

**A
Project Report**

On

**“A STUDY OF CONSUMER SATISFACTION TOWARDS
ONLINE SHOPPING WITH REFERENCE TO FLIPKART ”**

Submitted to

G. S. College of Commerce & Economics, Nagpur

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by:-

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Under the Guidance of:-

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G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



CERTIFICATE

This is to certify that “**SHREYASH C. ZADE** “has submitted the project report titled “**(A STUDY OF CONSUMER SATISFACTION TOWARD 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/she has ingeniously completed his/her project as prescribed by **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

Prof. Ashima Varghese

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Dr. Afsar Sheikh

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Place:

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



DECLARATION

I here-by declare that the project with title “**A STUDY OF CONSUMER 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 been submitted for any other examination and does not form the part of any other course undertaken by me.

Shreyash C. Zade

Place:

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



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

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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.

Shreyash C. Zade

Place:

Date:

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INTRODUCTION

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. Like 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.

- Delightful Service
- Efficiency
- Best Value
- Quality
- Customer Satisfaction
- On-time Delivery

COMPANY PROFILE

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 IIT. 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 Rewards on 19 November 2019.

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 gathering its momentum in India, Flipkart expanded at a rapid pace steadily supplementing various new item categories in its collection.

Flipkart was reported to be at top in the annual Fairwork India Ratings 2021 - which is a 10 point system that creates a score based on fair pay, conditions, contracts, management, and representation.[172] A total of 11 platforms were evaluated by a consortium of Centre for IT and Public Policy (CITAPP), International IIT Bangalore and global Fairwork network..

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.

Flipkart was reported to be at top in the annual Fairwork India Ratings 2021 - which is a 10 point system that creates a score based on fair pay, conditions, contracts, management, and representation.[172] A total of 11 platforms were evaluated by a consortium of Centre for IT and Public Policy (CITAPP), International IIT Bangalore and global Fairwork network. Methodology included qualitative interviews with 19-20 workers in Delhi and Bangalore.

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.

Flipkart Headquarter



Flipkart is an Indian e-commerce company, headquartered in Bangalore, Karnataka, India, and incorporated in Singapore as a private limited company. 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.

SWOT ANALYSIS OF FLIPKART

Strengths:

- Flipkart is supported by global investor or like Tiger Global, DST Global, and Naspers
- Flipkart has strong strategic help of e-kart.
- Flipkart is the first billion-dollar-commerce in India.
- Good customer support like helpline or line service, product exchange and replacement

Weakness:

- Less internet knowledge in the small country
- Large investment leading to losses over the years harms the brand picture of Flipkart Procurement of loss-making firms can add to its weight

Opportunities

- Business extension of different countries can be large boost of Flipkart Giving more discount to attract the customer.
- Better online secure payment can still the more confidence to people can shop online Build up in different developing economics.
- Furniture and fresh product business to increase.

Threats:

- Worldwide competitors like Amazon, Snapdeal and others in India online retain market can reduce the flipkart share market.
- Examination by special stock check it's FDI regulation compliance.
- Some value order in remote areas with high delivery charges Presenting the new GST bill.

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 scamps, 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.

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

PRODUCT CATEGORIES PROVIDED BY FLIPKART.COM

- Books
- Mobiles & Accessories
- Computers
- Gaming
- Movies & TV Shows
- Music, CDs, DVDs & Vinyl
- TV, Video & MP3 Players
- Personal & Health Care
- Home & Kitchen
- Pens & Stationary
- Fragrances

OBJECTIVES OF STUDY

Objectives of Study:-

This project research helps to find out what are the main factors affect the online consumer when considering and making a purchase over Internet.

1. To know customer's thought & perception about Online shopping.
2. To determine the attractive promotonal activities help, to make the final buying decision of customers towards Online shopping.
3. To know the factors which affect decision making process of customer while purchasing the online shopping's products.
4. To spread awareness about Online shopping even in the untouched niche in the market through marketing activities.

HYPOTHESIS

Hypothesis :-

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis

H₀: Customer are not satisfied with the services provided by Flipkart.

H₁: Customer are satisfied with the services provided by Flipkart.

LIMITATIONS OF STUDY

Limitations Of The Study

- The service is not up to the mark in villages when compared to the urban areas. Sometimes they take a lot of time to deliver products in rural areas.
- The minimum order for free home delivery has recently been raised to 500/-. Some sites, on the other hand, are doing it for a lot less.
- They only deliver goods within India; there is no service available outside of India, even if you pay a premium. The service is also unavailable in some parts of India.
- Customers are also surprised when products are shipped but the packages are empty. The customer's services do not respond properly to this.

LITRETURE REVIEW

Litreture Review

MS.S. Subhashree (2019): -The Author found in the study that the primary data has collected through questionnaire from 150 respondents. The study suggests that the Flipkart has to improve better service to the customer, reduces delivery time and charges and improve proper security and transaction. The business activity to satisfy the consumer needs. The modern marketing leads to evolution of e- commerce business technology.

Rajiv Kaushik, Ashutosh Nigam (2011): -The Author found in study that the case of life and death in the spite of high awareness it is difficult to change the behavior of the consumer by using marketing techniques. This are some factors which are helpful in converting into customer like by training to salesperson, purchase marketing, and emotional connection with the product, by provide value for money to consumer, right product for customer demand, making people infectious about brand.

Dr .Arpana D (2020): -The Author found in the studies that the internet has impelled in changes attitude and behavior of customer all over the world. Consumer shopping habits have been changed over last year thanks to the explosion of E-Commerce. While shopping in store was at one time the dominating type of shop, 6 – 8 % of user in the India shopped online. Customer does no longer have to go outside for shopping.

E- Commerce has shopping experience to customer like computers, mobile devices, fully change the habit of customer, Rise in standard of living, and awareness of internet. The Purchasing behavior of the customer in retail shop it is very important to analyze the customer psychology; Factors influence a customer for buying certain products. The most effective ways that E- Commerce that has changed Consumer Shopping Habits.

M. Maheshwari and A. Rahamathunisa (2020): -The Author found in the study that Online shopping has a play very vital role in this 21st century as most of the person is busy with their daily work in life. In this situation the online shopping is most conspicuous way to purchase daily needs and wants, home appliances, warranties consumer decided to buy product through internet. The objective are to examine about the profile of Flip kart, find the factors influencing the buying behavior towards online shopping to offer findings and suggestion on the basis of search the product. And both the primary and secondary data is used study of sample size of 50 respondents. The study mainly focused on consumer buying behavior in the shopping mall.

RESEARCH METHODOLOGY

Research Methodology

METHODS USED FOR DATA COLLECTION:-

- **PRIMARY SOURCES:-**

The primary data is collected by approaching the individuals with a Questionnaire and was filled after making them understand the use of the information. This was done to make sure that the information provided is true and unbiased. And close ended questions are used while conducting the survey.

The Techniques which I used to collect these data are as follows: -

- Survey
- Questionnaire

- **SECONDARY SOURCES: -**

Secondary research is a means to reprocess and reuse collected information as an indication for betterments of the service or product.

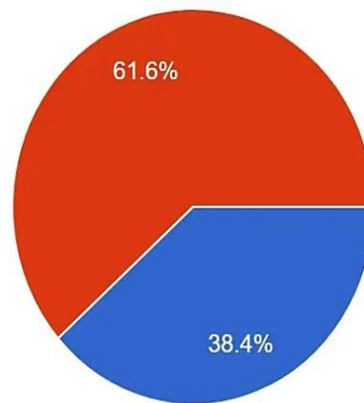
- Newspapers
- Magazines
- Internet sites

Both primary and secondary data are useful for businesses but both may differ from each other in various aspects.

DATA ANALYSIS AND INTERPRETATION

Data Analysis Ana Interpretation:-**1. Gender**

	Frequency	Percent	Valid percent	Cumulitive percent
Male	77	61.6	61.6	61.6
Female	48	38.4	38.4	100
Total	125	100	100	

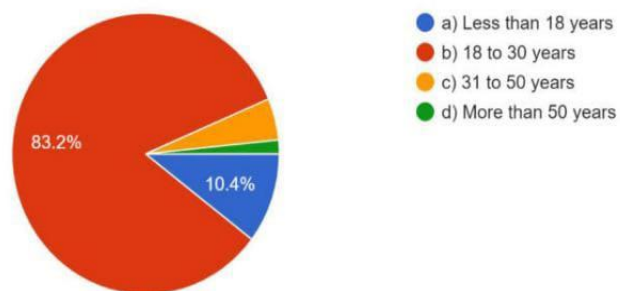


Interpretation: We can state that out of 125 respondent .61.6% respondents are male and 38.4% respondents are female.

2. Age:-

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 18 years	13	10.4	10.4	10.4
18 to 30 years	104	83.2	83.2	93.6
31 to 50 years	6	4.8	4.8	98.4
More than 50 years	2	1.6	1.6	100
Total	125	100	100	

2) Age
125 responses

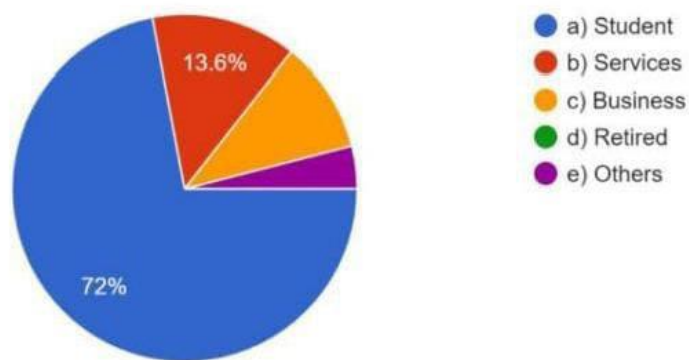


Interpretation: We can state that out of 125 respondents, 10.4% respondents are from less than 18 years, 83.2% respondents are from between 18 to 30 year, 4.8% respondents are from between 31 to 50 years. 1.6% respondents are from more than 50 years.

3 Occupation:-

	Frequency	Percent	Valid percent	Cumulative percent
Student	90	72	72	72
Business	13	10.4	10.4	82.4
Service	17	13.6	13.6	96
Other	5	4	4	100
Total	125	100	100	

125 responses

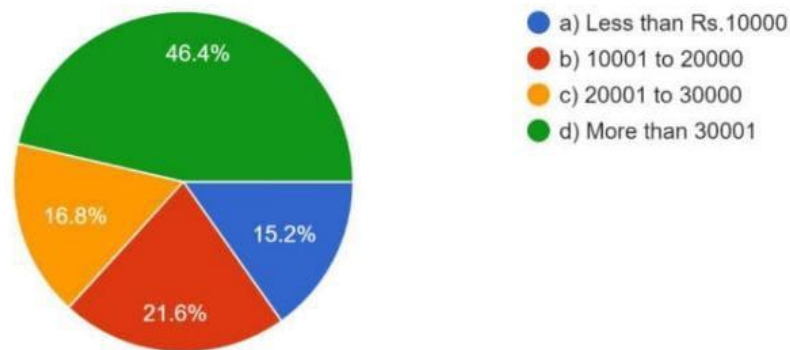


Interpretation: We can state that out of 125 respondents, 72% respondents are student, 10.4% respondents are business, 13.6% respondents are services and 4% respondents are others.

4. Monthly income of family:-

	Frequency	Percent	Valid percent	Cumulative percent
Less than 10000	19	15.2	15.2	15.2
10001 to 20000	7	21.6	21.6	36.8
20001 to 30000	21	16.8	16.8	53.6
More than 30001	58	46.4	46.4	100.0
Total	125	100	100	

125 responses

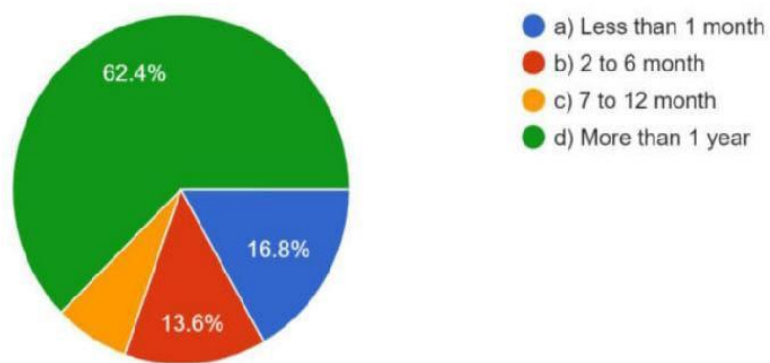


Interpretation: We can state that out of 125 respondents, Monthly income of 15.2% respondents is Rs less than 10000, Monthly income of 21.6% respondents is between Rs 10001 to 20000, Monthly income of 16.8% respondents is between Rs 20001 to 30000, and Monthly income of 46.4% respondents is more than Rs 30000.

5. How long you access flipkart?

	Frequency	Percent	Valid percent	Cumulative percent
Less than 1 month	21	16.8	16.8	16.8
2-6 months	17	13.6	13.6	30.4
7-12 months	9	7.2	7.2	37.6
More than 1 year	78	62.4	62.4	100
Total	125	100	100	

125 responses

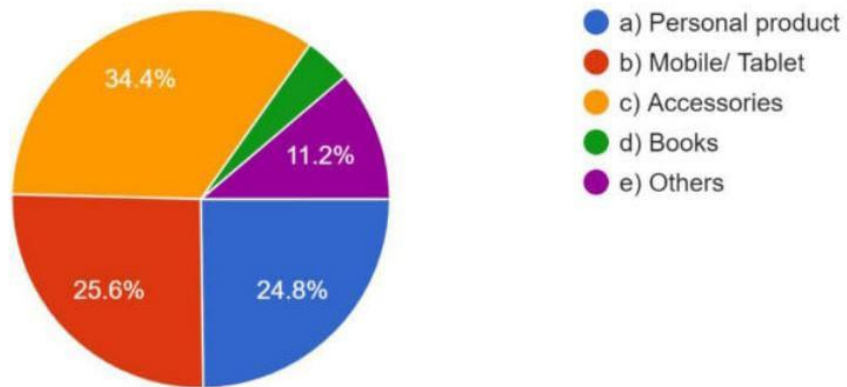


Interpretation: We can state that out of 125 respondents, 16.8% respondents are using less than 1 month, 13.6% respondents are using between 2 to 6 month , 7.2% respondents are using between 7 to 12 month, 62.4% respondents are using more than 1 year.

6. The product varieties that you generally preferred buying online?

	Frequency	percent	Valid percent	Cumulative percent
Personal product	31	24.8	24.8	24.8
Mobile/tablet	32	25.6	25.6	50.4
Accessories	43	34.4	34.4	84.8
Books	5	4	4	88.8
Others	14	11.2	11.2	100.0
Total	125	100	100	

125 responses

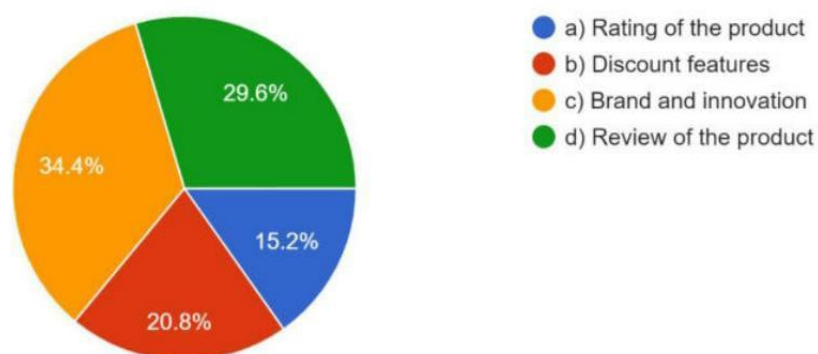


Interpretation: We can state that out of 125 respondents, 24.8% respondents are buying personal product, 25.6% respondents are buying mobile and tablet, 34.4% respondent are buying Accessories, 4% respondents are buying books, 11.2% respondents are buying others thing.

7. On what basis you purchase products?

	Frequency	Percent	Valid percent	Cumulative percent
Rating of the product	19	15.2	15.2	15.2
Discount features	26	20.8	20.8	36.0
Branded innovations	43	34.4	34.4	70.4
Review of the product	37	29.6	29.6	100
Total	125	100	100	

125 responses

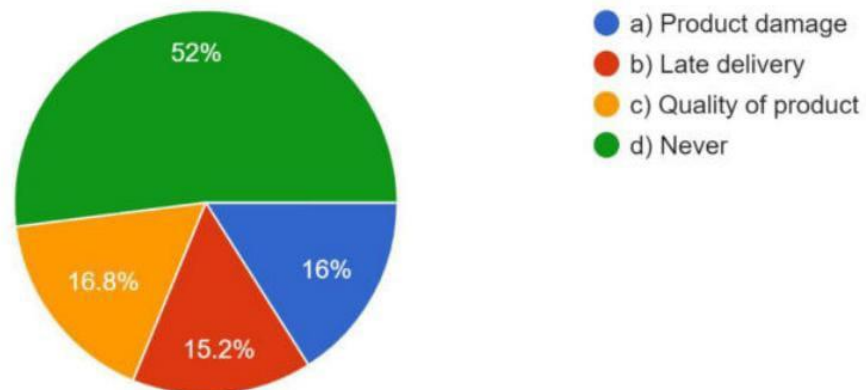


Interpretation: We can state that out of 125 respondents, 15.2% are from rating of product, 20.8% respondents are from discount features, 34.4% respondents are brand and innovation and 29.6% respondents are Review of product.

8. What type of problems you faced while shopping with flipkart?

	Frequency	Percent	Valid percent	Cumulative percent
Product damage	20	16	16	16
Late delivery	19	15.2	15.2	31.2
Quality of product	21	16.8	16.8	48
Never	65	52	52	100
Total	125	100	100	

125 responses

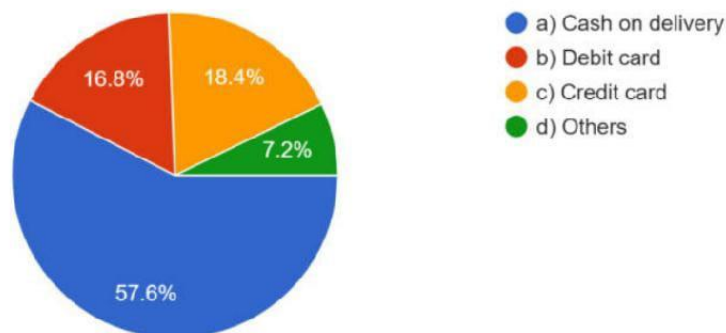


Interpretation: We can state that out of 125 respondents, 16% respondents are problem faced with product damage, 15.2% respondents are fear of latedelivery, 16.8% respondents are fear of quality of product, 52% respondents are no problem faced while shopping with flipkart.

9. which type of payment would you prefer when you purchase something online?

	Frequency	Percent	Valid percent	Cumulative percent
Cash On Delivery	72	57.6	57.6	57.6
Debit card	21	16.8	16.8	74.4
Credit card	23	18.4	18.4	92.8
Others	9	7.2	7.2	100
Total	125	100	100	

125 responses



Interpretation: We can state that out of 125 respondents, 57.6% respondents are prefer to pay cash on delivery, 16.8% respondents are prefer to pay debit card, 18.4% respondents are prefer to pay credit card and 7.2% respondents are prefer to pay other online payment.

FINDINGS OF THE STUDY

Findings 1:

- It is found in the current study that respondents are interested in buying the mobile/tablets from the online shopping.
- Discount features and Rating of the product is the best technique of the flipkart.
- From my study the respondents faces the problem like the quality of the product is not good and some of the respondents have never faced any problems.
- Most excepted features of the flipkart are the fastest delivery among the entire ecommerce websites.

Findings 2:

- Cash on delivery payment method have been most preferred by the respondents in my study while purchasing from the online shopping.
- Time on delivery features of the products is the best selling strategy of the flipkart.
- Mostly respondents are interested in online shopping instead of the offline shopping because most respondents says that it easily find the product and the specification of the product and the ecommerce website also saves the time.
- Internet ads are the way that most of the respondent knows about flipkart.

SUGGESTIONS

Suggestions:-

- The Flip kart will provide the different design of product variety can improve the customer and can easily satisfy customer.
- It should make free delivery to all product of the flipkart.
- If any provide get out of stock it be should be available as soon as possible.
- It can include more coupons and vouchers to attract the customer of flipkart.
- The Flipkart should provide the fast delivery to its logistic.

CONCLUSIONS

Conclusions:-

The study shows that the flipkart is performing well number of customer is increasing of day to day.

The Flipkart has taken decision to improve the quality of product and also improve delivery on time, most of the customer has aware above product

Online Shopping is best instead comparing between with offline shopping. Most of them are completely aware of flipkart online shopping.

Increasing awareness towards use of internet satisfaction online shopping is a rise of standard of living; occupation and friends are attractive towards offers and low price of product on flipkart..

Customer are satisfied with the service provided by flipkart.

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ANNEXURE

Questionnaire

1. Name:

2. What is your age group?

a) 15-20

b) 20-25

c) 25-30

d) 30 and above.

3. What is your gender?

a) Male

b) Female

4. What is your occupation?

a) Self employed

b) Professional

c) Private job

d) Student

5. How frequently do you purchase online?

- a) Once a week
- b) more than once in a month NAGPUR
- c) More than once a week.
- d) once a month

6. What motivates to buy products online?

- a) Easy payment
- b) No hidden cost
- c) No travel to shop
- d) Wide range of products

7. Do you feel that the online marketers are providing competitive prices?

- a) Yes
- b) No

8. What products you buy on internet?

- a) Books
- b) Music CDs
- c) Apparel
- d) Mobile

9. Do you feel that brick & mortar store? COM shopping is better than shopping at physical brick and motor store ?

- a) Yes
- b) No
- c) Can't say

10. What factors help you to decide which site to use for online shopping?

- a) Search engine
- b) Personal recommendation
- c) Special offers on sites NACSC
- d) Online advertising
- e) TV advertising
- f) Other

11. How do you make your payments on internet?

- a) Credit card/Debit card
- b) Bank transfer
- c) PayPal
- d) Any othe

12. Have you faced any problems while shopping online?

- a) Yes
- b) No
- c) Specify

13. Are you satisfied with the online services?

a) Yes

b) No

14. How did you find the procedure of purchasing a product from our website?

a) Excellent

b) Good

c) Average