A Study on Customer Satisfaction with Reference to Flipkart Online Shopping

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ABSTRACT:

In the rapidly evolving landscape of e-commerce, customer satisfaction plays a pivotal role in the success and sustainability of online platforms. This study aims to investigate and analyze the factors influencing customer satisfaction with specific reference to Flipkart, one of the leading online shopping platforms.

1. INTRODUCTION:

This project is takes a look at consumer complacency with references to flipkart online shopping. Online shopping is nowadays used everywhere or in every corner of the world, and it's happening only because of Internet, customers directly make an order of something they need through online. The meaning of online shopping is the process of buying goods and services from merchants over the Internet. Flipkart is one the site that customer used for purchasing many products.

OBJECTIVES:

1. To know the customer complacency on online shopping

2. To know Revolution of online Shopping

3. To Study About Strategies Used in Online Shopping Reference to flipkart ecommerce.

A. STATEMENT OF PROBLEM:

1. Defected in product that leads to the customer peace of mind decreases.

2. Delay in delivery of Goods and Products is also one of the problems that affect the serenity of the customer.

3. The product which customers are choosing might be delivered wrong like, different in colour or design etc.

4. Some goods or product, which customer needs may not be available sometimes.

5. Or occasionally the product will not be currently available to the address of the customer

B. RESEARCH METHODOLOGY:

There are various which are used in analyzing data. The following tools are used for representing and analyzing data..

Tools:

1) Simlep Percentage analysis.

1. Percentage Analysis:

Percentage methods refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are being based on descriptive relationship. It compares the relative items. Using percentage, the data are reduced in the form with base equal to 100% which facilitates relative comparison.

Percentage = (No. of Respondents / Total No. of Respondents) x 100

2. REVIEW OF LITERATURE:

(Schiffman et al., 2022) The current literature on consumer online purchasing decisions has mainly concentrated on identifying the factors which affect the willingness of consumers to engage in Internet shopping. In the domain of consumer behaviour research, there are general models of buying behaviour that depict the process which consumers use in making a purchase decision. These models are very important to marketers as they have the ability to explain and predict consumers' purchase behaviour.

Peterson et al [2021] commented that it is an early stage in Internet development in terms of building an appropriate dedicated model of consumer buying behaviour. Decision sequences will be influenced by the starting point of the consumer, therelevant market structures and the characteristics of the product in question. Consumers' attitude towards online shopping is a prominent factor affecting actual buying behaviour.

Todd [2020] proposed a model of attitudes and shopping intention towards Internet shopping in general. The model included several indicators, belonging to four major categories; the value of the product, the shopping experience, the quality of service offered by the website and the risk perceptions of Internet retail shopping.

Vellido et al. [2019], mine factors associated with users' perception of online shopping were extracted. Among those factors the risk perception of users was demonstrated to be the main discriminator between people buying online and people not buying online. Other discriminating factors were; control over, and convenience of, the shopping process, affordability of merchandise, customer service and case of use of the shopping site.

Jarvenpaa et al. [2018] tested a model of consumer attitude towards specific web base stores, in which perceptions of the store's reputation and size were assumed to affect consumer trust of the retailer. The level of trust was positively related to the attitude toward the store, and inversely related to the perception of the risks involved in buying from that store. the attitude and the risk perception affected the consumer's intention to buy from the store. Consumer risk perceptions and concerns regarding online shopping are mainly related to aspects involving the privacy and security of personal information, the security of online transaction systems and the uncertainty of product quality.

3. COMPANY PROFILE:

Founded in October 2007, Flipkart is one of India's leading e-commerce marketplaces, with headquarters in Bengaluru. Flipkart was founded by Sachin Bansal and Binny Bansal and the company initially started as an online book store. Later, as the company's popularity grew, it also started selling other items such as music, movies and mobile phones. As the ecommerce revolution gained momentum in India, Flipkart grew at an accelerated pace and added several new product ranges in its portfolio. As of now, the company offers more than 80 million products spread across more than 80 categories such as mobile phones & accessories, computers and accessories, laptops, books and e-books, home appliances, electronic goods, clothes and accessories, sports and fitness, baby care, games and toys, jewellery, footwear, etc. Flipkart has 100 million registered users and more than 100 thousand sellers on its ecommerce platform.

4. DATA ANALYSIS AND INTERPRETATION:

S,NO	PARTICULAR	RESONDENTS	PERESENTAGE
1	FEMALE	75	75
2	MALE	25	25
	TOTAL	100	100

SOURCE : Primary data

INTERPRETATION-

The above table states that 75% respondents are from male side 25% respondents are from female side. Majority (75%) Of the respondents are in the male category.

5. FINDING, SUGGESTION AND CONCLUSION:

    A.   FINDINGS:

FINDING FROM PERCENTAGE ANALYSIS:

- More females are given respondent to the questionnaires as compare to male with 75%.

- The majority of the respondent are coming from the age range of 15 to 23 years.

- The data was collected from students with 40% and the lowest response was collected from professional and house wife with the 7%.

- Majority of the data collected from the customer income range of below and above 1000.

- The majority of respondent response that they are using the product of flipkart more than 1 year.

- Most of the respondent spend on online shopping only once a month.

- The main reason for prefer flipkart. is due to fast delivery highly flexible for users.

- Most of the respondent spend around 1000 to 1500 for shopping with flipkart.

- The customers are shopping flipkart. based on availability of the product.

- Refine out that most of the customers are prefer cash on delivery while purchase on flipkart.

- Customer are use online shopping because it saves time of the customer.

- Riqueness of the flipkart. application as a compare to other online application because of fast delivery.

- The sources which make the customer purchase product from flipkart. is due to family and friend source.

B.   SUGGESTIONS:

As there are no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning the respondents. So the website developers and service providers should take necessary steps to overcome this problem. Web based technologies upgrades creative conceptualization that would improve the response from technology savvy consumers. So the firms have to invest in such new technologies. Internet environment has to be improved in the areas of art, dynamic and interactive techniques. This improvement will give more visual appeal. In most of the websites the given information, features about the product on the website and product received from the online vendor are different. This will create lack of customer satisfaction. So the online vendor should take necessary steps before dispatching the products to the consumer site. It creates good opinion about the online vendor and creates repurchasing power of the respondents.

C.   CONCLUSION:

The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today there is radical change in the entire scenario. Everything in today's world is Internet oriented like Electronic Data Interchange, E-Mail, E-Business and E Commerce. E-Commerce is exchange of information using network-based technologies. In the present high cost situation, e-Commerce can be used as a competitive strategy. It successfully includes the entire online process of developing, marketing, selling, delivering servicing and paying for products and services.

REFERENCE:

Hernandez et al. (2012) in a study "Age, gender and income: do they really moderate online shopping behaviour Analysed whether individuals' socioeconomic charac teristics age, gender and income- influence their online shopping behavior. The individuals analyzed are experienced e-shoppers io, individuals who often make purchas- es on the internet. The results of their research show that socioeconomic variables moderate neither the influence of previous use of the internet nor the per- ceptions of e-commerce; in short, they do not condition the behavior of the experienced e-shopper.

Karayanni (2011) concluded that "enjoyment" results from the fun and playfulness of the online shopping ex- perience, rather than from shopping task completion. The purchase of goods may be incidental to the experience of online shopping. Thus, "enjoyment" reflects consumers' perceptions regarding the potential entertainment of Inter net shopping found "enjoyment" to be a consistent and strong predictor of attitude toward online shopping.

Menon (2010). Says that if consumers enjoy their online shopping experience, they have a more positive attitude toward online shopping, and are more likely to adopt the Internet as a shopping medium. In our framework, we identify three latent dimensions of "enjoyment" construct, including "escapism", "pleasure", and "arousal" "Escap- ism" is reflected in the enjoyment that comes from engag ing in activities that are absorbing, to the point of offering an escape from the demands of the day-to-day world. "Pleasure" is the degree to which a person feels good, joyful, happy, or satisfied in online shopping.