

**A CASE STUDY OF CUSTOMER AWARENESS AND SATISFACTION RELATED TO
FLIPKART ONLINE SHOPPING**

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ABSTRACT

Online shopping is an another platform of the retail business in the Electronic form of electronic commerce which allows consumers to directly buy goods and services from a seller over the internet using web browsers. The advancement of online shopping (or) web based businesses has opened entryway of opportunity to give an upper hand over firms in the retail business. Online shopping has grown in popularity over the years mainly because people find it convenient for the comfort of their home or workplace. Thus, this study aims to examine the customer perception and satisfaction towards online shopping from flipkart. The study is based on both primary and secondary data. Sampling method was used in this study for selecting the samples and the sample size for the study was 50. With a view of analyzing the data through percentage analysis. Research findings from the study will be useful to understand the customers' level of satisfaction on basis of the products as well as websites experienced by customers on the basis of felid survey

Keywords: Customer Satisfaction, Online Shopping, Flipkart, Customer Preferences and E-Commerce

INTRODUCTION

Internet has become the on the platform for many business and industries in order to sustain in the business world of competition. Many experts are optimistic about the prospect of 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. 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. 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. Many businesses are also entered into E-commerce's to improve their services and extension of their business line. Flipkart is the one the online web store of the Indian base company which is established to serve the needs and wants of the different segments of customers. And it provides the different segment of products like Electronics, textiles, Necessities, automobile things etc., and it was acquired by the international retailer Wal-Mart and its services also improved a lot in present days. Under this study how flipkart is serving its customers and how customers are satisfied by using itetc.

IMPORTANCE OF THE STUDY

The importance of the study is to know about the buying behaviour of customers on online shopping stores. 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. 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. To enhance and attract online customer it is very important to know about their behaviour 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. The present study is mainly focusing on the awareness, satisfaction level and problems faced by of respondents towards online products. Hence the results of the study will definitely be useful to the customers who prefer online shopping.

REVIEW OF LITERATURE

Dr.P. Yadaiah (2023) " A study on customer satisfaction towards flipkart. In their article express this since views in online shopping is an retail business and the electronic business was the web based shopping has developed .In explained internet has become a platform for may business in competition was have in shopping. Explain with the flipkart is the one of most. Important online shopping web an collected data using the flipkart in online sites in their daily life. Questionnaires were analysed in simple percentage analysis and using the male and female and children was the data base analyzing the of flipkart. Data base was male 78% and female 22% and student's 35.1% to using the flipkart. The satisfied all shopping percentage was 89% Mostly of the people are using the flipkart using for the time saving, flipkart was shows the customer satisfaction online shopping better product services in customer.Dr.Naveen Prasadula (2022) Analyzed in his article "Study of customer satisfaction about online products in flipkart. In his article expressed there gives views in explain with the flipkart is an E-commerce company founded in 2007 by Sachin Bansal and BinnyBansal all most online shopping is the process consumer directly by goods online shopping in the process in buying goods and services in world wide web in explaining consumer awareness about online shopping in data collecting was the sampling from were using data base management. The primary data collection methods, Questionnaire, observation, interview, methods are used for data collection. Online shopping is a new technology that has the development of the internet.

Srishti Dozens.SumanSahu (2018) They have been analyzed in their article " customer satisfaction towards online shopping from flipkart ".In their article express their views online shopping or E-shopping is the electronic commerce. The online shopping has grown in popularity over the home or workplace. The importance of the study is to know about the buying behaviour of customers on online shopping Stores the purpose of the study is to test the customer's awareness level and buying attitude towards online products in using the sample method in using

OBJECTIVES OF THE STUDY

1. To measure the satisfaction level of various customers on the basis of product and their usage.
2. To study the important factors the influence on online buying behaviour of consumers.
3. To study the awareness and satisfaction about the online shopping with reference to flipkart.
4. To find out the various problems of online shopping with special reference to the flipkart.
5. To give the suitable suggestion on the basis of field survey.

RESEARCH METHODOLOGY

The present study is based on the perceptions, and buying behaviour and satisfaction of the consumers how are using the Flipkart in their daily life.Sources of the primary and secondary data are discussed. The questionnaires are well designed and preparation is used for the purpose of collecting primary data. The study is conducted in Chikkamagaluru city of Karnataka by taking 50respondents 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. 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 LikertScale. Convenient Sampling method was used in the study for selecting the samples and the sample size for

the study was 50.

The following statistical tool used in the study:

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

Total Respondents

DATA ANALYSIS AND INTERPRETATION

Table 1
Demographic variables of the respondents

Variables	Categories	Number of Respondents	Percentage
Gender	Male	27	54
	Female	23	46
Age	Below 18 years	01	02
	18 to 25	25	50
	26 to35	14	20
	36 to 50	09	18
	Above 50	01	02
Education	Primary education	07	14
	Secondary education	15	30
	Graduation	19	38
	Post- graduation	09	18
Occupation	Students	18	36
	Business	14	28
	Employed	16	32
	Other	02	04
Marital Status	Married	24	48
	Unmarried	26	52
Income (Household and Monthly)	Less than Rs 50,000	40	80
	Rs.50001 to 75000	07	14
	Rs75001 to 1,00000	03	6
Preference of Website	Flipkart	30	60
	Amozon	15	30
	Others	05	10

Source: Feild Survey

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.The table no

01 shows that 54% are male respondent while 46% are female respondent. The study reveals that highest number of respondents 50% belongs to 18-25 years group and 20% belongs to 26-35 years age group, while 18% respondents belong to 36-50 years age group. Remaining 2% of the respondents are belongs to age of above 50 and below 18 years respectively. The study reveals that 38% respondents were under-graduate, while 18% are post graduate. Remaining 14% and 30% of the respondents were completed primary and secondary education respectively. Occupation of the respondents is important socio economic variables which decide social, cultural, economic status of one's. The table indicate that 32% respondents were employed, 28% respondents are from business class and remaining 36% are students. The study shows that out of 50 respondents, 52% in unmarried and 48% of respondents were married. This study reveals that majority 80 percent of the respondents 'income per month is less than Rs 50,000. 14 percent of the respondents having between Rs 50,001-75,000. Remaining 6 percent of the respondents having income Rs 75,001-1,00,000. The data also reveals that 60% respondent are flipkart users for online shopping.

Table no 2

Assessment of costumers perception and satisfaction level on product and website features services

Variables	Responses				
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
1.Product Features					
Quality of Goods	11 (22%)	34 (68%)		5 (10%)	-
On Time Delivery	22(44%)	27(54%)	1(2%)	-	-
More Convenience	9(18%)	32(64%)	7 (14%)	2(4%)	
Purchase Goods Return is Possible	6(12%)	34(68%)	5(10%)	4(8%)	1(2%)
More Variety and Better Price	19(38%)	25(50%)	6(12%)	-	-
Time Saving	10(20%)	33(66%)	6(12%)	1(2%)	-
Web Services					
Choice of variety of brand are available on website	18(36%)	27(54%)	5(10%)	-	-
Goods are delivered on time	20(40%)	22(44%)	5(10%)	3(6%)	-
Goods are delivered with good condition	15(30%)	23(46%)	-	10(20%)	2(4%)

Latest Product Information is available on website	22(44%)	28(56%)	-	-	-
Payment method is so easy	16(32%)	31(62%)	-	-	3(6%)
Payment security		28(56%)	-	14(28%)	8(16%)

Source: Field Survey

The table no 02 analyze that majority of respondents choose online shopping highly satisfaction (22%) and Satisfaction(68%) for quality goods available ,Satisfaction level of purchase return (68%), on time delivery (54%),more convenience(61%),more variety and better price(50%),and time saving(66%). Majority of the respondent are satisfied for Choice of variety of brand are available on website(54%), Goods are delivered on time(44%) Goods are delivered with good condition (46%) Latest Product Information is available on website(56%), Payment method is so easy (62%) and Payment security (56%).

Table No: 3

Frequency of Buying Products through Flipkart of The Respondents

SL.No	Often using flipkart	No. of Respondents	Percentage
1	Daily	1	2
2	Weekly	14	28
3	Monthly	20	40
4	Quarterly	10	20
5	Annually	5	10
	Total	50	100

Source: Field Survey

The table no 3 shows that the. Frequency of buying products through flipkart of the respondents. Out of 50 respondents, 40 percent of the respondents were stated that buy monthly through the flipkart .28 percent of the respondents buy weekly through flipkart,20 percent of the respondents buy quarterly,. 10 percent of the respondents buy annually and 2 percent of the respondents buy daily using through the filpkart.

Table No: 4

Sources of the awareness of the Respondents

SL.No	Sources of Information	No. of Respondents	Percentage
1	Advertisement	33	66
2	Internet	34	68
3	Neighbours	8	16
4	Friends	19	38
5	Relatives	17	34

6	Websites	11	22
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Source : Field Survey

The table no 4 shows that sources of awareness of respondents. Out of 50 respondents, 68% of the respondents come to know about flipkart through internet, 66% of the respondents are aware of flipkart through advertisement, 38% of the respondents are aware of flipkart through friends, 34% of the respondents are aware of flipkart through relatives, Remaining 22% of the respondents are aware through website and neighbours respectively.

Table No : 5

Products Purchase through In Online Shopping of Respondents

SL.No	Products	No. of Respondents	Percentage
1	Mobile	25	50
2	Clothing	33	66
3	Home appliances	12	24
4	Beauty products	9	18
5	Books	10	20
6	Computer /laptop	14	28
7	Footwear	15	30
8	Health products	10	20
9	Hand bags and luggage	10	20
10	Others	8	16

Source: Field Survey

The table no 5 shows that Products purchase through in online shopping of Respondents. Out of 50 respondents, 66% of the respondents buy Clothing, 50% of the respondents buy Mobile products, 30% of the respondents footwear, 24% of the respondents buy Home appliance, 20% of the respondents books, 20% of the respondents buy handbags and luggage's, 18% of the respondents beauty products, 20% of the respondents health products, 18% of the respondents buy beauty products and remaining 16% of the respondents buy the other products.

Table No 6

Problems Faced by the Respondent while Online Shopping of Respondent

SL.No	Problems	No. of Respondents	Percentage
1	Delay in delivery	03	6%
2	Not quality of the product	04	8%
3	Product damage	11	22%
4	Wrong product were sent	6	12%
5	Difference between displayed and delivered product	8	16%
6	Product return	13	26%
7	None of these	32	64%

Source : Field Survey

The table no 6 shows that Problems faced by the Respondent while Online Shopping of respondent. Out of 50 respondents. 64% of the respondents did not face any of the problems in online

shopping. 26% of the respondents were faced to product return, 22% of the respondents were faced product damage, 16% of the respondents were faced to problem of difference between displayed and delivered product. 12% of the respondents were faced to problem of wrong product were sent. Remaining 8% and 6% of the respondents were faced to problem of not quality in the product and delay in delivery respectively.

MAJOR FINDINGS OF THE STUDY:

This study reveals that 54% are male respondent while 46% are female respondent

This study explore that highest number of respondents 50% belongs to 18-25 years group

The study reveals that 38% respondents were under-graduate, while 18% are post graduate. Remaining 14% and 30% of the respondents were completed primary and secondary education respectively.

This study explore that occupation of the respondents is important socio economic variables which decide social, cultural, economic status of one's. The study indicate that 32% respondents were employed, 28% respondents are from business class and remaining 36% are students. The study shows that out of 50 respondents, 52% in unmarried and 48% of respondents were married.

This study reveals that majority 80 percent of the respondents 'income per month is less than Rs 50,000.

The data also reveals that 60% respondent is flipkart users for online shopping.

The study analyze that majority of respondents choose online shopping highly satisfaction (22%) and Satisfaction (68%) for quality goods available, Satisfaction level of purchase return (68%), on time delivery (54%), more convenience (61%), more variety and better price (50%), and time saving (66%).

The study reveals that majority of the respondent are satisfied for Choice of variety of brand are available on website (54%), Goods are delivered on time (44%) Goods are delivered with good condition (46%) Latest Product Information is available on website (56%), Payment method is so easy (62%) and Payment security (56%).

The study shows that 40 percent of the respondents were stated the Frequency of buying products in monthly through the flipkart

The study explore that 68% of the respondents sources of awareness about flipkart through internet, (66%) advertisement, (38%) friends, (34%) relatives, (22%) website and neighbours.

The study reveals that 64% of the respondents did not face any of the problems in online shopping. with special reference of the Flipkart.

SUGGESTIONS

Good customer service provides positive shopping experience to the customers. It will help to increase sales volume and to retain the more customers. Website design and quality creates a positive impact on online shopping satisfaction so the vendor companies should concentrate more on the designing part of the websites. The online shopping lacks in after sales service that leads to less number of online shopping customers.

Flipkart have to concentrate on the promotional Strategies like offers, discounts, gift coupons etc to attract new online shoppers. Majority of the websites the given information features about the product on the website and product received from the online vendor are different it creates good opinion about the online vendor and creates repurchasing power of the respondents.

The products that require after sales service should avail the facility to attract more number of online customers. Consumers should be educated on online shopping procedures with proper steps to be followed while online shopping.

Even though consumers are educated they are not interested to purchased products through online because of infrastructure storage they do not know how to order the product online and they have lack of confidence on payments. So the vendor companies online service providers have to create awareness to consumers as how to order the product online. Flipkart should know about the future expectations of the rural customers to increase the sales volume. help to increase sales volume and to retain the customers. The reliability and responsiveness of the delivery system is they key success

factor for any online business and this will attract the consumer.

CONCLUSION

The Online shopping is a vast growing technology if it is properly utilized with assured safety and security for the transaction it will turn into a highly competitive and dynamic environment. Online shopping is a different experience and you can make the shopping creative never the internet as you get used to it. 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 customer is using the Flipkart even though there are many competitive and high generous value web retail sites. Due to base on their Need and Necessaries which can be fulfilled by different quality and volume of the goods which can available at any sites. And out of these the customer are more aware about shopping and found that Flipkart is the one of it. The study about the various aspects of customer's satisfied from online shopping through flipkart. Which can satisfy their genres wants and needed by providing the different categories of products for different segments in the market.

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