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## A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING WITH REFERENCE TO FLIPKART

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### ABSTRACT :

This research paper aims to evaluate consumer satisfaction in online shopping, focusing specifically on Flipkart, one of India's leading e-commerce platforms. With the evolution of technology and increased digital penetration, consumer expectations have shifted dramatically. The study uses primary data from 100 Flipkart users in Delhi-NCR to assess key satisfaction factors such as product quality, delivery, pricing, return policy, customer service, and app usability. By combining empirical data analysis with theoretical insights, this research highlights strengths, identifies service gaps, and offers practical recommendations to enhance consumer experience on Flipkart.

### 1. Introduction

In recent years, the growth of e-commerce in India has reshaped shopping behaviors. Flipkart, established in 2007, has grown to become a household name, offering millions of products across various categories. With the increasing reliance on digital platforms, it is essential for companies like Flipkart to maintain high standards in customer satisfaction. However, with rising competition and dynamic consumer preferences, sustaining user loyalty remains a challenge.

This research investigates how well Flipkart meets consumer expectations and identifies key areas of satisfaction and dissatisfaction through data-driven insights.

### 2. Review of Literature

Consumer satisfaction in e-commerce is multifaceted, influenced by factors such as product quality, service delivery, pricing, user interface, and support. According to Kotler and Keller (2016), customer retention hinges on service consistency and reliability. Malhotra and Dash (2011) emphasized the importance of product authenticity and packaging in shaping user perception.

Deloitte (2022) found that efficient return processes and responsive customer service significantly impact repurchase behavior. These insights form the foundation of this research, setting the stage for comparing theoretical expectations with Flipkart's actual user experience.

### 3. Research Methodology

This study employed a **descriptive research design** to capture real-time consumer behavior and perception. **Primary data** was collected from **100 respondents in Delhi-NCR** using a **Google Forms questionnaire** with both qualitative and quantitative items.

#### *Sampling:*

- **Method:** Convenience Sampling
- **Respondents:** Students, Professionals, Homemakers, and Business Owners
- **Demographics:**
  - Age Group: 75% (18–24), 20% (25–34), 5% (35+)
  - Gender: 58% Male, 42% Female

#### *Tools:*

- Google Forms (Data Collection)
- Microsoft Excel (Data Analysis)
- Likert Scale (Satisfaction Measurement)

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#### 4. Statement of the Problem

Despite its widespread popularity, Flipkart faces service inconsistencies that directly affect consumer satisfaction. Complaints about delivery delays, refund lags, and poor packaging are frequent, especially in Tier-2 areas. The issue lies in Flipkart's ability to scale its operations while maintaining personalized, consistent service quality. This study addresses the gap in understanding how different demographics perceive and react to such inconsistencies.

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#### 5. Objectives of the Study

##### *Primary Objective:*

To evaluate consumer satisfaction levels with Flipkart's services based on primary feedback.

##### *Secondary Objectives:*

- To identify key satisfaction drivers (e.g., product quality, pricing).
- To assess satisfaction variation across age, gender, and occupation.
- To compare Flipkart's services with competitors like Amazon and Meesho.
- To evaluate the impact of service issues on loyalty.
- To suggest actionable improvements based on user feedback.

#### 6. Data Analysis and Interpretation

##### *User Engagement:*

- 42% shop 2–3 times a month, 30% weekly.
- 55% spend ₹200–₹499/order, indicating a mid-value market.

##### *Product Preferences:*

- 60% buy electronics.
- 48% shop for fashion items.
- 35% use Flipkart for groceries and essentials.

##### *Satisfaction Scores (Out of 5):*

Service Factor	4 & 5 Ratings Combined	Dissatisfied (1 & 2)
Product Quality	88%	5%
Delivery Timeliness	82%	8%
Return/Refund	76%	13%
Price & Offers	80%	7%
Customer Support	64%	20%
App Usability	72%	8%

##### *Demographic Insights:*

- Young users (18–25) show highest satisfaction (92% positive for product quality).
- Males prioritize discounts; females prefer smooth returns.
- Homemakers report more dissatisfaction with packaging and refunds.

##### *Key Observations:*

- Strong loyalty exists, but lapses in refund timelines and seller reliability are harming brand trust.
- Users frequently switch platforms after poor experiences, with 62% doing so after a bad delivery.

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## 7. Findings

- **Flipkart's Strengths:** Product variety, delivery speed, app interface, promotional offers.
- **Areas of Concern:**
  - Refund delays frustrate prepaid users.
  - Packaging damage from third-party sellers is common.
  - Customer support feels robotic and slow to respond.
- **Demographic Trends:**
  - Students and professionals are primary users.
  - Older users face usability challenges.

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## 8. Recommendations

1. **Upgrade Customer Service:**
  - Add human chat support, local language options.
  - Provide faster query resolution through AI + human hybrid models.
2. **Faster Refund Mechanism:**
  - Refund within 3 days.
  - Real-time refund tracking in the app.
3. **Seller Accountability:**
  - Rate sellers publicly based on performance.
  - Penalize low-quality vendors.
4. **App Enhancements:**
  - Voice-based navigation.
  - Filter products by seller rating and refund speed.
5. **Introduce Loyalty Programs:**
  - Flipkart Coins and tiered memberships.
  - Personalized birthday offers and early access to sales.

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## 9. Conclusion

The study concludes that Flipkart enjoys considerable trust and usage across different age groups and professions. However, lapses in service delivery, particularly in refunds and support, pose risks to long-term consumer loyalty.

By implementing the recommendations—especially enhancing post-purchase experiences—Flipkart can maintain its leadership in the Indian e-commerce landscape. In a market where consumer choices are vast and switching is easy, Flipkart's focus must remain on consistency, transparency, and empathy in service.

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## 10. Scope for Future Research

This research is geographically limited to Delhi-NCR. Future studies can expand to rural and semi-urban regions, use larger samples, and conduct comparative studies with other platforms. Researchers may also explore how AI can improve personalization, order tracking, and customer engagement on platforms like Flipkart.

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## 12. Appendix

### A. Survey Questionnaire with Sample Responses

The following structured questionnaire was used to gather primary data for the research. A total of 100 Flipkart users were surveyed in the Delhi-NCR region. Each question was designed to evaluate aspects of consumer satisfaction, usage behavior, and experience with Flipkart's services.

Q. No.	Question	Options (with Sample Response Filled)
1	What is your age group?	✓ 18–25 years
2	What is your gender?	✓ Female
3	What is your highest level of education?	✓ Undergraduate Degree
4	Which device do you mostly use to shop on Flipkart?	✓ Smartphone
5	How frequently do you shop on Flipkart?	✓ 2–3 times a month
6	What types of products do you usually purchase from Flipkart? ( <i>Select all that apply</i> )	✓ Electronics ✓ Fashion/Apparel ✓ Groceries
7	What is your average order value per purchase?	✓ ₹200–₹499
8	What is your primary reason for choosing Flipkart over others?	✓ Better Discounts
9	Do you prefer Flipkart for festive/seasonal shopping?	✓ Yes
10	Would you recommend Flipkart to your friends and family?	✓ Yes

### B. Interpretation of Responses

Each question in the survey directly aligns with the objectives of the research. The following table summarizes insights derived from the survey sample:

Question	Interpretation
<b>Q1: Age Group</b>	75% of respondents were aged 18–25, indicating that Flipkart's core user base is digitally active and young. This demographic is more receptive to online deals, mobile usability, and app engagement.
<b>Q2: Gender</b>	58% were male and 42% female. Females focused more on return policies and trust, while males emphasized speed and pricing. This suggests that gender-sensitive service strategies can enhance satisfaction.
<b>Q3: Education Level</b>	The majority held undergraduate degrees. Educated consumers tend to research more, compare platforms, and provide constructive feedback, making them crucial in shaping service strategies.
<b>Q4: Device Used</b>	85% use smartphones for shopping. This highlights the importance of optimizing Flipkart's mobile app interface and mobile checkout experience.
<b>Q5: Shopping Frequency</b>	42% shop 2–3 times monthly, while 30% shop weekly. Flipkart is part of their regular buying routine, meaning any negative experience could quickly affect repeat usage.
<b>Q6: Product Categories</b>	Electronics and apparel were the most purchased items. Groceries are also growing, indicating Flipkart's increasing influence beyond big-ticket items.
<b>Q7: Average Order Value</b>	55% spend ₹200–₹499, showing mid-range affordability is key. High-spending customers (₹1000+) are few and may expect premium service in return.
<b>Q8: Primary Reason for Use</b>	38% chose Flipkart for better discounts. This affirms the role of aggressive promotional campaigns like Big Billion Days in driving platform traffic.
<b>Q9: Festive Shopping</b>	81% shop more during sales or festivals. Flipkart's festive strategies are effective, but must be paired with smooth logistics and inventory management.
<b>Q10: Recommendation</b>	87% would recommend Flipkart to others. This indicates high satisfaction and trust but also reveals that the 13% withholding recommendation may have faced dissatisfaction, likely related to service delays or refund issues.

### C. Final Results and Insights

The responses were compiled and analyzed using Microsoft Excel and interpreted based on frequency distributions, cross-tabulations, and weighted satisfaction scores. Below is the summary of consolidated insights from the entire primary data collection:

Metric	Result
<b>Average Overall Satisfaction Rate</b>	77% (4 & 5 ratings combined across categories)
<b>Top Satisfaction Drivers</b>	Product Quality (88%) Delivery Timeliness (82%) Offers & Pricing (80%)
<b>Major Pain Points</b>	Refund Delays (13% dissatisfaction) Packaging Issues Customer Support Responsiveness
<b>Demographic Observations</b>	Young users (18–25) are highly satisfied and more tolerant of minor issues. Older users find navigation and app

Metric	Result
	usability slightly challenging.
Service Ratings (Avg. of 100 respondents)	Product Quality – 4.4/5 Delivery Time – 4.1/5 Refunds – 3.9/5 Customer Support – 3.3/5
Platform Loyalty (NPS-like behavior)	62% reported switching platforms after a negative experience, underlining the importance of consistently positive service.
Recommendation Rate	87% would recommend Flipkart to peers and family

***D. Conclusion from Appendix Data***

The data collected through the structured questionnaire provides a reliable and authentic representation of how Flipkart users perceive their shopping experience. Young consumers dominate Flipkart's user base, with strong appreciation for product variety, app convenience, and attractive pricing. However, service inconsistency—especially in refunds and customer care—poses a serious threat to long-term loyalty. This appendix data supports the study's findings and reinforces the proposed recommendations for service enhancement and consumer engagement.