A Study on Customer Satisfaction Towards Flipkart in Villupuram District

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Abstract: **Online shopping has a play vital role in the 21st century as the most of the people are busy with their tithe work schedule. In such situation online shopping is most prominent way to purchase household needs. This Paper studies about the "A Study on Customer satisfaction towards Online Shopping in Villupuram District". The objectives are to study about the profile of Flip kart, to find the factors influencing the buying behaviors towards online shopping, to offer the findings and suggestions on the basis of analysis. Both the primary and secondary data is used in this study with the sample size of 50 respondents. Hypothesis is framed in this study and it is analyzed with help of statistical tools. The study mainly focused on consumer buying behavior in the shopping mall.**

Keywords: **Flipkart, Customer satisfaction, Percentage analysis.**

1. Introduction

Online shopping is a form of e-commerce which permits consumers to directly purchase goods or services from a seller by using the Internet. Other names are: e-shop, e-store, Internet shop, web-store, virtual store and online store. An online shop arouses the physical similarity of buying products as well as services from internet shop and this process of shopping is called business-to-consumer online shopping. Online shopping is the practice in which consumers decide to buy the product through internet.

Internet has developed into a new distributive channels for many products. Using the internet to shop online has become a primary reason to use the internet, combined with searching of products and finding information about them. Therefore, internet have developed a highly competitive market, where the competition over consumers is fierce.

In some social networking site like E Bay, e- shopping is being done, where some retail online shops are available. The use of Internet in India offers a growing prospect for e-shopping. If E-customers know the factors that affect online behavior, and the relationships between these factors, further they can build their new marketing strategies to transform probable customers into lively customers, Consumer behavior is treated as an applied discipline because some decisions significantly affects customers behavior and expected actions. The two main views that seek solicitation of its awareness are societal and micro. Internet has changed the way of consumer's

store, and has rapidly developed into a global perspective. Many companies started using online shopping with the aim of reducing marketing costs, that will lead to reduce the price of their products in order to stay forward in very highly competitive markets. Companies also use the Internet to deliver, connect and distribute information and products. Customer uses the Internet in so many ways not only for buying the products, but also to compare product structures, prices, warrantees and delivery services. Many specialists are positive about the future of online marketing business. In accumulation to the wonderful potential of the E- market, the Internet provides a unique opening for companies to additional efficiently to reach existing and possible customers. Although maximum income of online dealing comes from business-to-business trade, the practitioners of business-to-consumer trade should not lose their confidence. Researchers and practitioners of ecommerce regularly struggle to develop an improved vision into consumer behavior. Along with the development of E-retailing, scholars continue to explain E-consumers' behavior from diverse perspective. Many of the studies have assumptions which are based on classical models of consumer behavior, and then study the validity of e-marketing.

A. Flipkart

This one has to come first hands down. The entire country is completely dependent on flipkart for nearly all their shopping needs. Flipkart sells everything from gift vouchers to electronics to electronics to home appliances. In fact, statistics claim that there are more items on flipkart than in a mall. Hence, Indians are heavily reliant on flipkart for all their shopping needs.

2. Review of literature

Kuester, Sabine (2012) in his study considers, Consumer behavior as the study of individuals, groups, process and organizations they use to secure, select, and arrange of experience, products, services, experiences, or ideas to satisfy the consumer and society. It balances components from sociology, psychology, management and economics. It tries to know the decision-making processes of consumers, both exclusively and in clusters. It makes emphasis on individual consumers and their characteristics such as demographics and

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behavioral variables to understand customers' want. It also tries to assess the effects on the consumer from family, friends, groups, and also society in general.

Petrovic Dejan (2006) in his study on Analysis of consumer behavior online explained that the most appropriate behavioral appearances of online customers and inspect the ways they find, associate and estimate product information. Comparison of survey data with the present customer performance theory stemmed in detection of an amount of issues related to an explicit customer group. The objective of this report is to transform these results into a set of execution activities at strategic and technical level. Implementation of these recommendations will end in better adaptation of customers.

Shun & Yunjie (2006) in their study revealed that there are different kinds of product, which are additional possible to be sold online such as book, software, electronics and music. Motive for such belongings is that when buying these kinds of products, one does not need individual examination, if not all products, can be drawn in the product explanation and descriptions. Most goods in the mobile phone family fit to this group. According to the new study on customer behavior, there are four different customer groups with diverse purposes and motivations. They also found that regular efficient collection of music videos. A great level of technical assurance inside this cluster tends to be a hopeful feature when it comes to product evidence research online.

Anita Desai (2003) in her study E-tailing is the practice of selling retail goods on the Internet explores that e-marketing is the reduced version of "electronic retailing" which basically creates business to buyer business. While the concept of e-tailing is no longer in its budding stage; it remains to change, as progressive e-commerce requests act as a strong promoter in developing e- marketing. The idea of e- marketing differs from a diverse range of products and services as against direct shopping experience. Therefore, e-tailing/online marketing is just not restricted to consumers purchase. As consumers are well-informed, they can take good decisions. This includes a fair price comparison, product research, and proving the credibility of the e-store online shopping.

Jarvenpaa, Tractinsky and Vitale (2000) explore how customers professed store size and status inspire their trust in risk perception, attitudes and willingness to purchase from the specific store. They realize that there is a positive correlation between customer belief in internet stores and the stores supposed reputation and scope. Higher customer belief correspondingly decreases perceived risks related to internet shopping and produces more promising attitudes near to shopping at a specific store, which in turn raises readiness to buying from store.

Li, H., Kuo, C., and Russell, M. G. (1999), in his study found that consumers who are buying from internet stores more frequently are more suitability oriented and less practice concerned. These customers respect suitability throughout shopping as the most significant factor in buying decisions

since they have time constrained and do not notice purchasing products without touching or sensitivity.

A. Statement of the problem

This study has helped to recognize the customer awareness about the online shopping broadly consists of various commercial content formats delivered by servicing through online shopping, home delivery, cash on delivery either solicit or unsolicited. It however, failed to quantify and explain the effectiveness of online shopping. To know the mind set of people towards online shopping and how its impact on the mind of the consumer.

B. Objectives of the study

- To study about the profile of Flipkart
- To find the factors influencing the buying behaviors towards online shopping
- To offer the findings and suggestions on the basis of analysis.

3. Methodology

A. Sources of data

- Primary data is used to collect the questionnaire from the respondents.
- Secondary data is used to collect various websites.

B. Sample size

Total sample size for this study is 50.

C. Limitations of the study

- The respondents may be biased.
- The study was restricted to villupuram only and may not reflect trends in other areas.

4. Data analysis and interpretations

A. Percentage analysis

Table 1
Gender of the respondents

S.No.	Gender	No. of respondents	Percentage
1.	Male	25	50%
2.	Female	25	50%
	Total	50	100%

Interpretation: hence, the majority of the respondents of 50% comes under the both category of male and female.

Table 2
Age of the respondent

S. No.	Age	No. of respondents	Percentage
1	Below 20 years	17	34%
2	21-30	21	42%
3	31-35	6	12%
4	Over 35 years	6	12%
	Total	50	100%

Interpretation: hence, the many of the respondents of 42%

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comes under the category of 21-30 years of age group.

Table 3
Married status of the respondent

S. No.	Married status	No. of respondents	Percentage
1.	Married	23	46%
2.	Unmarried	27	54%
	Total	50	100%

Interpretation: hence, the majority of the respondents of 54% comes under the category of unmarried.

Table 4
Family type of the respondents

S. No.	Family Type	No. of respondents	Percentage
1.	Joint family	22	44%
2.	Nuclear family	28	56%
	Total	50	100%

Interpretation: hence, the majority of the respondents of 56% comes under the category of nuclear family.

Table 5
Education of the respondents

S. No.	Education	No. of respondents	Percentage
1.	Not educated	-	-
2.	Below +2	10	20%
3.	Graduate	29	58%
4.	Post graduate	9	18%
5.	Others	2	4%
	Total	50	100%

Interpretation: hence, the majority of the respondents of 58% comes under the category graduate.

Table 6
Occupation of the respondents

S. No.	Occupation	No. of respondents	Percentages
1.	Government employee	7	14%
2.	Private employee	16	32%
3.	Self-employed	19	38%
4	House wife	8	16%
	Total	50	100%

Interpretation: hence, the many of the respondents of 38% comes under the category of self-employed.

Table 7
Monthly income of the respondents

S. No.	Monthly income	No. of respondents	Percentage
1.	Below Rs. 10,000	17	34%
2.	Rs. 10,000- Rs. 20,000	12	24%
3.	Rs. 20,000- Rs. 30,000	7	14%
4.	Rs. 30,000- Rs. 40,000	4	8%
5.	Above Rs. 40,000	10	20%
	Total	50	100%

Interpretation: hence, the many of the respondents of 34% comes under the category of below Rs. 10,000 of monthly income.

Table 8
Regularly visit of online shopping of the respondents

S. No.	Visiting for online shopping	No. of respondents	Percentage
1.	Yes	33	66%
2.	No	17	34%
	Total	50	100%

Interpretation: hence, the many of the respondents of 66% comes under the category of yes to visiting the shopping of respondents

Table 9
Factors influenced while using the online shopping

S. No.	Using the Online shopping	No. of respondents	Percentage
1.	Less than one years	19	38%
2.	2-3 years	13	26%
3.	3-4 years	8	16%
4.	Above 4 years	10	20%
	Total	50	100%

Interpretation: hence, the many of the respondents of 38% comes under the category of less than one year of responds.

Table 10
Spending hours on per visit in the online shopping

S. No.	Per visit	No. of respondents	Percentage
1.	Less than 1 hour	11	22%
2.	1-2 hours	19	38%
3.	3-4 hours	9	18%
4.	4-5 hours	7	14%
5.	More than 5 hours	4	8%
	Total	50	100%

Interpretation: hence, the many of the respondents of 38% comes under the category of 1-2 hours.

Table 11
Amount spending in online shopping

S. No.	Amount spending	No. of respondents	Percentage
1.	Below Rs. 2000	21	42%
2.	Rs. 2000- 5000	8	16%
3.	Rs 5000-8000	13	26%
4.	Above Rs 10,000	8	16%
	Total	50	100%

Interpretation: hence, the many of the respondents of 42% comes under the category of below Rs. 2000.

Table 12
Factors affect your online shopping

S. No.	Affects your online shopping purchase	No. of respondents	Percentage
1.	Cash on delivery	12	24%
2.	Discount price	19	38%
3.	Combo offer	12	24%
4.	After sale service	7	14%
	Total	50	100%

Interpretation: hence, the many of the respondents of 38% comes under the category of discount prices.

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Table 13
Opinion about the price of the product

S.No.	Opinion about the price	No. of respondents	Percentage
1.	Highly satisfied	12	24%
2.	Satisfied	18	36%
3.	Neutral	15	30%
4.	Dissatisfied	5	10%
	Total	50	100%

Interpretation: hence the majority of the respondents of 36% comes under the category of satisfied.

Table 14
Level of shopping satisfaction

S. No.	Level of satisfaction	No. of respondents	Percentage
1.	Highly satisfied	15	30%
2.	Satisfied	20	40%
3.	Neutral	14	28%
4.	Dissatisfied	1	2%
	Total	50	100%

Interpretation: hence, the majority of the respondents of 40% comes under the category of satisfied.

Table 15
Attract you in online shopping

S. No.	Attract in online shopping	No. of respondents	Percentage
1.	Discount	20	40%
2.	Celebrity endorsement	9	18%
3.	Product features	14	28%
4.	Offer	7	14%
	Total	50	100%

Interpretation: hence, the many of the respondents of 40% comes under the category of discount.

Table 16
Main reason of online shopping

S. No.	Reason of online shopping	No. of respondents	Percentage
1.	Trend\fashion	12	24%
2.	Time saved	10	20%
3.	Wants at one click	23	40%
4.	Branded items	5	10%
	Total	50	100%

Interpretation: hence, the majority of the respondents of 40% comes under the category of wants at one click.

Table 17
Mostly influence the online shopping

S. No.	Influence the online shopping	No. of respondents	Percentages
1.	Relatives	19	38%
2.	Children	8	16%
3.	Friends	15	30%
4.	Neighbor	8	16%
	Total	50	100%

Interpretation: hence, the majority of the respondents of 38% comes under the category of relatives.

Table 18
Media of advertisement

S. No.	Media of advertisement	No. of respondents	Percentages
1.	Television	17	34%
2.	Radio	6	12%
3.	News paper	14	28%
4.	Magazines	2	4%
5.	Website	11	22%
	Total	50	100%

Interpretation: hence, the majority of the respondents of 34 % comes under the category of television.

Table 19
Delivery product on time

S. No.	Delivery product on time	No. of respondents	Percentages
1.	Yes	39	78%
2.	No	11	22%
	Total	50	100%

Interpretation: hence, the majority of the responds of 78% comes under the category of yes.

Table 20
Delivery of online shopping

S. No.	Delivery of online shopping	No. of respondents	Percentages
1.	Highly satisfied	11	22%
2.	Satisfied	19	38%
3.	Neutral	17	34%
4.	Dissatisfied	3	6%
	Total	50	100%

Interpretation: hence, the majority of the responds of 38% comes under the category of satisfied.

Table 21
Overall flipkart experience

S. No.	Experience	No. of respondents	Percentages
1.	Poor	-	-
2.	Average	14	28%
3.	Good	15	30%
4.	Very good	12	24%
5.	Excellent	9	18%
	Total	50	100%

Interpretation: Hence, the majority of the responds of 30% comes under the category of good.

5. Findings

- This study shows that the majority of the respondents of 50% come under the both category of male and female.
- This study shows that the many of the respondents of 42% comes under the category of 21-30 years of age group.
- This study shows that the majority of the respondents of 54% comes under the category of unmarried.
- This study shows that the majority of the respondents of 56% comes under the category of nuclear family.
- This study that the majority of the respondents of 58% comes under the category graduate.

- This study shows that the many of the respondents of 38% comes under the category of self-employed.
- This study that the many of the respondents of 34% comes under the category of below Rs. 10,000 of monthly income.
- This study that the many of the respondents of 66% comes under the category of yes to visiting the shopping of respondents.
- This study that the many of the respondents of 38% comes under the category of less than one year of responds.
- This study that the many of the respondents of 38% comes under the category of 1-2 hours.
- This study that the many of the respondents of 42% comes under the category of below Rs. 2000.
- This study that the many of the respondents of 38% comes under the category of discount prices.
- This study that the majority of the respondents of 36% come under the category of satisfied.
- This study that the majority of the respondents of 40% come under the category of satisfied.
- This study that the many of the respondents of 40% comes under the category of discount.
- This study that the majority of the respondents of 40% comes under the category of wants at one click.
- This study that the majority of the respondents of 38% comes under the category of relatives.
- This study that the majority of the respondents of 34 % comes under the category of television.
- This study that the majority of the responds of 78% comes under the category of yes.
- This study that the majority of the responds of 38% comes under the category of satisfied.
- This study that the majority of the responds of 30% comes under the category of good.

6. Suggestions

- The respondents are exacting good quality of products thrash online shopping most of the respondents are happy about online shopping and their services is good.
- Warrant and guarantee are the exacting factor for the customer in online shopping. The color of products should be maintained as it is shown in the website of online shopping.
- Marketing strategies and techniques for the online shopping.

7. Conclusion

Online shopping is a website which consists of many various of products are all available. It is satisfying the customers based on needs and wants during their purchases. More celebrity should be used in the advertisement for the online shopping for the strategies and growth.

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