

Customer Satisfaction towards Online Shopping from Flipkart: With Special Reference to Raipur City

Srishti Dixena¹, Suman Sahu²

^{1,2}Assistant Professor, Department of Management, ITM University, Raipur, India

Abstract: Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the internet using web browsers. The evolution of online shopping has opened door of chance to provide a competitive advantage over firms. Online shopping has grown in popularity over the years mainly because people find it convenient for the comfort of their home or workplace. Thus, the study aims to examine the customer satisfaction towards online shopping from flipkart. The study focuses on online shopper's preferences, satisfaction and problems on Flipkart online shopping marketers. The study is based on both primary and secondary data. Likert's four point scale and Convenient Sampling method were used in this study for selecting the samples and the sample size for the study was 70. With a view of analyzing the data through percentage analysis. Research findings from the paper will be useful to understand the customers' level of satisfaction on basis of the products as well as websites experienced by customers.

Keywords: customer satisfaction

1. Introduction

Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers.

Through electronic marketing and internet communication business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on.

Online shopping is used as a medium for communication and

electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction, that is why online shopping is more convenience and day by day increasing its popularity. Not only benefits but also risk is associated with online shopping. Generally speaking internet users avert online shopping because of credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services. Concerned authorities are devising policies to minimize the risk involved in e-business. In Liao and Cheung (2000) words: "Fraud-free electronic shopping" was introduced by UK in the early 1995 and after two years Europe and Singapore introduced secured electronic transaction (SET).

On the other hand E-commerce has been grown very fast because of many advantages associated with buying on internet because of lower transaction and search cost as compared to other types of shopping. Through online shopping consumers can buy faster, more alternatives and can order product and services with comparative lowest price.

Online shopping allows the consumers to directly buy goods from the seller through internet. It is also called as web-store, e-shop or online store. Online customers must have access to the internet to buy goods form online. People can look at these websites of online stores and purchase products in comfort form home. Until recently, the consumers were mainly visiting online to reserve hotel rooms, buy air, rail or movie tickets for buying books and electronic gadgets, but now more and more offline product like apparels for all segments, cosmetics, accessories, shoes and consumer durables are now being purchased online.

A. Customer satisfaction

Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer.

Customer satisfaction is a part of customer's experience that

exposes a supplier's behavior on customer's expectation. It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.

Customer satisfaction is the overall essence of the impression about the supplier by the customers. This impression which a customer makes regarding supplier is the sum total of all the process he goes through, right from communicating supplier before doing any marketing to post delivery options and services and managing queries or complaints post-delivery. During this process the customer comes across working environment of various departments and the type of strategies involved in the organization. This helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction.

2. Review of the study

The work of Kim and Park (2005) using U.S. samples suggests that their positive attitudes as well as willingness to search for pre-purchase information leads to a strong likelihood that they will buy online. Online shoppers, are required to have computer skills in order to use the Internet for shopping. Hence, those who are not comfortable with using the computer, will likely do their shopping at the traditional store, modern shop, or discount store (Monsuwe, 2004) because it will be faster shopping there than in the Internet shop.

Goldsmith and Flynn (2004) state that the home catalog is another traditional selling channel where people can shop at home because of the varieties of products offered in the catalog. They can order through the phone or by mail. It is convenient except that they are not able to touch and feel products before purchasing

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

Rashant Singh (2014), in his study on Consumer's Buying Behaviour Towards Online Shopping, The main aim of study was to examine and analyze the consumer's buying behavior 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.

3. Need for the study

Marketing is basically addressing the consumer's needs more effectively and efficiently with better product and services with better price, shopping access and deliver. A good marketer constantly adapts to change and to satisfying consumers need in better way. Sometimes opportunity to address the consumers in better way is designed by marketers himself and sometimes it is offered by the technology. Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. People are getting busy with their own work. In their busy schedule they don't find time for shopping. Online shopping can save a lot of time for them. They can do this from their office or home by browsing on the net this paper is to analyze who the consumers are satisfied out of the online services.

4. Objective of the study

- i. To assess the satisfaction level of the online customers on the basis of product & web features.
- ii. To identify the respondents perception about online shopping.
- iii. To analyze the possible factors that affect the buying from flipkart.

5. Statement of the problem

To enhance and attract online customer it is very important to know about their behavior and understand what they require and need. Since online shopping is the new medium of shopping with new demands of consumers. All customers have their own desires and demands for products so that it is very crucial for all online retailers to identify and know about their online consumers.

6. Significance of the study

The present study is mainly focusing on the awareness, satisfaction level and problems faced by of respondents. Hence the results of the study will definitely be useful to the customers who prefer online shopping.

7. Scope of the study

The importance of the study is to know about the buying behavior of customers on online shopping stores. It has been recognized in academic research and its literature. However in this area remain broader and to some extent fragmented. Therefore, the purpose of the study is to test the customer's awareness level and buying attitude towards online products.

8. Research methodology

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

9. Methodology

A. Collection of data

The present study is based on the perceptions, and buying behavior and satisfaction of the consumers in Indian market. Sources of the primary and secondary data are discussed. The interview schedule is used for the purpose of collecting primary data. The study is conducted in Raipur city by taking 70 respondents using convenient random sampling method. The secondary data have been collected from the websites, national and international journals is used related to the field of management as well as marketing business magazines

B. Questionnaire

To assess the satisfaction of the customers using online shopping Likert's four point scale is used with scales ranging as "Highly Satisfied, Satisfied, neutral, Dissatisfied and Highly Dissatisfied". In order to collect the data regarding products' features and website features the researcher has used a four point Likert Scale

C. Sample size

Convenient Sampling method was used in the study for selecting the samples and the sample size for the study was 70

D. Statistical tools

The following statistical tool used in the study:
Simple percentage analysis

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

E. Limitations of the study

Table 1
 Demographic variables of the respondents

Variables	Categories	Number of Respondents	Percentage
Age	20-30	39	56
	31-40	21	30
	41-50	10	14
Gender	Male	37	53
	Female	33	47
Education	Undergraduate	41	58.5
	Postgraduate	19	27
	Others	12	17
Occupation	Employed	18	26
	Business	15	21
	Students	30	43
	Other	7	10
Income	Below 1 lacks	8	11
	1-2 lacks	38	54
	2-3 lacks	9	13
	Above 3 lacks	15	21.4
Website you prefer	Flipkart	31	44.2
	Amazon	23	33
	Myntra	11	5.7
	Others	5	7.1

Though it is an in depth analysis, it is not free from the limitations. The following are the limitations of this study:

1. The sample size was limited to 70
2. Lack of time for study

10. Analysis and interpretation

Researcher has done the analysis on the following:

1. Assessment of customer's views on online product features.
2. Assessment of customer's views on web service and provided features.

A. Percentage analysis of socio-economic details of respondents

The demographic variables of the respondents' such as Gender, Age, Educational Qualification, and Occupation have been taken for analysis and simple average method has been adopted.

Table 2
 Assessment of customer's view on Product and Website features

Variables	Responses				
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
1. Product Features					
Quality goods are available	22 (31.4)	39 (55.7)		9 (12.8)	
On time delivery	30 (43)	38 (54.2)	2 (3)		
Online shopping is more convenience	11 (16)	43 (61.4)	13 (18.5)	2 (3)	
Time saving/ convenience	20 (28.5)	28 (40)	19 (27)	3 (4.2)	
Purchase return is possible	3 (4.2)	41 (58.5)	10 (14.2)	12 (17)	4 (5.7)
2. Web Feature/ service					
Wide variety of brand choice are available on website	31 (44.2)	27 (38.5)	12 (17)		
Goods are delivered on time	24 (34.2)	25 (36)	15 (21.4)	6 (8.5)	
Goods are delivered with good condition	11 (16)	36 (51.4)		21 (30)	2 (3)
Latest Product Information is available on website	35 (50)	33 (47.1)		2 (3)	
Payment method is so easy	26 (27)	31 (44.2)	1 (1.4)		12 (17.1)
Payment security		37 (51)		15 (21)	18 (27)
After sale service	3 (4.2)	20 (28.5)	11 (16)	36 (51.4)	

Table-1 Interpretation:

The above table shows that the highest number of respondents 56% belongs to 20-30 years group and 30% belongs to 31-40 years age group, while 14 % respondents belongs to 41-50 years age group .The above table shows that 53% are male respondent while 47% are female respondent. The study reveals that 58.5% respondents were undergraduate, while 27% are post graduate. Occupation of the respondents is important socio economic variables which decide social, cultural, economic status of one's. The table indicate that 26% respondent were employed, 21% respondent are from business class and remaining 30% are students. The above data also reveals that 44.2% respondent are flipkart users for online shopping.

*B. Assessment of customer's view on Product and website features**Table: 2 Interpretation*

The above table analyze that majority of respondents choose online shopping satisfaction for quality goods available (36%), purchase return (58.5%), on time delivery (54.2), while the remaining respondent are satisfied for goods delivered on time (36%), respondents are satisfied for the goods delivered with good condition (51.4%) ,respondents are highly satisfied for latest product information is available on website (50%).The respondent shows dissatisfaction only after the sale service (51.4).

11. Findings

1. Majority of respondents are satisfied by good quality products are available, with timely delivery, satisfied by purchase return policy and also payment security of flipkart.
2. Majority of respondent are highly satisfied as latest product information is available to them, variety of brand choice is also available in the website of flipkart.
3. Some respondent feels that after sale service are not up

to the mark in flipkart.

12. Suggestions

1. The online shopping lacks in after sales service that leads to less number of online shopping customers.
2. The products that require after sales service should avail the facility to attract more number of online customers
3. Consumers should be educated on online shopping procedures with proper steps to be followed while online shopping
4. Company should improve there payment security for the customers

13. Conclusion

The online shopping becomes a daily part of our lives as it is more convenient, customers are looking for timely services, good quality of products, customer services and also security and privacy in payment method. The study reveals that most of the undergraduate students belongs to age (20-30) years are more aware about shopping from flipkart. This study conclude that the online shopping from flipkart is best one. The study about the various aspects of customer's satisfied from online shopping through flipkart.

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