

# A Study On Customer Satisfaction Towards Flipkart Online Shopping With Special Reference To Coimbatore City

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**Abstract-** *The Flipkart Online Shopping project aims to provide users with a seamless and convenient online shopping experience. The project leverages modern technologies to create a user-friendly platform where customers can browse, search, and purchase a wide range of products. Flipkart is one of the leading e-commerce platforms in the Indian market, and this project aims to enhance its existing capabilities.*

**Keywords-** Customer Satisfaction, Online Shopping, Study

## I. 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 consumer 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.

## Statement of the problem

In recent years, the popularity of online shopping has grown significantly, and Flipkart has emerged as a leading e-commerce platform in India. However, there is a lack of understanding about the factors that influence customer satisfaction towards Flipkart's online shopping services, especially in Coimbatore city. Therefore, this study aims to identify the key drivers of customer satisfaction towards Flipkart's online shopping services, including factors related to product quality, delivery, pricing, customer service, and user experience. By addressing this knowledge gap, the study can provide insights that can help Flipkart to improve its online shopping services and enhance customer loyalty and sales in Coimbatore city.

### Scope of the study

The importance of the study is to know about the buying behavior of customers on online 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.

### Objective of the study

- To assess the satisfaction level of the online customers on the basis of product & web features.
- To determine the factors responsible for customers satisfaction.
- To analyse the possible factors that affect the buying from flipkart.

## II. RESEARCH METHODOLOGY

### RESEARCH DESIGN

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

### SOURCES OF DATA

#### 1.Primary Data

Primary data those collected for the first time. In this study primary data are collected by conducting the survey through a well-structured questionnaire using google forms.

#### 2.Secondary Data

The data which are already collected is called secondary data. It means data that was already available. We collected the data from the sources like journals, articles and internet.

#### 3.Sampling Technique:

The convenient random sampling technique is used in this study.

#### 4.Sampling Size:

The samples size is 131 respondents

#### 5.Tools Used:

- Percentage analysis
- Likert scale

## III. DATA ANALYSIS AND INTERPRETATION

**TABLE: 1: SHOWING AGE GROUP OF RESPONDENTS**

S.NO	AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
1	18-25	50	38.2%
2	26-35	31	23.7%
3	36-45	45	34.4%
4	Above 46	5	3.8%
	<b>TOTAL</b>	<b>131</b>	<b>100%</b>

### INTERPRETATION:

The above table shows that (38.2%) respondents age group between 18-25 years, (23.7%) respondents age group between 26-35 years, (34.4%) respondents age group between 36-45 years, (3.8%) respondents age group above 46 years.

**TABLE: 2: SHOWING GENDER OF RESPONDENTS**

S. NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Male	84	64.1%
2	Female	47	35.9%
	<b>TOTAL</b>	<b>131</b>	<b>100%</b>

### INTERPRETATION:

The above table shows that (64.1%) respondents were male and (35.9%) respondents were female.

**TABLE: 3: SHOWING OCCUPATION OF THE RESPONDENTS**

S.N O	OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
1	Employed	27	20.6%
2	Student	57	43.5%
3	Professional	27	20.6%
4	Business	11	8.4%
5	Agriculture	9	6.9%
	<b>TOTAL</b>	<b>131</b>	<b>100%</b>

### INTERPRETATION:

The above table shows that (20.6%) respondents are employed, (43.5%) respondents are students, (20.6%) respondents are professional, (8.4%) respondents are business, (6.9%) respondents are agriculture.

**TABLE: 4: SHOWING MONTHLY INCOME OF THE RESPONDENTS**

S.NO	MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
1	Below Rs .10000	38	29%
2	Rs. 10000 to Rs 20000	45	34.4%
3	Rs. 20000 to Rs 30000	33	25.2%
4	Above Rs. 30000	15	11.5%
	<b>TOTAL</b>	<b>131</b>	<b>100%</b>

**INTERPRETATION:**

The above table shows that (29%) respondents are below Rs.10000, (34.4%) respondents are Rs. 10000 to 20000, (25.2%) respondents are Rs. 20000 to 30000, (11.5%) respondents are above Rs. 30000.

**TABLE: 5: SHOWING EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

S.N O	EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
1	Illiterate	15	11.5%
2	School Level	38	29%
3	Under Graduate	50	38.2%
4	Post Graduate	23	17.6%
5	Professional	5	3.8%
	<b>TOTAL</b>	<b>131</b>	<b>100%</b>

**INTERPRETATION:**

The above table shows that (11.5%) respondents are Illiterate, (29%) respondents are School level, (38.2%) respondents are Under graduate, (17.6%) respondents are Post graduate, (3.8%) respondents are Professional.

**TABLE: 6: SHOWING ADVERTISEMENT HAS AN IMPACT ON YOUR BUYING DECISION OF THE RESPONDENTS**

S.N O	ADVERTISEMENT HAS AN IMPACT ON YOUR BUYING DECISION	NO. OF RESPONDENTS	PERCENTAGE
1	Television	21	16%
2	Social media	55	42%
3	Newspaper	37	28.2%
4	Link from other websites	18	13.7%
	<b>TOTAL</b>	<b>131</b>	<b>100%</b>

**INTERPRETATION:**

The above table shows that (16%) respondents are Television, (42%) respondents are Social media, (28.2%) respondents are Newspaper, (13.7%) respondents are Link from other websites.

**TABLE: 7: SHOWING HOW OFTEN DO YOU PURCHASE VIA FLIPKART OF THE RESPONDENTS**

S.N O	HOW OFTEN DO YOU PURCHASE VIA FLIPKART	NO. OF RESPONDENTS	PERCENTAGE
1	Daily	12	9.2%
2	Weekly	52	39.7%
3	Monthly	46	35.1%
4	Annually	21	16%
	<b>TOTAL</b>	<b>131</b>	<b>100%</b>

**INTERPRETATION:**

The above table shows that (9.2%) respondents are daily, (39.7%) respondents are weekly, (35.1%) respondents are monthly, (16%) respondents are annually.

**TABLE: 8: SHOWING PREFERENCE OF BUYING IN FLIPKART**

S.N O	PREFERENCE OF BUYING IN FLIPKART	NO. OF RESPONDENTS	PERCENTAGE
1	Electronics	22	16.8%
2	Apparels & accessories	37	28.2%
3	Books	20	15.3%
4	Stationary	26	19.8%

5	Healthcare & personal care	18	13.7%
6	Home & kitchen items	22	16.8%
	<b>TOTAL</b>	<b>131</b>	<b>100%</b>

**INTERPRETATION:**

The above table shows that (16.8%) Respondents are electronics, (28.2%) respondents are Apparels & accessories, (15.3%) respondents are books, (19.8%) respondents are stationary, (13.7%) respondents are Healthcare & personal care, (16.8%) respondents are Home & kitchen items.

**TABLE: 9: SHOWING REASON FOR CUSTOMERS PREFERENCE ON FLIPKART THAN OTHERS**

S.NO	REASON FOR CUSTOMERS PREFERENCE ON FLIPKART THAN OTHERS	NO. OF RESPONDENTS	PERCENTAGE
1	Fast Delivery	39	29.8%
2	Availability	51	38.9%
3	After Sales Services	30	22.9%
4	Easy Payment Options	11	8.4%
	<b>TOTAL</b>	<b>131</b>	<b>100%</b>

**INTERPRETATION:**

The above table shows that (29.8%) Respondents are Fast Delivery, (38.9%) respondents are Availability, (22.9%) respondents are after sales services, (8.4%) respondents are Easy Payment Options.

**TABLE: 10: SHOWING PREFERENCES WHILE BUYING PRODUCTS FROM FLIPKART**

S.NO	PREFERENCE WHILE BUYING PRODUCTS FROM FLIPKART	NO OF RESPONDENTS	PERCENTAGE
1	Rating of the product	33	25.2%
2	Discounts and features	45	34.4%
3	Review about the	38	29%

	product		
4	Brand of the product	15	11.5%
	<b>TOTAL</b>	<b>131</b>	<b>100%</b>

**INTERPRETATION:**

The above table shows that (25.2%) Respondents are rating of the product, (34.4%) respondents are discounts and features, (29%) respondents are review about the product, (11.5%) respondents are brand of the product.

**TABLE: 11: SHOWING ISSUES FACED BY CUSTOMER WHILE SHOPPING IN FLIPKART**

S.NO	ISSUES FACED BY CUSTOMER WHILE SHOPPING IN FLIPKART	NO OF RESPONDENTS	PERCENTAGE
1	Out Of Stock	20	15.3%
2	Payment Issues	28	21.4%
3	Replacement Issues	26	19.8%
4	Delay In Delivery	26	19.8%
5	Faulty Product	19	14.5%
6	No Issues	9	6.9%
7	Others	3	2.3%
	<b>TOTAL</b>	<b>131</b>	<b>100%</b>

**INTERPRETATION:**

The above table shows that (15.3%) Respondents are out of stock, (21.4%) respondents are payment issues, (26%) respondents are replacement issues, (19.8%) respondents are delay in delivery, (14.5%) respondents are faulty product, (6.9%) respondents are no issues, (2.3%) respondents are others.

**TABLE: 12: SHOWING DESCRIPTIONS AND IMAGES ON FLIPKART ACCURATE AND HELPFUL IN MAKING PURCHASE DECISIONS**

S.NO	DESCRIPTIONS AND IMAGES ON FLIPKART ACCURATE	NO OF RESPONDENTS	PERCENTAGE

	<b>AND HELPFUL IN MAKING PURCHASE DECISIONS</b>		
<b>1</b>	Description and images on flipkart are very accurate and helpful in making purchase decisions	61	46.9%
<b>2</b>	Description and images on flipkart are somewhat accurate and helpful in making purchase decisions	48	36.9%
<b>3</b>	I am not sure if the product descriptions and images on flipkart are accurate and helpful in making purchase decisions	15	11.5%
<b>4</b>	Descriptions and images on Flipkart are not very accurate and helpful in making purchase decisions	2	1.5%
<b>5</b>	Descriptions and images on Flipkart are not at all accurate and helpful in making purchase decisions	4	3.1%
	<b>TOTAL</b>	<b>131</b>	<b>100%</b>

**INTERPRETATION:**

The above table shows that (46.9%) Respondents are very accurate and helpful in making purchase decisions, (36.9%) respondents are somewhat accurate and helpful in making purchase decisions, (11.5%) respondents are neutral, (1.5%) respondents are not very accurate and helpful in

making purchase decisions, (3.1%) respondents are not at all accurate and helpful in making purchase decisions.

**TABLE: 13: SHOWING PRICES OF PRODUCTS ON FLIPKART COMPARED TO OTHER E-COMMERCE WEBSITES**

<b>S.NO</b>	<b>PRICES OF PRODUCTS ON FLIPKART COMPARED TO OTHER E-COMMERCE WEBSITES</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>1</b>	Flipkart prices are much lower than other e-commerce websites	55	42.3%
<b>2</b>	Flipkart prices are slightly lower than other e-commerce websites	35	26.9%
<b>3</b>	Flipkart prices are similar to other e-commerce websites	25	19.2%
<b>4</b>	Flipkart prices are slightly higher than other e-commerce websites	11	8.5%
<b>5</b>	Flipkart prices are slightly higher than other e-commerce websites	4	3.11%
	<b>TOTAL</b>	<b>131</b>	<b>100%</b>

**INTERPRETATION:**

The above table shows that (42.3%) Respondents are prices are much lower than other e-commerce websites, (26.9%) respondents are prices are slightly lower than other e-

commerce websites, (19.2%) respondents are prices are similar to other e-commerce websites, (8.5%) respondents are prices are slightly higher than other e-commerce websites, (3.11%) respondents are prices are slightly higher than other e-commerce websites

**TABLE: 14: SHOWING FACED ANY ISSUES WITH THE PRODUCT OR DELIVERY ON FLIPKART**

S.NO	FACED ANY ISSUES WITH THE PRODUCT OR DELIVERY ON FLIPKART	NO OF RESPONDENTS	PERCENTAGE
1	Faced Issues with the product received from Flipkart	40	30.5%
2	Faced issues with the delivery of my Flipkart order	31	23.7%
3	Faced issues with both the product and delivery on Flipkart	30	22.9%
4	Fever faced any issues with the product or delivery on flipkart	30	22.9%
	TOTAL	131	100%

**INTERPRETATION:**

The above table shows that (30.5%) Respondents are Issues with the product received from Flipkart, (23.7%) respondents are issues with the delivery of my Flipkart order, (22.9%) respondents are issues with both the product and delivery on Flipkart, (22.9%) respondents faced any issues with the product or delivery on flipkart.

**TABLE: 15: SHOWING EXCHANGE OR RETURN POLICY**

S.N	EXCHANG E OR RETURN POLICY	NO OF RESPONDENT S	PERCENTAG E
1	Flipkart's exchange policy and had a positive experience	32	24.4%
2	Flipkart's exchange policy and had a negative experience	23	17.6%
3	Flipkart's return policy and had a positive experience	34	26%
4	Flipkart's return policy and had a negative experience	26	19.8%
5	Never used Flipkart's exchange or return policy	16	12.2%
	TOTAL	131	100%

**INTERPRETATION:**

The above table shows that (24.4%) Respondents are exchange policy and had a positive experience, (17.6%) respondents are exchange policy and had a negative experience, (26%) respondents are return policy and had a positive experience, (19.8%) respondents are return policy and had a negative experience, (12.2%) respondents are never used exchange or return policy.

**TABLE: 16: SHOWING MAIN REASONS FOR OPTING FOR ONLINE SHOPPING OVER TRADITIONAL SHOPPING**

S.N	MAIN REASONS FOR OPTING FOR ONLINE SHOPPING OVER TRADITIONAL SHOPPING	NO OF RESPONDENTS	PERCENTAGE
1	Time-saving feature	26	19.8%
2	Wide variety of choices	43	32.8%
3	Attractive discounts and offers	62	47.3%
	TOTAL	131	100%

**INTERPRETATION:**

The above table shows that (19.8%) Respondents are Time-saving feature, (32.8%) respondents are Wide variety of choices, (47%) respondents are Attractive discounts and offers.

**TABLE: 17: SHOWING METHODS OF PAYMENT USUALLY PREFERRED FOR ONLINE SHOPPING**

S.N	METHODS OF PAYMENT USUALLY PREFERRED FOR ONLINE SHOPPING	NO OF RESPONDENTS	PERCENTAGE
1	Debit card	10	7.6%
2	Credit card	8	6.1%
3	UPI	34	26%
4	Net banking	32	24.4%
5	Cash on delivery	47	35.9%
	TOTAL	131	100%

**INTERPRETATION:**

The above table shows that (7.6%) Respondents are debit card, (6.1%) respondents are credit card, (26%) respondents are UPI, (24.4%) respondents are net banking, (35.9%) respondents are cash on delivery.

**TABLE: 18: SHOWING FLIPKART RECOMMEND TO OTHERS**

S.N	FLIPKART RECOMMEND TO OTHERS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	111	84.7%
2	No	20	15.3%
	TOTAL	131	100%

**INTERPRETATION:**

The above table shows that (84.7%) respondents are yes, (15.3%) respondents are no.

**IV. FINDINGS**

- 38.2% respondents age group between 18-25 years.
- 64.1% respondents are male.
- 43.5% respondents are students.
- 34.4% respondents monthly income are Rs.10000 to 20000
- 38.2% respondents are under graduate
- 42% respondents are social media
- 39.7% respondents are weekly
- 28.2% respondents are Apparels & accessories
- 38.9% respondents are availability
- 34.4% respondents are discounts and features
- 19.8% respondents are replacement issues and payment issues
- 46.9% respondents are very accurate and helpful in making purchase decisions
- 42.3% respondents are prices are much lower than other e-commerce websites
- 30.5% respondents are faced issues with the product received from Flipkart
- 26% respondents are return policy and had a positive experience.
- 47% respondents are Attractive discounts and offers
- 35.9% respondents are cash on delivery
- 84.7% respondents are recommended to others yes.

**V. CONCLUSION**

The study is based on the consumer behaviour analysis 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 products and they will be satisfied if the company meet their expectation. The Overall Brand Value of Flipkart is good, but it is facing some tough competition from its global

competitors like Ebay and Amazon. Talking about domestic market i.e., India, it is the most superior E-business portal which is aggressively expanding & planting its roots deep into the Indian market & at the same time shifting the mind-set of the people from going & shopping from physical store to online stores, which is magnificent. Be very focused on consumers and build amazing experiences for the customers.

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