

A STUDY ON ONLINE SHOPPING WITH REFERENCE TO FLIPKART

Submitted in partial fulfillment of the requirement for the award of

Bachelor of Commerce

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

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APRIL-2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **DINESH.M (39740019)** who has done the Project Work entitled "A STUDY ON ONLINE SHOPPING WITH REFERENCE TO FLIPKART" under my supervision from December 2021 to April 2022.

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Internal Examiner

External Examiner

DECLARATION

I **DINESH.M (39740019)** hereby declare that the Project Report entitled “**A STUDY ON ONLINE SHOPPING WITH REFERENCE TO FLIPKART**” done by me under the guidance of **Dr. MATHAN** is submitted in partial fulfillment of the requirements for the award of **Bachelor of Commerce**.

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PLACE: CHENNAI

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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 itsuccessfully. I am grateful to them.

I convey my sincere thanks to **Dr. BHUVANESWARI.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.MATHAN** Professor, School of management studies for his/her successful completionof my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion ofthe project.

DINESH.M

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ABSTRACT

The online shopping system presents an online display of an order cut off time and an associated delivery window for items selected by the customer. The system accepts the customer's submission of a purchase order for the item in response to a time of submission being before the order cut off time.

Online shopping can save time for both the buyer and retailer, reducing phone calls about availability, specifications, hours of operation or other information easily found on company and product pages. There are a lot of reasons why customers today prefer shopping online.

A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices. Online stores usually enable shoppers to use "search" features to find specific models, brands or items.

People in large number are doing online shopping today, and it is not only because it is convenient as one can shop from home, but also because there are an ample number of varieties available, with a high competition of prices, and also it is easy to navigate for searching regarding any particular item.

The project entitled Online shopping through retail apps enables to customers to buy mobiles or accessories from anywhere through online .This application advertises some of the products for shopping to buy products customer as to create an account those who does not have an account they can only view the available product they cant Once the customer has created account not only he can view the products he can also add the products to the cart and also he can place an order to buy those products this application generates bills for the particular customer after the confirmation the customer has to enter the credit card details to buy those products

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CHAPTER 1

1.1 INTRODUCTION

Online shopping

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app.

Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktops, computers, laptops, tablet computers and smartphones.

Online shopping in India gives lot of varieties of products

Multiple varieties

- It is one of the best advantages of online shopping. In online shopping, the retailer has multiple options and multiple brands to choose and from at a single place. There is a large volume of stock is available online.
- We can find an item or any brand online and can get the latest international trends without spending money on airfare. We can purchase the desired products from the retailers whether they are in other parts of the state, country

PROBLEM STATEMENT

1.2 STATEMENT OF THE PROBLEM

1. Online Shopping is becoming popular throughout the world Including India
2. This study is to ascertain the factors that contribute to the effectiveness of online shopping among Indian costumers using some surveys among the costumers
3. The purpose of the study is to investigate the relationships between these variables and the variables of models that are associated with effectiveness of online shopping in India.
4. The main purpose of this study is to find the impact of online shopping with reference to Flipkart

1.3 OBJECTIVES OF THE STUDY

1. To examine the impact of online shopping in India.
2. To identify why people shop online
3. How online shopping has changed
4. To find the factors of shopping online
5. To identify what category of product do people shop online for most

1.4 PRIMARY OBJECTIVE

A Study on online shopping with reference to flipkart

1.5 NEED OF THE STUDY

The following are the significance of this study:

1. The outcome of this study will educate the Indian general public on the effectiveness and advantages of shopping online.
2. This research will also serve as a resource base to others scholars and researchers interested in carrying out further research in this field subsequently, if applied will go to an extent to provide new explanation to the topic.
3. Online shopping helps to save time for both the buyer and retailer, reducing phone calls about availability, specifications, hours of operation or other information easily found on company and product pages.
4. The study comprise in-depth coverage of E- Shopping A little bit of E-commerce also covered
5. This study does not focus on the wide spectrum use of e-shopping in daily life on our sociallives and Business.

1.6SCOPE OF THE STUDY

- This study is limited to the extent that it is onlyrelated to the study of e-shopping
- This study is to find out the level of development ofFlipkart all our India

1.7Limitations of the study

- Since the study is based on the primary data collected through questionnaire, the resultof the study are subject to all the limitations of the primary data.
- The analysis based on some statistical tools which as it is own limitation
- The finding and suggestions are based on the information given by the respondents.
- This study is taken by myself by using some data” related to the retailers suggestions

1.8 SOME POPULAR ONLINE SHOPPING APPS



CHAPTER- 2

Review of literature

2.1 REVIEW OF LITERATURE.

1. Sheeba Praveen and Prof.(Dr.) Devendra Agarwal and Sumaiya faizyab(2015)
Comparative study of Flipkart.com, Snapdeal, E-bay: India's Leading E-business Portals.

Ecommerce portals are now trending in India. It is growing in every place and customers are showing interest in using these portals effectively. There are so many portals which are unique in their features and the design of website. After analyzing the whole model of E-commerce I found basically three business Models have evolved over a period of time in this space and each has its own Pros & cons. Rest all business models are mix and match of any offollowing

There are certain essential ingredients for an electronic retailing business to be successful One must consider these components well in advance before setting up an electronic storefront these essential components well in advance before setting up on electronic storefront

1. Attractive business to consumer B2C e-commerce portal
2. Right revenue model
3. Penetration of the internet

2.K. FRANCIS SUDHAKAR HABEEB SYED (2015),

A Comparative study between FLIPKART and AMAZON India, Internet became more powerful and basic tool for every person's need and the way people work.

By integrating various online information management tools using Internet, various innovative companies have set up systems for taking customer orders, facilitate making of payments, customer service, collection of marketing data, and online feedback respectively.

These activities have collectively known as e-commerce or Internet commerce. Online shopping made so easy for everyone with their product variations and simple way to buy things. An attempt has been made to critically examine various corporate and business level strategies of two big e-tailors and those are Flipkart and Amazon.

Comparison have been done considering e-commerce challenges, their business model, funding, revenue generation, growth survival strategies, Shoppers' online shopping experience, value added differentiation, and product offerings.

Both these big players made their own mark in India, but who is going to be ultimate winner or be the top one is going to be. A comparative study of Flipkart.com with one of the close competitor Amazon.com delivers the information about the different strategies to succeed in ecommerce market and different opportunities available in India.

3. Shilpa Arora and Suman Preet Kaur (2015), A Comparative Study of leading E-commerce Websites in India.

The number of internet users around the world has been gradually growing and this growth has provided the opportunities for global and regional e-commerce. This number is expected to touch 39.0 million users by 2015 as internet penetration increases and ecommerce becomes more secured. The effects of E-commerce are already seen in all areas. This paper analyzes the two emerging giants of E-commerce- Flipkart and Snapdeal. Their current scenario in market and challenges to them are discussed. We also present the future of these two web portals in Indian market. It has been concluded from the secondary data collected from various websites, newspapers that Flipkart has a more command on current e-market and Snapdeal is growing its business at faster rate to compete Flipkart. Based on various parameters these two web portals are analyzed in this paper.

4. Dr. Komal Chopra and Prerna Bhan (2016), Study of E - Com Retail Models in India, The E-Com business sector is prospering and balanced for a solid development in Asia. There are players who made a decent start. Their prosperity relies on upon their comprehension of the E- Com sector and offerings. This paper gives an outline without bounds of E-Com in India and talks about the future development verticals in India's E- Com. It likewise discovers different elements that would be fundamental for future development of Indian E-Com. A primary survey of consumer purchase behavior has also been done. The results reveal that convenience and discount offers play a very important role in the buying decision of the consumer. The study concludes that inventory based model, marketplace model and hybrid model are the three prominent models that help a retailer sustain in the market.

5. Swapnil V. Mishra and Dr. Shamkant N. Kotkar (2015), A Study on Current Status of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon, E- commerce has reached to doorstep of a common individual in India it can be seen as a future of commerce. The e-commerce has broken the technological and geographical barriers over the years and has got huge amount of success which many economical analyst and experts never predicted and still it has to go a long way ahead in India. Comparative study of Flipkart.com with one of the close competitor Amazon.com delivers the information about the success of Flipkart.com in present Indian market scenario.

6. A marketer has to look for different approaches to sell their products and in the current scenario, e-commerce has become the popular way of selling the goods. Whether it is durable or non-durable, everything is available from A to Z on websites some websites are specifically designed for specific product categories only, and some are selling everything.

The prominent factors like detailed information, comfort and relaxed shopping, less time consumption and easy price comparison influence consumers towards online shopping (A gift *et al.*, 2014). Furthermore, factors like variety, quick service and discounted prices, feedback from previous customers make customers prefer online shopping over traditional shopping (Jayasubramanian *et al.*, 2015). It is more preferred by youth, as during festival and holiday season online retailers give ample offers and discounts, which increases the online traffic to a great extent (Karthikeyan, 2016). Moreover, services like free shipping, cash on delivery, exchange and returns are also luring customers towards online purchases.

7. More and more people prefer online shopping over traditional shopping because of their easy and comfort. A customer may have both positive and negative experiences while using an online medium for their purchase. Some of the past studies have shown that although there are so many benefits still some customers do not prefer online as their basic medium of shopping.

While making online purchase, customers cannot see, touch, feel, smell or try the products that they want to purchase (Kataweta waraks and Wang, 2011; Al-Debei *et al.*, 2011), due to which product is difficult to examine, and it becomes hard for customers to make purchase decision. In addition, some products are required to be tried like apparels and shoes, but in case of online shopping, it is not possible to examine and feel the goods and assess its quality before making a purchase due to which customers are hesitant to buy (Kataweta walker 2011; Comegy, 2009). Alam and Elapse (2016) in their study found product quality is the main factor, which worries consumers to make online purchase. Moreover, some customers have reported fake products and imitated items in their delivered orders (Jun and Jaafar, 2011). A low quality of merchandise never generates consumer trust on online vendor. A consumer's lack of trust on the online vendor is the most common reason to avoid e-commerce transactions (Lee and Turban, 2001). Fear of online theft and non-reliability is another reason to escape from online shopping (Karthikeyan, 2016). Likewise, there is a risk of incorrect information on the website, which may lead to a wrong purchase, or in some cases, the information is incomplete for the customer to make a purchase decision (Liu and Guo, 2008). Moreover, in some cases, the return and exchange policies are also not clear on the website.

According to Wei *et al.* (2010) the reliability and credibility of e-retailer have direct impact on consumer decision with regards to online shopping.

2.2 PREAMBLE OF THE STUDY

The objective of the study was clearly spelt out from the outset which is to ascertain whether contributed pension scheme actually impact on employees performance in Nigeria In carrying out this investigation 4 basic research questions were raised followed by research hypothesis which were stated in the null form this study explains the methodology that was used in testing the hypothesis and arriving at a conclusion

Reason for the improvement on Online Shopping Android Apps in India

Due to the rapid growth of technology, business organizations have switched over from the traditional method of selling goods to the electronic method of selling goods. Business organizations use the internet as the main vehicle to conduct the transactions.

Online shopping is getting famous day-by-day and people are using online shopping apps frequently to meet their daily shopping needs. Online shopping has an edge over traditional shopping as it is more convenient, offers a large variety, no crowds and makes Discreet purchases are easier.

2.3 ABOUT FLIPKART

- Flipkart is an Indian e-commerce company, headquartered in Bangalore, Karnataka, India, 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's Indian subsidiary and domestic rival Snap deal. As of March 2017, Flipkart held a 39.5% market share of India's 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. Flipkart also owns PhonePe, a mobile payments service based on the UPI.
- In August 2018, U.S.-based retail chain Walmart acquired a 77% controlling stake in Flipkart for US\$16 billion, valuing Flipkart at around \$20 billion.

Flipkart Online Shopping App

- Online shopping with Flipkart is very easy as you get to shop from the comfort of your home and get products delivered to your doorstep.
- Flipkart online shopping app on your Android phone or tablet, you get access to a collection of more than 80 crore products from multiple categories including mobile phones, fashion wear, electronic devices, accessories and consumer durables.
- The products you can find on Flipkart shopping app are:
- •Mobile Phones
- •Mobile accessories
- •Laptops, Computer Accessories & Tablets
- •Electronic gadgets
- •Games & Gaming Console
- •Home & Kitchen Appliances
- •Women's Clothing
- •Men's Clothing
- •Women's & Men's footwear
- •Sports, gym & fitness products
- •Travel, luggage & handbags
- •Personal care appliances
- •Home & Furniture.

2.4 LOGO OF FLIPKART



FEATURES

1. Easily type in the product you are looking for in the 'Search' tab and find it instantly
2. Narrow down your search using filters like price, color, style, pattern, brand to find your desired product
3. Check ratings and reviews given by other customers along with seller ratings, price and description of the product while buying the product
4. You can also add products to your wish list with a single tap
5. To place the order, choose among easy payment options like Buy Now Pay Later (BNPL), Cash on Delivery (COD), debit card, credit card, net banking or UPI enabled PhonePe
6. Track your orders inside the app, get notifications on personalized offers, price drops, order status, exclusive launches and upcoming sale events.

CHAPTER -3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

- The research design followed in this study is descriptive research design.
- The problem of this study is to find online shopping with reference to flipkart

3.2 SAMPLING TECHNIQUE

- Sampling type is random sampling method is used.

3.3 SOURCE OF DATA

- The two-source data were collected primary & secondary.

3.3.1 Primary Data

- Primary are collected through questionnaire.

3.3.2 Second Data

- Secondary data are collected from internet.

3.4 SAMPLING SIZE

A sampling of 102 respondent were consideration for the study and data was collected.

3.5 PERIOD OF STUDY

This study was done for a period of 3 months.

3.6 ANALYTICAL TOOLS

This study uses the following statistical tool for analyzing the collected data.

1. Percentage
2. Chi-square

3.7 Sample design

The data was collected from public people. Samples from 102 respondents has taken .The research adaptation simple random sampling method. I take a sample related to the online shopping and I give some questionnaire to the respondents

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Each element/respondent has a known probability of being included in the sample

3.8 Tools for analysis

- The tool I used for collect samples for project is Google form.
And for analysis graph, pie diagram, bar diagram etc.
- Tools that used
- Opened ended question
Closed question
- Multiple choice questions

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

4.1 DATA ANALYSIS AND INTERPRETATION

According to the objectives, survey has been undertaken. It has been further analyzed and Interpreted with the help of the following tables and graphs. The simple size is 100 persons. In this chapter an attempt has been made to make data analysis with respect to the areas Which some of the items have been listed out as:

4.2 QUESTIONS USED FOR DATA ANALYSIS

1. Have you purchased in online ?
- 2.What do you mostly like in flipkart?
- 3.How you know this flipkart?
4. In flipkart what do you like more?
- 5.Does flipkart suits your budget?
6. Which type of product do you prefer to buy?
7. Are you agree that all product available in flipkart?
8. Are flipkart satisfied your shopping experience?
9. Didyou have purchase any other following app?
- 10.Would you face any problems in online shopping?
11. Kindly tell us which among the following is more convenient to use for purchase?
- 12.Please mention your satisfaction level with flipkart?
- 13.Did you suggest your friends to purchase on flipkart?
- 14.Please give your rating out off 10 for online shopping?

1. HAVE YOU PURCHASED IN ONLINE

PERCENTAGE ANALYSIS TABLE

4.1.1 TABLE SHOWING PURCHASED INTEREST OF RESPONDENTS

OPINION	NO OF RESPONDENCE	PERCENTAGE
YES	96	94.1%
NO	3	3%
MAYBE	3	3%
TOTAL	102	100%

INTERPRETATION

From the above table 94.1% of the respondents have purchased in online with the subscription, and 3% of the respondents are not purchase via online balance 3% respondents maybe purchase through online

4.1.1 CHART SHOWING PURCHASE CALCULATION THROUGH ONLINE

7. HAVE YOU PURCHASED IN ONLINE

102 responses



2. WHAT DO YOU MOSTLY LIKE IN FLIPKART

4.1.2 TABLE SHOWING WHY PEOPLE LIKE FLIPKART

OPINION	NO OF RESPONSE	PERCENTAGE
QUALITY	53	52%
PRICE	33	32.4%
PREFERENCE FOR QUALITY	16	15.7%
TOTAL	102	100%

INTERPRETATION

From the above table 32.4% of the respondents have like the price with the subscription, and 52% of the respondents have like quality balance 15.7% respondents may like the preference for delivery

4.1.2. CHART SHOWING LEVEL OF PEOPLE LIKES FLIPKART

8. WHAT DO YOU MOSTLY LIKE IN FLIPKART
102 responses



3.How you know this flipkart

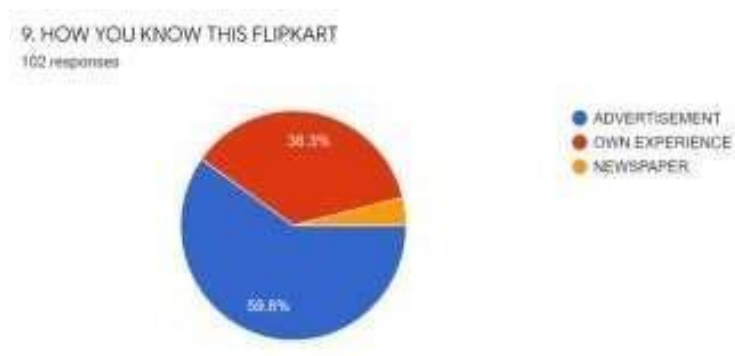
4.1.3TABLE SHOWIN HOW THEY KNOW FLIPKART

OPINION	NO OF RESPONDENCE	PERCENTAGE
ADVERTISEMENT	61	59.8%
OWN EXPERIENCE	37	36.5%
NEWSPAPER	4	3%
TOTAL	102	100%

INTERPRETETION

From the above table 36.3% of the respondents have known flipkart through own experience the price with the subscription, and 59.8%of the respondents have known flipkart through advertisement balance 3% respondents may like the preference

4.1.3. CHART SHOWING PURCHASE CALCULATION THROUGH ONLINE



4.In flipkart what do you like more

4.1.4 TABLE SHOWING WHAT DO YOU LIKE MORE IN FLIPKART

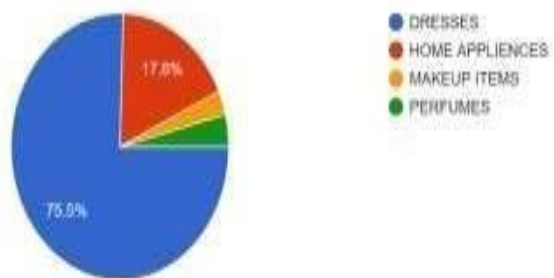
OPINION	NO OF RESPONDENCE	PERCENTAGE
DRESSES	77	75.5%
HOME APPLIENCES	8	17.6%
MAKEUP ITEMS	3	2.1%
PERFUMES	4	6.3%
TOTAL	102	100%

INTERPRETION

From the above table 75.5% respondents like dresses and 17.6% respondents like home appliances and 2 present makeup items 6% perfumes respondentslike

4.1.4CHART SHOWING WHAT DO YOU LIKE MORE

10. IN FLIPKART WHAT DO YOU LIKE MORE
102 responses



5.Does flipkart suits your budget

4.1.5 TABLE SHOWING FLIPKART SUITS YOUR BUDGET OR NOT

OPINION	NO OF RESPONDENCE	PERCENTAGE
YES	76	74.5%
NO	17	8.8%
MAYBE	9	16.7%
TOTAL	102	100%

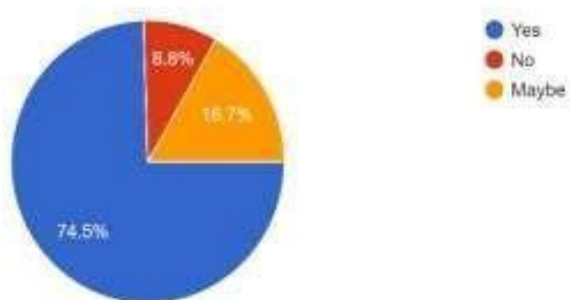
INTERPRETION

From the above table 74.5% flipkart suit respondents budget 8.8% not suits and 16% maybe suits there budget

4.1.5 CHART SHOWING LEVEL OF PEOPLE LIKE FLIPKART

11. DOES FLIPKART SUITS YOUR BUDGET?

102 responses



6. WHICH TYPE OF PRODUCT DO YOU REFER

4.1.6 TABLE SHOWING DO YOU REFER FLIPKART TO FRIENDS

OPINION	NO OF RESPONDENCE	PERCENTAGE
CLOTHES	75	74%
FOOD PRODUCTS	21	21%
HOME APPLIENCES	6	5%
TOTAL	102	100%

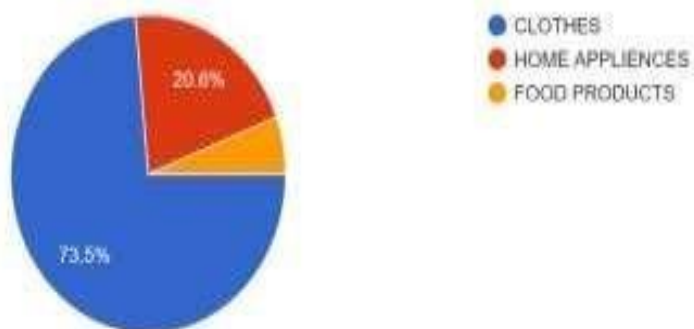
Interpretation

From the above table 74% mostly buy clothes , 21% food products and 5% home appliances

4.1.6. CHART SHOWING DATA ABOUT IS FLIPKART SUITS THE BUDGET

12. WHICH TYPE OF PRODUCT DO YOU PREFER TO BUY

102 responses



7.Are you agree all products are available in FLIPKART

4.1.7TABLE SHOWING PRODUCT AVAILABILITY

OPINION	NO OF RESPONDENCE	PERCENTAGE
YES	76	74.5%
NO	17	8.8%
MAYBE	9	16.7%
TOTAL	102	100%

Interpretation

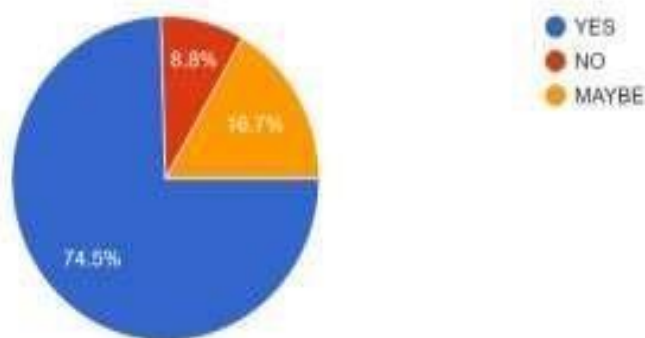
From the above table 74.5% respondent accept that all products are available at flipkart 8.8% respondent not accept the statement 16.7%

Respondents partly accept the statement.

4.1.7CHART SHOWING THE OF PRODUCT YOU PREFER IN FLIPKART

13. ARE YOU AGREE THAT ALL PRODUCT AVAILABLE IN FLIPKART?

102 responses



8.Are flipkart satisfied your shopping experience

4.1.8 TABLE SHOWING SHOPPING EXPERIENCE WITH FLIPKART

OPINION	NO OF RESPONDENCE	PERCENTAGE
YES	88	86.5%
NO	10	9.8%
MAYBE	4	2.5%
TOTAL	102	100%

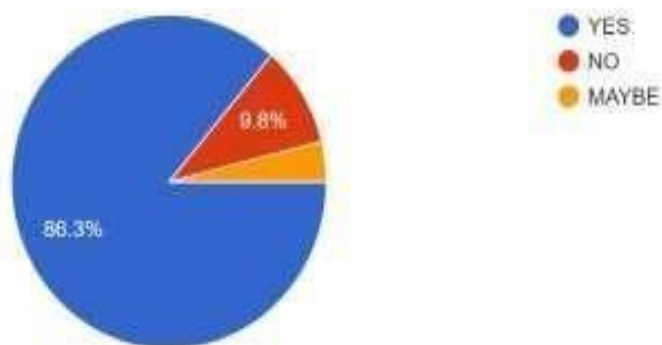
INTERPRETATION

From the above table 86.5 % respondent say yes about the flipkart experience 9.8% say no and 3.5% say maybe

4.1.8CHART SHOWING SHOPPING EXPERIENCE

14. ARE FLIPKART SATISFIED YOUR SHOPPING EXPERIENCE?

102 responses



9. Did you have purchase from below shopping apps

4.1.9 TABLE SHOWING COMPETITION OF SHOPPING APPS

OPINION	NO OF RESPONDENCE	PERCENTAGE
AMAZON	69	68%
MEESHO	26	25%
SNAPDEAL	6	7%
TOTAL	102	100%

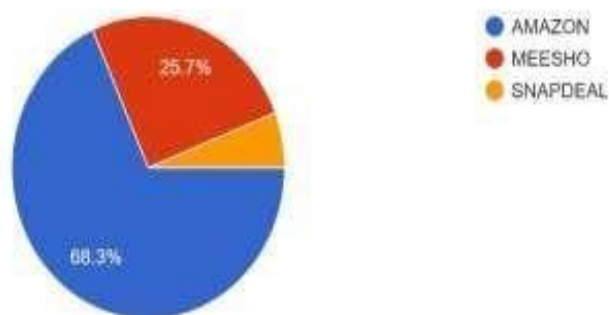
INTERPRETATION

From the above table 68% people shops through amazon 25% people shopthrough Meesho 7% shops through snapdeal.

4.1.9 CHART SHOWING PURCHASE PRODUCTS IN DIFFERENT SHOPPING APPS

15. DID YOU HAVE PURCHASE ANY OTHER FOLLOWING APP?

101 responses



10. Would you face any problems in online shopping

4.1.10 TABLE SHOWING PROBLEMS IN ONLINE SHOPPING

OPINION	NO OF RESPONDENCE	PERCENTAGE
YES	61	60.4%
NO	41	39.6%
TOTAL	102	100%

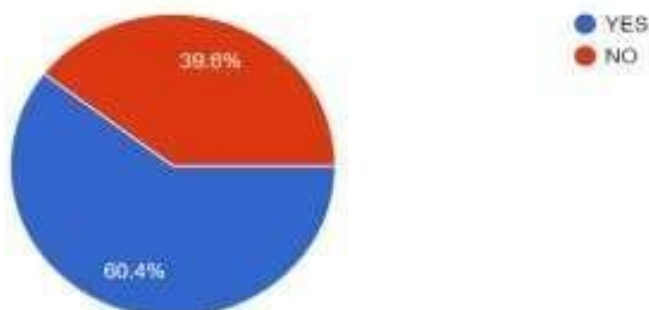
INTERPRETATION

The following table shows 60.4% people faced problem in online shopping 39.55 people don't face any problem in online shopping

4.1.10. CHART SHOWING PROBLEMS ON ONLINE SHOPPING

16. WOULD YOU FACE ANY PROBLEMS IN ONLINE SHOPPING

101 responses



11. Kindly tell us which among the following is more convenient to use for purchase

4.1.11 TABLE SHOWING CONVENIENT OF FLIPKART

OPINION	NO OF RESPONDENCE	PERCENTAGE
CREDIT CARD	60	60%
EMI CARD	14	14%
NONE	26	26%
TOTAL	102	100%

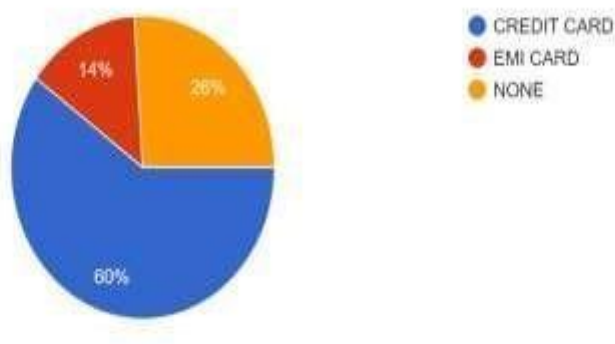
INTERPRETATION

From the above table 60% people used credit card 14% people used emicard and 26% people not use anything.

4.1.11 CHART SHOWING CONVINIENCE OF THE ONLINE SHOPPING

17. KINDLY TELL US WHICH AMONG THE FOLLOWING IS MORE CONVINIENT TO USE FOR PURCHASE?

100 responses



12. Mention your satisfaction level with flipkart

4.1.12 TABLE SHOWING SATISFACTION LEVEL

OPINION	NO OF RESPONDENCE	PERCENTAGE
HIGHLY SATISFIED	55	54.5%
SATISFIED	23	32.7%
AVERAGE	12	11.9%
NOT SATISFIED	1	5%
TOTAL	102	100%

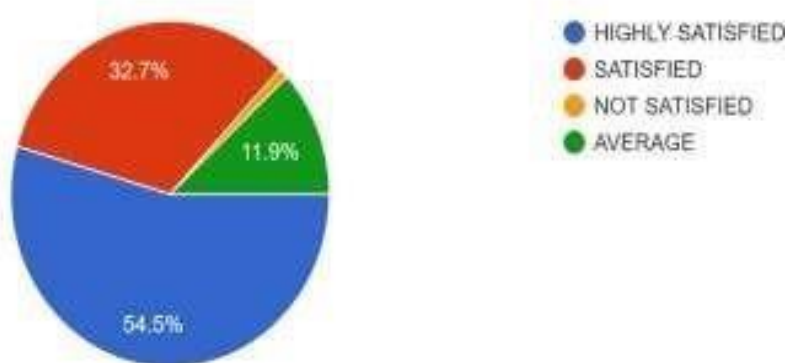
INTERPRETATION

From the above table 54.5% people highly satisfied 32.7% people satisfied 11.7% average. And 5% not satisfied.

4.1.12. CHART SHOWING LEVEL OF SATISFICATION CALCULATION

18. PLEASE METION YOUR SATISFICATION LEVEL WITH FLIPKART

101 responses



13. Did you suggest your friends to purchase in flipkart
TABLE SHOWING SUGGESTIONS FOR PURCHASE

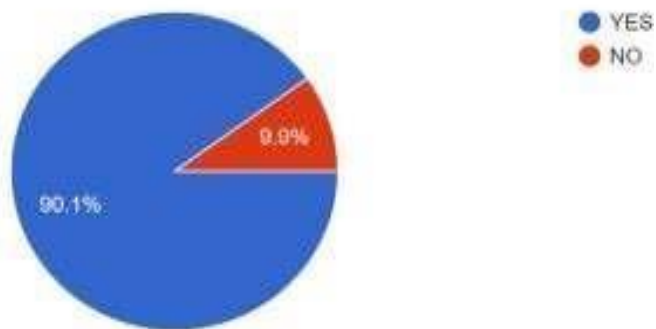
OPINION	NO OF RESPONDENCE	PERCENTAGE
YES	91	90.1%
NO	11	9.9%
TOTAL	102	100%

INTERPRETATION

From the above table ninety .one percentage people wants to suggest about flipkartTo friends
nine point five percentage

4.1.13. CHART SHOWING LEVEL OF SUGGESTIONS TO FRIENDS

19. DID YOU SUGGEST YOUR FRIENDS TO PURCHASE IN FLIPKART?
101 responses



14. Please give your rating out off 10 for online shopping

4.1.13 TABLE SHOWING RATING FOR FLIPKART APP

OPINION	NO OF RESPONDENCE	PERCNTAGE
GOOD	51	50.5%
VERY GOOD	29	28.7%
AVERAGE	16	15.8%
POOR	3	5%
VERY POOR	2	1%
TOTAL	102	100%

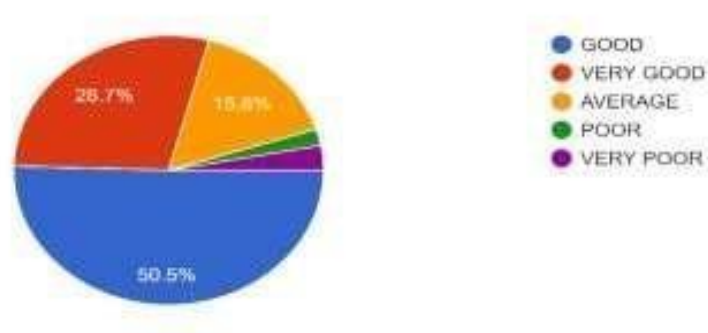
INTERPRATION

From the above table 50.5% people like online shopping 28.7% very good 15.8 % average 5% poor 1 % very poor

4.1.14 CHART SHOWING LEVEL OF RATING OUTOFF 10

20. PLEASE GIVE YOUR RATING OUTOFF 10 FOR ONLINE SHOPPING

101 responses



4.2 Hypothesis.

A hypothesis is a tentative statement about the relationship between two or more variables. It is a specific, testable prediction about what you expect to happen in a study.

Solution of hypothesis

ho=There is no relationship between age of the respondent and their shopping

h1=There is a relationship between age of the respondent and their shopping

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
VAR00003 * VAR00004	103	100.0%	0	0.0%	103	100.0%

VAR00003 * VAR00004 Crosstabulation

Count

		VAR00004						Total
		20. PLEASE GIVE YOUR RATING OUT OF 10 FOR ONLINE SHOPPING	AVERAGE	GOOD	POOR	VERY GOOD	VERY POOR	
VAR00003	2. AGE OF THE RESPONDENT	0	1	0	0	0	0	1
	25 YR-35YR	0	0	4	12	0	13	29
	36 YR-45YR	0	0	0	1	0	2	3
	BELOW 25	1	0	12	38	2	14	70
Total		1	1	16	51	2	29	103

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	113.365 ^a	18	.000
Likelihood Ratio	23.175	18	.184
N of Valid Cases	103		

a. 23 cells (82.1%) have expected count less than 5. The minimum expected count is .01.

INTERFERENCE

From the table 23 cells 82.1% have expected count less than 5. The minimum expected Count is 0.1.

CHAPTER-5

5.1 FINDINGS AND SUGGESTION

1. The majority (80%) of the Respondents are male.
2. The majority (68%) of Respondents are age group is under 25.
3. The majority (60%) of the respondents are students.
4. The majority (72%) are single.
5. The majority (52%) of Respondents are like Flipkart.
6. The majority (59%) are dealing with Flipkart.
7. The majority (76%) like to buy dresses in Flipkart
8. The majority (75%) of Respondents are Satisfied buy the budget of Flipkart
9. The majority (75%) of Respondents are agree that all product available in Flipkart
10. The majority (90%) of Respondents wants to suggest friends to do shopping at Flipkar
11. The majority (55%) of respondents are highly satisfied using Flipkart
12. The majority (75%) of Respondents agree that all products available in flipkart.
13. The majority (86%) of Respondents are Satisfied with shopping experience with Flipkart.
14. The majority (69%) of Respondents are made shopping on amazon .
15. The majority (60%) of Respondents are faced problems on online shopping.

- 16.The majority (35%) of Respondents are Satisfied with Airtel network coverage in their location.
- 17.The majority (60%) of Respondents use their credit card for online shopping .
- 18.The most preferred online site for most of the respondents was Flipkart . The likely divisionan equal 98% for Flipkart sites.
- 19.The Most of the respondents shopped online. The reasons of shopping online were many but the most likely reason for the respondents to shop online were reduced prices, COD and convenience.
- 20.Flipkart is leading in every aspect of survey such as price, preferred and also suggesting to friends
22. Undoubtedly Flipkart made the impact on customers very strongly and Captured loyal customers. And it are ready suggesting its online shopping site torest of its friends.
- 23.Every age group people are interested in offers, if they are in need or not they want to purchase
- 24.Online shopping is convenient, in that you can shop around, find the best prices

5.2 SUGGESTIONS

1. 'Free shipping' are the magic words to many customers. Think about it. . Offering free shipping shows that you care about the customers' experience, even as they're paying for their goods. They'llremember that, and they'll be back.
2. There are so many fraud cases with online customer that's why theydon't want to again use E-Commerce and one more thing some time they confused what we should do and where we should do they complain. Security of the funds also of the main reason of the behind the E-Commerce .Sometimes, online customer faces the problem of the refund of the funds. So government as well as facilitators of the E- Commerce should make the clear guideline regarding this.
3. Nothing's worse than a site where the customer can't see wheretogo. Map your site out so they can see exactly what you sell, and where they should go to get it. It saves them time and hassle when they come to buy.
4. Allow online shoppers to engage with your ecommerce site and visualize how to incorporate your products into their everyday lives with the power of social proof. These are the visual and text reviews that customers leave endorsing your products. Platforms like Instagram, YouTube, and Facebook have given brands the ability to collet real visual stories from customers about their products and visualmarketing software such as Pixlee allows marketers to display this usergenerated content on their brand sites.

SUGGESTIONS

1. Good online support can help to smooth over a customer's bad ecommerce experience.
2. Giving customer an idea of what a product looks and feels like without being able to actually see and hold it can prove quite challenging online. However, there is one easy solution to replicating this in-store experience online.
3. Your consumers need to know they will have support after they make a purchase, if needed. Guaranteeing troubleshooting after the purchase and consulting before the purchase can convert potential buyers into loyal, returning customers.
4. Advertising on social media channels is a powerful way to connect with lots of potential customers in creative, fun ways. Social media advertising can be anything from a simple Facebook feed post to a taco-shaped lens on Snapchat.
5. Customers browse through online stores looking for the lowest prices and the best overall shopping experiences. To keep buyers attracted to their store, merchants should identify shops that are similar to their own business that they can compare against. Figuring out what makes competitors more advantageous enables sellers to determine what they need to change about their business to keep returning customers loyal and attract new buyers.
6. Online store owners don't have to worry about marketplace rules that limit what they can include on product pages or in communication to buyers. Merchants with stores should take advantage of this control by offering incentives to buyers. Whether it's a pop-up discount at your store's homepage or a promotional email about an ongoing sale, sellers should actively reach out to buyers with different types of incentives to make purchase.

CHAPTER -6

6.1 SUMMARY OF THIS PROJECT

Internet is the rapidest growing media during the past decade. Especially, online shopping is a rapidly growing e-commerce area. Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home. A successful web store is not just a good looking website with dynamic technical features, listed in many search engines. This study aims to establish a preliminary assessment, evaluation and understanding of the characteristics of online shopping. Although the benefits of online shopping are considerable, when the process goes poorly it can create a thorny situation. A few problems that shoppers potentially face include identity theft, faulty products, and the accumulations of spyware, as well as the precautions to be taken are in this project.

6.2 CONCLUSION

The study aimed to determine the problems faced by consumers during online purchase. The result showed that most of the respondents have both positive and negative experience while shopping online. There were many problems or issues that consumer's face while using FLIPKART. Total six factors came out from the study that limits consumers to buy from online sites like fear of bank transaction and no faith, traditional shopping more convenient than online shopping, reputation and services provided, experience, insecurity and insufficient product information and lack of trust.

The research might be useful for the e-tailers to plan out future strategies so as to serve customer as per their needs and generate customer loyalty. As per the investigation done by there is strong relationship between reputation and satisfaction, which further is linked to customer loyalty. If the online retailer has built his brand name, or image of the company, the customer is more likely to prefer that retailer as compared to new entrant. The online retailer that seeks less information from customers are more preferred as compared to those require complete personal information

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Although nowadays, most of the vendors do give plenty of offers in form of discounts, gifts and cash backs, but most of them are as per the needs of e-retailers and not customers. Beside this, trust needs to be generated in the customer's mind, which can be done by modifying privacy and security policies. By adopting such practices, the marketer can generate customers' interest towards online shopping.

6.3 REFERENCE

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6.4 APPENDIX-(QUESTIONNAIRE)

1, NAME OF THE RESPONDENT _____

2, AGE OF THE RESPONDENT

- BELOW 25
- 25 YR-35YR
- 36 YR-45YR
- ABOVE46

3. GENDER OF THE RESPONDENT

- MALE
- Female
- OTHER

4. MARITAL STATUS OF THE RESPONDENT

- MARRIED
- UNMARRIED
- SEPARATED

5. OCCUPATION OF THE RESPONDENT

- GOVERMENT EMPLOYEE
- PRIVATE EMPLOYEE
- BUSINESS
- STUDENTS
- OTHER

6. EDUCATION QUALIFICATION

- 10TH
- 12TH
- DEGREE
- DIPLOMA

7. HAVE YOU PURCHASED IN ONLINE

- Yes
- NO
- Maybe

8. WHAT DO YOU MOSTLY LIKE IN FLIPKART

- QUALITY
- PRICE
- PREFERENCE FOR DELIVERY

9. HOW YOU KNOW THIS FLIPKART

- ADVERTISEMENT
- OWN EXPERIENCE
- NEWSPAPER

10. IN FLIPKART WHAT DO YOU LIKE MORE

- DRESSES
- HOME APPLIENCES
- MAKEUP ITEMS
- PERFUMES

11. DOES FLIPKART SUIT YOUR BUDGET?

- Yes
- No
- Maybe

12. WHICH TYPE OF PRODUCT DO YOU PREFER TO BUY

- CLOTHES
- HOME APPLIENCES
- FOOD PRODUCTS

13. ARE YOU AGREE THAT ALL PRODUCT AVAILABLE IN FLIPKART?

- YES
- NO
- MAYBE

14. ARE FLIPKART SATISFIED YOUR SHOPPING EXPERIENCE?

- YES
- NO
- MAYBE

15. DID YOU HAVE PURCHASE ANY OTHER FOLLOWING APP?

- AMAZON
- MEESHO
- SNAPDEAL

16. WOULD YOU FACE ANY PROBLEMS IN ONLINE SHOPPING

- YES
- NO

17. KINDLY TELL US WHICH AMONG THE FOLLOWING IS MORE CONVINIENT TO USE FOR PURCHASE?

- CREDIT CARD
- EMI CARD
- NONE

18. PLEASE METION YOUR SATISFICATION LEVEL WITH FLIPKART

- HIGHLY SATISFIED
- SATISFIED
- NOT SATISFIED
- AVERAGE

19. DID YOU SUGGEST YOUR FRIENDS TO PURCHASE IN FLIPKART?

- YES
- NO

20. PLEASE GIVE YOUR RATING OUTOFF 10 FOR ONLINE SHOPPING

- GOOD
- VERY GOOD
- AVERAGE
- POOR
- VERY POOR

