

**A
PROJECT REPORT
ON**

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

Submitted to

G. S. College of Commerce & Economics, Nagpur (Autonomous)

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University

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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Academic Year 2023 – 24



G. S. College of Commerce & Economics, Nagpur

Academic Year 2023 – 24



CERTIFICATE

This is to certify that “ **OMKESHWAR YERNE** ” has submitted the project report titled “ **A STUDY ON 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/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaja Nagpur University, Nagpur.

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DATE:

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Academic Year 2023 – 24

DECLARATION

I here-by declare that the project with title “A STUDY ON 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 Maharaja 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.

PLACE:- NAGPUR

DATE:-

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Academic Year 2023 – 24



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **DR. PRAVEEN MUSTOOR, 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.

Omkeswar Yerne

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CHAPTER 1

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

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 onlineshopping 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.



CHAPTER 2
COMPANY
PROFILE

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. 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 Rewardz on 19 November 2019.

Flipkart



Company type	Subsidiary
Industry	E-commerce
Founded	2007 (17 years ago)
Founder	Sachin Bansal Binny Bansal
Headquarters	Bangalore, Karnataka, India (operational HQ) Singapore (legal domicile)
Area served	India
Key people	Kalyan Krishnamurthi (CEO)
Services	Online shopping
Revenue	₹56,013 crore (US\$7.0 billion) ^[2] (FY2022-23)
Net income	▲ ₹-4,834 crore (US\$-610 million) ^[2] (FY2022-23)
Owner	Walmart (75%) Others (25%) ^[3]
Website	www.flipkart.com

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 Headquarters



CHAPTER 3
LITERATURE REVIEW

Kumar & Dash, 2016.

Many studies have highlighted the significant impact of service quality on customer satisfaction in the context of online shopping. Specifically, researchers have found that factors such as website design, ease of navigation, product variety, payment options, and delivery efficiency play crucial roles in shaping customer satisfaction on platforms like Flipkart

Gupta & Yadav, 2017

Customer trust and the reputation of online retailers like Flipkart are essential determinants of customer satisfaction. Research suggests that positive perceptions of trustworthiness and reputation positively influence customer satisfaction and loyalty towards online shopping platforms. Flipkart's strong brand reputation and trustworthiness are often cited as contributing factors to customer satisfaction .

Rahman & Reza, 2019

Customer experience, encompassing factors such as website usability, customer service quality, and post-purchase support, significantly impact customer satisfaction in the online shopping environment. Studies have shown that positive customer experiences lead to higher levels of satisfaction and repeat purchases on platforms like Flipkart. Analyzing customer feedback and improving the overall shopping experience are crucial strategies for enhancing satisfaction levels.

Jain & Gupta, 2015

Word of mouth and online reviews play vital roles in shaping customer perceptions and satisfaction towards online retailers like Flipkart. Positive reviews and recommendations from satisfied customers often lead to increased trust and satisfaction among potential buyers. Conversely, negative reviews and experiences can deter customers from making purchases. Therefore, managing online reputation and actively seeking feedback are essential for maintaining high levels of customer satisfaction on platforms like Flipkart .

CHAPTER 4
RESEARCH
STUDY

PROBLEM DEFINITION

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 determinethe 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 aresold 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 hasincreased, 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.

OBJECTIVE OF STUDY

- To study the customer satisfaction and value.
- Having high performance of the business.
- Attracting and relating customers.
- Adding the benefits people satisfaction.
- Implementing total quantity management.

HYPOTHESIS

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:

H0:- There is no significant difference between the gender of the respondents and the length of Flipkart being used.

H1:- There is a significant difference between the gender of the respondents and the length of Flipkart being used.

CHAPTER 5
**RESEARCH
METHODOLOGY**

Primary Data :-

Data was collected by using questionnaire and by interviewing variety of delivery boys flipkart directly .

Secondary Data:-

Secondary source of data includes : published articles , Research 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

CHAPTER 6
SWOT ANALYSIS
OF FLIP KART

STRENGTH

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

WEAKNESS

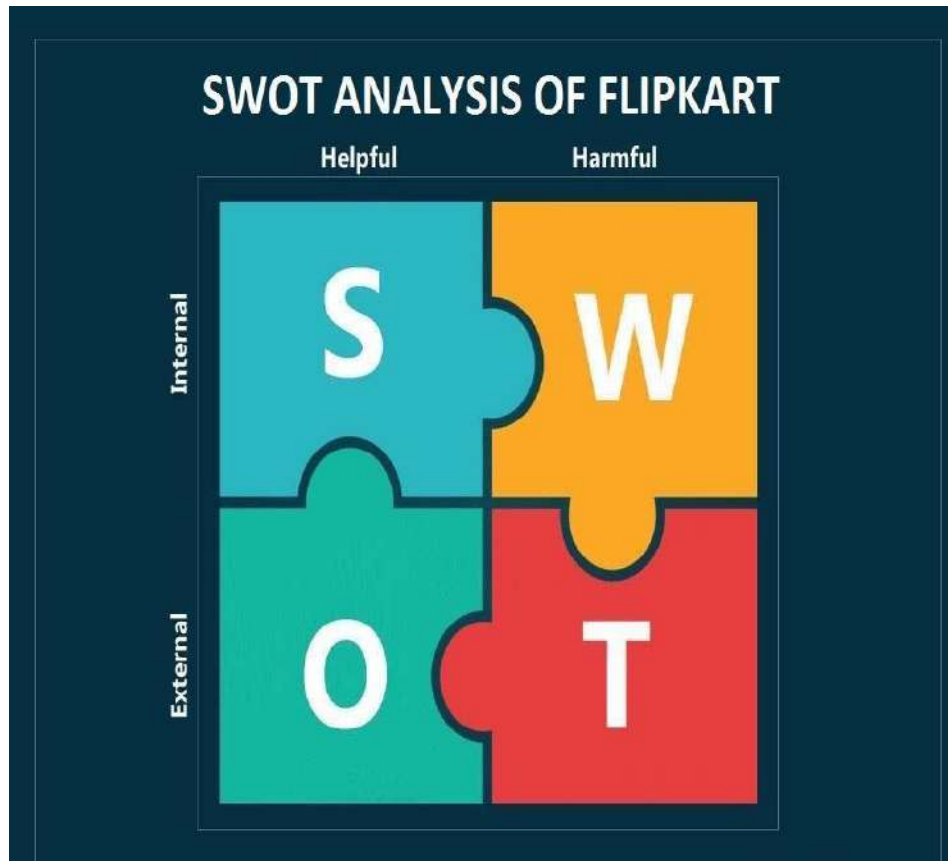
- Investors driven Organization or lack of Independent board.
- Secretive and Political culture.
- Excessive focus on expanding customer base rather than pulling profits.
- Global reach.

OPPORTUNITY

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

THREATS

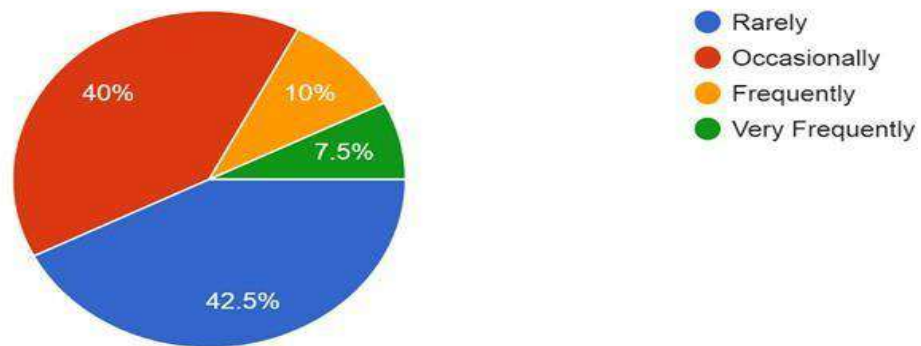
- From competitors like Amazon, Snapdeal, Infibeam, Indiaplaza, Homeshop18 etc.
- Less usage/preference of online buying.
- Low Internet penetration.



CHAPTER 7
DATA ANALYSIS
&
INTERPRETATION

1. How frequently do you shop on Flipkart

40 responses



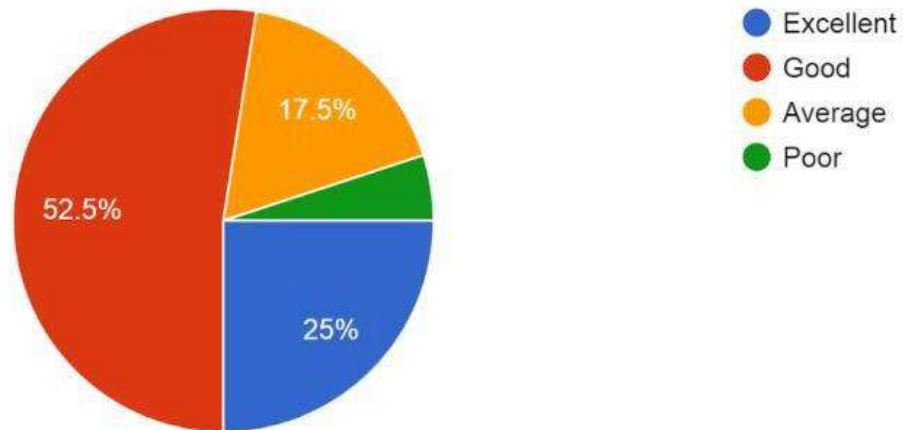
Particulars	No. of respondents	Percentage of response
Rarely	17	42.5%
Occasionally	16	40%
Frequently	4	10%
Very Frequently	3	7.5%
TOTAL	40	100

INTERPRETATION

As per the above data majority of respondent i.e, 42.5% people are rarerly use flipkart ,40% people are occasionally use flipkart for shopping , And 10% people use flipkart frequently ,Few people use flipkart very frequently .

2. How would you rate overall shopping experience on Flipkart

40 responses



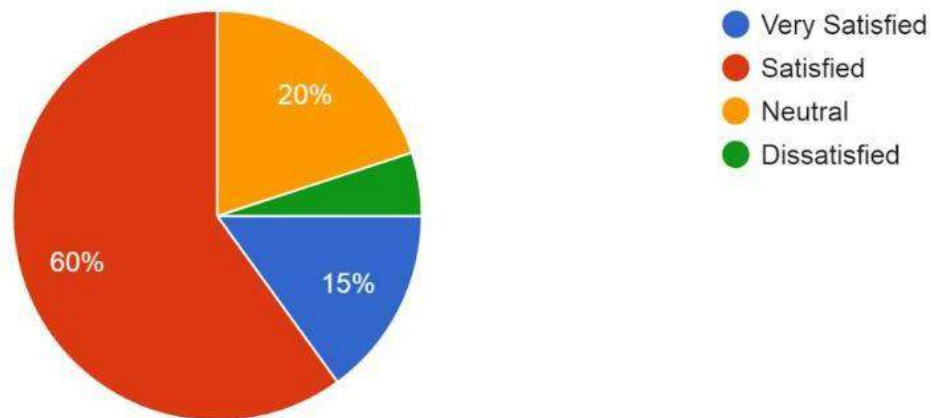
Particulars	No. of respondents	Percentage of response
Excellent	10	25%
Good	21	52.5%
Average	7	17.5%
Poor	2	5%
Total	40	100

INTERPRETATION:-

According to the table pie Chart maximum respondent is 52.5% are good on this statement . 25% Excellent response and the remaining 17.5% and the last is 5% poor response

3. How satisfied are you with the variety of product available on Flipkart

40 responses



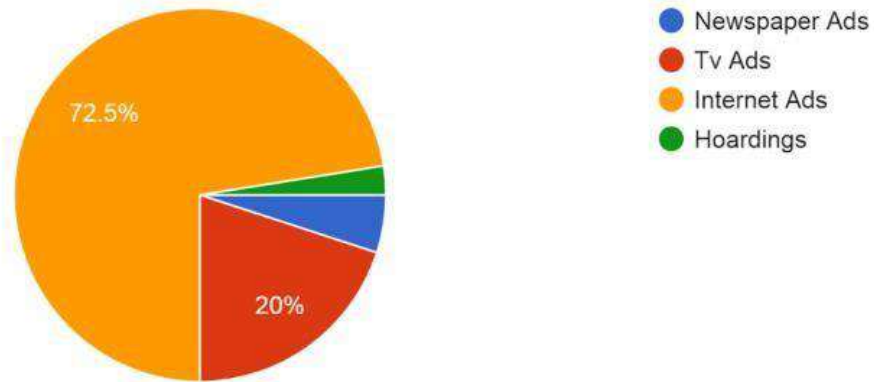
Particulars	No. of respondents	Percentage of response
Very Satisfied	6	15%
Satisfied	24	60%
Neutral	8	20%
Dissatisfied	2	5%
Total	40	100

INTERPRETATION:-

More than 50% of people are satisfied with the variety of products available on Flipkart.

4. From where did you come about Flipkart

40 responses



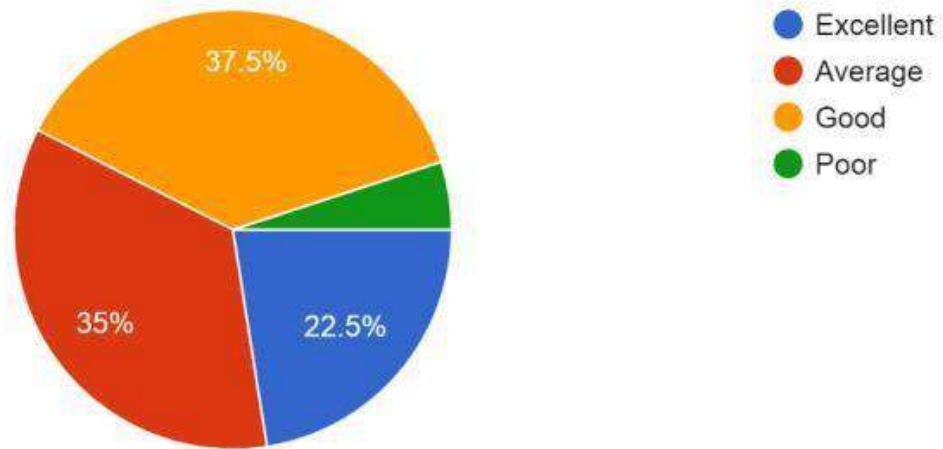
Particulars	No. of respondents	Percentage of response
News paper	2	5%
TV Ads	8	20%
Internet Ads	29	72.5%
Hoardings	1	2.5%
Total	40	100

INTERPRETATION:-

According to the table and pie chart maximum respondent are response on Internet Ads 72.5% and the TV Ads response is 20% some response from newspaper 5% and few is 2.5%

5. What is your view on service offered by Flipkart

40 responses



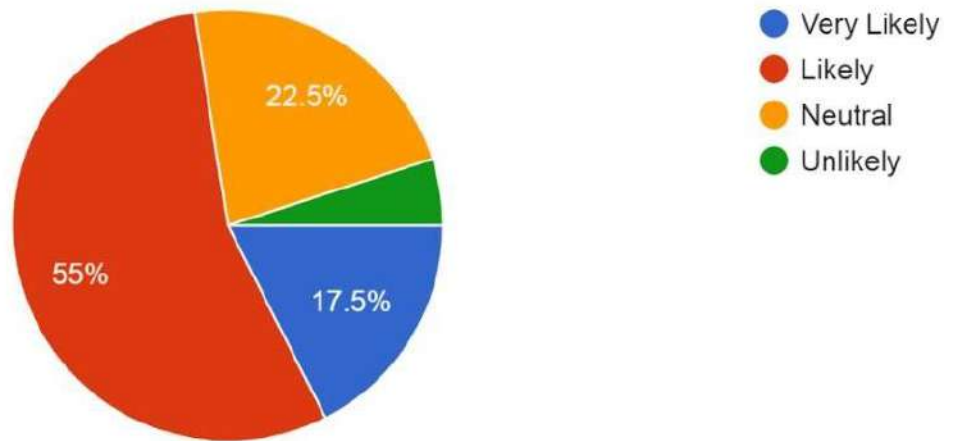
Particulars	No. of respondents	Percentage of response
Excellent	9	22.5%
Average	14	35%
Good	15	37.5%
Poor	2	5%
Total	40	100

INTERPRETATION:-

According to the data and pie chart the flipkart will be offered a good service according to the response

6. How likely are you to continue shopping of Flipkart in future

40 responses



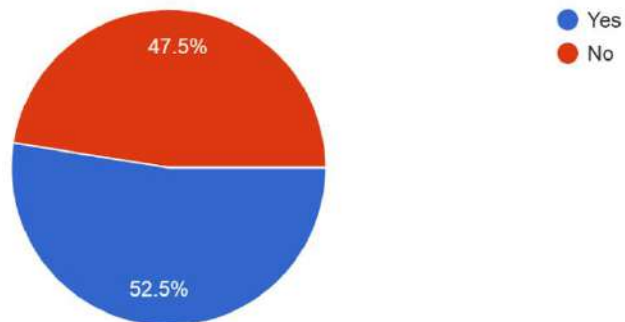
Particulars	No. of respondents	Percentage of response
Very Likely	7	17.5%
Likely	22	55%
Neutral	9	22.5%
Unlikely	2	5%
Total	40	100

INTERPRETATION:-

According to the pie chart more than 50% people likely to continue of flipkart in the future

7. Have you experienced any issue with the quality of product received from Flipkart

40 responses



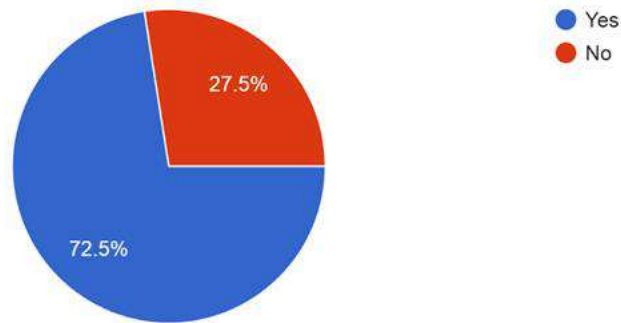
Particulars	No. of respondents	Percentage of response
Yes	21	52.5%
No	19	47.5%
Total	40	100

INTERPRETATION:-

According to the pie chart 52.5% person will not be get issue from the quality of product.

8. Do you get offer from Flipkart ?

40 responses



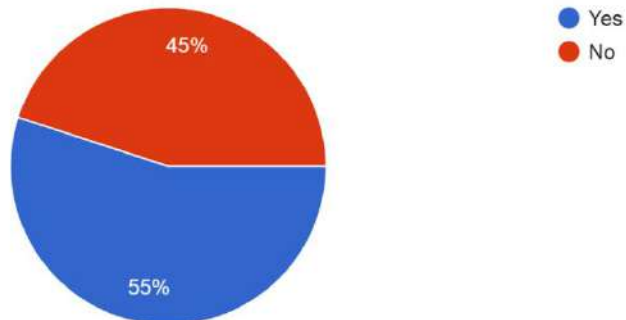
Particulars	No. of respondents	Percentage of response
Yes	29	72.5%
No	11	27.5%
Total	40	100

INTERPRETATION:-

According to the pie chart 72.5% people get the offer from Flipkart .

9. Do you agree Flipkart claim that is every product are 100% Genius

40 responses



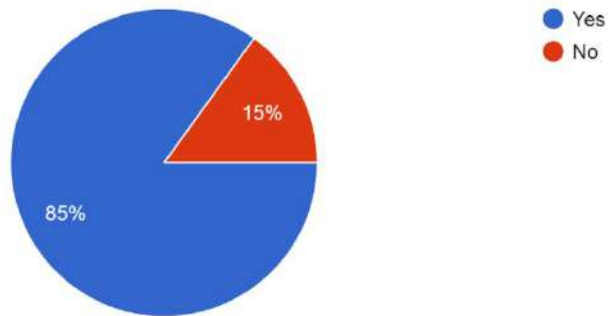
Particulars	No. of respondents	Percentage of response
Yes	22	55%
No	18	45%
Total	40	100

INTERPRETATION:-

According to the pie chart 55% agree with Flipkart project are Genius .

10. Are you satisfied with delivery of Flipkart

40 responses



Particulars	No. of respondents	Percentage of response
Yes	34	85%
No	6	15%
Total	40	100

INTERPRETATION:-

According to the Pie Chart 85% people are satisfied with delivery of Flipkart.

CHAPTER 8
HYPOTHESIS
TESTING

Hypothesis Testing:-

H0: There is no significant difference between the gender of the respondents and the length of Flipkart being used.

H1: There is a significant difference between the gender of the respondents and the length of Flipkart being used.

From the above research it is found that alternate hypothesis in, H1 "There by a significant increase in number of successful startups, job creation, and overall economic growth in the country is true and accepted. Whereas Null Hypothesis H0 "There will be no significant increase in the number of successful startups, job creation, and overall economic growth in the country" is rejected

CHAPTER 9
CONCLUSION

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.

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 apartfrom 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.

CHAPTER 10
BIBLIOGRAPHY

BIBLIOGRAPHY:-

<https://corporate.flipkart.net/>

<https://www.flipkartcareers.com/>

www.flipkart.com

<https://flipkartfoundation.org/>

<https://www.flipkartwholesale.com>

CHAPTER 11

Appendices

QUESTIONNAIRE:-

1. How frequently do you shop on Flipkart

Rarely

Occasionally

Frequently

Very Frequently

2. How would you rate overall shopping experience on Flipkart

Excellent

Good

Average

Poor

3. How satisfied are you with the variety of product available on Flipkart

Very Satisfied

Satisfied

Neutral

Dissatisfied

4. From where did you come about Flipkart

Newspaper Ads

Tv Ads

Internet Ads

Hoardings

5. What is your view on service offered by Flipkart

Excellent

Average

Good

Poor

6. How likely are you to continue shopping of Flipkart in future

Very Likely

Likely

Neutral

Unlikely

7. Have you experienced any issue with the quality of product received from Flipkart

YES

NO

8. Do you get offer from Flipkart ?

YES

NO

9. Do you agree Flipkart claim that is every product are 100% Genius

YES

NO

10. Are you satisfied with delivery of Flipkart

YES

NO