

A STUDY ON CUSTOMER SATISFACTION TOWARDS FLIPKART

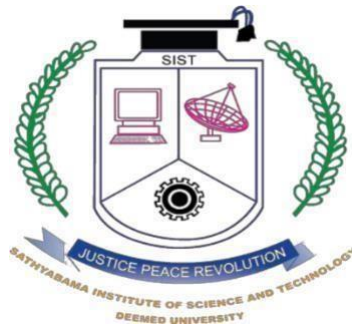
Submitted in partial fulfilment of the requirement for the reward of

MASTER OF BUSINESS ADMINISTRATION

by

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

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A++” by NAAC | 12B Status by UGC |
CATEGORY - 1 UNIVERSITY BY UGC | Approved by AICTE
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DECEMBER 2023



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
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SCHOOL OF MANAGEMENT STUDIES BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonfide work of **Y.A. YASMINE AGNES (42410069)** who has done the Project work entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS FLIPKART**” under my supervision from October 2023 to December 2023”

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DECLARATION

I **Y.A. YASMINE AGNES (42410069)** here by declare that the Project Report entitled **“A STUDY ON CUSTOMER SATISFCATION TOWARDS FLIPKART”** done by me under the guidance of **DR. PRINCY, School of management studies** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration Degree.

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PLACE: CHENNAI

Y.A. YASMINE AGNES

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ABSTRACT

The importance of this study is to examine the customer satisfaction towards Flipkart.com users in Chennai city. Also tried to find out various attributes of Flipkart users of Chennai city towards the online shopping. For this study survey was conducted. The data will be collected from respondents through a scheduled containing question. The study result concluded that future of e-trailers 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-trailer company in India is depending upon its popularity, its branding image, its unique & fair policies, and its customer relations etc. Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the internet using web browsers. The evolution of online shopping has opened door of chance to provide a competitive advantage over firms. Online shopping has grown in popularity over the years mainly because people find it convenient for the comfort of their home or workplace. Thus, the study aims to examine the customer satisfaction towards online shopping from Flipkart. The study focuses on online shopper's preferences, satisfaction and problems on Flipkart online shopping marketers. The study is based on both primary and secondary data. Likert's four-point scale and Convenient Sampling method were used in this study for selecting the samples and the sample size for the study was 70. With a view of analyzing the data through percentage analysis. Research findings from the paper will be useful to understand the customers' level of satisfaction on basis of the products as well as websites experienced by customers.

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CHAPTER-1

1.INTRODUCTION

The Internet, as a mean for both firms and individuals to conduct business, is nowadays one of the most widely used non-store formats. With popular trends and demands the concept of the Internet as the way forward to increase profit margins, companies new and old are creating websites here and there. The significance for retailers to having a web site is that a web site is informational and transactional in nature, as the web site can be used for advertising and direct marketing; sales; customer support and public relations. It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight consumer behavior in cyberspace.

Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers.

Many experts are optimistic about the prospect of online business. A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image. Branding is when that idea or image is marketed so that it is recognizable by more and more people, and identified with a certain service or product when there are many other companies offering the same service or product. Advertising professionals work on branding not only to build brand recognition, but also to build good reputations and a set of standards to which the company should strive to maintain or surpass. Branding is an important part of Internet commerce, as branding allows companies to build their reputations as well as expand beyond the original product and service, and add to the revenue generated by the original brand.

Customer perception is a marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Research has shown that consumer behavior is difficult to predict, even for experts in the field. Relationship marketing is an analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions. The ultimate goal of most businesses is to increase sales and income. Ideally, you want attract new customers to your products and encourage repeat purchases. Brand awareness refers to how aware customers and potential customers are of your business and its products.

Brand Awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction. Brand awareness is the extent to which the consumer associates the brand with the product he desires to buy. It is the brand recall and the brand recognition of the company to the consumers. Brand recall is the ability of the consumer to recollect the brand with reference to the product whereas brand recognition is the potential of the consumer to retrieve the past know ledge of the brand when enquired about the brand or shown an image of the brand logo.

Brand awareness is an essential part of brand development which helps the brand to stand out from the others in this monopolistically competitive market. Digital marketing involves the promotion of products and services using digital distributionchannels that reach consumers in a timely, relevant, personal, and cost-

effective manner. At a high level, digital channels can have many categories, such as the internet, mobile, digital outdoors, and any form of interactive digital media. Each category has multiple digital tools/sub-channels that can support digital marketing. These include:

- ❖ Internet- Email banner ads, dedicated websites, pop-up ads, sponsored content, paid keyword search, podcasts, etc... Newer channels comprise social networks, blogs, wikis, widgets, virtual worlds, online gaming etc...
- ❖ Mobile- SMS, MMS, mobile Web, mobile application and mobile videoDigital outdoors – Stills/ video digital display, interactive kiosks Interactive digital medium– interactive television channels

1.1 INTERNET USAGE IN INDIA

Internet in India report says that India 's internet user base has gone well above 100 million — that's just fewer than 10% of the population. India's internet user base was growth was very sluggish but has picked up rapidly thereafter

1.2 RETAILING

Retailing is selling of merchandise and certain services to the consumer. Retailing began several thousand years ago. the activities involved in the selling of goods to ultimate consumers for personal or household consumption. It is extremely competitive, and the failure rate of retail establishments is relatively high. Price is the most important arena of competition, but other factors include convenience of location, selection and display of merchandise, attractiveness of the establishment, and reputation.

The diversity of retailing is evident in the many forms it now takes, including vending machines, door-to-door and telephone sales, direct-mail marketing, the Internet, discount houses, specialty stores, department stores, supermarkets, and consumer cooperatives. Whatever form it takes, however, the essence of good retailing remains the same: attractive, appropriate merchandise offered for sale in an attractive, eye-catching manner at a reasonable price at a convenient location. In the more restricted sense of a specialized, full-time commercial activity, retailing began several thousand years ago when peddlers first began hawking their wares and when the first market places were formed.

As with most other business activities, retailing is extremely competitive, and the mortality rate of retail establishments is relatively high. The basic competition is price competition, but this is moderated somewhat by such non-price forms of competition as convenience of location, selection and display of merchandise, attractiveness of the retail establishment itself, and intangible factors such as reputation in the community. Competition for sales has led to a blurring of traditional product lines in retailing, and many establishments offer a much wider variety of merchandise than their basic classification would indicate.

- Vending Machine - a coin-operated machine for selling small articles, beverages, etc.
- Direct -mail marketing - reaching the desired clients using print ads in a form of leaflets, e-mails.
- Discount houses- retail store that offers merchandise for sale at lower prices than conventional stores that sell merchandise at list prices or suggested retail prices;
- Specialty stores- are small stores which specialize in a specific range of merchandise and related items.

1.3 INTRODUCTION TO ONLINE SHOPPING

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Many people choose to conduct shopping online because of the convenience. For example, after finding the items she wants to purchase, she may often need to stand in long lines at the cash register. Despite the convenience of online shopping, not everyone chooses to purchase items and services online.

Online shopping doesn't permit shoppers to touch products or have any social interaction. It also doesn't allow them to take the merchandise home the same day they buy it. Online shopping allows browsing through endless possibilities, and even offers merch and is that's unavailable in stores. If someone is searching for a niche product that may not be distributed locally, they're sure to find what they're looking for on the internet. What's even more useful is the ability to compare items, similar or not, online. He can search stores at the same time comparing material quality, sizes and pricing simultaneously. Shopping via potential buys like pants, shirts, belts and shoes all slung over one arm. Online shopping eliminates the catchy, yet irritating music, as well as the hundreds, if not thousands, of other like-minded individuals who seem to have decided to shop on the same day.

Online shopping transactions occur instantly-saving the time to get your other errands done! Additionally, unlike a store, online shopping has friendly customer service representatives available 24 hours a day, 7 days a week to assist you with locating, purchasing and shipping our merchandise

1.3.1 Factors influencing consumer to shop online

Though there are several factors that influence consumers to shop online, but there are mainly four factors which influence consumer to shop online after reading literature in the field on consumer attitudes towards online shopping and these factors are discussed below in brief

Convenience

Convenience factor refers that it is easy to browse or search the information through online is easier than the traditional retail shopping. Through online, consumers can easily search product catalogue but if the consumer looks generally for the same product or item in a traditional store manually it is difficult to visit physically and time consuming also. Convenience has always been a prime factor for consumers to shop online. According to the Robinson, Riley, Rettie and Wilsons the major motivation for online purchasing is convince in terms of shop at any time and having bundles of items delivered at door step.

Rohm and Swami Nathan's claims in —typology of online shoppers intoll: Convenience shoppers, balanced buyers, variety seekers and store-oriented shoppers, based upon their present shopping motivation. Through online purchase consumers can easily compare the price than the traditional purchase. So, price comparison is also another convenience factor of online shopping

Time saving

Time savings is one of most influencing factors of online shopping. Browse or search an online catalogue can save time and patience. People can save time and can reduce effort by shopping online. One possible explanation that online shopping saves time during the purchasing of goods and it can eliminate the traveling time required to go to the traditional store. On the other side, some respondent think that it is also time taken for delivery of goods or services over

online shopping. Unexpectedly time saving is not the motivating factor for the consumers to shop online (Corbett, 2001) because it takes time receiving goods or delivery. But time saving factor, can be seen through different dimensions lineperson living in Florida can shop at Harod's in London (through the web) in less time than it takes to visit the local Burdines department store.

So, the importance of the time saving factor cannot be neglected as motivation behind online purchasing. Additionally, Goldsmith and Bridges emphasize that there is ads crimination between online shopper and non-online shoppers, online shoppers are more worried about convenience, time saving and selection whereas non online shoppers are worried about security, privacy and on time delivery.

1.3.1.1 Website design/features

Website design and online shopping activity is one of the vital influencing factors of online shopping. Website design, website reliability/fulfilment, website customer service and website security/privacy are the most attractive features whichinfluence the perception of the consumer of online buying Sherrill & Chen.

Kamariah and Sawani claim the higher website quality, the higher consumer intends to shop from internet. Web design quality has important impacts on consumer choice of electronic stores, stated by Liang and Lai. Website design one of the important factor motivating consumers for online shopping. Website design features can be considered as a motivational factor that can create positive or negative feelings with a website. If website is designed with quality features it can guide the customers for successful transactions and attract the customers to revisit the website again. However, worse quality website features can also hamper online shopping. According to Liang and Lai (2000), web design quality or website features has direct impact on user to shop online.

1.3.1.2 Security

Security is another dominant factor which affects consumers to shop online. However, many internet users avoid online shopping because of credit card fraud, privacy factors, non-delivery risk, post purchase service and so on. But transaction security on the online shopping has received attention. Safe and secured transaction of money and credit card information increases trust and decreases

transaction risk. In 1995, UK has introduced Fraud freely electronic shopping and later on Europe and Singapore introduced secured electronic transaction (SET). According to Bhatnagar and Ghose (2004) Security is one of the attributes which limits buying on the web as they claim that there is a large segment of internet shoppers who don 't like to buy online because of their thinking about the security of their sensitive information

1.4 INTRODUCTION TO ECOMMERCE

Electronic commerce, commonly known as ecommerce, is a type of industry where buying and selling of product or service is conducted over electronic systems such as the Internet and other computer networks. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life-cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices social media, and telephones as well.

Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions.

1. E-tailing or "virtual storefronts" on websites with online catalogues, sometimes gathered into a "virtual mall"
2. The gathering and use of demographic data through Web contacts and social media
3. Electronic Data Interchange (EDI), the business-to-business exchange of data
4. E-mail and fax and their use as media for reaching prospective and established customers (for example, with newsletters)
5. Business-to-business/ Business-to-Customer buying and selling
6. The security of business transactions etc....

1.5 Growth and progression of E-commerce in India

The e-commerce market in India has grown in the last seven years, was about USD 600 million. According to Forrester, the Indian e-commerce market is expected to grow at a CAGR which is the fastest within Asia-Pacific region.

The key factors that are driving this growth are the rise of Internet usage (growing at 20%) & 3G penetration, and increasing smartphone users with availability of Internet on mobile phones. It is estimated that currently there are 27 million mobile Internet users in India out of which 4% are buying products on mobile. This figure is expected to increase to 20% mobile shoppers in the next four years. These factors accompanied by busy lifestyles, traffic congestion, lack of offline shopping time, great deals and discounts offered online, and use of innovative e-commerce models such as group buying and second-hand sales have led to more and more consumers switch to online shopping.

With the rising middle-class incomes, global exposure and changing demographics (close to 50% of the population is less than 25 years of age), this trend also holds true for the Tier II & III cities. Online travel (76 per cent) and financial services (10 per cent) form the biggest component of online shopping followed by e-tailing (8 per cent). While services such as travel tickets, movie tickets, restaurant discount vouchers, hotel bookings, utility payments, insurance policies, and premium payments lead the wallet share of the amount spent online, product categories such as computers & accessories, cameras and books are picking up. But, product categories such as apparel, jewelry and footwear (require high touch and feel), which offer maximum potential in terms of market size, faces challenges such as high return rate and negative cash cycles due to COD (cash on delivery). However, the e-commerce industry today faces certain challenges.

There is a very low penetration of credit/debit cards in India, which restricts the online purchasing power. Even refrigerators require high freight & shipping costs and because the e-commerce model in India is based on free shipping concept, sale of such items online could suffer a setback. Finally, the distribution & logistics in India is not very well organized and prone to fraud. Hence, buying of high value items such as jewelry, electronic goods (LCDs), which require travel insurance

adding up to the total costs may not be one of the bestsellers in the digital space.

The key to success in this segment is delivering high quality user experience which includes differentiated and detailed product catalogue, order fulfilment, website performance, different modes of transaction (credit cards, payment gateways, cash on delivery etc.), and simple and sensible checkout.

CHAPTER-2

REVIEW OF LITERATURE

2.1 INTRODUCTION

The first section of this chapter discusses the literature review done for this study followed by the research design of this study in detail in the second section. A literature review is a body of text that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. Also, a literature review can be interpreted as a review of an abstract accomplishment. Methodology is the answer to the why and how the research was carried out in the first place. This increases the possibility of receiving appropriate answers to their search questions and derives valuable insights into the topic at hand. The main focus of the theme the ideology here is driven by primary research, thus undertaking research that is novel in nature. Alongside this it highlights the methods that would be put to use to explore this study. The choice of research approach is the first topic discussed in this chapter, followed by, sample selection and data analysis.

2.1 REVIEW OF LITERATURE

Several researchers have carried out studies in their effort to examine consumers' online buying behavior. For example,

Bellman et al (1999) investigated various predictors for whether an individual will purchase online. These authors concluded that demographic variables, such as income, education and age, have a modest impact on the decision of whether to buy online, whereas the most important determinant of online shopping was previous behavior, such as earlier online purchases. This is consistent with Forrester Research which proved that demographic factors do not have such a high influence on technology as the consumers' attitudes do (Modahl, 2000)

Stanfield and Whitten (1999) suggested that the combination of the Internet, plus physical presence, provides more opportunities to capture business than the online only presence, because they can provide better prepurchase and stores

Ernst Young (2000) reported that Internet users purchased online because of good products election, competitive prices, and ease of use, but were concerned about shipping costs, lack of opportunity to prior examining the products, as well as, the confidentiality of credit card and personal information.

Know and Lee (2003) explored consumers 'concerns about payment security and its relationship to online shopping attitude and actual purchases. They relationship between attitude towards online shopping and concerns about online payment security. Consumers with a positive attitude seem to be less concerned about payment security.

Similarly, popular literature cited ease of shopping comparison, low prices, timely delivery, convenience, time saving, low shipping costs, improved customer service, tax exempt status and speedy e-mail response, as key reasons for the increase in online shopping (Lorek, 2003; Magee, 2003; Maloy, 2003; Retail Merchandiser, 2003)

2.2 STATEMENT OF THE PROBLEM

Analysis of Customer Perception towards online shopping on Flipkart.com. Basically, it is important to investigate the motivation behind consumer purchase but it is equally important to find out how the consumers form perception and behaviors towards online buying because consumer perception towards purchasing online is a conspicuous factor affecting actual buying behavior. One of the research projects is to work on factors that influence customers to from Flipkart.com, and have decided to study four factors such as convenience, timesaving, Website features, and security. And along with this the study for out of stock on highly discounted items also will be done.

2.3 SCOPE OF THE STUDY

Scope of study is a general outline of what the study (e.g. class or seminar) will cover. "Scope" defines the parameters of this can be an object, or a theory process, activity, describing either future, current or past knowledge or statements of descriptive activity, experience etc.

The topic chosen for this perception towards online shopping on Flipkart.com. The sample size chosen was according to the convenience and the objectives 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 factor on the buying behavior of online customers. The geographical area that this study in India

2.4 OBJECTIVE OF STUDY

- To find the factors that leads a website user to return to recommend the website Flipkart.com
- To discover the key factors that influence online buying behavior of consumers in India
- To identify who are the online shoppers in terms of demography
- To understand the customer awareness on Flipkart.com
- To determine the factors responsible for customer satisfaction

2.5 HYPOTHESIS

- H0(Null Hypothesis): There is significance difference in the services of Flipkart on customer satisfaction.
- H1(Alternative Hypothesis): There is no significance difference in the services of Flipkart on customer satisfaction

2.6 OPERATIONAL DEFINITION OF THE CONCEPT

Customer perception is defined as the way that customers usually view or feel about certain services and products. It can also be related to customer satisfaction which is the expectation of the customer towards the products. When a customer purchases a service, the attitude of the customer is the function of Value, Quality and the satisfaction level of the customer. The value of the service is determined as the price or time he is going to spend for a particular service. Customer testifies the quality of a service, either by his own past experience or by the communication of the service provider After the consumption of the service the customer measures the satisfaction level, he gets from consuming the service. Thus, the customer perception regarding a service is framed by: -

- 1.The value of the service.
- 2.The quality of the service.
- 3.The satisfaction level from the service.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

Research means different things to different people and the intention behind it are to investigate innumerable data, theories, experiences, concepts and law. —The procedural frame work within which the research is conducted is the definition of research methodology. The two broad and distinct approaches to social research cover the Quantitative and Qualitative methods of enquiry. The quantitative paradigm on the other hand intends to gain a deeper understanding, knowledge and insight into a particular situation or phenomenon, by providing answers to questions of how? 'Rather than what? Unlike qualitative research which occurs in natural settings, quantitative research is where hypotheses are established.

3.2 Data collection

The data required for understanding will be collected from various online customers. In order to conduct the study digital survey was conducted through Facebook and e-mail. And those responses are collected in a spreadsheet and further analysis was done. The data collection method in this particular research comprises of two forms: namely primary and secondary data. One needs to be careful while using secondary data as maybe the collected data may be biased as the collector of that original data might have highlighted only a partial picture or another aspect may be that data may be quite old and also the data quality could be unknown.

3.3 Primary data

Data collected specifically for the research project undertaken is the definition of primary research as provided by Saunders et. Primary data is generally originated by any researcher to address any specific problem or issue at hand, where the only drawback is that it can be expensive and time-consuming. The various ways of gathering primary data are through surveys, focus group and

observations In this study, the primary data is collected through well-formed questionnaire with the help digital survey. The questionnaire consists of quantitative and qualitative multiple-choice questions and the respondents are asked to choose the one choice which suits them the best amongst the multiple choices.

3.4 Secondary Data

Prerequisite to the collection of primary data is a careful scrutiny of the existing secondary data. The Data that is collected from existing journals, reports and statistics from private and public institutions are called Secondary data. For this specific study the collection of secondary data was done primarily from marketing journals already available on this topic.

Secondary data helps the author to comprehend the perception of Indian consumer son online shopping. Thus, the study carried out has analyzed the primary data with the rationale and validation of the present secondary data.

3.5 Sample technique

Choosing a study sample is an important step in any research project since it is rarely efficient, practical, or ethical to study whole populations. In this study the sampling strategy used is convenient sampling. The sample size is 100. A small part of something intended as representative of the whole, or a subset of a population. In this research simple random sampling is being used.

3.6 Data collection

The data collection would be:

PRIMARY DATA : Questionnaire

SECONDARY DATA : Journals, Internet, newspaper etc.

3.7 Sample design

Online customers of Chennai city are included under this research and tell their satisfaction level.

3.8 Data source

Both Primary and Secondary source of data would be used. The major type of information is used from primary data.

3.9 LIMITATIONS OF THE STUDY

No research is complete without admitting the limitations that was faced while conducting a study which will contribute to present learning. This study too like the others have certain constraints which have been discussed below

- ❖ The study was restricted to Chennai city only
- ❖ The study is mainly concentrated on Flipkart.com
- ❖ The sample of the size will be limited to time and resources
- ❖ The information will be collected valid until there is no any technical change or any innovation
- ❖ The result is assuming that respondents have given accurate information

CHAPTER- 4

ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION TO DATA ANALYSIS

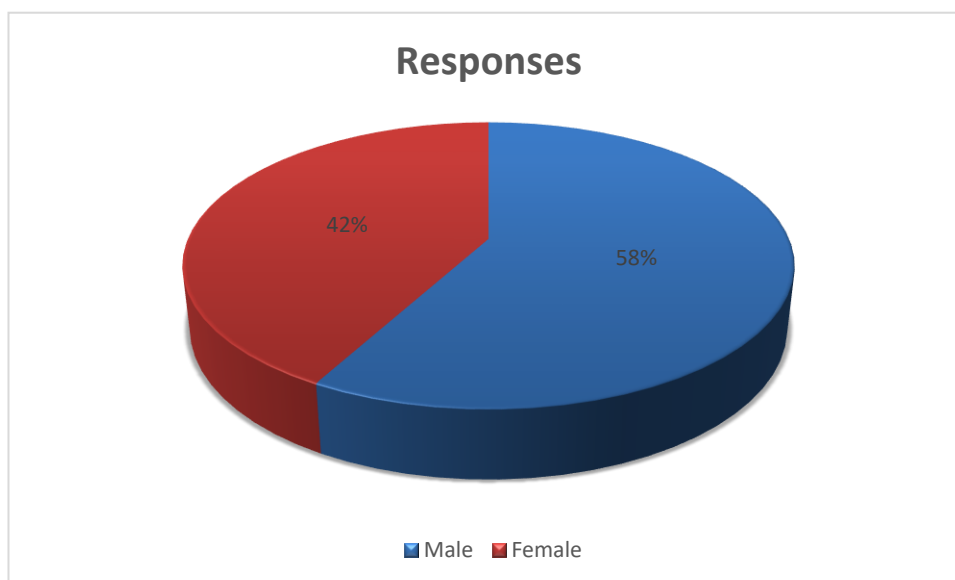
Data analysis is the process of systematically applying statistical and /or logical techniques to describe and illustrate, condense and recap and evaluate data.

While data analysis in qualitative research can include statistical procedures, many times analysis become an ongoing iterative process where data is continuously collected and analyzed almost simultaneously

4.1. Gender of Respondents:

Table 4.1: Gender wise respondents

	Male	Female	Total
Responses	58	42	100
Percentage	58	42	100



GRAPH:4.1 Gender wise respondents

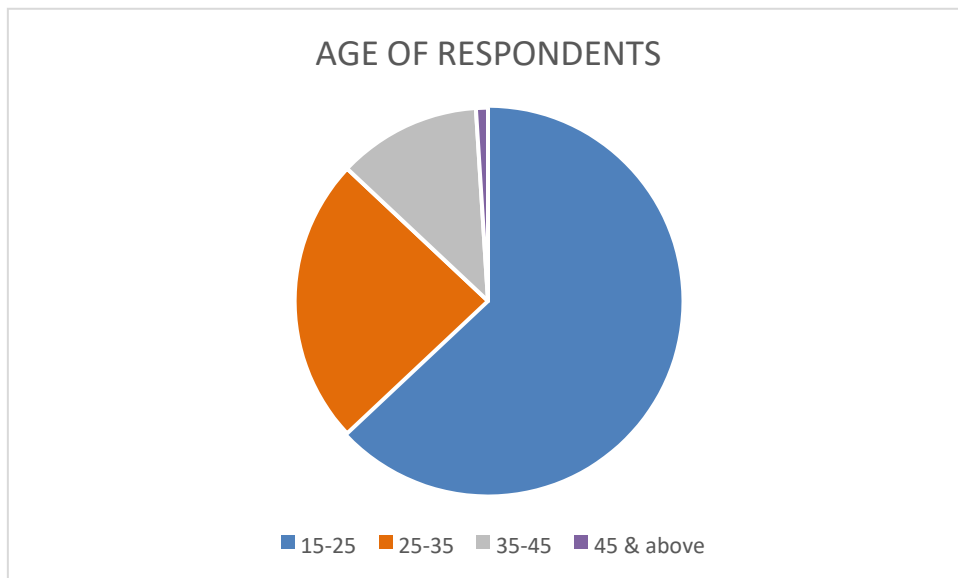
Interpretation:

According to demography profile, in this study 70 % male and 30% female respondents are part of my target population and they help me to fulfil my questionnaire from different area of Chennai city. From these groups total respondents are 100 So, according to the survey result, the male respondents are more and can be told that they interested to shop online

4.2 Age of the respondents

Table 4.2: Age wise respondents

	15-25	25-35	35-45	45 & above	Total
NO OF RESPONDENTS	63	24	12	1	100
PERCENTAGE	63	24	12	1	100



Graph 4.2 Age wise respondents

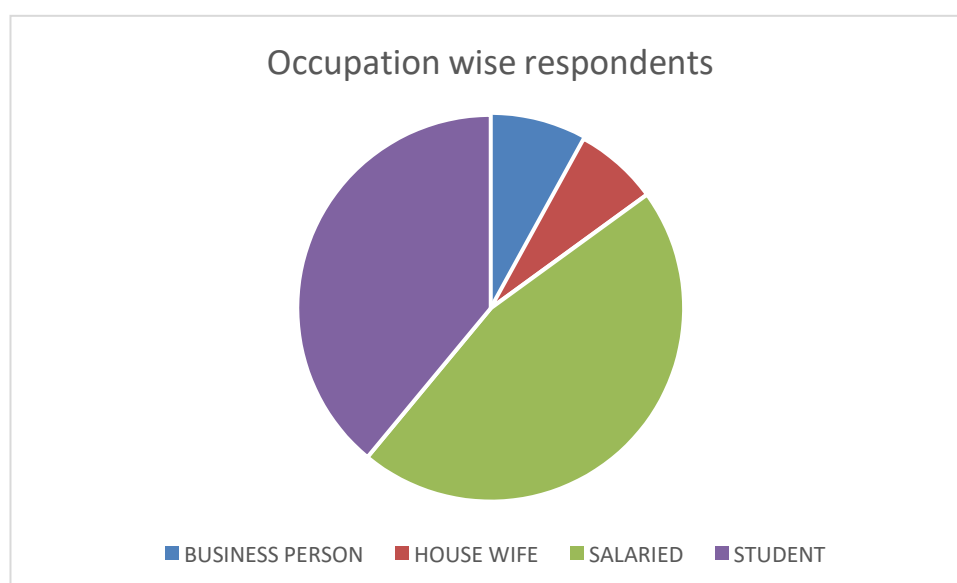
Interpretation:

Below figure shows that 63% respondents are between 15-25 years old, 24% respondents are between 25-35 years old, 12% respondents between 35-45 years old, and 1% respondents are between 45&above. Overall result shows that between all of the m the respondents who has age limit between 15 to 35 years (63%+24%= 87%) people are more familiar to shop online on my target population.

4.3 Occupation:

Table: 4.3 Occupation wise respondents

	BUSINESS PERSON	HOUSE WIFE	SALARIED	STUDENT	TOTAL
NO OF RESPONDENT	8	7	46	39	100
PERCENTAGE	8	7	46	39	100



GRAPH: 4.3 Occupation wise respondents

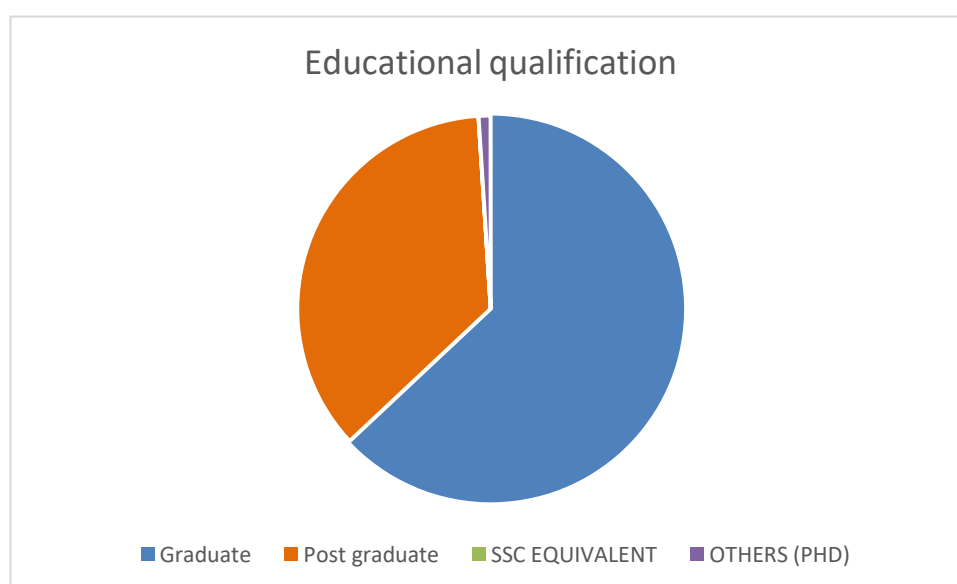
Interpretation:

In this survey, 46% of the respondents are salaried and 39% are students. So they both together made majority of respondent 's percentage (85%). 8% are business persons and 7% are House wife. Salaried persons and students will always look for new technologies and new services which make them more comfort.

4.4 Educational Qualification:

Table: 4.4 Educational wise respondents

	Graduate	Post graduate	SSC EQUIVALENT	OTHERS (PHD)
NO OF RESPONDENT	63	36	0	1
PERCENTAGE	63	36	0	1



GRAPH: 4.4 Educational wise respondents

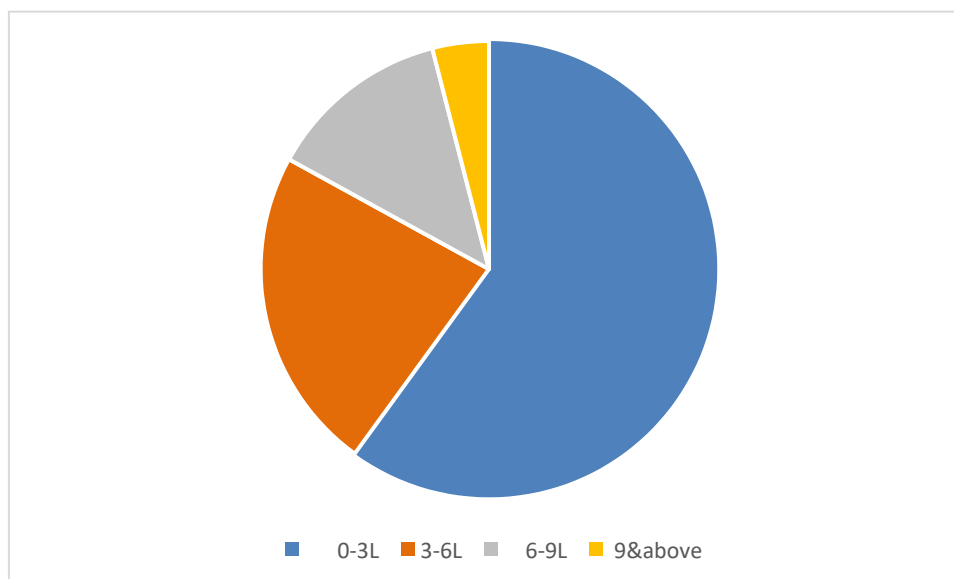
Interpretation:

All of them in this survey are graduate and above qualified peoples only. Among these 63%are graduates, 36% are post graduates and one person is PhD.

4.5 Income of respondents Table:

4.5 Income wise respondents

	0-3L	3-6L	6-9L	9&above
NO OF RESPONDENT	60	23	13	4
PERCENTAGE	60	23	13	4



GRAPH 4.5: Income wise respondents

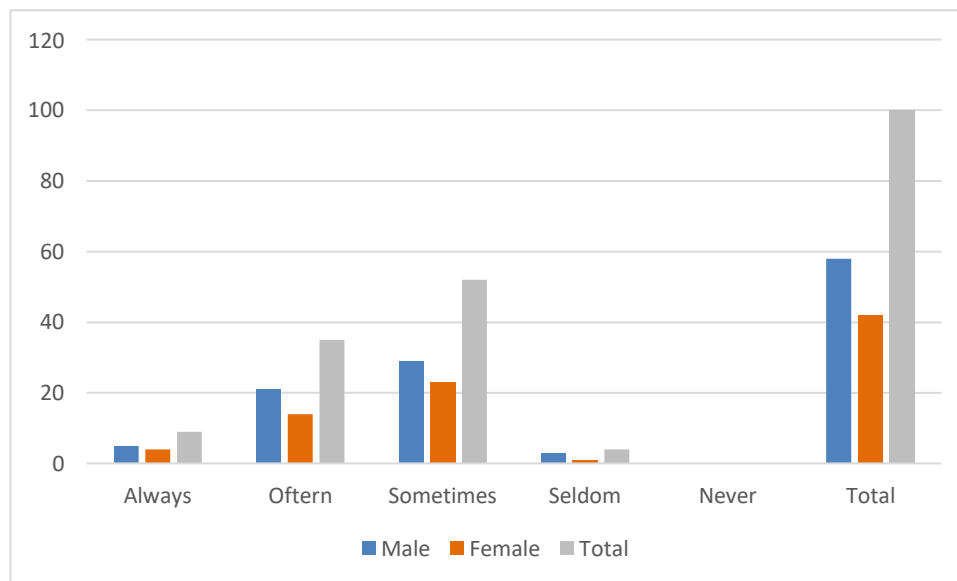
Interpretation:

Since 39% of this survey is students most of them are of 0-3L income range, i.e.60%.23% of them are in 3-6L income range, 13% in 6-9L and 4% is 9 & above.

4.6 Frequency of purchase from online:

Table:4.6 online shopping usage

	Always	Often	Sometimes	Seldom	Never	Total
Male	5	21	29	3	0	58
Female	4	14	23	1	0	42
Total	9	35	52	4	0	100



GRAPH 4.6: online shopping usage

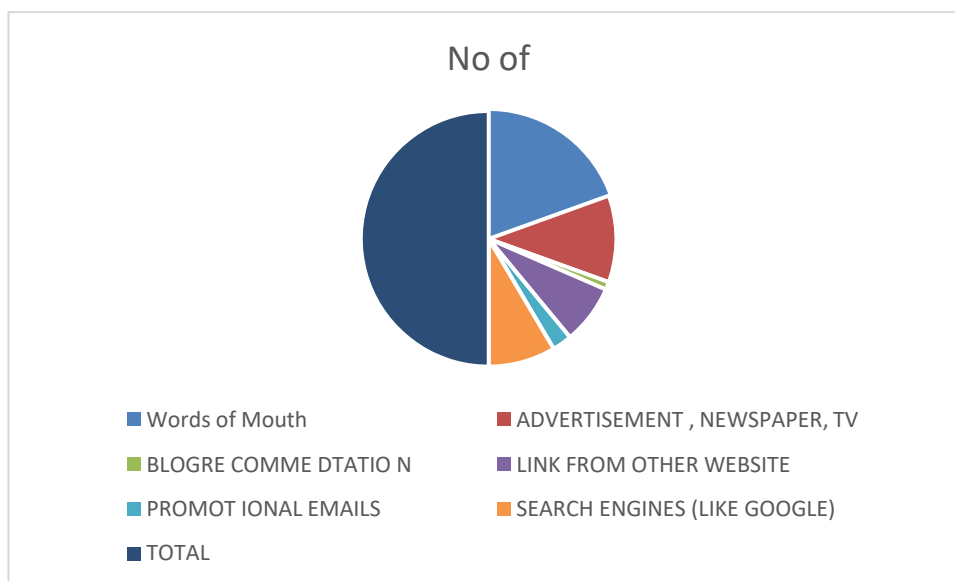
Interpretation

sometimes, i.e. 52%. People who always and mostly shop through online shopping are also good in number, 9 and 35, together 44%. And who use online shopping rarely is very less in number 4%. Since only 44% are mostly using this, there is a wide space to fill and to make online shopping a great success. And there is not much gender difference in online shopping, which means both males and females enjoying online shopping and its benefits.

4.7 Mode of awareness about Flipkart.com:

Table:4.7 Modes of awareness about Flipkart

	Words of Mouth	Advertisement, tv, newspaper	Blogre commed tation	Link from other website	PROMOT IONAL EMAILS	SEARCH ENGINES (LIKE GOOGLE)	TOTAL
No of Respondents	39	22	2	15	5	17	100
Percentage	39	22	2	15	5	17	100



GRAPH: 4.7 Modes of awareness about Flipkart

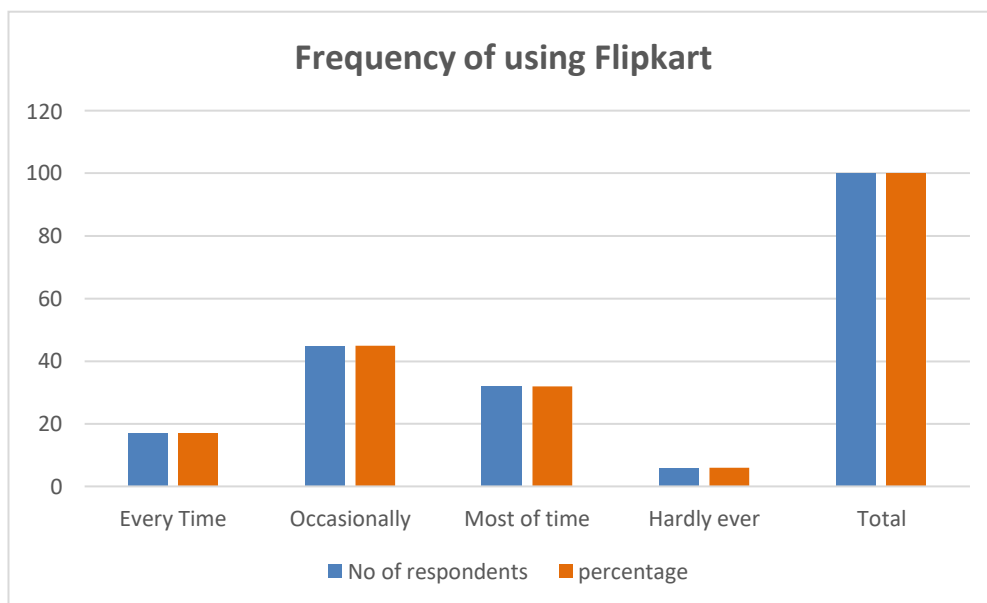
Interpretation:

Most of them are aware about Flipkart through word of mouth (39%) followed by television and online advertisements (22%). Customers got awarded through blog recommendations (2%) and promotional e-mails (5%) are very less in number

4.8 Frequency of using Flipkart while Online purchasing:

Table:4.8 Frequency of using Flipkart

	Every Time	Occasional	Most of time	Hardly ever	Total
No Of respondents	17	45	32	6	100
percentage	17	45	32	6	100



GRAPH: 4.8 Frequency of using Flip kart

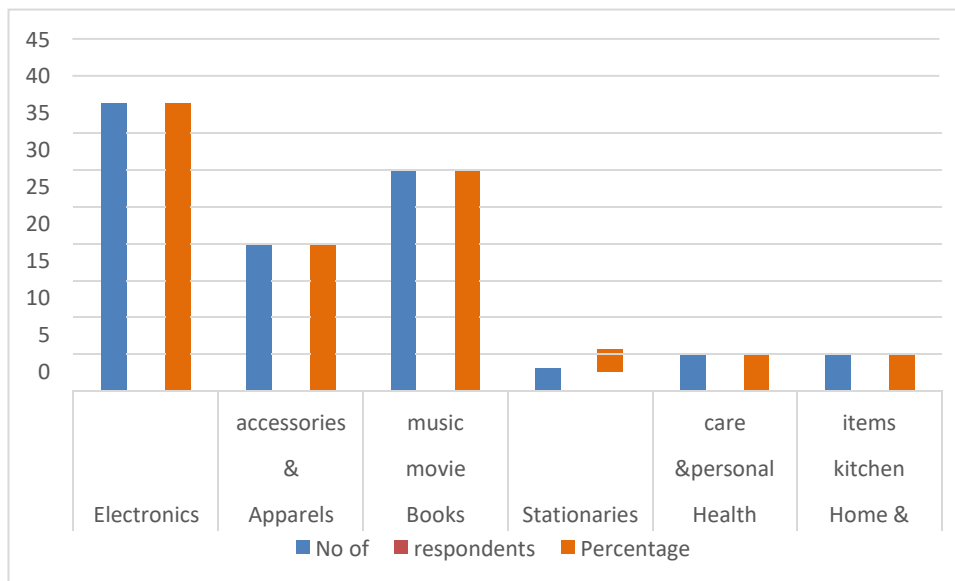
Interpretation:

Here on this survey 17% are always choosing Flip kart for online shopping, while 45%are using it occasionally. Hardly ever using members are very less, and 32% are using it most of the time.

4.9 Category that mostly prefer to buy from Flipkart:

Table:4.9 Category mostly prefer to buy from Flipkart

	Electronics	Apparels & accessories	Books movie music	Stationaries	Health &personal care	Home & kitchen items	Total
No of respondents	39	20	30	3	4	4	100
Percentage	39	20	30	3	4	4	100



GRAPH:4.9 Category mostly prefer to buy from Flipkart

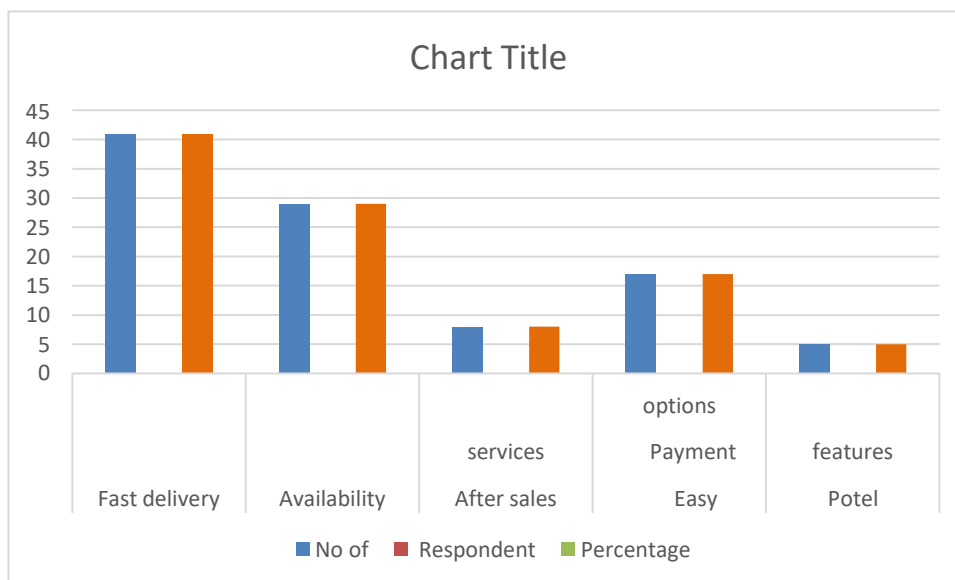
Interpretation:

Electronic items, Books and Stationery, Apparels & Accessories, cameras, watches and others (bags, belts, etc.) are purchased more. 39% of respondents are preferred to buy Electronics items followed by Books and Stationery (30%) and Apparels and Accessories (20%). Books & stationery and electronics items are more famous among the students and that may be the reason for large purchase of those items from Flipkart.com.

4.10 Reason for customer's preference on Flipkart than others:

Table:4.10 Customers expecting feature of Flipkart

	Fast delivery	Availability	After sales services	Easy Payment options	Potel Features	total
No of Respondent	41	29	8	17	5	100
Percentage	41	29	8	17	5	100



GRAPH: 4.10 Customers expecting feature of Flipkart

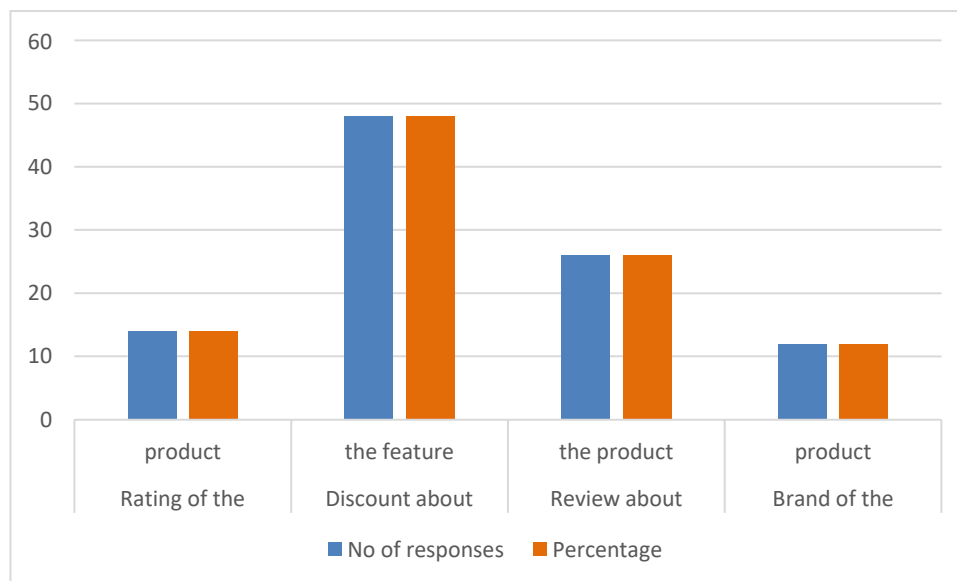
Interpretation:

One of the most efficient features in Flipkart is fast delivery when compared to other online shopping websites. So, most of the customers prefer this website for shopping. The perception of quick delivery (41%) and availability of product (29%), followed by easy payment options (17%).

4.11 Product selection from the categories given by Flipkart

Table:4.11: On the basis where product is chosen

	Rating of the Product	Discount about the feature	Review about the product	Brand of the Product	total
No of responses	14	48	26	12	100
Percentage	14	48	26	12	100



GRAPH: 4.11 On the basis where product is chosen

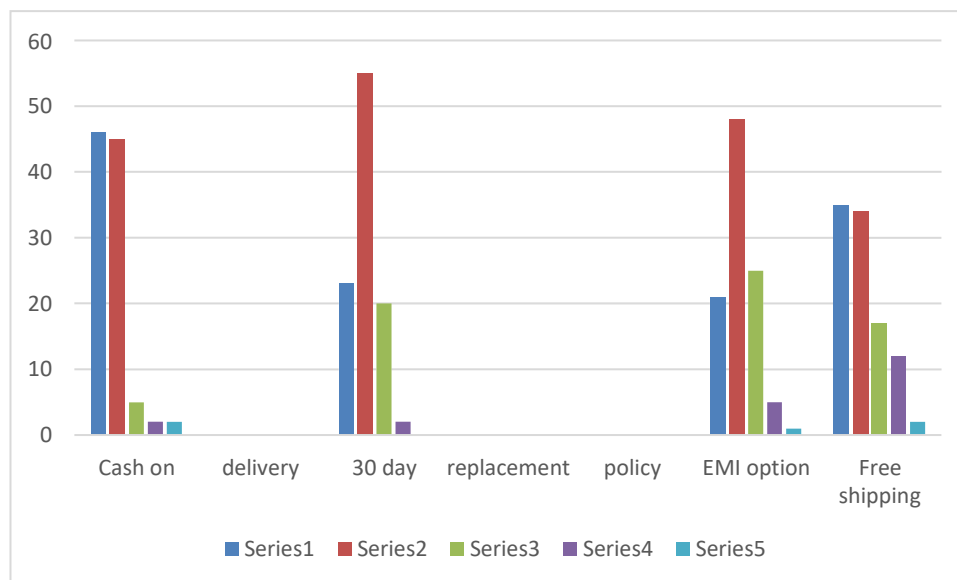
Interpretation:

Customer perception varies while using Flipkart; it is one of the online shopping sites which give high discounts and offers. Most of them in this survey (48%) are looking for good featured product with high discounts while purchasing products from Flipkart. And also, customers more often go through the product review (26%) before making their decision to purchase. Product review is a kind of word-of-mouth strategy where product users leave their review on their experiences with Flipkart.

4.12 Rating of services on Flipkart.com

Table: 4.12: Rating of Flipkart services

	Excellent	Good	average	Below average	poor
Cash on delivery	46	45	5	2	2
30 day replacement policy	23	55	20	2	0
EMI option	21	48	25	5	1
Free shipping	35	34	17	12	2



GRAPH: 4.12: Rating of Flipkart services

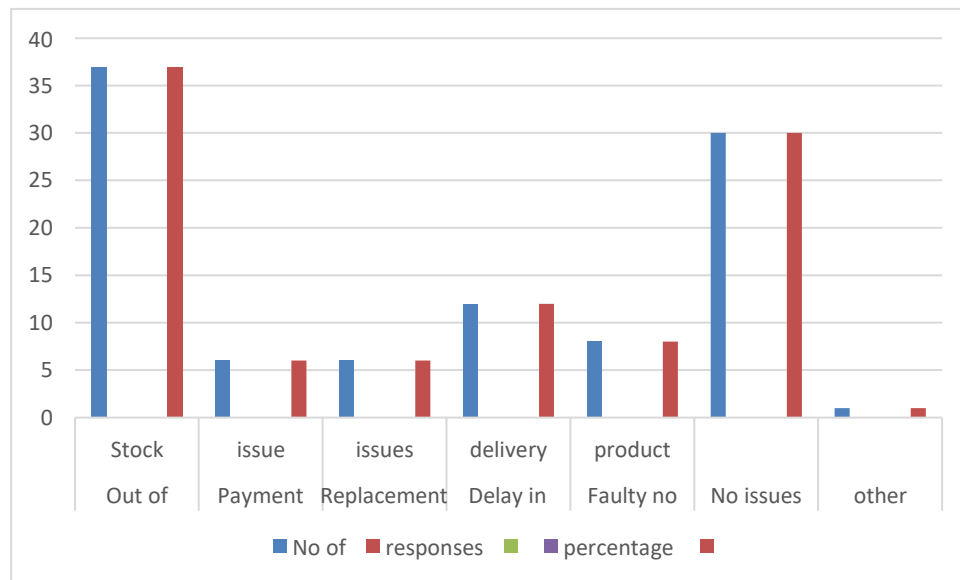
Interpretation:

Sometime, 46% of respondents are rated excellent for cash on delivery service, while for 30 days replacement policy 55% rated good and 23% rated excellent. For EMI options 48% rated good and 21% rated excellent, and for free shipping 35% rated excellent. While analyzing the data, customers have more interest in two services of Flipkart.

4.13 Issues faced by customers while shopping in Flipkart ?

Table:4.13: Issues faced when purchased from Flipkart

	Out of Stock	Payment Issue	Replacement Issues	Delay in Delivery	Faulty no product	No issues	Other	total
No of responses	37	6	6	12	8	30	1	100
percentage	37	6	6	12	8	30	1	100



GRAPH: 4.13: Issues faced when purchased from Flipkart

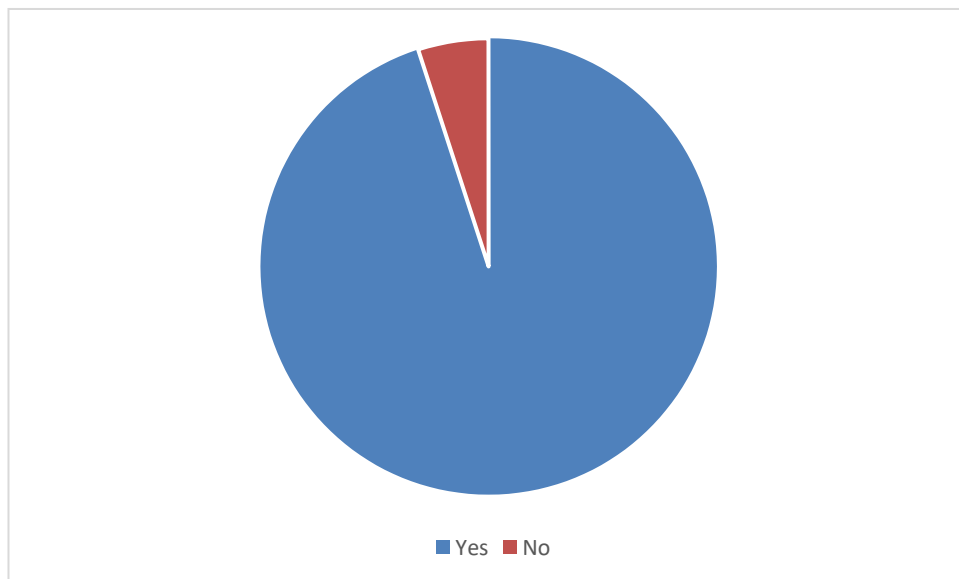
Interpretation:

In this survey, 30% of customers didn't face any of those problems that mentioned, while 37% of customers faced out of stock issue. This is one of serious issue faced by most of customers. Since discounts and features are the one feature that most of the customers looking for and when a good product with high discount is displayed in Flipkart platform, customers brought it as soon as they could. Payment issues and replacement issues are less in number (total 12%) since different payment options like EMI options, card payments, Cash on delivery, Wallet payments etc....are provided by Flipkart and customers are satisfied with those. In case of replacement also only less issues are happened, thus shows most of them are satisfied with that service. Faulty product issue also happened to 8% of the customers and one of the policies to overcome this issue is 30 days replacement policy of Flipkart.

a. Recommending this website to others

Table 4.14: Recommending Flipkart to others

	Yes	No	Total
No of responses	95	5	100
Percentage	95	5	100



GRAPH: 4.14: Recommending Flipkart to others

Interpretation:

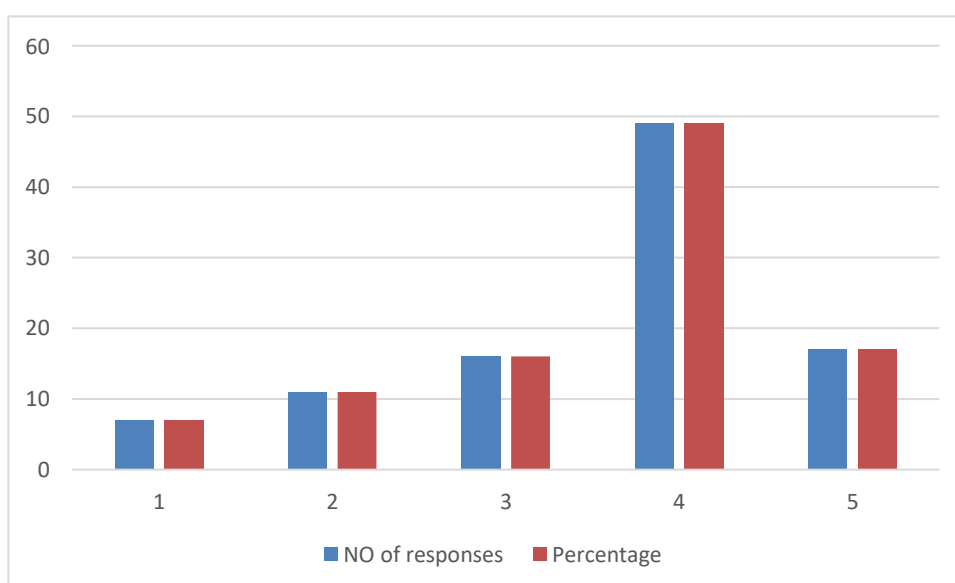
In this survey, most of them (95%) are happy to recommend Flipkart to others like friends and family. And this shows word of mouth publicity is successfully running and this is one of the great advantages for Flipkart.

b.

Customer's rating about services on Flipkart.com:

Table 4.15: Rating the experience from Flipkart

	1	2	3	4	5	total
NO of responses	7	11	16	49	17	100
Percentage	7	11	16	49	17	100



GRAPH: 4.15: Rating the experience from Flipkart

Interpretation:

While analyzing the rating of experiences, Flipkart provides a good and excellent experiences to most of the customers. Mode of given data: 4 & Median of given data: 449% of customers rated 4 as the experience and more than half of the population (66%) rated 4 & 5 as experience.

c. HYPOTHESIS

Hypothesis Analysis

- i. H0 (Null Hypothesis): There is significance difference in the services of Flipkart on customer satisfaction.
- ii. H1 (Alternative Hypothesis): There is no significance difference in the services of Flipkart on customer satisfaction

Responses	Fast delivery	Availability	After sales services	easy payment	Portal Features	total
Yes	34	24	6	14	3	81
No	7	5	2	3	2	19
total	41	29	8	17	5	100

Table 4.17: Chi-square test table 1

So, in Chi-square test table-1 cell are there which have less than 5 values, the table should be modified by merging last three columns together. So, the modified table for test is as follows:

Responses	Fast delivery	availability	After sales services/easy payment option portal features	total
YES	34	24	23	81
NO	7	5	7	19
Total	41	29	30	100

Table 4.18: Modified table for Chi-square test

Degree of freedom= (row-1) (column-1) = (2-1) (3-1) = 2

Level of significance = 0.05

Step 3: Calculation of Chi-square Value

Row	Column	Observed Frequency (Fo)	Expected frequency (Fe)	(Fo-Fe)	(Fo-Fe) ²	(Fo-Fe) ² /Fe
1	1	34	33.21	0.79	0.6241	0.01879
1	2	24	23.49	0.51	0.2601	0.011072
1	3	23	24.3	-1.3	1.69	0.0695
2	1	7	7.79	-0.79	0.6241	0.08011
2	2	5	5.51	-0.51	0.2601	0.0472
2	3	7	5.7	1.3	1.69	0.296
				TOTAL		0.522672

COMPARISION:

If χ^2 test value $< \chi^2$ table value, accept null hypothesis
If χ^2 test value $> \chi^2$ table value, reject null hypothesis

CONCLUSION:

Null hypothesis is accepted. Reject alternative hypothesis

INTERPERTATION:

The above analysis shows that H₀ is accepted and H₁ is rejected. So, it can be concluded that there is significance for the features and services that Flipkart is providing and the customer satisfaction. When the customers didn't get those services that they are expecting, or when they face some other issues like faulty product, delay in delivery, out of stock, replacement issues etc. they will be unsatisfied. Same as that if they got good services from provider then,

they will be satisfied. So, it can be concluded that, as the customers are satisfied with the services of Flipkart, they are using it.

CHAPTER-5

SUMMARY OF FINDINGS CONCLUSIONS AND RECOMMENDATIONS

5.1 FINDINGS:

- There is not much difference in gender for using online shopping.
- Students and salaried persons are most frequent users of Flipkart.
- Word of mouth was more influential in promotion as many people were made aware by their friends and family when customers recommend this website to them.
- Highly discounted products got out of stock quickly, since customers purchased it as soon as they could when they see high discount on good featured product.
- The services provided by Flipkart are good and even more scope of development is there for increasing the customer strength.
- Digital marketing techniques like search engine marketing, links providing other website and advertisement also functioned well for promotion of this website.
- Fast delivery is one of best service Flipkart is providing.
- Different payment options available in Flipkart made customers more satisfied and comfort for paying while purchasing product.
- Customers feeling more secured when purchasing through Flipkart because of different policies and services they have.
- In comparison with competitors, Flipkart is charging free shipping for the purchase of 300 plus rupees, while others free ship the service without any barrier.

- Out of stock is the main issue faced by Flipkart
- Most of Customers have good experience with Flipkart while purchasing products.
- Most of them are satisfied with the services of Flipkart and so that they succeed in retaining the customers.
- Advertising is an important way to have the brand and products familiar to consumers.
- Convenience and time saving are two important factors that customer looking for while purchasing through online.

5.2 RECOMMENDATIONS:

- Flipkart has successfully placed itself into the prospects mind making it the India's Largest online store with huge range of products. But it still needs to work on their core competence that is books and stationery items.
- Delivery services can be improved mainly in rural areas by selecting appropriate courier service which has services in customer area for dispatching an item.
- Can make free delivery to all priced products.
- Can include more coupon codes and gift vouchers for increasing the traffic of the customers.
- Out of stock items can be made available as soon as possible and intimate the needed customers.
- Should look for International/ Overseas markets or Neighboring Countries.
- Critical mass of Internet users– Internet users in India is increasing at increasing rate, so Flipkart can target more & more cities i.e not only tier 1 & 2 but also tier 3 & 4 cities, which will help generate stronger customer base & more revenues.
- Should clear focus on the Growing Online Apparel business & it can diversify into apparel category either organically or inorganically by acquiring other portals.
- User Experience: Portal should continuously aim to work to improve the user

- experience by adding more & more innovative features in the website like virtually shopping basket, virtual trial rooms. In this competitive world to differentiate via user experience, the ultimate winner will be the Indian online consumer.
- Should comprehensively invest into E-CRM & online reputation management.
- Logistics & Supply Chain: can continuously aim to reduce the delivery time cycle.
- Price will still be a factor as amazon being a huge company will use its economies of scale to remove their competitors from the market; therefore, they need to be more competitive on that aspect

5.3 CONCLUSION:

The thorough study is based on the consumer behavior analysis which serves a great idea regarding consumer perception when they go for online shopping. In order to satisfy themselves consumer perceive many things before buying products and they will be satisfied if the company meet their expectation. The Overall Brand Value of Flipkart is good, but it is facing some tough competition from its global competitors like E bay and Amazon. Talking about domestic market i.e. India, it is the most superior E-business portal which is aggressively expanding & planting its roots deep into the Indian market & at the same time shifting the mind-set of the people from going & shopping from physical store to online stores, which is magnificent. Be very focused on consumers and build amazing experiences for the customers.

QUESTIONNAIRE

A STUDY OF CUSTOMER SATISFACTION IN FLIPKART

1. Gender of Respondents?

- A. Male
- B. Female

2. Age Group?

- A. 15-25
- B. 25-35
- C. 35-45
- D. 45 & above

3. Occupation?

- A. Business person
- B. House wife
- C. Salaried
- D. Student

4. Educational Qualification?

- A. Graduate
- B. Post Graduate
- C. SSLC Equivalent
- D. Other (PHD)

5. Annual Income?

- A. 0-3L
- B. 3-6L
- C. 6-9L
- D. 9L&Above

6. Frequency of purchase from online?

- A. Always
- B. Often

7. Mode of awareness about Flipkart?

- A. Words of mouth
- B. Advertisement, newspaper, tv
- C. Blog recommendation
- D. Link from another website
- E. Promotional email
- F. Search engines (link google)

8. Frequency of using Flipkart.com while online purchasing?

- A. Every time
- B. Occasionally
- C. Most of time
- D. Hardly ever

9. Category that mostly prefer to buy from Flipkart ?

- A. Electronic
- B. Apparels & accessories
- C. Books movies music
- D. Stationaries
- E. Health, personal items
- F. Home kitchen items

10. Reason for customer's preference on Flipkart than others?

- A. Fast delivery
- B. Availability
- C. After sales service
- D. Easy payment option
- E. Potel features

11. Product selection from the categories given by Flipkart

- A. Ratings of the product
- B. Discount about the product
- C. Review about the product
- D. Brand of the product

12. Rating of services on Flipkart ?

- A. Good
- B. Average
- C. Below average
- D. poor

13. Issues faced by customers while shopping in Flipkart ?

- A. Out of stock
- B. Payment issue
- C. Replacement
- D. Delay in delivery
- E. Faulty no product
- F. No issue
- G. other

14. Recommending this website to others?

- A. Yes
- B. No

15). Customer's rating about services on Flipkart?

- A. 1
- B. 2
- C. 3
- D. 4
- E. 5