A STUDY ON CUSTOMER SATISFACTION AND PREFERENCES TOWARDS ONLINE SHOPPING THROGH FLIPKART IN ERNAKULAM DISTRICT

Dissertation Submitted to

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfilment of the requirement for the award of

DEGREE OF BACHELOR OF COMMERCE

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BHARATA MATA COLLEGE, THRIKKAKARA

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BONAFIDE CERTIFICATE

This is to certify that this dissertation entitled "**A STUDY ON CUSTOMER SATISFACTION AND PREFERENCES TOWARDS ONLINE SHOPPING THROGH FLIPKART IN ERNAKULAM DISTRICT**" is a record of original work done by   Ms. ELSA MARIA JOSE (REG NO: 200021077090), Mr. GANESH N (REG NO: 200021077092), Mr. GAUTHAM V P (REG NO: 200021077093), in partial fulfilment of the requirement for the Degree of Bachelor of Commerce – Finance and Taxation under the guidance of Asst. Prof. REGI GEORGE, Department of B.Com Finance and Taxation, the work has not been submitted for the award of any other degree or title of recognition earlier.

Asst. Prof. JULIE P.J　　　　　　　　　　　　**Asst. Prof. REGI GEORGE**

(Head of the Department)　　　　　　　　　　**(Project Guide)**

Place: THRIKKAKARA　　　　　　　　　　　　**External Examiner**

Date:

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DECLARATION

We, Elsa Maria Jose, Ganesh N, Gautham V P hereby declare that the project report titled "A STUDY ON CUSTOMER SATISFACTION AND PREFERENCES TOWARDS ONLINE SHOPPING THROGH FLIPKART IN ERNAKULAM DISTRICT ", is a Bonafide Record of work done by us under the guidance and supervision of Asst. Prof. REGI GEORGE, Department of Finance and Taxation, BHARATA MATA COLLEGE, THRIKKAKARA. We also declare that this report embodies the findings based on our study and observation and has not been submitted earlier for the award of any Degree or Diploma to any institute or university.

Place: THRIKKAKARA   ELSA MARIAJOSE

Date: GANESH N

                                                                              GAUTHAM V P

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CHAPTER 1
INTRODUCTION

1.1 Introduction

The Internet is a massive, globally connected network of computer systems that provides services to billions of users. It is a network made up of millions of public, private, academic, commercial, and governmental networks with regional to global reach. There are many different informational resources and services available on the internet. After the United States, China, and Germany, India has the fifth-largest population of internet users, according to data. In India, sixty million people use the internet and make purchases online.

E-commerce is the name for online purchasing. The idea of purchasing and selling items over the internet might be referred to as online shopping. It enables the user to take advantage of a large range of products from a diverse storehouse that includes all different sorts of things, rather than only those from a single retailer. With internet shopping, consumers purchase a wide range of goods, including books, clothes, home goods, health insurance premiums, etc. Due to e-commerce, people and organisations now have easier, more creative lives.

Customer satisfaction is a major difficulty in today's world, especially given how well-informed consumers are regarding all aspects of shopping. It measures how well a product or service meets or exceeds customer expectations. Preferences are specific qualities that a consumer would want to see in a good or service in order for them to find it appealing. Consumer demand is mostly influenced by preferences. Price, time savings, and convenience were found to be significant factors that influence particular purchasing behaviours when shopping online. Studying consumer preferences and satisfaction with online buying, particularly through Flipkart, was the goal of our project in this instance.

Bangalore, Karnataka is home to the Indian e-commerce firm Flipkart. It was established in 2007 by Binny and Sachin Bansal. Since Flipkart is based in Singapore and the bulk of its shareholders and investors are foreigners, the company is not an Indian one. Flipkart first concentrated on online book sales before branching out to include electronic items and a wide range of other things. These can be found in a wide range of categories, including those for electronics, mobile, home appliances, music, games, and personal care and healthcare products.

1.2 Statement of the problem

Online shopping has experienced a tremendous growth spurt in recent years. Almost anything may now be purchased online, including books, furniture, gadgets, even live plants. Online shopping will undoubtedly fundamentally alter our lives given the magnitude of the change. In the current environment, Flipkart has emerged as a key factor in the revolution of online commerce. The major goal of this website is to satisfy customers and add more value to their preferences. Our focus is on how consumers in the Ernakulam area perceive Flipkart in comparison to other online retailers like Amazon, Snapdeal, and Myntra. The purpose of the study is to check the customer satisfaction and in the services of Flipkart in Ernakulam district. In order to maximise the sales and profit, company must have outstanding satisfaction to the retailers, wholesalers and consumers as well. So market survey of customer satisfaction and preferences will provide a better insight to the company's market position.

1.3 Objectives of the study

1. To analyse the customer behaviour and awareness regarding Flipkart.
2. To analyse the possible factors that can affect the customers in purchasing from Flipkart.
3. To analyse the customer opinion on Flipkart compared to other online shopping sites.
4. To understand the level of satisfaction of Flipkart customers.

1.4 Research Methodology

The research is conducted by primary data collection through questionnaire method from Flipkart customers in Ernakulam. Data on customer satisfaction and preferences are also collected through secondary data available on Internet, research papers and articles.

The sample size collected for study is 50.

1.5 Sampling Technique

Convenient sampling technique was followed for the study. One of the reasons to adopt this technique is that all are aware of the topic. Statistically to arrive at conclusions, data were

analysed by using percentage analysis method and were graphically presented. MS Word and MS Excel were the software used to analyse and present the data.

1.6 Data Collection Method

- Primary data: Primary data is quantitative or qualitative attributes of variables or set of variables that is collected by the investigator while conducting the research. In the proposed study, it is collected by using structured questionnaire method. The questionnaire was framed to collect the information to fulfil the objectives of the study.

- Secondary data: Secondary data is the process reprocessing and reusing collected information. In the proposed study, it is collected from various articles and websites on internet.

1.7 Tools used for the study

Pie Chart

A pie chart is a visual representation of data that takes the shape of a pie or circular chart, with the slices of the pie representing the magnitude of the data. Data representation in the form of a pie chart requires a list of numerical variables as well as categorical factors. Each slice in a pie chart has an arc that is proportionate to the number it depicts, which in turn determines the size and centre angle of the pie.

Bar Chart

The statistical method of utilising vertical and horizontal rectangular bars to show provided data is called a bar chart. Each bar's length corresponds to the value it represents. In essence, it uses horizontal or vertical bars of varying heights to graphically display data. In the actual world, bar graphs are primarily utilised by businesses.

1.8 Limitations of the study

- The data collection is through primary data received from respondents. They may have hide some of the information or may not be honest while answering the questionnaire. So the accuracy of the data collected is not sure.
- This study is conducted on prevailing customers. Their perception may change as time passes and it depends on fashion, technology, development, trends etc.
- The customer base of Flipkart is huge. But the sample size of the study is small that the data collected can have a huge variation from the population.

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

- **Kim and Park (2005)**, used U.S. samples and suggest that their positive attitudes as well as willingness to search for pre-purchase information that can lead to a strong likelihood which they will buy only through online. Online shoppers, are required to have computer skills in order to use the Internet for shopping. And those who are not comfortable with using the computer are likely to do their shopping at the traditional store, modern shops, or at discount stores (Monsuwe,2004) because it will be faster shopping than the shopping from Internet stores.

- **Goldsmith and Flynn (2004)**, state that the home catalogue is another traditional selling channel in which people can purchase or shop their items from home itself as the catalogue offer varieties of products. They can order their products through the phone or by using mails. It is very much convenient, except that they are not able to touch or feel the product before purchasing.

- **Vijay, Sai. T & Balaji, M.S (May 2009)**, revealed that the consumers all around the world, increasingly shifting from the crowded stores to the one-click online shopping format. However, going through the convenience offered, online shopping is far from being the most preferred form of shopping in India. A survey was conducted among 150 internet users, including both users and non – users of online shopping, which was carried out to understand why some purchase through online and while others do not. The results suggested that the convenience and saving of time make the Indian consumers purchase through online, while security and privacy concerns dissuade them from doing so.

- **Demangeot and Broderick (2007)**, reported that "information search experiences affect the attitudes towards the site and its brands."

- **Rashant Singh (2014),** in his study on consumer's Buying Behaviour Towards online shopping. The main aim of study was to examine and analyse the consumer 's buying behaviour pattern towards online shopping in Lucknow. The research is based on both primary data and secondary data. The total sample sizes of 40 were collected through

questionnaire by using convenient sampling method, the outcome of the study is most number of users are happy on online shopping and mainly interested in buying online apparels.

- **Kotler & Keller (2009)**, a buyer goes through five stages while making a decision to purchase. These stages are best explainable when a buyer goes for buying costly items, such as a house, a car, diamond jewellery etc. However, in day- a-day purchase, consumers may not go through all these stages, since some commodes do not need information, and based on buyer's previous experience they will visit a store for the purchase. These stages are "problem recognition, information search, evaluation of alternatives, purchase decision, and purchase behaviour"

- **Petrovic Dejan (2006)** in his study on analysis of consumer behaviour online explained that the relevant behavioural characteristics of online consumers and examine the ways they find, compare and evaluate product information. Comparison of the newly collected survey data with the existing consumer behaviour theory resulted in detection of a number of issues related to a specific consumer group. The purpose of this report is to translate these findings into a set of implementation activities on strategic and technological level. Execution of these recommendations will result in better conversion of visitors into consumers and encourage customer loyalty and referrals. The focus group of this study will be young adults aged between eighteen and thirty-four interested in buying a mobile phone or a related product.

- **Shun & Yunjie (2006)** in their study showed that there are product types, which are more likely to be sold online such as software, books, electronics and music. Reason for this is that when purchasing these types of products, one does not require personal inspection and most, if not all features, can be outlined in the product description and images. Most products in the mobile phone family belongs to this category.

- **Jayawardhena et al. (2007)** in their study considered the purchasing orientation of potential buyers and assessed its impact on purchase behaviour, but found that individual orientation is independent of purchasing decision, which reinforces the views of Liu et

al. (2008) and source et al. (2005) that every stage of the purchasing decision making cycle may have impact on a potential buyer 's decision to buy online or not.

- **Koo et al. (2008)** study, which was conducted on 279 online customers in Korea, it was found that "32.5 per cent use the internet for news and information, 32.5 per cent for communication, 7.5 per cent use it for entertainment while 7.1 percent for online shopping."

- **Sultan and Henrichs (2000)** in his study concluded that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

- **Ahmad, Imran (2021)** in their study on perception of customers towards online shopping concludes that the demographic profile of online shoppers has mixed impact in shaping the customers' perception towards online shopping. Online shoppers have a significant difference in their perception for the factor perceived convenience on the basis of gender and marital status. While based on age, online shoppers have a significant difference in their perception for the factors such as perceived customer services, product quality and perceived security. The perception of online shoppers of different educational qualifications does not differ significantly. However, there is a significant difference in the perception of customers for perceived convenience and perceived product quality on the basis of occupation. On the other hand, different income group online shoppers differ significantly for the factor perceived product quality of perception. As a matter of fact, traditional retail shopping cannot be replaced by online shopping. However, thoughtful improvements of websites incorporating sufficient privacy and security features will gain respect and trust so that more customers will adopt online shopping.

- **Raval, Himanshu Prakashbhai (2021),** through their study on Assessment of service quality of online shopping platforms, identifies 8 service quality dimensions. The key dimensions are security, accessibility, attentiveness & Assurance; these dimensions help the online shopping platform providers a higher level of consumer experience. The study also suggests that transaction security, password protection, quick delivery, easy access, prompt response to online consumers complains queries are important means of increasing the overall consumer experience. To increase the consumer experience, online

shopping platform providers should improve demand accuracy and integration of servers and fulfilment systems. Technical failures, content issues must be solved immediately to increase the online shopping experience. Quick and prompt responses to customer queries or problems with the help of interactive communication are the key factors in easing customer experience.

CHAPTER 3

THEORITICAL FRAMEWORK

3.1 ONLINE SHOPPING

Internet shopping is only one of the numerous things people may now do in the comfort of their own homes thanks to scientific and technological advancements. It has garnered a great deal of attention due to the public's growing craze and demand for it. Instead of physically visiting stores, internet shopping involves making purchases while seated at home. As a result of their hectic schedules, people today barely ever have time to go shopping. However, thanks to the development of online shopping, people can now order a wide variety of items, including clothing, shoes, electronics, appliances, and much more.

The World Wide Web was made public for commercial usage in 1991 after seeing incredible growth since its beginnings in 1990. Indian customers' buying habits have seen a significant transformation as a result of the internet and social media's proliferation. Those who use the Internet more frequently for daily tasks are becoming more numerous. When consumers directly purchase goods and services from a vendor over the internet without the use of an intermediary provider, this is known as online shopping. Other names for it include web-store, e-shop, and online store. People can handle their work and shopping equally with the help of the internet and online shopping, which makes life more convenient and comfortable for everyone. Online customers must have access to internet to buy goods from online. People can look at these websites of online stores and purchase products from their home.

3.2 CUSTOMER SATISFACTION

Customer satisfaction is a byproduct of the customer's pre-purchase assessment of projected performance with perceived actual performance and incurred cost (Churchill and Surprenant, 1982). Customer happiness and customer loyalty are fundamentally distinct things, says Vance Christensen (2006). The first is a prerequisite for conducting business, while the second is the cornerstone of long-term success and expansion. It is assumed that happy clients will become devoted ones, increasing the organization's revenue. Consumer loyalty is the length of time a customer sticks with a particular brand or seller. Customers who are happy with the company's goods or services will eventually help the business grow in terms of both sales and client loyalty. The degree of anticipation that is met, surpassed, or not met is the amount of customer satisfaction. In addition, the business was interested in measuring customer satisfaction in order to determine whether it was meeting or exceeding customers' expectations. According to marketing research, client happiness can be affected in two

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separate ways: transaction-specific and overall (Yi, 1991). Customer satisfaction is a notion that is specific to transactions and refers to the evaluation made following a given purchase occasion. Also, it might offer precise diagnostic data regarding a specific product or service encounter. Customer evaluation of the brand based on all interactions and experiences is referred to as general-overall satisfaction (Johnson and Fornell, 1991). It can be viewed as a function of all previous transaction-specific satisfactions (Jones and Suh, 2000). Overall satisfaction is a more fundamental indicator of the firm's past current and future performance (Anderson et al., 1994). This is because customers make repurchase evaluations and decision based on their purchase and consumption experience to date, not just on a particular transaction or episode.

3.3 EFFECTIVE WAYS TO IMPROVE ONLINE CUSTOMER SATISFACTION

1. A user-friendly website is a must. Examine your website objectively to determine if it is user-friendly, pleasing to the eye, and doesn't demand a long process to complete a purchase. You could even wish to pretend to be a consumer and make an online purchase. Ensure that your website is user-friendly, free of pop-up adverts, and has a speedy loading time.

2. Ensure Cloud Operations as your online store grows and gets busier, you might consider using a cloud contact centre to answer questions and help customers. The cloud operation is supplemented by management to ensure that the all of the process and resources are managed properly to keep cloud operations running smoothly.

3. Shopping should be enjoyable. Your customers will undoubtedly be motivated to come back time and time again if you can provide them a memorable and enjoyable experience. This includes establishing a discussion board where consumers may interact with other customers who are also shopping, as well as putting in place a "wish list" function that enables your customers to save items they want to buy at a later time.

4. Excellent customer service should be offered. Online retailers must figure out a method to mimic the welcoming and helpful staff that you frequently find in brick-and-mortar stores. A feature that enables customers to ask inquiries or voice complaints online is one method to accomplish this. You'll also want to thank clients

for using your service and provide them with follow-up email surveys, which can result in more loyalty points.

3.4 CUSTOMER PREFERENCE

Any company must fully comprehend customer preferences before to delivering a product. Failure to anticipate how a customer will respond to a certain product will result in financial loss for the company. Consumer choice is incredibly complicated since each individual customer has a different perspective and attitude towards the acquisition, usage, and disposal of products. For successful product or service marketing, it is crucial to comprehend client choice theories and concepts. Also, researching customer preferences is beneficial in many ways. Consumer attitudes regarding the purchasing of products vary because living standards, trends, fashion, and technology are constantly changing. Knowing these elements is of vital importance because the marketing of items is primarily dependent on these factors. Thus, customer preference serves as a successful tool for marketers in meeting their sales objectives.

3.5 BENEFITS OF SHOPPING ONLINE

1. Convenience

The primary benefit is convenience. You may complete your shopping in a matter of minutes without having to wait in queues or for store employees to assist you with your purchases. We have the ability to purchase online around the clock, and we also benefit from a zero-pollution purchasing experience. There is no better site to get informational goods like - books, which are made available to you immediately after payment is received. Online purchases of downloads reduce the need for all types of material commodities, which benefits the environment.

2. Better prices

Online shopping allows you to get better rates and cheaper bargains since you buy things directly from the seller or manufacturer, cutting away the intermediary. Many online retailers also provide refunds and discount vouchers. Aside from that, even if we purchase from a

business in another country, online retailers are only required to collect sales tax if they have a physical site in our state.

3.More variety

The online options are incredible. One can purchase a variety of brands and goods from many vendors all at one location. Without paying for airfare, you can participate in the newest global trends. Without being constrained by location, you can purchase goods from merchants in different regions of the country or even the world. There is a far wider range of colours and sizes available than what is available locally. In addition, there is much more product available. Some online stores even have policies in place to accept orders for things that aren't in stock and ship them when the stock is back in stock. Also, you have the choice to move your business to another online store that has the product.

4. You can send gifts more easily

No matter where they are, sending gifts to family and friends is simple. Today, there is no longer a need to cite distance as a justification for forgetting to send a present on special events like birthdays, weddings, anniversaries, Valentine's Day, Mother's Day, Father's Day, and so on.

5. Fewer expenses

When we choose to shop the traditional way, we frequently wind up spending far more than we intended. Other extra costs include those for things like eating out, transportation, and, don't forget impulse purchases.

6. Price comparisons

Online resources make it much simpler to compare and research products and their costs. We can also communicate with other customers who have first-hand knowledge of a brand or retailer to exchange details and customer feedback.

7. No crowds

During shopping, a lot of people detest crowds. This can be a major hassle, particularly during festivals or other special occasions. Also, when there are larger crowds around, things tend to become more chaotic, which can occasionally give us the impression that we are rushing or hurried. This may irritate us when we are shopping. Moreover, parking becomes a major problem. When you shop online, you can prevent all of these issues.

8. Less compulsive shopping

When we go shopping, it's common for us to buy stuff we don't truly need out of obsessive impulse. All due to shopkeepers pressuring us or using their persuasive abilities to persuade us to make these purchases. Because those establishments don't offer many options, we occasionally even compromise on our preferences.

9. Buying old or unused items at lower prices

Our ability to purchase secondhand or unused items at bargain costs is greatly facilitated by the online market place. Also, there is no better location to uncover fantastic antiques if we want to acquire them.

3.6 DISADVANTAGES OF ONLINE SHOPPING

1. Delay in delivery

Shipment delays are the result of extended periods and improper inventory management. A product can be chosen, purchased, and paid for online in as little as 15 minutes, but it can take up to three weeks for the product to arrive at the customer's door. The buyer becomes irritated by this and refrains from shopping online.

2. Lack of significant discounts in online shops

It is challenging for e-trailers to compete with the offline platforms because physical storefronts offer discounts to customers and attract them.

3. Lack of touch and feel of merchandise in online shopping

Absence of touch-feel-try raises questions about the offered product's quality. Internet shopping is not ideal for purchasing clothing because shoppers cannot try the items on.

4. Lack of interactivity in online shopping

Pricing discussions between buyers and sellers are permitted in physical stores. The sales representatives who work in the showroom provide each customer their undivided attention and assist them in making purchases. The option to speak with a sales representative is provided by several online retailers.

5. Lack of shopping experience

The show-room ambiance, knowledgeable salespeople, smells, and noises that can only be experienced in-person while shopping traditionally are quite enjoyable. The majority of Indians like to shop. As an opportunity to go shopping, customers eagerly anticipate it.

6. Lack of close examination in online shopping

Unable to physically inspect the merchandise, a consumer must purchase it. Consumers might click and purchase something they don't actually need. Occasionally, electronic product images can be deceiving. When compared to digital photographs, the colour and appearance in real life may differ. Despite the time and effort required, people like to visit actual businesses and prefer to closely inspect goods. When customers purchase things based on electronic images, the images differ from the actual product.

7. Frauds in online shopping

The shopping site itself may occasionally vanish. In addition to the aforementioned, online payments are not very safe. To help e-commerce flourish, it is crucial for retailers and e-marketers to pay attention to this issue. Cybercrimes are becoming more prevalent, and customers' bank and credit card information has been exploited, raising concerns about privacy.

3.7 FLIPKART

Flipkart, one of the most popular & leading e-commerce companies in India with a market share of 31.9%. In 2016, Flipkart's valuation stood at $20 billion, when American retail giant Walmart bought 77% stake in the company for $16 billion. Flipkart currently has more than 200 million registered customers and the company is offering more than 150 million products in more than 80 categories. Flipkart currently has about 36,000 employees and is competing in the e-commerce sector in India with competitors such as Amazon and Snapdeal.

 Flipkart was founded in 2007 in Bangalore, India. Flipkart. Initially, they set up their venture with an investment of Rs 400,000 and Flipkart started its journey by selling books. Flipkart's popularity began to catch the eye of investors and in 2009, the company was able to secure a capital of $1 million capital investment from an investment firm, Accel Partners. At that time, the company had a staff of over 150, and a total of three offices across India. At the end of that year, they were able to sell books worth a total of Rs 40 million. Although Indian

consumers at that time did not feel comfortable shopping online, Flipkart was able to gain the trust of customers by providing 24/7 customer support. Since its inception, Flipkart has been able to sustain their steady revenue growth every year. Due to India's rising state of   the middle-class community and expanding internet users, there is a lot of potential for e-commerce in the country.

3.8 OTHER E-COMMERCE WEBSITES

1. AMAZON

Amazon.com is a vast internet based enterprise that sells books, music, movies, housewares, toys, and many other goods. It is one of the world's largest online retailer and a prominent cloud service provider.it started as an online bookselling company and later transformed into an internet based business enterprise that focus on providing e-commerce, cloud computing, digital streaming and artificial intelligence (AI) services.

2. SNAPDEAL

Snapdeal is an Indian e-commerce company, based in New Delhi, India. It was founded in February 2010 by Kunal Bahl and Rohit Bansal. It is one of the largest online market place in India. Snapdeal targets the value e-commerce segment, which is estimated to be three times larger than the branded goods market. Majority of the snapdeal sellers comes under fashion, home and general merchandise.

3. MYNTRA

Myntra is an Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart. Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena; Myntra sold on-demand personalized gift items.

In May 2022, Myntra launched an express delivery service on its app to offer one of a kind of experience by fashion & beauty platform. This service allows shoppers to receive their orders for products marked with 'M-express tag' on the listing page within 24–48 hours of purchase.

4. AJIO

AJIO is the digital fashion extension of Reliance that unveiled in April 2016 at Lakme Fashion Week in Mumbai. AJIO, a fashion and lifestyle brand, is Reliance Retails first pan - Indian ecommerce venture and is the ultimate fashion destination

5. E-BAY

E-bay is an online shopping site that's best known for its auctions and consumer to consumer sales. It's also extremely popular for online merchants to use as a sales channel. eBay's available in many different countries. However, you can search for products available in your local area by entering the zip code. Alternatively, you can search for products available nationally or internationally.
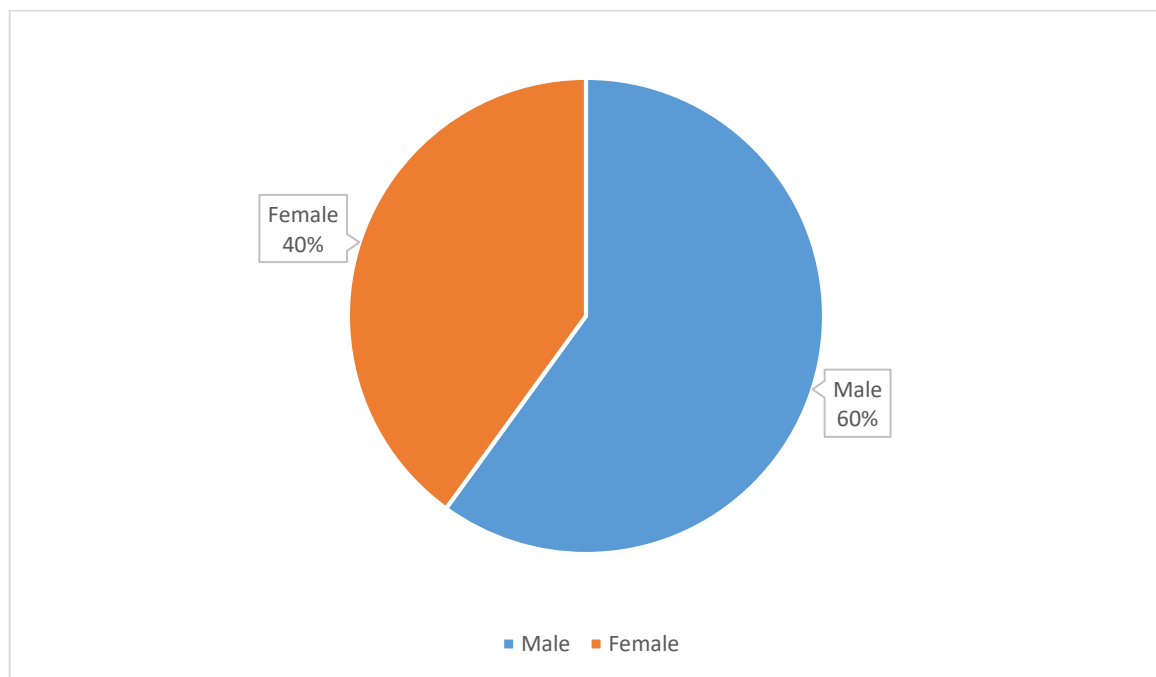
CHAPTER 4

DATA ANALYSIS AND INTERPRETATON

1. GENDER WISE CLASSIFICATION

Table 4.1 Gender of respondents

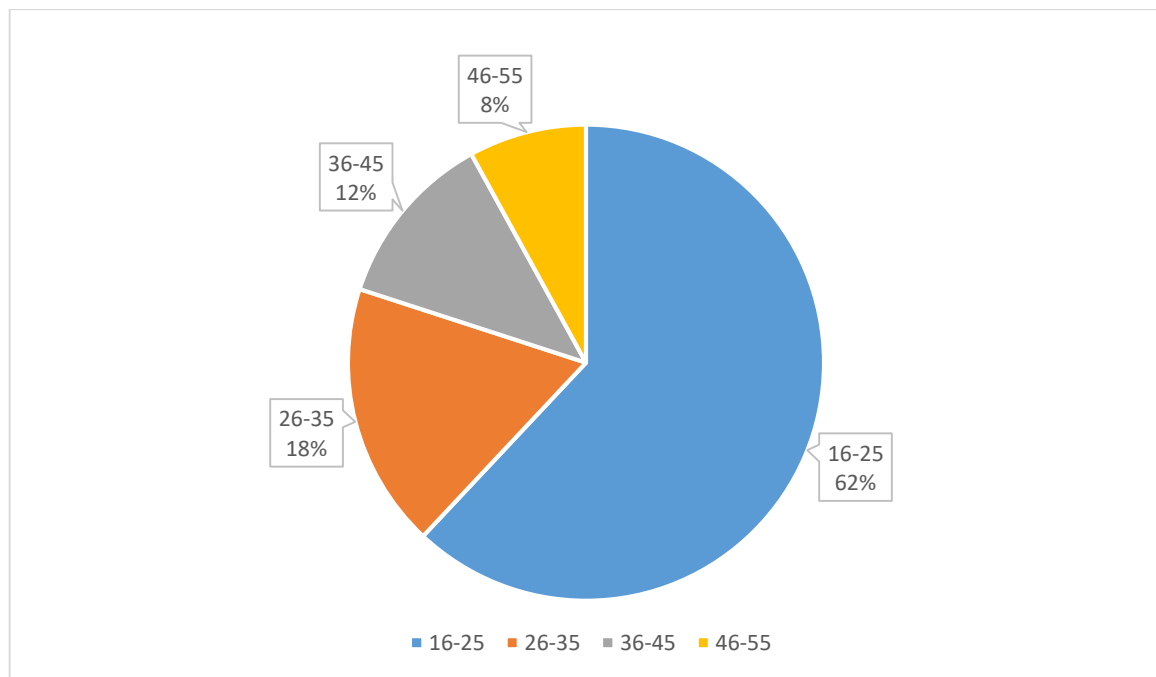| Gender	No. of respondents	Percentage
Male	30	60
Female	20	40
Total	**50**	

Figure 4.1 Gender of respondents

INTERPRETATION:

- Among 50 respondents, there were 60% male and 40% female.

2. AGE WISE CLASSIFICATION

Table 4.2 Age of respondents

Age	No. of respondents	Percentage
16-25	31	62
26-35	9	18
36-45	6	12
46-55	4	8
Total	**50**	**100**

Figure 4.2 Age of respondents

INTERPRETATION:

- Among the 50 respondents, 62% belong to the age group of 16-25, 18% belong to 26-35, 12% comes under 36-45 category, and rest of the respondents belong to age group of 46-55.

3. HAVE YOU EVER DONE ONLINE SHOPPING?

Table 4.3 Have you ever done online shopping?

	No. of respondents	Percentage
Yes	50	100
No	0	0
Total	**50**	**100**

Figure 4.3 Have you ever done online shopping?
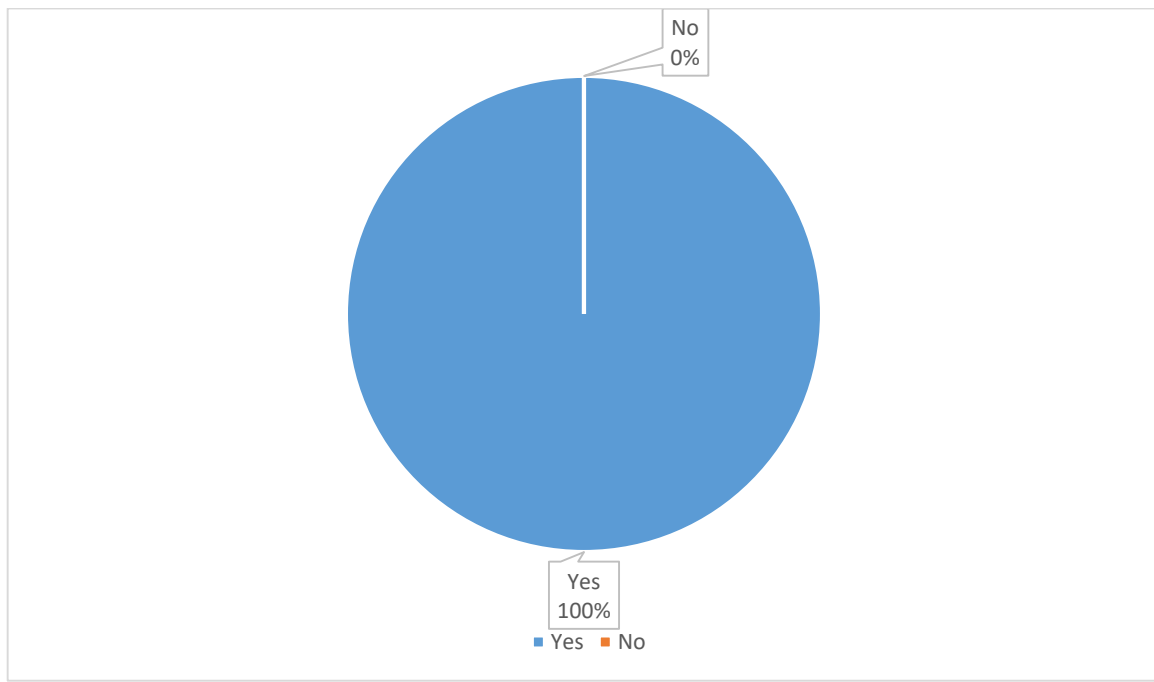
INTERPRETATION:

- From the study it is clear that all the respondents have done the online shopping at least once.

4. GROUPING ON THE BASIS OF REGULAR FLIPKART CUSTOMER

Table 4.4 Regular Flipkart customer or not

	No. of respondents	Percentage
Yes	46	92
No	4	8
Total	**50**	**100**

Figure 4.4 Regular Flipkart customer or not
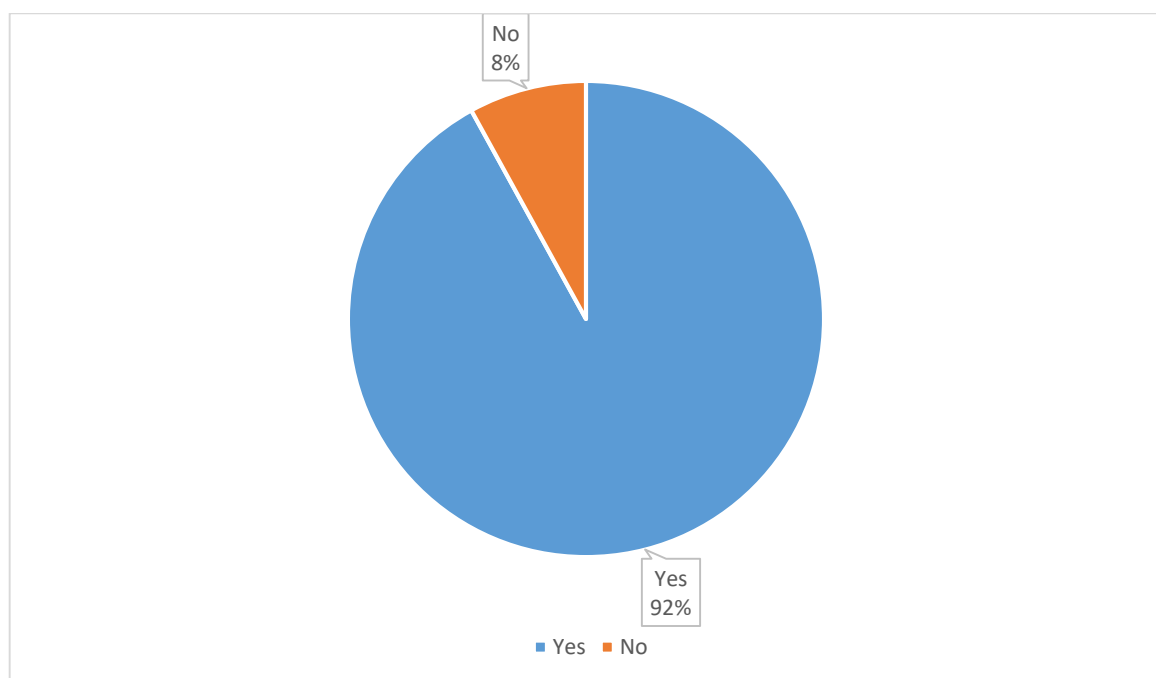
INTERPRETATION:

- From the study it is clear that 92% of the respondents are regular Flipkart customers and the rest 8% are not regular Flipkart customers.

5. GROUPING ON THE BASIS OF INITIAL USAGE PERIOD

Table 4.5 Period of usage

| Duration	No. of respondents	Percentage
Less than 1 month	9	18
1-6 month	14	28
6-12 month	6	12
More than a year	21	42
Total	**50**	**100**

Figure 4.5 Period of access
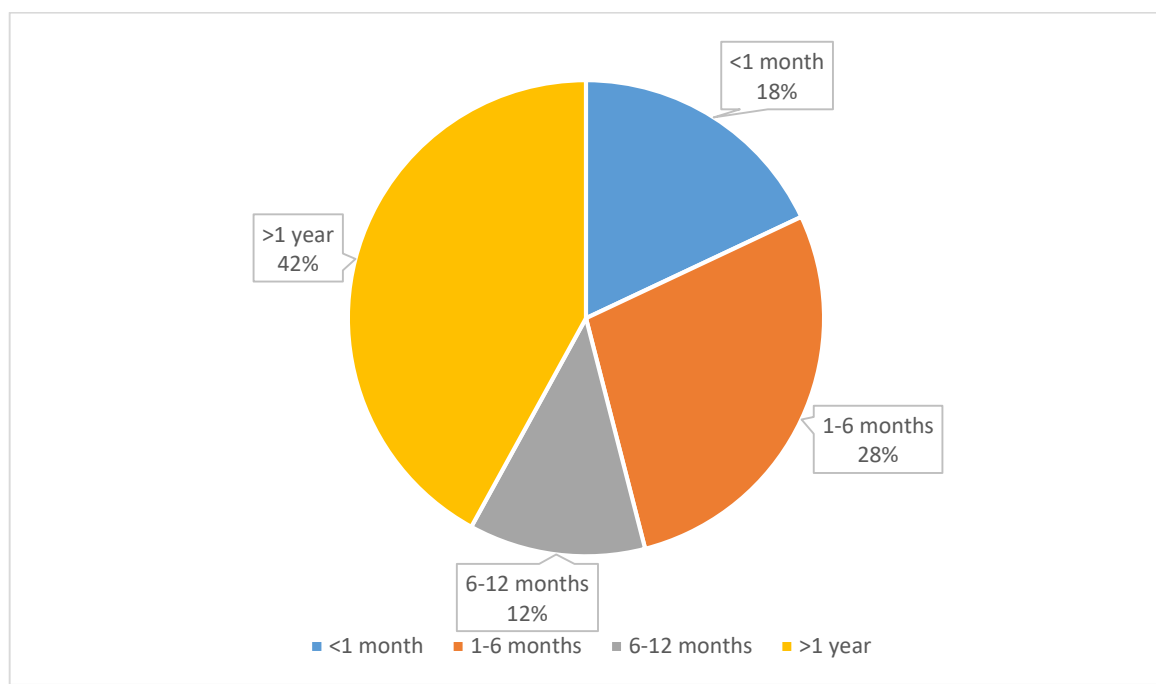
INTERPRETATION:

- 18% of the respondents started using Flipkart less than a month ago, 28% are using Flipkart from 1 to 6 months, 12% of Flipkart customers are using it from 6 to 12 months and 42% of the respondents are using Flipkart for more than a year.

6. ALLOCATION OF SOURCE OF AWARENESS ABOUT FLIPKART

Table 4.6 Source of awareness about Flipkart

Source	No. of respondents	Percentage
TV ads	4	8
Newspaper ads	4	8
While browsing	9	18
Internet ads	18	36
Friends / colleagues	11	22
Others	4	8
Total	**50**	**100**

Figure 4.6 Source of awareness about Flipkart
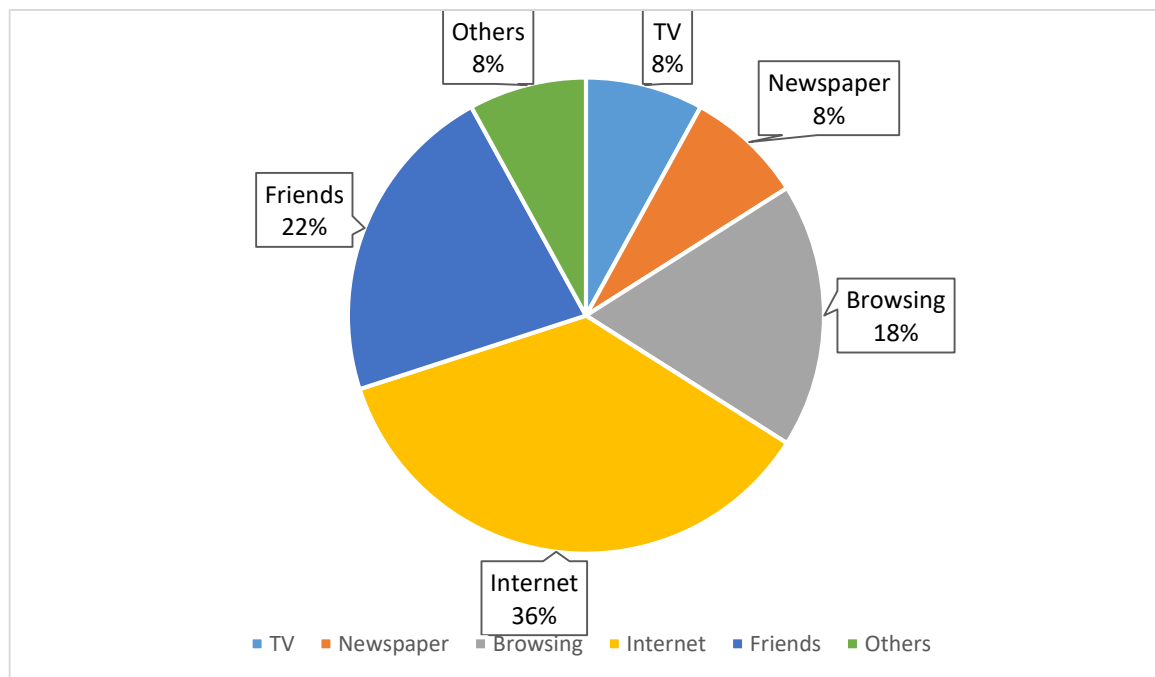
INTERPRETATION:

- From the study we can see that 8% of respondents became aware about Flipkart through TV ads, 8% from Newspaper Ads, 18% of the respondents through browsing, 36% of the respondents through Internet advertisements, 22% of the respondents became aware about Flipkart from friends and family and the rest 8% through other sources.

7. FREQUENCY OF FLIPKART USAGE

Table 4.7 Frequency of usage

| Frequency	No. of respondents	Percentage
Very frequently	10	20
Monthly	7	14
Once in a while	15	30
When needed	18	36
Total	**50**	**100**

Figure 4.7 Frequency of usage
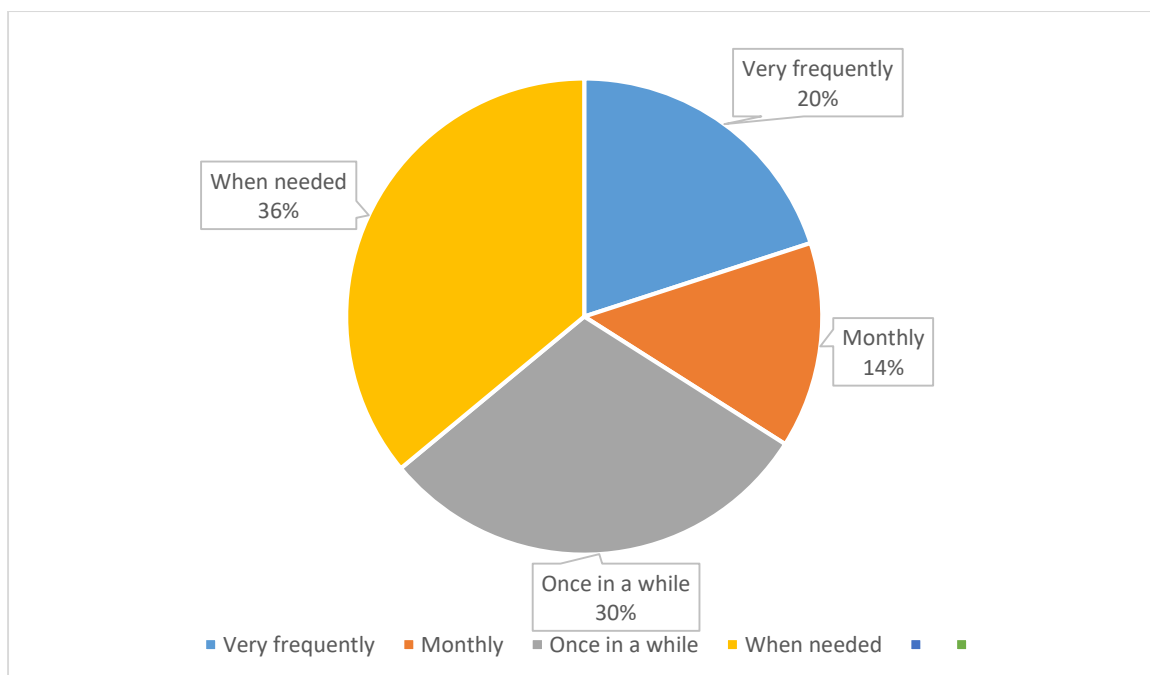
INTERPRETATION:

- From the study it is clear that about 20% of the respondents use the Flipkart very frequently, and about 14% of the respondents use it on monthly basis and about 30% of them use it once in a while and 36% only at the time of their need.

8. PREFERENCE TOWARDS DIFFERENT PAYMENT METHODS

Table 4.8 Preferred payment method

Payment method	No. of respondents	Percentage
Phone pay/ UPI	8	16
Credit/debit/ATM card	5	10
Net banking	6	12
EMI	3	6
Cash on delivery	28	56
Total	**50**	**100**

Figure 4.8 Preferred payment method
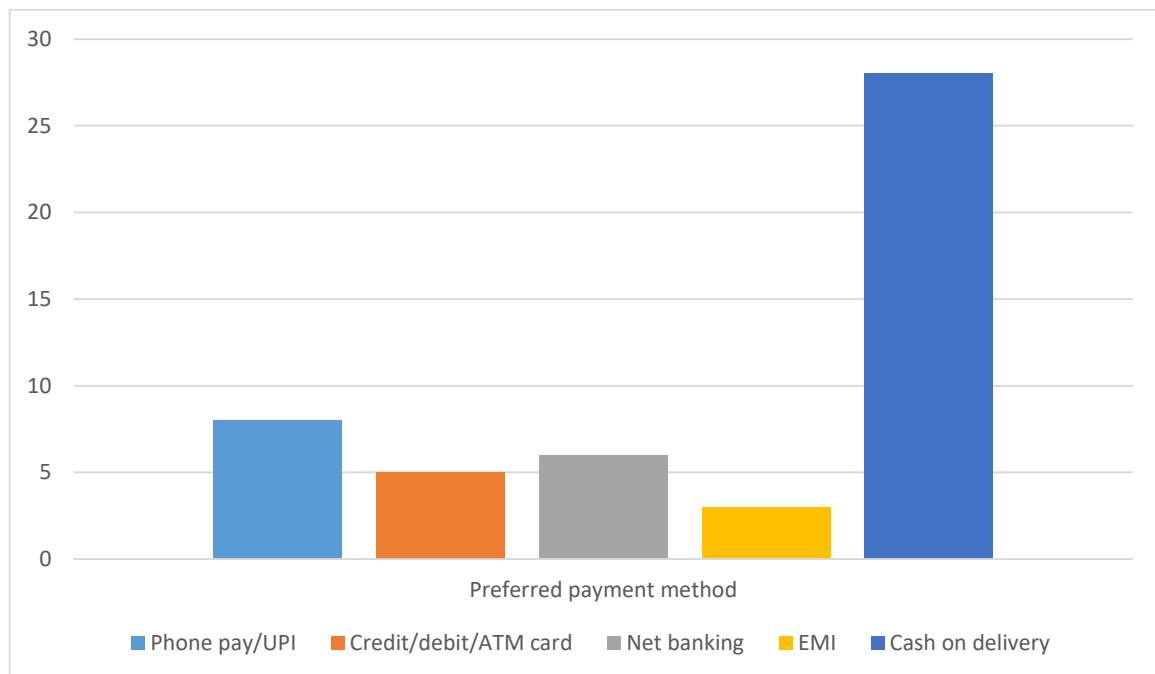
INTERPRETATION:

- From the data, 16% of respondents prefer Phone pay/UPI options, 10% prefer Credit/Debit/ATM cards, 12% prefers Net Banking.6% of respondents looks for EMI option and the rest 56% prefer cash on delivery.

9. THE AVERAGE MONTHLY EXPENDITURE SPEND BY THE CUSTOMERS

Table 4.9 Average expenditure per month

| Amount spent	No. of respondents	Percentage
Upto 1000	15	30
1000-5000	16	32
5000-10000	9	18
Above 10000	10	20
Total	**50**	**100**

Figure 4.9 Average expenditure per month
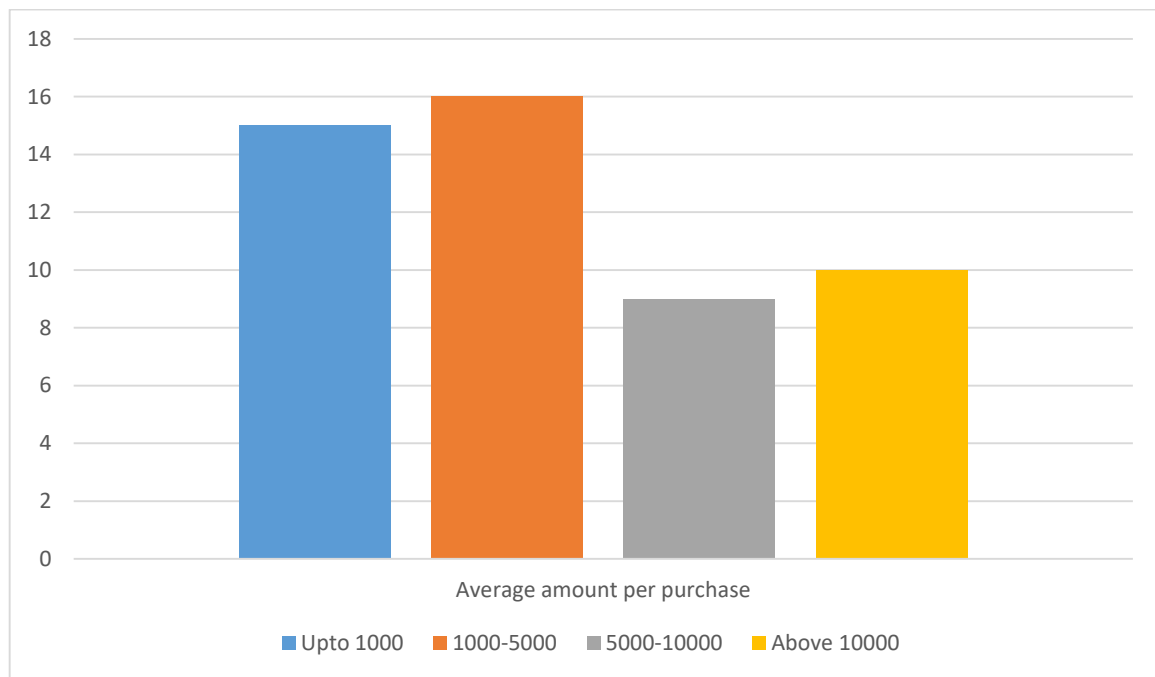
INTERPRETATION:

- In this study, 30% of respondents make purchases at an average amount upto Rs.1000 and 32% of respondents have purchased at an average amount of Rs.1000- 5000. 18% of respondents have made purchases at an average amount of Rs.5000- 10000 and rest 20% have purchased at an average amount above Rs.10000.

10. REWARDS AND BENEFITS PROVIDED BY FLIPKART

Table 4.10 Offers from Flipkart

| Frequency	No. of respondents	Percentage
Very often	18	36
Occasionally	20	40
Rarely	10	20
Never	2	4
Total	**50**	**100**

Figure 4.10 Offers from Flipkart
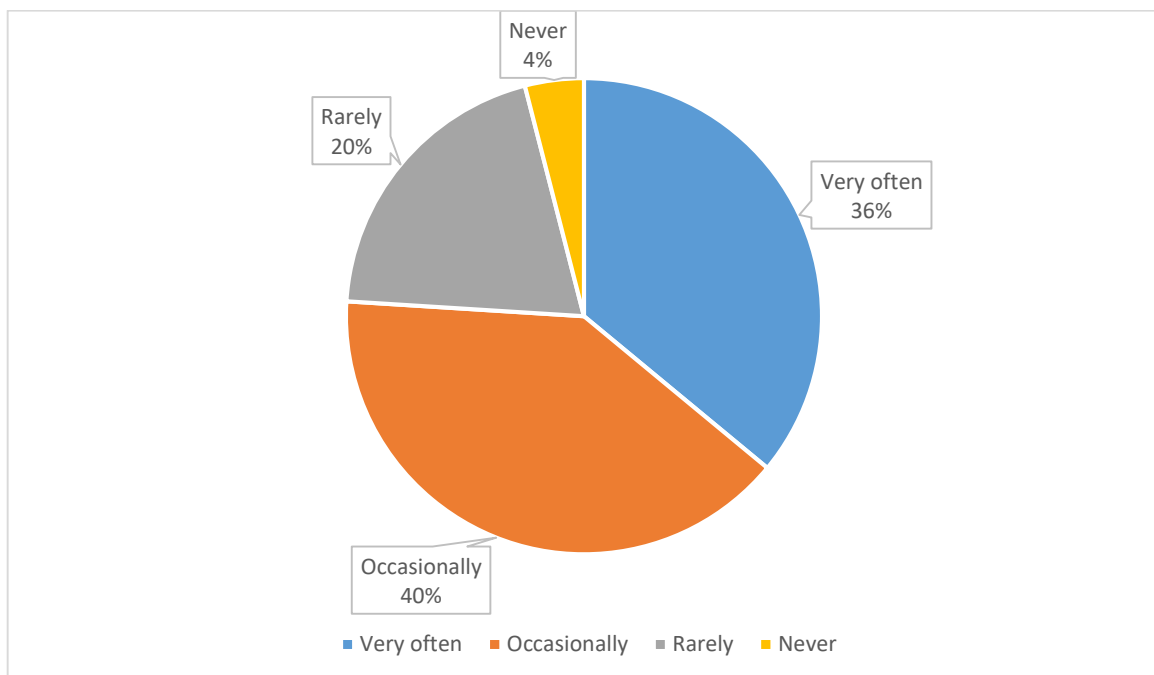
INTERPRETATION:

- Under this it is clear that about 36% of the respondents gets rewards or benefits from Flipkart very often, and about 40% of them get it occasionally, and about 20% of the get the rewards very rarely, and about 4% of them has not received any rewards from it.

11. TIME PREFERENCE FOR SHOPPING ON FLIPKART

Table 4.11 Time preference for shopping

Preference	No. of respondents	Percentage
Festival season	11	22
Offer season	21	42
When required	15	30
Depends on mood and preferences	3	6
Total	**50**	**100**

Figure 4.11 Time preference for shopping
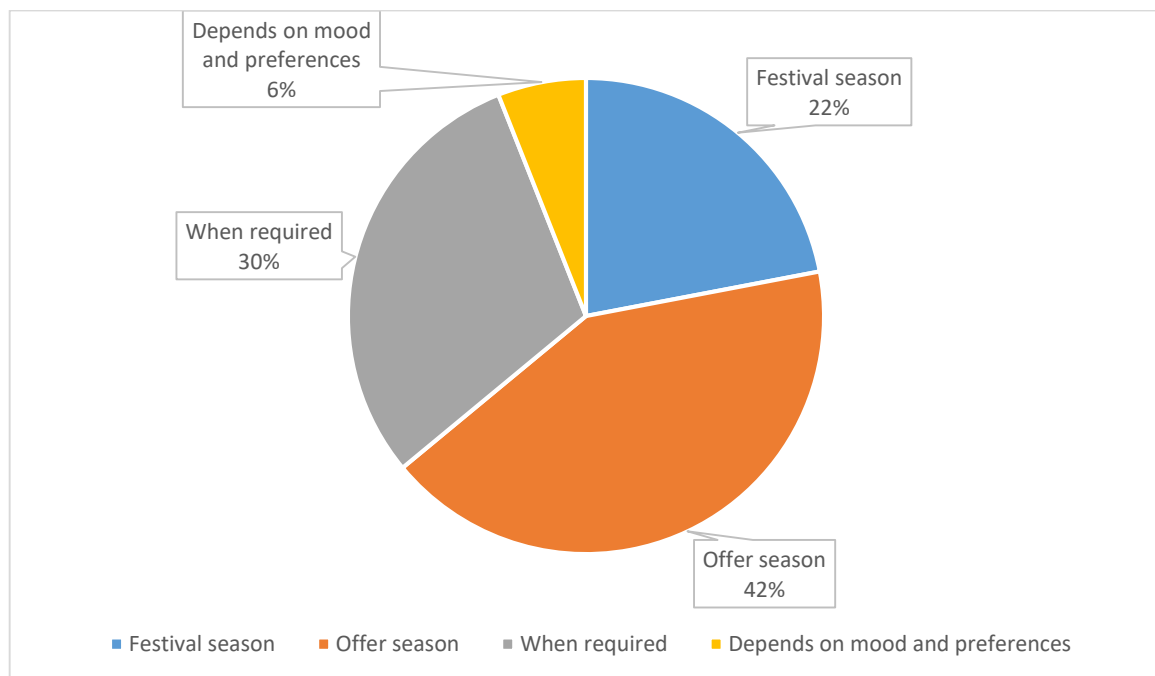
INTERPRETATION:

- According to study 22% of the respondents prefer purchase on festival season, 42% of the respondents prefer purchase on offer season, 30% of the respondents prefer purchase when they required a particular item and only 6% of the respondents prefer purchase from Flipkart upon mood and preference.

12. INFLUENCE ON THE PROMOTIONAL TECHNIQUES OF FLIPKART

Table 4.12 Influence on the promotional techniques

	No. of respondents	Percentage
Yes	28	56
No	22	44
Total	**50**	**100**

Figure 4.12 Influence on the promotional techniques
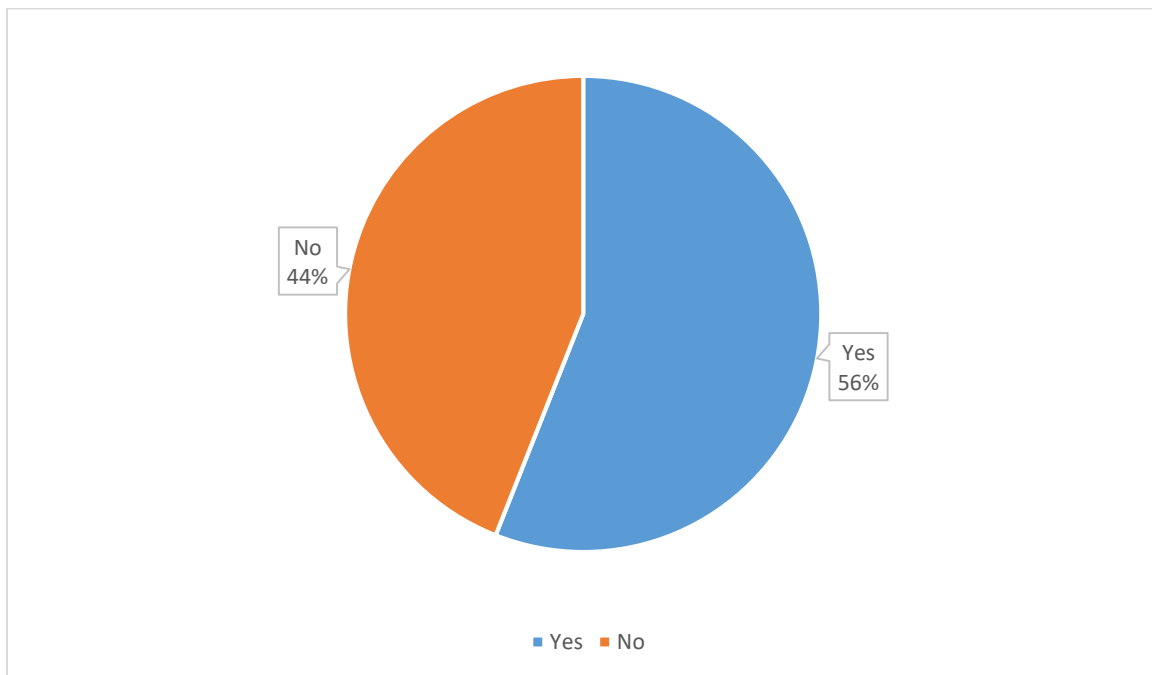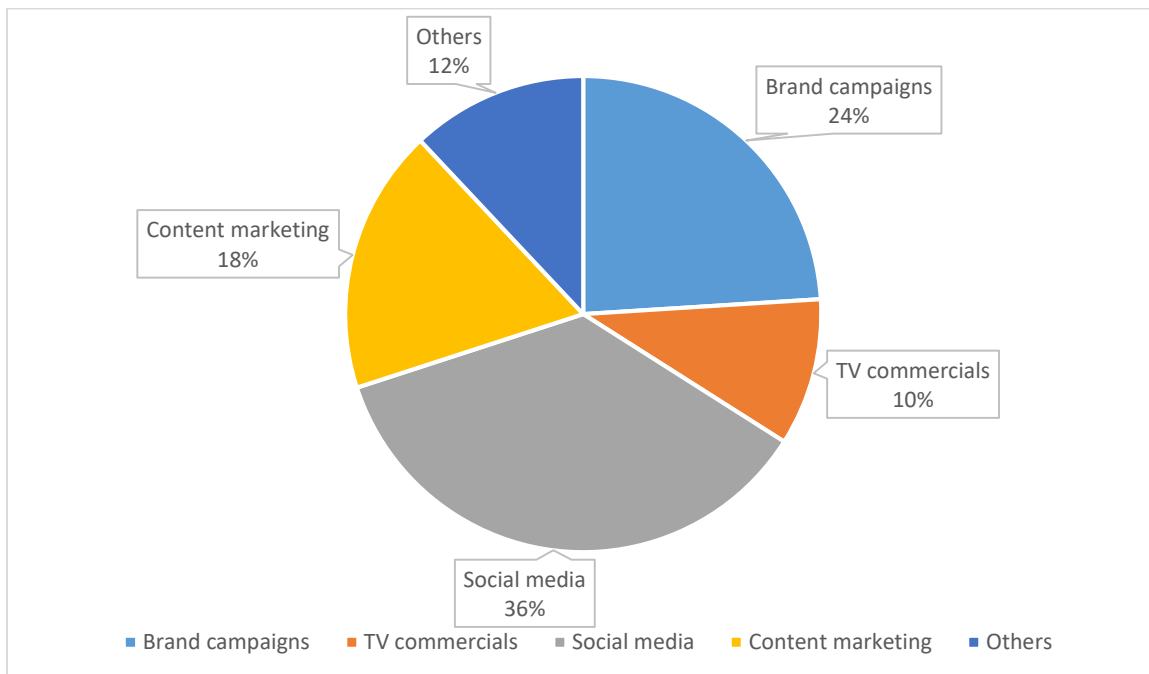

INTERPRETATION:

- From the above study it is clear that about 56% of the respondents are influenced by the promotional techniques of Flipkart and about 44% of the respondents are not influenced by the promotional techniques of Flipkart.

13. MOST ATTRACTIVE PROMOTIONAL AND MARKETING STRATEGY OF FLIPKART

Table 4.13 Most attractive promotional strategy

Strategies	No. of respondents	Percentage
Brand campaigns	12	24
TV commercials	5	10
Social media	18	36
Content marketing	9	18
Others	6	12
Total	**50**	**100**

Figure 4.13 Most attractive promotional strategy
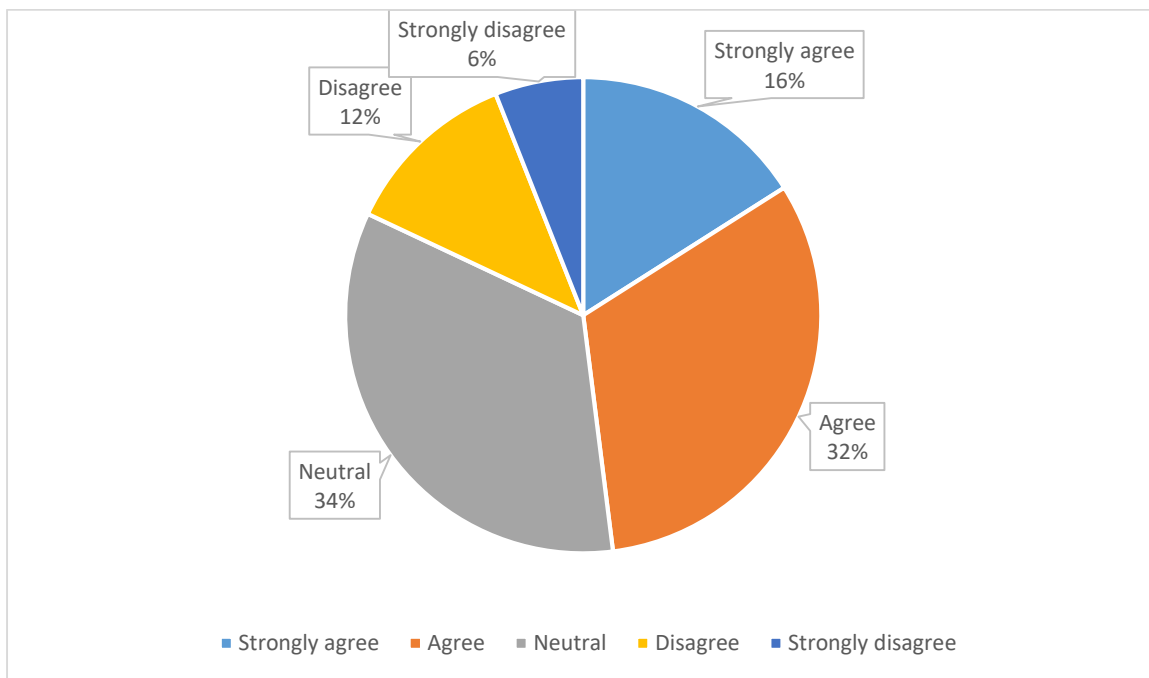

INTERPRETATION:

- From the above study it is clear that about 24% of the respondents are attracted by the brand campaigns, and about 10% of them are attracted by the TV commercials, and about 36% of them are attracted by the promotions thought social medias about Flipkart and about 18% of the respondents are attracted by the content marketing strategy, and about 12% of the respondents are attracted by other promotional strategies of Flipkart.

14. OPINION ON THE SAFETY AND GENUINITY OF FLIPKART PRODUCTS

Table 4.14 Opinion on the safety and genuinity of products

	No. of respondents	Percentage
Strongly agree	8	16
Agree	16	32
Neutral	17	34
Disagree	6	12
Strongly disagree	3	6
Total	50	100

Figure 4. 14 Opinion on the safety and genuinity of products

INTERPRETATION:

- From the above study, about 16% of the respondent strongly agrees that Flipkart products are safe and genuine, and about 32% of them agrees that they are safe and genuine and about 34% of them have neutral opinion and about 12% of them disagreed on genuinity and safety of Flipkart products and about 6% of them strongly disagree on the same.
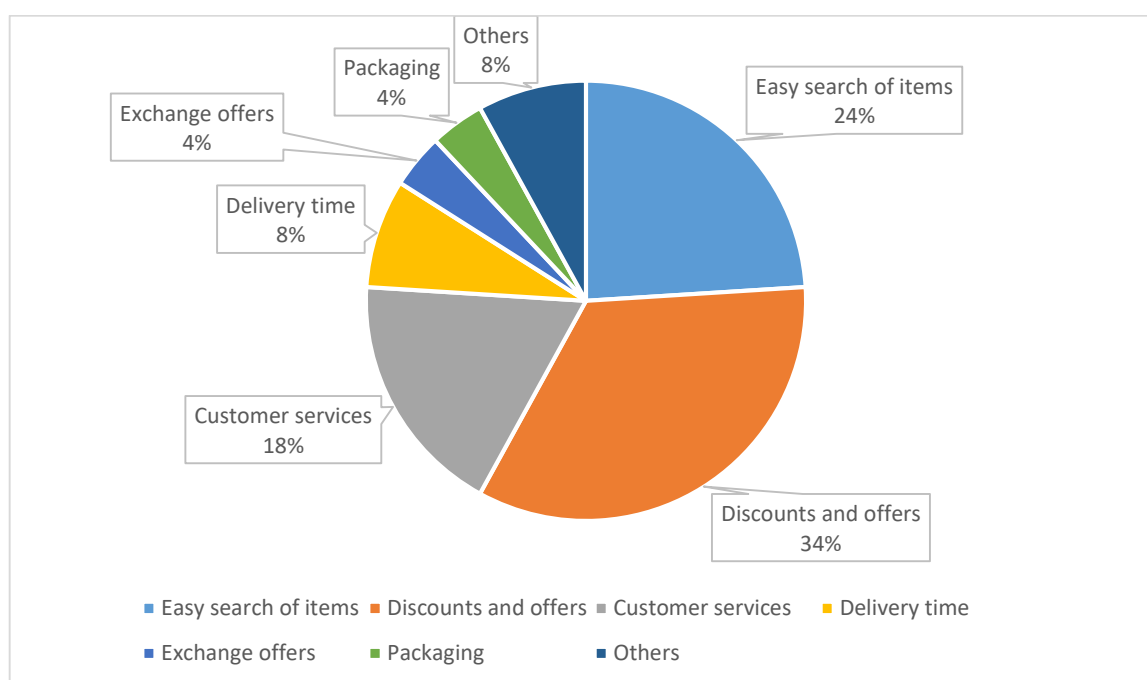
15. REASON OF PREFERENCE TO FLIPKART

Table 4.15 Reason of preference to Flipkart

Reason	No. of respondents	Percentage

Easy searching of items	12	24
Discounts and offers	17	34
Customer services	9	18
Delivery time	4	8
Exchange offer	2	4
Packaging	2	4
Others	4	8
Total	**50**	**100**

Figure 4.15 Reason of preference to Flipkart

INTERPRETATION:

- Among 50 respondents, 24% respondents preferred Flipkart due to ease of searching the item you are looking for, 34% preferred due to discount and offers, 18% preferred due to customer service, 8% preferred due to delivery time, 4% preferred due to exchange offers and 4% preferred Flipkart due to packaging and the rest 8% for other reasons.
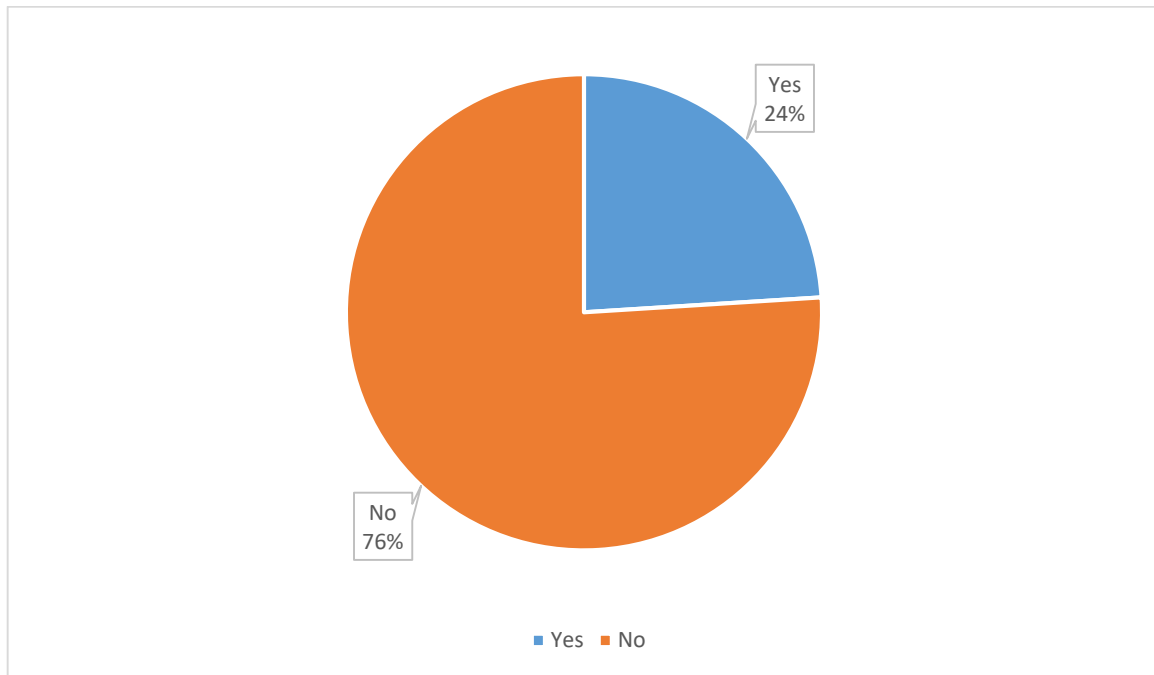
16. PREFERENCE OF FLIPKART OVER OTHER SITES

Table 4.16 Preference over other sites

	No. of respondents	**Percentage**
Yes	12	24
No	38	76

Total	50	100

Figure 4.16 Preference over other sites
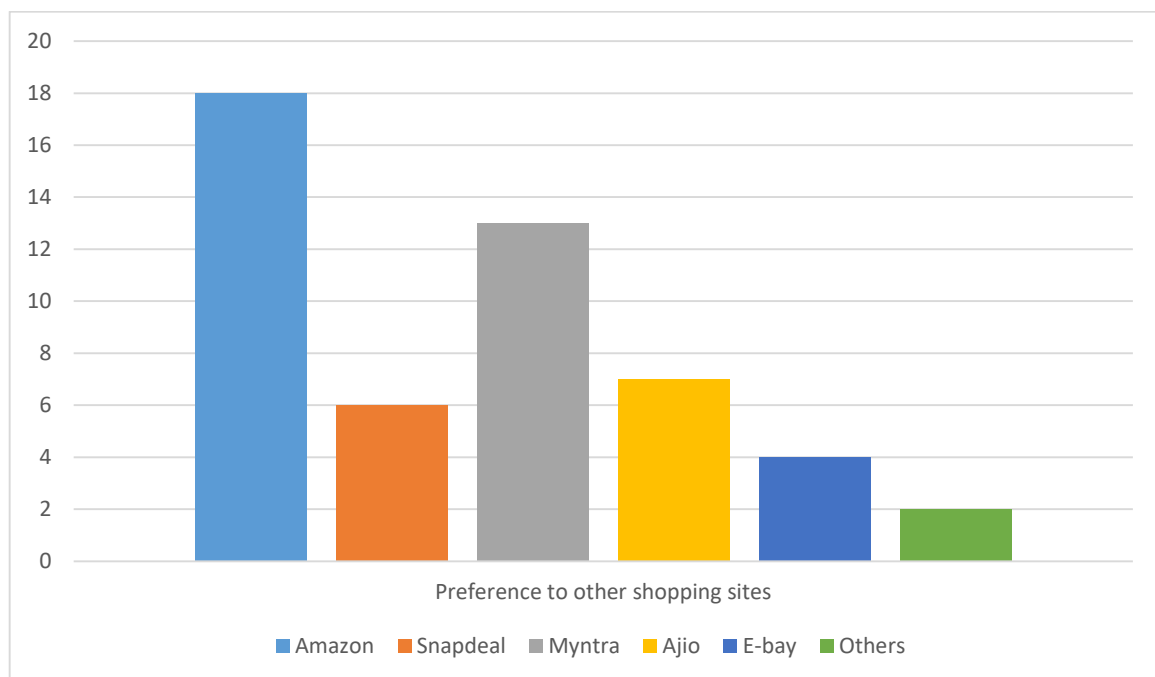

Yes
24%

No
76%

■ Yes ■ No

INTERPRETATION:

- From the above study it is clear that about 24% of the respondent prefer Flipkart over other sites, and about 76% of the respondent does not prefer Flipkart over the other sites.

17. SHOPPING PREFERENCES TO OTHER WEBSITES

Table 4.17 Preference to other shopping sites

Shopping websites	No. of respondents	Percentage
Amazon	18	36
Snapdeal	6	12
Myntra	13	26
Ajio	7	14
E-bay	4	8
Others	2	4
Total	**50**	**100**

Figure 4.17 Preference to other shopping sites
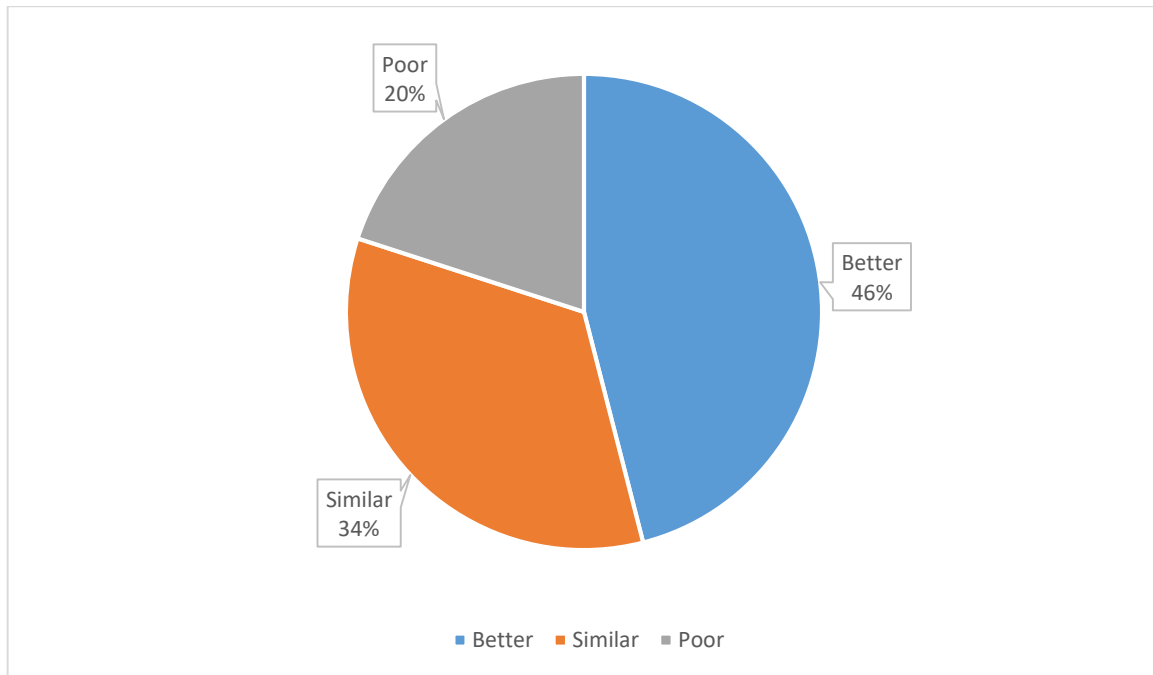

INTERPRETATION:

- From the above study it is clear that about ,36% of the respondents prefer Amazon over other shopping site, and 12% prefer Snapdeal, and 26% of the respondent prefer Myntra, and about 14% prefer Ajio, and 8% of the respondent prefer E-bay, and 4% of the respondent prefer other shopping sites.

18. EXPERIENCE IN OTHER SITES AS COMPARED TO FLIPKART

Table 4.18 Experience in other sites

	No. of respondents	Percentage
Better experience	23	46
Similar experience	17	34
Poor experience	10	20
Total	**50**	**100**

Figure 4.18 Experience in other sites

INTERPRETATION:

- From the above study it is clear that about 46% of the respondents had better experience while using other sites, and about 34% of the respondents had similar experience, and about 20% of the respondents had very poor experience while using other sites.

19. SATISFACTION AND EFFICIENCY OF DIFFERENT WEBSITES

Table 4.19 Efficiency of different sites

Websites	No. of respondents	Percentage
Flipkart	10	20
Amazon	15	30
Snapdeal	6	12
Myntra	8	16
Ajio	4	8
E-bay	3	6
Others	4	8
Total	**50**	**100**

Figure 4.19 Efficiency of different sites
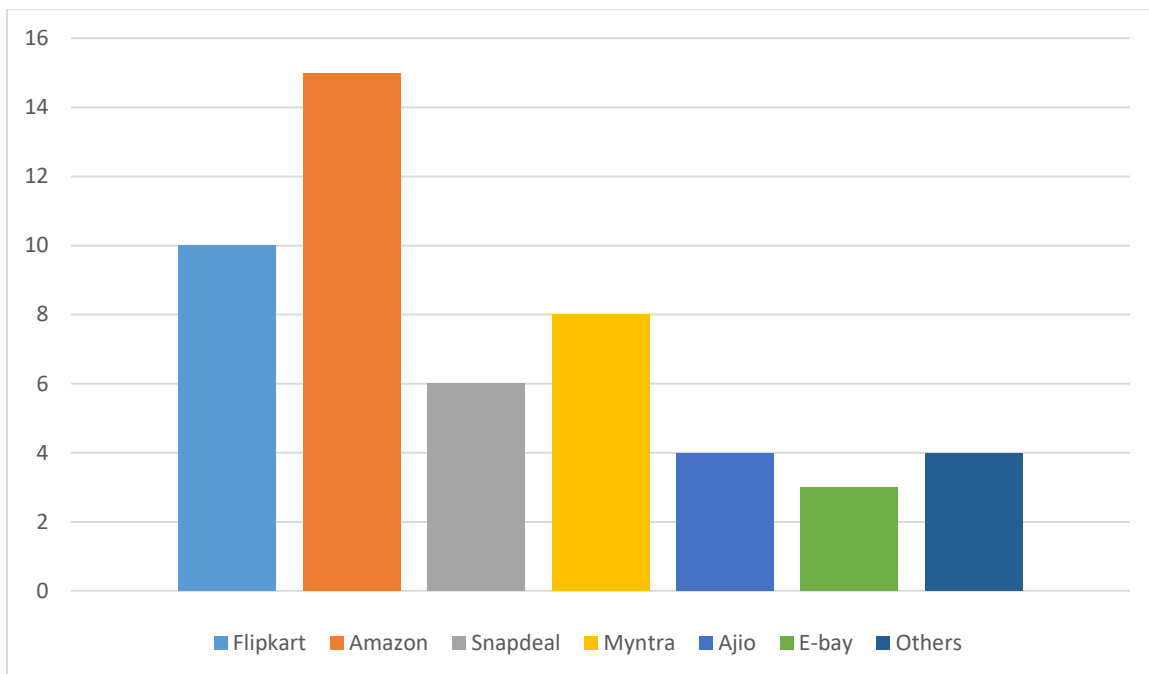
INTERPRETATION:

- From the above study it is clear that about 20 % of the respondent choose Flipkart over other sites,30% chooses Amazon, about 12% for Snapdeal, and about 16% of respondents chooses Myntra, and about 8% Ajio, and 6% E-bay, and 8 % of respondents chooses other sites.

20. CONFIDENCE ON THE CONFIDENTIALITY OF PERSONAL INFORMATION

Table 4.20 Personal information being confidential

	No. of respondents	Percentage
Extremely confident	15	30
Moderately confident	25	50
Slightly confident	6	12
Not at all confident	4	8
Total	**50**	**100**

Figure 4.20 Personal information being confidential
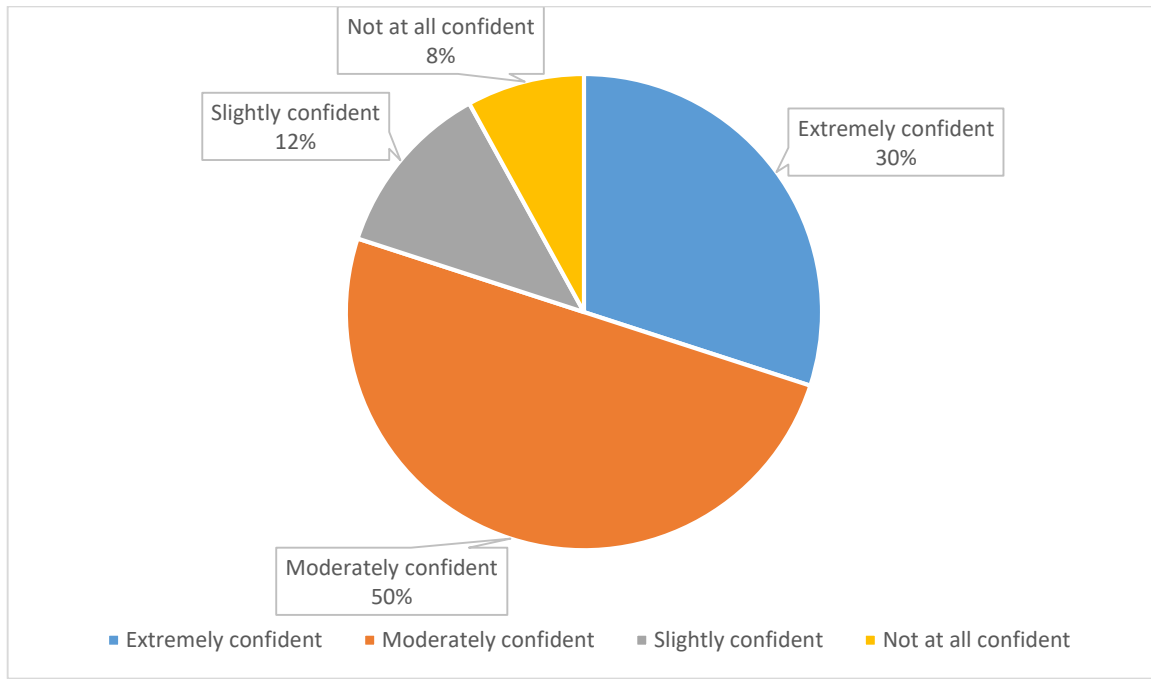
INTERPRETATION:

- From the above study it is clear that about 30% of the respondent are extremely confident, and about 50% of the respondent are moderately confident, and about 12% of them are slightly confident, and about 8% of them are not at all confident about the confidentiality of their personal information.

21. OPINION OF RESPONDENTS TOWARDS THE OFFERS PROVIDED BY FLIPKART

Table 4.21 Opinion on offers provided by Flipkart

	No. of respondents	Percentage
Excellent	10	20
Good	13	26
Average	19	38
Poor	7	14
Very poor	1	2
Total	**50**	**100**

Figure 4.21 Opinion on offers provided by Flipkart
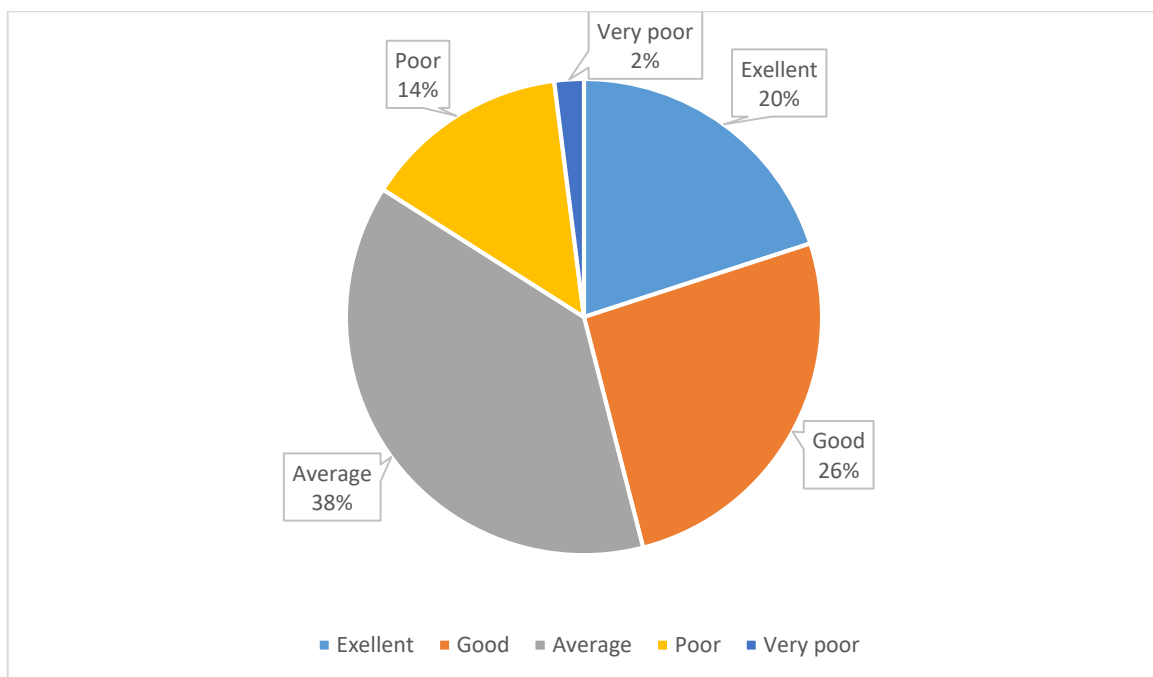
INTERPRETATION:

- Out of the 50 respondents, 20% have excellent opinion, 26% have good opinion, 38% are of average opinion, 14% have poor opinion and the rest 2% have very poor opinion on the offers provided by Flipkart.

22. OPINION ABOUT BEHAVIOUR OF DELIVERY BOYS

Table 4.22 Behaviour of delivery boys

	No. of respondents	**Percentage**
Satisfied	32	64
Not satisfied	18	36
Total	**50**	**100**

Figure 4.22 Behaviour of delivery boys
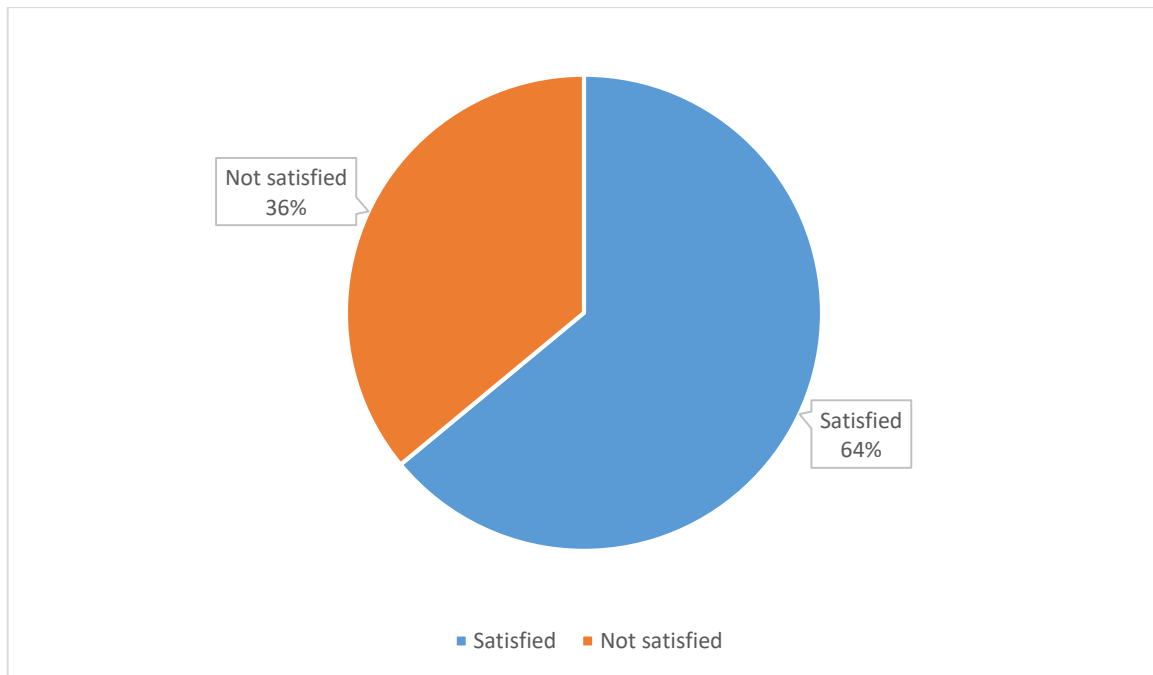
INTERPRETATION:

- Among 50 respondents, 64% of respondents are satisfied with behaviour of delivery boys and 36% are not.
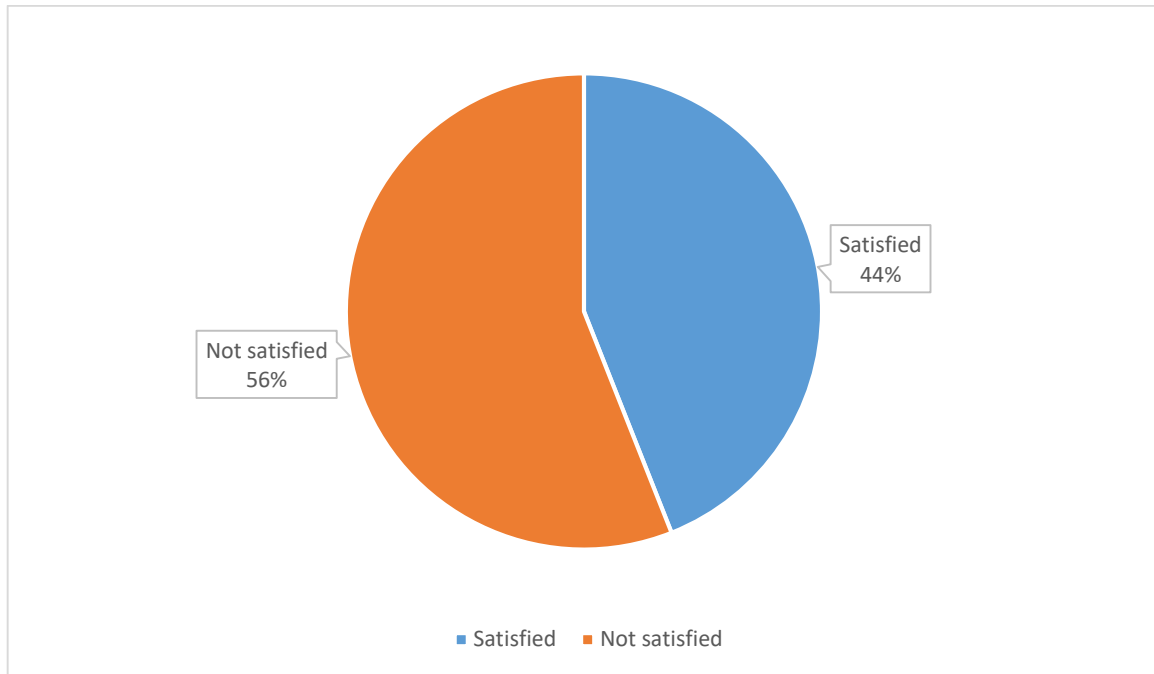
23. SATISFACTION LEVEL ON AFTER SALE SERVICES OF FLIPKART

Table 4.23 After sale services

	No. of respondents	**Percentage**
Satisfied	22	44

Not satisfied	28	56
Total	**50**	**100**

Figure 4.23 After sale services

INTERPRETATION:

- 44% of respondents are satisfied with the after sale services provided by Flipkart and 56% of customers are not.
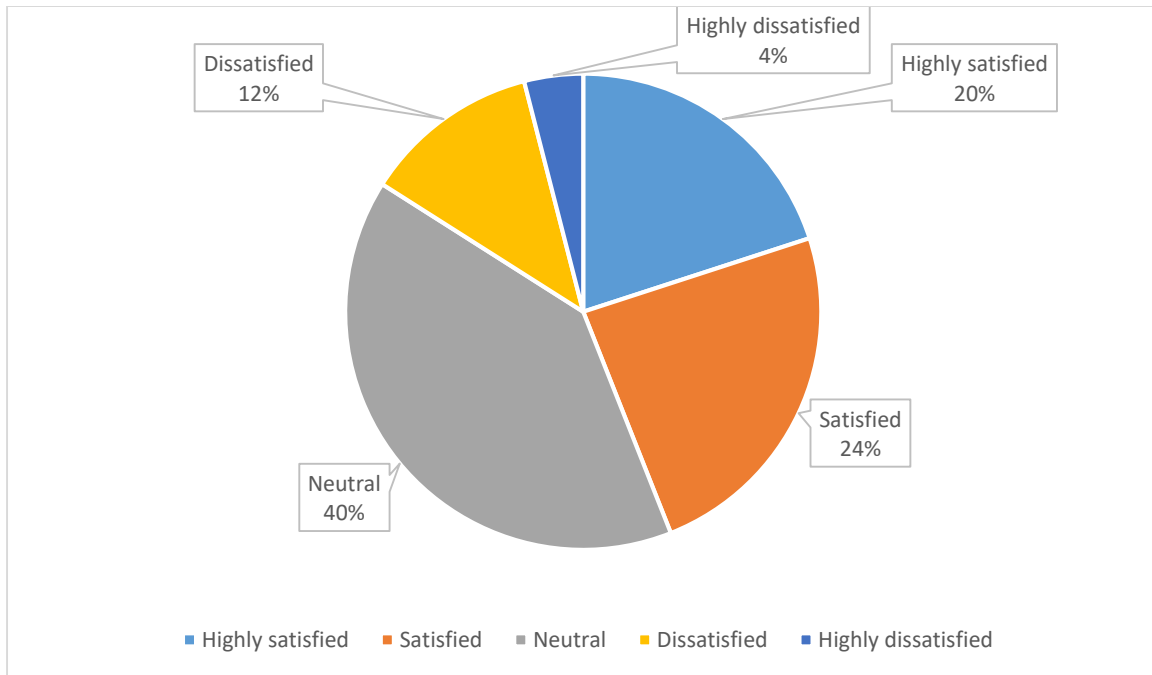
24. OVERALL SATISFACTION TOWARDS FLIPKART

Table 4.24 Overall satisfaction towards Flipkart

Level of satisfaction	No. of respondents	Percentage
Highly satisfied	10	20
Satisfied	12	24

49

Neutral	20	40
Dissatisfied	6	12
Highly dissatisfied	2	4
Total	**50**	**100**

Figure 4.24 Overall satisfaction towards Flipkart

INTERPRETATION:

- About 20% of the respondents are highly satisfied towards Flipkart and 24% are satisfied, and about 40% are neutral in satisfaction, and about 12% are dissatisfied, and about 4% of them are highly dissatisfied.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

- Both male and female respondents are showing interest to do online shopping.
- 62% of the customers of Flipkart are of age group 16-25. It means that the young age group of respondents prefers to make more online purchase.
- All the respondents have done the online shopping at least once.
- Most of the respondent are regular Flipkart customer.
- Most of the respondent are using Flipkart for more than a year.
- About 36% of the respondent are aware about Flipkart though internet ads.
- Most of the respondent uses Flipkart when they are in need.
- More than 50% of the customer prefer to choose cash on delivery payment method.
- The average monthly expenditure Flipkart customers rages from 1000-5000.
- Most of the respondent gets rewards or benefit from Flipkart very occasionally.
- Most of the respondent prefer offer season for shopping through Flipkart.
- About 56% of the respondent are influenced by the promotional techniques of Flipkart.
- Social media becomes more attractive and marketing strategy of Flipkart.
- Majority of the customers have neutral opinion on the safety and genuinity of Flipkart products.
- Most of the customer prefer to do shopping through Flipkart because of the discounts and special offers provided by them.
- About 76% customer does not prefer Flipkart over other sites.
- Other than Flipkart, customer prefer to purchase products through Amazon.
- Most of the respondent had better experience with other sites than Flipkart.
- While comparing the products, customer care, delivery services, Amazon is mostly preferred by the customers.
- About 50% of respondents are moderately confident that their personal information is kept confidential while using Flipkart.
- Majority of the respondents have average opinion towards the offers provided by Flipkart.
- About 64% of respondents are satisfied with the behaviour of delivery boy.
- Majority of the respondents are not satisfied with the after sale services provided by Flipkart.
- About 40% of respondents have neutral satisfaction towards Flipkart.

SUGGESTIONS

- Company should use more online media and should make efforts to promote their website.
- Company should give due attention in providing goods that are safe and genuine.
- The company should give quality assured products in order to maintain and satisfy its customers. It will also attract new customers.
- Company should always check the availability of the various products at their web Portal.
- Company should make sure that proper after sale services are provided and customers are satisfied with it.
- Delivery boys should try to satisfy the customers because they are the only the person who faces the customers on behalf of the company.
- Company should improve their after sales services which can boost the sales of the Company.
- Can include more coupon codes and gift vouchers for increasing the traffic of the Customers in order to face competition from other leading shopping sites.

CONCLUSION

The study was based on Consumer satisfaction and preferences towards online shopping through Flipkart which serves a great idea regarding consumer perception when they go for online shopping. In order to satisfy themselves consumer perceive many things before buying a product and they will be satisfied if the company meets their expectation. We have learned a lot of things about consumer psychology-how they behave, what they want, what they think etc. while collecting data for our study. From the study it is clear that majority of the customers prefer to make purchases when there is offers and discounts. Social media has an important role in influencing the customers to use Flipkart. When we compare Flipkart with other e-commerce websites majority of the customers prefer other websites like Amazon, Myntra etc. when we consider Flipkart alone customers shows moderate or neutral satisfaction. The Overall Brand Value of Flipkart is satisfied. But if it is facing some tough competition from its global competitors like Myntra and Amazon. The study was conducted only in some areas of Ernakulam District. After the survey we have understood that most or the people in this generation prefer online shopping for making easiest and cheapest purchase. Most of them are attracted towards the offers and discounts of Flipkart.

<u>Questionnaire</u>

Respected Sir/Madam,

       We are VI th semester students doing Bachelor's Degree in Commerce, at Bharata Mata College, Thrikkakara. We are carrying out research on the topic," A **STUDY ON CUSTOMER SATISFACTION AND PREFERENCE TOWARDS ONLINE SHOPPING THROUGH FLIPKART IN ERNAKULAM DISTRICT**". We kindly request your cooperation in filling up this questionnaire. Also, since this questionnaire is being used for academic purpose, the information gathered shall be strictly confidential.

*Required

1. Gender:

- o Male
- o Female

2. Age?

- o 16-25 years
- o 26-35 years
- o 36-45 years
- o 46-55 years
- o 55& Above

3. Have you ever done online shopping?

- o Yes
- o No

4. Are you a regular Flipkart customer?

- o Yes
- o No

5. If yes, how long have you been using Flipkart?

- o Less than 1 month
- o 1-6 months
- o 6-12 months
- o More than 1 year

6. From where did you came to know about Flipkart?

- o TV Ads

55

- o Newspaper Ads
- o While browsing
- o Internet Advertising
- o Friends or colleagues
- o Others

7. How often do you use Flipkart?

- o Very frequently
- o Monthly
- o Once in a while
- o When needed

8. What payment method you prefer the most?

- o Phone pay/UPI
- o Credit/debit/ATM card
- o Net banking
- o EMI
- o Cash on delivery

9. What is the average monthly expenditure for purchase on Flipkart?

- o Upto 1000
- o 1000 to 5000
- o 5000 to 10000
- o Above 10000

10. Does Flipkart provides any rewards and benefits like offers, cashback, discounts etc.

- o Very often
- o Occasionally
- o Rarely
- o Never

11. When do you prefer to make purchase on Flipkart?
- o Festival Season
- o Offer Season
- o When required
- o Depend upon mood and preference

12. Are you influenced by the promotional techniques of Flipkart?

o Yes
o No

13. What is the most attractive promotional and marketing strategies of Flipkart for you?

o Brand Campaigns
o TV commercial strategy
o Social media strategy like Instagram, Facebook, Twitter, Pinterest etc.
o Content marketing strategy
o Others

14. Do you think Flipkart products are safe and genuine?

o Strongly agree
o Agree
o Neutral
o Disagree
o Strongly disagree

15. What are the reasons of preference to Flipkart?
o Ease of searching the item you are looking for
o Discounts or offers
o Customer services
o Delivery time
o Exchange offer
o Packaging
o Others

16. Do you prefer Flipkart over other sites?

o Yes
o No

17. What are the other e-commerce sites you shop from?
o Amazon
o Snapdeal
o Myntra
o Ajio
o E-bay
o Others

18. How was your experience on these sites as compared to Flipkart?

o Better experience
o Similar experience
o Poor experience

19. Which website is more efficient and satisfying in terms of products, customer care and delivery service?
o Flipkart
o Amazon
o Snapdeal
o Myntra
o Ajio
o E-bay
o Others

20. Are you confident that your personal information is kept confidential which shopping through Flipkart?

o Extremely confident
o Moderately confident
o Slightly confident
o Not at all confident

21. What is your view on offers provided by Flipkart?

o Excellent
o Good
o Average
o Poor
o Very poor

22. Are you satisfied with behaviour of delivery boy?

o Satisfied
o Not satisfied

23. Are you satisfied with after sales services of Flipkart?

o Satisfied
o Not satisfied

24. After rating the above questions, your overall satisfaction towards Flipkart?

o Highly Satisfied
o Satisfied

- o   Neither Satisfied Not Dissatisfied
- o   Dissatisfied
- o   Highly Dissatisfied