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## A Study on Customer Satisfaction towards Flipkart

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**Abstract:** Online shopping is an another platform of the retail business in the Electronic form of electronic business that which will enables the shoppers to legitimately purchase merchandise and ventures from a vender over the web utilizing virtual communication. 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. Web based shopping has developed in prevalence throughout the years basically on the grounds that individuals think that it's advantageous for the solace of their home or work environment. In this manner, the examination expects to look at the consumer loyalty towards web based shopping from flipchart. The investigation centers around online customer's inclinations, fulfillment and issues on Flipkart web based shopping advertisers.

**Keywords:** Customer satisfaction, Online shopping, Usage.

### 1. INTRODUCTION

Internet has become the on the platform for many business and industries in order to sustain in the business world of competition. Now days it's used for different purposes like booking Tickets, Buying the groceries, Clothes and paying the household bills in the human daily life. 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 Walmart 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 it.

### 2. REVIEW OF LITERACY

Srishti Dixena, Suman sahu say that the online shopping has become a daily part in their lives as it is increasingly helpful, clients are searching for convenient administrations, great nature of items, client administrations and furthermore security also, protection in installment strategy.

Dr.M. Deepa; K. Sasikala explains that the online shopping has many advantages like global reach, availability of wide variety and cheaper products. It is identified the relatives and friends are the important sources for seeking information about online shopping. It is also found that the rural customers prefer flipkart. Most of the rural customers are aware on the various factors in online shopping. Customers are satisfied with the timely delivery of the products, discounts and offers, choice of product, safe packing, customer service, payment procedure, etc.

### 3. OBJECTIVE OF THE STUDY

- I. To measure the satisfaction level of various customers on the basis of product and their usage.
- ii. To assess the customer perception towards the online shopping.
- iii. To analysis the factors that affect the buying and their satisfaction level from flipkart.

### 4. RESEARCH METHODOLOGY

Research methodology used in this study is questionnaire model and the responses are collected from the various customers how are using the Flipkart and other online sites in their daily life. And these questionnaires are well designed and preparation as to assess the customer perception towards the Flipkart.

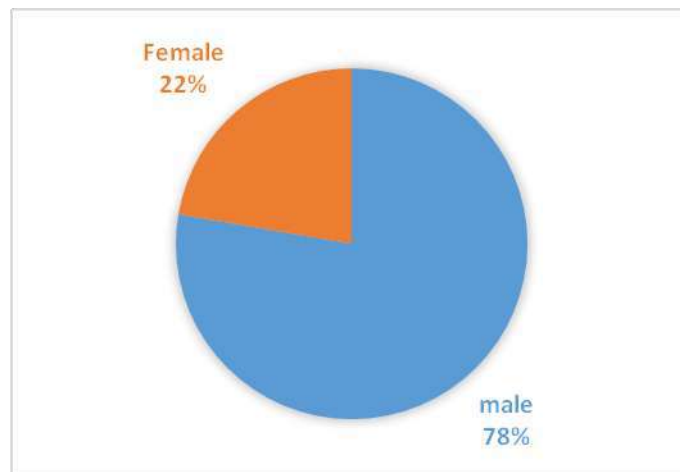
**Sample size:** - this refers to the number of items to be selected from the total population to constitute the sample.

**Statistical tool:** - the data collected through questionnaires were analyzed using simple percentage analysis and ranking analysis.

**5. DATA ANALYSIS AND INTERPRETATION**

**1. Gender**

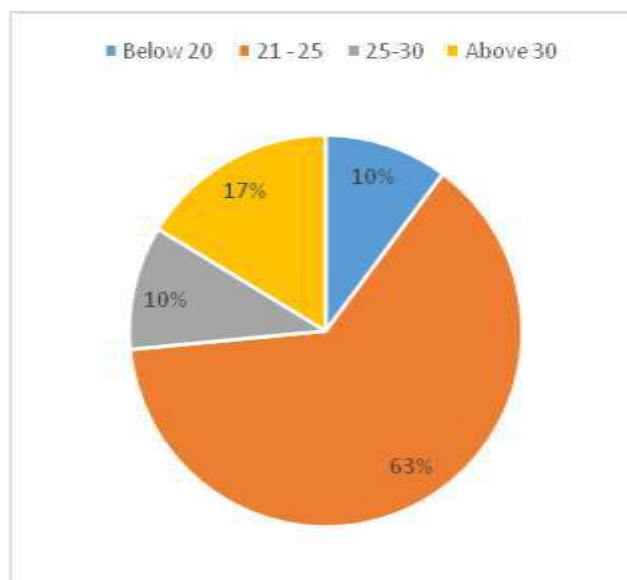
Particulars	Frequency	Percentage of Responses
Female	26	22.3
Male	74	77.7
Total	105	100



**Interpretation:-**From the above results 78% of the male and 22% of the female respondents are using the flipkart .

**2. Age**

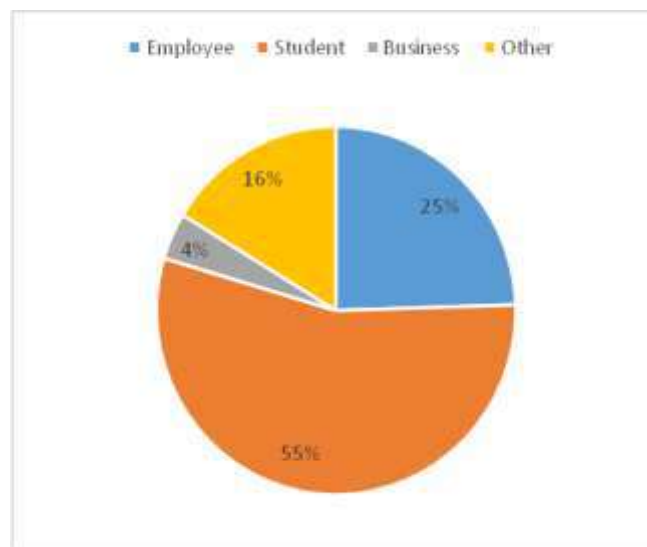
Particulars	Frequency	Percentage of Responses
Below 20	10	10.2
21 - 25	66	63.3
25-30	10	10.2
Above 30	19	16.3
Toatl	105	100



**Interpretation:-** 63% of respondents are from 21-25, and 17% of respondents are from above 30 are interested in using the flipkart online services.

3. Occupation

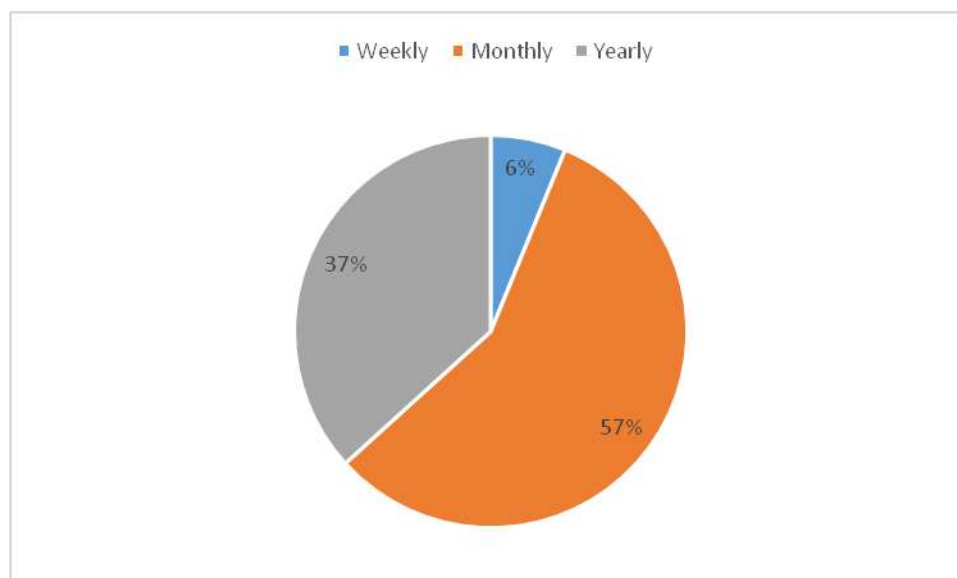
Particulars	Frequency	Percentage of Responses
Employee	26	24.5
Student	58	55.1
Business	4	4.1
Other	17	16.3
Total	105	100



**Interpretation:-** from the above question the 55.1% of the students are using the Flipkart services

4. How often are you using the Flipkart

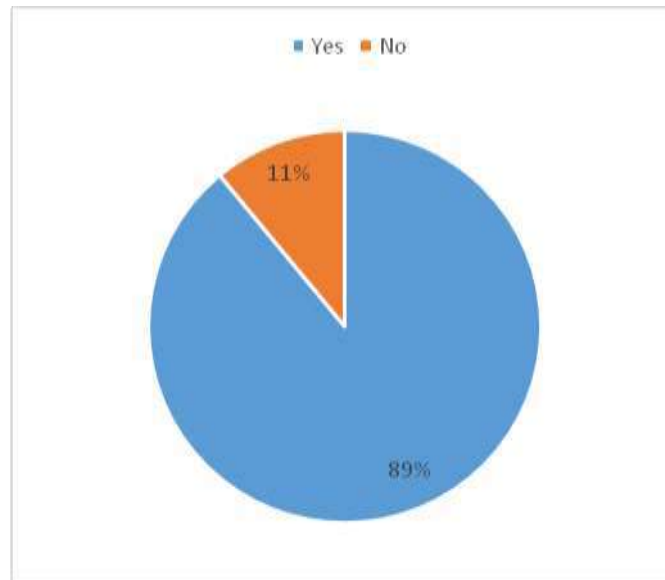
Particulars	Frequency	Percentage of Responses
Weekly	7	6.2
Monthly	60	57.1
Yearly	33	36.7
Total	100	100



**Interpretation:-** users are using the flipkart on monthly and frequency of responses is 57%.

5. Do you like the Service of the flipkart

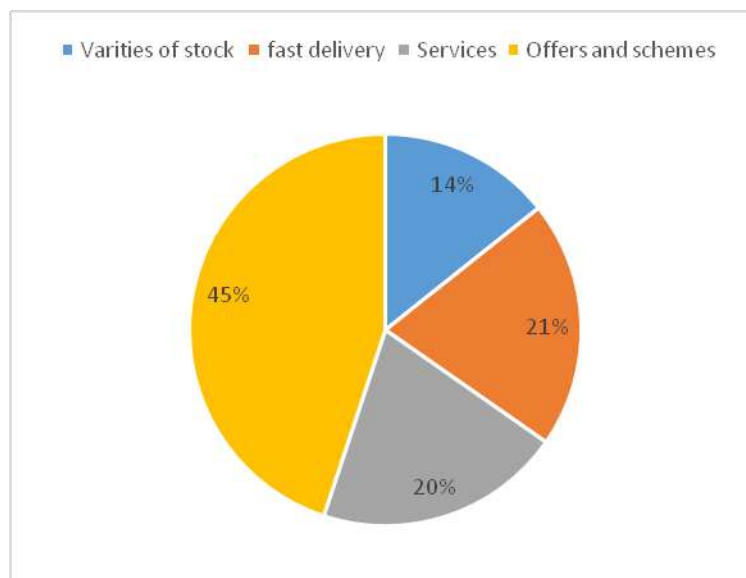
Particulars	Frequency	Percentage of Responses
Yes	93	89
No	7	11
Total	100	100



**INTERPRETATION:-**89% of respondents are satisfied and likes the services of the flipkart.

6. What make you to use the Flipkart for shopping?

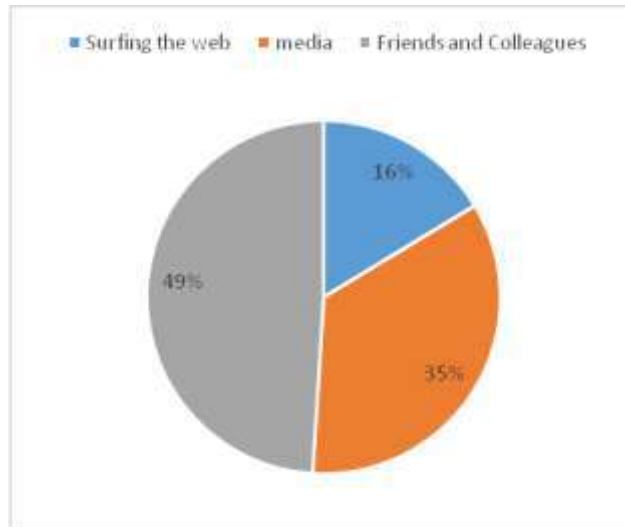
Particulars	Frequency	Percentage of Responses
Varities of stock	11	14.3
fast delivery	21	20.4
Services	21	20.4
Offers and schemes	47	44.9
Total	100	100



**Interpretation:-** 45% of the respondents are using the flipkart due to their offers and schemes which they are offering in the market.

7. Sources of awareness for using the Flipkart

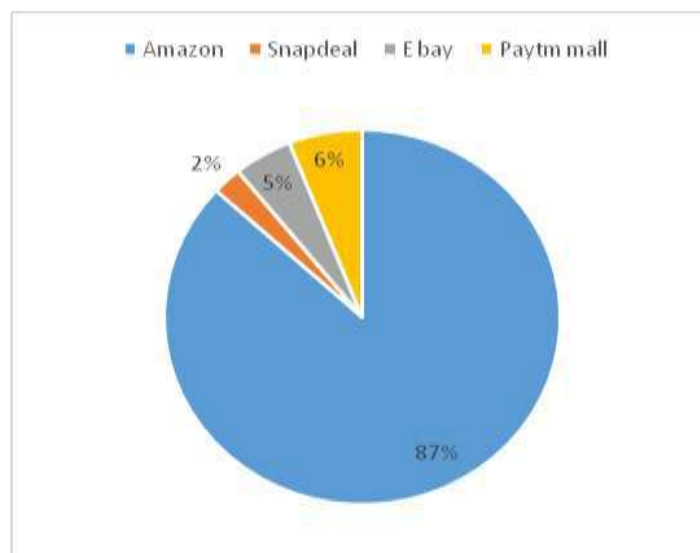
Particulars	Frequency	Percentage of Responses
Surfing the web	17	16.3
media	37	34.7
Friends and Colleagues	46	49
Total	100	100



**Interpretation:-** 49% of the respondent as Friends and colleagues is the major source for awareness for using the flipkart.

8. Which is the best competitor for the Flipkart

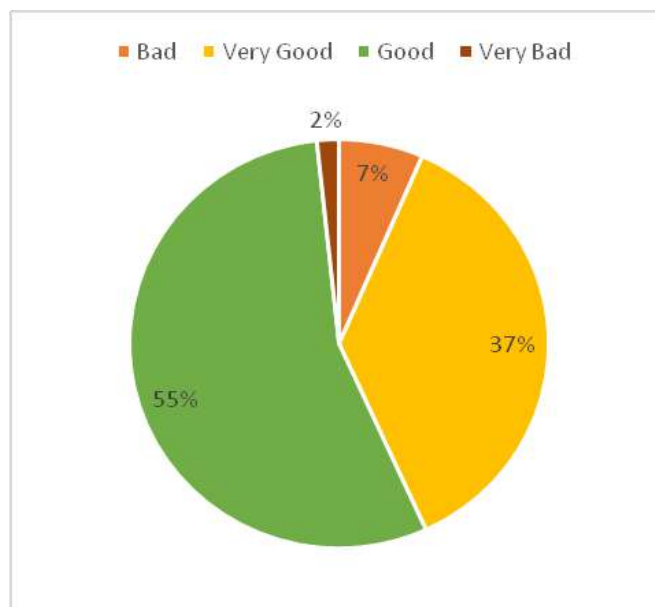
Particulars	Frequency	Percentage of Responses
Amazon	91	86.8
Snap deal	3	2.4
E bay	5	4.8
Paytm mall	6	6
Total	105	100



Interpretation: - 87% of the respondents are believed that the Amazon is the best competitor for the Flipkart from the obtained responses.

9. What is your overall impression on flipkart

Particulars	Frequency	Percentage of Responses
Bad	7	6.5
Very Good	38	36.7
Good	58	55.1
Very Bad	2	1.7
Total	105	100



Interpretation:- 55% of responses are agreed that the overall Impression is good on the Flipkart and its services.

## 6. FINDINGS

From the above study the obtained responses are

- Mostly of the people are using the Flipkart using for the time saving and easy obtaining of goods or products.
- And friends and colleagues are major publicity and awareness sources for the Flipkart and its shows that the customer satisfaction will also encourage and advertise more.
- People believe that Amazon is the best competitor even though it was sustaining with new offers and better customer with product services.

## 7. CONCLUSION

So this study shows the results 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 found that Flipkart is the one of it. Which can satisfy their generes wants and needed by providing the different categories of products for different segments in the market?

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