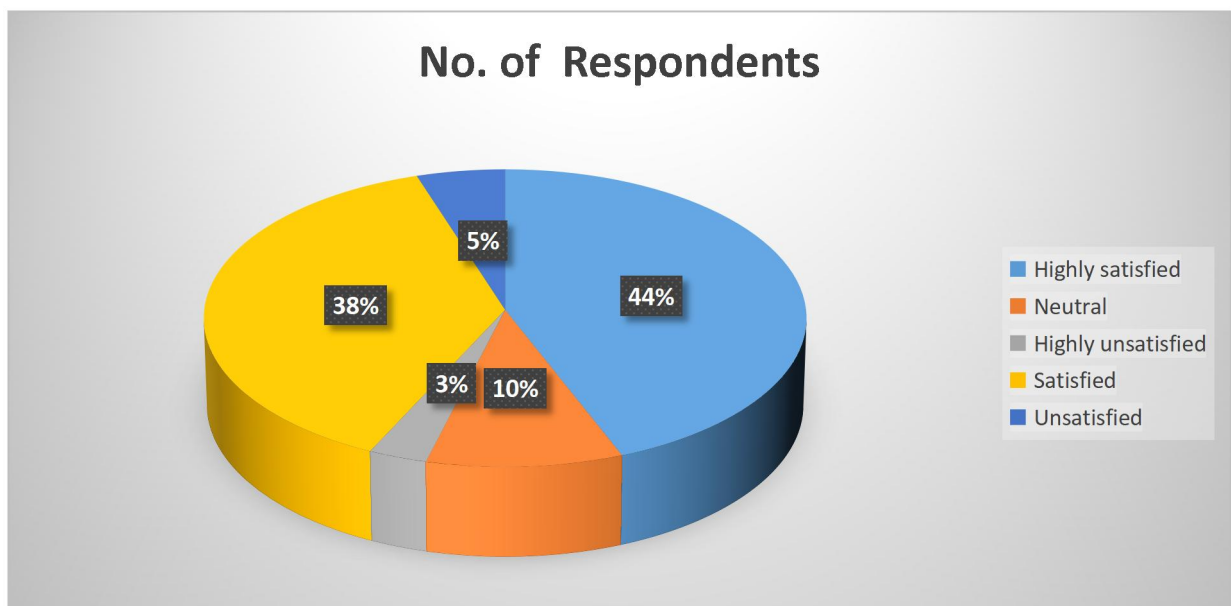
From the table 4.1.11 it is interpreted that classification of respondents based on their importance towards the price during purchase. Strongly agree- (42%), Neutral- (6%), Strongly disagree- (9%), Agree- (35%), Disagree- (8%).

Inference:

Majority of respondents are strongly agreeing the importance of price during purchase. Strongly agree- (42%).

4.1.12 Table showing respondents satisfaction towards buying experience

Purchase Satisfaction	No. of Respondents	Percentage
Highly satisfied	44	44%
neutral	10	10%
Highly unsatisfied	3	3%
Satisfied	38	38%
Unsatisfied	5	5%
TOTAL	100	100%



Interpretation:

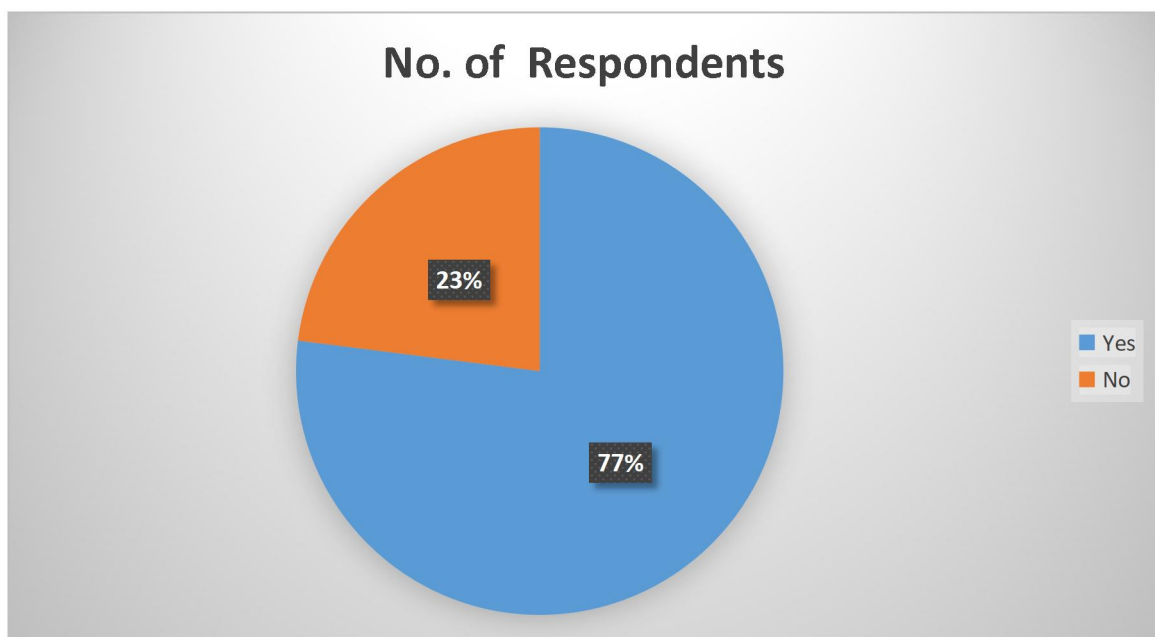
From the table 4.1.12 it is interpreted that classification of respondents based on their satisfaction during their buying experience. Highly satisfied- (44%), Neutral- (10%), Highly unsatisfied- (3%), Satisfied- (38%), Unsatisfied- (5%).

Inference:

Majority of respondents are Highly satisfied with the speed of delivery. Highly satisfied- (44%).

4.1.13 Table showing whether the respondents repurchase the product with which they are satisfied

<i>Repurchase</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	77	77%
No	23	23%
TOTAL	100	100%



Interpretation:

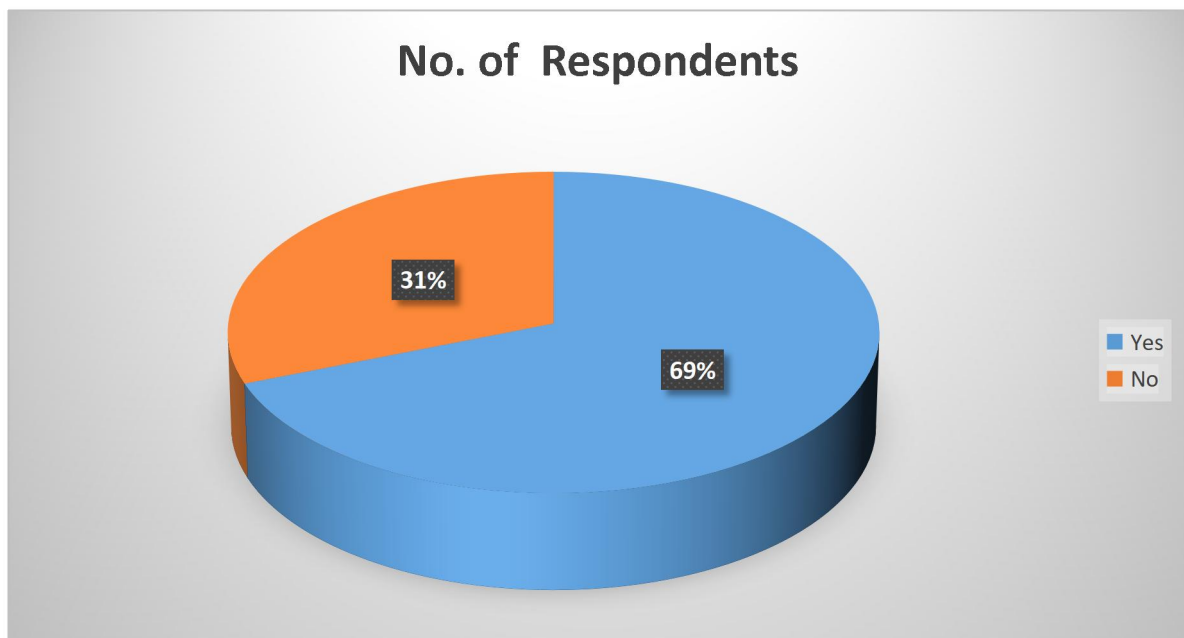
From the table 4.1.13 it is interpreted that whether the respondents repurchase the product with which they are satisfied with. Yes- (77%), No- (23%).

Inference:

Majority of respondents repurchase the product with which they are satisfied with. Yes- (77%).

4.1.14 Table showing whether the respondent prefer to buy online

<i>Online buying</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	69	69%
No	31	31%
TOTAL	100	100%



Interpretation:

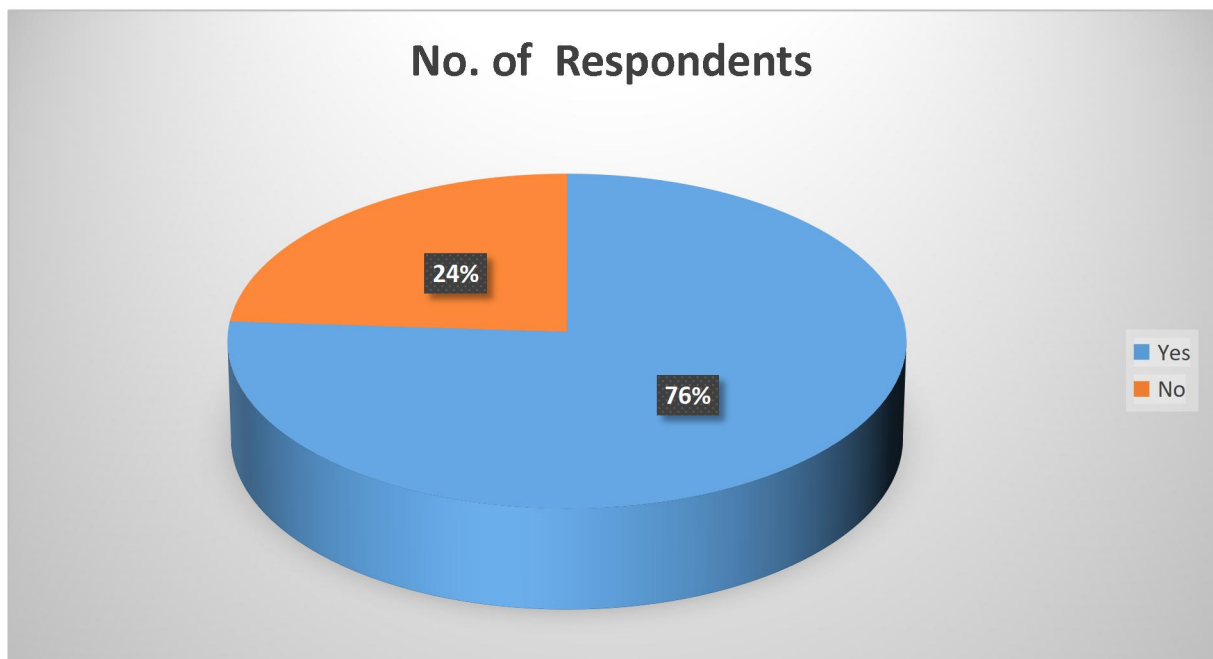
From the table 4.1.14 it is interpreted that whether the respondents prefer online purchase. Yes- (69%), No-(39%)

Inference:

Majority of respondents prefer online purchase. Yes- (69%)

4.1.15 table showing whether the respondents meet their product quality expectation

<i>Product Quality Expectation</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	76	76%
No	24	24%
TOTAL	100	100%



Interpretation:

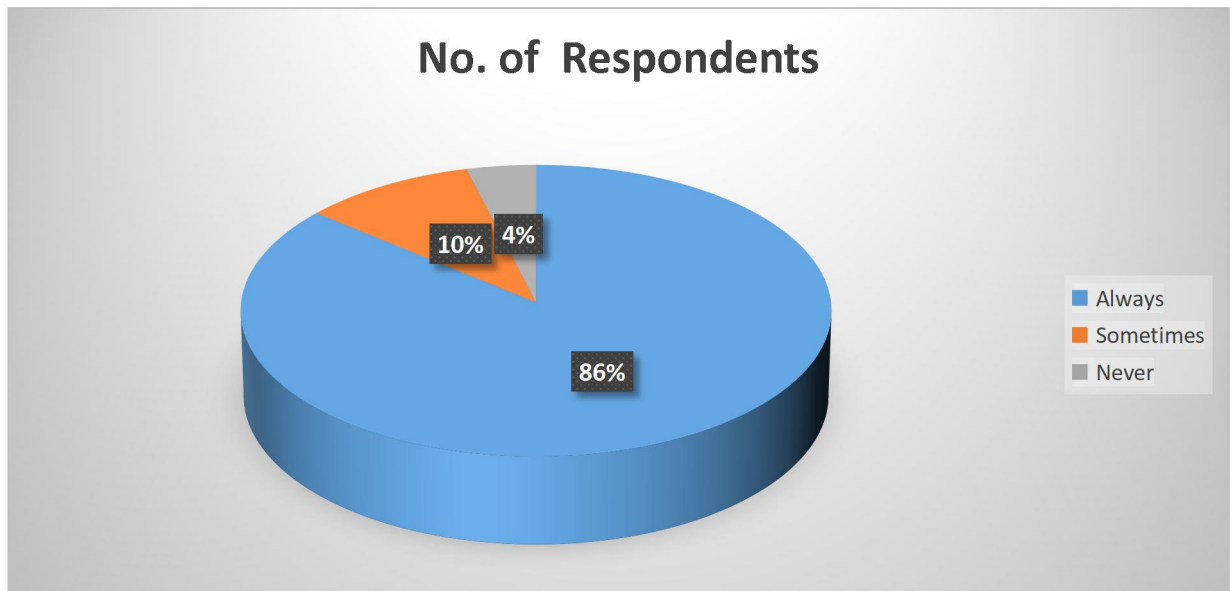
From the table 4.1.15 it is interpreted that whether the respondents meet their product quality expectations. Yes- (76%), No- (24%).

Inference:

Majority of respondents met product quality expectations. Yes- (76%).

4.1.16 table showing whether the damaged product which is received is replaced/refunded fast

<i>Product replacement or refund</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Always	86	86%
Sometimes	10	10%
Never	4	4%
TOTAL	100	100%



Interpretation:

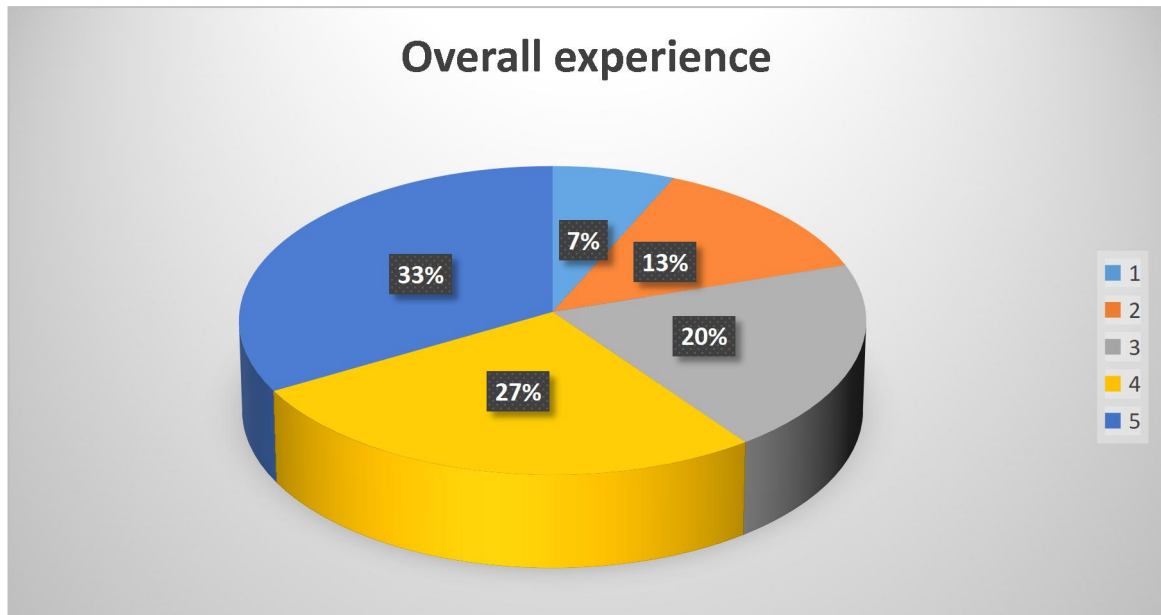
From the table 4.1.16 it is interpreted that whether damaged product which is received is replaced/ refunded fast. Always- (86%), Sometimes- (10%), Never- (4%).

Inference:

Majority of respondents get replaced/ refunded fast for damaged product. Always- (86%).

4.1.17 Table showing overall experience of system and services

Overall experience	No. of Respondents	Percentage
1	12	12%
2	16	16%
3	21	21%
4	35	35%
5	16	16%
TOTAL	100	100%



Interpretation:

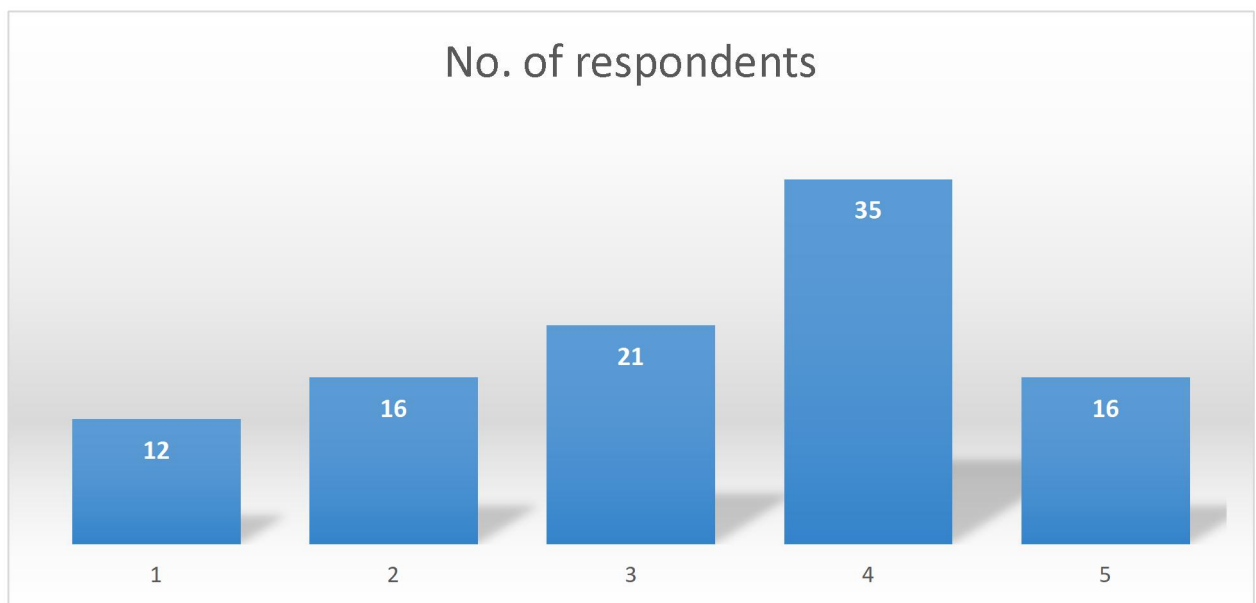
From the table 4.1.17 it is interpreted the overall experience of system and services. 1- (12%), 2- (16%), 3- (21%), 4- (35%), 5- (16%).

Inference:

Majority of respondents gave 4 scale for overall experience of system and services. 4- (35%)

4.1.18 Table showing respondents opinion on adherence to safety

Adherence to Safety	No. of Respondents	Percentage
1	12	12%
2	16	16%
3	21	21%
4	35	35%
5	16	16%
TOTAL	100	100%



Interpretation:

From the table 4.1.19 it is interpreted the respondent opinion on adherence to safety. 1- (12%), 2- (16%), 3- (21%), 4- (35%), 5- (16%)

Inference:

Majority of respondents gave 4 scale for their opinion on adherence to safety. 4- (35%).

CHAPTER 5

FINDINGS, SUGGESTIONS, CONCLUSION

5.1 FINDINGS OF THE STUDY

- Majority of the customers use Flipkart app for online purchases
- Most of the customers choose Flipkart because of the quality of the service they offer
- Majority of the customers are aware of the after sale services offered by Flipkart
- Majority of the clients rated the customer relationship management as very good.
- Most of the customers often utilize various after sale services offered by Flipkart
- Majority of the customers are satisfied by the services provided by Flipkart
- Majority of the customers states that the company collects their feedback often.
- Less than half of the customers face problems regarding the after sale services offered by the company.
- Majority of the customers stated that Warranty of the services affects their satisfaction.
- Majority of respondent says that they have neutral interaction with the customers.
- Most of the customer says that company is often considering the valuable suggestions.
- Most of the customer says that the product is performing as per the company standards.

5.2 SUGGESTIONS AND RECOMMENDATIONS

There are some suggestions on customer satisfaction and after sales service of Flipkart products.

- The company should improve its quality of service
- Company should use modern tools for providing services
- Company should provide more alternative offers towards its customers
- The company should provide offers/discounts to customers through advertisements and social media.
- The company should maintain customer relationship through customized wishes, review, personalized offers, etc

5.3 CONCLUSIONS

After-Sales Service is a service offered by a company for better customer satisfaction even after sales. It uses focuses on ensuring quality services for customers. Providing such various services helps to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.

From the study it can be concluded that the customer satisfaction of after sales service in Flipkart India Pvt Ltd is satisfactory. . The company is using various after sale services like maintaining good services to customers ensuring regular feedback from customers. After sale services plays a vital role in retaining customers and also in increasing sales. Hence after sale service influences the profitability of the company. Therefore the conclusion is that Flipkart India Pvt Ltd offers efficient after sale services for higher customer satisfaction.

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- **Sanjeev Kumar and Savita Maan (2014),** Status and Scope of Online Shopping: An Interactive Analysis through Literature Review, *International Journal of Advance Research in Computer Science and Management Studies*, Vol. 2, Issue 12, December.
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- **Wang, C L, Ye, L R Zhang Y and Nguyen D. D, (2005),** “Subscription to fee-based online services: What makes consumer pay for online content?” *Journal of Electronic Commerce Research*, vol. 6.
- **Lucero, Legorreta and Cervantes,(2011):** Research has found that customer satisfaction leads to loyalty. Satisfaction on technical functional of the core factor to determine the loyalty. The satisfaction with global cost and the after sales service falls under second place.
- **Srinivasan and et.al, (2011):** Has inferred that there is no relationship between quality of product and value for money. Also there is no relationship between performance and complaint handling. However, there is a very high degree of positive correlation between quality of product and after sales service.
- **Saeed and et.al, (2013):** Have examined the impact of after-sales services on consumer’s buying behaviour and discovered that there are some factors of after sales services which influence consumer’s buying behaviour. Economic parts play a vital role on consumer buying behaviour as compared to easy availability of products and easy availability of services..
- **Hussain, Batti and Jilani, (2013):** The results of an empirical study conducted on after sales customer satisfaction indicated that product quality and social responsibility are major variables affecting customer satisfaction and customer satisfaction increases with better service delivery.

- **Perumal, (2014):** made an empirical study on “The relationships of customer satisfaction, customer loyalty, and profitability” and concluded that customer loyalty in terms of customer retention, relationship tenure, accounts cross sell and service cross sell is related with overall satisfaction and satisfaction with respect to service index and price index.
- **Singh and Srivatava, (2014):** Has concluded that Product delivery; Installation and Warranty were significant in predicting customer satisfaction.
- **Ladokun, Adeyemo, and Ogunleye (2014):** Have stated that by using Kano’s model of customer satisfaction to explore customers’ stated needs and unstated desires and resolve them into different categories can be used as a basis for product development, especially for quality function deployment.
- **Gang and Shuqin, (2015):** : Conducted a study in China and the results indicated that in China’s industry fairness, empathy reliability and convenience have significant positive impact on satisfaction, but responsiveness has no significant positive impact on satisfaction. However, trust has a significant positive impact on commitment.
- **Sandhu and et.al, (2015):** Research has found that service dimensions are one of the major determinants of customer satisfaction. In telecom sector of Pakistan, service quality dimensions (like reliability, technical service, image, assurance etc) and customer satisfaction have positive correlation.
- **Matzler and Hinterhuber, (2016):** in his study on the determinants of service quality. Based on their empirical analysis, they have concluded that the determinants of online customer satisfaction are driven by a number of factors which also include service quality dimensions. Namely satisfiers and dissatisfiers. The main sources of satisfaction are attentiveness, responsiveness, care and friendliness. The main sources of dissatisfaction are integrity, reliability, responsiveness, availability and functionality.
- **Archana S, (2016):** A Comparative Study" studied the problems faced by customers with regard to delayed service, lack of proper guidance and customer discrimination made by company staff. She suggests that the staff could solve all such problems if they go in for automation, and the discrepancies made by company staff could be reduced to a great extent.

ANNEXURE - I

1. Gender:
 - A) Male
 - B) Female

2. Age:
 - A) Below 20
 - B) 21-40
 - C) 41-60
 - D) 60 Above

3. Marital Status:
 - A) Yes
 - B) No

4. Qualification:
 - A) UG
 - B) PG
 - C) Diploma
 - D) Professional

5. Annual Income
 - A) Below 15000
 - B) 15000-30000
 - C) 30000-45000
 - D) Above 45000

6. Who is decision maker of your Family?
 - A) Husband
 - B) Wife
 - C) All Family
 - D) Both of them

7. The service quality of the sellers is important
 - A) Strongly Agree
 - B) Agree
 - C) Neutral
 - D) Disagree
 - E) Strongly Disagree

8. Has the delivery charges hindered you from buying your product?
 - A) Always
 - B) Sometimes
 - C) Never

9. The speed of the delivery is important to you?
 - A) Strongly Agree
 - B) Agree
 - C) Neutral
 - D) Disagree
 - E) Strongly Disagree

10. So far, I am satisfied with the speed of delivery
 - A) Highly Satisfied
 - B) Satisfied
 - C) Neutral
 - D) Unsatisfied
 - E) Highly Unsatisfied

11. Is the price is important when you purchase?
 - A) Strongly Agree
 - B) Agree
 - C) Neutral
 - D) Disagree
 - E) Strongly Disagree

12. Are you overall satisfied with your experience of buying?
- A) Highly Satisfied
 - B) Satisfied
 - C) Neutral
 - D) Unsatisfied
 - E) Highly Unsatisfied
13. Do you often repurchase the product you are satisfied with?
- A) Yes
 - B) No
14. Do prefer online buying?
- A) Yes
 - B) No
15. Do every product quality meet you expectation?
- A) Yes
 - B) No
16. If the product you received is damaged would they replace/refund fast?
- A) Always
 - B) Sometimes
 - C) Never
17. Overall Experience of system and services (1-Lowest to 5-Highest):
- A) 1
 - B) 2
 - C) 3
 - D) 4
 - E) 5
18. Adherence to Safety:
- A) 1
 - B) 2
 - C) 4
 - D) 5