



## A Study on Customer Satisfaction towards Flipkart Online Service

*Prof. Dhvani Bhavsar<sup>1</sup>, Suraj Kumar Pal<sup>2</sup>*

1. Assistant Professor, Parul Institute of Management & Research (MBA), Parul University, Vadodara 391760, India

2. Student, PIET (MBA), Parul University, Vadodara 391760, India

### ABSTRACT

The importance of this study is to examine the customer satisfaction towards Flipkart users in. Also tried to find out various attributes of Flipkart users 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-tailers in India especially in TODAY'S GENERATIONS looking very bright. Flipkart offering best prices, good products and completely easy shopping experience for our customers. The success of any e-tailer company in India is depending upon its popularity, its branding image, its policies, and its customer relations etc. And about the prices it offers in different variety of products to its customer. It also shows increment in the satisfaction of customers for its service. The increment in sales of product through online services are also increasing and more to more in day-by-day because of the trust it has built in this era. People are shifting towards buying product online coz of the details and description it provides and feedback.

### INTRODUCTION

Flipkart is a largest E-commerce company in India. It was established by Sachin Bansal and Binny Bansal in 2007. Where its headquarters are in Bangalore and Karnataka, through a Flipkart is really registered in Singapore. The Company as first focused on books sale before expanding into other product categories such as customer electronic, like Tablets, mobile, laptop bags. And Flipkart has also launched its own range of personal lifestyle healthcare and home appliance under the brand Citron.

Flipkart is not an Indian company it is based in Singapore and majority of its shareholder, investor are foreigners. In March 2017 the market has 39.5% share of India e-commerce industry. Flipkart is essentially dominant in the offer of apparel and was described as being 'neck and neck' with Amazon in the sale of electronic.

Flipkart is also own PhonePe, mobile payment and service to the unified payments interface.

August 2018 U.S based retail chain Walmart are obtain a 77% controlling stake in Flipkart for US\$ 16 billion, at valuing at \$20 billion.

### Detail about Flipkart:

- Type: -Private
- Type of site: -E-commerce
- Founded: -2007, 13 years ago
- Headquarters: -Karnataka, Bangalore, and India
- Areas served: -India
- Founder: -Sachin Bansal, Binny Bansal
- Areas served: -India
- Key people: -Kalyan Krishnamurthy (CEO)
- Service: -Online shopping
- Revenue: -43,615 crore (US\$ 6.1 billion) (2020)
- Employees: -30,000 (2016)
- Subsidiaries: -Myntra, Jabong.com, PhonePe
- Website: -Flipkart.com
- Registration: -Required
- Current status: -Active

---

## Business Structure

As per report in November 2014, Flipkart was working through a complex business structure which has incorporate 9 firms are some registers in Singapore and others are in India. In 2012 the flipkart prime minister sold WS retail to a consortium of financial drove by Rajeev Kuchhal.

---

## Awards and Recognition

- Co-Founder of Flipkart Sachin Bansal has got the award Entrepreneur of the year 2012-2013 from Economic Times, A leading Indian economic daily.
- On September 2015 the two founders entered, Forbes India Rich Rundown appearing the 86 Situations of total assets of \$1.3 billion each.
- On April 2016 the both Bansal were named of the time magazine of 100 most influence person.

---

## SWOT Analysis of Flipkart

### Strengths

- Flipkart is supported by global investor like Tiger Global, DST Global, and Nasper
- Flipkart has a strong strategic help of e-kart
- Flipkart is the first billion-dollar e-commerce in India
- Good customer support like helpline, online service, product exchange and replacement

### Weakness

- Less internet knowledge in the small country
- Large investment leading to losses over the years harms the brand picture of Flipkart
- Procurement of loss-making firms can add to its weight

### Opportunities

- Business extension of different countries can be large boost of Flipkart
- Giving more discount to attract the customer
- Better online secure payment can still the more confidence to people can shop online
- Build up in different developing economics
- Furniture and fresh product business to increase

### Threats

- Worldwide competitors like Amazon, Snapdeal and others, in India online retail market can reduce the flipkart share market
- Examination by specialist to check its FD I regulation compliance
- Some value order in remote areas with high delivery charges
- Presenting the new GST bill

---

## LITERATURE REVIEW

MS.S. Subhashree (2019): -The Author found in the study that the primary data has collected through questionnaire from 150 respondents. The study suggests that the Flipkart has to improve better service to the customer, reduces delivery time and charges and improve proper security and transaction. The business activity to satisfy the consumer needs. The modern marketing leads to evolution of e-commerce business technology. That the buying and selling online product on internet.

Rajiv Kaushik, Ashutosh Nigam (2011): -The Author found in study that the case of life and death in the spite of high awareness it is difficult to change the behavior of the consumer by using marketing techniques. This are some factors which are helpful in converting into customer like by training to salesperson, purchase marketing, and emotional connection with the product, by provide value for money to consumer, right product for customer demand, making people infectious about brand.

Dr.Arpana D (2020): -The Author found in the studies that the internet has impelled in changes attitude and behavior of customer all over the world. Consumer shopping habits have been changed over last year thanks to the explosion of E-Commerce. While shopping in store was at one time the dominating type of shop, 6 – 8 % of user in the India shopped online. Customer does no longer have to go outside for shopping. E-Commerce has shopping experience to customer like computers, mobile devices, fully change the habit of customer, Rise in standard of living, and awareness of

internet. The Purchasing behavior of the customer in retail shop it is very important to analyze the customer psychology; Factors influence a customer for buying certain products. The most effective ways that E- Commerce that has changed Consumer Shopping Habits.

M. Maheshwari and A. Rahamathunisa (2020): -The Author found in the study that Online shopping has a play very vital role in this 21st century as most of the person is busy with their daily work in life. In this situation the online shopping is most conspicuous way to purchase daily needs and wants, home appliances, warranties consumer decided to buy product through internet. The objective are to examine about the profile of Flip kart, find the factors influencing the buying behavior towards online shopping to offer findings and suggestion on the basis of search the product. And Both the primary and secondary data is used study of sample size of 50 respondents. The study mainly focused on consumer buying behavior in the shopping mall.

## **RESEARCH METHODOLOGY**

### **ProblemStatement:**

The main purpose of the study is to check customer satisfaction towards product and services are available of flipkart and making a new customer of the company.

To examine the effect of perceived Ease to use, usefulness, Subjective norms, protection and security, customer attitude towards online shopping on Expectation to shop online.

### **Researchobjectives:**

- To measure the satisfaction level of various customers on the basis of product and their usage.
- To assess the customer perception towards the online shopping.
- To analysis the factors that affect the buying and their satisfaction level from flipkart.

### **ResearchDesign:**

Research type	Descriptive qualitative research
Source of data	Primary and secondary data
Survey method	Questionnaire
Sample size	125
Population size	Student
Sampling method	Nonprobability convenience sample
Data analysis	Percentage method

### **Data collection tools:**

Primary data has collected through questionnaire telephone, calls and e-mail.

Secondary data has includes published articles, research book, different research work done previously, journals magazines as well as from the website of flipkart..

### **Limitation:**

- The study is based upon the consumer behavior of online shopping
- The results of the questionnaire will rely on the information given by the respondents which may be biased
- Study is limited in sample size
- There is a limited time frame

## DATA ANALYSIS AND INTERPRETATION

### 1. Gender

Table1

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid Male	77	61.6	61.6	61.6
Female	48	38.4	38.4	100.0
Total	125	100.0	100.0	

#### 1) Gender

125 responses

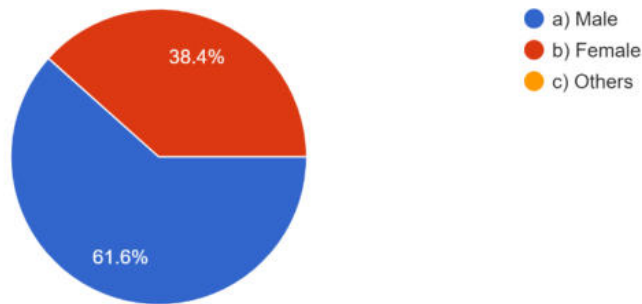


Figure1

**Interpretation:** We can state that out of 125 respondents, 61.6% respondents are male and 38.4% respondents are female

### 2. Age

Table2

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid less than 18 years	13	10.4	10.4	10.4
18 to 30 years	104	83.2	83.2	93.6
31 to 50 years	6	4.8	4.8	98.4
More than 50 years	2	1.6	1.6	100.0
Total	125	100.0	100.0	

## 2) Age

125 responses

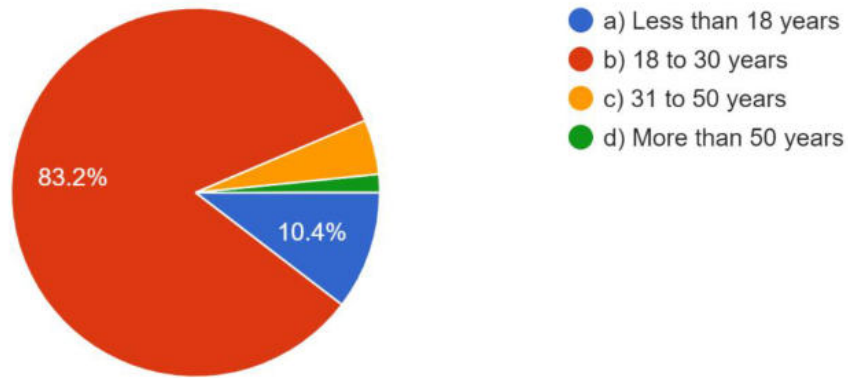


Figure2

**Interpretation:** We can state that out of 125 respondents, 10.4% respondents are from less than 18 years, 83.2% respondents are from between 18 to 30 year, 4.8% respondents are from between 31 to 50 years. 1.6% respondents are from more than 50 years.

## 3. Education

Table3

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid Undergraduate	16	12.8	12.8	12.8
Graduate	34	27.2	27.2	40.0
Postgraduate	59	47.2	47.2	87.2
Diploma	11	8.8	8.8	96.0
Professionalcourse	4	3.2	3.2	99.2
Others	1	0.8	0.8	100.0
Total	125	100.0	100.0	

### 3) Education

125 responses

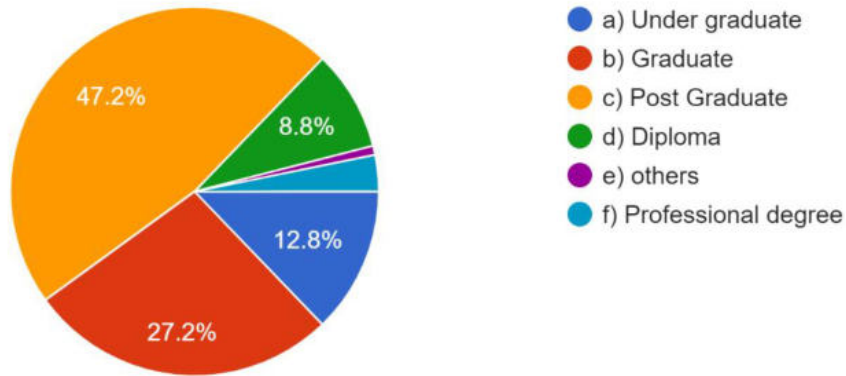


Figure 3

**Interpretation:** We can state that out of 125 respondents 12.8% respondents are from Undergraduate, 27.2% respondents are from Graduate, 47.2% respondents are from postgraduate, 8.8% respondents are from diploma, 3.2% respondents are from professional course and 0.8% are from other course.

### 4. Occupation

Table 4

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	Student	90	72	72	72
	Business	13	10.4	10.4	82.4
	Services	17	13.6	13.6	96
	Retired	-	-	-	-
	Others	5	4	4	100.0
	Total	125	100.0	100.0	

#### 4) Occupation

125 responses

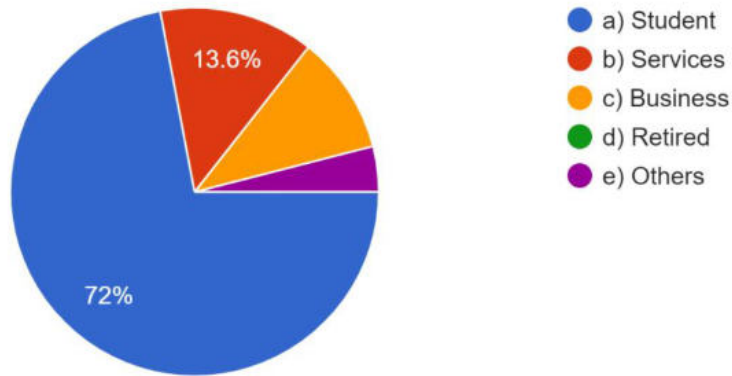


Figure 4

**Interpretation:** We can state that out of 125 respondents, 72% respondents are student, 10.4% respondents are business, 13.6% respondents are services and 4% respondents are others.

#### 5. Marital status

Table 5

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	Married	21	16.8	16.8	16.8
	Unmarried	99	79.2	79.2	96
	Separate	4	3.2	3.2	99.2
	Divorce	1	0.8	0.8	100.0
	Total	125	100.0	100.0	

## 5) Marital Status

125 responses

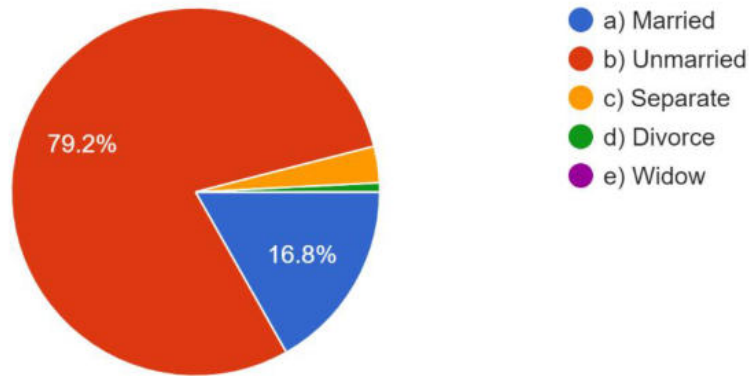


Figure 5

**Interpretation:** We can state out of 125 respondents, 79.2% respondents are unmarried, 16.8% respondents are married, 3.2% respondents are separate and 0.8% respondents are divorce.

## 6. Monthly income of family

Table 6

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid less than 10000	19	15.2	15.2	15.2
10001 to 20000	27	21.6	21.6	36.8
20001 to 30000	21	16.8	16.8	53.6
more than 30001	58	46.4	46.4	100.0
Total	125	100.0	100.0	



## 6) Monthly Income of family

125 responses

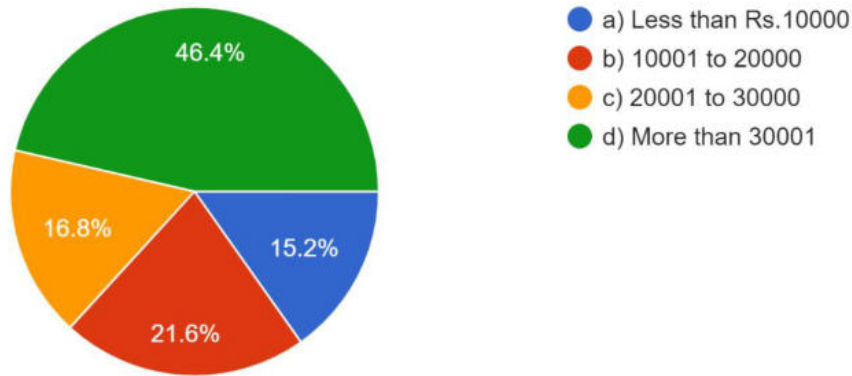


Figure 6

**Interpretation:** We can state that out of 125 respondents. Monthly income of 15.2% respondents is Rs less than 10000, Monthly income of 21.6% respondents is between Rs 10001 to 20000, Monthly income of 16.8% respondents is between Rs 20001 to 30000, and Monthly income of 46.4% respondents is more than Rs 30000.

## 7. Are you aware of flip karte-commerce website?

Table 7

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid yes	111	88.8	88.8	88.8
no	14	11.2	11.2	100.0
Total	125	100.0	100.0	

## 7) Are you aware of Flipkart ecommerce website?

125 responses

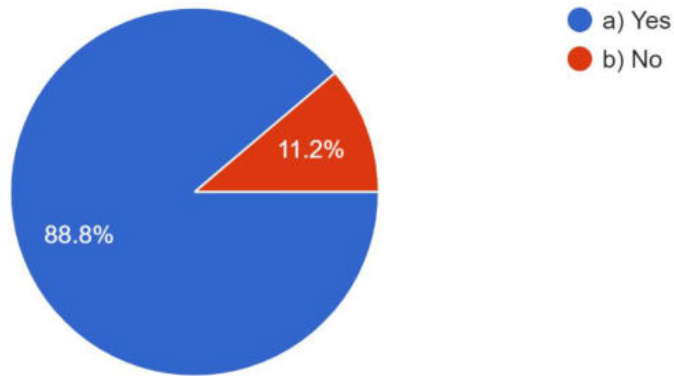


Figure 7

**Interpretation:** We can state out of 125 respondents, 88.8% respondents have select yes they are aware of the flipkart website but the 11.2% respondents have select No and they are not aware of flipkart website.

## 8. Have you ever done online shopping?

Table 8

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid yes	121	96.8	96.8	96.8
No	4	3.2	3.2	100.0
Total	125	100.0	100.0	

## 8) Have you ever done online shopping?

125 responses

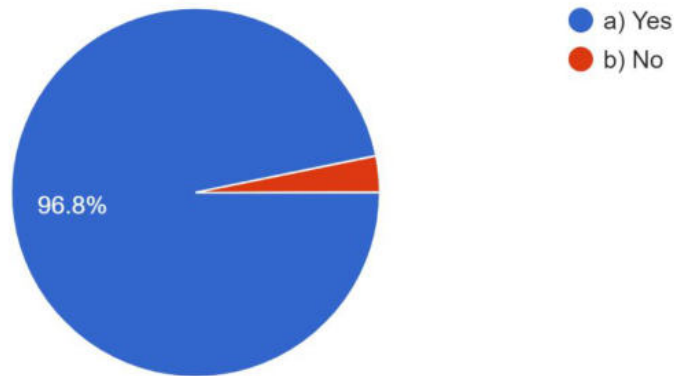


Figure8

**Interpretation:** We can state that out of 125 respondents, 96.8% have done online shopping and 3.2% respondents say no and they have not done online shopping.

## 9. How long are you access flipkart?

Table9

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid less than 1 month	21	16.8	16.8	16.8
2 to 6 month	17	13.6	13.6	30.4
7 to 12 month	9	7.2	7.2	37.6
more than 1 year	78	62.4	62.4	100.0
Total	125	100.0	100.0	

## 9) How long are you access flipkart?

125 responses

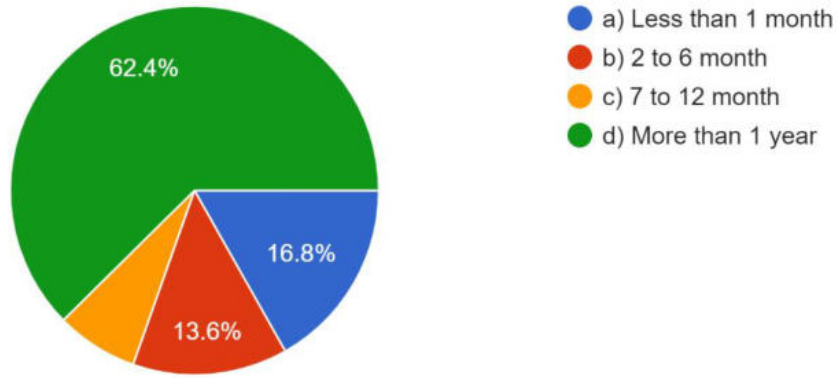


Figure9

**Interpretation:** We can state that out of 125 respondents, 16.8% respondents are using less than 1 month, 13.6% respondents are using between 2 to 6 month, 7.2% respondents are using between 7 to 12 month, 62.4% respondents are using more than 1 year.

## 10. How many times you have purchase from this site?

Table10

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid 1 times	13	10.4	10.4	10.4
2to 4 times	28	22.4	22.4	32.8
5to 7 times	13	10.4	10.4	43.2
Morethan 7 times	71	56.8	56.8	100.0
Total	125	100.0	100.0	

## 10) How many times you have purchase from this site?

125 responses

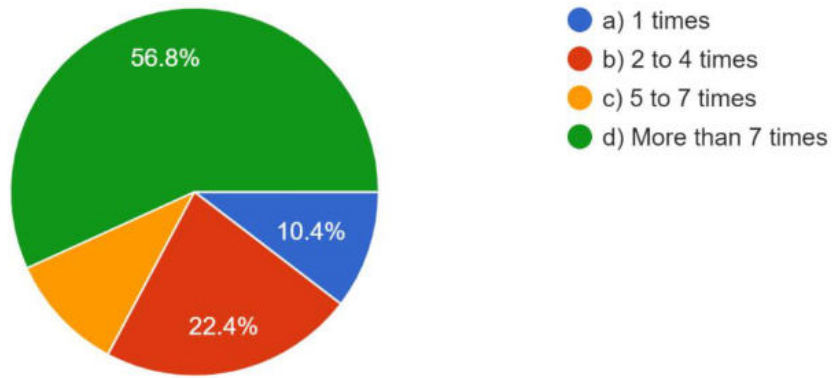


Figure10

**Interpretation:** We can state that out of 125 respondents, 10.4% respondents are purchasing 1 times, 22.4% respondents are purchasing 2 to 4 times, 10.4% respondents are purchasing 5 to 7 times, 56.8% respondents are purchasing more than 7 times purchasing from this site.

## 11. From where did you come to know about flipkart?

Table11

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid innewspaper	9	7.2	7.2	7.2
Television	32	25.6	25.6	32.8
Internetads	61	48.8	48.8	81.6
Friends	15	12	12.0	93.6
Others	8	6.4	6.4	100.0
Total	125	100.0	100.0	

## 11) From where did you come to know about flipkart?

125 responses

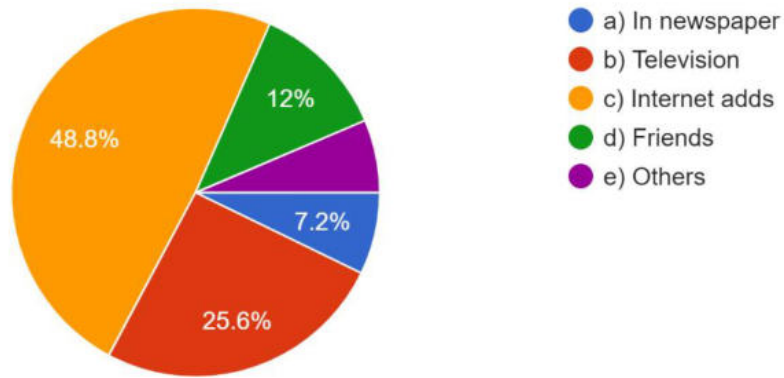


Figure11

**Interpretation:** We can state that out of 125 respondents, 7.2% respondents are know from newspaper, 25.6% respondents are know from television, 48.8% respondents are know from Internet ads, 12.0% respondents are know from friends, 6.4% respondents are know from others.

## 12. .The product varieties that you generally prefer buying online?

Table12

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid personalproduct	31	24.8	24.8	24.8
mobile/ tablet	32	25.6	25.6	50.4
Accessories	43	34.4	34.4	84.8
Books	5	4	4	88.8
Others	14	11.2	11.2	100.0
Total	125	100.0	100.0	

## 12) The product varieties that you generally prefer buying online?

125 responses

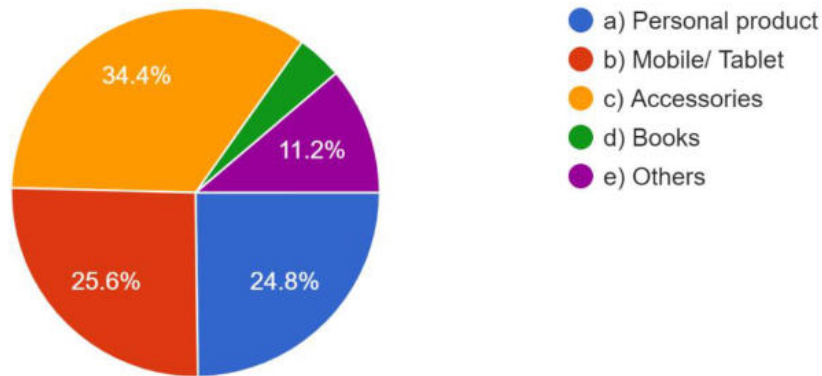


Figure12

**Interpretation:** We can state that out of 125 respondents, 24.8% respondents are buying personal product, 25.6% respondents are buying mobile and tablet, 34.4% respondent are buying Accessories, 4% respondents are buying books, 11.2% respondents are buying others thing.

## 13. Expected feature of flipkart?

Table13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid fastdelivery	26	20.8	20.8	20.8
essaypayment option	18	14.4	14.4	35.2
availabilityof product	61	48.8	48.8	84
aftersaleandservice	20	16	16	100.0
Total	125	100.0	100.0	

## 13) Expected features of flipkart?

125 responses

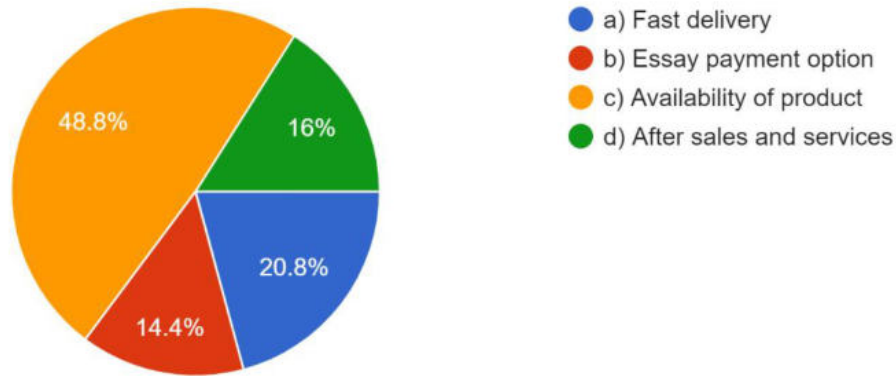


Figure13

**Interpretation:** We can state that out of 125 respondents, 20.8% respondents are interested in fast delivery, 14.4% respondents are interested in Essay payment option, 48.8% are interested in availability of product, 16% respondents are interested in after sales and services.

## 13. On what basis you purchase product?

Table14

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid ratingoftheproduct	19	15.2	15.2	15.2
discountfeatures	26	20.8	20.8	36.0
Brandand Innovation	43	34.4	34.4	70.4
reviewof the product	37	29.6	29.6	100.0
Total	125	100.0	100.0	



## 14) On what basis you have purchase product?

125 responses

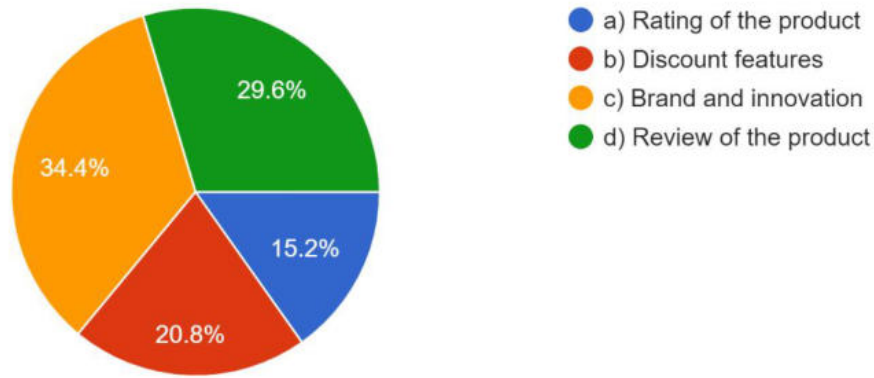


Figure14

**Interpretation:** We can state that out of 125 respondents, 15.2% are from rating of product, 20.8% respondents are from discount features, 34.4% respondents are brand and innovation and 29.6% respondents are Review of product.

## 14. What make you fully satisfied while shopping with flipkart?

Table15

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid lowprice	19	15.2	15.2	15.2
transactionsfacility	25	20	20	35.2
Discount	26	20.8	20.8	56
fastdelivery	9	7.2	7.2	63.2
qualityofproduct	46	36.8	36.8	100.0
Total	125	100.0	100.0	

## 15) What make you fully satisfied while shopping with flipkart?

125 responses

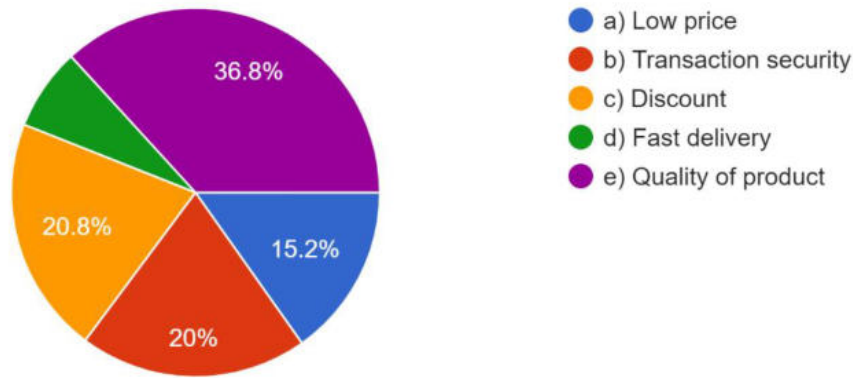


Figure15

**Interpretation:** We can state that out of 125 respondents, 15.2% are fully satisfied with low price, 20% respondents are satisfied with transactional facility, 20.8% respondents are satisfied with discount facility, 7.2% respondents are satisfied with fast delivery and 36.8% respondents are satisfied with quality of product facility.

## 15. Why you are do online shopping instead of offline shopping?

Table16

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid savetime	47	37.6	37.6	37.6
easily find the product and specification	55	44	44	81.6
wide choice	23	18.4	18.4	100.0
Total	125	100.0	100.0	

## 16) Why you are do online shopping instead of offline shopping?

125 responses

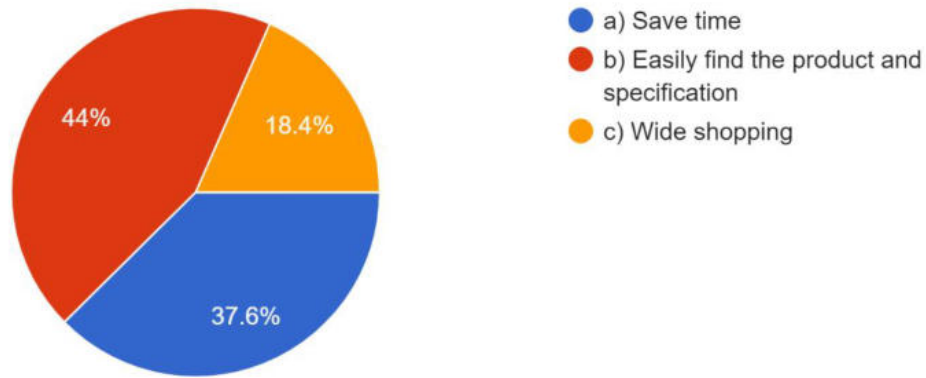


Figure16

**Interpretation:** We can state that out of 125 respondents, 37.6% they are prefer online shopping because of save time, 44% respondents are prefer easily find the product and specification and 18.4% respondents are prefer wide choice.

## 16. What type of problem you faced while shopping with flipkart?

Table17

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid productdamage	20	16	16	16
latedelivery	19	15.2	15.2	31.2
qualityofproduct	21	16.8	16.8	48
Never	65	52	52	100.0
Total	125	100.0	100.0	

## 17) What type of problem you faced while shopping with flipkart?

125 responses

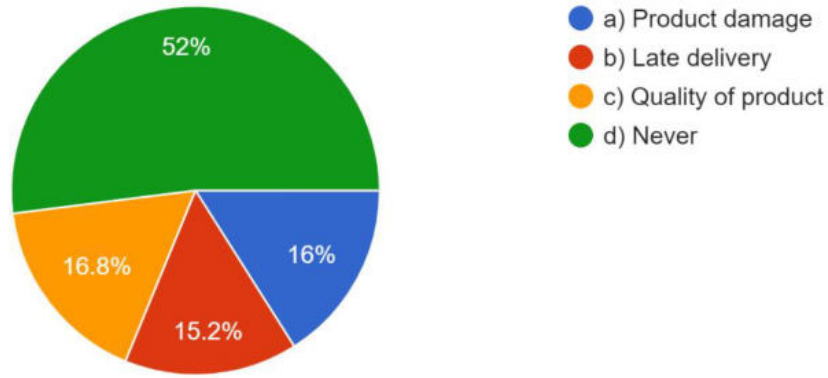


Figure17

**Interpretation:** We can state that out of 125 respondents, 16% respondents are problem faced with product damage, 15.2% respondents are fear of late delivery, 16.8% respondents are fear of quality of product, 52% respondents are no problem faced while shopping with flipkart.

## 17. What type of problem you faced while shopping with flipkart?

Table18

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid				
everytime	21	16.8	16.8	16.8
once in time	17	13.6	13.6	30.4
most of time	54	43.2	43.2	73.6
hardly some time	33	26.4	26.4	100.0
Total	125	100.0	100.0	

## 18) How often you use flipkart in a day?

125 responses

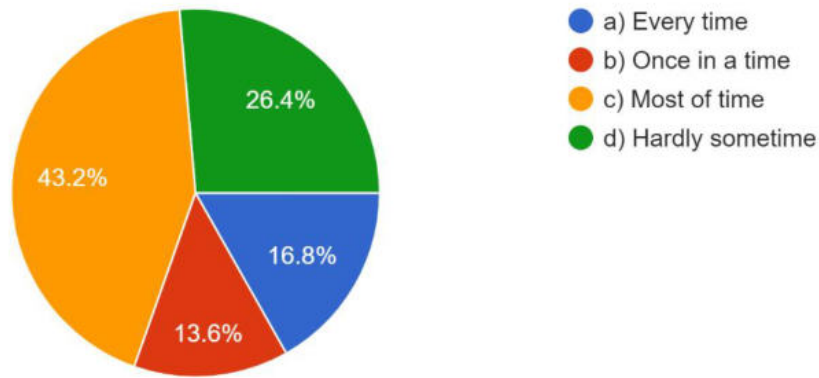


Figure18

**Interpretation:** We can state that out of 125 respondents, 16.8% are using every time, 13.6% respondents are using only once in time, 43.2% respondents are using most of time and 26.4% respondents are using hardly sometime only.

## 18. Which type of payment would you prefer when you purchase something online?

Table19

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid cashondelivery	72	57.6	57.6	57.6
debitcard	21	16.8	16.8	74.4
creditcard	23	18.4	18.4	92.8
Others	9	7.2	7.2	100.0
Total	125	100.0	100.0	

### 19) Which type of payment would you prefer when you purchase something online?

125 responses

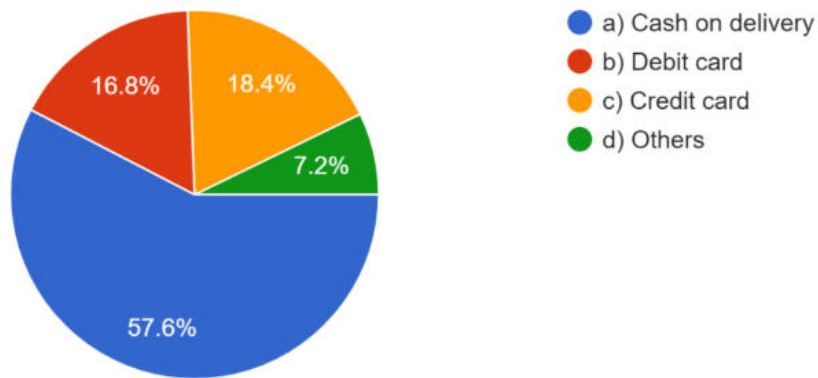


Figure19

**Interpretation:** We can state that out of 125 respondents, 57.6% respondents are prefer to pay cash on delivery, 16.8% respondents are prefer to pay debit card, 18.4% respondents are prefer to pay credit card and 7.2% respondents are prefer to pay other online payment.

### 19. Did you get any promotional offer from flipkart?

Table20

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid Rarely	43	34.4	34.4	34.4
Sometime	54	43.2	43.2	77.6
Never	28	22.4	22.4	100.0
Total	125	100.0	100.0	

## 20) Do you get any promotional offer from flipkart?

125 responses

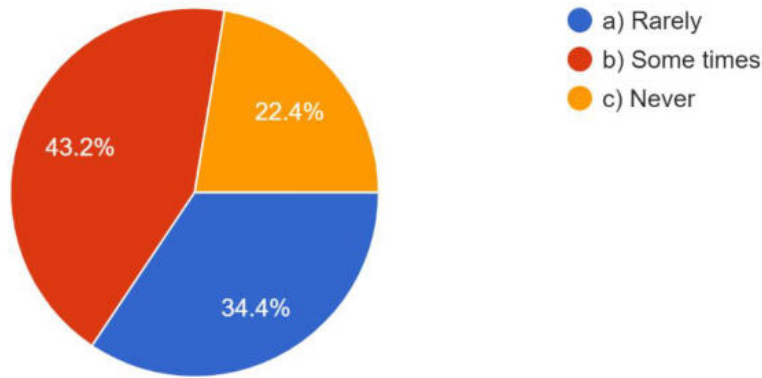


Figure20

**Interpretation:** We can state that out of 125 respondents, 34.4% respondents get promotional offers rarely, 43.2% respondents get promotional offer only sometimes and 22.4% respondents get never offer promotional offer.

## 20. Which of the most important point when you shopping with flipkart?

Table21

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid essayto use	27	21.6	21.6	21.6
speedofdelivery	21	16.8	16.8	38.4
warrantyand replacement	59	47.2	47.2	85.6
Price	18	14.4	14.4	100.0
Total	125	100.0	100.0	

## 21) Which is the most important point when you shopping with flipkart?

125 responses

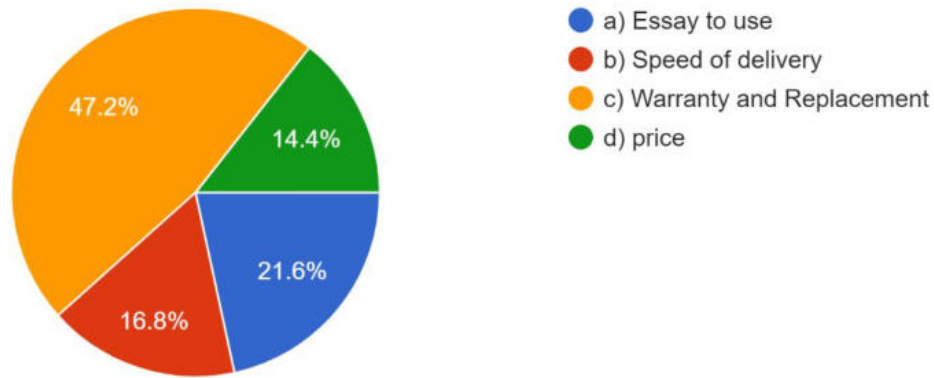


Figure21

**Interpretation:** We can state that out of 125 respondents, 21.6% respondents are easy to use shopping, 16.8% respondents are interested in speed of delivery, 47.2% respondents are interested in warranty and replacement and 14.4% respondents are interested in price while shopping with Flipkart.

## 21. Which features do you like most about flipkart?

Table22

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Packaging	20	16	16	16
on time delivery	38	30.4	30.4	46.4
customer benefits	40	32	32	78.4
exchange and replacement offer	27	21.6	21.6	100.0
Total	125	100.0	100.0	



## 22) Which features you like most about flipkart?

125 responses

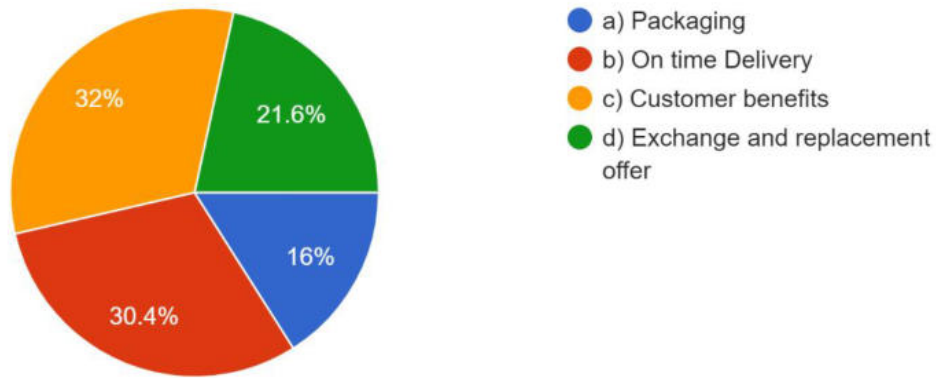


Figure22

**Interpretation:** We can start that out of 125 respondents. 16% respondents are like the packaging of flipkart, 30.4% respondents are like on time delivery, 32% respondents are like the customer benefits and 21.6% respondents are like exchange and replacement facility.

## 22. Frequency of purchase?

Table23

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid Always	48	38.4	38.4	38.4
once in time	22	17.6	17.6	56
Never	7	5.6	5.6	61.6
Sometimes	48	38.4	38.4	100.0
Total	125	100.0	100.0	

## 23) Frequency of purchase?

125 responses

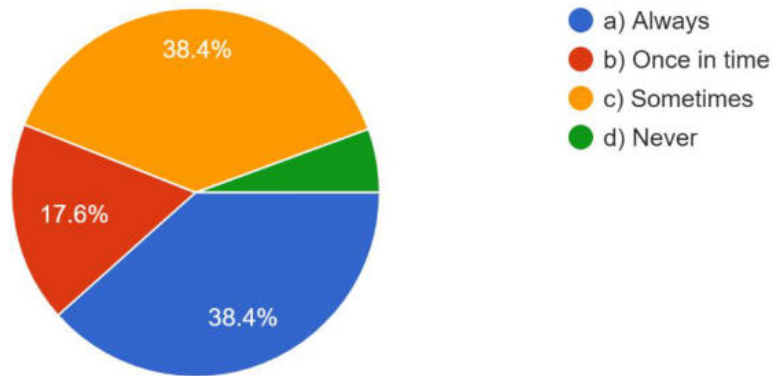


Figure23

**Interpretation:** We can state that out of 125 respondents, 38.4% respondents always purchase, 17.6% respondents purchase only once in time, 5.6% respondents never purchase from this site, and 38.4% respondents purchase sometimes from this site.

## 23. Frequency of purchase?

Table24

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Regular	58	46.4	46.4	46.4
purchase only particular item	20	16	16	62.4
Sometime	37	29.6	29.6	92
No	10	8	8	100.0
Total	125	100.0	100.0	

## 24) Are you regular customer of flipkart?

125 responses

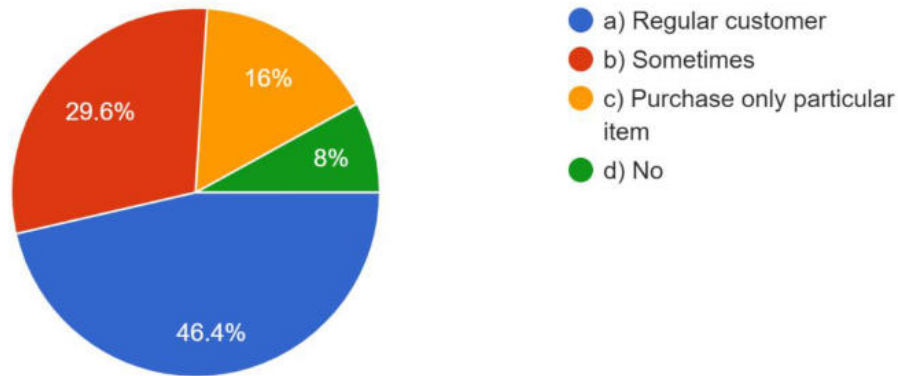


Figure24

**Interpretation:** We can state that out of 125 respondents, 46.4% respondents are regular customer of flipkart, 16% respondents are purchase only particular product from this site, 29.6% respondents are purchase sometimes from this site and 8% respondents are no purchase from this site.

## FINDING

### Findings1:

- It is found in the current study that respondents are interested in buying the mobile/tablets from the online shopping.
- Discount features and Rating of the product is the best technique of the flipkart.
- From my study the respondents face the problem like the quality of the product is not good and some of the respondents have never faced any problems.

### Findings2:

- Majority of respondents are aware of the e-commerce website and few of them are not known to this e-commerce website.
- Majority of respondents are accessing the flipkart website more than 1 year.
- Most expected features of the flipkart are the fastest delivery among the entire e-commerce website.
- Cash on delivery payment method has been most preferred by the respondents in my study while purchasing from the online shopping.

### Findings3:

- Majority of respondents are fully satisfied with the quality of the product and some of the people are also satisfied with the low price while shopping with the flipkart.
- It is found in the current study that respondents are interested in shopping with the flipkart that they can get warranty and replacement of anything they purchase from the flipkart.
- Time on delivery features of the products is the best selling strategy of the flipkart.
- Mostly respondents are interested in online shopping instead of the offline shopping because most respondents say that it is easy to find the product and the specification of the product and the e-commerce website also saves time.
- Internet ads are the way that most of the respondents know about flipkart.

## SUGGESTIONS

- The Flipkart will provide the different design of product variety can improve the customer and can easily satisfy customer.

- It should make free delivery to all products of the flipkart.
- If any product is out of stock, it should be available as soon as possible.
- It can include more coupons and vouchers to attract the customer of flipkart.
- The Flipkart should provide the fast delivery to its logistic.

---

## CONCLUSIONS

The study shows that the flipkart is performing well, the number of customers is increasing day by day. The Flipkart has taken a decision to improve the quality of products and also improve delivery on time, most of the customers are aware of the product. Most of the respondents know about flipkart from internet ads.

Online shopping is best instead of comparing between with offline shopping. Most of them are completely aware of flipkart online shopping. People are more interested in shopping through internet. Increasing awareness towards use of internet, satisfaction with online shopping is a rise of standard of living; occupation and friends are attracted towards offers and low price of products on flipkart.

E-commerce is mostly influenced by marketing advertisements like advertisements on internet, television and newspaper, magazine, quality of products and brand and innovation impact on customers generally to buy online shopping. Most of the respondents are examined to have satisfied experience with the quality and online service of flipkart.

---

## REFERENCES

- [1] Ms. S. Subhashree (2019). Consumer preference and satisfaction towards online shopping in Udumalpet with special reference to Flipkart. Paripex-Indian Journal of research. Volume – 8, ISSUE – 10, DOI: 36106 /paripex, pg 14 to 18. <http://www.worldwidejournals.net/index.php/PIJR/article/view/894>
- [2] Dr. Arpana D (March 2020). A Study on Changing buying habits of the customers using E-Commerce Platform with reference to Flipkart. UGCcare Journal. Vol – 40, ISSUE – 40, pg 2172 to 2176. <https://archives.tpsindia.org/index.php/sipn/article/view/2774/2684>
- [3] M. Maheshwari, A. Rahamathunisa (January 2020). A Study on Customer Satisfaction towards Flipkart in Villupuram District. International Journal of Research in Engineering Science and Management. Volume 3, ISSUE-1, Page no: 623 to 627. <https://www.ijresm.com/articles/a-study-on-customer-satisfaction-towards-flipkart-in-villupuram-district/>
- [4] Rajiv Kaushik, Ashutosh Nigam (Jan 2011). A study of Conversion Marketing in Retailing. International Journal of Computational Engineering and management, Vol 11, pg : 1 to 5, [https://www.ijcem.org/papers12011/12011\\_25.pdf](https://www.ijcem.org/papers12011/12011_25.pdf)
- [5] <https://www.bigcommerce.com/blog/ecommerce/>
- [6] <https://notesmatic.com/2017/11/pestel-analysis-e-commerce-industry/>
- [7] <https://en.wikipedia.org/wiki/Flipkart>
- [8] <https://www.mbaskool.com/brandguide/it-technology/12882-flipkart.html>