

# **PROJECT REPORT**

**ON**

## **“Customer Satisfaction Towards Online Shopping With Reference To Flipkart ”**

Submitted To

**G. S. College of Commerce & Economics, Nagpur**

In partial fulfillment for the award of degree of

**Bachelor of Business Administration.**

Submitted by

**-Harshita Agrawal-**

Under the guidance of

**-Dr. Kamlesh Thote-**

**G.S. college of commerce & Economics , Nagpur**  
**NAAC Re -Accredited "A" Grade Autonomous Institutions**



**Academic Year 2022-23**

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**Academic Year 2022-23**

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**CERTIFICATE**

This is to certify that **Ms. Harshita Agrawal** has submitted the project report titled **“Customer Satisfaction towards online shopping with reference to Flipkart”**, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate. It is further certified that he has ingeniously completed his project as percribed by Rashtrasant Tukadoji Maharaj Nagpur university , Nagpur.

**Dr. Kamlesh Thote**

**(Project Guide)**

**Dr. Afsar Sheikh**

**(Co-Ordinator)**

**Place: Nagpur**

**Date:**

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**Academic Year 2022-23**

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**DECLARATION**

I here-by declare that the project with title **“Customer satisfaction towards online shopping with reference to Flipkart”**, has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not submitted for any other examination and does not form the part of any other course undertaken by me.

**Ms. Harshita Agrawal**

**Place: Nagpur**

**Date:**

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### **ACKNOWLEDGEMENT**

**With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. S.S.Khatley, Principal, G. S. College of Commerce and Economics, Nagpur.**

I am extremely thankful to my project guide Dr. Kamlesh Thote for her guideline throughout the project. I tender my sincere regards to coordinator, Dr. Afsar Sheikh, for giving me outstanding guidance, enthusiastic suggestion and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-teaching staff of the college for their co-operation.

I would like to thank all those who helped me in making this project complete and successful.

**Place: Nagpur.**

**Ms. Harshita Agrawal**

**Date:**

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# Introduction

Internet is changing the way consumers shop and buy goods. Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers.

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.

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 the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores.

In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

Many people choose to conduct shopping online because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that's unavailable in stores.

Shopping via the internet eliminates the need to shift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm. Online shopping also eliminates the catchy, yet irritating music, as well as the hundreds, if not thousands, of other like-minded individuals who seem to have decided to shop on the same day.

The central concept of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores on the server side(store). The Server process the customers and the items are shipped to the address submitted by them. The application was designed into two modules first is for the customers who wish to buy the articles. Second is for the storekeepers who maintains and updates the information pertaining to the articles and those of the customers.

The end user of this product is departmental store where the application is hosted on the web and the administrator maintains the database. The application which is deployed at the customer database, the details of the items are brought forward from the database for the customer view based on the selection through the menu and the database of all the products are updated at the end of each transaction. Data entry into the application can be done through various screens designed for various levels of users. Once the authorized personnel feed the relevant data into the system, several reports could be generated as per the security.



Online shopping is the biggest part of customer attraction as well as customer satisfaction. In today's technology environment, most businesses rely on internet purchasing to both please their consumers and attract new ones. The effects of online shopping on improving customer satisfaction are the subject of this study report. The study also sought to determine the effects of online shopping on improving customer satisfaction in retail establishments. The research tasks entailed an ethical construction of a questionnaire keeping in view the research topic and tasks at hand. The construction of the survey was done keeping multiple touch points in consideration. Extensive research was done to identify the most prominent issues in the realm of online shopping. The survey was constructed based on these observations and was then circulated to a group of 100 respondents of varying ages, genders, and from different physical locations. Likert scales were used to gather experience-based data from all respondents. After being working on the research, we have come to learn that customer satisfaction plays a vital role in how the choices of people to shop online. Websites offering online shopping must have good customer services and user-friendly applications or websites to be easily accessible to the public and therefore making them prefer online shopping over in-person shopping. The study also revealed that online shopping has a variety of consequences (age and gender) and according to the analysis, online shopping assists in good quality, access, and comfort, resulting in increased customer satisfaction.



# Company Profile

Flipkart is an Indian e-commerce company, headquartered in Bangalore, Karnataka, India, and incorporated in Singapore as a private limited company.[5] The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, alumni of the UIT, Delhi and former Amazon employees. The company initially focused on online book sales with countrywide shipping. Flipkart slowly grew in prominence and was receiving 100 orders per day by 2008.

Flipkart received \$210 million from DST Global and in July it raised \$1 billion led by existing investors Tiger Global and South Africa's media group Naspers. Flipkart's last fundraising round in December had pegged its valuation at \$12 billion.

The service competes primarily with Amazon's Indian subsidiary and domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones. Flipkart also owns PhonePe, a mobile payments service based on the UPI.

In April 2017, eBay announced that it would sell its Indian subsidiary, eBay.in, to Flipkart and invest \$500 million in the company. While eBay suggested that the partnership would eventually allow Flipkart to access eBay's network of international vendors, these plans never actually came to fruition. In July 2017, Flipkart made an offer to acquire its main domestic competitor, Snapdeal, for \$700–800 million. It was rejected by Snapdeal, which was seeking at least \$1 billion.

In August 2018, U.S.-based retail chain Walmart acquired a 77% controlling stake in Flipkart for US\$16 billion, valuing Flipkart at around \$20 billion.

In August 2019, Flipkart entered into a partnership with Authentic Brands to license and distribute Nautica in India. Flipkart invested \$4 million in the customer engagement and rewards platform Easy Rewardz on 19 November 2019.

<b>Type</b>	<a href="#">Private, subsidiary</a>
<b>Industry</b>	<a href="#">E-commerce</a>
<b>Founded</b>	<a href="#">2007; 15 years ago</a>
<b>Founder</b>	<a href="#">Sachin Bansal</a> <a href="#">Binny Bansal</a>
<b>Headquarters</b>	<a href="#">Bangalore, Karnataka</a> , India (operational HQ) <a href="#">Singapore</a> (legal domicile)
<b>Area served</b>	<a href="#">India</a>
<b>Key people</b>	<a href="#">Kalyan Krishnamurthy (CEO)</a> <sup>[1]</sup>
<b>Services</b>	<a href="#">Online shopping</a>
<b>Revenue</b>	<a href="#">▲ ₹43,615 crore (US\$5.8 billion) (FY 2019)</a> <sup>[2]</sup>
<b>Owner</b>	<ul style="list-style-type: none"> <li>• <a href="#">Walmart (82.1%)</a><sup>[3]</sup></li> <li>• <a href="#">Tencent (5.1%)</a></li> <li>• <a href="#">Tiger Global (4.87%)</a></li> <li>• <a href="#">Binny Bansal (3.25%)</a></li> <li>• <a href="#">Microsoft (1.46%)</a></li> </ul>

	<ul style="list-style-type: none"> <li>• <a href="#">QIA</a> (1.43%)</li> <li>• <a href="#">Accel</a> (1.32%)</li> <li>• <a href="#">Other</a> (0.47%)</li> </ul>
<b><u>Number of employees</u></b>	<u>30,000 (2016)</u> <sup>[4]</sup>
<u>Parent</u>	<a href="#">Walmart</a>
<u>Subsidiaries</u>	<ul style="list-style-type: none"> <li>• <a href="#">Myntra</a></li> <li><a href="#">PhonePe</a></li> <li><a href="#">Ekart</a></li> <li><a href="#">Jeeves</a></li> <li><a href="#">Cleartrip</a></li> </ul>
<b><u>Website</u></b>	<a href="http://www.flipkart.com">www.flipkart.com</a>

The platform started selling a variety of other products like music, mobile phones, as well as movies. With e-commerce gradually revolutionizing the world of retail and garnering its momentum in India, Flipkart expanded at a rapid pace steadily supplementing various new item categories in its collection.

### **Achievements:-**

- In 2014, Flipkart became the first Indian online retailer to achieve \$1.9 billion GMV (Gross Merchandise Value).
- Co-founder Sachin Bansal was named ‘Entrepreneur of the Year 2012–2013’ by The Economic Times.
- Flipkart’s app became the first Indian mobile app to cross 50 million users in 2016.
- In 2016, the founders, Sachin Bansal and Binny Bansal were named “Asian of the Year” by Straits Times of Singapore.

## **Acquisitions:-**

With fierce competition in the e-commerce market, a slew of mergers and acquisitions have been witnessed in the e-commerce sector in recent years. Flipkart has acquired a range of businesses in recent years to boost its product and service offerings. Some of the key acquisitions made by Flipkart include Myntra, eBay India, PhonePe, Jabong, Letsbuy.com, We Read, Mime360, chakpak.com, Appiterate, FX Mart, and ngpay. The most recent acquisition was Snapdeal that was a competitor to Flipkart. Snapdeal has been acquired at a cost of \$950 million.

## **Competition:-**

With Snapdeal in its kitty, Flipkart now has only one major competitor Amazon India. However, having only one is enough since Amazon is betting big on India's e-commerce revolution and has committed \$5 billion investments in Amazon India. The company has already received \$2 billion in funding and \$3 billion more are planned. Amazon India has been consistently expanding its customer base, which has resulted in tough competition for Flipkart.

# SWOT ANALYSIS OF FLIPKART

## STRENGTHS

- Strong Promoter
- Acquisition
- Own Delivery Platform & Payment Gateway



## WEAKNESSES

- Limited Distribution
- Cost of Acquisition
- Buying Power is Increasing



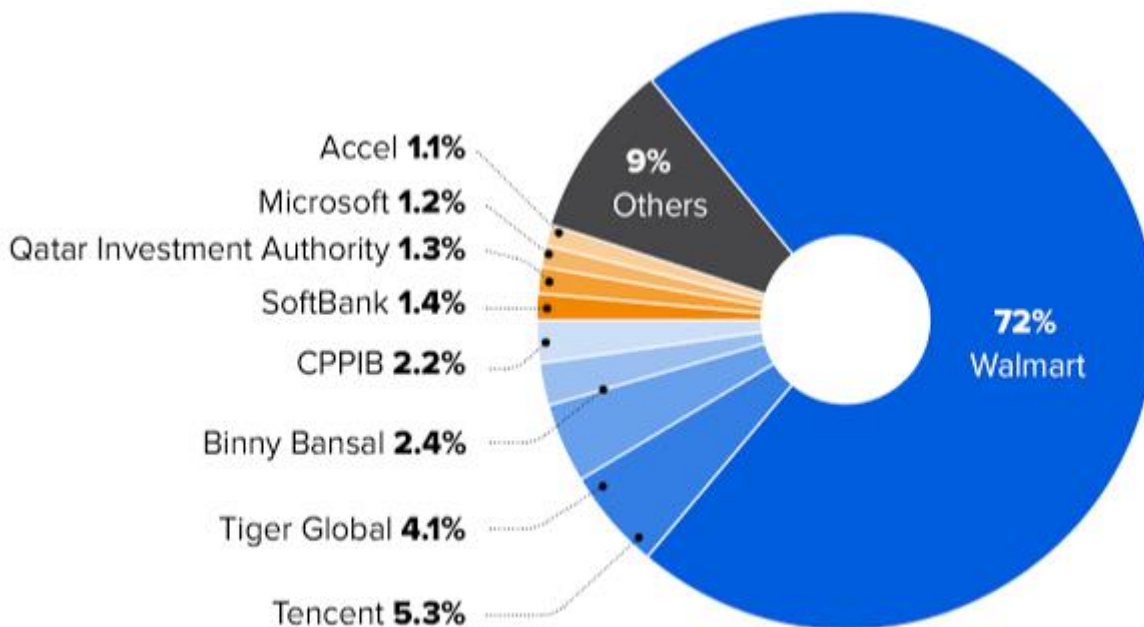
## OPPORTUNITIES

- Change in Interest
- Global Markets
- Supply Chain System
- Product Expansion



## THREATS

- Regulations
- Huge Competition



Source: Tracxn

# Research study



## **Statement of Problem :-**

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scams, fraudulent practices and cheating also increased. Such cheating activities had created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase. The problem area of this survey is consumer's satisfaction and attitudes towards online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

## **Top five problem faced by customer during online shopping :-**

### **1. Issues relating to product quality :-**

The most common problem faced by customers in online shopping is that there is no guarantee of a product's quality. With most e-commerce websites acting as aggregators for sellers to sell their products, more fraudulent sellers are registering on these websites and selling low-quality or faux products in the name of original and branded products. Sub-par products are sold by these sellers to fool customers and increase their sales thus increasing problems of online shopping.

Quality-checks are seldom performed on these products as the magnitude of online sales has increased, especially during online sale days. Sellers sometimes refuse to replace the faulty product or refund the consumer's money, leaving the latter with a low-quality product and money down the drain. The best consumer court lawyers can help you in filing a complaint with the appropriate consumer court at district, state or national level.

## 2. Logistics-related problems :-

Another problem faced in online shopping is issues with delivery and logistics. Products are often lost or damaged while in transit, and order tracking systems are unable to accurately locate the product. People choose the same-day, One-day or two-day delivery, paying extra money to get their product delivered.

However, these products often do not get delivered within the stipulated time and consumers have to wait for days before they finally receive their product. Similar challenges are faced by consumers when it comes to returning the product. In such cases, The top consumer court lawyers can assist you in filing a complaint with the appropriate consumer court.

## 3. Payment issues :-

There are lot of online shopping problems faced nowadays. Many consumers become victims to online payment issues. Even though there are several payment methods like Net Banking, Credit or Debit Card payments and even Cash-on-delivery, there are payment failures due to website's server error, payment gateway error or issues with One Time Password (OTP). Technical glitches often deduct the payment from buyer's account or card, but the website does not receive the payment.

Consumers have to file a complaint with the website's customer care to get a refund, but they have to wait for 10-15 days for any action to be taken. Consumers can also contact famous consumer court lawyers to take a legal action.

#### 4. Hidden costs :-

Issues with online shopping have been increasing at a rapid rate. E-commerce marketplaces often charge hidden costs after the purchase is finalised by the consumer. Websites hide tax charges, additional shipping and handling charges from consumers till purchases are finalised. Websites also add an option for consumers to buy products of a particular amount to waive off the shipping charges, however, sellers add additional charges even on purchases worth more than the set amount. A consumer complaint can be filed in such case, with the help of a consumer protection lawyer.

#### 5. Ambiguous Website Policies :-

Many shopping websites have no website policies at all or have unclear and confusing user, return and refund policy. Vague stipulations leave consumers confused about refund and return of products and product description problems in e-commerce. With no policies defined, sellers often reject a consumer's claim to return the product or refund the money. Some websites are also unclear with regards to warranty and guarantee on products and buyers often end up purchasing faulty products with no product warranty or replacement option. Good consumer court lawyers can help you in filing a complaint with the appropriate consumer court at district, state or national level.

Online shopping has become the most convenient method for consumers to purchase great product deals at affordable prices, from the comfort of their home. However, a consumer may face any of the above-mentioned problems while participating in sale festivals or online discount days.

A consumer complaint can be filed by a consumer in India for any of these problems encountered in online shopping, in the appropriate consumer forum in India. MyAdvo connects you with the experienced consumer court lawyers to deal with any of these 5 problems!

The above-listed problems faced by consumers in India show that the consumers need to be more cautious while shopping online.

## **Objectives of study :-**

### **PRIMARY OBJECTIVE :-**

- To know the customer satisfaction level towards Flipkart.com online shopping website know about online consumer's buying behaviours towards online shopping in Flipkart among users in Chennai city.

### **SECONDARY OBJECTIVES :-**

- To identify the respondents perception about online shopping.
- To find out various attitudes of Flipkartusers of Chennai city towards the online shopping.

## **Sampling and Sample size :-**

### **Sample Size & Sample Unit:**

The sample size consists of 100 respondents from Delhi regions for knowing the satisfaction level of customers. The sample of 100 respondents was taken know the satisfaction level towards Services offers by Flipkart.

- **Sample Selection Procedure:**

Multistage sample selection technique is used. At first stage, I have used random sampling technique to the places from where I have to select Delivery Boys Delhi region because it was not possible to select every delivery boys at a time because of broad area of Delhi, At second stage, we used convenience sampling technique to take response from the respondent because respondents are not easily available at the time meeting

- **Target Respondents:**

The target respondents were the users of Flipkart and Delivery Boys of Flipkart.

## **Data Requirements and collection :-**

### **Primary Source :-**

Data was collected by using questionnaire and by interviewing Variety of delivery boys Flipkart directly.

### **Secondary Source :-**

Secondary source of data includes : published articles , Reasearch Papers, published books, different research work done previously.

Relevant papers or journals, magazine etc. and also used Other reports from internet, as well as from the website of Flipkart.

## **Hypothesis of the study:-**

Hypothesis is a proposition about the nature of the world that makes predictions about the results of an experiment. For a hypothesis to be well formed there must be some experiment whose outcome could prove it to be false.

In this research report we are finding some of the outcomes on the basis of prediction and assumptions. For this purpose we formed some hypothesis:

**H1:** There is no significant difference between the gender of the respondents and the length of Flipkart being used.

**H2:** There is no significant difference between in overall satisfaction level of Flipkart consumers on the basis of the behaviour of delivery boys of Flipkart

**H3:** There is no significant difference between Flipkart's price strategies on the basis of gender.

**H4:** There is no significant difference between in overall satisfaction level of Flipkart consumers on the basis of Flipkart's after sales service.

# How to Register Business with Flipkart



# **Data Analysis and Interpretation**



# Result of Hypothesis Testing

**H1:** There is no significant difference between the gender of the respondents and the length of Flipkart being used.

## ANOVA

Gender of the respondents

	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	.530	3	.177	.695	.557
Within Groups	24.380	96	.254		
Total	24.910	99			

**INTERPETATION:** From the above table, it is seen that the significance value is 0.557 which is higher than p value i.e. 0.05. Therefore, the hypothesis is rejected which means that there is no significant difference between the gender and the length of Flipkart being used.

**H2:** There is no significant difference between in overall satisfaction level of Flipkart consumers on the basis of the behaviour of delivery boys of Flipkart.

## ANOVA

How is the behaviour of delivery boys

	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	1.343	4	.336	2.016	.098
Within Groups	15.817	95	.166		
Total	17.160	99			

**INTERPETATION:** From the above table, it is seen that the significance value is .098 which is higher than p value i.e. 0.05. Therefore, the hypothesis is rejected which means that there is no significant difference between an overall satisfaction level of Flipkart consumers on the basis of the behaviour of delivery boys of Flipkart.

**H3:** There is no significant difference between Flipkart's price strategies on the basis of gender.

**ANOVA**

Price strategy of Flipkart

	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	.071	1	.071	.279	.599
Within Groups	24.839	98	.253		
Total	24.910	99			

**INTERPETATION:** From the above table, it is seen that the significance value is .599 which is higher than p value i.e. 0.05. Therefore, the hypothesis is rejected which means that there is no significant difference between in Flipkart's price strategy on the basis gender.

**H4:** There is no significant difference between in overall satisfaction level of Flipkart consumers on the basis of Flipkart's after sales service.

**ANOVA**

How do they rate after sales service of flipkart

	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	.754	4	.188	.758	.555
Within Groups	23.606	95	.248		
Total	24.360	99			

**INTERPETATION:** From the above table, it is seen that the significance value is 0.555 which is higher than p value i.e. 0.05. Therefore, the hypothesis is rejected which means that there is no significant difference between in overall satisfaction level of Flipkart consumers on the basis of after sales service of Flipkart.

## 1. FREQUENCY ANALYSIS:

Percentage analysis is one of the descriptive statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected of the study and its finding will give easy interpretation for the reader

**Table 1 Frequency Analysis on Age and Gender**

S.no	Particulars	Frequency	Percentage
<b>1.</b>	<b>AGE</b>		
	18-25 years	39	75.0
	25-35 years	12	23.1
	Above 35 Years	1	1.9
<b>2.</b>	<b>GENDER</b>		
	Male	30	57.7
	Female	22	42.3

(Source: Primary Data)

## INFERENCE:

From the table 1, it is inferred that 75% of the respondents are 18-25 years are the customers of Flipkartonline shopping. Majority of the respondents (57.7%) are male. 42.3% of the respondents are female.

**Table 2. Frequency Table – Customer opinion about Flipkart.com**

S.No	Particulars	Frequency	Percent
<b>1</b>	<b>How often do you visit Flipkart</b>		
	Daily	9	17.3
	Weekly	28	53.8
	Monthly	11	21.2
	Quarterly	2	3.8
	Annually / Rarely	2	3.8
<b>2</b>	<b>How likely are you to use this site as your primary source for information</b>		
	Very likely	18	34.6
	Somewhat likely	21	40.4
	Neutral	13	25.0
<b>3</b>	<b>Source of awareness about Flipkart</b>		
	Surfing the web	16	30.8
	Media	21	40.4
	Friend / colleague	14	26.9
	Company materials	1	1.9
<b>4</b>	<b>Which of the following attributes is good in Flipkart</b>		
	Ease of navigation	11	21.2
	Accuracy of information	9	17.3
	Quality of content	27	51.9
	Layout / design	5	9.6
<b>5</b>	<b>How likely are you to recommended our website to a friend or colleague in the future</b>		
	Very likely	16	30.8
	Somewhat likely	20	38.5
	Neutral	16	30.8
<b>6</b>	<b>Are you a regular customer of Flipkart</b>		
	Yes	19	36.5
	No	33	63.5

(Source: Primary Data)

30.8% of the respondents are very likely willing to recommend Flipkart.com to their friends and relatives, and around 37% of the respondents are regular customer of Flipkart.com.

## 2. Mean and standard Deviation

**Table 3. Mean and Standard - Factors of customer satisfaction**

S. No	Particulars	N	Mean	Std. Deviation
1.	How much are you satisfied with Flipkart	52	1.85	0.826
2.	Satisfaction level : s1: website content	52	3.37	1.103
3.	Navigation in the website	52	3.54	1.019
4.	Product search options	52	3.42	0.997
5.	Filter based on products , brands , price range , etc.	52	3.67	1.043
6.	Product image ,specifications	52	3.71	1.177
7.	Product categories / sub categories /availability	52	3.77	1.041
8.	Products/brands/models variety availability	52	3.65	1.101
9.	Models comparison facility	52	3.52	1.075
10.	Shopping cart options / order booking procedure	52	3.62	0.973
11.	Price of the products	52	3.52	0.896
12.	Payment options	52	3.44	1.056
13.	Payment security system	52	3.56	1.056
14.	Delivery /shipment charges	52	3.52	1.163
15.	Duration of the delivery	52	3.62	0.993
16.	Product quality	52	3.79	0.977
17.	Offers / discounts	52	3.67	1.115
18.	Order tracking facility	52	3.63	1.085
19.	24*7 customer care	52	3.81	1.189
20.	Free and easy returns procedure	52	3.62	1.032
21.	Order cancellation procedure	52	3.56	1.092
22.	Replacement guarantee	52	3.69	1.094
23.	Flipkartmobile application	52	3.98	0.754
24.	Overall satisfaction towards Flipkartwebsite	52	2.00	0.343

(Source: Primary Data)

### INFERENCE

Customers are more satisfied with respect to the home delivery services of product (mobiles, other properties proper handling ofdelivery/ shipment charges of mean value 3.52.

### 3. INDEPENDENT SAMPLE T-TEST:

#### HYPOTHESIS 1

##### Null Hypothesis:

There is no significant difference between male and female respondents with respect to the factors of customer satisfaction towards Flipkartonline shopping.

**Table 4 t-test for significant difference between male and female respondents with respect to the factors of customer satisfaction towards Flipkart online shopping.**

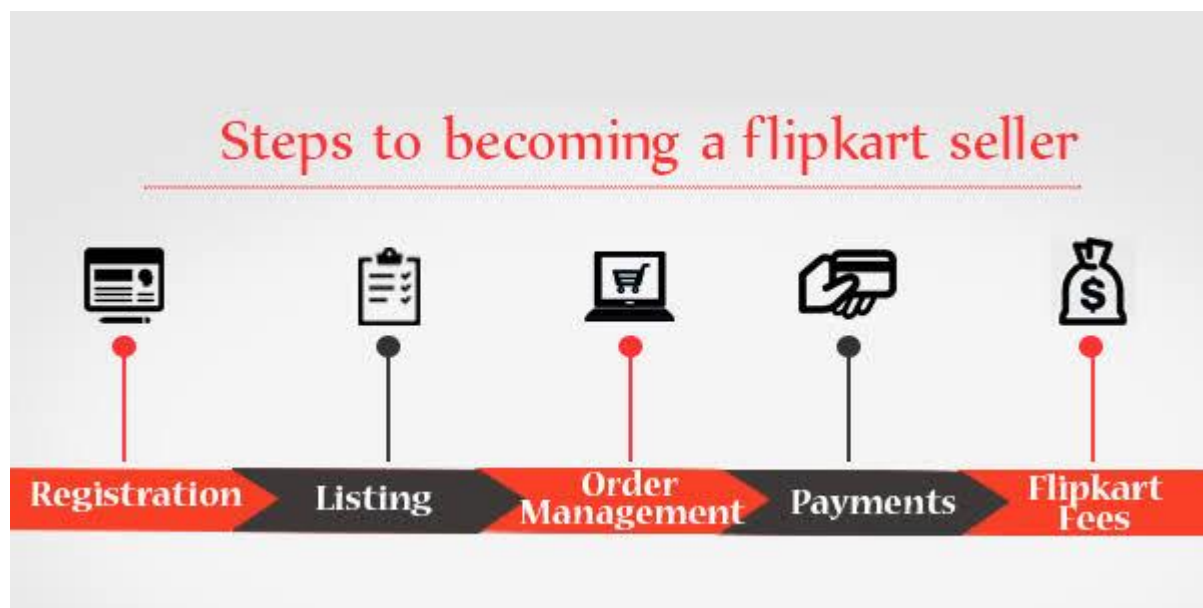
S.No	Particulars	Gender	Mean	Std. Deviation	t value	p value
1	How much are you satisfied with Flipkart	Male	1.77	0.679	0.808	0.423
		Female	1.95	0.999		
2	Website content	Male	3.43	1.104	0.515	0.609
		Female	3.27	1.120		
3	Navigation in the website	Male	3.50	0.974	0.315	0.754
		Female	3.59	1.098		
4	Product search options	Male	3.33	1.028	0.755	0.454
		Female	3.55	0.963		
5	Filter based on products , brands , price range , etc.	Male	3.50	1.042	1.411	0.164
		Female	3.91	1.019		
6	Product image ,specifications	Male	3.43	1.223	2.052	0.045*
		Female	4.09	1.019		
7	Product categories / Sub categories /Availability	Male	3.60	1.133	1.382	0.173
		Female	4.00	0.873		
8	Products/Brands/Models Variety availability	Male	3.63	0.999	0.155	0.877
		Female	3.68	1.249		
9	Models comparisonFacility	Male	3.47	0.973	0.408	0.685
		Female	3.59	1.221		
10	Shopping cart options / Order booking procedure	Male	3.53	0.973	0.706	0.483
		Female	3.73	0.985		
11	Price of the products	Male	3.43	0.728	0.804	0.425
		Female	3.64	1.093		
12	Payment options	Male	3.40	1.003	0.335	0.739
		Female	3.50	1.144		
13	Payment security system	Male	3.53	0.937	0.192	0.848
		Female	3.59	1.221		
14	Delivery /shipment charges	Male	3.50	1.075	0.138	0.891
		Female	3.55	1.299		
15	Duration of the delivery	Male	3.47	0.900	1.268	0.211
		Female	3.82	1.097		

16	Product quality	Male	3.77	0.858	0.186	0.853
		Female	3.82	1.140		
17	Offers / discounts	Male	3.67	1.061	0.048	0.962
		Female	3.68	1.211		
18	Order tracking facility	Male	3.67	0.994	0.246	0.806
		Female	3.59	1.221		
19	24*7 customer care	Male	3.83	1.206	0.180	0.858
		Female	3.77	1.193		
20	Free and easy returns procedure	Male	3.50	0.974	0.941	0.351
		Female	3.77	1.110		
21	Order cancellation procedure	Male	3.50	1.075	0.441	0.661
		Female	3.64	1.136		
22	Replacement guarantee	Male	3.63	1.033	0.450	0.654
		Female	3.77	1.193		
23	Flipkartmobile application	Male	3.97	0.809	0.156	0.877
		Female	4.00	0.690		

(Source: Primary Data)

#### INFERENCE:

From the above table, it is inferred that p value of Product image, Specifications of Flipkart online shopping is .045 in which null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance. Hence it is concluded that there is a significant difference between male and female respondents with respect to the factors of customer satisfaction towards Flipkart online shopping.



# **Limitations Of The Study**

Almost attention was taken to eliminate any kind of biasness & misinterpretation in the study to get optimum result, even though the following limitations could have certain degree of impact on the findings.

- The study was confined to Delhi region only which may not represent the real picture of the entire Delhi.
- Many Delivery Boys were not interested to participate in this research study.
- Data collected about satisfaction & awareness level may not represent the real picture.
- My Study is confined only 100 respondents.
- Lack of the research experience.
- The major problem is to find out the consumers of Flipkart as my study is to find out the satisfaction level of the services provides by Flipkart to its consumers.
- Many consumers were also not get ready to participate in the research study.



# **SWOT Analysis of Flipkart**

## **STRENGTH**

- Strong Brand Value.
- Own Logistic arm.
- Own online payment gateway solution.
- Own market place model.
- Inventory management.
- Customer Service.
- Supplier network/relation.

## **WEAKNESS**

- Investors driven Organization or lack of Independent board.
- Secretive and Political culture.
- Excessive focus on expanding customer base rather than pulling profits.
- Global reach.

## **OPPORTUNITY**

- Online fashion and apparel business.
- Opportunity is always there because of a strong brand name
- Providing logistics services to its competitors.
- Growth in online retail sector in India.
- Enter new untapped global markets.

## **THREATS**

- From competitors like Amazon, Snapdeal, Infibeam, Indiaplaza, Homeshop18 etc.
- Less usage/preference of online buying.
- Low Internet penetration.

# **Finding Of The Study**

- Most of the respondent were not satisfied with the after sales services of Flipkart.
- 74% consumers were satisfied with the service and 24% were not satisfied with the service of Flipkart.
- 33% consumers believed that all several stuffs always available at Flipkart's web portal 19% were not belived and 48% could not say anything about the same.
- 78% of the respondents were satisfied with the behaviour of delivery boys 22% were not about the same.
- 20% consumers came to know about Flipkart from TV ads, 42% from Newspaper Ads, 26% from hoardings, and 12% from Internet ads.
- Sales of premium products at Flipkart is not better.
- Some of the delivery boy does not wear the Flipkart T-Shirts which does not give the feeling of belongingness and even do not wear their identity card which shows the sign off.
- Most of the consumers think that prices of the products at Flipkart is higher than the other shopping portals.
- 79% respondents were satisfied with the offers provided by Flipkart remains not satisfied about the same.

# **Recommendations**

- Company should always check the availability of the various products at its web portal.
- Company should change their sales strategy as the sales of premium products is not that good.
- From the website the company should remove the information of the product which they have discontinued selling as it gives the wrong information to their customers.
- Delivery boys should try to more satisfy the customers because they are only the person who face the customers on the behalf of the company.
- Delivery boys should always wear companies T-Shirt as well as identity card during working time.
- Company should improve their after sales services which can boost the sales of the company.
- Company should use more online media to promote their website.
- The company should use some better mode of technology which can provide more better service to the customers.

# Conclusion

I have learned a lot of things while doing this survey like consumer psychology- How they behave, what they want, what they need, how they think while Collecting the information about Flipkart and also observe the behaviour of Delivery Boys, how they handle the customers, how they communicate with the Customers, etc.

Flipkart has a wide category of Stuffs some are core products and some are the Premium products. Mostly customers know more about core products in Comparison to premium products and this may be due to lack of advertising or Marketing of the premium range of products.

The study was conducted in Delhi region. After the survey was done I came to Know that the consumers are not using online shopping only for the easiest way To get the stuffs but also for cheapest in comparison to the retailers.

Consumers have very good experience with Flipkart 48% respondents were Highly satisfied, 23% respondents were satisfied which sound very good result. It was found apart from the price and quality of the products offered by flipkart Is not the best online shopping website as it suffers at various other points the Survey. Most of the respondents have rated it as just above and average. The Research always reflects the truth.

No doubt Flipkart has very good quality product and availability at the web portal.

Many consumer feels delightful with the Flipkart services and is satisfied with Flipkart after sales service.



# Summary

Flipkart was founded in 2007 by Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of Technology of Delhi. They had been working for Amazon previously. The business was formally incorporated as a company in October 2008 as Flipkart Online Services Pvt. Ltd. During its initial years, Flipkart focused only on books, and soon as it expanded, it started offering other products like electronic goods, air conditioners, air coolers, stationery supplies and life style products and e-books.

The first product sold by them was the book Leaving Microsoft to Change the World, bought by WK Chandra from Andhra Pradesh. Flipkart now employs more than 15000 people. Flipkart allows payment methods such as cash on delivery, credit or debit card transactions, net banking, e-gift voucher and card swipe on delivery.

Legally, Flipkart is not an Indian company, since it is based in Singapore, and majority of its shareholders and investors are foreigners. In May 2014, Flipkart received \$210 million from DST Global and in July it raised \$1 billion led by existing investors Tiger Global and South Africa's media group Naspers

# References

## **Website :-**

<http://www.google.com>

<http://www.pureitwater.com/IN>

<http://www.pureitwater.com/IN/products>

<http://www.hul.co.in>

<http://en.wikipedia.org>

<http://economictimes.indiatimes.com>

<http://www.moneycontrol.com>

<http://www.reuters.com>

<http://www.investopedia.com>

[http://www.flipkart.com/aboutus.](http://www.flipkart.com/aboutus)

# Questionnaire

## QUESTIONNAIRE FOR MEASURING OF CUSTOMERS' SATISFACTION IN SERVICES OF FLIPKART

*Thank You for participating in this Survey. I am a student of PGDM course at INMANTEC Business School. The information provided by you will be kept fully confidential and will not be used for any other commercial purpose except academic learning.*

Q1) Gender?

Male                       Female

Q2) Do you access any website for online shopping?

Yes                       No

**(TERMINATE THIS INTERVIEW IF ANSWER IS "NO")**

Q3) Which company website do you access for online shopping?

Snapdeal               Amazon  
 Flipkart                 Junglee  
 Homeshop18         Any other

**(TERMINATE THIS INTERVIEW IF ANSWER IS NOT "FLIPKART")**

Q4) From where did you come to know about Flipkart?

TV Ads                       News Paper Ads  
 Hoardings                 Internet Ads

Any others please Specify.....

Q5) Since how long are you accessing Flipkart?

Less than 1 Month  
 2 to 6 Month  
 7 to 12 Month  
 More than a Year

Q6) Did you get any offer from Flipkart?

Yes                       No

Q7) Do you agree on Flipkart's claim that it's every products are 100% Genuine?

Yes                       No

Q8) What is your view on services offered by Flipkart?

Good                       Poor

Q9) What is your view on offers provided by Flipkart?

Satisfied                       Not Satisfied

Q10) Do you believe that at Flipkart's web portal all several stuffs are always available?

Yes                       No

Can't Say

Q11) Are you satisfied with the behaviour of Delivery boys?

Satisfied                       Not Satisfied

Q12) Are you satisfied with the after sales services of Flipkart?

Satisfied                       Not Satisfied

Q13) What is view on price strategy of Flipkart?

Satisfied                       Not Satisfied

Q14) After rating above questions your overall satisfaction toward Flipkart?

Highly satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Highly Dissatisfied

# Flipkart Headquarters

