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# Customer Satisfaction on M-Commerce Platform - A Case study of Flipkart

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**ABSTRACT:**

Customer satisfaction is described as a metric that determines how well a company's products or services satisfy the customers' expectations. We should always never in observance customer satisfaction because it'll orderly decide whether the business is getting to achieve success or fail. There are many factors of customer satisfaction that affect the running of the business. We'll let the customer see how happy he's with the merchandise and services. It is vital to possess customer satisfaction in today's era. To run every business, it is vital to satisfying customer needs. During this research study, we considered customer satisfaction on m-commerce. In electronic commerce, customer habits, behavior, informational demands, and expectations changed, and that they are changing far more in mobile commerce. M-commerce could also be a platform is used to buying and selling products and services through devices like mobiles/smartphones, and tablets. M-commerce is that the upgrading of E-commerce as e-commerce means it's a platform for buying and selling goods and services online electronically and includes the transactions between businesses administered online. The emergence of mobile commerce, marketing, and selling has opened tremendous prospects for both old and new electronic retail industries. In this study, we looked at consumer satisfaction on m-commerce sites with a focus on Flipkart. The goal of this study is to (1) determine customer satisfaction with Flipkart items, (2) determine how Flipkart customers utilize m-commerce, and (3) determines" Flipkart" new market strategy on the m-commerce platform as an expansion of e-commerce. (4) To determine how m-commerce affects Flipkart.

**Keywords:** -Customer Satisfaction, M-Commerce, Online Shopping

## Introduction:

Customer satisfaction is a marketing word that refers to how well a company's products and services meet or exceed the expectations of its customers. Customer happiness is defined as: "the total number of clients (as a percentage of total customers) who have had a positive experience when a company, its products, or its services (ratings) hits a certain threshold target levels of satisfaction" It is regarded as a key performance indicator in the business world and is frequently included in a Balanced Scorecard. Customer happiness is considered a crucial differentiator in a competitive environment where businesses compete for customers, and it has increasingly become a key element of company strategy.

"Customer satisfaction ratings can have a big impact on an organization's bottom line. Employees are reminded of the necessity of meeting consumers' expectations. Furthermore, when these ratings fall, it indicates that there are issues that could harm sales and profitability. These figures represent an essential dynamic. When a company has loyal consumers, it benefits from positive word-of-mouth marketing, which is both inexpensive and effective. As a result, it is critical for organizations to manage customer satisfaction successfully. Firms require credible and representative satisfaction measures to organizations must manage satisfaction surveys, they typically question customers if their product or service met or surpassed their expectations.

As a result, one of the most important factors in determining happiness is expectations. Customers will be unhappy and likely rank their experience as less than satisfactory if they have high expectations and the reality falls short.

And, Clients can buy their products online, and the company, on the other hand, can attract new customers through online shopping. Companies maintain customer happiness by soliciting input from customers, asking them a few questions, and evaluating internet comments.

Mobile commerce, also known as m-commerce, is a type of electronic commerce that is carried out via wireless devices such as cell phones, smart phones, and tablets. Through m-commerce, we can conduct commercial transactions such as purchasing and sending goods, banking online, and paying bills. Users who do not have access to a desktop machine can shop online via m-commerce. In-app purchase, mobile banking, virtual marketplace apps like the Amazon mobile app, and digital wallets like Apple Pay, Android Pay, and Samsung Pay are all examples of m-commerce. In-app purchase, mobile banking, virtual marketplace apps like the Amazon mobile app, and digital wallets like Apple Pay, Android Pay, and Samsung Pay are all examples of m-commerce. Because of m commerce, security issues are also being resolved swiftly. To increase M-commerce platform, many businesses are launching their own mobile commerce services, examples apple and Google. M-commerce, like e-commerce, is rapidly expanding, and its model involves corporations and individuals conducting transactions through the Internet. Previously, social networking networks such as Twitter, Facebook, Instagram, and Pinterest had a buy button on their website, allowing users to make convenient online purchases from other vendors by using social networking apps directly. When people used to shop online, they would go to any site, go to the web page, and make their purchases there, even if the page was slow. They would stay on the page for a few minutes and then buy the things. People in today's world, on the other hand, will not stay on any website or app for very long. They enjoy buying items on a regular basis. Because consumers are impatient and want instant gratification, fast-loading webpages are more likely to generate sales. Buyers should be able to conveniently enter payment information on mobile checkouts, preferably

using mobile wallets that remove manual entry, decreasing human error and allowing a smoother checkout experience through the convenience of m-commerce. Consumers used to utilize Google's or social media promotions to start online purchasing, which resulted in browsers driving more transactions than mobile applications. As a result, consumers are now using mobile applications with mobile websites to improve their shopping experience. Benefits of m-commerce: -

- Increase in mobile sales by using mobile phones
- Users can access very frequently purchasing through mobile device at any places.
- Very user-friendly device (mobiles/smart phones) as it can be access24*7.
- Trend of mobile shopping which enhance shopping experience.
- It could be used conveniently for any age class
- Rapidly growth of business

## METHODOLOGY:

Will the "customer satisfaction on m-commerce platform. A case study on Flipkart" is relevant in the current context or not?

It is an extremely relevant topic for research in the current environment (pandemic scenario). When we talk about m-commerce, we're talking about a more advanced version of e-commerce, which refers to any products and service transactions that take place over the internet utilizing a mobile application. As can be observed, the majority of persons of a given age group use smartphones. Few people who previously did not own a smartphone are likely to do so now, especially in the wake of the pandemic. Smartphones are used by everyone from kids to grandmas for a variety of reasons. Online buying through mobile phone could be one of the reasons. M-commerce platforms are increasing the demand for mobile phones by making them more accessible than desktop systems while purchasing online. People are likely to favor mobile shopping apps over web browsers for online purchasing. And this m-commerce helps business organizations to reaching customers at the right time at the right place, making so many marketing opportunities by monitoring and analyzing the traffic in apps, better customer experience by delivering unique and personalized customer experience and so on. So we can say upgrading e-commerce to m-commerce could be a great consideration for business competitors.

Whether the "customer satisfaction on m-commerce platform. A case study on Flipkart" will impact on the society or institutions?

There are many ways in which m-commerce will affect the society. People will have to grant access of their personal data. Using m-commerce platform provide mobile application for buying and selling products through internet. With the help of commerce number of mobile users will automatically get increased. People shifted from web browser to mobile application and these mobile applications is so convenient for online purchasing. Online and Offline shopping will integrate seamlessly as customer are now ready to access online comparison tool when they are physically shopping. If they want to make payment, they can do payment with the help of mobile applications. By using m-commerce platform if they want to know the price, they instantly scan the product barcode and shoppers will able to see the range list of price options available from online retailers as traditional retailers.

Research design

Population: - All the online shopping users

Sampling Technique: -Convenience Sampling,

Sampling Unit: -A user of Flipkart

Sample Size: -100

Sampling Technique

The study uses conditional probability sampling. Convenience sampling method is used in this study rather than using a table of non-random as in non-probability sampling convenient sampling means that the sampling units are accessible, Convenient and easy to measure.

Sampling Unit

The sampling unit forms the basis of the entire sampling procedure. It is that which is chosen by the sampling process. The sampling units may contain one or more population elements.

Sample Size

The sample consist of 100 customers selected randomly using convenience sampling method out of customers selected for the study, some had not responded well. Hence, only 70 customers responses are recorded

TARGET AUDIENCE

The target audience from which the data has been collected is varying between the ages below 20 to Above 50.

The research of the report has been done on the data collected from the target audience and conclusion has been derived out of it.

COLLECTION OF DATA

PRIMARY DATA

The primary data contains an information survey on customer satisfaction on m-commerce platform. A case study on Flipkart."

The data has been collected directly from the target audience with the help of structured questionnaire.

SECONDARY DATA

The secondary data of the report has been collected from internet from different sites. Data has also been taken from sites related to the particular app.

ANALYSIS OF THE DATA

The analysis of the data has been done through excel software by making pie-charts and then interpreted the results according to the responses in pie-charts.

SAMPLE SIZE

The sample was collected randomly which does not include any kind of Biasness towards the report.

As the target audience for the research was between the ages of below 20 to above 50

Years, the primary data has been collected from the people of the age from below 20-above 50years so as to drive at the conclusion.

The sample size of the report from which the data has been collected is 70 out of 100 in number.

The topic of the summer internship report is "Customer Satisfaction on M-Commerce Platform: A Case study of Flipkart".

The objective of the report is to identify:

☐    To find out the use of Flipkartamong the different age groups.

☐    To find out the influence of Flipkart on consumer's perceptions.

☐    To find out how m-commerce impact on consumer buying preference.

☐    To evaluate the customers using of "Flipkart" apps.

☐    To identifying the challenges while purchasing on Online platforms or transactions.

☐    To find the factors that leads a website user to return to or recommend the website Flipkart.com

☐    To discover the key factors that influence online buying behavior of consumers in India.

☐    To understand the customer awareness on Flipkart.com

☐    To determine the factors responsible for customer satisfaction on m-commerce.

## Conclusion

After the analysis of the data obtained from the sample size, it is found that people are now moving towards online shopping platforms.

•    It is also found that m-commerce as an extension of e-commerce is a helpful technology that gives the consumer access to business and companies all over the world.

•    Flipkart are very common platform among all the people and are being used too.

•       As lockdowns became the new normal, businesses and consumers increasingly "went digital", providing and purchasing more goods and services online, raising e-commerce's share of global retail trade from 14% in 2019 to about 17% in 2020.

•       As we seen that most of the people use mobile phones/ smart phones so m-commerce is quickly increasing growth, and all businesses will need to focus on mobile transactions and adapt to new forthcoming mobile trends in order to stay competitive.