

A Study on Customer Satisfaction Towards Online Shopping in Flipkart

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Abstract- *Internship is fixed period of practical exposure in working for organization with or without payment for the work done there. According to VTU part of the syllabus at the student's internship, both the externals of the internal of the guide in the course of an ant is done in ten weeks. By doing it in the best probable way, so that in practice the academic concepts required to increase the training. It is for field work culture of an association that provides authorization to. "Flipkart" internship at the firm's goods and services for analyzing and thoughtful the customer's necessities focused. To study the industry and the company's analysis of the requirement and the requests and hopes of customers to increase sales and profit that focuses on meaning.*

Keywords- Satisfaction level, Customer, Customer Opinion, Online Food Ordering.

I. INTRODUCTION

The goals and objectives of its marketing contribution. On the extra pointer, administration is concentrated on the application of the particular goals of marketing. "Marketing strategy Marketing objective or mission should be clear. For example, if a goal is possibly a particular niche market may become the leader; with a mission to "serve clients, honor and self- respect" might be something along the lines of; Strategy The market is in fluctuation. The initial market is likely to be a developed organization will have a diverse strategy. Maps in general, contains attention to measure growth and if problems arise, to prepare for possibilities. One can also start his personal business marketing strategy to write.

II. IDENTIFY, RESEARCH AND COLLECTIDEA

NEED FOR THE STUDY:

Market levels and financial growth, increased buyer knowledge towards online spending. The explosion of e-commerce, obtaining patterns and customer preferences have changed. The leading brand of e-commerce technology is moving towards improved sales of their goods.

That's about it for e-commerce dealings, there is no doubt that the quicker and easier, flatter. While this technology to the advantage of both vendors and purchasers. We have all the technology and gears to support electronic business, such as the Chamber of Commerce and Business, aware that one of the pillars of the country's growth, does wonders for the country's economic progress.

III. OBJECTIVES OF THE STUDY

Research objectives are as follows:

- To know the marketing strategy and changing buying behaviour.
- To understand the improvement of e-commerce and online spending of products.
- To recognize the actualities to decide the success of online shopping in the area.
- To focus on the growths to make the websites attractive for enhancing the large number of buyers.
- To study the development of retailing with respect to Flipkart

IV. SCOPE OF THE STUDY

The new business plan will assist in conveying about the marketing strategy Study. This study supports to improve promotion to get more buyers. This study will be related with Flipkart and geographic location that are covered in Coimbatore.

V. METHODOLOGY OF STUDY RESEARCH DESIGN

Descriptive research refers to describe the characteristics of a population or phenomenon studied. It will not provide the answers for the problems instead it provides the reasons where one variable factor affected by another.

SAMPLING DESIGN

Population – Within the Coimbatore. Sampling Technique – Simple Random Sampling

techniques is used in this research. The examining unit will be the customers who buy on the web. 100 respondents from different places in Coimbatore.

DATA AND SOURCES OF DATA

- Primary Data: In this kind of source data collected directly from the customers who purchase through online.
- Secondary Data:- Books, Journal articles, Magazines, Websites.

VI. LIMITATIONS OF THE STUDY

- There was less time to collect all the information since it was time consuming.
- Detailed discussion were not possible, Since the project duration was limited to six months
- It is difficult to collect competitor data and information.
- Study was limited in Coimbatore City

VII. FINDINGS

- Most of respondents fall under the age 26- 30years.
- The leading portion of respondents are those who are getting fixed salary.
- Male respondents are purchases more on Flipkart as they purchase more electronics items.
- The response from the salary factor is those who are earning Rs15000-20000 is the major players of Flipkart shopping.
- The majority of customers purchases electronics items.
- Half of the respondents visit the Flipkart frequently.
- Greater number of respondents are satisfied with Flipkart's delivery.
- Majority of the respondents purchase the products because of offers available.
- Most of the customers purchases products in cash on delivery.
- Most of the customers finds easy to shop through Flipkart.
- Major number of respondents are completed post graduate.
- More than half of the respondents prefers doing online shopping.
- Most of the respondents do shopping in online along with their friends.
- Delivery charges for the goods under Rs.499 is the most dislike thing towards Flipkart.
- Flipkart stands second in customer preference to do online shopping after the Amazon.

- People are aware of Flipkart because of advertisement in Television and Newspapers.
- Most number of customers purchases because of the offers provided by them

VIII. CONCLUSION

From the above review, we can conclude that majority of the customers are Males as they were purchasing more electronics items. The main customers for the Flipkart is those who are earning between 15000-20000. It should provide good quality of products. Due to the demonetisation effect customers are using debit card and credit card for purchases where this two combinedly contributes 43%. There is no doubt in that Flipkart is the great shopping site for online purchases as 68% of the people feels safe to do shopping through Flipkart. Now people are getting knowledge about the online shopping as resulting to this E-commerce growing rapidly.

The organization focusses on stocking the items its buyers required, and also offering effective comparison between the products. Flipkart gives the suggestions and guidelines for the right choice of the product. It has successfully figured out how to remain in front of the opposition.

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